The tie that binds

Twin brothers Brian (‘02) and Colby (‘02) Trow are building a successful business around their shared passion for fly fishing and are rising stars in the industry.

BY ROB TUCKER

From the Harts

A gift from G.J. and Heather Hart leads the way.

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Cultural immersion

The Washington Semester program enables students to explore the wealth of political and cultural opportunities available in the Washington, D.C., area. The spring semester typically focuses on global affairs. In April, program participants toured the Chinese Embassy.

PHOTOGRAPH BY MIKE MIRIELLO ('09M)
Cause a collision  BY PAM BROCK
The new Madison Trust pairs JMU innovation with potential investors, including alumni and friends of the university, to effect real change

The tie that binds  BY ROB TUCKER
Twin brothers Brian ('02) and Colby Trow ('02) are building a successful business around their shared passion for fly fishing and are rising stars in the industry

Success by your own hands  BY CHRIS MEYERS ('11, '15M)
How JMU’s Valley Scholars program aims to make college more accessible

A trip to Harrisonburg’s Farmers Market brings the entrepreneurial experience into sharp focus for Valley Scholars.  PAGE 38

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Alternative Spring Break trip to Arches National Park.
Madison loses a friend

A very good friend of James Madison University, Edwin “Ed” Estes, died on April 9. Mr. Estes gave $2.5 million to help build the Dorothy Thomasson Estes Center for Theatre and Dance, named in honor of his wife, a Madison alumna from the class of 1945 who died in 1996. It was the largest donation in JMU’s history at the time, and it helped to complete The Forbes Center for the Performing Arts.

After only five years, The Dorothy Thomasson Estes Center for Theatre and Dance has made immeasurable positive differences in the lives of thousands of students and faculty in the School of Theatre and Dance. A dance student recently wrote, “The Estes Center is a springboard to my dreams ahead and future goals. It is a sweet memory of belonging and growth. We all sweated and cried together so much in this building that we are a part of it as it is a part of us.”

Ed Estes made such a wonderful difference for all of us in the College of Visual and Performing Arts. The building brought dance, theatre and music together for the first time on campus. So many synergies between these programs have developed since moving here, and we are all enriched every day by what the Estes family did for this great university. Our dance and theatre programs have grown by 35 percent and the quality of students coming into the programs continues to rise. Thank you, Ed, we will remember you and Dorothy always.

George Sparks
Dean, College of Visual and Performing Arts

Madison App Feedback

Our mailroom has received a number of responses to our new Madison app, which makes Madison magazine available on tablet devices for the first time. A beta digital edition released in February was followed by a full digital edition in March. So when you get a chance, download the app for fresh, interactive magazine content delivered right to your tablet. And stay tuned! We plan to evolve and expand this new mode of delivery based on your feedback! Don’t have a tablet? Read editor’s picks online at: www.jmu.edu/madisonmagazine.
LETTERS

Tuesday, Feb. 24, 2015
I wanted to give you a first impression! Fantastic job! The transfer and return from other websites and YouTube was impressive. But the thing I liked best were what I like to call ‘find the mouse’...little things to read more, scroll down, see and hear more in a video, etc. I guess it’s the Goodnight Moon in me! The teasers leading to the next issue, like who the Madison Trust picked, will keep readers coming back for more! Thanks for starting in beta and if you need further testing, let me know.
I’m looking forward to the next issue!
Barbara Caudle (’81)

‘Fantastic job! The transfer and return from other websites and YouTube was impressive.’
— BARBARA CAUDLE, (’81)

Tuesday, Feb. 24, 2015
I have a windows phone, so no go for me. Sorry!
Austin Adams (’00)

Wednesday, Feb. 25, 2015
Look how fancy we are here at JMU! I downloaded the app and am checking it out.
Jennifer Campfield (’91,’02M)

Tuesday, April 7, 2015
Hello to my fellow Dukes,

I want to tell you how much I enjoy receiving the informational emails from JMU as it helps to keep me engaged with my university.

I’m sure you often hear about the fanatics who bleed purple and post on our message board. One of the topics that often comes up is giving. Some alumni/fans seem to indicate they aren’t properly solicited for donations or that it can be difficult to offer up a gift. I personally don’t have an issue, however, upon receipt of this email, it made me think that maybe JMU could place a tab on each informative email that is sent out, such as this email, that would redirect the receiver to a link in which they could donate a few dollars.
This is just a thought for you to ponder. I hope you will have a great day.
Sincerely,
Cal Lawson (’82)

EDITOR’S NOTE:
Madison magazine editors appreciate letters about published content, like those here.

KEEP THOSE LETTERS AND STORY IDEAS COMING!

Madison welcomes letters in response to magazine content. The staff reserves the right to edit for clarity, length and style. Anonymous letters will not be published. Send to “22807” Madison, 127 West Bruce St, MSC 3610, JMU, Harrisonburg, VA 22807, or email madisonmag@jmu.edu.

FROM THE EDITOR

Welcome to the first print edition of Madison in 2015. We skipped an edition to get the digital app version launched and into the Appstore. I hope you’ve had a chance to download the app and enjoy the interactive Madison on your tablet. We will publish new versions regularly to the app store bringing you interactive Madison content often. We also will be working to constantly improve the app. So if you experienced slow downloads the first time around, it is quicker now and will continue to improve.

We also skipped an edition because of the untimely death of Madison managing editor Michelle Hite (’89). Michelle bled purple and she was a tireless worker. In fact, none of us had a completely clear picture of just how much Michelle did to produce Madison until after she died. It is for this reason that this edition is dedicated to Michelle’s memory. Universities are many things, but mainly they are the sum of the people who work to make them great places. Michelle’s death was a loss for JMU, and a Be the Change profile of Michelle is featured on the back cover.

The print version of Madison will resume publishing regularly. And during the months in between, digital Madison will publish to the app store and push notify you when a new edition is available for your tablet. As the world of digital and mobile devices continues to evolve, we will develop and release new versions of the Madison app to keep pace and extend our ability to keep you up to date on whatever device you prefer.

Finally, we want to make every mode of Madison as informative and as entertaining as it possibly can be. So we welcome any ideas on how we might improve. Please don’t hesitate to be in touch.

— Andrew D. Perrine (’86), executive editor
As JMU’s associate director of communications and deputy spokesperson, Bill Wyatt coordinates the strategic use of media to deliver the university’s messages. A frequent contributor to Madison’s news sections, Bill manages the creation of the university’s brand journalism and has implemented a number of new systems to measure the university’s reach in their media relations and social media efforts. Prior to his tenure with JMU, Bill served as the director of media relations for the National Conference of State Legislatures. Bill received his bachelor’s degree from Frostburg State University in western Maryland and is currently working on his master’s of public administration degree at JMU. He and his wife have six children.

Elizabeth Hoover and Karen Risch Mott teamed up on “By the Numbers” for this issue of Madison. Elizabeth is the assistant director of the Furious Flower Poetry Center. Before coming to JMU, she was the assistant editor of Sampsonia Way magazine, where she covered international literature. Her criticism and author interviews have appeared in the Paris Review, Los Angeles Times and the Minneapolis Star-Tribune, among others. She is also the author of three biographies for young adults and is currently researching a biography of the poet Robert Hayden. As a communications specialist, Karen promotes the Furious Flower Poetry Center’s achievements through its website and social media outlets. She also directs the center’s annual children’s poetry camp and manages the business functions of the department. A collaborative writer (“ghostwriter”) who has produced several bestsellers, she also continues her freelance work with expert authors all over the United States.

Jim Heffernan (’96) is assistant director of content strategy and editor in JMU’s Office of Communications and Marketing. After graduating from Madison with a degree in mass communications, he worked as a reporter and editor for various newspapers and magazines before returning to his alma mater in the fall of 2011 to join the public affairs team. Jim helps manage much of Madison’s production process and is a frequent contributor. The Roanoke, Va., native is currently pursuing a master’s degree in public administration from JMU with a concentration in nonprofit management. He and his wife, Stephanie Mullins Heffernan (’95, ’98M), have a daughter, Olivia, whom they are grooming to become a future Duke. Jim enjoys baseball, jazz, biographies, good food and strong coffee.

Assistant graphic designer for university marketing, Laura DeBusk (’14) recently earned a Bachelor of Fine Arts in graphic design from JMU while minoring in dance. She has worked on projects ranging from social media graphics for the Alumni Chapter Challenge, to JMU’s goMAD campaign graphics, to the brochure and ads for the Valley Scholars Golf Classic. Laura’s design work can be found throughout this issue. Outside of JMU, the recent alum enjoys dancing, swimming and playing Ultimate Frisbee on Sunday afternoons.
A sizeable portion of this edition of Madison is devoted to covering efforts of entrepreneurs in the greater James Madison University community. I hope you find these activities as encouraging as I do. Such vitality and creativity represent a spirit and point of view that essentially are hopeful and optimistic — elements of the American experience that some say is in rather short supply lately.

In fact, some wonder whether entrepreneurship in America is vanishing. Could it be true?

One of the more concerning related trends is the declining rate of business startups. Over the past 30 years, business startup rates deteriorated while the rate of business closures remained largely unchanged. When the U.S. Census Bureau began tracking these events in 1977, nearly two new businesses started up for every one that closed. That gap steadily narrowed over the years, and in 2008—during the deepest trough of the Great Recession—the two trend lines crossed for the first time: more businesses closed than opened.

Described by the U.S. Census Bureau as business dynamism, the lively and continuous process of economic churn has driven the American economy since our founding. James Madison and his fellow writers of the U.S. Constitution were well aware that innovation was critical for driving business dynamism and critical to the success of the new nation. They even built protections for innovation into the Constitution itself. Article One, section 8 states:

The Congress shall have power ... To promote the progress of science and useful arts, by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries;

Our founders’ foresight helped set the stage for American ingenuity to become arguably the most dynamic in human history. It is no happenstance that the American economy generates 22.4 percent of global GDP today, yet only 4.5 percent of humans on Earth live in America. One could say that business dynamism is a defining American characteristic. That’s why its decline is of great concern, and why preserving such an important component of our national character ought to be a priority.

At Madison, however, we are not sitting still. In nearly every corner of the university we are focused on developing solutions, and some are quite promising. After all, isn’t that what innovation and entrepreneurship are all about — solving problems?

In this issue of Madison you will see how the recently founded Madison Trust is heightening the spirit of entrepreneurship among JMU faculty researchers. You will also see how the Trow brothers — both Madison alumni — employed their passion for the outdoors to create a successful business that also benefits the natural environment. You’ll meet Alpha Kiflu (’05) whose spirit of entrepreneurship and love for his Ethiopian roots inspired him to set an audacious goal to raise the standard of living in Ethiopia. And you will learn about a number of enterprising alumni who are crowdsourcing their dreams for a brighter future.

You have heard a lot from me about the university’s vision to be the national model of the engaged university, engaged with the ideas and engaged with the world. A direct outcome of an exposure to the kinds of engaged learning, community engagement and civic engagement that Madison provides can, and often does, result in seeing the world as an entrepreneur sees it. Providing students with applied learning experiences within broad and diverse contexts leads to developing an open and problem-solving perspective. Such a perspective is at the heart of what drives entrepreneurs. And such a perspective is what drives our students to become citizens who lead meaningful and productive lives.

The American economy generates 22.4 percent of global GDP today, yet only 4.5 percent of humans on Earth live in America.
News & Notes

Hospitality from the Harts
Couple gives more than $3 million to name school in College of Business

Lumnus G.J. (’84) and Heather Hart have announced a gift commitment of more than $3 million to name the Hart School of Hospitality, Sport and Recreation Management at JMU. Their gift represents JMU’s first named school.

President Jonathan Alger made JMU’s announcement at the Annual Stewardship Luncheon on March 20. The Harts appeared on video at the luncheon. They had announced their gift March 18 at Camp Pendleton, Calif., as part of the Annual Operators Conference of California Pizza Kitchen, of which G.J. is CEO.

Ten JMU students and School of Hospitality, Sport and Recreation Management Director Michael O’Fallon were part of the CPK conference, one day of which is set aside for service. The JMU contingent and 800 CPK operators worked alongside U.S. Marines to improve facilities for returning veterans at Camp Pendleton. This is the seventh year G.J. and Heather have engaged JMU hospitality students to work the California Pizza Kitchen’s Annual Operators Conference.

Service, leadership and passion have characterized G.J. Hart’s rise from poultry processor to executive chairman and chief executive officer of California Pizza Kitchen, an international chain of restaurants with more than 280 locations in the United States and 15 other countries.

As a student at JMU, G.J. worked full time at the Shenandoah Valley Poultry Company in Bridgewater, Va., to put himself through college and help pay the bills at home. Hart calls the experience ‘Our intention is that this gift might have others thinking about how can they give back to the university and make a long lasting imprint. We need to help our young people be successful.’

— G.J. (’84) AND HEATHER HART

When the Hart family (center) announced their gift, 10 JMU students and leaders (including school director Michael O’Fallon, far right) were involved again this year in CPK’s Annual Operators Conference in California.
Catalyst for a chain reaction of impact

JMU’s 2015 Annual Stewardship Luncheon showcased some of Madison’s best and brightest in a celebration of giving. More than 400 donors, student scholarship recipients, faculty and university leaders came together on March 20 to demonstrate the profound impact donors make on the university with their gifts.

‘To all of my students, my dream has always been for you to live out your dream. Dream accomplished. I’m proud of each of you for putting your JMU education to work in ways that will leave a lasting legacy.’

—CINDY KLEVICKIS, professor of integrated science and technology

Avrum (’01) and Lauren McKay (’01) Elmakis gave tribute to professor Cynthia Klevickis. “She was by far our most supportive, positive and engaging professor.” They created an endowment in her honor for faculty support so that others “got to have that connection, that quality of professor, that Madison is known for.”

JMU students Jenae Bailey (’15), Dara Sao (’15), LaKayla Bonaparte (’15) and Jada Wade (’15) met Klevickis through the Professor in Residence program at Huguenot High School in Richmond. “She taught us to seek out opportunity. That’s how much one JMU professor matters.”

READ MORE and see event photos at http://j.mp/1OYiUhg
ence “far from glamorous,” but, he said, it was during those years toiling in the poultry plant that he learned many of the leadership lessons he has followed throughout his successful career in the hospitality industry.

“My hope for the School of Hospitality, Sport and Recreation Management is to become a world-class program, a program where we turn out students who are going to do great things in the world and they are going to do it with purpose,” says G. J. Hart.

The Harts expressed their hope that their gift would encourage others to follow suit.

“Our intention is that this gift might have others thinking about how can they give back to the university and make a long-lasting imprint. I would encourage everyone to think about it. We need to help our young people be successful. And hopefully everyone will join with us,” they said.

“James Madison University is extremely grateful for the Harts’ investment in our community,” Alger said. “G.J. and Heather’s gift exemplifies the service, leadership and passion that they live out each day. Their generosity will touch the lives of many in the Madison family for years to come.”

O’Fallon says that the association with the Harts is invaluable to the university.

“The Harts investment of time and talent to James Madison University over the years has been instrumental to the success of our relatively young program,” says O’Fallon. “We are so pleased to partner with this titan of the hospitality industry to bring even greater value and prestige to the school.”

G.J. serves on the College of Business’ Board of Advisors, hosts JMU hospitality students at CPK, and spoke at JMU’s fall 2013 Commencement Ceremony. He has been a loyal JMU donor. Heather was a keynote speaker at the Second Annual Women in Leadership Conference at JMU. She spearheaded the establishment of CPK’s charitable foundation, Inspired Acts. The Harts have created their own family foundation, Hart of Six. They have four children, Ashley, Hillary, Ashley and Randall.
President Jonathan Alger announced a transformative gift of more than $3 million from California Pizza Kitchen CEO G.J. ('84) and Heather Hart, who appeared on video. Their gift will name the Hart School of Hospitality, Sport and Recreation Management in the College of Business. “The Harts’ gift – like yours – will have a profound and unending impact on thousands of students,” Alger told donors.

**2015 ANNUAL STEWARDSHIP LUNCHEON**

**TRANSFORMATIONAL GIFT**

President Jonathan Alger announced a transformative gift of more than $3 million from California Pizza Kitchen CEO G.J. ('84) and Heather Hart, who appeared on video. Their gift will name the Hart School of Hospitality, Sport and Recreation Management in the College of Business. “The Harts’ gift – like yours – will have a profound and unending impact on thousands of students,” Alger told donors.

READ MORE about the Harts’ gift at http://j.mp/1HKhmqQ

**Make a difference TODAY**

Annual gifts to the funds below are focused on the university’s most immediate needs and often make the broadest impact on the Madison Experience.

**MADISON FOREVER SCHOLARSHIPS**

- 58% of JMU students require aid
- Only 32% of those students’ needs are currently met

**FACULTY SUCCESS FUND**

Sustains the 16:1 student-to-faculty ratio

**MADISON ENDOWMENT**

- 6 billion
- 5 billion
- 4 billion
- 3 billion
- 2 billion
- 1 billion
- 500 million
- 400 million
- 300 million
- 200 million
- 100 million

**ATHLETIC FUND**

- Supports student-athletes in their preparation for productive and meaningful lives.
- Has grown 95% in membership over the last five years
- Goals are 3,500 members, $2.2 million in annual gifts

**MADISON VISION FUND**

- Virginia Tech
- Old Dominion
- William & Mary
- JMU

- Fiscal year 2013 endowment market values as reported by the National Association of College and University Business Officers and Commonfund Institute.

Visit www.jmu.edu/give to search our funds
Women for Madison set to open doors
Pat Southall Smith ('92) headlines first public event

Former Ms. Madison, Miss Virginia and Miss USA Runner Up Pat Southall Smith ('92) was the keynote speaker for the first public Women for Madison event at JMU earlier this spring. The rally drew students, professors, alumni, parents, staff and donors interested in becoming more deeply involved in the life of JMU.

Smith talked about her student years at JMU, her early success, relationships, loss and hardship, and the special role of JMU and women in her story of redemption.

“My sorority of sisters helped me understand how much I loved women and have a passion to support them,” she said. “My education in journalism gave me the foundation and confidence to work in TV. The student body supported me through my Miss Virginia days and gave me confidence to continue my journey to Miss USA.”

She spoke of her feelings of putting her professional aspirations on hold while raising a family and while her husband, former Dallas Cowboys running back and “Dancing with the Stars” Season 3 celebrity winner Emmitt Smith, was in the limelight. “It’s a work-life quandary many professional women experience and the audience could relate to,” said rally organizer Cynthia Cline ('82).

Today Smith is the founder and owner of Pat Smith Enterprises, founder and CEO of Treasure You, and the president of Pat and Emmitt Smith Charities. She is an author and has hosted Second Chances for Overcomers with Robin Roberts. She is in great demand as an inspirational speaker, TV talk-show host and guest on matters of faith, philanthropy, family and overcoming adversity.

Smith challenged the women in attendance to help provide another woman an opportunity to find her purpose. “Let’s pass it on and grow the body of women from JMU who make a difference in this world,” she said. “Let’s all be Women for Madison!”

The rally was organized by the Women for Madison Executive Advisory Council in an effort to channel women’s growing professional influence and financial leadership. Chair Vanessa Evans-Grevious ('93, '97M) appeared via video to open the rally. Speakers encouraged women to extend the transformational impact of their own Madison Experience by making an impact on future students through volunteering and philanthropy.

Students, alumni and donors told one another how their Madison Experience has been transformational in their lives. Each testimony ended with the refrain, “I’m a Woman for Madison.”

Speakers connected today’s movement with JMU’s founding as a women’s college in 1908 and the efforts of early pioneers to produce graduates who have achieved greatness in their fields.

Get involved
Sign up to become involved in JMU through

- CHEERLEADER — spread the word about the Madison Plan and our goal to become the national model of the engaged university.
- PLAYER — volunteer at a JMU event.
- COACH — serve as a guest speaker, mentor or adviser to a student.
- CHAMPION — host a Women for Madison Circle or organize for a JMU cause.
- BOOSTER — make a financial gift to JMU.

Women for Madison requires making an annual gift of any amount to JMU.

To learn more about Women for Madison and to see video from the rally, go to www.jmu.edu/womenformadison.
“All of these Madison women remind us of the many doors JMU women have already opened for us,” said WFM Vice Chair Beth Bliss (’84). “Many of us in this room have done remarkable things too. We have raised families. Started businesses. Taught school. Become thought leaders in our fields. Fostered change in our communities.”

JMU First Lady Mary Ann Alger urged women to reflect on their personal philanthropic mission. “Think about how you give back,” she said. “Because you do — every day. Ask yourself what that means — what you believe in. Imagine the doors you will open at JMU!”

Former Ms. Madison and Centennial Scholar Chiquita King (’09, ’11M) underscored the importance of women becoming “deeply involved in the life of James Madison University — to become philanthropists for JMU. Students are counting on us. The faculty is counting on us. The future of JMU is counting on us. It will take our commitment for JMU to become the national model of the engaged university.”

ESPN’s Lindsay Czarniak to speak at spring commencement ceremony

Alumna Lindsay Czarniak (’00) will speak to her fellow Dukes and their guests at the university’s undergraduate commencement ceremony May 8. Czarniak, who majored in media arts and design with a minor in studio art, currently works for ESPN as co-anchor, with John Anderson, of the 6 p.m. ET SportsCenter.

Eyeing the C-Suite?
Gain the knowledge necessary to move up in your career:
- Crisis Leadership
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- Global Competitive Competency
- Supply Chain Expertise

Learn to understand, lead and create change across the organization.

Questions? Contact Dr. Michael Busing, busingme@jmu.edu.

‘Feedback from executives tells us that the design of this ELMBA will accelerate the move up the career ladder toward the C-Suite for students completing the program.’
— DR. MARY GOWAN, DEAN, COLLEGE OF BUSINESS
There’s a lot to love about the human voice, not least of which is its ability to attract a mate. JMU’s Dr. Melanie Shoup-Knox has garnered a lot of media attention for her study of female voices. Prior research has shown that hormonal changes during a woman’s menstrual cycle alter her voice in ways that listeners instinctively find attractive. But according to a new study co-authored by Shoup-Knox, assistant professor of psychology, a woman is in full command of her vocal charms when she is at her most fertile time of the month.

“It’s likely that the physiological changes we studied are the product of many years of human evolution.”

— MELANIE SHOUP-KNOX, professor of psychology

The science behind the siren’s song
Psychology professor studies the power of the female voice

JMU included in Princeton Review’s ‘Colleges that Pay You Back’

James Madison University continues to hold a place in the Princeton Review’s annual book of colleges that the education services company recommends as the nation’s best for academics, affordability and career prospects.

New MBA option available
The JMU Board of Visitors recently approved a new executive leadership concentration within the university’s MBA program. The new and uniquely focused MBA concentration fills a gap in the MBA market for individuals who want more than a generic, traditional part-time MBA and who are not at the corporate level required to enroll in a traditional executive MBA program.

WATCH “LISTENING FOR LOVE”
Learn more about Shoup-Knox and her voice research at http://j.mp/1HKho1Q
Cultivating, honoring and promoting the diverse voices of African American poets


(Above) The conference included an exhibit by Nigerian artist Wole Lagunju, who merges images from the Victorian era with Yoruba Gelede. Clockwise from top left: jessica Care moore, Sonia Sanchez, Nikki Giovanni, JMU School of Theatre and Dance performers, Ravi Coltrane.
During the event, 130 scholars presented papers in concurrent panel discussions and three major roundtables tackling the major themes of the Black Avant-Garde, Diaspora Poetry, and Queer Poetics.

This historic gathering marked 20 years since JMU hosted the first conference to focus solely on black poetry. That watershed event in 1994, “Furious Flower: A Revolution in African American Poetry,” has borne impressive fruit. Most notably, it inspired the creation of the Furious Flower Poetry Center. Dr. Joanne Gabbin, conference organizer and executive director of the center, has made significant contributions to the curriculum needed to teach critical and cultural perspectives of African American poetry.

“We just have to keep on becoming the poets we want to be.’

–RITA DOVE, poet and English professor, University of Virginia

The conference engaged a wide audience in the tradition of black poetry—265 registrants, more than 100 guests, and additional crowds attended the free poetry readings, roundtables and panel discussions.

(L-R) Dr. Joanne Gabbin, Rita Dove, Mariah gladessa Ekere Tallie, Frank X Walker, Ishmael Reed, Elizabeth Alexander, Yusef Komunyakaa, Cornelius Eady, Toi Derricotte
Living the ‘Dream’

Drafted 34th overall by Atlanta, Okafor headed to the WNBA

With the 34th overall pick, the Atlanta Dream drafted JMU redshirt-senior center Lauren Okafor in the third round of the 2015 WNBA Draft.

Okafor became the second player in JMU women’s basketball history to be drafted. In 2008, Tamera Young ('08) was also selected by the Dream, going eighth overall.

During her senior campaign, Okafor averaged 12.4 points and 9.8 rebounds per game, tallying 13 double-doubles to lead the Dukes (29-4) to the 2015 Colonial Athletic Association championship and a second consecutive NCAA Tournament appearance. She was named to the 2015 All-CAA First Team, CAA All-Defensive Team, CAA All-Tournament Team and Virginia Sports Information Directors All-State First Team. She was also honored as the 2015 Dean Ehlers Leadership Award recipient and CAA women’s basketball Scholar-Athlete of the Year.

“This is amazing, I’m very happy and very proud of Lady,” head coach Kenny Brooks beamed. Okafor is the third player in the last five seasons to have an opportunity to play at the WNBA level. Dawn Evans ('11) signed a contract with the Los Angeles Sparks in 2011 while Kirby Burkholder ('14) signed a free-agent contract with the Washington Mystics in 2014.

‘This is amazing, I’m very happy and proud of Lady.’

— KENNY BROOKS, Women’s basketball head coach

Celebrating JMU athletic achievement

James Madison University Athletics celebrated achievements during the 2014-15 year and recognized top award winners at its seventh annual Recognition Banquet on April 20 at the Festival Conference and Student Center. Receiving top accolades were softball junior Jailyn Ford and football redshirt senior Vad Lee, who were voted the JMU Female and Male Athletes of the Year, respectively, while women’s basketball redshirt senior Lauren Okafor and men’s soccer junior Daniel Roppert were chosen as the Female and Male Scholar-Athletes of the Year. (Photo L-R, Lee, Okafor, Ford, Roppert)
Haley (’87) elected to Pro Football Hall of Fame

Former JMU football All-American Charles Haley has been selected for induction into the Pro Football Hall of Fame. Haley will be enshrined in Canton, Ohio, during the weekend of Aug. 7-9. He played 12 seasons in the NFL with the San Francisco 49ers and Dallas Cowboys, and is the only player in league history to earn five Super Bowl rings.

Football hosts Student Appreciation Day 2015

‘This event is our opportunity to let the students know we recognize their support and want them to be even more involved with our program.’

— EVERETT WITHERS, head football coach

McFarland to retire following ‘15 campaign

The 2015 campaign will be the last for head baseball coach Joe “Spanky” McFarland, who is retiring in June after 18 seasons as skipper of the Diamond Dukes. He has led JMU to two CAA titles (’08, ’11) and three NCAA tournament appearances (’02, ’08, ’11) while collecting more than 500 career wins.
On any given Saturday, Alissa McLaughlin ('01) and a loyal cadre of friends lug some 60 pounds of food up two flights of stairs into a kitchen at the Marian Anderson Recreation Center in inner-city Philadelphia.

Then, for several hours, Alissa and company conduct cooking classes, teach nutrition and prepare food with dozens of city kids ages 3 to 15, many from families on fixed incomes. It’s a passion for Alissa, who grew up in a family that valued the time they spent together around the dinner table. She has taken that love and is sharing it to help change her community.

A COMPANY ALL HER OWN

After putting herself through JMU by working retail at Harrisonburg’s Valley Mall, plus volunteering with Young Life, a campus organization, plus completing majors in communication studies and computer information systems, Alissa headed to New York City where she worked as an event planner.

But Alissa is a Philly girl at heart and missed the city she loves. She returned to her city and in 2010, after years of hard work — which also included cleaning houses — and lots of serious saving, Alissa struck out on her own. She started her own event-planning company, Radiant Matter. From the beginning, she had three goals: to start and run her own company without incurring debt; to support the local economy; and to provide jobs.

Alissa succeeded in all three — although she admits it hasn’t been easy. “Event-planning years are like dog years,” she says, good-naturedly. Today Radiant Matter employs 50 people, including 15 full-time staff, and has established national clients such as EY (formerly Ernst and Young) and Oracle.

ONE MORE IMPORTANT GOAL

But Alissa had one more important goal. She wanted to give back to the community she loves. She noticed a huge population of kids in inner-city Philadelphia who are hungry and angry — “hungry kids” they’re called.

“’In our city, people who are of greater means can afford to eat healthy and prepare balanced meals. … The simple fact is that produce is sometimes too expensive for people on fixed incomes.’

— ALISSA MCLAUGHLIN (’01)
McLaughlin (‘01) started Small Fry in March 2012. Every week she teaches kids in her hometown of Philadelphia how to cook and eat healthy.
Alpha Kiflu’s (’05) office these days is far removed from the plush Wall Street offices of Goldman Sachs. But his new workplace in Addis Ababa is likely more important. Kiflu is playing a significant role in a new venture that began in May 2013 with the potential to help transform a nation.

After spending eight years at Goldman and rising to become a vice president in the Securities division, Kiflu moved his skills, along with a strong entrepreneurial bent, to Ethiopia.

“That opportunity came when Kiflu became the chief financial officer for ALLE, a new consumer-good wholesale business initiated by the Ethiopian government in partnership with AT Kearney, a global management consulting firm.

“I am a first-generation Ethiopian-American,” he says. “I had only been to Ethiopia a few times before coming here to work, but always had an interest in coming and living in Ethiopia to explore and participate in its development.”

ALLE is Ethiopia’s first large-scale cash-and-carry wholesaler of foods and consumer goods. One might compare it to Costco in that it delivers FMCG — fast-moving consumer goods — affordably and efficiently. Unlike Costco, however, ALLE, a wholesale enterprise, does not sell to the general public, as it utilizes a business-to-business model.

Founded on ethical business practices and a commitment to enhance the communities it serves, ALLE uses a B2B best-practices model to provide a pipeline for businesses selling directly to the public, such as restaurants, hotels and retail establishments.

Ethiopia, historically one of Africa’s poorest nations, has seen significant economic growth, and Kiflu is optimistic about the part that ALLE can play.

“The growth in Ethiopia over the past 10-15 years has been truly remarkable and is set to make even more transformation in the years ahead. Recently, the government completed its first international sovereign bond issuance, demonstrating positive feedback from international investors.”

By introducing modern business practices and a network of available goods, Kiflu hopes ALLE will lift the quality of living for his fellow Ethiopians. But he knows it will take time: “Patience is critical in economic development and change.”

Kiflu’s hope is two-fold. By increasing the availability of goods and using competitive pricing and technology, ALLE will help lower the cost of living for average Ethiopians. He also hopes that investment in modern distribution will spur more economic development in his country.

“The private sector remains quite young,” he says. “But it is growing quickly, and Ethiopians have demonstrated tremendous potential in entrepreneurship and various emerging business. Ethiopia’s economy is making great strides in catching up to the leading economies in Africa and the emerging markets.”

As an undergraduate at JMU, Kiflu, who double majored in finance and economics, was deeply involved in the College of Business and spent most of his time in Showker Hall. He says that the COB curriculum and his experience working with the Madison Investment Fund prepared him well for his career: “I had a wonderful experience at Madison.”

These days, Kiflu has little spare time. “Building a startup company here is very time consuming,” he says. When he does grab a minute, he’s hanging out with friends and family, running, or exploring Ethiopia.

For Kiflu, moving to Africa was more than a career move; it’s a move that will bring much-needed economic opportunities and new consumer goods to his newest neighbors.

‘Ethiopia’s economy is making great strides in catching up to the leading economies in Africa and the emerging markets.’

— ALPHA KIFLU (’05), chief financial officer, ALLE
Alpha Kiflu ('05) serves as chief financial officer for ALLE, Ethiopia’s first large-scale cash-and-carry wholesaler of foods and consumer goods.
Jewelry maker Hugo Kohl’s (‘89) passion for collecting and preserving history fueled his entrepreneurial venture located in the newly renovated Ice House in downtown Harrisonburg. Kohl’s vintage jewelry showroom is also home to the Museum of American Jewelry Design and Manufacturing, displaying more than 3,000 hand-engraved hubs, dies and rolls originally used to make jewelry during the Industrial Age.

Like many entrepreneurs, Kohl built a business enterprise around a deep affinity with his craft. On his website, Kohl describes saving the jewelry-making technology of a bygone era: “I learned that the pieces I had saved from the scrap yard were exquisitely crafted hubs, blocks of steel with intricate designs hand-carved into the top surface dating back to the 1800s. In any case, I was hooked on the subject, fascinated by the workmanship, and determined to find and collect every hub, die and roll I could get my hands on, while also figuring out how to put versions of these designs back into production.”

Today, as customers browse Kohl’s retail space, they have a bird’s-eye view of artisans busy in the workshop below.

‘I learned that the pieces I had saved from the scrap yard were exquisitely crafted ... with intricate designs ... dating back to the 1800s.’
— HUGO KOHL (‘89)

Georgian, Victorian, Edwardian, Art Nouveau, Art Deco and Retro Art design periods are represented within the museum’s collection of engraved hubs. A number of the designs have been put into production by Kohl.
THE NEW SUCCESS

CAUSE A

The new Madison Trust pairs JMU innovation with potential investors, 
including alumni and friends of the university, to effect real change

BY PAM BROCK

Published by JMU Scholarly Commons, 2015
were taut and the stakes high as restless JMU professors queued up in the Festival hallway preparing to take their turns during the inaugural event of the Madison Trust.

When they came face to face with potential investors in the next room, would their pitches be bullet proof? Would their ideas resonate? Would they win the funding to finally get that promising project off the ground? Or would they come away with nothing?

“You can judge these any way you want,” Madison Trust ring-leader, entrepreneur and Board of Visitors member Don Rainey ('82) instructed the 20 JMU donors. These experienced JMU leader, entrepreneur and Board of Visitors member Don Rainey had volunteered to come to campus to consider the faculty proposals — with no strings attached.

In an all-day session in November, 12 teams of JMU faculty, staff and students presented innovative and engaging ideas that, if funded, would benefit not just JMU, but our broader communities and society as a whole. Faculty presenters had 15 minutes to make their pitches and then five minutes for Q&A with potential investors.
In this era of tight budgetary constraints in higher education, a lot was riding on Rainey’s strategy for Madison Trust: “You start with innovation, you layer in density and you cause collision.” Was this moment the start of an ongoing Madison Trust revenue stream for JMU innovations?

“This event is truly a pilot,” Rainey said. “We hope these discussions and originations will drive those collisions and bring people together.” It worked. Investors were so impressed with the expertise and innovation waiting to launch that they stepped up to fund more than $170,000 across 12 proposals.
The tie that
Twin brothers Brian ('02) and Colby ('02) Trow are building a successful business around their shared passion for fly fishing and are rising stars in the industry. By Rob Tucker
ou might say it’s been a pretty good year for twins Colby and Brian Trow.

The brothers were featured in an award-winning documentary film released late in 2014. They taught classes in fly fishing, guided anglers and fished together at scenic locales ranging from the Bahamas to Bridgewater. Brian was featured on a magazine cover; Colby became a father.

The Trows are rising stars in the world of fly fishing, a billion-dollar industry with about 4 million fly anglers in the U.S. alone. They opened Mossy Creek Fly Fishing in Harrisonburg in 2003, one year after graduating from JMU. They were 23 at the time.

Brian earned a degree in geology, while Colby majored in biology with a pre-med preparation. Brian was planning a career in geology, while Colby was poised to take over his father’s dental practice in Richmond, their hometown.

When the opportunity arose to launch a business centered on their shared passion, they took the plunge. Now, little more than a decade later, they manage the largest freshwater guide service and the largest fly fishing school in Virginia in addition to their retail operation.

“Hard work, honesty and common sense helped us grab a foothold in the fly fishing industry,” said Colby. “Our JMU education prepared us to take on the challenge of building a small business with confidence.”

As their business has grown, their reputation as expert, innovative fly anglers and conservationists has spread far beyond the ridges and valleys of the Commonwealth.

They are the subject of the award-winning Blood Knot, which was selected as Best Fly Fishing Film of the Year and Best Freshwater Film of the Year at the 2014 Drake Film Awards in Orlando, Fla. Brian was recently pictured on the covers of industry giant Orvis’s catalog, which is circulated worldwide, and Blue Ridge Outdoors, a regional magazine.

Colby serves on the board of the American Fly Fishing Trade Association, while Brian is on the board of Project Healing Waters, an organization dedicated to the physical and emotional rehabilitation of disabled veterans through fly fishing.

“We have been working with Project Healing Waters from very close to the beginning of its creation,” Brian said. “We have enjoyed working with veterans from all over the country and introducing them to fly fishing.”

The Trows have helped to host an annual fishing tournament and fundraiser in Bridgewater, Va., since 2007. Their initial goal was to...
The Trow brothers are innovative fly tiers who have created patterns based on their knowledge of local waters and backgrounds in science.
raise $1 million for PHW in 10 years, but they exceeded that goal in seven years. The tournament is “the favorite day of the year for our entire staff,” Colby said.

Their business is named after the sultry spring creek that enchants anglers from all over the country. Mossy Creek’s cold, mineral-rich waters cascade down from the surrounding mountains, sinking underground on the way to the valley floor before bubbling back to the surface via limestone springs. Brian and Colby have hosted numerous anglers there, including Deputy Secretary of Defense Gordon England, Chairman of the Joint Chiefs of Staff Admiral Michael Mullen, presidential candidate Rick Santorum, country music superstar Luke Bryan and NFL player Reed Doughty.

The Trows were the catalysts for a 2,000-foot stream restoration and dam removal project on Mossy Creek, just one example of their leadership on conservation efforts throughout the Shenandoah Valley.

“It is our duty to continue to work towards clean water,” they say. “Better habitat equals more fish; more fish equals better fishing; better fishing equals positive economic impact for the community. Results aren’t always visible overnight, but we all need to contribute to the benefit of future generations.”

The Trows and their staff are continually building partnerships with landowners, agencies and politicians to protect and enhance local water quality.

**Photographs by Twofisted Heart/NK Swingle, Mike Miriello (’09M)**

**March Brown**, mayfly imitation that originated in the Catskill Mountains of New York in the early 20th century.

**Japanese Beetle** was developed by Virginia fly tier Harrison Steeves. This fly is characterized by the innovative use of closed cell foam by Steeves, a retired professor of biological sciences at Virginia Tech and author of several highly regarded fly tying books.

**PMX grasshopper** is based on the Madame X pattern originated by Doug Swisher in Southwestern Montana during the 1980s. A parachute post was added to the top of the fly, thus the name PMX, an abbreviation for Parachute Madame X.

**Kreelex** baitfish and crayfish imitation created by legendary Virginia fly fishing guide Chuck Craft. The Charlottesville native has been guiding and fishing in Virginia and other parts of the world for 45 years.

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**‘Better habitat equals more fish; more fish equals better fishing; better fishing equals positive economic impact for the community.’**

‘Time is but the stream I go a-fishing in.
Its thin current slides away, but eternity remains.’

— Henry David Thoreau
They also are heavily invested in education and were instrumental in founding Madison Fly Fishers, JMU’s fly fishing club, which involves about 80 students.

“They are very supportive of Madison Fly Fishers,” said Tom Benzing, the club’s advisor and a professor in integrated science and technology. “They offer store discounts to all members, they donate fly rods to the club and they offer free casting lessons.”

The Trows have been avid fly anglers since the age of 8. They started selling artificial flies they created themselves at age 14. In addition to fly fishing for brook trout in the mountain streams, brown trout in the valley’s spring creeks and smallmouth bass in the Shenandoah River, the Trows have pushed the envelope by pursuing eclectic species of finny critters such as large, predatory muskie and difficult-to-fool white amur, or “pond sharks” as they call them. They are generous in sharing their hard-won fishing knowledge, and their enthusiasm for being on the water and traveling to beautiful destinations is contagious.

They have served as fly fishing instructors and guides during the winter at East End Lodge in the Bahamas, teaching anglers how to fish for the elusive and turbocharged bonefish on saltwater flats.

Their current obsession is saltwater fly fishing off the Virginia coast. It is believed that Brian caught the first blue marlin on a fly in Virginia waters.

TwoFisted Heart Productions, the company responsible for Blood Knot, is currently working on another documentary showcasing the Trows’ saltwater fishing adventures. Look for it in late 2015. It’s sure to make another big splash.

“We have enjoyed working with veterans from all over the country and introducing them to fly fishing.”

(Above): The Trows’ support for Project Healing Waters, a national organization dedicated to the physical and emotional rehabilitation of disabled veterans through fly fishing, has helped raise more than $1 million for wounded warriors over the past seven years. (Right): Colby Trow prepares to net a nice trout on a Project Healing Waters fishing trip.
The Trow brothers and their guides are pioneers in catching musky on the fly in the Shenandoah River.
A new JMU program prepares area youngsters for college
your own hands
‘Every year, I encourage our incoming students to dream big about their futures. That’s what this Valley Scholars program is all about — dreaming big for the futures of these young people, their families and our communities.’

— JONATHAN ALGER, president, JMU

A successful college career — getting there is not always easy for students who come from first-generation and socio-economically disadvantaged backgrounds. That’s why the excitement surrounding James Madison University’s new community engagement program, Valley Scholars, is palpable. JMU is collaborating with school districts in the Shenandoah Valley to identify middle-school students with academic potential who come from disadvantaged backgrounds. The university will then work with these students to help prepare them for college and provide full scholarships to JMU if they are admitted. The pilot program started in fall 2014.

Regular on-campus academic and mentorship experiences, which include field trips and career exploration, are strategic components of the program. These carefully crafted activities foster a desire to learn and build skills that will help the students achieve academic success.

One such opportunity on Nov. 4 allowed the budding scholars to experience entrepreneurship up close. Why entrepreneurship? Problem-solving skills are intrinsic to the entrepreneurial experience, from the decision to satisfy a consumer need to overcoming obstacles in the growth of a business venture. “Every problem can turn into an opportunity,” management professor Bill Wales told the students at the start of the day. The exposure to problem solving sharpens a skillset invaluable throughout life.
Valley Scholars program director Shaun Mooney shared with participants the benefits of owning your own business. “One purpose of entrepreneurship is doing what you love,” he said.
‘I’m enthralled that College of Business Dean Mary Gowan [talked to the Valley Scholars]. It gave them something to be motivated about — the importance of education.’

— HAILEY FLEMING (‘15)

After getting acquainted with basic entrepreneurial principles, the young scholars headed to the Harrisonburg Farmers Market to experience entrepreneurship in action. Interviewing pre-selected vendors at the market helped the students understand the obstacles and problems associated with business ownership. Each scholar had a list of questions to pose to vendors to elicit information on the business, its customers and its challenges: Why did you choose to sell these products? What is your best-selling item? Does your product solve a problem for customers? What is your greatest challenge?

The scholars paired with JMU student-mentors during the visit to the Farmers Market. “The students are learning lots of good skills to approach any problem….it’s a great opportunity,” said JMU student Emmett Cauley (‘17).

After visiting the Farmers Market, the Valley Scholars spent time analyzing their experiences. JMU Director of Technology Innovation Mary Lou Bourne directed the students to use the NABC Model — Need, Approach, Benefit, Competition — to brainstorm business solutions.

This part of the day’s exercises allowed the students to act as consultants. Valley Scholars wrote letters to vendors explaining their analyses and proposing solutions to vendor problems. Teams presented their findings and shared their problem-solving strategies with the whole group.

In addition to enhancing critical thinking, experiencing entrepreneurship gave the Valley Scholars opportunities for self-discovery and interpersonal development. All in all, a great start in learning to craft success by your own hands.
Student teams were tasked with brainstorming solutions to small business problems.
In the growing world of the Internet, where business startups, aspiring musicians and enthusiastic promoters are multiplying exponentially, the world offers enticing opportunities for young entrepreneurs. While opportunities abound, so do obstacles. Despite the challenges, young entrepreneurs are making their marks on business, technology and the arts.

Madison magazine took a virtual snapshot of some emerging entrepreneurs and found one predominant theme: JMU students and alumni are taking what they are passionate about and making it work, often endeavoring to make social responsibility an integral part of their business plans.

Passion Impact
Passion is what drives Stefan Peierls ('13), a marketing graduate who started a nonprofit called Passion Impact to help college students turn their passions into volunteerism. After traveling extensively, including a Semester at Sea with 500 other college students, Peierls saw many needs in the world and realized the potential for joining students’ passions with volunteerism. Headquartered outside of Portland, Ore., Passion Impact, now a 501(c)3, is leading college students to volunteer for organizations and causes. He credits JMU professor Carol Hamilton’s ('97M) Venture Creation class.

‘I learned a lot about how to manage, pitch and structure a business from that class.’
— MADELAINE GERMAN ('08)

PUTTING PASSION TO WORK

Whether launching new businesses out of their dorms or exploring crowdfunding to fulfill their dreams, the Madison community is defining success in singular and powerful terms.

Steps: The Movie “If you follow your heart, you’ll find yourself and be exactly where you’re supposed to be,” says actor and producer Jake Williams ('14), about the moral of this feature film, a first for a group of JMU students.
for providing his spark of inspiration. “She told us there were four kinds of entrepreneurs … one of those wanted to make the world a better place. I wanted to be one of those,” Peierls says.

Maddy and the Groove Spots

Madelaine German (’08) was also inspired to be an entrepreneur through the Venture Creation class. “The music school at JMU is absolutely incredible … Interestingly enough, one of the JMU experiences that most impacted my music career was Venture Creation. That class was structured so beautifully, it completely changed my perspective. It gave me faith that good ideas can happen if you believe in them and you know how to build them, and I learned a lot about how to manage, pitch and structure a business from that class.”

To launch her career as a musician, German used Kickstarter, a crowdfunding site, to successfully raise money to produce a music video for Maddy and the Groove Spots, a jazz and Motown-inspired band, which she headlines. “The music industry may well be one of the most challenging career paths out there. First of all, you have to be EVERYTHING … a creative muse, a musician, songwriter and musical arranger … understand the technology behind that process. You have to be able to handle a band of sometimes frustratingly flaky musicians with care. You really have to know how to talk to people. THEN you’ve got to get up on stage and be a performer and really rock it so that people will actually come back to your shows. You’re doing all this while you’re managing your website and social media presence, booking gigs, keeping the books, practicing for however many hours a day, and working a couple other jobs to keep the lights on. It’s a grind, at least until you hopefully become successful enough to get some help with some of the administrative stuff.”

Passion Impact

JMU alum, Stefan Peierls (’13), is co-founder and president of this nonprofit organization that encourages and facilitates student volunteering. Their crowdfunding campaign on Indiegogo launches programs that harness the generosity of today’s youth.

Maddy and the Groove Spots

Madelaine German (’08) graduated from JMU with a degree in music industry, headed to L.A., and interned with renowned film composer Hans Zimmer. The musician and her Groove Spots turned to Kickstarter for backing their debut EP.
Honeycomb
Technology is what inspired Kenan O’Keefe ('12), an engineering graduate with an entrepreneur’s bent. After graduating from JMU, he earned a master’s degree from Carnegie Mellon University. “I was pleasantly surprised to find that my understanding of core engineering principles was on par with my classmates who came from school like Cal Tech and Purdue,” he says.

O’Keefe has a passion for 3-D printing, an emerging technology. “Within the last five years,” O’Keefe says, “the acceleration of consumer 3D printing has helped create something called the maker movement … a growing community of people who love to build things, who are curious about how stuff works, and who enjoy expressing their creativity.” But O’Keefe recognized one roadblock to this new technology. While 3-D printers are becoming more available, the software needed to run them is complex and expensive. To fill that gap, O’Keefe created Honeycomb, a web-based CAD modeling program for 3-D printers that is easy to use and free on the Internet.

Green Impact
A quick Google search of “How to save energy” yields plenty of short lists, tips and tricks, but finding information tailored specifically for small businesses is a different story. That’s why JMU alumnus Daniel Hill ('09, '11M) started the Green Impact Campaign. The business model for the non-profit company is simple: Empower college students looking for resume-building experience to do energy audits for small businesses that, in many cases, have no idea how much money they could be saving with some simple changes or how to get started.

“Our program streamlined the traditional energy audit, which is still primarily a pen and paper service. We consolidated it into a simple cloud-based tool that will actu-
ally train the volunteer as they walk through a business’s building,” Hill says. “It cuts out all of the wasteful man-hours spent on report writing, all of the calculations, and streamlines it to deliver the report as soon as the student walks out the door.” On average, the audit takes a student 20 minutes to complete and has identified 25 percent in energy savings for business owners.

When he graduated in 2009, Hill took an internship with an energy solutions company and was assigned to work on energy audits, something he knew nothing about. “That was when I realized this is what I want to do, work on energy efficiency in buildings. It was such an immediate method to mitigate climate change and I became fascinated by it.” After working in energy consulting for a while, Hill decided to get his graduate degree. He enrolled in the JMU MBA program, where he met his co-founder, Dave Hussey (’09, ’11M).

They created the Green Energy Management System, or GEMS, a cloud-based energy auditing tool that prompts the user with a series of simple yes or no questions about energy use in the business. JMU students volunteered to conduct the initial surveys with Harrisonburg businesses. Students were given access to GEMS and walked through the businesses answering each of the questions. After the survey was complete, a report of recommendations and cost and savings estimates was sent to the business owners. The Green Impact Campaign was born.

“Starting up my own nonprofit was never a thought I had. It all happened rather sudden and unexpected to be honest,” says Hill. “We went from JMU and then George Washington University in Washington, D.C. A couple months later, we had students from 35 universities wanting to join.”

Since its start, 150 students have volunteered to do audits from more than 90 universities. Those students have conducted energy audits for 300 small businesses, which have identified nearly $300,000 in cumulative savings every year.

The benefits of the campaign go beyond energy savings for businesses. “Helping small businesses save on energy is just one side of our mission. The bigger picture is really the concept of empowering this upcoming generation of future climate leaders,” says Hill.

Add to the snapshot
These JMU alumni are just a few of many applying their skills as entrepreneurs to enrich the world, while launching careers that promise success as well as lasting impact. How about you? Madison magazine wants to hear from you. Send your story to madisonmag@jmu.edu.

‘Helping small businesses save on energy is just one side of our mission. The bigger picture is really the concept of empowering this upcoming generation of future climate leaders.’
— DANIEL HILL (’09, ’11M)

Green Impact Daniel Hill (right) and Dave Hussey met at JMU while studying in the MBA program. Combining their expertise in energy efficiency and technology, they founded the Green Impact Campaign in 2011. As they raise awareness about sustainability, they hope to inspire change to protect the planet.
Success for students

Within days of its official opening in September 2014, JMU’s new Student Success Center became a prime destination for students. The 250,000-square-foot-facility, which houses 21 different university departments and functions, provides a collaborative, high-impact environment to support student learning, student health and student services. Senior Naina Mangalmurti says, “The building has great energy. Everyone is excited to … use this new space.” The center is designed to be a hub of programs and services, helping students become more efficient, effective and engaged learners with space to study, collaborate and learn. The programs housed in the center provide advice and assistance for a variety of financial, curricular, technical and employment concerns. Junior Rebecca Mignone says, “As president of an organization, I see this space as an opportunity for future events. JMU needed a spot on campus like this, and now I can’t imagine our school without it. Students will definitely use this space … because it is so innovative and unique for our campus.”

Associate Vice President of Student Success Randy Mitchell, far right, conducts a tour of the new Student Success Center for JMU Alumni Association Board members in February.

PHOTOGRAPHS BY MIKE MIRIELLO (’09M)
As the doldrums of winter pass and spring begins to appear within my sights, I cannot help but reminisce about the Quad bustling with activity against a backdrop of blooming trees and flowers, and the smell of freshly-cut grass. This is my favorite time to visit JMU. I typically coordinate my visit with the annual Spring Scrimmage, which is the culmination of the four-week period known as spring football practice. And no visit would be complete without taking in at least one performance at our state-of-the-art Forbes Center. Finally, nothing beats a leisurely walk through campus where the excitement and anticipation of success that May brings is palpable.

These thoughts begin to formulate as I leave campus each year after attending our February Alumni Association Board meeting. The board meets three times each year on campus — in September, February and June. The September meeting is always scheduled on a home football weekend and the June meeting is held in conjunction with the ever-growing Madison Alumni Conference — a conference and celebration for JMU volunteers from all areas of the university including Admissions, Duke Club and the Alumni Association. In contrast, the February meeting occurs in the depth of winter when outside activities are limited and students, staff and faculty have not yet settled into the final sprint to May. The February meeting thus presents the board with its annual opportunity to visit new facilities and meet with President Alger, who updates us on the latest university news.

This year, the board toured the Student Success Center, which is housed in what most alums would remember as the Rockingham Memorial Hospital. The facility is nothing less than breathtaking and houses offices and facilities for the Learning Center (tutoring), Disability Services, Health Center, Orientation, Centennial Scholars, Information Technology, Financial Aid and the Registrar. The fourth floor of the center features eight of the university’s newest, most innovative classrooms, which are referred to as the EPIC Center (Enhancing Pedagogy through Innovative Classrooms). All rooms feature wall-to-wall writable whiteboard surfaces, multiple projection points, movable teaching stations and flexible furniture. Professors across the university complete an application that requires them to demonstrate how the proposed use will benefit students and improve the teaching process. Professors must then participate in at least two focus groups to develop best practices for how to best use the spaces. I encourage you to return to Madison this spring and take a tour of the Student Success Center.

In the meantime, consider three things all great alumni do: update your info, make a gift and attend alumni events.

— LARRY CAUDLE JR. (`82)
Ian McLeod ('13) is in the habit of writing down his goals. While at JMU those goals included “join a fraternity, become a FrOG, host a radio show, be a MYMOM leadership counselor.” In the short time since graduating with a degree in speech communication and a minor in music industry, McLeod has taken what he learned at JMU and struck out on his own. After successfully landing a job at an advertising agency, he decided his passion for music was too big to ignore. “I left the ad agency to create my own music and share it with the world,” says McLeod.

Now his goals are focused on Cleod9, a music production label that specializes in creating original music for commercials, digital shorts, documentaries and film. The label composes, scores and produces all of their music in-house. McLeod says the main goals of Cleod9 are to create music that comes from the soul and brings back memories of great times in people's lives, and to be the go-to source of music for the whole industry.

McLeod attributes the skills he uses in the professional world to things he learned at JMU. “We’ve built a foundation here at JMU that encourages students to support each other, collaborate and push themselves past their comfort zones,” he says. “These qualities have proven to be valuable commodities in the professional world.”

In addition to raising money, McLeod said the biggest challenges to being a young entrepreneur are discipline and confidence in your abilities. “I can’t tell you how many times I’ve felt insecure or unsure about my decision to leave a steady paying job to launch a music label,” he says. “There’s no boss to tell you when to start, or a co-worker expecting the first draft of a project. It’s during these moments that you need to believe in your product and keep pushing forward.”

Cleod9 is doing well, now with three employees and a client list that continues to build, including National Geographic, Passport...
BMW and Arbor Skateboards. Although he may be young, McLeod did a lot of work to calculate the risks of opening his studio. He knew preparation was key. “I learned as much as I could about the industry,” he says. His advice for other young people who want to be entrepreneurs: find out how your product would stand out above the rest.

McLeod recently visited JMU to speak to the University Program Board as well as to his fraternity, Alpha Tau Omega. He is eager to share his experience and to show current students the importance of staying connected and giving back to JMU, even as a young alum. “The culture at this school is unlike anywhere else in the country. It’s important to know that this kind of culture doesn’t happen on its own. It’s developed and fostered by the student body, faculty, staff and, of course, alumni,” says McLeod. “My four years at JMU were the best times of my life, and I want that same feeling to resonate among JMU Dukes for years to come.”

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 j.mp/alumniplates
For April Armstrong ('92), being an entrepreneur is not just a profession — it is an identity. “A person either is an entrepreneur or they are not,” she says. "If a person is an entrepreneur, then they are an entrepreneur in any sphere they are in — be that government, academia, business or one’s own business. They are always creating, they are in tune with their market — whatever that market is — and they are always looking for possibilities to deliver value and make the world a better place.”

After 20 years with a large company, Armstrong opened her own business last year to help corporate and government executives keep the “people side” of high-stakes change projects from running off the rails. Within five months of launching, she had a thriving six-figure business that is still growing. Her business network includes organizations as diverse as PayPal/Ebay Inc., the Massachusetts Supreme Court, two Fortune 500 companies and several high-profile government organizations.

A certified executive coach, Armstrong founded The Day One Executive program to prepare college students and graduates to stand out among executives beginning on day one of their careers. In spring of 2014 she presented a portion of the Day One program at a Panhellenic Council program, where she was welcomed by her Sigma Kappa sorority sisters.

Armstrong is also a co-founder, along with fellow Dukes Pam Johnson Viers ('92) and husband Kevin Viers ('92), of The JMU Beach Towel. After decades of searching, the trio created a gorgeous, fully-licensed JMU beach towel boldly splashing the Duke Dog logo in the center of a purple towel. The towel is available online at www.jmutowel.com, and seasonally through the JMU Bookstore. The team gives 5 percent of all proceeds to the JMU Duke Club.

Armstrong has reconnected with JMU through professor Carol Hamilton in the entrepreneurship program and is serving this year as an alumni mentor to student entrepreneurs. She traveled to JMU in January to serve on a panel for the Women in Leadership program, hosted by the College of Business.

Armstrong passionately believes young people should allow their interests to lead them, especially at the undergraduate level. She majored in French and communications because she loved the subjects and credits these courses of study and her JMU education with much of her success. Her ability to act as a translator between leaders who “speak different languages” functionally in their businesses has proven to be a valuable asset. She is careful to emphasize that strategic and practical business skills are essential to success as an entrepreneur; and specialized skills may need to be acquired through courses or staff.

April encourages all students, and especially liberal arts and technical majors, to check out JMU’s Center for Entrepreneurship as a way to learn more about the entrepreneurial path as an option.

‘If a person is an entrepreneur ... then they are always looking for possibilities to deliver value and make the world a better place.’
– APRIL ARMSTRONG ('92)
College to career

Women in Leadership Conference brings alumni back to campus to advise and mentor current students

BY COLLEEN LENTILE ('14)

Be kind. Be confident. Be honest. Get over it. Successful female role models shared these words of encouragement with attendees at the Second Annual Women in Leadership Conference.

On Saturday, Jan. 31, the conference welcomed 150 attendees and featured 11 guest speakers. Undergraduates, from freshmen to seniors, and a number of graduate students attended. Their backgrounds and interests were as diverse as those of the presenters, with majors ranging from marketing to political science to theatre to communication studies.

JMU First Lady Mary Ann Alger welcomed the attendees. “No matter how many details you hang on to from today’s speakers, the one thing that’s really important is that you go away today feeling supported,” said Alger. “You do have a whole lot of wonderful people, particularly wonderful women, who are available to help you and consult with you.”

Speakers for the day included JMU alumni Virginia Coles (‘81), principal at Zenzu; Bethany Clark (‘03), director of global customer engagement and community at TOMS; Hilary Mann (‘03), actress; Chiquita King (‘09, ’11M), senior consultant at Booz Allen Hamilton; and Gwendolyn Brantley (‘07), partner account manager at Cisco Systems.

Though the conference focused on female students transitioning from college to career, many of the speakers gave life advice as well. While discussing how to find your passions in life and how to land your dream job, Clark suggested that the attendees answer the following questions: “Who are you? What do you want? What conflicts will you need to get past? How will you get to [what you want]?” Dietetics major Cara Christie (‘16) said, “[Seeing] successful women giving advice and insight on the path to success … is great motivation for the future.”

Lunch consisted of small-group discussions hosted by faculty, staff and the alumni panelists. Students were able to choose a discussion group covering such topics as social media, the value of internships and work-family balance. Madison Sairns (‘16), a political science and anthropology double major, said, “I liked the diverse group of speakers. The working lunch was brilliant. … It was valuable to hear great advice reinforced and reiterated, and to have the opportunity to have small-group time for focused discussion.”

Philanthropist Heather Hart, who along with her husband, G.J. (‘84), made a major gift to name the School of Hospitality, Sport and Recreation Management in the College of Business, keynoted the after-lunch session. Her stories of California Pizza Kitchen’s philanthropic outreach activities focused on Inspired Acts, which is an opportunity for CPK employees to serve the communities around them through fundraisers and community service projects. “Heather Hart had the whole audience captivated,” said April Sautter (‘15). “Her story and the work that CPK does really made me think about what kind of company I want to work for.”

Panelists for the afternoon included alumni April Armstrong (‘92), CEO of AHA Insight; Megan Bazzle (‘14), Bazzle’s Bakery owner; Lucy Hutchinson (‘06), executive recruiter at Capital One; and Rachael Roehrig (‘01), senior scientific executive at 3D Communications.

Sautter gave the day high marks. “I am a senior now and really focused on finding a job, but this conference would be good no matter what year you are at JMU. The alumni offered great advice, and they were all very willing to connect and try to help every one of us,” she said. Hannah Nyberg (‘15), a management major, agreed: “It was a great opportunity for networking!”

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The conference was yet another example of JMU’s involved alumni staying connected to Madison and making a meaningful contribution to current students. Yi-Ping Lu (‘15), a psychology major, said, “It was inspiring… to see and experience a group of graduates, as well as faculty, come together to pay it forward. At first I thought it was only going to be a conference, but it turned out to be an inspiring and encouraging experience.”

Plans are already underway for the Third Annual Women in Leadership Conference.
Students, faculty and alumni participated in JMU’s fifth-annual “Big Event” day of community service in early April. Projects ranged from local parks and churches, to a nearby potato farm, to the event’s second year of private residence projects.

This year’s event began with the Blues-Tones, one of JMU’s premier a cappella groups, performing the National Anthem, followed by remarks from Senior Vice President of Student Affairs and University Planning Mark Warner, and President Jonathan Alger. Teams then departed the Quad for their designated job locations within Harrisonburg and Rockingham County as well as Staunton and Woodstock.

“It was touching to see the dedication of the JMU student body to their surrounding community,” said Elizabeth Ray, president of Student Greater Madison and one of the Big Event’s two coordinators. “So many students were enthusiastic to serve, and they gained memorable experiences from the work they did.”

(Above): Alum in the Los Angeles chapter worked with the Do Good Bus.

Photographs courtesy of Los Angeles Alumni Chapter and by Mike Mirello (’09M)

(inset): During the Big Event more than 600 JMU undergraduate and graduate students participated in local projects to beautify the area they temporarily call home. This year’s event also traveled overseas to several of JMU’s study-abroad programs. More than 300 alumni representing 23 chapters also participated in this year’s event.

Big Event 2015
JMU shows appreciation through annual day of community service

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Homecoming 2015 is set for Oct. 22 – 24. Join the JMU Alumni Association and fellow Dukes and help turn campus into a tidal wave of purple. Get your Purple and Gold on at the Alumni Golf Tournament, an a cappella concert, Homecoming Headquarters alumni tailgate and the JMU Dukes vs. Richmond Spiders football game.

If you have questions about your reunion event, contact Stephanie Whitson in the JMU Office of Alumni Relations at whitsosh@jmu.edu or (540) 568–8821.

Make plans now to be back in the ‘Burg Oct. 22 – 24.

Get ready to purple out!

You are cordially invited to join JMU President Jonathan Alger on the Spirit of Washington for dinner, music and a silent auction.

Friday, June 12, 7:30 p.m.

$125 single / $200 couple

To register call (540) 568–6234 or go to alumni.jmu.edu/DCgala2015

For more information on events, please call the JMU alumni office toll free 1–(888) JMU–ALUM

DFW: Frisco Rough Rides Baseball Game
alumni.jmu.edu/DallasRR2015

MetroDukes: River Cruise Gala 2015
alumni.jmu.edu/DCGala2015

Richmond, Va.: Crabfest 2015
alumni.jmu.edu/RVACrabfest

Hampton Roads, Va.: Family Day at Busch Gardens
alumni.jmu.edu/BuschGardens2015

MetroDukes: Crabfest 2015
alumni.jmu.edu

JMU Alumni Awards
alumni.jmu.edu/awards

Away Game Tailgate at Richmond
JMUSports.com

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

Sponsored by the MetroDukes alumni chapter, proceeds from the Gala will directly benefit local students through the MetroDukes Scholarship.
1950s

54 Johnnie Lou Thompson Terry (‘54) and her granddaughter, Brook Hampton Little (‘15), represented JMU at the inauguration of Dr. Edward G. Raspiller as the president of John Tyler Community College on Oct. 3. “My granddaughter, Brooke, offered to come down from Madison to drive me, and I accepted gladly,” says Terry. Her advice to fellow alumni: “If you are asked to represent Madison – Do it!”

56 MADISON MAGAZINE

1960s

69 Jeanne Jacoby Smith represented JMU at the

1980s

81 David Teel was inducted into the Virginia Sports Hall of Fame in April 2014. His peers in the National Sportscasters and Sportswriters Association have voted him the state’s Sportswriter of the Year eight times.

84 Mary Beth Harrison-Cunningham became an assistant principal for Fairfax County Public Schools in 2009. Harrison-Cunningham celebrated five years in the job in

Continued on Page 58
Ringing the bell: A JMU family affair
Alum takes medical device company public on NASDAQ

Eric Major (’91) recently invited several JMU students to participate in his company’s global sales meeting in Florida as a way of introducing them to the world they are likely to be entering when they graduate. His company, K2M Group Holdings, operates on six continents and specializes in the development of technologies to help surgeons treat children with complex spinal deformities.

On May 8, 2014, Eric rang the bell at NASDAQ, taking the company public. Major’s wife, Lara Parker Major (’92), and two daughters, Peyton and Alexandra, were in attendance, along with four other JMU alumni who are part of Major’s K2M leadership: Chief Financial Officer Greg Cole (’91), Chief Commercialization Officer and company co-founder Lane Major (’01), Senior Vice President of Operations Dave McDonald (’79) and Senior Vice President, general counsel and Chief Compliance Officer Luke Miller (’01). The event was a JMU family affair.

The Majors are heavily involved in the JMU community. Eric has served the College of Business in a number of capacities over the years, and today is an active member of its Board of Advisors. He prizes JMU students as corporate interns, employing as many as 20 each summer and eventually hiring 30 to 40 percent of them.

Lara, a summa cum laude early childhood education graduate, remains active in JMU as well. A self-employed educational consultant, she serves on the College of Education Executive Advisory Council. The Majors have also funded an entrepreneurial fellowship endowment in the College of Business in Eric’s name and a faculty fellowship in the College of Education in Lara’s. These gifts will help ensure the continued development of JMU’s greatest asset, its faculty.

K2M Group Holdings Inc. (now listed on NASDAQ as KTWO) is a global medical device company focused on designing, developing and commercializing innovative complex spine and minimally invasive spine technologies and techniques to treat some of the most difficult and challenging spinal pathologies. Major founded the company in 2004 with John Kostuik, former chief of spine surgery at John’s Hopkins University. Since the founding of K2M, Major has been awarded the 2010 Ernst & Young Entrepreneur of the Year Award for Emerging Technologies in the Greater Washington Area.

Moving to the Richmond area after graduation?
Join fellow JMU alumni, friends and family for our chapter’s largest scholarship fundraiser on June 13! The JMU Alumni Chapter of Richmond presents the annual Crabfest, a full day of food and fun!

$35 per adult until May 30

Go to alumni.jmu.edu/rvacrabfest for tickets

Published by JMU Scholarly Commons, 2015
2014 and hopes for many more years with FCPS. After 30 years in the chemicals, advanced materials and petroleum industries, John Powers recently retired from Phillips 66. He has since joined the world’s largest oil company, Saudi Aramco, at their headquarters in Dhahran in The Kingdom of Saudi Arabia, working with R&D strategy, technology commercialization activities and major project initiatives. John and his wife, Jennifer, recently celebrated their fourth wedding anniversary. Susan Murray Sorensen recently opened AboutFace Skin Therapy in Lebanon, N.H., to provide clinical skin care to women, men and teens.

After years as a marketing manager for a Washington, D.C., lobbying firm, Susan McClain switched careers and has been a Fairfax County, Va., librarian for over nine years.

James M. Cudahy, CAE, became president and CEO of the National Investor Relations Institute. Founded in 1969, NIRI is the professional association of corporate officers and investor relations consultants responsible for communication among corporate management, shareholders, securities analysts and other financial community constituents.

Christina LaVarre Auch earned her M.Div. from Luther Seminary in December 2013.

Vonya Alleyne was promoted to vice president of human resources for Cox Virginia and vice president of its Roanoke operations in October 2013.

Eric Davis was appointed chief

1990s

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Vonya Alleyne (’93)

SCHOLARSHIP THANKS:
Geraldine Whitmer Miller (’61) “Eyes Open to the World” Scholarship Endowment for the College of Education
Created by Geraldine Whitmer Miller (’61)

Dear Mr. and Mrs. Miller,
Thank you so much for bestowing me with the “Eyes Open to the World” Scholarship. I am so excited to continue my classes at JMU and prepare to become a teacher, thank you for supporting my education!

Danielle Brookover (’14)
Yorktown, Va.

SCHOLARSHIP THANKS:
Class of 1946 Endowed Scholarship
Created by Mildred Andra Witten (’46), along with her classmates, in honor of the members of the Class of 1946

Dear Mrs. Metcalf and Class of 1946,
I write to you today to thank you for the generous scholarship that you have awarded to me. I truly do appreciate your financial help as I continue to pay for my college education out of my own pocket. I will continue to attend James Madison University this year as a sophomore. In my eyes, my freshman year was a success. I shipped off to Virginia with a goal of becoming involved with as many extracurricular activities as I could while still managing to keep my grades up to my high standards. Last year, I spent my time joining the third best collegiate dodgeball team in the country, becoming a member of the Madison Economics club, and being initiated as a brother of the Sigma Nu fraternity. I was able to juggle all of these activities while remaining a part of the James Madison Honors College and achieving Dean’s List honors both semesters. This year, I plan on furthering my involvement at the school. This semester I hope to join the Madison Investment Fund, a club that researches and invests in the stock market with a portion of the school’s money in order to generate additional revenue for the university. I also aim on being involved in my fraternity’s rush process as well as running for the fraternity’s philanthropy committee head which would entail organizing fund raisers for my fraternity’s chapter. As far as the rest of my future is concerned, I plan on applying for a study abroad opportunity in Belgium during my first semester junior year. Beyond that point, I strive to graduate from James Madison University in the Honors College with a degree in finance and a minor in economics. Your generosity is truly appreciated and I intend on making every penny count.

Alex Roche (’17)
Newtown, Conn.

Alums represent JMU at inaugurations of university presidents
(Left): Bill Church (’81) represented JMU at the inauguration of Dr. Joanne Berger-Sweeney at Trinity College in Hartford, Conn., on Oct. 26. (Center): Tom Jennings (’82, ’83M) represented James Madison University at the inauguration of Dr. Elmira Mangum as the 11th president of Florida A&M University in Tallahassee. (Right): Tricia Sweatman Freeman (’90) represented JMU at the inauguration of Gary Miller, the sixth chancellor at University of Wisconsin Green Bay.

Continued on Page 60
Barbara Hall ('82) continues to make waves in the industry. Her most recent show, the CBS hit Madam Secretary, was just renewed for its second season, which is set to premiere in the fall 2015 lineup. Nominated for four Primetime Emmy Awards, Hall is one of the few women on the forefront of television. Beginning her career as a guest writer for Family Ties in 1983, Hall has created and produced shows such as Judging Amy, Joan of Arcadia, Northern Exposure, I’ll Fly Away and the critically acclaimed Showtime series Homeland.

Before Homeland and Madam Secretary became fan favorites, Hall received two separate Humanitas Prizes for Joan of Arcadia and I’ll Fly Away. The honor is given to television programs that examine the meaning of life and reveal insight into the human condition, themes Hall flawlessly infuses into her shows. She has also received the Television Critics Association Award, a Golden Laurel from the Producers Guild of America and the Catholics in Media Award.

Hall graduated summa cum laude with a B.A. in English from JMU, and two days after graduation made her way out to Los Angeles. Since her time at JMU, she has become a successful television producer and creator, founded an alternative country rock band, The Enablers, and published several books, her newest titled Charisma: A Novel. The book follows the story of a woman living in a trauma center in Malibu, Calif., as she learns to cope with a traumatic near-death experience.

Despite her busy schedule, Hall found time last summer to serve as a guest speaker in the JMU in L.A. program, which exposes students to careers in the entertainment industry. Hall spoke about her experiences and career, sharing valuable insight. She is a 2005 recipient of the Ronald E. Carrier Alumni Achievement Award and has been featured several times in past issues of Madison.

Award-winning television producer, writer and musician Barbara Hall ('82) (above) has created many hit TV shows, including Joan of Arcadia (top left) and Madam Secretary (left).

SCHOLARSHIP THANKS:
Glen Smith Memorial Scholarship
Established in memory of history professor Glen Smith by his widow Eleanor Watts Graf, a JMU alumna

Dear Donors,

My name is Jamie Swann, and I would like to express my sincere gratitude for your contribution to the school that has allowed me to receive the Glen Smith Scholarship. I am a senior Writing, Rhetoric and Technical Communication major with a minor in Human Resource Development. I plan to graduate in May and hope to one day work with an arts nonprofit, writing grants and helping raise funds. This scholarship allows me the freedom to keep working hard at school and doing the activities I love like being the Editor-in-Chief of the school’s literary magazine and donating my time to Big Brothers Big Sisters and the sweetest 10-year-old you will ever meet. Thank you for your donation.

Jamie Swann ('15)
Richmond, Va.

The Rev. Christina Auch ('92) with Bishop Leonard Bolick and rostered leaders of the N.C. Synod of the ELCA at her ordination.
Classnotes

Shelley Marsh (‘94) and her book at The Bookmark in Neptune Beach, Fla.

of staff to Minnesota Department of Transportation Commissioner Charlie Zelle in July 2013 and promoted to lieutenant colonel in the U.S. Air Force Reserve in August 2013. Dana Heller Levitt published Values and Ethics in Counseling: Real-Life Ethical Decision-Making (Routledge) in 2013. The book illustrates the ways in which ethical decisions are values and guides counselors through the process of examining their own values and analyzing how these values impact ethical decision-making.

Shelley Spence-McMillan Marsh is the author of the book Fifty First Coast Dates, a guide to creative date ideas in North Florida. The book was published in December 2013 and featured on local news broadcasts in Jacksonville, Fla. Shelley is a freelance writer for The Florida Times-Union and Void magazine.

She received $11,500 to travel to Alaska to do an ABC photo book on the “last frontier.” She will partner with Shutter Fly to publish her book and provide a copy for each elementary school library in Chesterfield County.

2000s

Melanie Hooyenga Swiftney recently published Fracture, the second novel in a young-adult trilogy. The series follows 17-year-old Biz, who uses sunlight to flicker back to yesterday.

Amanda Folcomer Haddaway earned the Senior Professional in Human Resources certification from the HR Certification Institute. Tara Riley Krohn of Midlothian, Va., received one of 15 R.E.B. Awards for Teaching Excellence in the greater Richmond area.

Nicholas Perrine was elected a partner of PB Mares LLP, a Virginia-based accounting and business consulting firm serving clients throughout the Mid-Atlantic. Perrine has more than 11 years of public accounting experience and specializes in the areas of real estate, health care, manufacturing and construction. He provides clients with an in-depth knowledge of tax laws and interpretations. Perrine is a frequent presenter at professional seminars and webinars and is PB Mares’ resident expert on the Affordable Care Act.

Melody Passemante Powell works as the director of infant and toddler programs at the Smithsonian Early Enrichment Center. “I am constantly reminded of my years in the College of Education at JMU. Each time I am hiring for an educator I think back on my experiences and am so grateful for the solid practical experiences I had at JMU. The College of Education prepared me not only to be an educator of young children, but also to be a leader and a mentor, encouraging others to join the field and constantly seek knowledge. I still see the value in every component of my schooling through the COE at JMU and use most of what I learned almost daily in one way or another.”

Shelley Marsh (‘94) and her book at The Bookmark in Neptune Beach, Fla.

Kelly Stefanko (‘94) says: “Recently, my job as an audit manager with the National Science Foundation took me to the South Pole. Here I am at the bottom of the earth, showing some JMU love! Evidence that you never know where your JMU education can lead you!”

SCHOLARSHIP THANKS:
Sarah Elizabeth Umphlette Bane Scholarship

Created by Sarah Bane Williams in honor of her mother, Sarah Elizabeth “Betty” Umphlette Bane (‘52)

Dear Mr. and Mrs. Williams,
Thank you so much for choosing me to be the recipient of the Sarah Elizabeth Umphlette Bane Scholarship. It is an honor and a privilege to represent James Madison University, the family of Sarah Bane, and Halifax County with this award, and I look forward to my upcoming year at JMU. While at JMU, I will be double majoring in biology and history in the Pre-Med and Honors Program. After I leave JMU, I will be attending medical school, and I will become a medical missionary. I am so grateful for the kind people like you who give their time and money to help students achieve their dreams, and I hope my future career will allow me to do the same for others. Thank you so much!

Yasmine L. Vaughan (‘18)
Virgilina, Va.
Victor Wise has created Freedom Ruck, a physical challenge he hopes will help raise awareness about the Navy SEAL Foundation.

On Jan. 9, Wise began a 100-mile walk with a ruck on his back along U.S. 1, beginning at the Virginia War Memorial in Richmond, Va., and ending at Arlington National Cemetery. He met his challenge to complete the 100 miles in less than 48 hours. This was Wise’s second Freedom Ruck, having completed his first challenge in 2014, finishing in less than 48 hours with 18 minutes to spare. Freedom Ruck 2014 raised over $3,000 for the Navy SEAL Foundation. “Freedom Ruck encourages others to stand behind these heroes and their families and show support for America’s elite,” says Wise. “I hope this undertaking will rally the public to support these brave men and women who have proven to us time and time again that no matter what, they are never out of the fight. Freedom Ruck aims to create an awareness about the sacrifices of the U.S. Navy SEALs and the needs of their families.” Find Freedom Ruck online at www.freedomruck.com.

Becky Lantz made a midlife career decision to get a master’s in early childhood education seven years ago, hoping to combine her undergradu ate degree in art with teaching. 

Becky Lantz made a midlife career decision to get a master’s in early childhood education seven years ago, hoping to combine her undergradu ate degree in art with teaching.

### 2010s

Becky Lantz made a midlife career decision to get a master’s in early childhood education seven years ago, hoping to combine her undergradu ate degree in art with teaching. "A position for the Gus Bus here


Critically acclaimed documentarian Steve James (’77), best known for Hoop Dreams, the Oscar-winning documentary following two boys with dreams of playing professional basketball, is back. His newest documentary, Life Itself, has made the move from the big screen to television, most recently appearing on CNN. The film follows the late Roger Ebert’s life and career as a film critic and social commentator. James and Ebert were friendly for years. A longtime supporter of James’ work, Ebert continually gave him high praise for his documentaries. After reading Ebert’s memoir in December 2012, James began work on a documentary profiling Ebert’s daily struggles with work and health. The documentary premiered in 2014 at the Sundance and Cannes film festivals to critical acclaim and continues to be nominated for countless awards. “Perhaps this film is one modest way I can pay him back,” James wrote in his director’s notes, a tribute to Ebert.

James is currently working on a new documentary, Generation Food. Inspired by the startling statistic that every day 1 in 6 people die of malnourishment, this documentary explores people around the world as they combat the failing food system in their countries. Working alongside author and activist Raj Patel, along with a team of researchers, James is hoping to find stories of the people creating the future of global food stability.

Before James made a name for himself in the documentary world, he was a communication arts major at JMU. He was born in Hampton, Va., and has since moved to Chicago with his wife, JMU psychology graduate Judy Roth James (’77). He found his interest in documentaries through a film appreciation class taken in the English department during his time at JMU.

James is a 1994 recipient of the Ronald E. Carrier Alumni Achievement Award.

LEARN MORE
generationfoodproject.org
www.magpictures.com/lifeitself
Classnotes

ANNOUNCEMENTS

SCHOLARSHIP THANKS:
Bruce/Crawford/Morrison/Rummel Scholarship

Created by the JMU Faculty Women’s Caucus in honor of Dr. Patricia “Pat” Bruce, Dr. Marilyn Crawford, Dr. L. Leotus “Lee” Morrison and Dr. Rose Mary Rummel

Dear Dr. Lee Morrison and Dr. Pat Bruce,
I would like to take the opportunity to thank you for awarding me this scholarship. It is an honor to be a recipient of such a prestigious award. In preparing my essay, I was both intrigued and enlightened by the women that have paved the way for young women like myself to have the chance to be a part of something inspiring and purposeful. Honestly, when I received the email from Dr. Edwards that I was a recipient of the scholarship I started shedding tears. It was such a shock to me because I had already counted myself out of the mix. It wasn’t until then I realized how much time I spent with the Overcoming Barriers Program and Helping Hands to lend a hand to those who are in need. This proved to me that grades could only tell so much about a person when compared to community involvement, leadership qualities, and other comparable attributes. Second, I may not have a 4.0 but I do know I work to my fullest potential in the classroom and that is what’s most important to me. As a member of the JMU track and field team it is not easy being a student-athlete; however, I take this opportunity that God has given me to be a future role model for younger women. Furthermore, I have a greater opportunity to be a role model for women in sports as a current leader of the JMU women's track and field team. This has truly been a blessing, and I am beyond grateful for this opportunity to receive such a prestigious award. Thank you again.

Jasmine Waddell ('15)
Mount Royal, N.J.

FutureDukes

1990s Ryann McKinley Laden ('99) and Kevin Laden, a daughter, Jane Violet, 4/3/14

2000s Emily Couch Kirby ('00) and Brian, identical twin daughters, Elizabeth and Abigail, 7/16/14

Stephen Davis ('02) and Anna Scholl, a daughter, Cora Catharine, 8/5/14

U.S. Air Force Maj. Jeffrey Cretz ('03) and Megan, a daughter, Sheridan Harper Cretz, 7/10/14

Kellie Hanlon Burke ('05) and Jeffrey Burke, a daughter, Adelyn Clara, 8/21/2013

Erin Johnson Fairchild ('06, '07M, '13M) and Charles Fairchild ('07, '09M), a boy, Rory Fairchild, 9/6/13

Laura Tutino McCloskey ('07) and Kyle McCloskey ('08), a daughter, Charlotte Rose McCloskey, 5/27/14

Shannon Lee Crawford ('08) and Lt. Robert Weldon Crawford ('08), a daughter, Charlotte Lee, 7/3/14

Patricia Duncan Bredlau ('10) and Jason, a daughter, Jillian Gray, 10/10/14

Weddings

1980s Charles “Chuck” Kuebler ('81) to Rose, 10/29/15

1990s Irene Gammon ('90) to Eric Emerson, 7/2/14

2000s Thomas Basta ('01) to Anne Niemiec, 9/5/14

Amber Denise Knighting ('03) to Shane Phillips, 5/1/14

Erica Tuten ('07) to Colin Moran ('07), 10/11/14

Erin Crowley ('10) to Rob D. Preston ('11), 11/8/14

Ben Louis ('11) to Beck Greenawalt ('11), 1/10/15

Kylie Salvo Whitley ('11, '12M) to Nathan Whitley ('11, '12M), 11/29/14

In Memoriam

Jean “Doje” Wood Eave ('52) of Christiansburg, Va., 12/17/14

Michelle Hite ('88) of Weyers Cave, Va., 9/8/14

Former JMU men’s basketball player Ben Louis ('11) and Beck Greenawalt ('11) were married in Jaco, Costa Rica, on Jan. 10, 2015.

at JMU became available, and I jumped at the chance to be a part of this amazing program. We have a wonderful collaborative group that approaches each activity with the idea of making it hands-on and creative.”

Tatiana Michelle Cornejo of Arlington, Va., is now the full-time guide and publications coordinator at the American Anthropological Association.
Chiedo John is the founder and CEO of Chiedo Labs, a web development firm based in downtown Harrisonburg. During his senior year at JMU studying computer science, he launched Chiedo Labs and began hiring fellow JMU students and graduates. After graduation, he set up shop in a leased space on Court Square. Today, he has six employees working with him in Harrisonburg. “In the summer of 2012, I interned for AOL in Baltimore and a company by the name of Market Aces. I was pretty much guaranteed a job at either company, but during my time away from Harrisonburg, I was reminded of how fond of the Friendly City I had become. Harrisonburg feels like home, I love the community, and I want to see the area succeed,” he explained.

The JMU Faculty 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 Faculty Emeriti Association through meetings, special interest groups and cultural-themed trips. For more information, please contact Faculty Emeriti President Violet Allain at alla-inv1@jmu.edu or Sherry King, director of Parent and Faculty Emeriti Relations at kingsf@jmu.edu or phone at (540) 568-8064.

Professor Emeritus Norlyn L. Bodkin of Harrisonburg, Va., died Sept. 28, 2014. He joined the JMU faculty in 1964 and taught biology until retirement in 1998. Bodkin was a member of the American Society of Plant Taxonomists, the International Association for Plant Taxonomy, the Southern Appalachian Botanical Society, the Virginia Academy of Science and a number of other professional societies. His passion for fieldwork led to the development of an arboretum at JMU where he served as the director for 15 years. In 2006, the Norlyn L. Bodkin Scholarship for Arboretum and Botanical Field Studies was established at JMU.

Professor Emeritus of Nursing Marcia Duke of Springfield, Va., died on July 24, 2014. She committed her career to the enhancement of professional nursing. Duke was one of the first 10 doctorally prepared nurses in the U.S., the first Dean of the Medical Center at the University of Kentucky and the founding Dean of the JMU Nursing program until her retirement in 1988. In 1991, The Marcia Duke Nursing Scholarship was established at JMU.


Professor Emeritus of English William J. McMurray of Harrisonburg, Va., died on Dec. 30, 2014. The Korean War veteran joined the English department at JMU in 1965 and remained until his retirement in 1992. In 1995, the William J. and Mary G. McMurray Scholarship was established at JMU.


Crossing the Arch
Tackling environmental issues with global impact

PHOTOGRAPHS BY CHRIS MEYERS ('11,'15M)

This year’s Alternative Spring Break trip to Arches National Park in Moab, Utah, gave JMU students a chance to focus on the environment as they worked with park rangers to remove non-native plants as well as old irrigation systems. Participants received these words of caution before the trip: “Electronics will be of no help while camping in the heart of the desert. Pack light, maintain an open mind, and rely on your passion for service and the environment to keep you charged throughout the week.” Working to preserve the natural beauty and integrity of this majestic sandstone landscape was their reward.
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Questions? Contact Dr. Michael Busing, busingme@jmu.edu.
A Madison success
Michelle Hite (’88) 1965–2014

Michelle Hite’s first love was James Madison University. Few professionals are as completely devoted to a school as was the late editor of Madison magazine. After earning a degree in communications, she worked in development before returning to her alma mater, landing “her dream job” with Montpelier, the precursor of Madison. Soon she rose to the editor’s chair, guiding the magazine to a record 14 CASE awards, including a 2011 Grand Award. The first of her family to attend college, Michelle reached the pinnacle of a career she loved. In the process, she enhanced JMU’s reputation through an unmatched commitment to excellence.