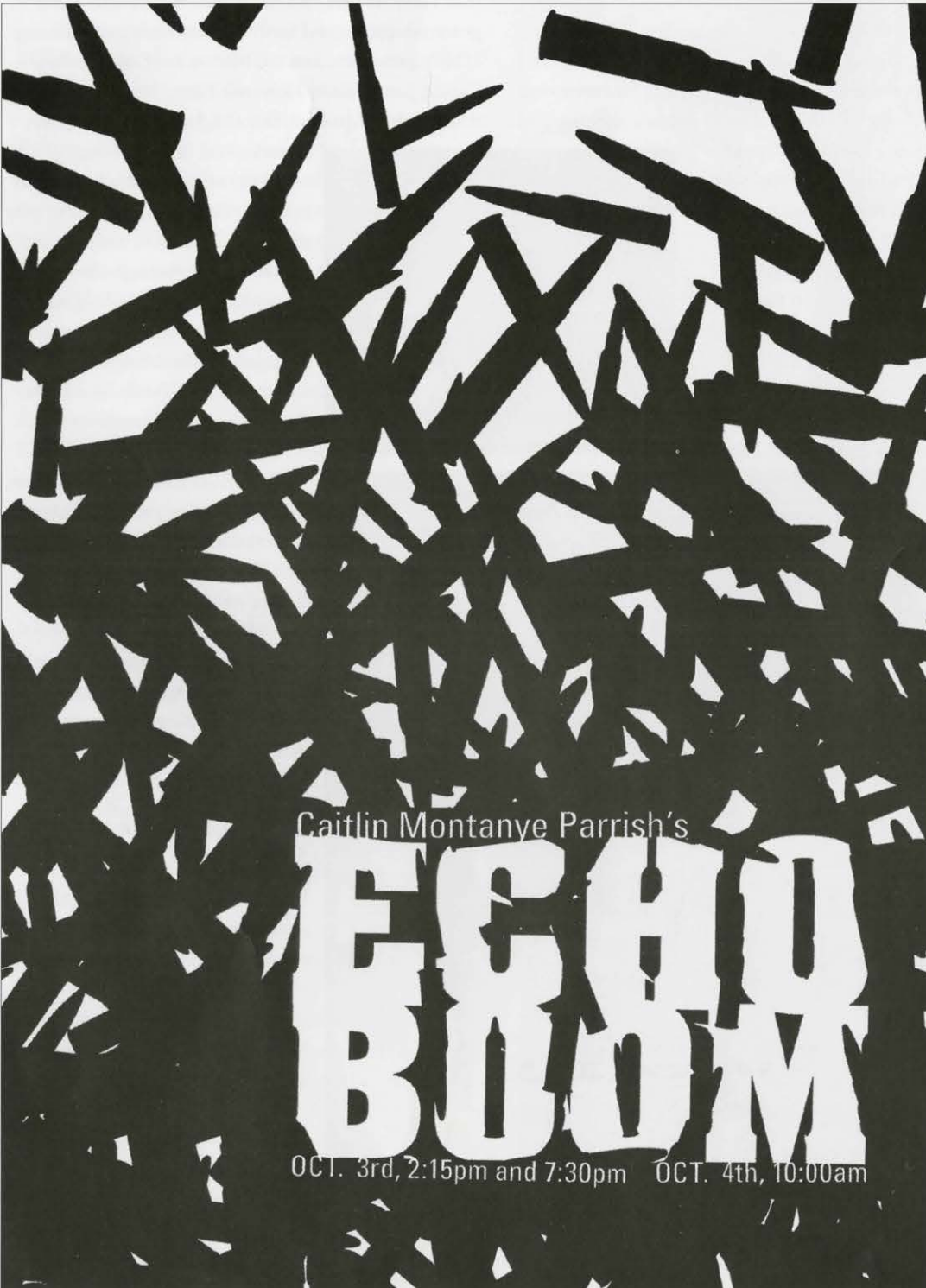


# inside

PUBLISHED FOR THE FACULTY AND STAFF OF UNF

OCTOBER 2007



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# Plethora of activities fill Founders Month

BY JULIE WILLIAMS

To celebrate UNF's 35th anniversary, a number of Founders Month activities are planned for October. These include a luncheon honoring those pivotal to the formation and success of the University, several lectures and concerts, a three-day symposium commemorating Peace Awareness Week, and various sports and spirit events.

Friends and supporters of UNF are invited to an Oct. 2 luncheon hosted by President John Delaney. Delaney will honor community leaders Jim Citrano and Jack Diamond, and former UNF presidents Dr. Tom Carpenter and Dr. Adam Herbert by bestowing each with the UNF Presidential Medallion for Outstanding Service. Carpenter was UNF's first president, while Herbert served as president from 1989 to 1998.

The Peace Awareness Week "Symposium on Conflict Transformation: Theory & Practice for Troubled Times" will take place Oct. 4-6 at UNF. The symposium was planned and facilitated by UNF's Peace Education

Partners, a consortium of administrators, faculty and staff embracing diversity, multicultural education, peace education and conflict transformation. Among UNF's presenters and facilitators are Drs. Candice Carter, John Frank, Dominik Güss, Bert Koegler, Aleksandra Milicevic, David Schwam-Baird, Henry Thomas and Bart Welling.

One of the week's highlights is "Echo Boom," a 90-minute play exploring themes of violence and youth culture through the lens of Columbine, 9/11, the Virginia Tech tragedy and the contemporary, political and religious landscape. There will also be a Peace Festival on the Green Oct. 3-4, including music, poetry, drama vignettes, speeches, table exhibits, dialogue circles, mini-workshops and interactive projects.

The lobby of the Fine Arts Center will display a 200-foot-long "Peace Mural" by a Vietnamese artist named Huong, while the second-floor lobby will exhibit "Illuminating Peace,"

Top: A Great American Jazz Series concert will take place Oct. 15.

Left: "Youth, War and Peace," an oil on canvas created by Huong

**Cover art:** *Echo Boom* program cover designed by UNF student Shaun Lafferty. The program is one of four "real life projects" that students in UNF's Graphic Design and Digital Media track were asked to design for Peace Week events.



consisting of fabric artworks by Merridee LaMantia. UNF faculty, staff and students are also invited to take part in interactive workshops with Huong Oct. 3-4, adding their own thoughts about peace to the mural and participating in reflective dialogue sessions. To review an entire list of Peace Awareness Week events, go to [www.unf.edu/thefloridacenter/CTSymposium](http://www.unf.edu/thefloridacenter/CTSymposium).

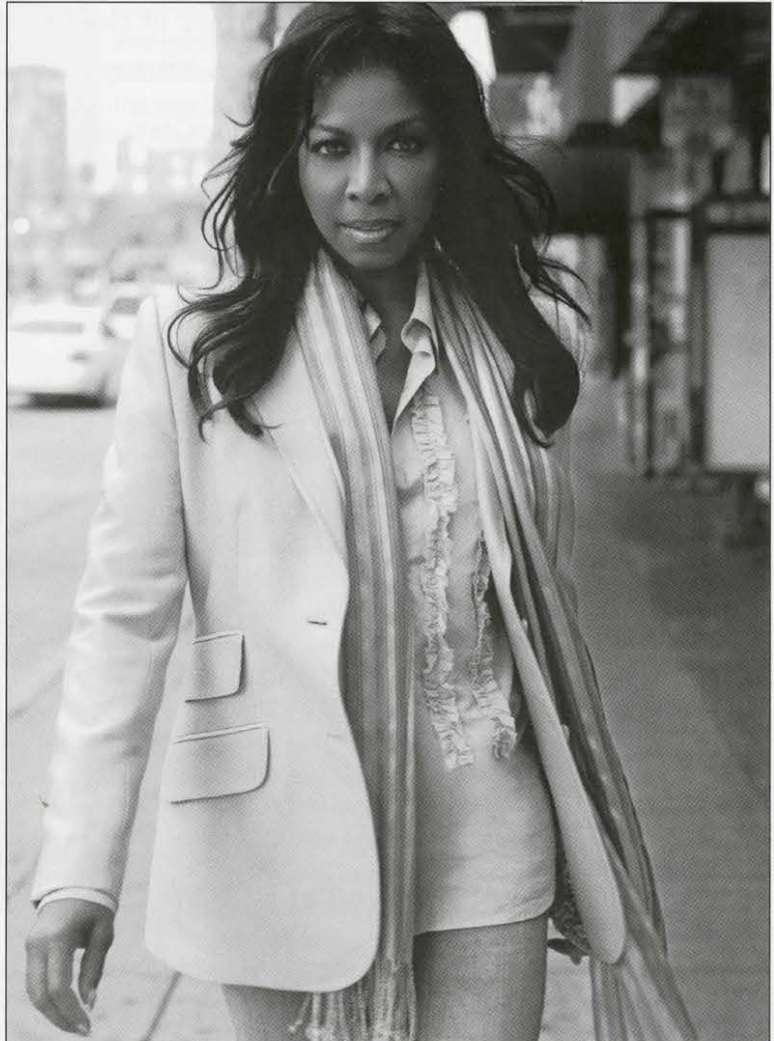
Perhaps the two most anticipated Founders Month events are the Ken Burns Lecture Oct. 16, and the Natalie Cole Concert Oct. 20.

Burns will speak at UNF as part of the Presidential Lecture Series hosted by UNF and the World Affairs Council of Jacksonville's Global Issues Forum. This American documentary filmmaker will speak on the "Implications of World War II." E-tickets are required and can be reserved by going to the UNF home page and clicking on the Lecture Series hot button.

Eight-time Grammy winner Natalie Cole will kick off the Fine Arts Center's fifth anniversary season with a performance in the Lazzara Performance Hall. VIP after-party tickets are also available, which include premium orchestra seats and a chance to meet Cole after the concert. For tickets, call the Ticket Box Office at 620-2878 or go to the Fine Arts Center Web site at [www.unf.edu/fineartscenter](http://www.unf.edu/fineartscenter).

Other Founders Month events include an Inquiry & Insight lecture by philosopher Alphonso Lingis; Family Weekend; two Irish Studies presentations; a UNF Wind Ensemble concert; a Buster Browning Roast; the Osprey Fountains groundbreaking; a Great American Jazz Series concert; a music faculty woodwind quintet concert; and several soccer and volleyball matches. The month's final event will be a SunTrust River City Rumble match-up between the UNF women's soccer team and cross-town rival Jacksonville University.

For more information on any of these activities go to the UNF home page and click on the 35th Anniversary hot button. The 35th Anniversary Web site also includes a timeline of UNF since its inception, an online photo album, and a section devoted to founding faculty members and what they have to say about their time at UNF.



Natalie Cole



Ken Burns

# Founding Staff member: Janice Nowak

BY TOM CAIN

In this 35th anniversary of the year UNF opened for classes, Janice Nowak remains a footnote to history.

Nowak, hired Nov. 2, 1970, is the longest-serving employee ever at UNF. When she was first hired, the University's offices were in the Chamber of Commerce building on the Arlington Expressway.

Currently the director of compliance for Enrollment Services, Nowak began her UNF career as a secretary to the dean of students. She was the director of Financial Aid from 1989 to 2006.

Recently, Nowak reflected on her time at UNF by answering questions designed to elicit observations and memories of nearly four decades of service to the University.

Nowak is one of two current staff members who worked at UNF on the first day of classes Oct. 2, 1972. The other, Richard Crosby, declined to participate in this interview.

## What's the best thing (or things) about working at UNF?

The best thing is that UNF cares. The faculty and staff are here to assist the students and to provide a quality education so that our students can go and provide a better world.

## What kept you at UNF for so many years?

I love the University, and I love assisting students to achieve their goals. It is rewarding to have

some of those students you helped come back years later and say thank you. It makes it all worthwhile.

## How will you keep UNF in your life and heart after you retire?

That is a good question, but I don't have an answer. I do know that UNF has been a part of my life for over 36 years and by the time I retire I would have spent 40 years here, so UNF will always hold a special place in my heart. I have grown up and matured here. As a child never forgets their home, I will never forget UNF and what it has meant to me.

## What are the biggest changes you've witnessed at UNF?

The biggest changes have been in the technology area. When I first started, we used typewriters and carbon paper. Now we have computers and printers. We had to register students in person and now they can register at home on the Web.

## What are the biggest challenges on campus today compared to the biggest challenges on opening day?

Parking and avoiding the skateboards, golf carts and bicycles! Seriously, the challenges are still the same from recruiting, advising, enrolling and graduating students. It's just how we go about

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## faculty & staff

*The Faculty & Staff page appears each month in Inside and is designed to recognize professional achievements and accomplishments of faculty and staff. To submit items, contact your college dean or Julie Williams at [jkwillia@unf.edu](mailto:jkwillia@unf.edu).*

### Brooks College of Health

**SCHOOL OF NURSING: Dr. Irma Ancheta's** "Clinician Knowledge of B-Type Natriuretic Peptide (BNP) Levels: Effect on Quality of Life and Hospital Length of Stay in Patients With Heart Failure" was accepted for presentation at the American College of Chest Physicians' Annual Conference in Chicago in October.

**Dr. Barbara Olinzock** presented a paper titled "Enhancing Learning for Patients with a Spinal Cord Injury: The Rehabilitation Learning Readiness Assessment Guide" at the Annual Conference of Spinal Cord Injury Nurses, sponsored by the American Association of Spinal Cord Injury Nurses, in Orlando.

### Coggin College of Business

**MANAGEMENT: Drs. Reza Vaghefi, Cheryl Van Deusen and Louis Woods'** research article, "Motor Drive: The Ubiquitous Effect of Kaizen on Productivity and Profit," was published in the fall issue of *Business Strategy Review*, the publication of the London Business School in England.

**MARKETING AND LOGISTICS: Dr. Gregory T. Gundlach** (with Albert Foer) edited "The Future of Aftermarkets in Systems Competition," a special issue of the *Antitrust Bulletin*, Vol. 52, No. 1, 2007. In this same issue, Gundlach and Foer also published "Introduction to the American Antitrust Institute's Symposium on the Future of Aftermarkets in Systems Competition" and "Aftermarkets, Systems and Antitrust." In addition, Gundlach presented "Aftermarkets, the Future of Monopoly and Monopolization"

at the American Antitrust Institute 8th Annual Conference in Washington, D.C., as well as "The American Marketing Association's New Definition of Marketing: Perspectives on its Implications for Scholarship and the Role and Responsibility of Marketing in Society" and "Forensic Research and Practice in Marketing" at the 2007 AMA Summer Educators' Conference (Plenary Session) in Washington, D.C.

### College of Arts and Sciences

**BIOLOGY: Dr. Gregory Ahearn** received a \$6,000 Research Experiences for Undergraduates (REU) supplement to a National Science Foundation (NSF) grant to hire an undergraduate student to conduct a summer research project in his laboratory.

**Dr. Doria Bowers** received a \$150,000 National Institutes of Health (NIH) AREA grant in support of her



Sconyers (Nowak). She appears to be overqualified for the position and thus would become bored with it." I still have that note. We had so many fun times at the old Chamber of Commerce building. I don't know if they were humorous or not, but we had a lot of fun at the "happy hours" at the UNF Boathouse during the 1970s.

There was also a play day held once a year on campus in which everyone participated, from the students to faculty. We had egg tosses, tug-of-war, canoe racing on the lake at the Boathouse, tri-cycle races, etc. It was a team event and Sawmill Slough always took first place.

Similar interviews with founding faculty who still work at UNF were featured in the Fall 2007

Journal and can be found

online by going

to the UNF home page and clicking the 35th anniversary hot button.



accomplishing those challenges that make it different. In 1972, we were afraid that not enough students would enroll to justify keeping UNF open. Now, we always meet our enrollment targets.

**Do you recall any humorous times down through the years, and why were they so funny?**

As a joke, I sent a copy of my resume to Dr. Roy Lassiter, vice president for Academic Affairs, as an applicant for the dean of students position, when Dr. [William] Baggett resigned. Dr. Lassiter sent a note back to me as follows: "Please return to Ms.

research titled "Biology-Pathology of a Persistent Arbovirus in a Mosquito."

**Dr. Gerald Stine** published his 16th edition of "AIDS Update 2007" with McGraw-Hill.

**COMMUNICATIONS: Dr. Judith J. Sayre** presented "When the News Isn't Good: A Qualitative Exploration of Residents' Attitudes Towards End-of-life Communication Guides, Palliative Communication Training and Evaluation" for the theme "Communication in Chronic Illness and Cancer Care" at the Fall International Conference on Communication in Healthcare in Charleston, S.C.

**CRIMINOLOGY AND CRIMINAL JUSTICE: Dr. Christine E. Rasche** served as an invited panelist at the annual Mayor's Rights Week Seminar presented by the Mayor's Victim's Assistance Advisory Council. The two-hour panel was titled "Reflected Pain: The Psychological

Impact of Violence on Families and the Community." Rasche addressed the impact of violence on the larger community.

**ENGLISH: Dr. Mary Baron** has two poems, "Interpretation of Dreams" and "Summer Mornings," in the April 25th issue of Lagniappe ([www.lagniappemobile.com](http://www.lagniappemobile.com)).

**Dr. Chris Gabbard's** article "Clashing Masculinities in Aphra Behn's 'The Dutch Lover'" appeared in the Summer 2007 issue of Studies in English Literature, Vol. 47, No. 3.

**Dr. Sam Kimball's** book, "The Infanticidal Logic of Evolution and Culture" has recently been published.

**Dr. Michele Leavitt** has three poems, "Aunt Cora's Fever," "St. Mary's Home," and "To Aspirin," in the current issue of Mezzo Cammin, an online journal of formalist poetry by women ([www.mezzo-cammin.com](http://www.mezzo-cammin.com)).

**Dr. Tru Leverette** presented "New Americans: Race, Mixture, and Nation in the Work of Jean Toomer and Jose Vasconcelos" at the annual meeting of the American Comparative Literature Association in Puebla, Mexico.

**Dr. Clark Lunberry** gave a paper, "A Soliloquy of Silence: James Turrell's 'Theater of Installation,'" at a conference titled "Built Spaces: Earth-Sky and Human Praxes" at Duquesne University's Simon Silverman Phenomenology Center.

**Dr. Bart Welling** delivered an invited plenary address at the seventh annual Mormon Studies conference on the theme of "Mormonism and the Environment" at Utah Valley State College in April. Welling's article titled "Focus on LDS Treatment of Animals" is available online at [www.deseretnews.com/dn/view/0,1249,660209585,00.html](http://www.deseretnews.com/dn/view/0,1249,660209585,00.html).

**Dr. Mike Wiley** gave two invited talks,

# Student Union will foster a strong sense of community

BY JOANNA NORRIS

**A**fter years of tossing Frisbees on the campus Green or chilling out in the Boathouse, University of North Florida students will soon have a new place to gather and enjoy campus life: a Student Union.

"I believe this building has the potential to have the greatest impact on the University's student life than any other construction project," said UNF President John A. Delaney. "It's critical for UNF to create a central, welcoming, on-campus and student-friendly union where all students, as well as other members of the community, can gather and interact."

The three-story facility will actually be two buildings, connected by an open-air plaza, and will comprise 148,000 gross square feet. The new Student Union building will cost approximately \$50 million and will serve as the campus hub or student community center.

"The Student Union is going to foster a strong sense of community for all UNF students. I believe that student life, participation and interaction will increase to a point that UNF will not only be our home for higher education, but our second home," said Rachael Tutwiler, Student Government president.

The east side of the building will house administrative offices, Student Government functions and student services. It will also house a convenience store and a game room. The west side of the building will incorporate the UNF Bookstore, a restaurant, a food court with four or five fast-food outlets—including Quizno's, Salsarita's, Coyote Jack's Grill and a Bamboo Asian—and a large theater.

Students will be able to study, rest or socialize at

tables and on benches in the open-air plaza, which will be covered by a canopy-like structure, providing an outdoor gathering place protected from the elements. As an alternative for outdoor events, the Student Union will also include an exterior amphitheater.

The Student Union will follow the Social Sciences Building and the Brooks College of Health addition as the next "green" building on campus, meaning it will use energy-saving measures, recycled materials and natural light to improve the work environment. The Social Sciences Building opened in the fall of 2006 and is one of the first LEED-certified facilities in Jacksonville and the first "green" building on campus.

The design of the new Student Union introduces contemporary architecture to the campus, while maintaining the visual connection to the traditional architecture of the core campus. "We're trying to improve the environment by introducing a lot of glass, keeping the buildings green and environmentally sensitive, and also make them very user-friendly," said Zak Ovadia, director of Facilities Planning at UNF.

Rink Design Partnership is the prime consultant on the project, while Elkins Constructors is the builder. The facility is expected to be complete by spring of 2009 and ready for use by the summer of 2009.

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## faculty & staff

*Continued from page 5*

"Making a Scene" and "Clueless," at the American Center in Jerusalem and Bar-Ilan University in Ramat Gan, Israel.

**History: Dr. David Courtwright** presented a paper, "How to Sell Drug Policy: Nixon's Drug War as Public Relations," at the 4th International Conference on the History of Drugs and Alcohol at the University of Guelph.

**Dr. Theophilus C. Prousis** published an article, "Bedlam in Beirut: A British Perspective in 1826," in *Chronos*, Vol. 15, 2007.

**MATHEMATICS AND STATISTICS: Dr. Elena Buzaianu** presented "A Two-Stage Procedure with Elimination for Partitioning Binomial Populations with Respect to a Control" at the first International Workshop in Sequential Mathematics in Atlanta.

**Dr. James Gleaton** gave a talk, "Asymptotic Properties of M.I.E.s for Extended Generalized Log-logistic Families of Lifetime Distributions," at the 2007 Joint

Statistical Meetings in Salt Lake City, Utah.

**Dr. Mahbubur Rahman** gave a talk titled "Stochastic Approximation of Differential Equation Arises in Mathematical Neurosciences" at the 5th International Conference on Dynamic Systems and Applications in Atlanta.

**PHILOSOPHY AND RELIGIOUS STUDIES: Dr. Andrew Buchwalter** presented the paper "Political Theology and Modern Republicanism" at the annual meeting of the American Political Science Association in Chicago.

**Dr. Jennifer Fisher** had her book, "On the Philosophy of Logic," published by Wadsworth Publishers in August.

**Dr. Hans-Herbert Koegler** published "The Ethics of Interpretation after Postmodernism" in "The Future of Religion" and "Autonomie und Anerkennung" in "Critical Theory Today," both in 2007.

**Dr. Julie Ingersoll** was the guest on The Chronicle of Higher Education's online collo-

quy for a discussion of the recent article "I Suffer Not a Woman to Teach." She also presented the invited paper "Rank and File Evangelicals and the Activist Elite" at the Christian Conservatives and American Democracy Conference sponsored by the Russell Sage Foundation in New York.

**Dr. John Maraldo** organized and gave the opening address of a conference on Buddhist sources for his co-edited work in progress, "A Sourcebook in Japanese Philosophy," in Techny, Ill.

**Dr. Rico Vitz** presented "Doxastic Virtues as Moral Virtues" at the 34th International Hume Conference in Boston.

**POLITICAL SCIENCE AND PUBLIC ADMINISTRATION: Dr. Hyunsun Choi** presented "Magnetic Koreatown: Location and Growth in Transition" at the World Congress for Korean Studies in Busan City, Republic of Korea. Choi also presented "Are We Growing Smart?: Smart Growth and Sprawl in the City of Jacksonville, FL" at the

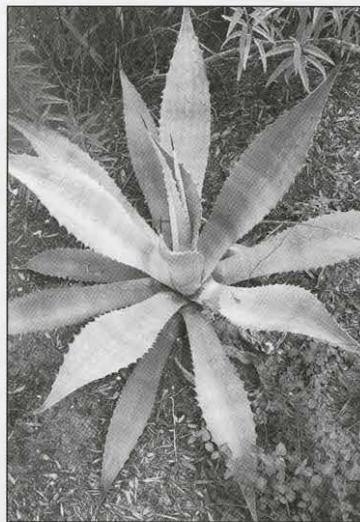
## Trees and shrubs for dry places?

After five years at the north end of the Sunshine State, I have learned that summer drought is a fact of life around here. With the recent prolonged droughts, I feel like turning my garden over to cacti and century plants. However, I know that periods of heavy rain and tropical storms occur, too. Poor soils, summer heat, and unpredictable winters add to the challenges. It takes a rugged plant to grow through the climatic extremes of northeast Florida.

In a new garden with well-drained soils, I like to start with trees and shrubs that have deep root systems and provide shade. Shade cools the ground and slows evaporation. Some of the most rugged and readily available trees for our area include pindo palm, redbud, citrus, loquat, red cedar, crape myrtle, longleaf pine, American holly and its hybrids, and live oak. If you can find them, Small's acacia, Texas olive, Arizona cypress, persimmon, edible fig, silverbell, American holly, Jerusalem thorn, Mexican plum, sand live oak, and cedar elm are pretty durable, too. These drought-tolerant trees will survive periods of heavy rain provided the soil is well drained.

Drought-tolerant shrubs include pineapple guava, century plant, beautyberry, Chinese holly, yaupon holly, oleander, pittosporum,

Indian hawthorn, disease-resistant roses, rosemary, saw palmetto, blueberry, vitex, bear grass, and coontie. Unusual shrubs for dry sites in our area include sweet almond verbena,



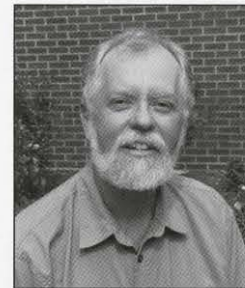
AMANDINE BENOMAR

Century Plant

thryallis, New Zealand tea, Texas sage, bamboo muhley grass, and sparkleberry. Camellias and azaleas, too, are slow to get established but become drought-tolerant with age. Some of these shrubs grow large enough to be trimmed up as small trees.

Of course, new plants need some water to get their roots established in the new ground. Depending on the plant and conditions, this may take a few weeks to several months. Many new plants need watering during extended summer droughts for two years after planting. Mulching helps conserve soil moisture. A mat of groundcovers or a dense planting of perennials can serve the same purpose as mulch and provide color. Many of these drought-tolerant plants can be found in UNF's landscapes.

**Editor's Note:** *As the coordinator of Landscape and Grounds, Chuck Hubbuch's subtle handiwork is visible everywhere on campus. Prior to coming to UNF, he was the curator of horticulture at the Jacksonville Zoo and Gardens. We've asked him to write a column on campus plants, many of which are common to Jacksonville's yards.*



Chuck Hubbuch

9th Asian Urbanization Conference of the Asian Planning Association, at Kangwon National University in Chun-cheon City, Republic of Korea.

**Dr. Paul G. Harwood** and Victor Asal published a book titled "Educating the First Digital Generation," published by Praeger, 2007 ([www.greenwood.com/catalog/C8959.aspx](http://www.greenwood.com/catalog/C8959.aspx)).

**Dr. David Schwam-Baird** presented his paper "The War on Terror and Neo-Liberal Reforms: Policy Disconnect?" at the Midwest Political Science Association Conference in Chicago.

**Nancy Soderberg** wrote an essay titled "U.S. Must Tell Fernández to be More Responsible," published in *The Financial Times*.

**Dr. Darren Wheeler** reviewed "The Story of Cruel and Unusual" by Colin Dayan for the *Law and Politics Book Review*, Vol. 17, No. 8, August 2007.

**PSYCHOLOGY:** **Dr. Adam Carle** and R.

L. Lanyon published "Validity of the Balanced Inventory of Desirable Responding and the Paulhus Deception Scales in Forensic Assessment" in *Education and Psychological Measurement*, Vol. 67, 2007. Carle also presented posters titled "Assessing the Adequacy of Traditional Ethnic Categorization Approaches Among Hispanic-Americans" and "Cross-Cultural Differences in Alcohol Disorder Measures Across Hispanic and Non-Hispanic Caucasians" at the 2007 Annual APA Convention in San Francisco. Carle, with S. J. Blumberg, K.S. O'Connor, K. Moore and L. H. Lippman, presented a paper, "Social Competence Among Children and Adolescents: Development of an Indicator," at an International Society for Child Indicators conference in Chicago. In addition, Carle presented a paper, "Using Item Response Theory to Equate Psychological Assessments and Survey Instruments for International and Cross-Cultural

Comparisons," at the 68th annual Canadian Psychological Association Convention in Ottawa, Canada. He also presented a paper, "Using Item Response Theory to Evaluate the Cross-Cultural Equivalence of Psychological Instruments Translated into Difference Languages: An Empirical Example." And lastly, Carle presented a paper, "Validating Cross-Cultural Changes in Drinking Patterns Across Hispanic and Non-Hispanic Caucasians," at the 14th Society for Prevention Research Meeting in Washington, D.C.

**Dr. Dominik Güss, Dr. Ma. Tes Tuason** and Vanessa Teixeira's article titled "Why Do They Hate Us? Towards a Cultural-psychological Theory of Islamic Martyrdom" will be published in the December 2007 issue of the *Journal for the Theory of Social Behaviour*, Vol. 37, No. 4. Tuason and Güss also published "Minorities within Minorities: Filipino Muslim Women in the Midst of Armed Conflict" in the *Online Journal of*

## Welcome:

New employees include: **Rayshad Ali**, adjunct in Mathematics and Statistics; **Keith H. Ashley**, coordinator in the Center for Community Initiatives; **Amy E. Barrett**, assistant director in the Coggin College of Business; **Jenna T. Braddock**, adjunct in Public Health; **Nilsa Britt**, office manager in Athletic Training/Physical Therapy; **Ericka Broderdorf**, recruitment assistant in the Career Management Center in the Coggin College of Business; **Christianne A. Brown**, student counseling specialist in the Counseling Center; **Jessica D. Brown**, senior secretary in Nursing; **Jeffrey Brumley**, adjunct in Communications; **Nicholas H. Burns**, executive secretary in Advancement Services; **Justin A. Cato**, student affairs coordinator in Recreation; **Zachary M. Champagne**, adjunct in the College of Education and Human Services; **Richard J. Circi**, adjunct in Public Health; **Melissa A. Conger**, adjunct in Criminology and Criminal Justice; **Victoria H. Crowell**, adjunct in English; **Rachel S. Davis**, adjunct in English; **Andrea Deflorio**, adjunct in Art and Design; **Kayla P. Devenburg**, instructor in the English Language Institute; **Bridget T. Ferris**, adjunct in English; **Eugene W. Francis**, adjunct in English; **Vaness E. Friedman**, adjunct in Political Science and Public Administration; **Paul C. Gajda**, adjunct in Public Health; **Ling Gentry**, adjunct in World Languages; **Kayla M. Griffin**, senior fiscal assistant in the Controller's Office;

**Kevin C. Hampton**, admissions coordinator in Admissions; **Joseph C. Harris**, fine arts production specialist in the Fine Arts Center; **Howard J. Hoffman**, adjunct in Building Construction Management; **Jeremy R. Hoyt**, senior secretary in the School of Computing; **Richard H. Hull**, adjunct in Mathematics and Statistics; **Mary Beth Janson**, program assistant in Student Health Services; **Gale E. Jones**, adjunct in World Languages; **Verline Justilien**, adjunct in Biology; **Timothy W. Kenney**, adjunct in Childhood Education; **James D. Kent**, adjunct in Marketing and Logistics; **Amber A. Lenfert**, adjunct in Public Health; **Molly S. Lewis**, adjunct in Communications; **Laura Lewis-Tuffin**, adjunct in the Honors Program; **Carroll J. Mann**, adjunct in Biology; **Sean P. Manning**, parking services technician in University Parking; **Jack E. Matthews**, adjunct in the College of Education and Human Services; **Kate Mattingly**, study abroad adviser in the Coggin College of Business; **Kevin S. McCluney**, academic support services coordinator in the One Stop Center; **Constance D. McCoy**, senior accountant in the Training and Services Institute; **Kathryn E. McCrohan**, academic support services coordinator in the Brooks College of Health; **Marilyn K. Metzcher-Smith**, adjunct in English; **Rosana Moreira**, program assistant in Student Affairs; **Christian J. Orengo**, grounds-keeper in Physical Facilities; **Erin N. Pauls**, coordinator in the University Center; **Mindy M. Peck**, adjunct in Communications;

## faculty & staff

*Continued from page 7*

Peace and Conflict Resolution, Vol. 7, No. 1, 2007. In addition, Tuason (with A. Reyes, L. Rollings, T. Harris, and C. Martins) published "On Both Sides of the Hyphen: Exploring the Filipino-American Identity" in the *Journal of Counseling Psychology*, Vol. 54, No. 4, October 2007, and (with A. Marcetic, S. Roberts, K. Stuart and J. Rearick), "A refuge: After-school Care for African-American Children in Poverty" in "Early Child Development and Care."

**Dr. Iver Iversen** presented the papers "Automated Equipment for Simple Two-choice Olfactory and Tactile Discrimination in Rats" and "Contingencies of Reinforcement Embedded in Equipment: The Do's and Dont's of Setting Up an Experiment" at the Association for Behavior Analysis in San Diego in May. Iversen also presented papers titled "Sustained Performance in

Rats with Extremely Intermittent Reinforcement Under Regressive Schedules of Reinforcement" and "Reinforcement and Feedback in Human Motor Learning" at the International Association for Behavior Analysis in Sydney, Australia, in August.

**Drs. Dan Richard and Dong-Yuan Debbie Wang**, with student J.D. Ford, presented the poster, "Measuring Implicit Bias through Feature-Response Incompatibility," at the annual meetings of the Association for Psychological Science in Washington, D.C.

**Dr. Randall J. Russac**, Colleen Gatlif, Mimi Reece, and Diahann Spottswood published "Death Anxiety Across the Adult Years: An Examination of the Age and Gender Effects" in *Death Studies*, Vol. 31, 2007.

**Dr. Susana Urbina** published "Catching up to Spinoza," a review of

the book "Betraying Spinoza: The Renegade Jew that Gave us Modernity" in *PsycCRITIQUES' Contemporary Psychology: APA Review of Books*, Vol. 52, No. 33, Article 127, August 2007.

### SOCIOLOGY AND

**ANTHROPOLOGY: Dr. David Jaffee** published the article "Peer Cohorts and the Unintended Consequences of Freshman Learning Communities" in the *Journal College Teaching*, Spring 2007.

**Dr. Ronald Lukens-Bull** published his article, "Lost in a Sea of Subjectivity: The Subject Position of the Researcher in the Anthropology of Islam," in *Contemporary Islam: Dynamics of Muslim Life*, Vol. 1, No. 2, 2007. Lukens-Bull also was an invited guest lecturer at Institut Agama Islam Negeri Raden Fatah (National Islamic Institute Raden Fatah) in Palembang, Indonesia. He presented the lecture "Pendidikan



**Deborah P. Poole**, adjunct in Nursing; **Charles C. Rankin**, adjunct in Music; **Lisa K. Ross**, adjunct in Foundations and Secondary Education; **Gregory R. Ruppert**, adjunct in English; **Ashley B. Salter**, senior secretary in Admissions; **Latasha M. Scott**, secretary in Student Health Services; **Michael Shabla**, adjunct in Building Construction Management; **James T. Shoemaker**, senior engineer, tech designer in Physical Facilities; **Kandie K. Smith**, adjunct in Music; **Terrance L. Smith**, maintenance mechanic in Physical Facilities; **Bobby L. Stokes**, custodial worker in Physical Facilities; **Weidong Su**, adjunct in Biology; **Catherine A. Wallace**, adjunct in Public Health; **Jay A. Weinstein**, adjunct in Sociology and Anthropology; **Jacob R. White**, adjunct in English; **Susan N. Young**, adjunct in Psychology.

### October Milestone Anniversaries:

**35 years** – **Joseph J. Capitanio**, College of Education and Human Services

**30 years** – **Ronald L. Hanson**, Marketing and Publications

**15 years** – **Gerald F. Smith**, Physical Facilities

**10 years** – **John P. Kemppainen**, College of Education and Human Services; **Lynn N. Hendricks**, University Housing; **John E.**

**Yancey**, Admissions; **James M. Owen**, One Stop Center; **David L. McClenahan**, Training and Services Institute

**5 years** – **Lilli J. Copp**, Florida Institute of Education; **Dirk G. Small**, Enrollment Services; **Kevin Monahan**, Small Business Institute

### Congratulations:

**Koren Borges** has accepted the position of marketing instructor in the Coggin College of Business. Borges worked in the College of Education and Human Services as director of development for more than four years.

**Lynn Brown** is the new associate director of the Transportation and Logistics Flagship Program in the Coggin College of Business. Brown previously worked in the Office of Alumni Services as an associate director.

**Crystal Timmons** has been promoted to instructor of clinical education in the College of Education and Human Services. Timmons has been a visiting clinical instructor at UNF since 2006.

### Farewell:

Best of luck to 19-year Student Affairs employee **Kevin Modglin** (Health Promotion), who has accepted a position in Atlanta at Georgia State University to develop a program similar to UNF's Campus Alcohol and Drug Information Center (CADIC).

Islam di Asia Tenggara: Perbandingan dan Pentinjauan tentang Masa Depan" ("Islamic Education in Southeast Asia: Comparative Perspectives and Perspectives on the Future"). In addition, he presented his paper "Madrasah, By Any Other Name: Pondok, Pesantren, and Islamic Schools" at Seminar Serantau Islam Hadhari in Kuala Lumpur.

**Dr. Ye Luo** presented her paper titled "Is the Sexual Revolution a Revolution for All? Assessing the Consequences for Chinese Women" at the 102nd Annual Meeting of the American Sociological Association in New York City.

**Dr. Gordon F.M. Rakita** presented a paper titled "Kith and Kin: An Extension of the Inclusive Fitness Model" at the 19th Annual Conference of the Human Behavior and Evolution Society in Williamsburg, Va.

**WORLD LANGUAGES: Dr. José Ángeles** presented "La desarticulación del estado-nación y los derechos del individuo. El espacio imposible: Las semanas del jardín y El sitio de los sitios, de Juan Goytisolo" during the annual meeting of the Cincinnati Romance Languages and Literatures Conference at the University of Cincinnati. At this same conference, **Dr. Kyle Echols** presented "Guerra, terrorismo y derechos humanos en tres novelas peruanas: Redoble por Rancas de Manuel Scorza, Lituma en los Andes de Mario Vargas Llosa y Abril rojo de Santiago Roncagliolo." Echols also presented "La otra utopía peruana" at the 54th Reunion of the Southeastern Council of Latin American Studies in San José, Costa Rica, as well as "Furious Palimpsests: Creole Eugenics, Genocide, and Family Romance in 19th Century

Mexico and Peru" at the Nineteenth Century Studies Association conference in Susquehanna, Pa.

**Dr. Fernando de Sousa Rocha** presented "Radio Days: Voice Performance in the 1930s" at the academic conference, Performing Brazil, sponsored by the Department of Spanish and Portuguese of the University of Wisconsin in Madison.

**Dr. Jorge Febles** presented "El ícono oficial como sujeto camp en Un objeto de deseo de Montes-Huidobro" at the annual meeting of the Popular Culture Association and the American Culture Association in Boston. Febles also published "Am I Who I Am?: Identity Games in U.S. Cuban Literature" as part of Carlota Caulfield and Darién Davis' "A Companion to U.S. Latino Literatures," published by Tamesis Press, 2007.

# Practicing Safe Hex (Computing)

BY JOANNA NORRIS



Jeff Durfee

**C**omputer hackers, phishing, viruses and worms. Keeping yourself safe while online seems more complicated than ever. But it doesn't have to be. If you can follow some simple precautions, you can enjoy the online experience and remain reasonably safe.

Jeff Durfee, the director of Information Security at UNF, is this issue's featured "Ask UNF" expert, providing tips on practicing safe hex (aka computing).

## Does performing basic computer maintenance help with security?

Yes, stay up-to-date with your operating system vendor's security patches. These protect you against numerous vulnerabilities. Be sure and use an updated anti-virus and anti-spyware program. Viruses, worms and Trojans aim to steal control of your computer and accounts from you.

E-mail attachments are still a large source of infections on computers. Also be wary of phishing scams, which attempt to lure you into giving up your bank account, credit card or other personal information. Reputable companies do not ask for this information in an e-mail.

## How safe are social sites and chat rooms?

Be aware that these sites are not necessarily all that private. You may think that only people from your school or workplace can access a personal site, only to discover that virtually anyone on the Web can do so. Also keep in mind that things aren't always as they seem.

## When is it safe to share your credit card information online?

If you shop online, make sure your credit card

number is being handled safely when you enter it. That means looking for the symbol on your browser that indicates a secure connection, the padlock icon. On Internet Explorer, this symbol is located in the lower-right corner; on Firefox, it is located in the lower-left corner.

## What kind of precautions should you take if you're using wireless connections?

Be careful when using a wireless device. Some hotspots are actually fakes set up by hackers to steal your information. Others may be real hotspots that have been co-opted by hackers. Be extra careful when entering any sensitive information from these types of connections. Look for a secure connection.

## Do iPods and cell phones have security risks?

Yes. Not only are they attractive in their own right, but these are actually little computers, often storing files and all sorts of information. If lost, all of that data could be exposed.

*Every month the column "Ask UNF" runs in The Florida Times-Union, promoting the expertise of UNF faculty and staff. Next month's topic will be ways parents can get their kids to eat healthier. If you have a question on this topic, e-mail your question to askunfcolumn@unf.edu.*

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## faculty & staff

Continued from page 9

### The College of Computing, Engineering and Construction

#### SCHOOL OF ENGINEERING:

**Dr. Dean Krusienski**, with C. Radhakrishnan and W.K. Jenkins, published their paper, "Adaptive Filters Realized with Nano-scale VLSI Circuit Technology," in the proceedings of the 50th Annual Institute of Electrical and Electronics Engineers' International Midwest Symposium on Circuits and Systems.

**Dr. Adel El-Safty** recently appeared as a guest speaker on WJXT Channel 4 to discuss the safety of bridges in Jacksonville.

#### School of Computing:

**Dr. William Klostermeyer** published his paper, "Complexity of Eternal Security," in the Journal of Combinatorial

Mathematics and Combinatorial Computing, Vol. 61, 2007.

**FEEDS: Dr. Don Farshing**, along with **Deborah Miller** of CIRT and **Tony Turrin** of ITS, participated in a two-day meeting of the Florida Distance Learning Consortium at the FCCJ Advanced Technology Center in August. Topics of discussion included pre-packaged curriculum (The SIRIUS project), e-tutoring, ultra mobile devices, EdPass and a comprehensive study of Web conferencing software.

**DEAN'S OFFICE: Dr. Jerry Merckel** represented UNF in the preparation of a MicroSoft documentary on UNF's research program that led to the formation of the UNF high-tech spinout, GeoAge. GeoAge's mobile information system provides a means to capture field information such as digital photos and electronic inking for such applications as emergency management, environmental management and field health care appli-

cations. GeoAge utilizes MicroSoft's Windows mobile operating system in their products.

### College of Education and Human Services

**CHILDHOOD EDUCATION: Dr. Gigi Morales David's** children's book, "Just Mollie and Me," was released in June 2007.

**LEADERSHIP, COUNSELING AND INSTRUCTIONAL TECHNOLOGY: Dr. Lynne Carroll** presented a workshop titled "Affirmative Counseling for Transgender Youth" at the annual convention of the American Psychological Association in August in San Francisco. She also presented her paper titled "Coming Out to Clients: Counseling Trainees' Perceptions of Therapists' Effectiveness." Her co-author and co-facilitator was former UNF student Andy Gauler.

# Achter Building acquisition

BY JULIE WILLIAMS

Despite recent budget cuts imposed by the state, UNF President John Delaney said there are a number of bright spots on the horizon. In his state of the University address Sept. 7, Delaney said one of those bright spots is that UNF will make use of various funding sources to continue growing and expanding by adding new buildings to support educational programs and student life.

"While we are experiencing cuts in the funds that can be used to give raises and pay for other recurring expenses, we have been much more fortunate in securing different colors of dollars that are earmarked for new buildings," Delaney said. "As a result, over the course of the year you will see a number of buildings coming up out of the ground."

One of those buildings, while not a new building, will be new to UNF. The University is negotiating to purchase the 25,000-square-foot Achter Building at Kernan Boulevard and First Coast Technology Parkway, just northwest of UNF Hall.

According to Shari Shuman, vice president of Administration and Finance, the University made an offer last month to purchase the building via a verbal agreement and expects to close on the deal by Dec. 31.

"This will be a purchase that's made from multiple sources, one of which will be the Foundation," Shuman said. "There will be a small part that comes from Alumni Services, another piece that comes from Foundation reserves, and another part from a loan to the Foundation. Then there will be additional monies that will come from the University side from some auxiliary reserves."

Shuman said the purchase is important because "this building is contiguous to the UNF property and the long-term vision is to be able to garner all the land in the tech park so that we have expansion and growth opportunities 15 years out."

The plan calls for Institutional Advancement to occupy the building once the deal is complete, possibly moving in as early as January.

"For the first time in 12 years, all of the IA division will be together in one location," said Dr. Pierre Allaire, vice president of Institutional Advancement. "Staff within the division will be able to interact more easily at a time when alumni, development and public relations are integrated in their goals and objectives."

Allaire also said, "For the first time in UNF's 35-year history, it will have a true alumni presence on campus, as this stand-alone facility will be the permanent home for the Alumni Office and Alumni Association." The building will be renamed Alumni Hall.

But the most important benefactors of this acquisition will ultimately be UNF's students and faculty, as more space in the main core of campus will be made available for academics.

"The idea is that as administrative units move out of the core, we're able to expand for academic needs through faculty offices, academic departments and additional classrooms," Shuman said.



AMANDIE BONDARE

## briefs

### College of Arts and Sciences welcomes new dean

Dr. Barbara Hetrick, former head of the Department of Biology at the University of Northern Iowa, took charge of the College of Arts and Sciences in August, replacing Dr. Dale Clifford, who had been serving as interim dean during the search process.

Hetrick said UNF has an excellent faculty dedicated to helping students learn and develop into engaged citizens and future leaders. The University also has a progressive leadership team working diligently to expand and enhance opportunities available to UNF students.

"It was the commitment of UNF to provide a full and integrated spectrum of opportunities to its students that attracted me to UNF," she said.

During Hetrick's 13-year tenure at Northern Iowa, she facilitated a revision of the undergraduate curriculum, a major expansion of the science facilities and development of two professional science master's degrees. Prior to her appointment at the University of Northern Iowa, she spent 14 years at Kansas State University, attaining the rank of professor.

"I am delighted that Barb Hetrick has chosen to join us in her new capacity as dean of our largest college. She brings with her a deep appreciation for the role of the liberal arts in the contemporary comprehensive university," said Dr. Mark Workman, provost and vice president for Academic Affairs. "I am fully confident in her ability to lead the college effectively as she and her new colleagues address the many opportunities and challenges that lie ahead."

Hetrick will report directly to Workman leading the College of Arts and Sciences in strategic planning, program assessment and institutional accreditation efforts.

Hetrick received her doctorate in botany and plant pathology from Oregon State University and her postdoctoral training in plant pathology at the University of California, Riverside. Hetrick brings a wealth of experience in faculty governance and university leadership to UNF, as well as a national and international reputation in her area of scholarly endeavor.



Dr. Barbara Hetrick

MARIO PERALTA

# Gropper surprised, Anderson excited about awards

BY TOM CAIN

Sitting in the Fine Arts Center atrium, Ida Gropper listened as the names of three finalists for the Gabor/UNF Foundation Award for administrative and professional personnel were announced. Not hearing her name called, Gropper figured she had no shot at winning. That all changed when people started elbowing her and winking.



Ida Gropper (center) with President John Delaney and Alison Cruess, president of the Administrative and Professional Association.

After the third name was announced, Gropper, director of the Center for Professional Development and Training, turned to a friend sitting next to her and said, "I didn't make the top three this time." The friend told Gropper her name hadn't been announced yet because she was either the runner-up or the winner.

"It really didn't dawn on me," Gropper said, chuckling as she related the story. "A couple of people started

elbowing me. I turned around and someone was winking at me. I thought 'Oh boy, that means I am the winner.'" Gropper won the award for administrative and professional personnel, and Maggie Anderson, office manager in the Purchasing Department, took home the Gabor/UNF Foundation Award for University support employees.

"I was excited," said Anderson, who's worked at UNF for 20 years. "I am very honored because there were a lot of excellent people nominated."

The Gabor/UNF Foundation awards recognize employees for outstanding job performance, professionalism, participation in professional development, dependability, contributions to the campus community and going above and beyond the requirements of their job.

University support employees nominated for the awards are evaluated by a committee, made up primarily of past winners. A&P employees are evaluated by a committee comprised of A&P Association executive board members and the past two award recipients.

In his letter of recommendation to nominate Gropper for the award, Senior Library Technical Assistant Bob Farnsworth wrote, "From directing her amazing annual forum to founding and leading the UNF Book Club, Ida has set an outstanding standard for all UNF employees."

Gropper spoke proudly of the accomplishments of the Center for Professional Development and Training over the four years of its existence. "We went from one or two [training] sessions the first year to over 60 sessions

this term," Gropper said. "This award is a tribute to many individuals at UNF who support employee learning. Special recognition goes to the subject-matter experts within departments who work with CPDT to provide end-user training." Gropper has been at UNF for 10 years.

Anderson's supervisor, Kathy Ritter, director of Purchasing, rates Anderson as an outstanding employee.

"Maggie Anderson exemplifies customer service, dependability and the ability to work well with others," Ritter wrote in her recommendation letter. "She consistently exceeds the job requirements of her position and assumes additional responsibilities with a positive attitude."

Tracy Geake, an administrative assistant for Information Technology Services, was the runner-up for the Gabor/UNF Foundation Award for University support employees. Cheresa Hamilton, assistant director of Research and Sponsored Programs, was the runner-up for A&P employees.

Gropper and Anderson received \$600, a reserved parking space for one year, a plaque and a framed certificate. They also had their photograph taken with UNF President John Delaney. Geake and Hamilton received \$300, a plaque, framed certificate and a photograph with Delaney. The awards, begun in 1992, are funded by the Gabor Agency, the University's supplemental insurance provider, and the UNF Foundation.

Delaney was one of the speakers at the awards ceremony. "Who really runs the University are the people in this room," he said. "The thing that's struck me the most in the last four years is how much the people who work here care for the University."



Maggie Anderson and Michael Trotter, president of the University Support Personnel Association.

# Louise Freshman Brown

## 2007 Distinguished Professor

BY JULIE WILLIAMS

Six-year-old Louise Freshman Brown and her best friend Alice Lee were ahead of their time. Growing up in the idyllic small city of Oneida, N.Y., the two friends avoided brutally cold winter afternoons by spending endless hours playing school in the attic of Freshman Brown's 150-year-old house.

"But this was no ordinary school," Freshman Brown said at the 36th Annual Fall Convocation Sept. 7. "I was the art teacher, and she taught music. And that was all we taught." Freshman Brown joked that she and her friend had created the first school of the arts.

Now some 60 years later, Freshman Brown has been selected as UNF's 2007 Distinguished Professor. She was recognized at the convocation for her distinction in teaching, scholarship and service.

Dr. Mark Workman, UNF's provost and vice president of Academic Affairs, described Freshman Brown as "a professional educator and a tireless servant of the University" who has "established a record of achievement in which we can all take great pride." And as pointed out by last year's Distinguished Professor, Dr. Theo Prousis, "Louise is the 30th faculty member, the fifth woman and first person in the Department of Art and Design to receive the Distinguished Professor Award."

The award comes with a \$5,000 honorarium, commemorative plaque, an invitation to deliver the fall convocation address next year and a reserved parking space in the location of her choice.

Freshman Brown is now entering her 26th year as a UNF faculty member, but her career didn't begin here. Before coming to UNF, she was an instructor at Syracuse University, taught art to adult and pediatric patients at Bronx State Hospital and worked with children at Mt. Sinai Hospital in New York — even getting through to a mistakenly diagnosed autistic child by using art to teach the child her first words.

She also taught lithography at Montgomery College in Maryland, taught etching at Jacksonville University, and served as an artist-in-residence for the Duval County Schools. While working with the school district, Freshman Brown taught workshops for teachers, instilling in them "a renewed sense of value in the classroom." Art teachers are still taking her workshops today, not only locally but also in Italy, where her students immerse themselves in art and culture while "producing paintings and drawings on the same soil that artists have worked on for centuries."

Through teaching workshops, Freshman Brown has learned new teaching styles, techniques and methods, and has examined studio processes that encourage experimentation, collaboration and in-depth exploration.

"I am a conductor in the classroom," she said. "I challenge students' preconceived concepts of art by encouraging them to explore new pathways of critical thought."

Freshman Brown is also an accomplished artist herself, with works featured in exhibitions in museums and galleries around the world. Her works are also in more than 500 private, public and corporate collections.

Freshman Brown's mixed-medium photo collages are currently on display in the UNF Gallery. The exhibit, titled "Louise Freshman Brown: Those Things Similar," will run through Oct. 18.

To learn more about Freshman Brown, including her biography, works, exhibitions and workshops, visit [www.freshmanbrown.com](http://www.freshmanbrown.com).

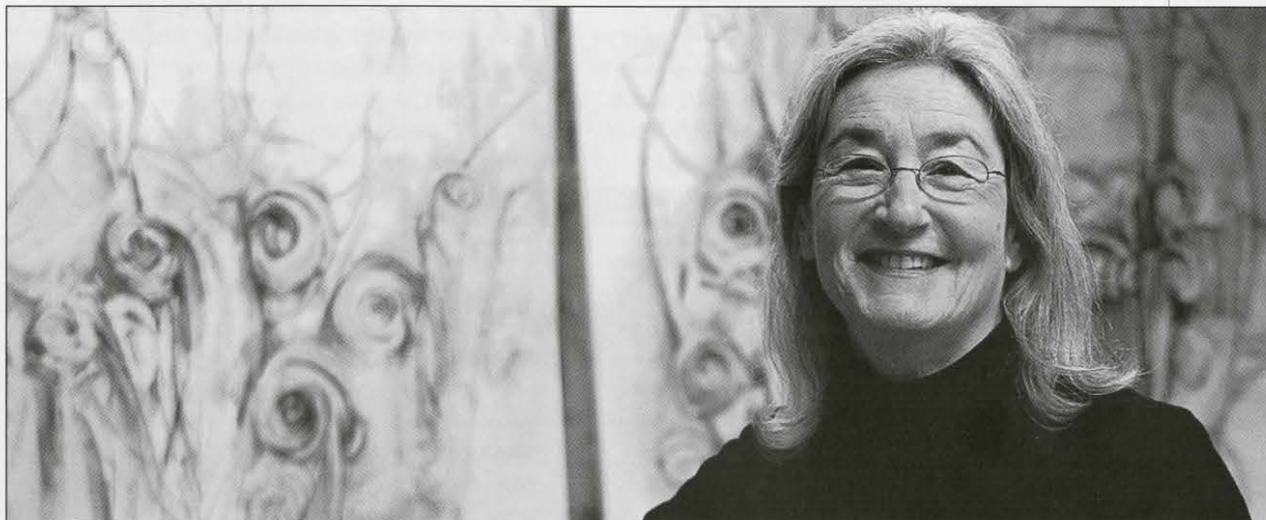


PHOTO COURTESY OF LOUISE FRESHMAN BROWN

**Editor's Note:**

Paul G. Harwood, an assistant professor of Political Science and Public Administration and director of the Public Opinion Research Lab, recently co-authored a new book, "Educating the First Digital Generation" (Praeger, 2007). Inside asked him to provide 10 tips to help faculty and staff better understand today's students.

# Educating the 1st Digital Generation

BY PAUL HARWOOD

Although I was not around when UNF first opened - not even a glimmer in my parents' eyes - it is easy to appreciate much has changed in the past 35 years. UNF has obviously grown in size and student numbers, but our profession—the art of teaching and the act of learning—has also changed, reshaped by technological innovation.

Dates and events chart all of our lives. 1972, marks the year of UNF's founding; 1981, marks the launch of the IBM5150; and 1993 was when Mosaic came online. As UNF faculty in 2007, we are charged with the task of educating America's first digital generation.

Adjusting to the digital age is not an easy task. Computers and other new digital-integrated technologies were accommodated later in our lives. For this year's freshmen, such technologies were never perceived as being new. They were just there and assimilated during childhood. Our "them and us" adoption patterns present challenges within the classroom environment. What follows, with a nod to David Letterman, are my Top 10 observations of the first digital generation. The list is offered in the hope that it may make understanding our digitally integrated students just that little bit easier.

**No. 10:** They are technologically immersed. Their usage of multifarious digital technologies is not passive, as with sitting in front of a television screen, but active, maintaining social networks, or even more simply by gaming.

**No. 9:** Instant & text-messaging rule! 4 d yung, it iz not asynchronous email, bt real-time, synchronous instant-messaging, o IM, dat aLowz dem 2 stA n tuch. 2dayz youth R n contRL of DIS medium, lEdN d way on how IM iz adopted n society az a whol. (Editor's note: See IM translation on this page, if you need help understanding this tip.)

**No. 8:** "This is all my own work - I cut and pasted it all myself." Enough said.

**No. 7:** When it comes to in-class cheating, they go 'old' school. While cheating with the aid of high-tech appliances captures national headlines, a piece of paper with a few scribbled notes strategically placed in an open book bag remains a useful tool within a student's toolbox. As a technology, it has great flexibility

both in terms of its physical capabilities - it can be wadded up into a little ball and has great portability - and its flexibility to convey information on every subject matter studied. Texting just hasn't caught up with this ancient technology.

**No. 6:** Active information seekers, not passive information receivers. Using the Web is enabling students to be active information seekers and gatherers and requiring them to be decision makers; however, are digital generation students cognitively adept or generally skilled enough to determine what information is appropriate? Is Wikipedia a reliable source? Ask your professor.

**No. 5:** A Computer is Not a Mercedes. Former FCC Chairman Michael Powell once said, "I think there is a Mercedes divide. I'd

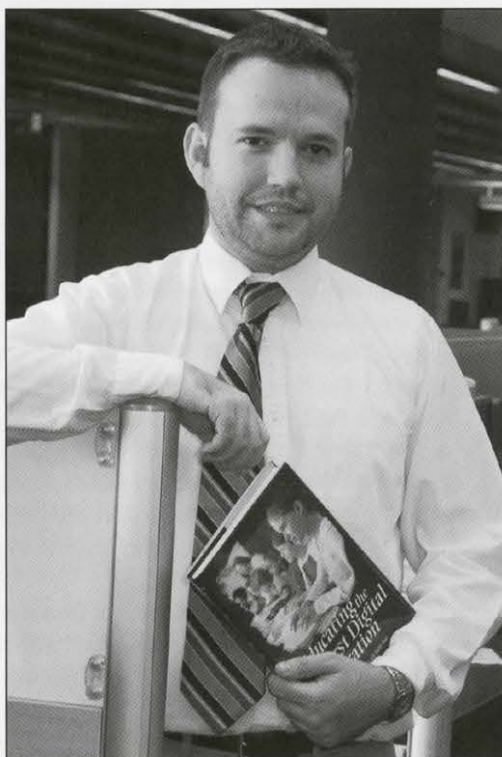
like to have one; I can't afford one." A computer isn't a Mercedes. You can function without a Mercedes, but, especially for our digital generation, you can't function without a computer. It is important to remember that while the majority of our students are digital 'haves,' some are 'have nots.' Informing students about university computer facilities is vital to help close, however slightly, the digital gap.

**No. 4:** Computer literacy is high, but not universal. Beyond mere access, the digital generation's 'have nots' lack familiarity with some of the most basic software applications.

**No. 3:** I need MySpace. Check out [www.myspace.com](http://www.myspace.com) and [www.facebook.com](http://www.facebook.com).

**No. 2:** The classroom is no longer a physical space. The digital generation is increasingly just as at-home sitting in a physical classroom reading off of a blackboard as they are sitting at home learning within Blackboard.

And **No. 1:** Reality bytes. "Dude, I have so many books to read for this class." Some things never change.



Paul Harwood

MARIO PERALTA

Instant and text messaging rule for the young. It is not asynchronous e-mail, but real-time, synchronous instant messaging, or IM, that allows them to stay in touch. Today's youth are in control of this medium, leading the way on how instant messaging is adopted in society as a whole.

**IM translation:**

# Get to Know: Marcia Ladendorff

BY TOM CAIN

**Department:** Honors Program

**Job:** Honors Instructor

**Years at UNF:** 14

**What would you like to do when you**

**retire?** Travel widely. The problem is, I'm not much of a tourist. I need to do things that immerse me in a culture. Perhaps, if I'm not too old, I could do a stint in the Peace Corps.

**What is your favorite thing about working at**

**UNF?** The students — absolutely. They are my favorite thing. They are bright, enthusiastic, curious and filled with energy. Hanging around them infuses me with all those qualities and keeps me from thinking about how old I am.

**If you won the lottery, what would do with**

**the money?** I would invest some of it to ensure I wouldn't be a burden on my children when I get older and use the rest to travel to all the places I have yet to see.

**If you were not working at UNF, what would**

**you be doing?** I'd be like the crazy cat lady in "The Simpsons" except I would be taking in dogs. I'm quite the animal person. Currently, I have four dogs — two greyhounds and two Irish setters — one of which is a foster dog. I also have three cats. You don't have to think very hard to imagine what my weekends are like.

**What is your favorite way to blow an**

**hour?** Take a nap. I've been taking naps for decades. I have the ability to close my eyes and tell myself to wake up in 20 minutes. But my preference is for an hour. It's amazing how refreshed naps make me.

**What was the best money you ever spent?**

The money I spend on my children's education. I think going to school is the most fun a person can have while engaged in self-improvement. I hope, one day, my children will grow to love learning as much as I do.



AMANDINE BENOMAR

Marcia Ladendorff

**What person had the greatest impact on your life?**

My father — he was a giant whose integrity, dedication and passion were a powerful influence on me. I miss him daily.

**Tell us something about you that even your friends don't know:**

I used to date Reggie Jackson. Really, I did. Of course, it was a very long time ago, when he was playing for the Oakland A's and was making headlines as "Mr. October." The Reggie I knew was cocky, but also extremely intelligent.

**Last book read:** "Watchmen" by Alan Moore.

I read it for a class I'm teaching in the Honors Program.

inside

**DEADLINE**

Information to be included in the November 2007 issue of **inside** must be received by the Marketing and Publications Department by noon, Oct. 15, and is subject to space limitations. Please submit information to Dave Roman at [d.roman@unf.edu](mailto:d.roman@unf.edu).

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## Good Question!

*This column is a monthly feature designed to give the University community an opportunity to ask informational questions about some aspect of UNF and have them answered by various campus experts. Questions can be e-mailed to [goodquestion@unf.edu](mailto:goodquestion@unf.edu). The deadline to submit questions is the 10th of each month.*

*For more information, contact Julie Williams at [jkwillia@unf.edu](mailto:jkwillia@unf.edu).*

**Q: From Linda Burks (Admissions): Assuming that we will get a parking stipend again this year, why can't we apply the amount of the parking stipend to the balance that we owe on our parking fees that we are having taken out of our pay?**

**A: From Shari Shuman (Administration and Finance):** The parking stipend and the parking decal fee are distinct in nature and separate to the required income, sales and tax reporting requirements for each. The parking stipend, also called the Transportation Benefit, is deemed employment income subject to employment taxes - Federal Withholding, Social Security, and Medicare taxes. As such, this must be accounted and reported in its entirety for both the employment income and taxes to the Internal Revenue Service and Social Security Administration, i.e., Federal Quarterly Tax Return Form, W-2 Form. A \$90 stipend was paid on Sept. 14. On the other hand, the parking decal fee, which is considered a sales transaction of a product, is applicable to state sales tax and also is required to be accounted and reported in its entirety to the State of Florida.

**Q: From Lina Monell (Office of Equal Opportunity Programs) What happened to the two memorial trees (with accompanying plaques) that were planted in the footprints of the College of Health construction site? Where will they be re-planted or positioned?**

**A: From Zak Ovadia (Facilities Planning):** We identified the memorial trees very early in the design

phase as having to be relocated because they fall within the construction zone of the Brooks College of Health addition. We discussed the protocol with Pierre Allaire [vice president for Institutional Advancement] and we suggested the relocation of the trees. Pierre agreed and said that he would advise the donors. However, when we were ready to relocate the trees, at closer inspection, we discovered that one tree was growing right on top of a concrete utility vault and the other was straddling a chilled water line. In both cases, we could not use a mechanical shovel to extract the trees and the job could not be done manually. Notwithstanding the physical challenge of digging the trees out, the fact remained that the root balls would have been damaged beyond the trees' ability to survive the shock. Our arborist concurred that the trees would not survive. We suggested that we could replace these trees with new specimens of similar size and locate them in a more deferential location at the conclusion of the construction activities, and this was accepted as a feasible alternative. So, the plan is to replace the trees at the proper time and locate them in a more suitable location.

**Q: Also from Monell: For new riders of the shuttle busses are there designated signs showing the location of the various stopping points along the routes?**

**A: From Vince Smyth (Auxiliary Services):** Each stop is identified by signage designating it as a stop. You can check out all the stop locations and the routes at [www.unf.edu/shuttle](http://www.unf.edu/shuttle).

