

# Madison

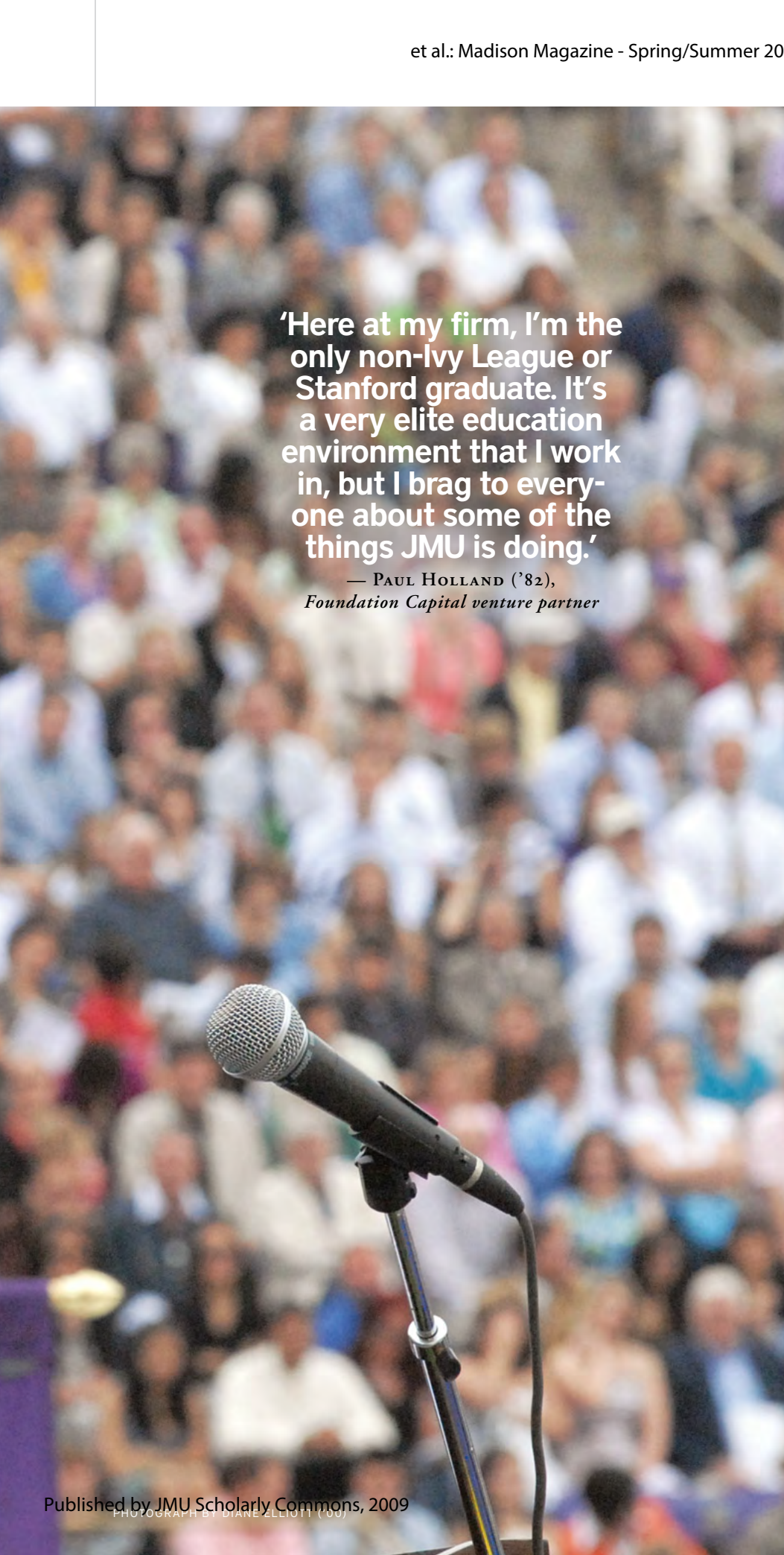
THE MAGAZINE OF JAMES MADISON UNIVERSITY

## THE RISE OF A NEW AMERICA

*New institute challenges JMU community to embrace sustainable change* PAGE 26







'Here at my firm, I'm the only non-Ivy League or Stanford graduate. It's a very elite education environment that I work in, but I brag to everyone about some of the things JMU is doing.'

— PAUL HOLLAND ('82),  
*Foundation Capital venture partner*

## Captain of sustainability

Spring 2009 Commencement brought both a new tradition and a captain of sustainability to campus. For the first time, JMU offered two commencement ceremonies. On Friday, May 8, 480 graduates received academic hoods for their master's, educational specialist and doctoral degrees. The next day, 3,314 undergraduates celebrated their accomplishments and were challenged by the speaker to meet the future energy demands in environmentally responsible ways.

College of Business alumnus Paul Holland ('82) has tackled the same challenge throughout his career. In March he was selected as a representative of the nation's CleanTech industry to deliver an address at the White House event "Investing in the Clean Energy Economy."

In helping steer one of the nation's leading venture capital firms, Foundation Capital, Holland also leads the charge for investment in sustainable and clean technologies. "I'm really fortunate now," he says. "Here at my firm, I'm the only non-Ivy League or Stanford graduate. It's a very elite education environment that I work in, but I brag to everyone about some of the things JMU is doing. ... the entrepreneurship and sustainability programs."

As pleased as Holland is with his own Madison Experience, he says he envies the opportunities available to current students. To stay in touch, he serves on the JMU College of Business Advisory Committee and leads study missions for business students to visit JMU alumni at companies including Apple, Google and salesforce.com.

"What I think is inherent in a place like JMU are people who've got the interest, aptitude and ability to do something that's one or two standard deviations above the norm and to do something like create new companies, new businesses, even new industries," he says. "I'd like to see more JMU grads take those paths, some of the roads less traveled." ❧

\* Listen to Holland's speech and see more commencement coverage at [www.jmu.edu/news](http://www.jmu.edu/news)

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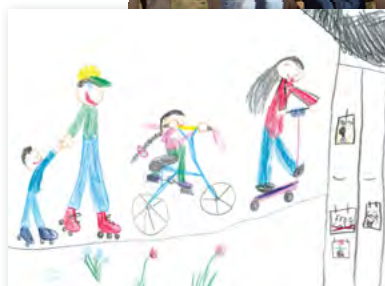


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### Drawing fresh air

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## Get connected: [www.jmu.edu](http://www.jmu.edu)

### 2009 COMMENCEMENT

Stories, profiles and an insider's look at 2009 Commencement, a special Army commissioning, a Flickr pool for graduates to upload photos and more:  
[www.jmu.edu/news/2009springCommencement.shtml](http://www.jmu.edu/news/2009springCommencement.shtml)

### SPRING GREENING

Learn more about the JMU Institute for Stewardship of the Natural World and how you can be an Earth ambassador  
[www.jmu.edu/stewardship](http://www.jmu.edu/stewardship)



**Spring Commencement** Get an insider's look at 2009 Spring Commencement, upload your graduation photos and more at [www.jmu.edu/news](http://www.jmu.edu/news)

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## Your letters

### FAMILY CONNECTIONS

My husband, Father Calvin Davis ('62), and I are both graduates of JMU, where we met. My genealogical history begins, in part, in Page County on the border of Page and Rockingham counties — near Naked Creek. My mother, Lottie Lee Merica Sparks, now deceased, was born there in a home her father, John Merica, built. On the wooded hillside above that still standing home is the Atwood Cemetery, where John Merica is buried along with others from that community, including members of the Atwood family. It is in an isolated place and probably not known to many people. When I saw that Harry Atwood ('87) had written the "Unearthing Answers" article for *Madison* magazine (spring 2009), I immediately thought of that place. There was also a furnace in that area, the name still surviving as Furnace. I looked for a way to contact Mr. Atwood and did not find that in the spring 2009 issue. Perhaps you can send him this note. I always read *Madison* with much interest and would love to see more articles about the rich history of the area.

In appreciation,

**SANDRA LEE SPARKS DAVIS** ('63, '68M)  
*Venice, Fla.*

### ONLINE KUDOS

No story ideas at this time — just feedback about the spring 2009 magazine. It is beautiful, interesting and creative.

I enjoy the online version and applaud your efforts.

**HELEN SAVAGE** ('70)  
*Cary, N.C.*

### JEMMY RULES

I wanted to share this picture that I took of the James Madison statue on the Quad and see if there was a chance of getting it in *Madison* magazine. I

know it's a snow picture, so it may not "fit" in the magazine for a few months; but I'm graduating in May, and I figured I would send it. I took this late one night. It was almost surreal: Campus was completely empty, and I liked how the lights were glowing on the Madison statue. Thanks for considering.

**TED BEIDLER** ('09), *Student Ambassador*  
*West Chester, Pa.*

◀ **EDITOR'S NOTE:** There's power in imagery. It snowed the day Ted shared his photo with the magazine staff (April 7). Readers: Did you know that the "Jemmy" statue was voted the favorite statue on campus? Plug into *Brightening the Lights* to see what you're missing. Sign up for the alumni e-newsletter at [www.jmu.edu/alumni/publications/](http://www.jmu.edu/alumni/publications/).



**Student Ambassador Ted Beidler ('09) took this photo of the James Madison statue late one snowy night. Send your letters, photos or story ideas to [madisonmag@jmu.edu](mailto:madisonmag@jmu.edu).**

## A JMU FAMILY

As I read the newest edition of *Madison* magazine, I had a thought about our family and our JMU story. I graduated in 1975 after following my sister's footsteps to Madison and Virginia from Pennsylvania. I worked in Virginia as a speech pathologist and married a man from Waynesboro, Va. Ten years ago I was hired to work in JMU's Training and Technical Assistance Center. I earned my M.Ed. in special education in 2001 at Madison and have served on the College of Education's adjunct faculty teaching a course that I developed on assistive technology. We have two daughters who graduated from JMU in 2004 (integrated science and technology) and 2006 (art education). We are a JMU family. I served as a

representative for the Central Virginia Duke Club Chapter for years. During this time I met J. Locklier when he was named assistant director of the Duke Club. He was new to JMU and Harrisonburg, and I suggested my daughter, Olivia, send him a welcome e-mail. They met after the first home football game that year, and the rest, as they say, is history! They were married July 19, 2008 — all because of these JMU connections.

**DEBORAH YANCEY ('75, '01M)**  
Waynesboro

*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*, 220 University Blvd., MSC 3610, JMU, Harrisonburg, VA 22807, or e-mail [madisonmag@jmu.edu](mailto:madisonmag@jmu.edu).

## {Editor's Note}

### Earth ambassadors

The best part of working at JMU is getting to meet remarkable alumni from every generation of the Madison Experience.

It's a privilege to tell their stories.

I met Ginny Moffett Bernstorff ('59) during Bluestone Reunion Weekend in May. She told some fantastic tales from her student days. (Stay tuned for the fall issue!) While sharing, Ginny touched on a long-standing Madison tradition — alumni who give back by serving as unofficial Madison ambassadors. In every aspect of her life — at church, as a teacher, within her community — Ginny is an ambassador for Madison. Countless students have chosen JMU because she took the time to talk to them.

Being an ambassador for Madison is not uncommon. In every alumni profile featured on the JMU "Be the Change" Web site, alum after alum talks about his or her continued connection to the Madison Experience. Some support scholarships. Some volunteer for admissions. Others return to campus to mentor and advise students.

Being a Madison ambassador will remain important. And now, JMU President Linwood H. Rose has upped the ante. He has charged alumni and the university community to be ambassadors for Earth. In September, Rose announced the formation of the Institute for Stewardship of the Natural World to guide JMU's efforts to become a more environmentally responsible operation. Part of the institute's mission is to educate JMU citizens about their personal relationship to the natural world.

President Rose's charge to embrace a new global citizenship — to be ambassadors of Earth — expands on JMU's mission to produce educated and engaged citizens.

In this issue of *Madison* you can read about the new institute and meet the students, alumni, professors and JMU administrators who are leading the way to embrace a new global citizenship.

Challenge yourself to accept Dr. Rose's charge. Why not start with your relationship to *Madison* magazine? If you would like to "go digital" to save some paper and resources, share your e-mail address with JMU. You will receive future magazine issues that you can read in any Web browser. (Follow the instructions in the ad at left.)

If you are already bringing that JMU "Be the Change" spirit to your small part of the planet and serving as an Earth ambassador, tell us how. Write to [madisonmag@jmu.edu](mailto:madisonmag@jmu.edu), so we can share your story.

— MICHELLE HITE ('88), *managing editor*

So, you love *Madison*?

# Madison

**Great stories.  
Great photos.  
Great memories.**

Give JMU your e-mail address,  
and don't miss an issue.



As you know, times are tough. *Madison* may scale back the number of magazines it prints as JMU goes through the process of making budget reductions. You can help JMU be an environmental steward and keep university resources focused on the educational mission by going digital.

Read *Madison* from any Web browser. Sign up at [www.jmu.edu/madisononline/emailme.shtml](http://www.jmu.edu/madisononline/emailme.shtml)

There's no easier way to **BE *the* CHANGE**

JAMES MADISON UNIVERSITY.

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# Madison

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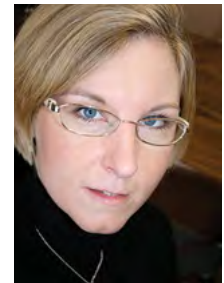
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**Curt Dudley** is a regular contributor to *Madison's* Dukes Digest sports pages. He joined the JMU athletics department in 1988 and is currently a member of the department's marketing staff as the director of multimedia communications. Dudley oversees the JMU athletics Web site, [JMUSports.com](http://JMUSports.com), and the associated video and audio productions on MadiZONE. He also manages and provides commentary on the Dukes' statewide sports radio network and takes care of a variety of special communication services. Dudley and his wife, Maureen, have a daughter, Laura, who will graduate in 2010 from Virginia Tech, and the family lives in Bridgewater. Dudley is a native of Norfolk and graduated from Bridgewater College in 1983.



Frequent *Madison* contributor **Jan Gillis** ('07, '11P) was recently promoted to manager of Web communication at JMU. She directed the JMU Be the Change program for three years and joined the university advancement team in 1994 as an operations officer. In this issue, she writes about JMU psychology professor Joann Grayson, who was named a Virginia Woman in History this year. In her spare time, Gillis is a decorative painter and enjoys hand-and-foot canasta.

**Toni Mehling** ('08M) is director of communication for the JMU College of Business. She joined the university family in 2004 as the publications coordinator/adviser for *The Breeze*. The Louisiana native became a JMU alumna in December 2008 when she earned an M.S. degree. She is a frequent contributor to *Madison's* news section. A former freelance writer, newspaper editor and lifelong entrepreneur, Mehling is also co-publisher of *Shenandoah Living* magazine, a features and lifestyles publication about the Shenandoah Valley. Read the magazine online at [www.shenandoahmagazine.com](http://www.shenandoahmagazine.com).



*Madison* magazine intern **Sarah Mead** ('09) is an English major with future aspirations of working in the print journalism field. She was a two-year Relay for Life participant and a contributing writer for the Student Life section of *The Breeze* during her sophomore and junior years. This summer she will intern with *Washington Post Newsweek Interactive* in Arlington. Read Mead's profile of Shirley Steele ('63) in Class Notes and her Bright Lights profile of Levar Stoney ('04) on Page 22.

**Kathryn Fox Lam** joined JMU Photography Services in 2002. Originally from Chicago, Lam says she loves art, photography and the beautiful Shenandoah Valley. She exhibits arts and crafts at various valley festivals and enjoys photographing family, friends and nature. "My main goal in photos is to capture everything — from life's biggest moments to the beautiful simple moments," she says. Lam's images have been published in local and national newspapers and magazines, and she has performed freelance work for area stores and boutiques.





## Solutions for planet Earth

*Addressing sustainability through education, research and stewardship*

Few would argue that the condition of our planet is vital to our future, just as few would argue that obtaining food and shelter and making a living are vital to our well-being. But scientists warn that our children and their children will live in a world of increasing energy needs, worsening environmental degradation and economic instability. Thomas Friedman in his bestselling book, *Hot, Flat and Crowded*, puts this conundrum into perspective: "How we address these interwoven global trends will determine a lot about the quality of life on Earth in the 21st century."

It is impossible to understate the critical need to act responsibly on behalf of our environment; it is equally impossible to understate the complexity of the problems we face and their solutions. As an institution of higher education, I believe James Madison University not only has a compelling moral obligation to address these issues, but that JMU also holds the key to the solutions Friedman and others are warning us we need.

For that reason I elevated a campus working group to the President's Commission on Environmental Stewardship and Sustainability in 2007. During its yearlong investigation, the commission found that like-minded employees and students are the norm on our campus and that many serious environmentally conscious efforts have been under way for quite some time. Recycling has been an integral practice for 20 years, for instance. In many cases, our academic program and our professors' research have been driven by the quest to do right by our planet. The commission also found that those individual and operational sustainability efforts could be more effective with an administrative structure.

In September, I implemented the commission's recommendation and announced the establishment of the Institute for Stewardship of the Natural World to coordinate environmental stewardship efforts across campus, advocate for priorities and challenge all members of the university to think critically about their role in achieving the long-term stewardship of Earth.

After a months-long search, I appointed integrated science and technology professor Christie-Joy "C.J." Brodrick Hartman as the institute's director. With degrees in transportation technology and policy from California Polytechnic and the University of California at Davis, her research specialty has evolved through transportation and energy efficiency to focus on life cycle analyses that include the environmental, economic and social impacts of vehicle design and use. Today we are fortunate as she takes an even broader scientific perspective on environmental stewardship and sustainability.

In addition to Dr. Hartman's leadership, cross-curricular committees advise the institute. The awareness committee is raising the level of understanding among employees and students. The policies and practices committee looks at what administrative changes will enhance and support ongoing stewardship efforts. The operations and campus



**JMU President Linwood H. Rose has established a new institute to challenge the JMU community to be stewards of the Earth.**

accessibility committees examine the physical plant for ways to make our facilities and transportation more environmentally friendly.

The final committee, education and research, is just beginning to get its arms around the vastness of JMU's ongoing academic and scholarly work related to sustainability. The committee is identifying the majors and minors, and even individual academic courses, with implications for the environment and stewardship that range throughout the academic program.

In research our faculty — often with the participation of our undergraduates — is monitoring, improving and reporting on the environment for the direct and immediate benefit of society. Research into the Shenandoah River fish kill, the liming of mountain streams, the JMU-RMH Collaborative, bio-

fuel research and innovations in water conservation are examples.

It is through education and research in particular that JMU and other institutions of higher learning, given sufficient resources from state funding, grants and private gifts, will continue to provide solutions for our planet. JMU is preparing the science teachers who will improve the quality of K-12 science education of our nation's youth. JMU is preparing scientists whose investigations will offer innovations and increase society's knowledge about Earth's condition. JMU is preparing future citizens and decision makers whose choices will determine the success of sustainability and ultimately our quality of life.

It is choice, after all, that lies at the heart of sustainability. Sound individual choices and subsequent behavior translate into responsible stewardship, which is the distinct contribution JMU will be making toward environmental sustainability.

This approach is more sophisticated than "being good or being bad." It means having the knowledge and framework to think critically about the planet. In the lifecycle of a product or service, for instance, what ingredients or byproducts are created? Are they toxic? Is one less optimal choice actually better than a so-called green option? How do we weigh alternatives? I named the Institute for Stewardship of the Natural World with this fundamental approach in mind.

I believe that JMU will help lead the way toward a fundamental shift in the consciousness of the modern world by fostering a sense of responsibility for our planet and our collective well-being. In stepping up and taking the lead, JMU follows the example of President James Madison, himself an early advocate of environmental stewardship. What better footprint to follow.

LINWOOD H. ROSE  
*President*  
James Madison University

# M@adison

*Keep current and connected*



Former President Jimmy Carter and former first lady Rosalynn Carter will visit campus on Sept. 21 to accept the Gandhi Center's top award.

**[Gandhi Center Award]**

## Gandhi Center to honor Jimmy Carter

*JMU community to honor former president on 2009 International Day of Peace*

FORMER U.S. PRESIDENT AND NOBEL PEACE LAUREATE Jimmy Carter and former first lady Rosalynn Carter will visit JMU on Sept. 21 to receive the Mahatma Gandhi Center for Global Nonviolence's top honor, the Mahatma Gandhi Global Nonviolence Award.


"The Carters' presence in the commonwealth will serve to highlight, especially for our young people, the values [they] both embody in promoting peace, freedom, human understanding and the alleviation of human suffering. These are universal values that

**'The Carters' presence in the commonwealth will serve to highlight, especially for our young people, the values [they] both embody in promoting peace, freedom, human understanding and the alleviation of human suffering.'**

— VIRGINIA GOV. TIMOTHY M. KAINE

Virginians hope to instill in our youth," says Virginia Gov. Timothy M. Kaine.

President Carter's Gandhi Award Lecture is titled "The Path to Peace in the Middle East." After leaving the White House, he and Mrs. Carter founded the Atlanta-based Carter Center, a non-profit organization that prevents and resolves conflicts, enhances freedom and democracy, and improves health around the world. "The Gandhi award recognizes that the Carters exemplify the importance of tolerance and compassion for other nations and people from different backgrounds," says Sushil Mittal, JMU Gandhi Center director.

The award ceremony is scheduled for Sept. 21, the International Day of Peace, at 7 p.m. at the Convo. Admission is \$10 (lower level Convo) and \$5 (upper level). Tickets must be purchased in advance and are available at [www.jmu.edu/gandhi-center/gandhiaward2009.shtml](http://www.jmu.edu/gandhi-center/gandhiaward2009.shtml) or by calling (540) 568-3853. 

[Sustainable Business]

# Sustainability entrepreneur takes CoB top prize

*College of Business launches first Sustainable Business Plan Competition*

By TONI MEHLING

First, 54 contestants entered. Then there were 12. The final four presented their plans to the public and a panel of judges on April 20. Amid photo flashes, TV crews, cameras and a live audience, the top contender was announced.

The Center for Entrepreneurship in the College of Business launched its first Sustainable Business Plan Competition this spring. The top four venture teams pitched their business plans for a chance to win up to \$50,000 and in-kind services.

Zachary Bortolot, JMU integrated science and technology professor, received top honors for his business plan for Optisily LLC, a remote sensing software for forest inventory applications. Bortolot developed the software that combines digital aerial photographs and a related technology known as light detection and ranging with



College of Business Dean Bob Reid congratulates ISAT professor Zachary Bortolot for taking the top prize in the first CoB Sustainable Business Plan Competition.



## 2009 Earth Week

JMU's celebration of 2009 Earth Week included a Renewable Energy Fair, Festival Fest (a day of music, crafts and games on the Festival Lawn), an economic panel discussion on sustainability, the Really Really Free Market event, a community bike ride and No Drive Day.

ground data to perform forest inventories at a lower cost and more accurately than traditional techniques. Bortolot is co-owner of the company with John Paul McTague and Mark Milligan.

Bortolot's product is based on timberland management processes whereby forest inventories are routinely performed to account for benefits (e.g., for carbon trading) and to maximize the forests' economic

## 'These business proposals illustrate the vibrant entrepreneurial spirit in the JMU community and the Shenandoah Valley.'

— CAROL HAMILTON, director of the Center for Entrepreneurship and organizer of the Sustainable Business Plan Competition

In March, the Center for Entrepreneurship received 54 executive summaries during the first round of competition. Contenders represented JMU students, faculty and staff members, alumni, and entrepreneurs from an eight-county area in the Shenandoah Valley. Submissions were evaluated to identify the top 12, and then the final four, based on the viability of the business concept, the strength of the sustainability elements, the long-term growth potential and the ability to launch within one year.

While the top two presenters — Optisily and Eastern Bio-Plastics — will receive funding and services, such as accounting and marketing assistance, to support their startups, Robert D. Reid, dean of the College of Business, says all four finalists were viable businesses.

and environmental benefits. Forests are a renewable source of building materials and paper products and remove large quantities of carbon dioxide from the atmosphere, placing it in long-term storage.

"These business proposals illustrate the vibrant entrepreneurial spirit in the JMU community and the Shenandoah Valley," says Carol Hamilton, assistant director of the Center for Entrepreneurship and organizer of the Sustainable Business Plan Competition. "The business concepts ranged from energy-efficient design and social networks to alternative energy solutions." ❧

\* Learn more about the competition and Bortolot's company at [www.jmu.edu/news/](http://www.jmu.edu/news/). Click under the Latest Headlines section.

[Sustainability Studies]

## Environmental knowledge

*Three new minor programs offered this fall*

Three new minors that approach environmental knowledge from a variety of perspectives will be offered beginning this fall semester. Environmental studies, environmental science and environmental management are cross-disciplinary minors that are united by a common capstone experience. The capstone course, ENVT 400, will bring students from different minors together for a collaborative research experience that is both applied and theoretical. A faculty team from two areas will teach the capstone course, and each offering of the capstone will focus on a different environmental theme or topic. Students from any major can declare an environment minor. ❧

\* Learn more about at [www.jmu.edu/environment/](http://www.jmu.edu/environment/).



Madison

[Graduate Researchers]

## Six graduate researchers participate in conference

*Students showcase works at Virginia Council of Graduate Schools forum*

Six JMU graduate students presented their research at the Fourth Annual Graduate Student Research Forum sponsored by the Virginia Council of Graduate Schools in Richmond at the Library of Virginia. The annual research forum showcases graduate student research and scholarship across Virginia. It also highlights the benefits of graduate education to the economic, social and civic development of the commonwealth. Attendees included members of the Virginia General Assembly and their staff members, industry representatives, professors and administrators, and the general public.

JMU graduate students were among more than 60 students showcasing their work. The JMU students and their topics included: Jennifer Becker on "Motor Recovery Approaches Used to Rehabilitate Central Nervous System Dysfunction in Adult Patients after Stroke;" Sarah Coffey on "Caregivers and Stroke — Identifying Needs to Create Normalcy and Sustain Quality of Life on a Daily Basis;" William Shelly on "Determination of Diagnostic Predictors of Heart Failure;" Anna More on "Felix Mendelssohn Bartholdy: Reviver and Recompiler;" Jeffrey Borowiec on "Dead End Kids on a Leaky Boat: An Examination of Irish Punk;" and Daniel Kitchie on "Could Lithuania be a Valuable U.S. Ally? A Comparative Statistical GIS Analysis." ❧

[Madison Quotient]

## Return on investment

*BusinessWeek gives College of Business graduates a nod for skill sets*

While layoffs, salary freezes and unemployment statistics dominate today's business headlines, the JMU College of Business is being recognized for continuing to prepare graduates for success.

JMU is No. 3 on the public schools list and fourth out of all business schools in the 2009 *BusinessWeek* "50 Best Undergraduate Business Schools" rankings, which are calculated by comparing annual tuition and median starting salaries for 2008 graduates.

"Number one, you want a place that's going to help you be prepared to enter the business world. At the same time, you're concerned with what kind of costs you're going to incur," says Bob Reid, dean of the College of Business. "Versus what you spend on tuition at JMU, the return on investment is very high."

Affordable tuition alone doesn't translate into a high ROI, Reid adds. Schools must provide a high quality education that gives graduates the skills needed to contribute to successful companies. "We're continuously working to improve our program. In the last two years we've reduced the size of the college slightly, bringing our

student/faculty ratio to 25 to 1, in an effort to improve the student experience," says Reid. "We devote a lot of time, attention and resources to the program. Recruiters time and time again tell us, 'We really like the quality of your graduates.'

"Our students' technical skills are as good as or better than you get at other places, their interpersonal skills are far superior, their leadership skills are superior, and that's why companies hire our graduates."

Recruiters and CoB faculty now recognize that coveted set of soft skills as the "Madison Quotient."

According to a recent Leadership IQ study of more than 300 U.S. companies and organizations, almost half of newly hired employees fail within 18 months, due mostly to poor interpersonal skills and lack of motivation. "The Madison Quotient means employers are going to get a better return on their investment by hiring a JMU graduate," says Reid. "Lower turnover rates mean companies spend less on recruiting, hiring and training, and the soft skills JMU students have help them become productive employees more quickly." ❧

\* Read a white paper about the Madison Quotient at [www.jmu.edu/cob/](http://www.jmu.edu/cob/).



**Recruiters and professors recognize CoB graduates' interpersonal, technical and leadership skills as the 'Madison Quotient.'**



**Management professor Bob Eliason emphasizes employment preparedness in his classroom and in the 12-credit COB 300 course he team-teaches. "Leadership skills are critical," he says.**

# By the numbers



James Madison's Montpelier (1723-1844). Artist interpretation based on Montpelier/JMU Archaeological Field School notes.

# 1809

It is often noted that James Madison preferred the world of books and intellectual pursuits to the tedium of farming at Montpelier; but he did believe in sustainability.

The jacket that Madison wore during his first presidential inauguration in 1809 was woven from wool harvested from sheep raised at Montpelier. After serving two presidential terms, Madison later embraced a return to farm life. In managing Montpelier's agricultural operations, he kept detailed weather diaries, including a 10-year experiment to understand temperature variations caused by altitude, latitude and distance from the sea.



# 10

The all-female *a cappella* group BluesTones and the all-female Christian *a cappella* group Into Hymn celebrated their 10th anniversaries this year.

More than 40 past and present members of the BluesTones celebrated a weekend of reunions, rehearsals and a campus performance in March.

# ONE

JMU's physician assistant master's program is the only one at a public university in Virginia and offers the lowest tuition of the four programs in the state. Graduates have a 100 percent PA certification pass rate.



The PA program provides students opportunities to practice primary care in rural and underserved areas.

# 40¢

JMU dining services offers patrons using a reusable mug a 40¢ discount on 22-ounce fountain refills rather than choosing a 24-ounce drink in disposable cup.



# 59<sup>th</sup>

JMU ranked 59th out of 400 schools nationwide and No. 4 in Virginia for its overall recycling program in 2007-08.

# 70

May 13, 2009, is the 70th anniversary of the founding of Sigma, Sigma, Sigma and Alpha Sigma



Alpha sororities at Madison.

Read about the history of these two sororities in the August issue of *Madison*.

Madison women founded Alpha Sigma Alpha and Sigma, Sigma, Sigma sororities and elected officers in 1939.

Madison Project's T-Pain take-off has more than 60,000 YouTube views.

# 62,790

Experience JMU's "lush, green, beautiful Quad" like you never have before. Check out the Madison Projects' *I'm on the Quad* YouTube video at [www.youtube.com/watch?v=RR1FzuUnvM0](http://www.youtube.com/watch?v=RR1FzuUnvM0).



**[Experiential Education]**

## Keeping up with the Joneses

*Exhibit exposes students to various levels of privilege*

By SARAH MEAD ('09)

Even in times of economic instability, do you ever consider how fortunate you really are? Students were asked to consider their “level of privilege” through an interactive exhibit on campus this spring. The residence life staff sponsored House of Privilege, an experiential museum in Chandler Hall.

During a 45-minute “tour” of the House of Privilege, students walked through multiple rooms and witnessed scenes of different types of socioeconomic privilege in the United States.

Paul Krikau, an area director in JMU’s Office of Residence Life, chaired the House of Privilege event committee. “The student affairs division

gave us a grant to sponsor the museum exhibit,” he says. “The museum provided interactive opportunities to experience various levels of privilege that occur outside of our own personal bubbles.”

The exhibit included scenes from three houses of different cultural and economic backgrounds. The first depicted an underprivileged home in a dangerous neighborhood. The second showed a middle- to upper-middle-class home, where the Jones family decorated their Christmas tree. The couple invited



**Greg Myer and another JMU staffer participate in the House of Privilege and share in a typical meal to better understand economic opportunities.**



**Students were asked to consider their personal “level of privilege” in the experiential education exhibit, “House of Privilege.” Participants viewed interactive scenes from three houses of different economic and cultural backgrounds and then discussed the opportunities and challenges.**

**‘The museum provided interactive opportunities to experience various levels of privilege that occur outside of our own personal bubbles.’**

— PAUL KRKAU, *area director in JMU’s Office of Residence Life*

spectators to join in caroling and trimming the tree. The third house showed a Hindu family partaking in a sand project and singing prayers.

Each home included a “window of opportunity,” which provided information on resources available in the Shenandoah Valley for the underprivileged such as how to gain help for paying energy bills.

Other rooms in the museum depicted dining-room tables with note cards explaining a typical family dinner. The first room’s table was the floor, and it had four McDonald’s bags. Note cards described a single mother, who had to work two jobs to support her family. Her children would eat later, before she left for her evening job. The unhealthy nutrition facts of the family’s typical “dinner” were listed as well. Another room showed a fully set dinner table, and note cards explained that the parents of the family hired a cook to make healthful meals nightly.

Throughout the tour, a guide asked students if they could “see themselves” in any of the families depicted. Students were given assessment surveys and participated in discussions led by Nate Sharer, a counselor in the JMU Counseling and Student Development Center. “The museum made students more aware of the levels of privilege in America,” he says.

The exhibit also included areas where homeless men and women camped out in temporary resting spots. Pieces of cardboard included notes explaining the situations of several homeless people including a veteran. The “window of opportunity” presented information on local community resource centers like Mercy House.

“Many times we experience high privilege and don’t even realize it until we are exposed to the other side,” said one student. “The first house in the bad neighborhood struck me, because I don’t often think about the safety in my neighborhood.”



**[Madison Connection]**

## Making the call

*Senior helps alumni and students choose to support JMU*

By PAULA POLGLASE ('92, '96M)

Several days a week Nicole Hrusovsky ('09) heads to work at Madison Connection, the campus call center staffed by students that solicits and thanks alumni donors to the Madison Fund. A beige, one-story building on the outside opens to a bustling, high-energy, colorful workroom full of students talking to alumni. "I usually ask alums if they've been back to campus," say Hrusovsky. "Most haven't been back in years, so I like to ask what it was like when they were here."

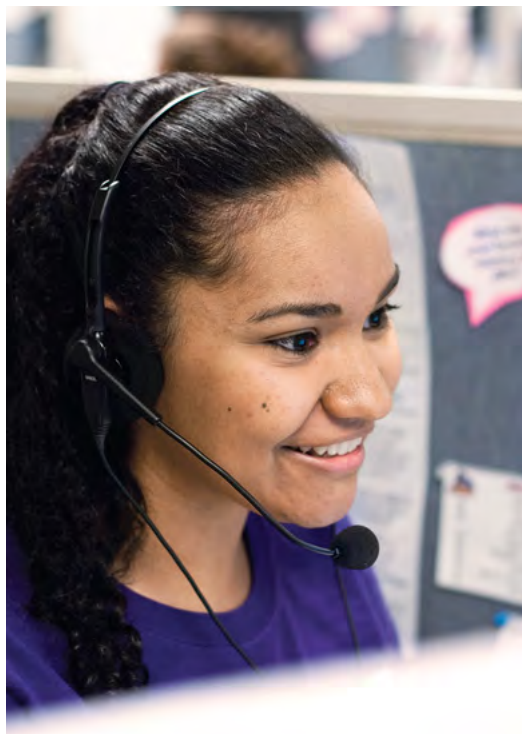
Among her favorite stories alumni have shared in the past two years are steak night in D-Hall, alumnae who were required to wear skirts and the many love stories of alumni who met their future spouses at JMU. "I even talked to the first Duke Dog," says Hrusovsky.

"I don't consider myself a very talkative person," the senior adds. "But, the job's schedule and the opportunity to talk to alumni intrigued me. I get to talk to really great alumni, hear great stories and sometimes get some pretty good advice."

**'I don't consider myself a very talkative person, but the opportunity to talk to alumni [through the Madison Connection] intrigued me.'**

— NICOLE HRUSOVSKY ('09), *Madison Connection caller*

During her second semester as a Madison Connection caller, Hrusovsky was asked by a classmate to get involved in the Madison Student Giving Campaign. Formerly the Senior Class Challenge, the campaign has expanded its mission to ask all students to give to JMU. The mission really resonated with Hrusovsky, who says it is very similar to her work with the Madison Connection. "If I'm asking alumni for donations, I think it's important that



**Madison Connection caller Nicole Hrusovsky ('09) enjoys talking to alumni and students about giving back to JMU.**

I give back, too," she says. "Alumni expect to be asked to give back, but with students it's a lot more work."

Hrusovsky accepted the challenge, and last year she was the top campaign captain for the student giving cam-

paign. This year, she is the MSGC Steering Committee member in charge of recruiting and training campaign captains. Her work and the MSGC Steering Committee's efforts are paying off. A recent survey of students showed that a majority had heard of the Madison Student Giving Campaign.

Hrusovsky believes teaching students to give to JMU connects to alumni giving. "I've had the best four years here. I've had the opportunity to grow and learn more about myself while making absolutely amazing friends. JMU has been a big part of my life, and I want future students to have the same, if not better, Madison Experience. I hope that by giving back and telling other people about it, I can influence others to do the same."

The Ashburn, Va., native gives back in more ways than Madison Connection. She serves as a first-year orientation guide. Each fall FROGs assist the JMU orientation team. "I know the importance

that private dollars make to programs like FROGs," Hrusovsky says. Her fellow Madison Connection callers are never far from her mind. "Informing students about the importance of giving makes future callers' jobs easier."

Hrusovsky graduated on May 9 and has been accepted to the University of Virginia law school. While she will miss JMU, she is looking forward to her alumni status and hearing from the Madison Connection. "I can't wait to get a phone call." ❧

\* Learn more about at [www.jmu.edu/MadisonConnection/](http://www.jmu.edu/MadisonConnection/)

# Connections

## ONLINE

- \* JMU's front door: [www.jmu.edu](http://www.jmu.edu)
- \* Everything alumni: [www.jmu.edu/alumni](http://www.jmu.edu/alumni)
- \* The Newsroom and JMU Public Affairs: [www.jmu.edu/news/](http://www.jmu.edu/news/)
- \* Madison Channel: Live and archived video and audio coverage of JMU activities and events: <http://media.jmu.edu/>

## HEADLINES + HIGHLIGHTS

- \* *Brightening the Lights of Madison* and the JMU Online Community: [www.jmu.edu/alumni/publications](http://www.jmu.edu/alumni/publications)
- \* *The Family Connection* insights for JMU parents: [www.jmu.edu/parents/Update\\_Form.shtml](http://www.jmu.edu/parents/Update_Form.shtml)

## TELEVISION

- \* WVPT: Students intern at the PBS affiliate for central Virginia, Shenandoah Valley and northeastern West Virginia, (540) 434-5391: [www.wvpt.net](http://www.wvpt.net)

## RADIO

- \* WXJM: Student programming, news, talk and music on FM 88.7 <http://orgs.jmu.edu/wxjm>
- \* AM 1610: Tune in when you roll into the 'Burg.
- \* WMRA: <http://wmra.org/> NPR, local news and programming. WMRA, WMRY, WMRL, WMLU at 90.7, 103.5, 89.9 and 91.3 on your FM dial.

## PRINT

- \* *Madison*, the JMU magazine, and *MadisonOnline*: [www.jmu.edu/MadisonOnline](http://www.jmu.edu/MadisonOnline). Story ideas or subscriptions: (540) 568-2664 or e-mail [madisonmag@jmu.edu](mailto:madisonmag@jmu.edu)

## SPORTS

- \* [www.jmusports.com](http://www.jmusports.com)
- \* *Pauprint*: the Duke Club Newsletter, (540) 568-6164
- \* *MadIZONE*: Catch all the exciting JMU sports action — the online destination for live and on-demand video and audio: [www.jmusports.com](http://www.jmusports.com)

M@disson

[James Madison Week]

# Reconnecting to Madison

*American classics scholar keynotes 2009 Madison Week*

Two hundred years to the month after James Madison's first inauguration to the U.S. presidency, JMU celebrated his life and legacy during James Madison Week, March 16–20.

The week's highlights included the release of *Liberty & Learning, the Essential James Madison*, written by Phil Bigler ('74, '76M), director of the James Madison Center. Other highlights included a visit by the C-SPAN Civics Bus, a wreath laying at the James Madison statue on Bluestone Drive and the annual Scholarship Endowment Luncheon.

Madison scholar and Cornell University President Emeritus Hunter Rawlings III talked about President Madison's legacy as Father of the Constitution. A Virginia native, Rawlings is a recognized scholar of classic and American history and sits on the board of Madison's Montpelier.

The team from Cornell University won the eighth-annual Madison Cup Debate tournament besting teams from 14 universities. JMU took second place and Johns Hopkins University took third. Debaters argued the role of coal-based technologies in meeting the country's future energy needs.

Read more about 2009 James Madison Week at [www.jmu.edu/news/FlashFeature-MadisonWeek.shtml](http://www.jmu.edu/news/FlashFeature-MadisonWeek.shtml). And, read a chapter of *Liberty & Learning* at [www.jmu.edu/birthday](http://www.jmu.edu/birthday). **M**



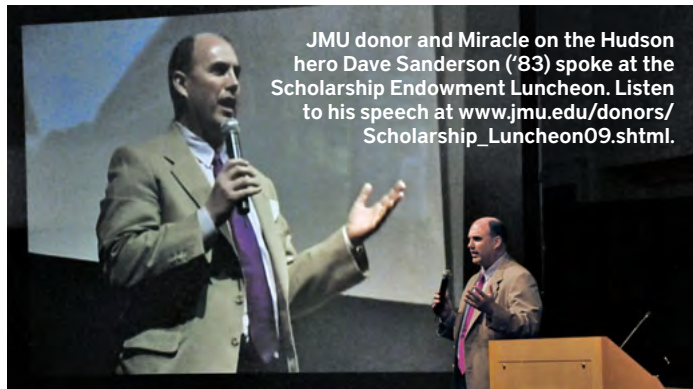
Above: The C-SPAN Civics Bus made a stop near the Quad during 2009 James Madison Week activities.



Above: Senior VP for University Advancement Joanne Carr talks to Dan LeVitt ('09). Right: Maurice Smith ('09) thanks Sean Bates ('92), Black Alumni Chapter president.



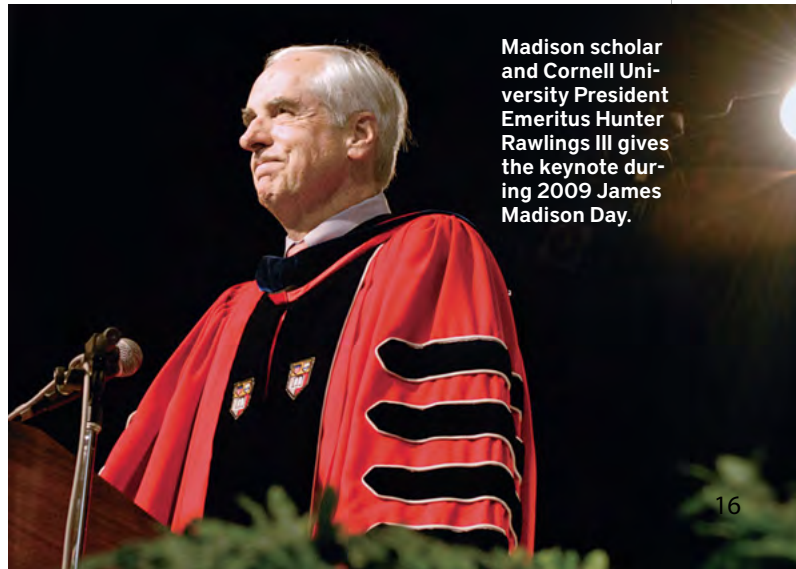
Above: Senior Vice President for Student Affairs Mark Warner helps present a wreath at the Madison statue. Below: *Liberty & Learning* authors Annie Lorschach and Phil Bigler.



JMU donor and Miracle on the Hudson hero Dave Sanderson ('83) spoke at the Scholarship Endowment Luncheon. Listen to his speech at [www.jmu.edu/donors/Scholarship\\_Luncheon09.shtml](http://www.jmu.edu/donors/Scholarship_Luncheon09.shtml).



Doug Brown, JMU provost and senior vice president, presents the Madison Cup to debaters from Cornell University, who bested teams from 14 schools.



Madison scholar and Cornell University President Emeritus Hunter Rawlings III gives the keynote during 2009 James Madison Day.

C-SPAN BUS AND DEBATE PHOTOGRAPHS BY DAN GORIN ('11); SANDERSON BY KATHY ANGLING ('03); WREATH CEREMONY AND RAWLINGS BY DIANE ELLIOTT ('00)

M@dison



[In Memoriam]

## Remembering physical plant supervisor and psychology professor

### LUCIUS "CASEY" FRYE SR.

Former operations supervisor in JMU's physical plant department Lucius "Casey" Frye Sr. died March 29. The Glade Spring, Va., native served in World War II, Korea and Vietnam. After a distinguished 23-year career in the U.S. Army, where he was awarded numerous combat and service medals, Frye joined the JMU staff in 1970. He directed and implemented the construction of Bridgeforth Stadium and much of the early campus expansion on the east side of I-81. JMU's Frye Building was renamed to honor Frye in 1991. Originally constructed in 1958, the building provided a long-needed central storeroom and maintenance building. The building later housed JMU's printing plant and computer services.

### JAMES W. KUHNS

James W. Kuhns, professor emeritus of psychology, died March 31. He was a resident of the Virginia Mennonite Retirement Community and a member of Park View Mennonite Church. A former clinical psychologist, Kuhns joined the JMU School of Psychology faculty in 1970. Prior to joining the Madison faculty, Kuhns was a high-school



Former clinical psychologist and JMU professor emeritus of psychology James W. Kuhns.

teacher and served in the Civilian Public Service from 1944 to 1946. He earned an Ed.D. and a master's in education at Temple University and his undergraduate degree at Goshen College. His areas of professional research included developmental scales for children, aggression characteristics among pacifists and clergy, and nonauditory perception of speech patterns.

**'I loved my Madison Experience and want future students to have the same great JMU education.' Sound familiar?**

**For 101 years,** James Madison University has cultivated a different kind of graduate. One who knows that it is not the size of your bank account that matters, but the number of lives you have touched by your actions.

Why not approach your will the same way you approach life? **JMU can help.**

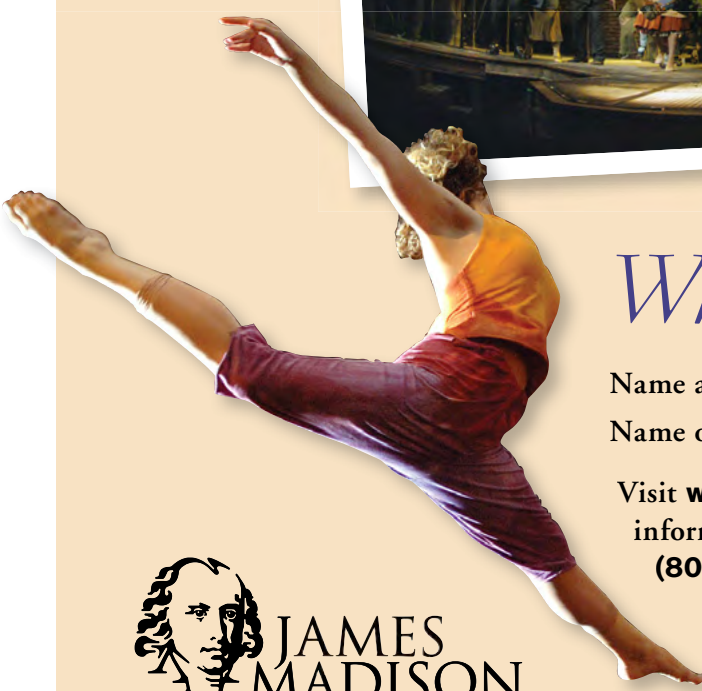
**If you would like to learn more about ...**

- leaving a legacy for future generations of JMU students,
- making arrangements for your minor children or parents,
- providing for your grandchildren's college educations,
- minimizing taxes, and
- accomplishing all your goals — no matter your estate size

Get your free copy of *The Essential Estate Planner* by contacting Ted Sudol, J.D., director of charitable gift planning, at (800) 296-6162 or [sudoltj@jmu.edu](mailto:sudoltj@jmu.edu). Also visit [www.jmu.edu/development/estateplanning/](http://www.jmu.edu/development/estateplanning/).

# If seats could talk

They might tell you about Harrisonburg native and JMU alum John Leake Jr. ('87). Growing up, Leake recalls being “on edge” at JMU events, in a good way. His father requested aisle seats at every game, recital and performance. Now, Leake has requested two seats of his own to honor his parents in the Forbes Center for the Performing Arts — near the aisle, of course.



## *What would your seat say?*

Name a seat in the Forbes Center for the Performing Arts

Name one seat for \$1,000 or two seats for \$1,500

Visit [www.jmu.edu/performingartscenter](http://www.jmu.edu/performingartscenter) for more information or contact the **Office of Development** at **(800) 296-6162** or **giving@jmu.edu**.



THE FORBES CENTER FOR THE PERFORMING ARTS IS NAMED IN HONOR OF BRUCE AND LOIS CARDARELLA FORBES ('64).

Theater and dance photographs by Richard Finkelstein 2009; Pops concert by Alex MacDonald ('08)

## SPECIALREPORT

## Resolving an American dilemma

*JMU addresses a new citizenship through environmental stewardship and sustainability*

BY ANDY PERRINE ('86)

Often in discussions on campus about environmental stewardship and sustainability Thomas Friedman's book *Hot, Flat and Crowded* comes up. In fact, several times in this edition of *Madison* you will see the book mentioned. *Hot, Flat and Crowded* is considered to be an important recent addition to the topic of sustainability. Undeniably, the author shines his very bright light on what many believe to be a looming global disaster.

But comparing the message in *Hot, Flat and Crowded* to how Friedman lives his personal life reveals a very American dilemma. Ian Parker of *The New Yorker* recently criticized Friedman for living in a whopping 11,400-square-foot home. Plus, he flies frequently in fuel-guzzling and polluting airplanes to his \$50,000 speaking engagements and is married to the heiress of the largest shopping mall developer in the world (which just filed for bankruptcy, incidentally). So while Friedman certainly deserves much credit for bringing more attention to environmental problems, his personal lifestyle and the consumerism promoted by more than 200 shopping malls built and managed by his wife's family are some of the big reasons we're in the situation he decries.

Many Americans — including me — are like Friedman, perhaps just on a different scale. Lots of us profess to care about the environment or proclaim to have gone "green" because we recycle or use fluorescent light bulbs when the basis of our lifestyles is anything but. That's why I call Friedman's behavior an "American dilemma." Even though many average Americans care about environmental issues and make some lifestyle changes, if everyone on Earth lived as do average Americans, the natural resources of about six planet

Earths would be required to sustain us all. And that's average Americans, not Friedman Americans.

Obviously, as the middle class continues to grow in China, India and in some developing nations, supporting an average American lifestyle globally will simply exhaust Earth's resources.

So what are we supposed to do?

Because our American habits of living are so deeply entrenched and our economy is so heavily reliant on consumer spending the problem seems insurmountable.

President John F. Kennedy exhorted America in 1961 to "commit itself to achieving the goal, before the decade is out, of landing a man on the moon and returning him safely to the Earth." Some believed Kennedy's goal was out of reach. But he captured the public's imagination, and before the decade was done Apollo 11 historically reached the moon and returned her astronauts safe and sound. Perhaps we are at a similar moment in history. Perhaps if the will of the American people was channeled toward taking

the lead globally on developing new clean and renewable sources of energy and new modes of conservation, the average American style of living could become environmentally sustainable. To his credit, big-carbon-footprint Friedman makes the point in *Hot, Flat and Crowded* that America can unify and renew its national purpose by doing just this. An exciting thought.

You can see throughout the current issue of *Madison* how a new sense of purpose of working toward environmental sustainability is taking shape on campus. Professors, staff members and students have initiated much of the activities related to this purpose. To coordinate it all, the new Institute for Stewardship of the Natural World was created at JMU. While its mission is diverse, one of the institute's main goals is to create among students a sense of individual responsibility for the health of our planet, or a "new citizenship." This is a much deeper commitment than faddish proclamations of "going green." And if we're ever to overcome the American dilemma I describe above, future generations will need to approach the issue with an utterly new point of view and a true sense of national purpose.



### What's your footprint look like?

Calculate how many planets your personal lifestyle requires at [footprintnetwork.org](http://footprintnetwork.org).

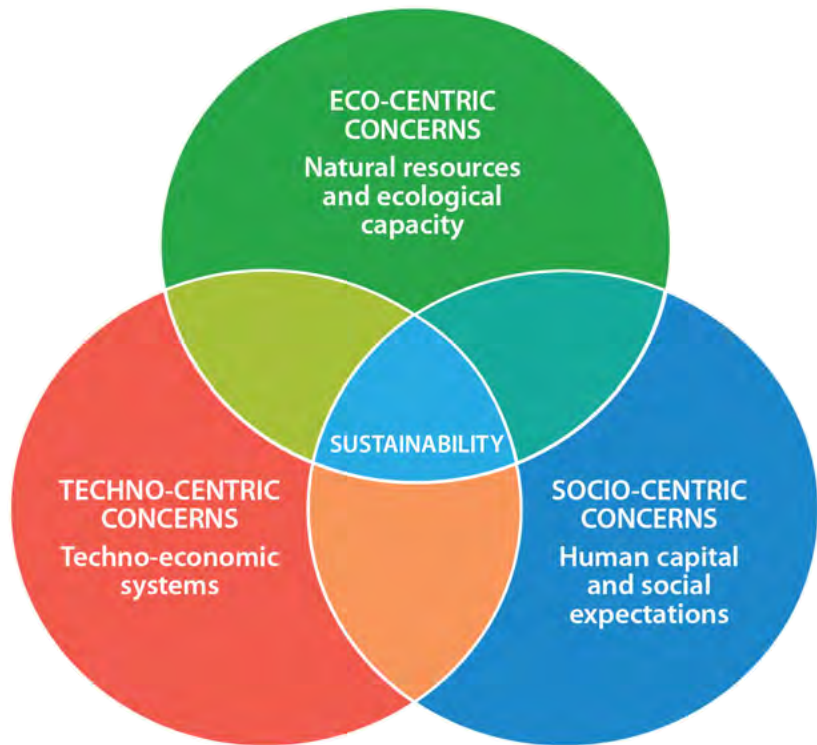
Try making changes and see how you can reduce the number of planet Earths your lifestyle requires.



SPECIALREPORT

Christie-Joy “C.J.” Brodrick Hartman, director of the Institute for Stewardship of the Natural World, is interviewed in this issue on Page 29. She describes in depth what the university hopes to accomplish with the institute. But one of the important distinctions to make in this report is the difference between stewardship and sustainability. The diagram on this page shows that true sustainability is achieved where ecological, techno-economic and social concerns overlap and do not conflict. In other words, if a technological solution has a negative effect on the environment, it’s not considered sustainable. Likewise, if a social solution creates a negative impact on economies, it also cannot be considered sustainable. Solutions that satisfy the concerns of all three areas are truly sustainable by this model.

The Institute for Stewardship of the Natural World is focusing its efforts mainly on ecological concerns. “The institute will focus on the environmental dimensions of sustainability. The other dimensions are handled by multiple groups at the university with whom the institute will collaborate,” says Hartman. “In terms of our role as an educational institution, JMU’s mission statement clearly addresses preparing students to become educated and enlightened citizens. Given our urgent energy and environmental issues, we need to assure that ‘enlightened’ includes our graduates being environmentally literate, thinking critically about a personal role in the long-term pros-



The “Three Dimensions of Sustainability” diagram above shows where true sustainability goals are achieved. When ecological, techno-economic and social concerns overlap, and do not conflict with one another, true sustainability solutions are created.

perity of our society, and if they chose, being equipped to professionally solve our environmental issues,” she adds. “Our campus of course needs to lead by example. To me it is a moral imperative that we make certain our students graduate Madison possessing a

set of knowledge, skills and abilities that will help this generation solve the issues that will face them and subsequent generations.”

Friedman writes that what lies before us is like no undertaking we’ve ever faced as a country. Every part of our national infrastructure — from transportation to utilities — must undergo a transformation.

Really, it’s nothing short of nation building, but in this case it’s our nation and not a developing one we’re working to help on the other side of this precious planet. ❧

**‘While its mission is diverse, one of the institute’s main goals is to create among students a sense of individual responsibility for the health of our planet, or a new citizenship.’**

THE INSTITUTE FOR STEWARDSHIP OF THE NATURAL WORLD

# Are you living the “new citizenship?”



Learn more about the JMU students, alumni, professors and administrators who are leading the way to embrace a new global citizenship.

**And learn how you can be a better steward for planet Earth.**

[www.jmu.edu/stewardship](http://www.jmu.edu/stewardship)

DUKESTURF

# Excelling out of her comfort zone *and* time zone

*JMU Female Athlete of the Year makes Canadian National Team* BY CARRIE KLAMUT ('10)

**T**here are moments in a person's life that are etched into the heart and will remain a part of one's identity for years to come.

Although these moments may occur spontaneously, they have usually been anxiously anticipated since childhood. They are dreams — dreams that come true. JMU women's soccer player Christina "Corky" Julien saw her longest-awaited soccer dream-come-true this spring when she was asked to try out for the Women's Canadian National Team playing for the Cyprus Cup, an international soccer tournament in Greece.

"The most memorable moment of my life came just before kickoff, when I pulled on the Canadian jersey," says Julien, a native of Williamstown, Ontario. "That had always been one of my lifelong dreams."

The opportunity for Julien's dream come true took place on a Sunday night not unlike any other dreaded end of the weekend. She received a phone call from the national team's assistant coach asking her if she could join them in Los Angeles for a series of training and tryout sessions. Earning a spot on the team would mean traveling to Europe to train. The decision did not take long. Three hours later she was boarding a plane destined for the West Coast.

"I arrived at 1 a.m. Pacific Time but did not fall asleep until 3 a.m., basically because I was too nervous for any calming body position," says Julien.

Julien headed with the other athletes to Rome, Italy, and later to Greece to train. Her international experience rose to an entirely new level when she worked out with coaches who did not speak English. "Every drill and every discussion had to be translated," she says. Once in Greece Julien's team took straight to the practice fields and moved quickly into round-robin play.

With a mix of countries comes a mix of cultures. "The New Zealand squad performed the *Haka*," says Julien. "Their starting lineup and the leader of their team lined up in front of our starting lineup and continuously stomped and screamed while staring us down for five minutes."

The Canadian National Team was eventually defeated in the championship game, earning second place in the tournament. "I was sad in a way

because it had come to an end," says Julien. "I was overwhelmed with a mosaic of feelings."

Yet from every ending comes a new beginning, and Julien's play on the field has certainly undergone some improvements. "I now realize I had to go out of my comfort zone to get better. It was a learning experience. I certainly was not the best, but I have played with some of the best," she says.

Her teammates agree.

"She got to compete against some of the best players in the world," says JMU teammate Rachel Chupein. "I think getting to see firsthand how they approach the game is going to help her become a more dynamic threat," says Chupein of the reigning Colonial Athletic Association Player of the Year.

Her coaches are also excited to see her perform so well at this level. "It was an amazing opportunity for her to get that kind of recognition," says Dukes coach Dave Lombardo. "There is some validation as a coach that you have a good program; when kids reach that level it can mean you might be doing something right."

Two more of Lombardo's players, Kim German and Ariana Ruela, earned their way onto international squads. German, a four-year starter in midfield, was invited to travel with the U.S. Under-23 National Team to Ireland in May. Ruela played for the Portugal Under-19 National Team in a qualifying event for the European Championship. **MI**



**Christina "Corky" Julien helped the Women's Canadian National soccer team take second place in the 2009 Cyprus Cup, an international tournament in Greece. Julien was the 2008 Virginia Co-Player of the Year, CAA Player of the Year and one of three JMU Female Athletes of the Year.**

## 2009 FOOTBALL SCHEDULE

SEPT. 12	AT MARYLAND
SEPT. 19	VS. VMI
SEPT. 26	AT LIBERTY
OCT. 3	AT HOFSTRA*
OCT. 10	VS. RICHMOND* (Family Weekend)
OCT. 17	VS. VILLANOVA* (Homecoming)
OCT. 24	AT WILLIAM & MARY*
OCT. 31	AT DELAWARE*
NOV. 7	VS. MAINE*
NOV. 14	AT MASSACHUSETTS*
NOV. 21	VS. TOWSON*

Please check [JMUSports.com](http://JMUSports.com) for the most up-to-date times and information regarding Duke Club, tailgating and parking details.

Listen to *Dukes Sports Center* Mondays, Wednesdays and Fridays on MadiZONE.

\*CAA GAMES

# Bright

[Christie-Joy Brodrick Hartman]

## A holistic approach to environmental issues

BY CHRIS BOLGIANO

A passion for nature since childhood led integrated science and technology professor Christie-Joy “C.J.” Brodrick Hartman to the unlikely career path of heavy-vehicle technologies. “I was born in Michigan but grew up mostly in Arizona,” she says, “where I spent a great deal of time outside swimming, playing tennis and going to summer camps.”

Hartman’s parents, both teachers, moved the family to California for the higher education opportunities. “They encouraged me to take a nonconventional career path,” says Hartman, who earned undergraduate and master’s degrees in environmental and civil engineering at California Polytechnic State University and the University of California at Davis. “I realized that transportation was a big part of the overall sustainability of Earth, and I decided to pursue transportation technology and policy.”

Hartman’s doctoral work included experimenting with fuel cell auxiliary power units for trucks. As she gained experience, her focus broadened from specific issues like tailpipe emissions and energy efficiency to life cycle analyses that include environmental, economic and social impacts of transportation. “When I was done with my schooling and looking at career opportunities,” she says, “JMU had this fantastic opportunity in the College of Integrated Science and Technology to do research and conduct outreach to the community and to teach. That was everything I was looking for, so it was an easy decision to come here.”

Since coming to JMU in 2002, Hartman has contributed to grant proposals, winning \$2 million for transportation and air pollution applied research and education, as well as an award from the Society of Automotive Engineers. But formal academic success has not stifled her spontaneity, as she proved when she jumped into the big yellow Smog Dog mascot suit for one of her outreach programs after the usual role-playing student fell ill. “I couldn’t get out of the suit,” she remembers, “and I had to ask a colleague for help.”

Hartman’s holistic approach to environmental issues includes critically analyzing and making choices about popular green actions. She chose not to buy a hybrid car to do weekend highway commutes to the Roanoke area, where her husband, Jason Hartman (’85M), is a CPA and partner in Brown, Edwards and Co. “I prioritize taking the bus for in-town transportation, conserving home energy, minimizing waste and eating local, vegetarian foods. ... There are always trade-offs.”

**‘... there is no one solution to the many dilemmas we face.’**

— CHRISTIE-JOY BRODRICK HARTMAN, *director of the Institute for Stewardship of the Natural World*

Finding ways to equip JMU and individuals to make environmentally sound choices will be her newest challenge: Last September, JMU President Linwood H. Rose named her executive director of the new Institute for Stewardship of the Natural World (Read more on Page 26).

“The institute will address environmental issues through science and critical thinking,” Hartman says. “Green is extremely trendy right now, but there’s no ‘green easy button,’ no one solution to the many dilemmas we face. But there is a tremendous opportunity for us to make small individual changes to make a large difference.”



Since joining the JMU faculty in 2002, integrated science and technology professor Christie-Joy “C.J.” Brodrick Hartman has helped win some \$2 million in grants for air pollution research and education. Her newest project? Taking the helm of JMU’s Institute for Stewardship of the Natural World.

# Highlights

*The professors, students  
and alumni who shine in  
Madison's constellation*



BRIGHTLIGHTS

[Levar Stoney]

## Leading Virginia's Democrats

BY SARAH MEAD ('09)

“My first leap into Virginia politics occurred at JMU,” says Levar Stoney ('04), executive director of the Virginia Democratic Party.

The public administration major was a member of the JMU College Democrats and served as SGA president during his junior and senior years. In 2006, Virginia Gov. Tim Kaine asked Stoney to become involved in the Democratic Party of Virginia. Since then, Stoney has kept moving forward. His first title was political director, and his responsibilities have changed

immensely since then. As executive director he manages the party's budget.

“JMU prepared me for my career because I was a public administration major,” he says. “I used some of the tools that I use now while in the classroom and as student body president. This is just another leadership position with a lot of pressure and a lot of expectations.”

**'At JMU I learned to balance academic life with SGA; I'm better for it now.'**

— LEVAR STONEY ('04)

There is no average day for Stoney. He lives within walking distance of his office and always comes prepared with a long list of to-dos at the beginning of the day. He usually gets diverted from the list as he has to pay attention to each situation at hand. “In politics, you have to be a multitasker, and you have to be able to balance,” he explains. “At JMU I learned to balance academic life with SGA; I am better for it now.”

It serves him well. As a Virginia Democratic party leader, Stoney helped with the Barack Obama presidential campaign. “I had a hand in helping open all 70 of Obama's offices across the state, and I had final sign-off on a host of strategic items coming through the Democratic Party of Virginia,” he says. “I never thought that I would be working in campaign politics at this level this early in my career. I have found out that with a little hard work you can do anything.”

Stoney sees his political future growing. “Someday I would love the opportunity to serve a public office,” he says. “I don't have any plans to run for office [immediately], but any role that allows me to give back to my community, state and country I will do.”

Stoney advises young alumni and students: “If you have a goal in mind stay steadfast in achieving that goal. There will be obstacles in the way, but the ability to jump over those obstacles will make you stronger in the end. Don't be shy about having a drive or ambition; just go for it.”

[Matt Fenzel and Colin Wright]

## Breathing life into an honor's thesis

BY LINDSAY PARNELL ('09)

In 2008, integrated science and technology graduates Matt Fenzel ('07) and Colin Wright ('07) traveled to the Namawanga community in Kenya and implemented an irrigation system, an idea that began as their honor's theses and culminated in a \$10,000 grant and experience of a lifetime.

After the pair received JMU's ISAT Community Impact Award in 2007 for their research and thesis, “Sustainable Water Extraction and Distribution System for Agricultural Applications in the Namawanga Community in Kenya,” Fenzel and Wright began preparation to embark on an intercontinental journey. Their plan was to aid the Kenyan community of Namawanga's crop production by supplying an innovative irrigation system to benefit the entire village.

The duo completed their honors research under the guidance of their adviser and ISAT professor Wayne Teel, who teaches courses on the environment and geography. Teel spent nine years in Africa in Sudan and Mozambique. His expertise and knowledge helped Fenzel and Wright with their research and trip preparation. Their effective and inexpensive system was implemented during a 10-day trip to the Namawanga community.

“The Kenyan communities were very rural but also had a very formal culture,” says Wright. “Our trip to the Namawanga community was incredibly educational. While it served as a capstone to our undergraduate experience — allowing us to deliver a new technology to an underdeveloped area — we also learned much about Kenya and its people.” Their trip between the communities of Bungoma and Namawanga was split between constructing the water drip irrigation system and getting to know the citizens.

“It's definitely a relationship-based culture,” says Fenzel. “We spent a lot of time getting to know the Kenyans we were working with and living with. For the Kenyans, the success of our stay was based on how well they got to know us. They were a welcoming, helpful and very sweet people. They were also very resourceful.”



**Former SGA president Levar Stoney ('04) serves as executive director of the Virginia Democratic Party.**




## BRIGHTLIGHTS

Fenzel and Wright's water drip irrigation system was much different and foreign to the diesel pump the Namawanga village had been using. The alums worked extensively with two nonprofit organizations to complete their system. "Working with Possibilities Africa and Least of These International was incredible," says Wright.

Fenzel and Wright returned to campus in October 2008 to talk to a current ISAT honors thesis group working on a system to potentially be implemented in the Namawanga community. The alums fielded questions, discussed technical aspects of their trip and the irrigation system they installed, and shared pictures and personal experiences of the trip. "Having the opportunity to work with nonprofits like LOTI and to demonstrate a new concept to an underdeveloped area was something that we had actually discussed during our first years at JMU," says Fenzel. "It's an experience I wish everyone could have."

Both Fenzel and Wright want to remain committed to this project and those affected by it. Wright says, "It was mind-boggling how our host family, destitute by our standards, was enthusiastically willing to give us so much. They found such joy in the simplest things — family, newly formed relationships with us and the gift of rising each day. Looking into the faces of sincere happiness and gratitude, you could never feel like you're doing enough to help such deserving people. We know that our short stay in Kenya has made a lasting impression on us, and we hope that our endeavors there have done the same for the Namawangans."

Wright now lives in Santa Monica, Calif., and is the West Coast field service engineer for the medical device startup company, Omni-Guide, which is based in Cambridge, Mass. Fenzel is a process engineer for PHOENIX Process Equipment Co. in Louisville, Ky. He assists in laboratory testing, process evaluations and equipment R&D for the company, which specializes in liquid/solid separation and residual dewatering technologies. 

**'Looking into the faces of sincere happiness and gratitude, you could never feel like you're doing enough to help such deserving people.'**

— COLIN WRIGHT ('07)

**Right: Colin Wright ('07) and Matt Fenzel ('07) present their honors thesis "Sustainable Water Extraction and Distribution System for Agricultural Applications in the Namawanga Community of Kenya." Below: The alumni duo brought their honors thesis to life in the Namawanga village. Their water drip irrigation system was much different than the diesel pump that the village residents had been using.**



Colin Wright ('07) and Matt Fenzel ('07) share some time with students in the Namawanga community in Kenya, where the alums implemented a water irrigation system.

EXPRESSIONS


# Drawing A BREATH OF FRESH AIR

BY COLLEEN DIXON

Art students throughout schools in Winchester and Frederick County drew a breath of fresh air last semester and illustrated what they could do to protect the air. Valley AIRNow, a public education and outreach program created by JMU, invited students to enter the first Thankful for Clean Air art contest. Young artists were asked to draw inspiration from the theme “What YOU can do to protect the air that WE breathe.”

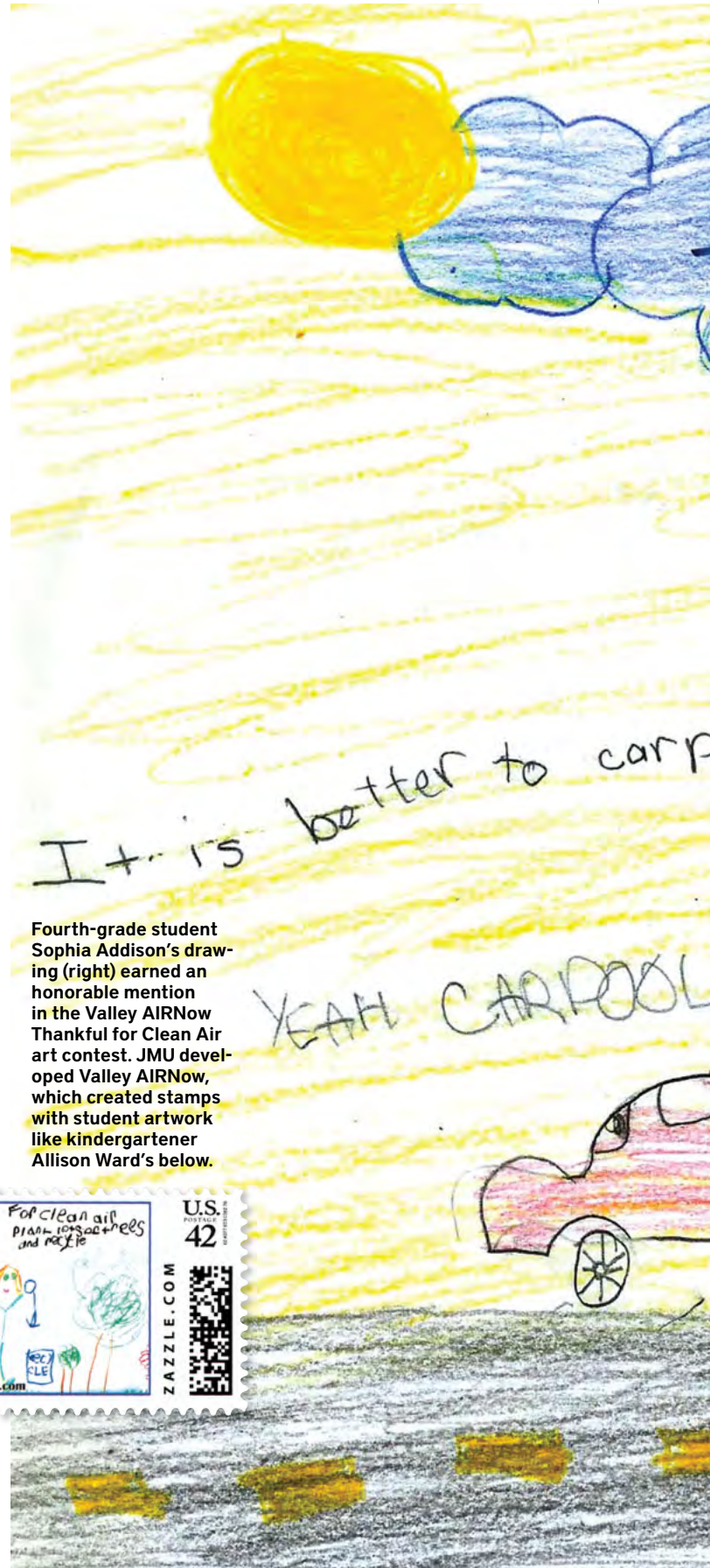
The students’ examples of ways to protect the air included carpooling, taking alternative transportation, refueling in the evening, checking tire pressures, maintaining autos properly and reducing vehicle idling. Nearly 100 children from public and private schools, and child-learning centers submitted entries from November 2007 to January 2008. Their drawings were judged by an organization of arts management students from Shenandoah University.

The winning artwork was so well received by the community that Valley AIRNow printed customized postage stamps to honor the talented and environmentally conscious young artists. The stamps are used in several educational programs and are given in appreciation to existing partners who have shown extraordinary environmental stewardship.

JMU developed and staffed the Valley AIRNow outreach program after being granted a contract by the City of Winchester and Frederick County in 2005. The program is part of the northern Shenandoah Valley Air Quality Improvement Task Force, and its mission is to improve overall air quality and increase knowledge of air quality issues in the northern Shenandoah Valley area. C.J. Brodrick Hartman is the principal investigator of the Valley AIRNow grant. She directs the JMU Institute for Stewardship of the Natural World. Tiffany Tumer Johnson ('06M) serves as co-principal investigator for the grant through the end of this fiscal year. Hartman and Johnson are responsible for implementing educational programs for primary and secondary schools to address ground-level ozone issues in the Northern Shenandoah Valley. The program also offers initiatives for local governments, businesses, civic organizations, formal and nonformal educators, and the general public. 

\* See more of the winning artwork, learn more about Valley AIRNow and learn 10 simple steps to help clear the air at [www.valleyairnow.com/](http://www.valleyairnow.com/).

**About the Artists** Nearly 100 young artists in Winchester and Frederick County entered the 2008 Valley AIRNow Thankful for Clean Air art contest. First- through third-place winners were third-grader Sophia Dorsey, fourth-grader Bailey Taylor and kindergartener Allison Ward. Honorable mention recognitions went to second-grader Edward Buzalsky and fourth-graders Sophia Addison and Grace Baggett.



Fourth-grade student Sophia Addison’s drawing (right) earned an honorable mention in the Valley AIRNow Thankful for Clean Air art contest. JMU developed Valley AIRNow, which created stamps with student artwork like kindergartener Allison Ward’s below.





# THE RISE OF A NEW AMERICA

*New Institute for Stewardship of the Natural World challenges  
JMU community to embrace sustainable change*

BY MICHELLE HITE ('88)

FOR A CENTURY MADISON HAS EDUCATED STUDENTS to be enlightened and engaged citizens, problem solvers — community leaders. Now through the coordinated efforts of professors and administrators, and a charge from JMU President Linwood H. Rose, the university is training students to be global citizens — stewards of planet Earth.

In September, Rose announced the university's formation of the Institute for Stewardship of the Natural World to guide JMU's efforts to become a more environmentally responsible operation as well as to educate JMU citizens about their relationship to nature.

It wasn't a hard sell on this campus. For decades, JMU professors and staff members have built a recycling program. They have collaborated on alternative fuel research; they have tackled environmental issues and built a new engineering program that focuses on sustainability.

Students also have embraced the new institute and its principles. From coordinating campus No Drive Days to composting in their own eco-friendly residence hall to competing with other residence halls to use the least amount of electricity and water, JMU students are leading the charge to live a more sustainable lifestyle.

According to Christie-Joy "C.J." Brodrick Hartman, director of the Institute for Stewardship of the Natural World, the focus on sustainability and stewardship is not advocating current green trends. The importance of President Rose's charge and this institute is education and changing culture — researching even more alternative energy resources and their environmental impact, changing individual behaviors, focusing on environmental literacy, studying economic and social systems that affect the environment, and training students to find innovative solutions—it is about sustainable change. ■





# DESIGNING SUSTAINABLE SOLUTIONS

*JMU engineering focuses on sustainability* BY BILL GENTRY

ANOTHER NEW PROGRAM. Another rousing success. JMU engineering enrolled its first class in fall 2008 with 120 students and expects the total number of students in the program to reach between 300 and 400 in the near future, says Ronald Kander, director of the School of Engineering.

Rather than splitting into separate departments that address the subdisciplines of the engineering profession, Kander says JMU's single, integrated engineering degree that focuses on sustainability, design and systems analysis is educating and training "engineering versatilists who can address the wide range of ever-changing engineering challenges of the 21st century."



**Ron Kander, director of the School of Engineering.**

Graduates from the JMU program "will improve the sustainability of our world by participating in projects in which they analyze problems and design solutions in the context of technical, economic, environmental and social impacts," Kander says. "There is a global shortage of engineers that is growing

larger by the year. We need more engineers, and we need more engineers trained the way we are doing it here at JMU if we are going to attack the big problems of our society."

Engineering at JMU is packed with differentiating features that "will give our graduates a competitive advantage compared with traditional engineering curricula," Kander says.

"JMU finds itself yet again with another leading-edge, breakthrough way of preparing students to handle the challenges of tomorrow in significant ways," he adds. This is done through hands-on lab experiences, in-depth engineering design experience and through an integrated focus on sustainability and sustainable design processes to integrated business courses designed specifically for engineers.

"We're embarking on an exciting and challenging new journey that will redefine the meaning of an undergraduate engineering education," adds Kander.

**'We need more engineers, and we need more engineers trained the way we are doing it here at JMU if we are going to attack the big problems of our society.'**

RON KANDER, *director of the JMU School of Engineering*

## OTHER JMU SUSTAINABILITY-RELATED EDUCATION PROGRAMS INCLUDE

### MAJORS

- earth science, B.A., a geology major for future teachers
- geology and environmental science, B.S.
- biology, B.S., a new concentration in ecology and environmental biology
- economics, B.S., a concentration in environmental and natural resource economics
- geographic science, B.S., a concentration in environmental conservation, sustainability and development
- integrated science and technology, B.S., concentrations in environment and energy systems

### MINORS

- environmental information systems
- environmental management
- environmental science
- environmental studies

### MASTER'S PROGRAMS

- forestry (B.S. in biology at JMU and Master of Forestry at Virginia Tech)
- sustainable environmental resources management (JMU and University of Malta)

### CERTIFICATE

- College of Business Sustainable Business Certificate
- Stay tuned to [www.jmu.edu/stewardship](http://www.jmu.edu/stewardship) for a more in-depth list of sustainability-related education programs.



**A German exchange student works on a joint project among students in JMU's Alternative Fuel Vehicle lab and rangers from Shenandoah National Park.**

# What does GREEN really mean?

*Exploring the definitions and practices of environmental stewardship and sustainability*

BY CHRIS BOLGIANO

An interview with Christie-Joy “C.J.” Brodrick Hartman, executive director of the Institute for Stewardship of the Natural World, and Emily Thomas (’09), student representative to the ISNW Campus Accessibility Committee

**BOLGIANO:** What is the Institute for Stewardship of the Natural World – and why now?

**HARTMAN:** The institute was established in September 2008 as the result of recommendations by the Commission on Environmental Stewardship and Sustainability that President Linwood Rose inaugurated. The commission included students, professors, staff and community members, and was co-chaired by Maria Papadakis of ISAT and Towana Moore, associate vice president for business services. It was one of only a handful of commissions in the history of the university, which sent a clear message about President Rose’s commitment to the environment.

There is growing evidence that we need to change our individual and institutional practices to assure the future health of our planet and ourselves. The institute will challenge the entire JMU community to think critically about our roles in the long-term stewardship of Earth. We will coordinate stewardship efforts across campus, which include promoting science and critical-thinking skills. We will recommend priorities. President Rose established five cross-divisional committees to guide the institute: awareness, education and research, policies and practices, operations, and campus accessibility – meaning everyone – walkers, bikers, bus riders and drivers.

**THOMAS:** We’re looking at how many people drive by themselves, how many people utilize the carpool lot, how many people know we have a carpool lot, how many people take the bus. We’ll use that data to hone in on how we can make positive changes and roll with the positive changes that we already have going on.

**HARTMAN:** Good point. I don’t want to lose track of what got us here. Over several decades, many JMU citizens advocated for improved

**‘Over several decades, many JMU citizens advocated for improved global and local environmental practices, and received no personal gain for doing it — they were concerned individuals who were heard.’**

CHRISTIE-JOY “C.J.” BRODRICK HARTMAN, *executive director of the Institute for Stewardship of the Natural World*



Nature writer Chris Bolgiano interviews C.J. Brodrick Hartman, director of the Institute for Stewardship of the Natural World, and Emily Thomas, ISNW student leader.

global and local environmental practices, and they received no personal gain for doing it – they were concerned individuals who were heard. And that history is tremendous for us to build on because it’s what will be the foundation for JMU’s commitment to the environment to be successful.

**THOMAS:** I want to stress that when we, as student groups, talk to our counterparts at other universities about the activities we could bring to campus, we run up against, “Your administration isn’t going to want to spend the money, sustainability costs money, making efficiency upgrades costs money.” We haven’t found that. We’ve always had faculty members who are willing to talk with us and give us ideas.

**BOLGIANO:** Let’s start with the institute’s name: What does “stewardship” mean in an environmental context?

**HARTMAN:** Stewardship means that we have a responsibility for the care and management of our planet. For the institute, we

defined sustainability as human and ecological health, social justice, secure livelihoods, and a better world for all generations. Thus, environmental stewardship can be viewed as one of several elements that support sustainability. We are interlinked with nature, and everything we do either affects or is affected by the ecosystem services nature provides – like clean air, clean water, fertile soil, diversity of plants and animals.

If we understand the scientific, political and social issues that surround our natural resources, we see that we do have responsibilities as individuals for choices that affect our own health as well as the health of our world.

**BOLGIANO:** Taking personal responsibility for one’s own environmental impacts poses a big challenge for our consumerist society: How do you change behavior?

**HARTMAN:** Changing behavior is very difficult – not just for environmental stewardship, but in general. As an educational institution we have excellent resources to support us in this endeavor. Our role is already to produce enlightened citizens, people who question, who analyze. We want them to gain the knowledge and skills here to make their own personal choices for change, not just comply with our telling them something.

Going forward, the institute will facilitate bringing our resources together in forums where we can have informed dia-

CONTINUED ON PAGE 31



## GREEN TO THE MAX

Senior's environmental efforts permeate JMU BY KATIE HUDSON ('10)

EMILY THOMAS ('09) is taking "going green" to a whole new level. As the student representative to the new Institute for Stewardship of the Natural World, Thomas serves the ISNW Campus Accessibility Committee. She is an integrated science and technology major with an environment concentration. She also founded JMU's No Drive Day as a freshman and is co-founder of the Clean Energy Coalition.

The coalition, which is a grouping of many of JMU's Earth-friendly clubs, helped sponsor the Village Green Wars, where students competed to conserve the most energy in nine Village residence halls.

Thomas' enthusiasm for the environment started at an early age. "I've recycled since I can remember," she says. But it was not until her freshman year at JMU that she decided to really become involved with environmentalism.

After a professor recommended she attend a climate conference at Yale University, Thomas quickly became enthralled with green efforts. "I was so inspired after the conference; I knew I wanted to be a part of something big," she explains.

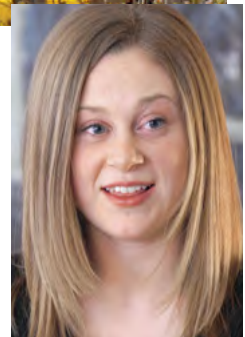
Soon after, she met now-ISNW director, C.J. Brodrick Hartman. "Emily has really furthered the campus environmental efforts at JMU. She uses scientific evidence and criti-

cal thinking rather than just advocating 'green trends,'" Hartman explains.

Those qualities helped Thomas organize No Drive Day. The program — which proved to be a major success — worked with the Harrisonburg Department of Public Transportation to raise awareness about excessive automobile use. JMU has since sponsored several No Drive Days.

Thomas sees scientific evidence as a way "to debunk green myths. There are too many conflicting ideas out there, and the only way to really find the right one is through education and knowledge." Thomas has analyzed the cradle-to-cradle costs and benefits of a hybrid car purchase versus a highly efficient and low-emissions conventional vehicle.

Surprisingly, the best part of Thomas' current work with ISNW doesn't involve scientific evidence. "The greatest thing is seeing other people get excited and informed when it comes to helping the environment," she says. Thomas hopes to continue that feeling after graduation. "My dream is to research renewable resources and implement tangible ideas that can really change the environment for the better."



**Inset: Emily Thomas ('09), helped organize JMU's first No Drive Day while she was a freshman. The event raises awareness about excessive automobile use.**

**'There are too many conflicting ideas out there, and the only way to really find the right one is through education and knowledge.'**

EMILY THOMAS ('09)





# Competing to conserve

*Students reduce energy use in Village Green Wars*

BY MICHELLE HITE ('88)

**A**ND THE WINNER IS ... the environment. And some pretty cool students from Frederikson Hall. For the fourth year, students living in the nine Village residence halls competed to see who could create the biggest reduction in energy usage during Village Green Wars.

Students living in Frederikson Hall won this year's competition, held March 23 to April 17, by decreasing their electrical energy use and water consumption by just over 10 percent.

This year, for the first time, students and administrators could see rates of energy and water consumption in select residence halls thanks to Building Dashboard, a Web-based application. Special meters, installed on the electric and water lines of all Village residence halls, supply data to the Dashboard Web site. With real-time information, Village residents can understand and respond to the ecological consequences of their daily energy consumption and make informed and educated decisions.

"There were energy reductions in every single hall," says Emily Thomas ('09), a student representative to the Institute for Stewardship of the Natural World and co-founder of the JMU Clean Energy Coalition.

"Village Green Wars and Dashboard are great ways to involve and educate students about environmental responsibility," says Maggie Evans, JMU director of residence life.

The competition was a collaborative effort among the JMU Office of Residence Life, the Institute for Stewardship of the Natural World, the Clean Energy Coalition and the facilities management division.

logue. For example, in curricular and co-curricular training, activities, and the campus landscape itself. Really the key part is "informed." It's not jumping on a bandwagon; it's going to take some effort. Maybe we'll even find an alternative to the overused and abused word "green."

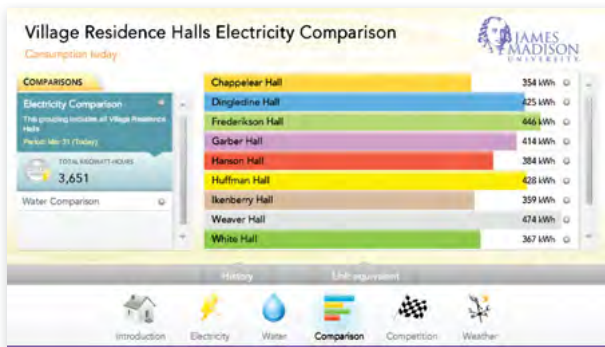
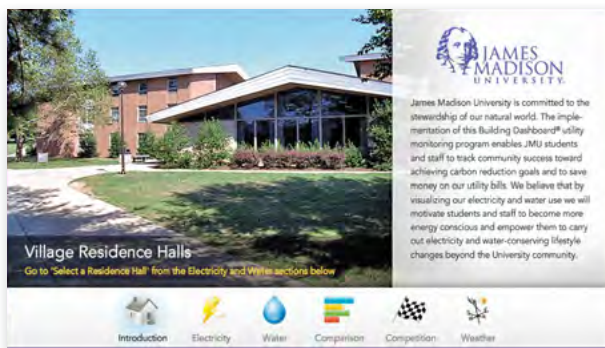
**THOMAS:** It is important to teach people how they are responsible because many don't realize the effects of what they do.

**HARTMAN:** We have to model the behaviors we desire. I set a standard not so much by what I say in the classroom but by what I do daily. And my students continually challenge me. I'm thinking, "Oh no, what's the setting on my washing machine?" when Emily talks about washing her clothes with cold water only. My hardest job is to reach those who aren't listening, many of whom are frustrated by associated fads and politics.

One area of common ground I've found is that human health and the environment are intertwined. We have an opportunity for environmental stewardship to be a unifying endeavor, and it is exciting to see people together who ordinarily wouldn't be in the same club or major. The Interfaith Coalition sponsored a panel on faith views on the environment, and we had diverse people talking and sharing a very common view on the environment and divergent views on other topics. When it comes to the environment, we're all sharing the same space. We need to consider environmental stewardship as us working together thoughtfully, as a team. And we need to bring our different perspectives to challenge each other and develop innovative solutions.

**THOMAS:** I agree. As an ISAT major, I view energy choices in a different light than my friends in the Earth Club who have an anthropology background. I talk about the science side, and they talk about how it affects people. One of the biggest debates is always nuclear power. It's not necessarily polluting, but it creates toxic waste that we don't know how to handle. There's mining for uranium, very similar to coal mining, which is not what Earth Club stands for – but maybe it's also an intermediate solution. We had people come up from where uranium is being mined and say, "This environmental destruction is not permissible for us. We need your help against uranium mining and nuclear power." But on the flip side, we don't have that much else that can give us that base load power right now. And then some members of the Earth Club say, "It is maybe better than coal; maybe we should support nuclear power." I think it's valuable to see a topic from so many different angles; you kind of push each other to open your eyes that much more.

**BOLGIANO:** It's widely reported that many young people lack a connection with the nat-



**DASHBOARD DATA**  
Students living in The Village residence halls competed against each other to reduce energy use during Village Green Wars. Thanks to Building Dashboard, students could make informed decisions on water and electrical use by logging on to the Web-based application and viewing energy use information in real-time.

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# ALTERNATIVE FUELS

*JMU's research and programs are cross-curricular, cooperative and clearly taking the lead* BY MARTHA BELL GRAHAM

THINK OF ALL 250 MILLION CARS on American highways right now. Next, think how to get every driver to stop, park and mount a bike, get into a small electric car or take a bus. You now have an idea of the task undertaken by professors and students in the College of Integrated Science and Technology's Alternative Fuel Program. It's a critical problem with complex solutions — and tough hurdles to overcome.

Part of the university's Center for Energy and Environmental Sustainability, the Alternative Fuel Program is one of many dynamic programs on campus working toward sustainability. The AFP provides a framework of research in the area of transportation, says director and ISAT professor Chris Bachmann. The program merges applied research with education and outreach, attacking the problem three ways: fuels, technology and the elusive human factor — perhaps the greatest challenge.

The program's exploration of alternative fuels springs from many academic disciplines: biology, chemistry, engineering, geology, physics and technology. The cross-curricular and cooperative nature of the program makes it dynamic and fluid — and impossible to tell the story of one research project without touching on multiple academic departments or JMU divisions. Using surveys, simulation modeling, statistical analysis, along with hands-on research that emphasizes student participation, the program twines varied disciplines with many campus, community and government agencies — and students in all levels of education.

The Alternative Fuel Program began in 1997 when then-ISAT professor Jamie Winebrake initiated the assembly of JMU's first fleet of alternative fuel vehicles, which eventually included electric, natural gas, biofuel and propane vehicles. Since then, JMU students and professors have worked together to explore the potential of harvested *macrocystis pyrifera* (giant sea kelp) and *trichoderma reesei* (a fungus) to produce biofuels. They have evaluated the efficacy of converting cooking oils left over from the dining hall into biofuels and converting campus vehicles to run on it. They have investigated compressed natural gas as an alternative fuel and fuel cell auxiliary power units. JMU now has two CNG refueling stations on campus and a fleet of vehicles using alternative fuels.

They also have explored electric and wind energy. Students are converting a truck donated by Shenandoah National Park, using a



Chris Bachmann, integrated science and technology professor, directs the JMU Alternative Fuel Program, one of many programs on campus working toward sustainability. In the lab, professors help students tackle transportation issues through education, research, outreach and hands-on learning.



Students from a variety of disciplines — biology, chemistry, engineering, geology, physics and technology — work side by side on projects in the Alternative Fuel Program lab.

\$20,000 grant, to an electric vehicle the park service will use. It is one of several electric vehicles successfully developed in the university's Alternative Vehicle Lab.

In fact, the Alternative Vehicle Lab is one of the most exciting places at JMU. Located in a former machine shop, the space is shared by facilities management, along with tools and people. Roger Monger, a facilities management staff member, oversees the lab and provides technical expertise to students constructing the designs they've created. The contribution of the facilities management people can't be minimized, Bachmann says. "It's been humongous." Through the work of Bachmann and Towana Moore, associate vice president for business services, the entire lab was made available to students. Here they take their ideas and build them. It is rare on college campuses for so many students to have access to a complete and professional machine shop, Bachmann adds. It's even more uncommon — indeed exceptional — to have the collaboration on lab space.

“Everything works on paper,” Bachmann says. But when students get in the lab, when they start building a design, they have a new appreciation for the difficulty of bringing a plan to life. On paper, nothing is moving, he says, and then with movement, suddenly this piece of metal is hitting that one or this screw can’t be accessed. Students often have to drill through their projects to make an adjustment. These things never show up until they get into the lab. “When they get it, it’s a little bit of an epiphany.”

The lab is of special benefit to students enrolled in the new JMU School of Engineering. Unlike almost every other school where engineering students never build their designs — and if they do, not until their junior or senior years — JMU engineering students use it from day one, as ISAT students have done for a decade.

One of the first projects to come out of the Alternative Vehicle Lab, Bachmann says, was the Super Beetle. Then-ISAT-student Randall Morrison’s (’06) uncle donated an old Yamaha motorcycle. “The students scoured the town and found an old VW Beetle,” Bachmann says. “We saw potential in the old Bug. I bought it for \$50.” John Miller (’70, ’83M) at Massanutten Technical Center donated an engine. To make floorboards, they cannibalized an old picnic table they hauled out of a dumpster. With the materials, students designed and built the Super Beetle. “\$50, free and free. Pretty good,” Bachmann says.

“A lot of times our students have no concept of money. ... They can propose pretty outlandish ideas,” he says. “So, along with fuel economy, they are learning real lessons in how economic factors influence research, development and the implementation of new ideas.”

The economic perspective is a significant part of the entire alternative fuels question and requires creative approaches. One such approach, Bachmann says, might be grid-to-grid power. He explains it this way: Suppose you charge your electric car through a wind-generated power plant (at a price) and drive to work. As it sits all day, the power dissipates — it’s lost. What if you could plug it in at work and sell that power back to the grid while you’re at work?

This kind of innovative thinking, Bachmann says, is why JMU’s creative approach to the entire alternative fuels paradigm is so important. Anyone can build electric cars. The technology is there. But how do you get a majority of drivers to buy and drive them? “In 20 years, we’ll run out of easy oil,” Bachmann says.

## ‘Along with fuel economy, they are learning real lessons in how economic factors influence research, development and the implementation of new ideas.’

CHRIS BACHMANN, *director of the Alternative Fuel Program*

It’s a complex problem with solutions that demand the best of science. But the best science — like a brilliant mind — is useless without the discipline of individuals to embrace it. Changing human behavior is the missing piece and perhaps the biggest challenge AFP faces is changing the culture *outside* the university. Take NASCAR, for instance. It’s the most popular spectator sport in the country — drivers going fast in a circle. They’re not concerned with fuel economy or environmental impact. They’re interested in speed. Much of the same mentality exists for American drivers. They want to get from point A to point B quickly and comfortably. Only a fraction are more concerned with the environmental impact of their gas-powered cars.

This point of interface is where AFP hopes to have an impact. Bachmann puts it this way: “We’re doing a different kind of research. ... How society interacts with technology. What are the hurdles to overcome to get them (environmentally smart vehicles) into the mainstream?”

One approach they are taking is through alternative vehicle competitions, and the most important is the Society of Automotive Engineers, the most prestigious of the collegiate-adjunctive engineering societies. Two years ago, JMU petitioned SAE to allow the university to start a campus chapter. Without an engineering school, JMU’s request required “flexibility” in SAE’s decision. The allowance was granted and the chapter established. Now through SAE, JMU plans to make its mark on the entire collegiate engineering world.

Each year, SAE holds Baja SAE, an off-road vehicle competition that draws some 100 colleges and universities to each of three events. The competition challenges student teams to design, build, test, promote, race and market a vehicle that will handle challenging terrain and, sometimes, water. But there is no element in the current competition that addresses environmental impact, Bachmann says. So the JMU chapter is

ural world, which is the second part of the institute’s name. Do you see that at JMU?

**HARTMAN:** We do see that a lot of young people today are not spending as much time outdoors as children have historically. When I surveyed students in one of my ISAT 321 classes, they indicated that they spend a great deal of time indoors. Maintaining that connection with the outdoors is especially important for our students who will work in outdoor environments. There are also an increasing number of studies that indicate health is closely tied to interaction with nature. We have tremendous resources at JMU in terms of the natural world — for example, the arboretum, where a lot of professors take their classes. The JMU Farm is another and, of course, our surroundings like the Shenandoah National Park.

**THOMAS:** I love the arboretum and go through there as often as possible. At the right spots it’s possible to get lost and pretend you’re not in the middle of Harrisonburg.

**BOLGIANO:** Recycling may be the most immediate way that most people connect with the environment on a daily basis, and recently JMU competed in the National RecycleMania Waste Minimization Competition. How is the recycling program going?

**HARTMAN:** JMU recycling started about 20 years ago and employs 10 people. Most JMU employees have desk-side bins for common recyclables such as paper, bubble wrap, soda cans; and we have community bins that people use in the common areas. We have about a 35 percent recycling rate, and that’s one of the highest university rankings in Virginia. Now it’s time to take the next steps, to reduce and to reuse.

RecycleMania is a way to promote waste minimization. The idea is simple: Carry your reusable mug and also save 40 cents at the dining hall instead of using disposable or even biodegradable cups. But it’s a cultural change, which is challenging. We’ll have our incoming class at orientation get a reusable bag as opposed to a plastic bag. Next, they will get their mug. Hopefully, they will see everybody use these. We’ll be reaching out to make our citizens aware that this is campus culture, and it is what’s expected. My hope is that our citizens reuse for so many years that when they leave it would seem wasteful to practice a different behavior.

Last fall we did a trash sort where three buildings dumped their trash on the CISAT lawn, and 40 of us sorted through it to see how many recyclables were there. Recycling was anywhere from 10 percent of the trash in one building to 50 percent in the other. Later, we surveyed our 40 volunteers who bravely did this; it was a cold, cold day and it was not a pleasant aroma ...

**THOMAS:** It was not pleasant.

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# MADISON'S FIRST ECO-COMMUNITY

*Freshmen make lifestyle changes to make a difference* BY EVAN DYSON ('08)

Freshmen are living a green lifestyle in the renovated Hoffman Hall, JMU's first eco-community. The students adopt other lifestyle changes to emphasize environmental stewardship.

FOR 14 FRESHMEN living in Hoffman Hall, thinking green is much more than a fad, it's a lifestyle.

Under the leadership of JMU professors Maria Papadakis, Pete Bsumek and Julia Sochacki, the newly created Madison Eco-Community at Hoffman Hall is a unique experience with an emphasis on environmental stewardship and sustainability. Throughout the year, students involved in the program learn about human effects on the environment through course work and projects in addition to getting a firsthand look at the world through coordinated outdoor activities.

"Living in this community has helped me think about what I'm doing and to make the small changes in my life become everyday habits because I'm in a place where people care about that," says Blake Krejci ('12) of Vienna.

**'Living in this community has helped me think about what I'm doing and to make the small changes in my life become everyday habits because I'm in a place where people care about that.'**

BLAKE KREJCI ('12)

In addition to hiking under a full moon and visiting the Chesapeake Bay to learn about its health, the students have also spent time removing invasive plant species from area wetlands. Everyday habits adapted by the students include the use of reusable mugs and flatware and consideration for the amount of electricity used by their devices.

Liz Coates ('12) of Leesburg says the experience

**Hoffman Hall students meet weekly with ISAT professor Maria Papadakis to talk about human effects on the environment. The students also visited the Chesapeake Bay and removed invasive plant species from area wetlands.**



allows for "transitioning as a freshman into the college experience and then giving us a place where we could connect with other people." In doing so, she adds, the community fosters opportunities to form lasting friendships and plan adventures outside of the academic experiences.

Working with staff members from the JMU Office of Residence Life, the group is developing changes to the residence hall room shown during campus admissions tours. Emphasis is being placed on the importance of a green lifestyle. Students are also providing input to revamp the suggested list of items that incoming students should bring to campus.

The Madison Eco-Community is open to incoming freshmen, but this year's group is already investigating the possibility of forming a club for the rest of their Madison Experience. "If you want to be healthy and if you want to have a healthy lifestyle," Lindsay Holt ('12) says, "I think a big part of that is to remember how you're connected with the world around you." **M**

# Be JMU 'eco-WISE'

*Individual actions support a sustainable future*

BY CHRISTIE-JOY "C.J." BRODRICK HARTMAN




**R**EMEMBER Kermit the Frog's lamentation (circa 1970s): "It's not easy being green." Although today's green, which symbolizes environmental consciousness, differs from Kermit's reference, the statement, "It's not easy being green," is applicable to today's environmental challenges. Population growth, climate change and fossil fuel consumption are among myriad factors that necessitate we re-examine, and perhaps reinvent, our approach to fundamental systems such as energy. Despite the frequent headlines we read, "Ten tips to save the Earth in five minutes a day," Thomas Friedman is correct in his national bestseller, *Hot, Flat and Crowded*: "There is no easy button we can press to make the world green."

Given the magnitude of the changes needed, it can be unclear what impact individual actions can have. For an example of the large-scale cumulative effects of individual actions, let's look at bottled water. In the 1970s, "bottled water" meant a water-filled thermos. Three decades later, billions of dollars flow through the bottled water industry.

"In 2006, the equivalent of 2 billion half-liter bottles of water were shipped to U.S. ports. ... Only about 13 percent of the bottles we use get recycled. In 2005, 2 million tons of plastic water bottles ended up clogging landfills instead of getting recycled," according to the Natural Resources Defense Council.

Relatively simple measures by individuals can have a positive impact and contribute directly to a healthier people and planet. The challenge is that what "green" is can be elusive. For example, organic T-shirts are popular. But what is the balance of effect if those are made under unfair trade standards and shipped from overseas creating emissions and fossil fuel consumption?

The answers are not simple.

JMU's environmental stewardship effort specifically focuses on environmental literacy, critical thinking and personal behavior change. We strive to be "eco-WISE:" wary, investigative and scientific in our approach, and environmental stewards in our actions. Individual actions, like those below, support large-scale, fundamental changes that are needed to ensure a sustainable future. 

## WAYS YOU CAN BE JMU ECO-WISE:

- Conserve energy. Manage your energy use by turning off and unplugging small appliances, upgrade heating and cooling systems, change the thermostat a few degrees, seal and insulate your home, and consider renewable energy systems. Take advantage of energy tax-credits.
- Preserve natural resources, including water and ecosystems. Practice water conservation. Minimize chemical use, especially in your yard. Compost food and yard waste.
- Buy locally produced products. Purchase foods from local farms. Consider the life cycle of manufactured products, including production, transportation and disposal effects.
- Minimize materials consumption and effects. Practice the five R's: rethink, repair, reduce, reuse and recycle. Use reusable items versus disposables.
- Walk or bicycle; use public transit or carpool. Purchase a fuel-efficient vehicle.
- Challenge yourself and others to learn more at [www.jmu.edu/stewardship/involved.html](http://www.jmu.edu/stewardship/involved.html).

\* Members of the Institute for Stewardship of the Natural World Executive Council contributed to this article: Jerry Benson, Randy Mitchell, Mack Moore, Towana Moore and Susan Wheeler.

**HARTMAN:** ... and I said, "How has this changed your behavior?" Our volunteers reported their roommates were now recycling and minimizing waste. The experience really affected the other people our students come in contact with. They talked about how they shared their trash sort experience at the family Thanksgiving dinner and got their family members to participate.

**BOLGIANO:** That leads naturally into a discussion about food, which is one of society's greatest energy expenditures. How does the institute approach food issues?

**HARTMAN:** One of the successes at JMU is the environmental efforts of our dining services. The waste oil is converted into biodiesel fuel. Dining services went tray-less the beginning of this year to save wash water and energy. JMU is looking at composting and several of the dining halls already have pulpers, but unlike the composting I do in my backyard, this is a large endeavor for a campus to compost all its food waste. So we're probably looking at a model similar to what they're doing with the waste oil, which is an external company processing it.

**THOMAS:** I really love the stickers in the dining halls that say, "The oil used to fry your food will be made into biodiesel." It's cool to hear people talking about it in line.

**HARTMAN:** One of the most interesting dining advances this year was a farmer's market on campus once each semester. The dining hall already buys 200 locally grown products. Also, the new east campus dining hall is our first LEED-certified building [Leadership in Energy and Environmental Design green building rating system].

**THOMAS:** I use the campus farmer's market and really enjoy the fresh fruits and vegetables. Learning about sustainability has definitely made me stop and think. If I have a choice between two different oranges, I'm going to pick the oranges grown a little bit closer rather than down in South America.

**BOLGIANO:** Reducing energy use – like eating local foods instead of those transported long distances – has become a major national strategy. How does the institute approach this issue?

**HARTMAN:** We will recommend targets, establish benchmarks and work closely with facilities management staff, who have historically been progressive, to implement specific actions. Facilities management already mulches and reuses about 90 percent of campus plant material; very rarely does it get bagged up to leave campus. There are timers on many lights, and they have low-energy lighting.

One of the most interesting new things JMU has installed is a Web-based system

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# ROOTED IN THE LAND HELPING TO SAVE IT

*Alumni lead the Valley Conservation Council* BY CHRIS EDWARDS

ANY LOCAL PRESERVATION CAMPAIGN draws strength from people with deep roots in the region. JMU alumni with growing ties to the Shenandoah Valley are leading the charges of the Valley Conservation Council.

VCC executive director and Waynesboro native John Eckman ('82) credits his passion for preservation to "being a lifelong resident of the Shenandoah Valley."

Jill Templeton ('08M) sees why Valley Conservation Council's work is of interest to JMU alumni. A Tennessee native, Templeton and her husband relocated to the Shenandoah Valley in 2005. "We both realize that the valley is unique," she says. "Many communities still have the option to grow and develop in a way that respects their beauty and rich history."

JMU geology professor Cullen Sherwood, who has taught hundreds of students, including Eckman, about local soils, contributes his expertise to VCC's governing board. "I've always been interested in land conservation," he says. Sherwood grew up in Fairfax and



The Valley Conservation Council hosted the second-annual Statewide Land Trust Conference in Staunton last June. Left to right: John Eckman ('82), VCC executive director; Jill Templeton ('08), VCC program manager; L. Preston Bryant Jr., Secretary of Natural Resources of Virginia; Corbin Davis ('07), former VCC strategic planning intern; and Kim Tinkham ('01), former VCC office manager.

recalls farms in that area that have all disappeared in his lifetime.

VCC, a nonprofit land trust and environmental organization founded in 1990, serves 11 counties and is supported primarily by dues and donations from members and foundation and government grants. Eckman has been director since 2004 and, he emphasizes, a member since 1991.



John Eckman ('82), VCC's executive director, looks over the Purcell Park Stream Restoration Project. This project has involved many groups working with the City of Harrisonburg to restore the natural bends in Seibert Creek and Blacks Run. The project involved putting natural bends and rock structures back into Blacks Run as it runs through Purcell Park just south of JMU's campus. The riparian buffer zone along the stream will be planted with native species and allowed to grow up over time. VCC's role as a land trust is to ensure that future owners of the land maintain the project by never disturbing the streamside areas.

"VCC is very active in educating landowners about all options for conserving and restoring their properties," says Eckman. One choice is placing land in a conservation easement, with a landowner retaining ownership but conveying certain rights to a qualified land trust, government or agency. A typical easement, negotiated with the landowner, restricts development that would impinge upon the land's beauty or natural resources, but allows farming, hunting and timbering. Landowners can take advantage of Virginia's generous tax incentives for land conservation.

In June 2008, at the annual conference of Virginia land trusts — hosted by VCC — Gov. Tim Kaine reiterated his goal of setting aside 400,000 more open-space acres by 2010. By spring 2009, there were nearly 330,000, thanks to help from VCC and many groups around the state.

With its partner agencies, the Valley Conservation Council's efforts have helped landowners conserve hundreds of farms, mountain forests and historic lands in the region, including several unique properties along waterways. Limiting development is a first step, but restoring natural functions of the region's green infrastructure is the ultimate goal. VCC's easement in Purcell Park, just south of the JMU campus, will protect the restoration of natural bends in a section of Blacks Run. Another urban easement protects the human health and the environment at a Superfund site being cleaned up in Front Royal.

Anyone who returns to Harrisonburg after a few years away knows the area is still growing fast, says Eckman. VCC takes a proactive approach to facing new development. "We know people are moving to the area," he adds. "We will continue to grow, and that's not necessarily a bad thing. Where that growth happens and the design it takes will make a huge difference in the quality of life for people in the valley."

To encourage smarter growth, VCC annually recognizes significant development projects in the region with its Better Models for Development Awards by highlighting sensible projects that protect natural or historic resources while still accommodating new growth. Many projects in downtown Harrisonburg have won awards for reusing historic buildings in new and novel ways, bringing more people into the core of the community.

## 'VCC is very active in educating landowners about all options for conserving and restoring their properties.'

JOHN ECKMAN ('82)

*Valley Conservation Council executive director*

VCC has been able to draw personnel from Harrisonburg as well, enjoying a surprising run of JMU graduates in the last two years. "All of us arrived from very different experiences," Eckman points out. "It's good to see JMU grads feeling so connected to this place."

An English and political science double-major, Eckman earned a master's in environment and community at Antioch University. Prior to VCC he taught earth science, helped run The Little Grill restaurant, and worked for 10 years at The Mountain Institute, an international conservation organization.

An environmental policy major at North Carolina's Warren Wilson College, Jill Templeton earned her master's in public administration at JMU after several years of working in nonprofit organizations. She also gained research experience through her fellowship with JMU's Institute for Infrastructure and Information Assurance.

VCC's summer 2008 intern Corbin Davis ('07) watched changes both in Harrisonburg and his hometown, Staunton, where VCC is housed on historic Barristers Row. The ISAT and geographic sciences major is completing a master's in urban and environmental planning at the University of Virginia.

Kim Tinkham ('01), a native of Rockingham County, worked with VCC and continues her interest in education and history in the area. She is thrilled to be raising her children in such a "beautiful place. If you love a place, you want to stay there and care for it," she says.

What's it like to grow up in the valley and watch urban sprawl emerge over a lifetime? "I'm not going to cry over what has already happened," Eckman notes. "While it is frustrating to see the loss of great farmland, we still have much to cherish in this region. Wherever you choose to live, we all need to make sure we leave a legacy for future generations." ❧

\* Learn more at [www.valleyconservation.org](http://www.valleyconservation.org)

called Dashboard in The Village's nine residence halls. Students can see their electricity and water consumption in real-time. These metered systems show tangible and immediate feedback on how we are impacting our planet and our pocketbooks. Students are learning that little changes can have a large impact. [See Page 31]

**THOMAS:** During our first Village Green Wars, we posted little reminders like "Take shorter showers" in the shower stalls and "Turn me off when done" above the sinks. We noticed huge savings. One of my favorite events was the No Drive Day to encourage the use of alternative transportation. Everyone was very excited to take the bus or carpool or walk, and not only to do that, but to tell their friends that they did. It was a source of pride. Our first year we had a 14 percent increase in bus ridership.

**HARTMAN:** We're really seeing some benefits of No Drive Day in combination with general awareness of the environmental stewardship movement as well as the fuel price fluctuations. Right now about half of our student body uses alternative transportation, taking the bus, bicycling or walking to campus. We're seeing a 21 percent increase over the last few years in overall ridership *every day*.

**BOLGIANO:** And JMU has been a pioneer in using alternative fuels in its vehicles, hasn't it?

**HARTMAN:** I was fortunate to come here when Cally Oglesby, a visiting scholar, was exploring biodiesel. She and four students, known as the Biodiesel Boys, were working with facilities management making their own biodiesel in a homemade reactor and running it in a modified engine, a process not well known at the time. Cally convinced JMU to adopt commercial biodiesel because the experiments in the lab had been so successful. I was co-director of the Alternative Fuels Program for several years and had the opportunity to work with Harrisonburg, Roanoke and other areas that ended up adopting biodiesel. Our Alternative Fuels Program collaborated with Virginia Tech to disseminate our experience via an extension paper, and we did a series of workshops around the state. In Harrisonburg and on campus we run a blend of up to 20 percent biodiesel, known as B-20. There is a significant difference in emissions coming out of the tailpipe. Building and grounds folks who are exposed to the emissions say they feel the improved health effects. [See Page 32]

**BOLGIANO:** One of the main goals of reducing energy use is reducing greenhouse gas emissions linked to climate change. President Rose is a signatory to the American College and University Presidents Climate Commitment, which has very specific goals and timetables. Where does the institute fit into that commitment?

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# ONE UNIVERSITY'S TRASH *is* TREASURE

*JMU recycling program turns 20* BY COLLEEN DIXON

TWENTY YEARS. That's how long JMU's recycling program has been at work. The program began when the Virginia General Assembly adopted legislation in 1989 that established the current 25 percent recycling rates for communities. To heighten awareness when the program first started, articles ran in *The Breeze*, and staffers helped spread the word.

Two decades later, JMU has a 35 percent recycling rate, which is one of the highest rates among Virginia universities.

From Feb. 2 through March 28, the JMU community participated in the national RecycleMania program and competed against hundreds of universities nationally. JMU ranked third among Virginia universities in the waste minimization category.

During RecycleMania, students in Georgia Polacek's health science class helped with a campus trash sort to see how much of the waste in three JMU buildings was actually recyclable. Students who participated in the trash sort reported long-term behavioral changes and more interest in environmental issues. On campus, faculty and staff members competed, building by building, to reduce waste. The building competition winners were Blue Ridge Hall, Carrier Library, CISAT/CS-HHS, East Campus Library, the Health Center, Sonner Hall, Theater II and University Unions.

JMU's Recycling and Waste Management team also generates some income from campus recycling. Products are sold at market



JMU has a 35 percent recycling rate, which is one of the best among Virginia universities. Left: To gear up for the 2009 national RecycleMania competition, students did a trash sort from a residence hall, academic building and an administrative building to see how much trash was actually recyclable.



value, and revenue is deposited in the budget to further campus recycling efforts. JMU's list of recyclables is long and includes aluminum, plastic, computers, glass, calcium and mercury in lamps, metal, mixed papers, cardboard and newspaper, plastic film, scrap wood, steel cans, tires, and wood. About 30 percent of the remaining waste is incinerated and turned into steam power, and less than 40 percent of JMU's total waste hits a landfill.

\* Learn more at <http://facmgt.jmu.edu/web/operations/recycling>.



JMU's new east campus dining hall will be certified at the silver level of the Leadership in Energy and Environmental Design Green Building Rating System. LEED is the nationally accepted benchmark for the design, construction and operation of high performance green buildings. LEED promotes a building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.



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## 'It doesn't matter if you can create the most efficient vehicle on the road if people won't drive it.'

CHRIS BACHMANN, *director of the Alternative Fuel Program*

petitioning SAE to change the parameters of the competition to include an environmental plank.

If they succeed, JMU will have substantially shifted the entire nation's collegiate emphasis on alternative transportation to environmental sustainability and changed the dialogue to include environmental impact in vehicle construction.

Still, the greatest challenge looms — changing the behavior of the American consumer. Much of the technology research done on campus is done in light of this dilemma. No matter how successful a program is, Bachmann says, “none can meet current consumption. We have to use less energy. We have to shift our thinking.” And that is perhaps the most challenging aspect of alternative fuel research — and the one where JMU is clearly taking a leading role.

“We're not like R1 schools,” Bachmann says. Plenty of schools and companies can create the technology, but JMU is working hard to change the perception and the acceptability of environmentally responsible vehicles. “It doesn't matter if you can create the most efficient vehicle on the road if people won't drive it.” That's JMU's challenge and where AFP is making its mark.

“We need to reach a new audience,” Bachmann says, and education and outreach are huge components of AFP. Engineering professor Rob Prins agrees. He is developing a bicycle competition for high school students. While most high-school students don't have the funds to re-engineer cars, they can attack the problem of creating an electric bicycle. Prins hopes that students will build their bikes and bring them to JMU to compete with other high-school students. (See Page 64.)

Strictly separating one program from the next, one department from another, is impossible at JMU because of the dynamic exchange and generation of innovative ideas. There are no ivory towers here, no sanctuaries of knowledge untouched by students. It is an unfettered and unmatched collaboration of professors, students, staff members, alumni and community members — all working toward a sustainable world. ■

**HARTMAN:** The institute is coordinating that effort with strong support from facilities management. We have brought in external expertise, that of O'Brien and Gere consultants, to help guide us through the process of measuring our baseline greenhouse gas emissions. We anticipate a report this summer. The point of the emissions inventory is benchmarking — we will have quantitative data, so we will know where to focus our energies.

**BOLGIANO:** What kind of measurements will the institute use to mark progress toward sustainability?

**HARTMAN:** Benchmarking, which includes measurement, involves all natural systems, not just emissions. Benchmarking campus water consumption, water quality, materials use, waste minimization and attitudes of citizens is something the ISNW committee members are working on.

**THOMAS:** Our campus accessibility committee is looking at a bicycle compatibility index, because to ride a bicycle safely you have to have bike paths, locks and easy access to buildings.

**BOLGIANO:** “Sustainability” is a complex issue, and determining what is truly green can be a challenge in itself — witness the current controversy over corn ethanol versus nonfood biofuel. How will the institute approach conflicts over what is or isn't truly “sustainable”?

**HARTMAN:** First, through dialogue. We purposefully recruited people for our committees who may be on the end of the spectrum that says, “Global warming is highly exaggerated,” because we want everybody's voice included. Of the 100 people on the five committees there are professors, students and staff members from a variety of jobs. In terms of the ethanol, these are complex problems that require analysis to understand the environmental economic-social repercussions. One of the common tools is cradle-to-grave analysis, where the full product cycle is accounted for. We try to put together scientific, peer-reviewed research

papers that use such techniques and represent different ends of the spectrum.

JMU also has rich course offerings related to sustainability across a variety of majors, minors and graduate programs. Students can immerse themselves in these issues in the Madison Eco-Community in Hoffman Hall. Students living there focus on the environment, and the residence hall itself is a model of green living. [See Page 34]

**BOLGIANO:** Reaching sustainability is so challenging that it surely will take many years. What is your long-term vision for the institute?

**HARTMAN:** I want JMU to be Virginia's model of community metamorphosis into a healthy human-ecological system. JMU citizens will be environmentally literate, and an ethic of conservation will be a JMU community member's hallmark. The campus will be a low-impact, living laboratory developed through cross-divisional collaboration.

Environmental stewardship will be integrated into the institutional and individual decision-making process as a core value.

JMU will offer environmental courses and programs to underserved groups, and the campus' environmental stewardship efforts will grow together with other JMU initiatives to address the two other dimensions of the triple-bottom line of sustainability: economics and equity.

**BOLGIANO:** Emily, you'll soon be entering the world of work. What do you hope to do?

**THOMAS:** I'd like to work with alternative fuels, either in research and development or in education and outreach. I'd really like to work with a city government and do a lot of the same outreach efforts that we've done here. And I'd like to go to graduate school. JMU has set me on the right path toward what I want to do. It's taught me how to learn, and I've been exposed to a bunch of ideas I didn't know about and experienced a lot of things, not just going to conferences or classes, but also working with a group. It's made me see the cradle to grave, or cradle-to-cradle way of thinking, and that's very much how I think about things now. ■

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**About the Interviewer** Chris Bolgiano, faculty member emerita, worked for 31 years at Carrier Library while homesteading in the Appalachian Mountains and learning to write about it. As a freelance writer she has written travel and nature articles for the *New York Times*, *Washington Post*, *Sierra Magazine*, *Wilderness*, *Audubon*, *American Forests*, and many other publications. Three of her five books have won awards, and she describes a sixth book as “a community service project that documents a short history of a small place, namely my own rural neighborhood.” Her occasional op-eds are syndicated by the Bay Journal News Service, and she appeared as a talking head in all four episodes of the recent PBS documentary special, *Appalachia, A History of Mountains and People*. Learn more about Bolgiano at [www.chrisbolgiano.com](http://www.chrisbolgiano.com).

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**About the Experts** Christie-Joy “C.J.” Brodrick Hartman is executive director of JMU's Institute for Stewardship of the Natural World. Since coming to JMU in 2002, the integrated science and technology professor has helped write grants which landed some \$2 million for transportation and air pollution research. Read more about her in the Bright Lights section on Page 20.

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Emily Thomas ('09) is the student representative to the ISNW Campus Accessibility Committee. The integrated science and technology major has helped further campus environmental efforts. She coordinated JMU's first No Drive Day during her freshman year, and the event has become an annual effort. An Earth Club member, Thomas also attended Yale University's climate conference. Read more on Page 30.



“We’ve never actually seen it wet,” says Nicolas Jaramillo (’09), standing in the wetland he helped create on the construction site of the new Rockingham Memorial Hospital. “But this is the lowest place on the property,” explains project partner Bonnie Tang (’09), “so this is where the water wants to flow.” The intensely green grass along this low swath of land between rolling brown hills testifies to the subsurface seepage of moisture in an unusually dry year. This flow is the headwaters of the stream known as Pleasant Run.

# FLOWING BY DESIGN

## JMU-RMH Collaborative creates wetland at new hospital BY CHRIS BOLGIANO

Guided by Wayne Teel, integrated science and technology professor, and supported by the JMU-RMH Collaborative, Jaramillo and Tang designed a two-acre wooded wetland to filter water flowing from the new hospital grounds into Pleasant Run (and ultimately into the Chesapeake Bay). The integrated science and technology students’ project will be a special area of natural beauty at Virginia’s first hospital certified by the Leadership in Energy and Environmental Design green building rating system.

Established in early 2007, the JMU-RMH Collaborative aims to expand the century-long relationship between the two institutions by building networks for communication and development of

shared initiatives. As the collaborative celebrated its second birthday in April, interim Dean of the College of Integrated Science and Technology (and collaborative leader) Sharon Lovell (’85) counted some 20 new projects to be discussed.

“And those are just the ones we know about,” she says. “We have no formal submission procedures or any oversight; we’re strictly a facilitative body. We try to pave the way for people to move forward with joint projects that

benefit students, faculty members, the hospital and the community.”

Paving is an apt metaphor for Lovell but it’s the source of a problem at the new RMH site. The original 254-acre farm is being transformed into an intensively human-dominated landscape. Rain running off roofs, parking lots and other impermeable surfaces will carry a wide variety of pollutants and sediments into Pleasant Run. A downstream segment of Pleasant Run is already on the state’s list of “impaired” streams, due mainly to bacteria from livestock manure, so water quality is a crucial issue.

Two existing farm ponds and two new ponds that were built to contain runoff from soil exposed by construction had to be woven into the plan for water flow through the wetland. Sewer, water and gas lines running beneath the low area, plus sewer system manhole covers at surface level, further complicated the challenge of directing water flow. Jaramillo and Tang designed two long humps of earth, called berms, at right angles to the water flow to mimic a natural stream meander and to slow the velocity of the water.

“The most important thing,” Teel says, “is slowing the water to reduce flooding impact and prevent erosion.” At about 15-inches high, the berms were kept low enough to allow exceptionally heavy rains — during hurricanes, for example — to simply flow over them rather than rush around the berm ends, digging gullies in the process.

“It took many months of surveying, mapping, planning and communicating with everyone,” Tang explains, “and then the berms were built in a week. It was very gratifying to see a physical result.”

Jaramillo and Tang also contracted with

a local company to plant more than 400 trees and shrubs. Because of low rainfall and soil type, they selected native species that can handle dry as well as wet conditions rather than wetland plants only. “RMH funded the work, and we minimized the cost of everything so we could maximize the number of plants we could get,” says Tang. Plant roots hold soil against the erosive force of water, giving the soil time to absorb and break down pollutants.

“What we didn’t expect,” says Jaramillo, “was how heavily the deer would browse the plants. Replanting might be necessary. We’ve installed a solar electric experimental deer exclusion fence. Once the plants are established, little to no wetland maintenance will be necessary.”

Debra Thompson, RMH associate director for communication, says, “We’re committed to monitoring the wetland and doing what’s needed to ensure that it thrives. Our long-term vision is to create a beautiful park-like setting with trails that offer a unique wellness opportunity for patients, visitors and the entire community.”

To complement the planned trails, Jaramillo and Tang considered aesthetics in choosing plants. Redbud trees and several varieties of dogwood will enhance springtime; iris, marsh marigold, cardinal flower, great blue lobelia and other wildflowers will bloom throughout summer. Witch hazel bushes will add yellow blooms to fall foliage, and holly trees will enliven winter with red berries. Most of the plants selected will attract insects and birds to their flowers or fruits. “One of our goals was to attract native wildlife, especially birds,” Tang says. Canada geese and mallards preening on one of the ponds seemed happy to oblige. ■



**ISAT majors Nicolas Jaramillo (’09) and Bonnie Tang (’09) check a tree sapling inside the intense green of the wooded wetland they helped create at Rockingham Memorial Hospital. Above: ISAT professor Wayne Teel guided the design of the two-acre project.**

*When an elementary school class embarked on an Internet search for the name of a Virginia woman who made a difference in the lives of children, one name came up over and over again: Joann H. Grayson, JMU professor of psychology.*



A V I R G I N I A  
WOMAN *of*  
HISTORY

Fourth-graders honor child advocate Joann Grayson *By Jan Gillis ('07, '11P)*

Amy Garrett was teaching Virginia history to her fourth-graders at Island Creek Elementary School in Alexandria and decided to use the Library of Virginia's "Virginia Women in History" project as an instructional tool. Each year, the project seeks nominations to honor eight women, past and present, who have made important contributions to Virginia, the nation and the world. "I am always looking for ways to challenge my students," says Garrett, "and this nomination project was a great opportunity to give them a hands-on task."





*‘I decided to take baby chicks with no mother as well as Henrietta and her chicks to the class, so the children could see the difference.’*

– Joann Grayson, psychology professor and Virginia Woman of History

Garrett’s class examined the achievements of past honorees and learned that altruistic endeavors and “breaking glass ceilings” were the general themes. The children narrowed their focus. “The class decided they wanted to nominate someone who made a difference in the lives of children,” Garrett says. “At that point, Google took over.”

As the children searched multiple terms — women, Virginia, child welfare — Grayson’s name was repeatedly in the search results.

It’s no surprise. Grayson, a 30-year veteran of JMU’s psychology faculty, is a champion of child abuse prevention and treatment. Her list of accolades includes the 2006 Virginia Professor of the Year awarded for “extraordinary dedication to undergraduate teaching” by two national organizations, the Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education, as well as the 2006 Champion for Children Award from Prevent Child Abuse Virginia, the 2005 Commissioner’s Award for Virginia from the U.S. Department of Health and Human Services’ Administration for Children and Families, and a 2004 TIAA-CREF Virginia Outstanding Faculty Award, administered by the State Council of Higher Education for Virginia and announced by the governor. Grayson has taken her advocacy for children to the U.S. House of Representatives Select Subcommittee on Education and is a past chair of the Governor’s Advisory Board on Child Abuse and Neglect in Virginia. Since 1981, she has been the editor and publisher of the *Virginia Child Protection Newsletter*.

As the class read about Grayson’s briefings on Capitol Hill, her work at JMU and in the community, and saw the leading role she has taken in advocating for children, they knew she was exactly the nominee they were looking for. Not only did Garrett’s class nominate Grayson, but they also invited her for a visit.

Grayson, of course, is no stranger to the classroom. At JMU she teaches in the areas of child abuse and neglect, child clinical psychology, clinical psychology and field placement. Each year, she supervises scores of students in service-learning work. “We have more than 40 participating sites throughout the community that partner with the psychology department for field placements. For example, students work with First Step, a community organization for victims of domestic violence, prevention programs at Rock-

ingham Memorial Hospital, the Gus Bus literacy effort, the Teen Pregnancy Prevention program, JMU’s counseling and psychological services, Healthy Families and Western State Hospital,” she says. “The students grow and become colleagues. Many of our current site supervisors are people who went through the service-learning field program as students. So it’s a nice system.”

Nonetheless, educating a class of fourth-graders on the history of child protection presented a challenge for Grayson. “I talk to my JMU class about child protection history for 45 minutes, and I wondered what in the world I was going to say to fourth graders for two hours,” she says. It didn’t take long for the educational and child expert to come up with a solution.

She found the answer in the family farm’s chicken house. Grayson observed one of the hens, Henrietta, sheltering a brood of chicks under her wings. “You’ll notice that baby chicks are quite content when with their mother hen. They feel safe. Chicks that you buy, who have been separated from their mothers, are quite different. Their loud and constant peeping can drive you crazy,” she says. “I decided to take baby chicks with no mother as well as Henrietta and her chicks to the class, so the children could see the difference.” Grayson knew that Henrietta would provide the students an excellent example of the value of a protective parent.

Grayson’s classroom visit was a hit. The kids learned the history of child protection, got acquainted with Henrietta, named the chicks, and received an introduction to JMU — Grayson showed the class a video from the university’s admissions office.

Several weeks later, her mailbox was flooded with letters from the students thanking her for her visit. “Now I want to go to JMU for college. I showed my parents the pamphlet, and they agree with me! Also, do you think that maybe I could be part of that Virginia Child Protection group?” wrote Megan Miller. The letters also contained plenty of well wishes for the success of Grayson’s nomination. “I cross my fingers that you win,” wrote one student.

The positive thinking worked. Grayson was recognized as a 2009 Virginia Woman in History and was honored at a reception at the Library of Virginia on March 26. ❧

\* Read more about this Virginia Woman in History at [www.lva.virginia.gov/whatwedo/k12/vw/2009/honoree.asp?bio=7](http://www.lva.virginia.gov/whatwedo/k12/vw/2009/honoree.asp?bio=7). And, read some of the children’s letters at [www.jmu.edu/MadisonOnline](http://www.jmu.edu/MadisonOnline).

Joann Grayson holds a photo from her trip to Island Creek Elementary School in Alexandria, where teacher Amy Garrett and her fourth-graders welcomed their 2009 Virginia Woman in History nominee. After the trip, Grayson received numerous letters from the appreciative fourth-graders thanking her for talking about JMU and for bringing her family farm's hen, Henrietta, and her chicks.

Dear Dr. Grayson, We are  
Thank you for telling  
us about JMU. I think  
I am going to JMU.  
Thank you for bringing  
the baby chicks and  
letting us name them.  
Thank you again,  
Love,  
Mario

Dear Dr. Grayson,  
Thank you again for coming to  
our school even though it was a  
1 1/2 hour drive from your home  
to our school. I especially liked  
the baby chicks you brought  
and I loved how you protect  
them. It gave me a warm feeling  
that you care about kids. I  
also want to thank you for the  
power point and the feathers.  
Thank you so much.  
Sincerely,  
Elizabeth



## PROFESSORS YOU LOVE

## She never got in the water

*Remembering Miss Savage's poolside life lessons*

BY MARY FRANCES SHULER JOHNSON ('48)

I loved Miss Savage. She taught me how to swim, yet she never once got in the water!

Dorothy L. Savage was an associate professor of physical education in 1948.

She wore slacks and knelt at the edge of the pool to show students how to do swimming strokes.

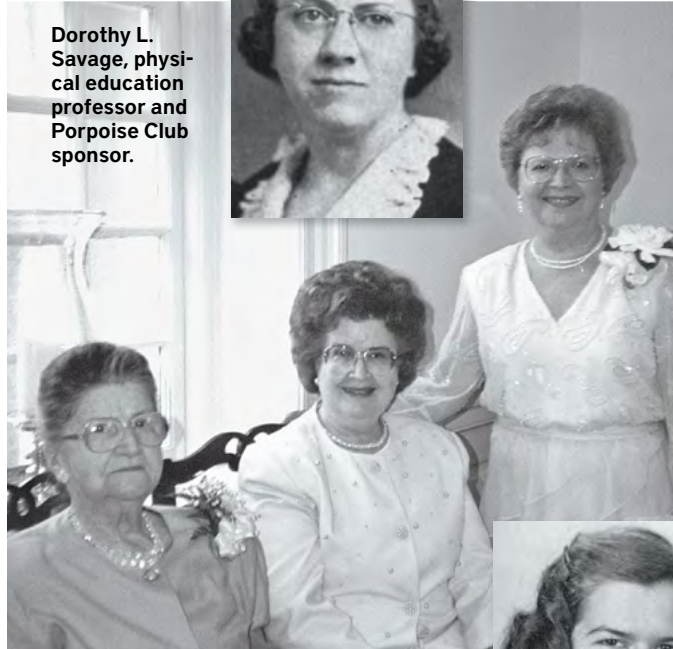
I earned my physical education credits in her swimming class. I earned a B.S. in education with a concentration in home economics. My swim class partner was Mickey Parrotta ('48). She was slightly heavier than me and much stronger, and she was the Porpoise Club president! I had to struggle to "save" Mickey in our swim class exercises because I was very thin and not very strong. In fact, Miss Savage worried about the "dark circles under my eyes." She didn't know that I had been staying up late studying by the dim light in the bathroom of Johnson Hall. I was not a very good eater, either. I wanted to prove that college girls "don't get fat." I was practically anorexic, but you should see me today at the age of 87. I am neither thin nor weak.

Miss Savage instilled in me a lifelong love of swimming. I took my own four children to swim classes at the water babies level and up. Two of my sons earned the Mile Swim Merit Badge as Boy Scouts. I also helped ensure that my

**'Dorothy Savage made the most lasting impression on this Madison student ... [Her] swimming instructions, personal talks and life lessons have stayed with me my whole life.'**

— MARY FRANCES SHULER JOHNSON ('48)

**Dorothy L. Savage, physical education professor and Porpoise Club sponsor.**



**Mary Frances Shuler Johnson ('48), above middle, and as a senior in 1948 (inset right), is a member of one of the largest legacy families in Madison history. Her son earned his undergraduate degree from JMU in 1979. Mary Frances and her sister, Eva Shuler Holtzman ('52), above right, followed their mother's footsteps to Madison. Alma Beatrice Comer Shuler (above left) attended the Harrisonburg State Teachers College in 1922 and 1923. All seven of Alma's sisters – the Comer sisters – attended HTC and Madison. Read more about Alma and Mary Ann Comer Kammel ('32), Margaret Virginia Comer Kupiec ('38), Brownie Frances Comer Cave ('39), Grace Marie Comer Shackelford ('39), Beulah Mae Comer Huffman ('39, '59M), Catherine Charlene Comer Nichols ('40) and Nellie Elizabeth Comer Robinson ('45) at [www.jmu.edu/montpelier/2003Fall/EightComerSisters.shtml](http://www.jmu.edu/montpelier/2003Fall/EightComerSisters.shtml).**



three grandsons received swimming lessons. I firmly believe that every child needs swimming lessons.

All of our Madison professors were dedicated to students and taught us life lessons. I also remember economics professor Otto Fredrikson. "Dr. Freddie" sponsored our International Relations Club. He was a short, stocky man and loved to teach. He taught us the importance of living within one's income, and that lesson has guided me throughout life. I have always been creative and able to manage without numerous trips to the store.

Dorothy Savage made the most lasting impression on this Madison student. I am proud to see that JMU named the Godwin Hall Olympic-size pool after Miss Savage. She was a wonderful instructor. Around age 12, I had a near-drowning experience at my grandparents' farm near the Shenandoah River. After surviving that experience, I "jumped" at the opportunity to learn to swim at Madison College. Miss Savage's swimming instructions, personal talks and life lessons have stayed with me my whole life. Even though she didn't get in the water; I guess she didn't have to. ❧

**About the Author:** *Mary Frances Shuler Johnson ('48) of Lynchburg is a retired kindergarten teacher from Bedford County Public Schools. She served as an officer on the Bedford County Education Association and has volunteered with the American Heart Association. She represented her church three times at the National Conference of Church Women at Purdue University. She and her husband, John, have visited Alaska, Canada, England, France and Hawaii.*

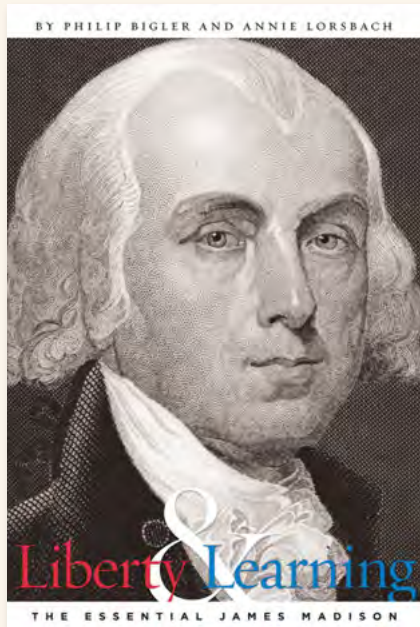
**About the Professor:** *Dorothy L. Savage was a physical education professor from the 1940s through the 1960s. The Godwin Hall Savage Natatorium is named in her honor. The natatorium is an Olympic-size pool with spectator seats for 800.*



# MixedMedia

BOOKS  
MUSIC  
& FILM

{Books}



## Liberty & Learning — The Essential James Madison

BY PHIL BIGLER ('74, '76M) AND ANNIE LORSBACH ('08M)  
THE JAMES MADISON CENTER, 2009; ISBN-10: 0615230717

**P**hil Bigler ('74, '76M), director of the James Madison Center, and Annie Lorschach ('08M) focus on James Madison's intellectual contributions in a way that is accessible to all readers. "Going issue by issue — education, religious freedom, republicanism — *Liberty and Learning* shows that Madison, from his time as a curious student to his years as president of the United States, displayed a genius that benefits our country to this day," says Levar Stoney ('04), director of the Democratic Party of Virginia.

Bigler also deals directly with Madison's failure to end slavery. Several appendices highlight interesting facts about James and Dolley Madison and provide relevant information about Madison's life and contributions to the American

republic. Proceeds from the sale of *Liberty and Learning* support JMU's Donald Robertson Scholarship, which is offered annually by the James Madison Center in honor of Madison's first teacher. Robertson's influence on the young Madison was enormous, and it was said that this talented teacher "nurtured greatness and laid the foundation for some of the most fruitful careers in American history." For information and scholarship requirements or to support the fund visit [www.jmu.edu/madison/center/home.htm](http://www.jmu.edu/madison/center/home.htm).



**James Madison Center Director Phil Bigler ('74, '76M), author of *Liberty & Learning: the Essential James Madison*.**

## Big Sycamore Stands Alone: The Western Apaches, Aravaipa, and the Struggle for Place

BY IAN W. RECORD ('93)  
UNIVERSITY OF OKLAHOMA PRESS, 2008; ISBN: 978-0-8061-3972-2



Western Apaches have long regarded the corner of Arizona encompassing Aravaipa Canyon as their sacred homeland. Ian Record ('93),

senior lecturer for the American Indian Studies Department at the University of Arizona, says his book "examines the evolving relationship between this people and this place, illustrating the enduring power of Aravaipa to shape and sustain contemporary

## '... examines the evolving relationship between this people and this place, illustrating the enduring power of Aravaipa to shape and sustain contemporary Apache society.'

— IAN W. RECORD ('93)

Apache society." Record articulates Aravaipa's cultural legacy through the eyes of some of its descendants, bringing Apache voices, knowledge and perspectives to the fore. Focusing on the Camp Grant Massacre as the narrative centerpiece, Record employs an approach that reflects how the Apaches conceptualize their history and identity, interweaving four distinct narrative threads: contemporary oral histories of individuals from the San Carlos reservation, historic documentation of Apache relationships to Aravaipa following the reservation's establishment, descriptions of pre-reservation

subsistence practices, and a history of early Apache struggles to maintain their connection with Aravaipa in the face of hostility from outsiders.

\* <http://uanews.org/node/22946>

## Last Words and the Death Penalty: Voices of the Condemned and Their Co-victims

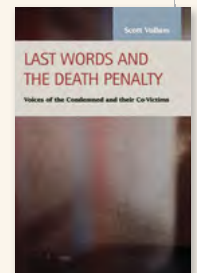
BY SCOTT VOLLUM  
LFB SCHOLARLY PUBLISHING, 2007; ISBN-10: 159332264X

Scott Vollum, JMU professor of justice studies, analyzes the content of last statements

of the condemned as well as those made by co-victims as he seeks to give voice to these two groups. Vollum finds the most dominant themes among the condemned are centered on transformation, redemption and positive messages of connection to others. The most dominant themes of co-victims are more conflicting with a mix of frustration with the death penalty process, relief that it is over, and desire for justice or revenge.

Through condemned and co-victims' words, readers learn that the death penalty is neither a soothing salve for the pain and suffering of co-victims nor simply an extraction of evil and irredeemable criminals.

\* [www.lfbscholarly.com/criminal\\_justice/vollum\\_322649.htm](http://www.lfbscholarly.com/criminal_justice/vollum_322649.htm)



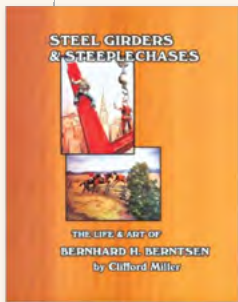
MIXEDMEDIA

{Books} Cont.

**Steel Girders & Steeplechases: The Life and Art of Bernhard H. Berntsen**

BY CLIFFORD MILLER ('81)  
LONE OAK PRESS, 2001  
ISBN-10: 1883477530

Clifford Miller ('81) writes about the life of Bernhard Berntsen, who was born in Norway in 1900, came to America when he was 19 and settled in New York City. Berntsen was soon building skyscrapers and threading across open I-beams hundreds of feet in the air. At the same time, the open steel and the men who worked there became the subjects of his oils, pastels and charcoals. Early in his career, Berntsen painted scenes mostly from the construc-



tion sites where he worked and from his daily life. Over the decades, he extended his vision beyond high steel to the rural landscapes of New York and Pennsylvania and the horse country of Virginia. Whether he was helping build one of New York City's great skyscrapers or putting the final touches on an oil painting, Berntsen was making impressions that have lasted to this day, according to Miller. "He had a love of life and a love of people that spanned most of the 20th century."

**Twist**

BY ANGIE JENNINGS ('01)  
SELF-PUBLISHED,  
SPINE PUBLISHING, 2008  
ISBN-10: 0981622151

Angie Jennings' novel follows Sharin Downs, a 24-year-old who feels alone in her quest for what's next. She has quit a high-

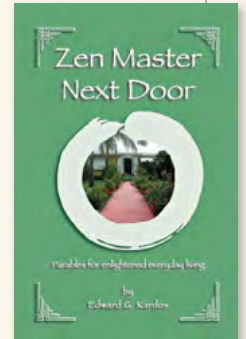


profile position on Capitol Hill, packed her bags and moved to Atlanta, where she knows no one but her ex-flame Alphonso. Struggling to find a job, love and happiness, Downs enlists a therapist to help sort out the mess she calls her life. During the sessions, Downs details her disdain for politics and the search for that first post-college job, her issues with starting and maintaining relationships, and her string of past love affairs that have battered her expectations of men. As she encounters new love and a new professional opportunity, can she learn from the baggage she's still trying to sort out?

**Zen Master Next Door**

BY ED KARDOS ('82)  
HUMANICS PUBLISHING  
GROUP, 2009  
ISBN-10: 0893344575

"These modern day parables send positive messages that are simple and inspiring," says author Ed Kardos ('82). According to Kardos' Web site, these parables are "based in the truth and a means to explore our many relationships and how they touch our souls. Relevant and timely, these stories underscore our yearning to live an inspired life, and they show that deep-rooted and ancient ideals are as mainstream as our exchanges with our neighbor next door. These parables are gentle but strong. They embrace but let go. They are simple and complex just like our own lives. They are, of course, parables."



\* [www.edwardgkardos.com](http://www.edwardgkardos.com)

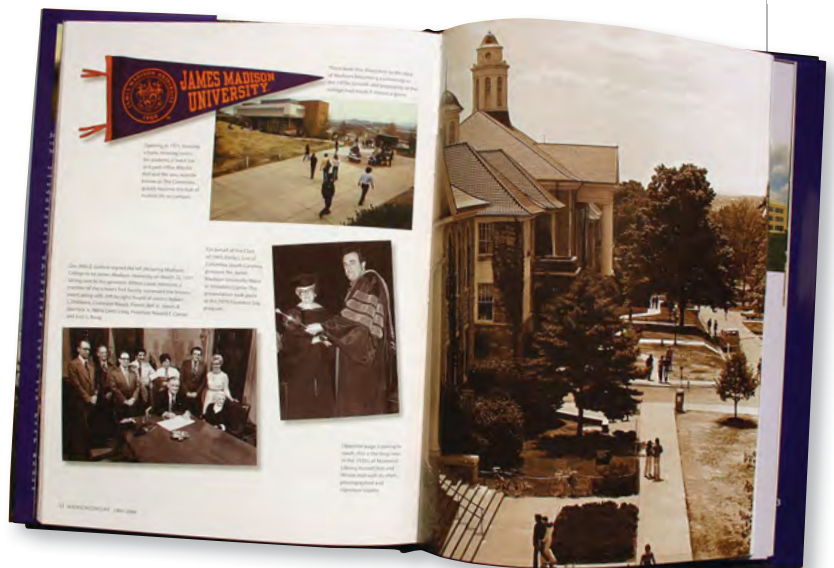
DO YOU REMEMBER?

Do you remember the **Quad tunnels**? May Queen? Call downs for **'cutting campus?'**

Trips to the University Farm?

**The Stratford Players**? Sitting **on the hill** watching the

Marching Royal Dukes? Decorating **the Jemmy statue**?



If so, you have to get a copy of **Madison Century**, which shows 100 years of the Madison Experience. Buy yours now at [www.jmu.edu/centennialcelebration](http://www.jmu.edu/centennialcelebration).

# Alumni News



## Party Dawg!

The social calendar of *Madison* magazine's Road Dawg is the envy of many Dukes. Everyone's favorite pup got his tailgate on by helping Jeremy Bullock ('03), center, and Dave Denoff ('03) and Mark Salazar ('04M) cheer on the Washington Redskins against the Dallas Cowboys at Fed Ex Field. (Inset): Road Dawg was also center stage when longtime Duke Club supporters Cara Staley Bullock ('04) and Jeremy Bullock ('03) married. The couple lives in Fredericksburg.



# Inside:

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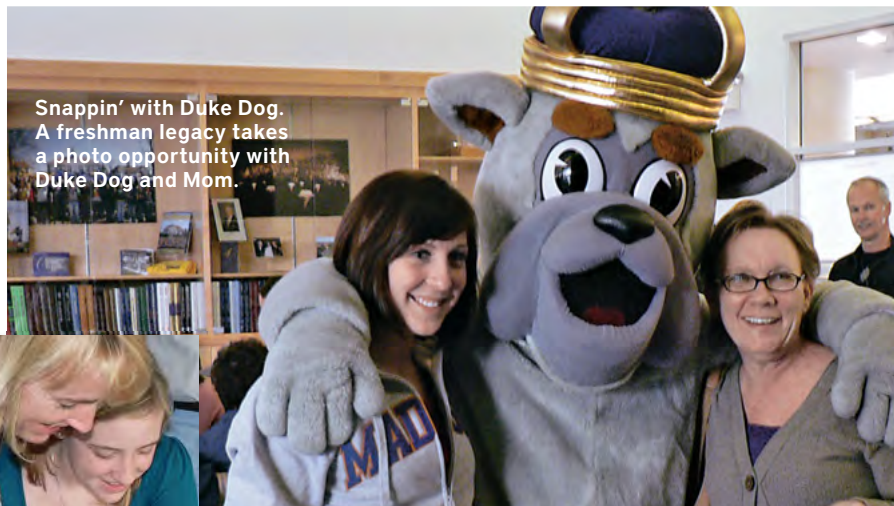
{Alumni Leadership}

# Legacy students make the right CHOICES

Welcome Class of 2013 legacies

**M**ore than 200 accepted students — members of the Class of 2013 — and their parents joined Duke Dog, JMU staff members and alumni association members for three Legacy Receptions during CHOICES events on Feb. 16, April 17 and April 20. These JMU families celebrated their Madison legacies and learned about JMU Alumni Association scholarships.

The JMU Office of Admissions sponsors several CHOICES programs for accepted freshmen and their families to visit campus and soak in the Madison Experience. Incoming freshmen have the opportunity to interact with university administrators,



Snappin' with Duke Dog. A freshman legacy takes a photo opportunity with Duke Dog and Mom.



Finding Mom. A Class of 2013 legacy looks in her mother's class yearbook to find mom as a Madison freshman.

professors and students. They can ask questions, learn more about JMU academic programs and become familiar with student support services.

This year, leaders from the JMU Alumni Association collaborated with the admissions staff and offered Legacy Receptions during CHOICES events. A Madison student is considered a "legacy" if his or her mother, father, grandmother, grandfather or older sibling is a JMU graduate. View a slideshow from the event at [www.jmu.edu/alumni/events/recent\\_events.shtml](http://www.jmu.edu/alumni/events/recent_events.shtml).

ML

## JMU volunteers at work

Alumni Volunteer Weekend is June 5-7



Senior VP for Student Affairs Mark Warner will host the AVW awards.

The JMU Alumni Association's annual Alumni Volunteer Weekend leadership conference is June 5-7. Join the alumni relations team and fellow JMU volunteers for a two-day leadership conference designed to enhance your experience as a volunteer and build JMU alumni groups. For more information, contact Stephanie Hamson, alumni chapter coordinator, at [hamsonsk@jmu.edu](mailto:hamsonsk@jmu.edu). Learn more at [www.jmu.edu/alumni/events](http://www.jmu.edu/alumni/events).

## Alumni board meets June 6

Board meeting open to all interested alumni

The JMU Alumni Association Board of Directors will have its open meeting on June 6 on campus. All alumni are welcome to attend and hear updates on alumni association events and projects. To attend or learn more about the alumni association's mission, e-mail [alumni\\_link@jmu.edu](mailto:alumni_link@jmu.edu).

**Recruit-A-Duke**

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**JMU's Career and Academic Planning offers Recruit-A-Duke job postings and searches**

**ALUMNI: Post jobs for current students and JMU graduates or access job postings and submit a resume.**

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

AlumniNews

{My Madison}

# Finding my voice

*JMU English 101 gave me confidence*

BY CARRIE PRIDDY DUPRE ('02)

**I**n the fall of 1998, as I headed off to the 'Burg for the first of my four years at JMU, I had no idea where my life would take me. I was more concerned with how I'd get along with my roommate and who I'd sit with at D-Hall than what I would do with my life. I figured my future might have something to do with writing. As a big fish in the small pond of high school, my writing, I had been told, had been pretty good. So I registered as an SCOMM major and hoped for the best.

I was just another lost freshman, with no clue where I was headed. I'm pretty sure, too, that even in my wildest dreams I never thought I'd be where I am now: living in Clemson, S.C., working as a full-time university writer and teaching freshman composition. Grad school brought me to the area, then corporate ambitions took me into public relations for several years in Greenville, S.C. But what really brought me to this unexpected career was something (or someone) even more unexpected — my JMU English 101 teacher.

Because the full impact of the class didn't hit until years later, I can't even tell you my teacher's name. But she changed my life.

I find myself thinking of her class often. My teacher was soft-spoken. Understated. She did not have a Ph.D. or an ego the size of the Potomac. But she had passion — and time for her students. She took us out to the Quad when she saw our imaginations waning. She gave us feedback on our writing before she collected it for final grading — she actually wanted us to learn and improve.

It was in her class that I found my voice. I learned to think, to analyze, to trust my inner writer. She taught me how to write from my gut and to

worry about fixing my grammar later. She gave me possibly the best gift a teacher can give a student — confidence.

Beyond helping me learn who I was as a writer, she also taught me how influential a teacher can be in the life of a student. That stuck with me; and when I grew tired and unfulfilled with my corporate life, it was this thought that drew me back to university life. Writing for the marketing team of a regional headquar-

ters kept the rent paid, but it left me wondering who I was really helping at the end of my long days. So, I took a job writing for Clemson University and polished up my vitae.

After I got my first teaching assignment taking on two freshman comp classes, I looked back through my JMU notebooks to find my teacher's old syllabus and my raw writings; but I couldn't find any proof of my taking that class. (I'm kicking myself now for throwing it all away.)

As it turned out, though, I didn't need her syllabus to remember the key elements of her class that I now incorporate into mine.

Like her, I take a community writing approach to

my classes. We write together in class, we share our successes and our struggles; and, as a result, we grow as writers together. We use peer reviewers, like she did, to help us build confidence before turning in our final papers, and we embrace our unique backgrounds to make us better with pen and paper.

When I have rough days in the classroom and I wonder if I'm getting through to these fresh-faced "kids," I think about my freshman comp class. I think about how it affected me for the better and how I didn't have the confidence at 18 to tell my professor how much I liked her class, and how the full impact of her teaching didn't even hit me until years later. That gives me the hope that maybe I really am reaching at least one of these kids. Maybe, just maybe, I can be to one of them what my teacher was to me.

✍



Writing professor Carrie Priddy DuPre ('02), in front of Sikes Hall at Clemson University, says she "found her voice" in her JMU English 101 writing course. Right: "Just another lost freshman" at JMU — Carrie Priddy at Garber Hall in 1998.



**'She gave me possibly the best gift a teacher can give a student — confidence.'**

— CARRIE PRIDDY DUPRE ('02)

AlumniNews

{Double Legacies}

# Loyalty and legacies

*Firefighters share family career paths and alumni legacies*

BY SANDE SNEAD ('82)



Alumni News

**L**oyalty and legacy are words that come to mind when describing five dedicated Richmond firefighters who all hail from the same alma mater. David Griffin, Kevin Knight, Kim Roberts, Chris Davis and Michael Oprandy work at different stations around the city, but they have a number of things in common — many come from a family legacy of firefighters as well as a legacy of Dukes.

Both Lt. Michael Oprandy's father and brother are in the firefighting business, but check out the purple blood running through the Oprandy family veins: Oprandy ('02), his brother, one of his sisters, his wife, her sister, her brother and his wife are all JMU grads.

Likewise, Chris Davis' ('76) grandfather was a police officer, and his father was a firefighter, so his career path was pretty clearly

defined. So was his college choice. Four of his seven sisters graduated from JMU. His daughter, Heather Davis ('10), is a junior at JMU.

Kim Roberts ('01) is a fourth-generation firefighter. Her great-grandfather was a New York City firefighter, and her grandfather and father were New Jersey firefighters. "I've always known I wanted to be a firefighter," she says, "but I still wanted to go to college and study different things just to be sure."

Roberts is pleased with her decision. "Every day is exciting," she says. "You never know what to expect. It's very dynamic and it feels good to know that you are helping someone almost every day."

**Richmond Dukes and career firefighters Chris Davis ('76), David Griffin ('81), Kevin Knight ('99), Kim Roberts ('01) and Michael Oprandy ('02) hail from families of firefighters.**

**'I've always known I wanted to be a firefighter, but I still wanted to go to college and study different things just to be sure.'**

— KIM ROBERTS ('01)

**{Dukes' Connections}**

While Kevin Knight ('99) did not follow family members into the firefighting field, he shares Roberts' passion for helping people. "My brother and I came upon an accident where a 13-year-old was hit by a car," Knight recalls. "My brother had EMT training, and he knew what to do. Then I saw the fire and rescue teams come on the scene, and I knew that's what I wanted to do for a living."

Oprandy followed a different career path. After working in the field for a few years, he was tapped to be a public information officer for the station.

But after nearly two years at a "desk job," Oprandy headed back to the field. "I was one of those little boys who dreamed about fire trucks and being a fireman," he says, "but I'm one of the few who actually did it."

Same for David Griffin ('81). It was the allure of the big red truck and being able to drive really fast that drew him in. "I'm suffering from the Peter Pan syndrome and never want to grow up," he says.

Unlike what is depicted on television, Richmond firefighters seldom while away hours at the station. Roberts and many firefighters work three 24-hour shifts a week. A typical day begins with a shopping trip for lunch and dinner supplies. Next, firefighters clean the station from top to bottom, eat lunch, then engage in training or driving around the district to patrol and learn about different areas — when not on calls.

Because she works at Station 1, which is a busy station at 24th and Broad Streets, Roberts' team may receive as many as 12 to 14 calls during a busy day.

After 28 years on the job, Davis can honestly say, "This is the best job I've ever had."

It's the only job he's ever had. Although he graduated with a degree in business administration, times were tough in the mid-'70s. "I was trying to get a job in business, but nobody was hiring. My dad said, 'You ought to try the fire department.' I've been here ever since."

While Davis has found the job rewarding, he admits it's high stress, too. The biggest fire Davis tackled was when Benedictine High School's 75th-anniversary events were interrupted in 1986 by a five-alarm fire that destroyed the school's upper floors. "It's very emotional, and you see things you shouldn't have to see," he says. "Still, I can't imagine doing anything else." M

## Work hard, play hard

*Alumni groups raise money, network and share the Purple Pride*

### Fort Lauderdale Chapter

Fort Lauderdale Alumni Chapter members held their first event in March. More than 40 area alumni gathered for a cocktail party at the home of chapter president John Torregrosa ('90) to kick off the chapter with some PurplePride. Want to join this chapter or volunteer? E-mail [ftlauderdalechpt@alumni.jmu.edu](mailto:ftlauderdalechpt@alumni.jmu.edu).

### Hartford Alumni Chapter

The Hartford Dukes hosted a tour of the Thomas Hooker Brewery in March. Area alumni spent the day learning how beer is made, sampling the brews and mingling with fellow Dukes.

### Jacksonville Spirit City

Jacksonville, Fla., was recently named a JMU Spirit City. Dukes in the area hosted a kickoff event in March and plan

to paint northeast Florida and southern Georgia purple and gold.

### Los Angeles Alumni Chapter

Los Angeles Dukes have raised nearly \$1,000 by participating in charity walks since recently re-establishing an active alumni chapter. To get involved in rebuilding this chapter, e-mail chapter president Ted Yeschin ('00) at [lachpt@alumni.jmu.edu](mailto:lachpt@alumni.jmu.edu).

### Richmond APN

The Richmond Alumni Professional Network hosted its third networking dinner in April. Virginia Lt. Gov. — and JMU parent — Bill Bolling ('09P) presented the keynote address. Bolling is the father of Kevin Bolling, who graduated May 9.

More than 50 Dukes heard the lieutenant governor speak, and alumni enjoyed an evening of networking. To join the

Richmond APN, contact Brandon Hedrick at [hedricb@nationwide.com](mailto:hedricb@nationwide.com).

### Tidewater Alumni Chapter

Tidewater Chapter President Alison Cooper ('93) says that area Dukes celebrated and networked at the Third Thursday Happy Hour events in



Tidewater Chapter President Alison Cooper ('93) and Kelly Woodruff ('94) have fun at a Tidewater's Third Thursday Happy Hour.

March and April at Norfolk's 626 Press and Virginia Beach's Gordon Biersch. To volunteer for a leadership position with Tidewater Dukes, e-mail [tidewaterchpt@alumni.jmu.edu](mailto:tidewaterchpt@alumni.jmu.edu). M

\* If you are interested in getting involved with a JMU alumni group visit [www.jmu.edu/alumni](http://www.jmu.edu/alumni) to find a chapter, Spirit City or Dukes Around the World group in your area. Don't see an alumni group near your area? E-mail Stephanie Hamson, alumni chapter coordinator, at [hamsonsk@jmu.edu](mailto:hamsonsk@jmu.edu) to start a new group.

## WHO'S IN THE FAMILY?

*Some JMU alumni groups are about more than the city you live in. Check out the list of nonregional alumni groups:*

- BLACK ALUMNI CHAPTER • CHEERLEADING
- DUKETTES • MADISON EQUALITY • MADISON RUGBY
- MARCHING ROYAL DUKES • NURSING • ORL/RA
- ORIENTATION • SGA • STUDENT AMBASSADORS
- UREC ALUMNI

Are you part of the Purple and Gold Nation? Check out the most up-to-date list of alumni groups at [www.jmu.edu/alumni/involved/groups.shtml](http://www.jmu.edu/alumni/involved/groups.shtml)

{An HTC Mystery}

# Do you know Smittie?

Donated SchoolMa'am offers Madison treasures BY TONY MADSEN ('99)

**L**eaving though old yearbooks from Madison's yesteryear — donated to the *Madison* magazine office — offered up quite a piece of notable university memorabilia and a bit of Harrisonburg State Teachers College history. Esther Louise Smith ('30) — or her family — donated a 1929 *SchoolMa'am* to the university some time over the last 80 years.

This particular yearbook is copious with classmates' signatures and personal notes to "Smittie." Esther Louise Smith, a native of Safety Harbor, Fla., was a junior in 1929. She was a member of the basketball team and a leader on the HTC Athletic Council. Her roommate writes: "June 1, 1929 ... Never will I forget the good ole times we had together in Spotswood '6.' Raving about your man, Eddie ... and eating as we three usually do the greater part of our time. Always remember me, your bad little roomie, Grace."

A classmate pens, "We've washed [laundry] together again and again ... Smittie, girl, I've


enjoyed it to the nth degree. Smittie hon, you have been so sweet to us this year. I'll always remember you as #6 and the good old games you played."

An admirer writes: "You'll be president someday." Last, but not least, a friend leaves this touching remark, "My life has been happier at HTC because of you."

This *SchoolMa'am* is well worn. It looks as if the Duke Dog might have taken a bite out of its corner. Some inner pages are torn or missing, but one page offers a rare surprise. Two paper pennants are glued onto the last page of the student directory. The pennants are

for VPI (aka Virginia Tech, where maybe Smittie's "Eddie" matriculated?) and another for the Harrisonburg State Teacher's College. What a beautiful historical artifact from our spirited Smittie.

If you are out there, "Smittie," thank you for this spectacular glimpse into student life at Madison 80 years ago.

If you know Smittie, please write to madisonmag@jmu.edu. 



The 1929 *SchoolMa'am* of Esther Louise Smith ('30), inset, offers treasures like the HTC and VPI pennants above. Are you a legacy of Smittie's? If so, e-mail madisonmag@jmu.edu.

## HOMECOMING 2009

The JMU Dukes battle the Villanova Wildcats on Oct. 17

TICKETS FOR THE HOMECOMING GAME GO ON SALE JUNE 1. GET YOUR TICKETS AT [WWW.JMUSPORTS.COM](http://WWW.JMUSPORTS.COM).

**Alumni:** Don't miss Friday's Homecoming Parade, Pep Rally, reunions and Sunset on the Quad

**Students:** The fun begins on Oct. 11 and runs all week. Check out the schedule online

GET ALL THE DETAILS AT [WWW.JMU.EDU/HOMECOMING](http://WWW.JMU.EDU/HOMECOMING)



UNDER THE BIG TOP

JMU Homecoming 2009  
OCT. 16-18



{Be the Change}

# Madison rugby alumni honor player and friend

*The Luis de Souza Pinto Memorial Scholarship*

BY KATIE HUDSON ('10)

**“W**hen alumni think of JMU men’s rugby, one of the first people they think of is Luis de Souza Pinto ('02),” says Pinto’s former teammate Brian Rainey ('04) of Arlington. “He personified the love for the game, and everything that came with playing rugby at Madison is Luis.”

Pinto died in a jet skiing accident in 2004. Madison rugby players decided to honor Pinto by creating a memorial scholarship. When Madison Rugby Alumni Chapter members and players approached the JMU Development Office, they were advised that they had five years to raise \$25,000 to establish an endowed scholarship. For those who knew Pinto, the fact that the team raised the total amount in four months came as no surprise.

The Luis de Souza Pinto Memorial Scholarship Endowment benefits an international student/rugby player attending JMU. The Pinto family and the Madison Rugby Alumni Chapter helped create criteria to select scholarship recipients.

Originally from Brazil, Pinto came to JMU in 1998 and quickly became involved with the rugby team. He was named one of the captains and team vice president. He also served the Madison Connection by calling alumni to ask them to give back to JMU. After graduation, Pinto moved to New York City to work with the Bloomberg news media company.

When the players learned of Pinto’s passing, they immediately started to collect donations. Rainey says that setting up the scholarship was a “defining JMU highlight” in his Madison Experience. “Alumni help was inspirational. We have received donations from original players who established the club in 1975 to recent graduates.”

Rugby alumni hope to see the scholarship endowment continue to grow, espe-

cially in these tough economic times. “We’d like to have enough funding so that multiple students receive the scholarship all four years,” Rainey says.

“By setting up the memorial scholarship, rugby alumni have honored their friend in a most appropriate way,” says Ted Sudol, JMU director of charitable gift planning. “The scholarship also helps increase diversity at JMU.”

Rainey adds, “Luis was a great rugby player, and he always had a smile on his face. There were so many people whose lives he touched. And that continues. We have received e-mail from prospective students and rugby players from Africa, Asia, Europe and South America. All are interested in the scholarship. ... But honoring Luis is the most important factor. He loved JMU.”

To support the Luis de Souza Pinto Memorial Scholarship contact Brian Rainey ('04) at [raineybt@gmail.com](mailto:raineybt@gmail.com). Learn how you can support many JMU scholarships at [www.jmu.edu/give/](http://www.jmu.edu/give/). ❏

**A Madison Connection manager talks with Luis de Souza Pinto ('02) before he calls on alumni to give back to JMU.**



\* Learn how you can support many JMU scholarship funds – and ensure the Madison Experience for the next generation – by visiting [www.jmu.edu/development/give/](http://www.jmu.edu/development/give/).

## Madison Events

**MAY 30**  
Charlotte Dukes Family Picnic

**JUNE 5-7**  
Alumni Volunteer Weekend  
Leadership Conference  
[www.jmu.edu/alumni/events](http://www.jmu.edu/alumni/events)

**JUNE 20**  
Black Alumni Chapter  
Summer Picnic  
Denver Alumni Chapter  
Rooftop Happy Hour

**JUNE 27**  
Baltimore/Annapolis  
Chapter Outing  
Orioles vs. Nationals at Camden Yards

**AUGUST 29**  
Richmond Chapter  
2009 Crabfest

**OCT. 9-11**  
Family Weekend 2009  
[www.jmu.edu/parents/  
Family\\_Weekend.shtml](http://www.jmu.edu/parents/Family_Weekend.shtml)

**OCT. 16-17**  
Homecoming:  
Under the Big Top  
[www.jmu.edu/homecoming](http://www.jmu.edu/homecoming)

For more information on events, please call the JMU alumni office toll free 1-(888) JMU-ALUM or visit [www.jmu.edu/alumni/calendar/](http://www.jmu.edu/alumni/calendar/).

Alumni News

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

# CLASS

**41** Former JMU Alumni Association Board of Directors member **Mary Wright Thrasher** of Norfolk died on March 17.

Thrasher also served on the JMU Foundation Board. She was a member of the Friends of Carrier Library, the Madison



Founders Society, and she received the JMU Distinguished Alumni Service Award in 1978. The former senior nutritionist in the North Carolina State Health Department was an active community volunteer. She served on the boards of Virginia Wesleyan College, the Virginia Symphony, the Virginia Annual

Conference of the United Methodist Church and numerous other service organizations. She served as president of Virginia's chapter of the American Association of University Women and represented Virginia as a delegate to several national conventions.

**57** **Barbara Overby Sublett** sold her home and bought a townhouse on Gaston Lake.

**67** Cambridge *Who's Who Among America's Teachers* recognized **Beatrice Crantz** for leadership in primary education. She teaches fifth-grade social studies and English studies at Linville-Edom Elementary School. She was also recognized by *Who's Who Among America's Teachers* in 1994, 2004 and 2005. Crantz has served at Linville-Edom for 13 years.

**71** **Steve Smith** ('75M) celebrated his 25th year of service to JMU this year. Smith originally joined the JMU admissions team in 1971 and later led the alumni office. He worked at Bridgewater College from 1990 to 1995 and later at a computer firm before returning to JMU in 2001. He is currently associate vice president of constituent relations in the division of university advancement. Many alumni will remember him as facilitator of the Madison Confessional programs during the annual Bluestone Reunion Weekends.

**72** **Sandra Joan Claytor Neel** proudly announces the Sept. 24, 2008, birth of her first grandchild, Audrey Grace Miller, who is the daughter of Neel's daughter, Anna Marie, and her husband, Jason. \* After retiring from 34



**Above: Mary Fleming Woodle ('72), Virginia Sen. Walter A. Stosch and Sara Benghauser ('08) at the capitol in Richmond**

years of teaching in Virginia, **Mary Fleming Woodle** has been working for Virginia State Sen. **Walter A. Stosch**, republican leader emeritus. Woodle has served as an administrative assistant during the General Assembly session for the past three years. "It's an honor to work with Sen. Stosch, who's main focus has been on college affordability and college accessibility," says Woodle. "And, this year was special in that we had a JMU graduate on staff." Centennial Duke **Sara Benghauser** ('08), a fellow JMU Alpha Sigma Tau sorority sister, interned with the senator's office. Benghauser is completing her master's degree in public administration at Virginia Commonwealth University. As part of her program, she is completing an internship with the Virginia General Assembly during the 2009 session, working for Sen. Stosch. Benghauser has met with lobbyists, tracked legislation, assisted the senator with other legislative matters and met a Madison sorority sister who graduated 36 years earlier.

**73** **Philip Wayne Updike**, a College of Business graduate, is a JMU Foundation Board member and a co-owner of RE/MAX Performance Realty in Harrisonburg.

**74** **David Grimm** joined the JMU Office of Development as director of development for the College of Arts and Letters in January. Grimm previously served as a volunteer for the College of Business Executive Advisory Council and the JMU Alumni Association Board of Directors.

**76** **Eric Warren Broyles** writes, "Patty and I celebrated our 15th anniversary this year. We will be going on our seventh cruise in January to celebrate our love for each other and sip mint juleps in the Caribbean."

**79** **James "Jim" Dawson** is a movie critic and entertainment-industry writer whose work appears on ARTISTdirect.com and in the British magazines *Film Review* and *Ultimate DVD*. \* **J. Craig Williams** joined the law firm of Sedgwick Detert Moran &

## SCHOLARSHIP THANKS

Dear **Fred B. Devitt Jr.**:

*I am a sophomore nursing major at JMU, and I would like to express my extreme gratitude for receiving the Myra Doherty Memorial Scholarship. This generous gift has greatly helped me in financing my education. I cannot put into words how thankful I am to receive this generous gift. I am the fifth of six children, and I am paying my own way through college. I am an active member of the National Honor Society of Collegiate Scholars, Catholic Campus Ministry, and I work in the Java City Coffee in our new East Campus Library. I have always felt a strong desire to serve my community. Thank you for your generous gift and assistance in helping me achieve my Bachelor of Science in Nursing. Thank you.*

**Clair Karaffa** ('11)

Continued on Page 58

## Stay in touch

To submit a class note to appear in an upcoming issue of *Madison*, read the instructions and fill out the form on the inside back cover or visit

[www.jmu.edu/alumni/classnote/](http://www.jmu.edu/alumni/classnote/)

## This Duke knows her sports

BY SANDE SNEAD ('82)

When you have a Wikipedia page, you kind of know you've arrived, but **Lindsay Czarniak ('00)**, sports anchor for WRC-TV, the local NBC television affiliate in Washington, D.C., takes it all in stride.

"How funny is that?" Czarniak says. "But I feel like everybody has a wiki page now."

Well, everybody who's covered the Olympic games twice, serves as co-host of *The George Michael Sports Machine* and has a weekly gig on the *Mike O'Meara Show* does.

This Duke knows her sports. Her father, Chet, who has been with *USA Today* for more than two decades, was a sports reporter and editor for 16 years. He is now network managing editor of *USA Today* and *USA Today* online. "Both of my parents had a tremendous influence on me," Czarniak says. "My mom [Terri] was a teacher and is now a principal at an Alexandria elementary school."

Czarniak grew up attending Olympic Games and other sporting events with her father, and she got some hands-on instruction as well. "I remember Dad editing my papers, and I just wanted to cry," she says. "He would rip them apart. But he taught me that having high standards and ethics in this business is key."

The "Czarniak School of Journalism" worked. "Lindsay obviously had a passion for the business," says Marilou Moore Johnson ('80), associate dean for the JMU College of Visual and Performing Arts. Johnson taught Czarniak in a broadcast journalism class. "It's a lot of work to put together video reports, package the news, anchor and produce a newscast, and that burns some students out quickly, but it didn't daunt Lindsay. She had an enthusiasm for it," says Johnson.

Czarniak's first job out of college was at CNN in Atlanta. "I absolutely had stars in my eyes," she says. "I was just in awe."

After reporting and anchor stints at various television stations in the Jacksonville, Fla., area, Czarniak was covering a story on



**Lindsay Czarniak ('00) and her father, Chet, share a trip to the Great Wall during Lindsay's 2008 coverage of the Olympic Games in Beijing, China.**

MLB player Carlos Delgado in January 2005, when he signed a four-year contract worth a reported \$52 million with the Florida Marlins. It was then that she got a phone call from George Michael. "I thought he was calling me to get some footage of Delgado, but instead he said, 'I want to see what we can do to get you to come to D.C.'"

Later that year, Czarniak returned to D.C. and joined NBC4, acting as sports anchor and reporter for George Michael. She officially became the co-host of *The George Michael Sports Machine* in September 2006. In her first major assignment as a reporter, Czarniak traveled to Turin, Italy, to relay coverage of the 2006 Winter Olympics for NBC Sports.

In August 2008, she returned to the Olympic arena, covering the Beijing Games as part of NBC's broadcast team. Her chief responsibility was a daily program about gymnastics for the Oxygen network. "Covering the Olympics was a great experience, and I got to immerse myself in Chinese culture," Czarniak says. Czarniak's father is most proud that she has made a respected name for herself in the business. "When I hear from my peers that Lindsay does her homework and that she is well prepared – that's the best you can ask of anybody." Czarniak's love of sports has passed the capital beltway to super speedways. She served as a pit reporter for NASCAR's former Busch Series races at the Martinsville Speedway and an IRP Busch race. She doesn't see any barriers to women in sports news these days. "While women sports reporters may still be a minority statistically, I did an interview in the locker room the other day, and there were four women with microphones right in front," she says. ■

# What's *your* Top 10?

**ALUMNI: Here's your chance to talk to prospective JMU students**

Tell *Madison* your Top 10 favorite things to do in the Shenandoah Valley and your Top 10 favorite things to do on campus. Results will be published in the Fall 2009 issue, which will focus on prospective students.

**SUBMIT YOUR TOP 10 LISTS TO MARTINMH@JMU.EDU.**

ClassNotes

Arnold LLP as a partner in the firm's Orange County office. Williams handles complex business litigation with an emphasis on environmental, intellectual property, real estate, technology law and labor matters, and their respective insurance coverage and related tort issues. He is a member of many professional organizations and serves on several boards, including the Avvo.com advisory board, *Law Technology News* editorial board, and Bighorn Institute board of directors.

**80** **Kathee Dishner** was named manager of the Country Club of North Carolina,

which is a private gated community featuring two golf courses. Dishner says that she is excited to "focus her skills on management for one organization as opposed to being responsible for several clubs."

**81** **Mark Davison** accepted a position as senior vice president and partner at United Capital Lending in Virginia Beach. He previously served SunTrust Mortgage as an assistant vice president. **\* Carolyn Schellhorn Windmiller** celebrated her 20th year of service to JMU this year. Windmiller joined the JMU publications office as assistant director in 1989 and has

held other leadership positions. She is currently communications design director in the division of university advancement.

**82** **JMU Hospitality and Tourism Management Advisory Board member Nicholas DiMeglio** joined the Ritz-Carlton Club as vice president for operations. Most recently, DiMeglio was the general manager at The Ritz-Carlton Club, Aspen Highlands, where he increased member and employee engagement. He previously served as general manager of The Williamsburg Inn in historic Colonial Williamsburg.

A second generation hotelier and third generation restaurateur, DiMeglio began his hospitality career 35 years ago. He has extensive experience in the luxury hotel industry including working at AAA Five Diamond, Greenbrier resort in White Sulpher Springs, W.Va, and serving in several positions within Four Seasons Hotels and Resorts. **\* Mark E. Ragland** completed his 21st season as head coach of the Albemarle High School volleyball team. His team won the Virginia AAA State Championship this year for the first time in the school's history. Ragland was named 2009 State

Continued on Page 60

Stay in the know, get *Madison*

# Madison

**Want to go green and read Madison online?**

To receive *Madison* electronically, keep your e-mail address up to date with JMU. Log on and share your e-mail at [www.jmu.edu/madisononline/emailme.shtml](http://www.jmu.edu/madisononline/emailme.shtml)



## A JMU go-green energy team

*Sustainable Energy Developments is a leader in wind power*

By HALI CHIET ('07)

In April 2002, five JMU alumni came together to form Sustainable Energy Developments Inc. – a company that is now the leader in decentralized wind energy projects in the northeastern United States. The original founders of this go-green energy team, **Kevin Schulte ('00), Loren Pruskowski ('00), George McConochie ('00), Ernest Pritchard III ('00)** and **Joseph Swaha**, all met at JMU. Now, the company boasts three more alumni – **David Strong ('03), John Trout ('05)** and **Scott Abbett ('00)**.

"We're trying to bring renewable energy services and products to people so that they can be more self-sufficient," says Pruskowski.

Schulte adds, "One of our goals is to increase the awareness of the benefits of wind power across the Northeastern United States."

Whereas most companies set up large wind turbines in one location, SED installs turbines in a more distributed fashion. "Most of the electricity people use is actually made hundreds of miles away," says Strong, who joined SED in 2002 after serving as an intern. "We encourage people to make energy right where they use it. To break it down simply, we create distributed rather than centralized energy generation."

After graduation, Schulte worked on building wind farms for a company in Texas. Pruskowski was working on wind resource assessment in Albany, and McConochie, Pritchard and Swaha were learning about wind project construction throughout the nation. In September 2001, Pruskowski got the urge to reconnect with the others after 9/11. "I was working in the field on top of a mountain during 9/11, and I was very isolated," he says. "I phoned Schulte and told him it was time we created our own company. I felt it was a great time to start; the world was changing, and a company like ours could support positive change."

In March 2002, Schulte, Pruskowski and McConochie moved into a small apartment in Schenectady, N.Y., to create a formal business plan. Pritchard joined soon after and helped finance the company. On April 2, 2002, the plan was submitted to the New York State Attorney General's Office, and SED Inc. became official.

"We're all excited by the freedom of a small business and by working by our own philosophy," says Trout, who became a full-time employee in August 2006 after interning in 2005.

At first, the company founders focused on wind resource assessment work, evaluating potential wind farm sites on the East Coast. They were successful thanks to Pruskowski's and

Schulte's educational foundations in environmental engineering and energy systems design from the JMU College of Integrated Science and Technology. "They have a mantra in ISAT about being problem solvers," says Schulte. "We help develop wind power projects that allow people to be more self-sufficient and that contribute to a greener environment."

To remain financially sound from the start, SED received its main source of income by installing meteorological towers. Pritchard, McConochie and Swaha had all previously worked in the meteorological tower construction business. As the company developed, the founders realized there was a niche in the

wind market that was not being attended to – schools, farms, municipalities, factories and small towns. "We want to help benefit communities and show them that wind power can provide both environmental and economic benefits," says Abbett, who joined SED in 2005.

In July 2007, with the help of a grant, SED installed a 1.5-megawatt GE wind turbine atop the Jiminy Peak Mountain Resort, which helped the company gain a strong foothold in the wind power industry. "It's exciting to be a part of a company that's on the forefront of change," says McConochie. "We've seen so much change in the acceptance and conscience of wind power energy."

**At the wind turbine outside the SED company headquarters are (l-r): George McConochie ('00), Ernie Pritchard ('00), Loren Pruskowski ('00), Dave Strong ('03), Kevin Schulte ('00), John Trout ('05) and Scott Abbett ('00).**

In 2008 SED moved to a new office in Ontario, N.Y., and completed a 600-kilowatt wind turbine at Holy Name Junior/Senior High School in Worcester, Mass. – the first turbine of that size in Worcester. The team also installed the first large wind turbine at Hyannis Country Garden in Cape Cod and incorporated wind power into the Massachusetts Bay Transportation Authority. SED is the first company to have installed four commercial scale wind turbines in Massachusetts. The projects also were each a first – the first wind turbine at a ski resort in the United States, the first for a high school in Massachusetts, the first commercial scale wind turbine on Cape Cod and the first at a public school in Massachusetts.

"We really need to see the use of more renewable energy sources in the U.S.," says Pritchard. "I hope that our experience and our abilities can help promote the use of wind energy throughout our great nation." ■



# PLANNING

*a trip back to the 'Burg?*

Find out what's happening on campus at  
[www.jmu.edu/jmuweb/calendars](http://www.jmu.edu/jmuweb/calendars)

Volleyball Coach of the Year and was selected to coach the Virginia High School Coaches Association All Star Game in July. Ragland holds Virginia's career mark for coaching victories in volleyball.

**85** **J. David Garlow** accepted a position as director for DGD Research in San Antonio. It is the largest private diabetes research facility in the United States. He writes, "I have been employed in the clinical research industry since 1996, and I am a nationally certified clinical research professional. I hope to contribute to the development of new medicines to help those with life-threatening diseases."

**86** **Timothy Michael McConville** joined the law firm of Odin, Feldman and Pittleman PC in Fairfax as a partner in the area of labor and employment law.

**88** **Lt. Col. John Bell** is home after a tour in Kabul, Afghanistan, where he helped rebuild Kabul's police program. He says, "This was a 180 turn from flying planes and a very interesting time in my life. I was ready to get home to my children: son Jake is 1, Megan is 3, Susan is 5 and Amber is 9. I've returned to flying the 737 for American Airlines. I mainly head south to Latin America, but if you are flying out of DCA look for me, we go up there a lot." \* **Edward S. Patterson** writes, "My daughter is a freshman at JMU entering exactly 20 years after I graduated. I have earned an M.S.Ed. at Old Dominion University to go along with my M.A. from UNC-Chapel Hill."

**90** In March, **Jeff Smith** ran a personal best time of 3:46 in the Marine Corps Marathon in Washington, D.C.

**93** **Timothy M. Persons** accepted a position as chief scientist at the U.S. Government Accountability Office in Washington, D.C. Previously he was employed at IARPA as technical director. The GAO is the investigative arm of the U.S. Congress. In his new role, Persons is an expert adviser and chief consultant to the GAO, Congress and other federal agencies and government programs. He focuses on cutting-edge science and technology, key highly specialized national and international systems, engineering policies, best practices and original research studies in the fields of engineering, and computer and physical sciences to ensure efficient, effective and economical use of science and technology in government programs.

**94** **Carrie Willwerth Brogden** writes, "My husband Craig, who is Australian, and I have three children, Reece (5), Isabelle (3) and Layne (1). We own and live on a thoroughbred racehorse farm in Kentucky. We have 180 horses, and we love every minute of it!"

**95** **Matt Cyr** is the editor of Children's Hospital magazines and publications in Boston. Earlier this year Cyr traveled to Ghana, where he wrote about, blogged and filmed the work of a Children's Hospital cardiac surgical team. His film was featured on Boston network

television and on ABC-TV's *Good Morning America*. Cyr lives in Hopedale, Mass., with his wife and their triplets, Olivia, Sophie and Jackson. \* **Tanya Davis** was promoted to manager of artistic administration from artistic and education coordinator at the Nashville Symphony. In her new position she manages the Nashville Symphony Chorus, produces the Pied Piper family concert series and works regularly with world-renowned soloists, conductors and composers. \* **David Helfen** was awarded the Department of the Navy Meritorious Civilian Service Award and was recognized as the Naval Criminal Investigative Service Special Agent of the Year for performance in the agency's Operations Support Directorate. \* The U.S. Chamber of Commerce honored **Chad Layman**, owner of Fine Earth LLC, with its 2009 Community Excellence Award and a Blue Ribbon Small Business Award in May. The awards recognize the company's dedication to excellence in financial growth, community involvement and customer service. Layman is an active alumnus volunteer in the Edith J. Carrier Arboretum lecture series.

**98** **Kimberly Matthews Robertello** published *Evidence-Based Practices in Alcohol Treatment: The Robertello Evaluative Tool for Assessment and Evaluation* with VDM-Verlag Publishers in Germany. It is available internationally through Amazon.com. \* **Molly Amburn Whelsky** was promoted to area director from assistant area director at Boston University.

**99** **Kim Hartzler-Weakley** was named executive director of the Office of Children and Youth of Harrisonburg and Rockingham County. She previously served in the JMU Institute for Innovation in Health and Human Services, which oversees the Office of Children and Youth. The office offers community programs like Gus Bus and a teen pregnancy prevention program. \* The Information Systems Security Association honored **Mark Johnson ('99M)**, chief information security officer for Vanderbilt University, with its 2008 Security

Professional of the Year Award. Johnson joined Vanderbilt in August 2004 after serving as the chief security officer for London Bridge



**Mark Johnson ('99M)**

Group, a London-based global provider of technology solutions for the financial services industry that was purchased by Fair Isaac Corp. in 2004. Johnson has more than 16 years of experience in the information security field and was named the 2007 Executive Alliance National Information Security Executive of the Year in the academic category. He earned his master's in computer science at JMU. \* **James Marvin Keeton III** graduated from the University of Richmond's T.C. Williams College of Law in May 2008. He is attending Villanova University to earn his master's in tax law. He has been married to Hillary Joy Campbell since December 2007. \* **Brandy Palmore Arnold** accepted a position at Henry County Schools in Collinsville as a seventh-grade English and social studies teacher. She most recently served as a seventh-grade social studies teacher for Halifax County Schools.

Continued on Page 63

## SCHOLARSHIP THANKS

Dear **Gary Thompson**:

*I am a 29-year-old junior at JMU. I was recently married, and my husband and I just bought our first home. I work full time at Harrisonburg High School, while I'm completing my B.A. through JMU's Adult Degree Program. My goal is to also complete my M.A.T. in early childhood special education. I want to express how grateful I am to receive the Thompson Family Scholarship. I am the first person in my family to attend college, and I am paying for my education on my own. This generous scholarship has truly helped me feel financially supported and secure, which, in turn, helps my performance at work and in school. Thank you for making my college experience so much easier. It means the world to me.*

**Kacey Neckowitz ('10)**

## Creating a dyslexia friendly classroom

*Alumnus overcomes for self and students*

By KATIE HUDSON ('10)



“When I look out at my class, I see myself,” says **Jared Setnar ('04M)**. That’s because, like many of his students, Setnar is dyslexic.

Setnar teaches ninth- and 11th-grade history at Virginia Beach’s Chesapeake Bay Academy, a private academy that offers learning-challenged students a more individualized environment. Students with attention disorders and dyslexia are the majority enrolled in the academy.

Setnar knows how frustrating it can be to overcome a learning challenge. During most of his education in public schools, he says that he resorted to “teaching himself.” Dyslexia, Setnar says, “is something one can never be fully cured of.” His dyslexia followed him to Virginia-Wesleyan College and on to JMU where he earned a master’s in history.

Throughout his education, test taking was the most difficult task, Setnar says. Because of his dyslexia, he does not perform well on standardized tests. After he explained his situation to professors in the JMU history department, they decided to waive Setnar’s GRE scores. “I will never forget that, and I will always be grateful,” he says.

A few years later, Setnar’s mother saw an ad in the newspaper from Chesapeake Academy seeking a history teacher. “I was really excited to find this school that focuses on learning-challenged students. This is definitely a place that I would have wanted to go to school,” Setnar says.

The school currently enrolls about 65 students, and classes consist of usually no more than six students. Technology plays a big role in Setnar’s classroom. Each lesson has structured notes that Setnar calls “road maps to the lecture.” Students can follow along during PowerPoint presentations,

and classrooms have interactive white boards to facilitate learning.

Erica Smith-Llera, principal of the upper school, says Setnar’s teaching is not solely successful because of state-of-the-art technology. Setnar’s ability to connect with the students is much more powerful. “His energy level is contagious, and students immediately become excited about the history he weaves into compelling stories,” Smith says. “Each day, I not only hear, but I also feel, the learning going on in his classroom.” Setnar individualizes his teaching methods for particular students. Some may need one-on-one attention, while others need visual representations of subject matter. “I think it’s very easy to teach learning-challenged students,” he says. “Dyslexia is not an intellectual disability. These students have difficulty with language or reading, or other challenges, and they just need to handle their aggravation and stress differently. I understand their aggravation, and I can remind them that I am in the same boat they are.”

Within two years of joining the Chesapeake Bay Academy faculty, Setnar has worked his way up to assistant principal of the upper school.

With his dyslexia, he knows what it was like to feel isolated and alone during high school, and he doesn’t want any of his students to have that same kind of experience. “I am trying to be the principal I wish I had,” Setnar says.

His new position requires a lot of work but Setnar considers himself very lucky. “I might be a little tired when I leave work, but I feel satisfied and fulfilled everyday.” ■

**Jared Setnar ('04M) relates to learning-challenged students on a personal level at Chesapeake Bay Academy.**

## Soaring service

*Alumna helps create Young Eagles*

BY SARAH MEAD ('99)

**S**hirley Steele ('63) has taken community service to new heights. Following her retirement from teaching in 2000, Steele became interested in the Experimental Aircraft Association. "One of the major programs of EAA is to give kids their first airplane ride," she says. "Once the child between ages 8 and 17 has flown, he or she is considered a Young Eagle, and the participant's name is placed in the most extensive logbook in the world. Our organization has given free flights to approximately 650 to 700 kids since 2006.

The program also has a scholarship program where two participants are sent to a week-long NASA Space Challenge camp in Huntsville, Ala. "They get a full-blown introduction into the world of flying, and it is guaranteed to change their lives." Steele says. "Our scholarship was set up to honor former World War II Air Force service pilot Emily Metz Giles, who passed away in 2008."

"A desire to help the community and give back something to the area in which we grew up is very special to us," says Steele.

A business education major, Steele has kept herself active since her graduation more than 40 years ago. She earned her master's in education with a concentration in instructional applications of microcomputers from George Mason University.

In addition to her EAA service, Steele is vice president of the Woodlawn Ruritan Club, and she has been voted Outstanding Ruritan of the Year two years in a row. She maintains the Web sites for the Woodlawn Ruritan Club,

the Carroll County Teachers Association, the Woodlawn United Methodist Church, Chapter 1426 of the Experimental Aircraft Association, the Young Eagles organization and the Carroll County Historical Society. She also serves as the treasurer of her church's United Methodist Women's

Group and is on the Parish Relations Committee of Woodlawn United Methodist Church. Beyond her multiple webmaster duties and church service, Steele serves as editor of the Carroll County Historical Society's magazine, *The Carroll County Chronicles*.

Steele became a devoted volunteer after she retired from teaching in several high schools and elementary schools, and after raising her two sons. She moved to California with her husband, who was in the Air Force. She taught fourth grade for two years, and then she and her husband relocated to Wycombe, England. Later, the Steeles moved back to Virginia, and Shirley returned to

teaching business education in Fairfax County in 1977.

Steele believes that Madison certainly prepared her for the real world. "Being from a small rural area, it was a major adjustment to fit into Madison College," she explains. "I always strived to do my best. When Madison's truly dedicated professors realized that a student was doing her best, they were willing to help any student achieve." ❧



**Experimental Aircraft Association volunteers Shirley and Bob Steele depart from the 2006 Young Eagles Rally at Rotometrics Airport in Meadows of Dan, Va.**



**'A desire to help the community and give back something to the area in which we grew up is very special to us.'**

— SHIRLEY STEELE ('63), EXPERIMENTAL AIRCRAFT ASSOCIATION VOLUNTEER



**00** In February Nelson Cragg took one of the three top honors at the 23rd-Annual American Society of Cinematographers Outstanding Achievement Awards. He topped the episodic TV competition for *CSI/For Gedda*. In 2004 Cragg was the recipient of the ASC Heritage Award in the student competition. This is the first time an ASC Outstanding Achievement Award has been presented to a former recipient of the student award. \* In February, the New York Giants named **John DeFilippo** assistant quarterbacks coach. DeFilippo served two years as the offensive quality control assistant with the Giants and prior to that served two seasons as the Oakland Raiders quarterbacks coach. Before entering the NFL coaching ranks, DeFilippo was the quarterbacks coach at Columbia University for two seasons and a graduate assistant coach at Notre Dame for two seasons, working with wide receivers and tight ends in 2001 and quarterbacks in 2002. He started his coaching career at Fordham University in 2000. DeFilippo was a four-time all-conference academic quarterback at JMU while holding NFL summer coaching internships in 1997 (Panthers) and 1998 (Colts).

**02** Terrence Nowlin accepted a position in Alexandria as manager of communication at the Society of Competitive Intelligence Professionals. He leads the development and distribution organization's online and print media as well as promotes two international conferences and numerous training events annually. He was previously employed as associate editor of *Parks & Recreation Magazine*.

**03** David Clementson is director of communication for the Virginia Office of the Attorney General, where he previously served as press secretary.

**04** Nadine Wu moved to New Orleans in February 2006 and currently works for the Louisiana Department of Health and Hospitals.

**05** Sarah Cowan is a registered nurse at Memorial Health University Medical Center in Savannah. She says, "As a pediatric intensive care nurse, I am met with challenges each day. But I keep going back, head held high with the goal of making one moment in one person's life better."

**06** Andrew Kepley has been nominated as a candidate in the 2008 Man & Woman of the Year Campaign to raise funds for the National Capital Area of the Leukemia & Lymphoma Society. The Man & Woman of the Year Campaign is a fundraising competition among 21 men and women in the Washington, D.C., area. Contestants have 10 weeks, from April 1 to June 13, to raise as much money as possible. The man and woman who raise the most money individually become the "Man and Woman of the Year." To support Kepley's campaign or to learn more, please visit <http://nca.llsevent.org/pledge/index.cfm?mid=2TIMESSTRONG>.



## ANNOUNCEMENTS

### Weddings

**1990s** Amit M. Desai ('93) to Kerry Cunningham, 11/3/07 \* Sonja Macys ('93) to Chuck Willard, 6/14/08 \* Angela M. Clavelli ('99) to Casey Nestlerode, 10/4 \* Nicole M. Gruenebaum ('99) to

Ben Simonds, 8/16/08  
**2000s** Katie McLoughlin ('02) to Kris Pearson, 10/4/08 \* Leah Benson ('03) to Matthew Metzler, 9/27/08 \* Beth McBroom ('04) to John Paul Javier-Wong ('03), 9/20 \* Julie Vogel ('04) to Brandon Smit, 5/31/08

### Future Dukes

**1980s** Mark A. Davison ('81) and Piya, a son, Dylan Robert, 7/31/08 \* Timothy McConville ('86) and Amy, a daughter, 12/08 \* Kelli McHugh Klein ('88) and Paul, a son, Partick Thomas, 1/3/09 \* Dawn Patterson Vaccaro ('89) and Daniel, a daughter, Catherine Grace, 10/14/08  
**1990s** David Aungst ('94) and Mindy, a daughter, Caroline Elisabeth, 2/17/09 \* Lauren Maimone ('95) and John Duffy, a daughter, Emma Marie, 2/15/08 \* Darci Teten Fortune ('97) and Charles, a son, Brayden Samuel, 10/07 \* Nicole Ogramovitch Harrison ('98) and Michael ('98), a son, John Patrick, 10/11/08 \* Jennifer Lanuti Plurad ('97) and Jason, a son, Christian Michael, 11/9/08 \* Cynthia Briere Lundgren ('98) and Mark, a son, Braeden Gregory, 10/31/08 \* Angela Godus Katona ('98) and Dan, twin daughters, Chyler Elizabeth and

Olivia Grace, 11/3/08 \* Julie-Ann Raymer Wash ('98) and Paul ('98), a son, Paul Edward III, 6/3/08 \* Colleen Gallagher Hickman ('99) and James, a daughter, Abigail Grace, 8/21/08 \* Jessica Lynne Miller Cole ('99) and Steven, a son, Caleb David, 1/17/09 \* Andrea Moser Atkinson ('99) and Andy, a son, Logan Andrew, 8/13/08  
**2000s** Brian Johnston ('00) and Alisha, a son, Bryce Davies, 9/5/08 \* Jill Langridge ('00) and Nick, a son, Parker Owens, 3/3/09 \* Delia DiGiacomo Ruffner ('00) and Justin ('99), a son, Cooper Warren, 12/18/08 \* Rebecca Ann Loeffler Benson ('00) and Philip ('99) 12/24/08 \* Gavin Q de Windt ('00) and Wendy, a daughter, Giselle Joleigh, 1/21/09 \* Sean D. Calvert ('01) and Guenever, a son, Declan Taylor, 10/29/08 \* Jennifer Killi Marshall ('01) and Benjamin, a son, Owen Michael, 9/11/08 \* Marie Cunningham Nelson ('03) and Bobby, twins, Reagan Marguerite and Robert Louis III, 10/22/08

### In Memoriam

MARY W. THRASHER ('41) of Norfolk, 3/17/09  
GEORGINA CHAPPELEAR MILLIKEN ('43) of Williamsburg, 3/30/09  
JAMES W. EAVEY ('52) of Moneta, Va., 3/2/09  
MADELINE CARMICEL KELLEY ('54) of Coral Springs, Fla., 3/1/09  
JOYCE MEADOWS MCGEE ('59) of Glenn Allen, Va., 11/18/08  
DAISY FERNE SIMMONS KING ('62) of Narrows, Va., 3/4/09  
SHERRY BURCHAM ANDERSON ('76, '81M, '85Ed.S.) of Harrisonburg, 1/9/09  
LINDA GOOLSBY DOWNS ('76) of Buena Vista, 3/3/09  
SHERRY HELSLEY GORDON ('77) of Port Republic, 4/3/09  
DARRELL EUGENE NIX ('79M) of Rocky Mount, 3/1/09  
BENJAMIN L. STIPES ('83) of Hartwood, Va., 3/15/09  
DAVID B. CRAIN ('85) of Fredericksburg, 3/14/09  
KENNETH S. HARPER ('85) of Denver, Colo., 2/21/09

**ALUMNI VOLUNTEER WEEKEND**  
SAVE THE DATE: JUNE 5-7, 2009  
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PICTURETHIS



## Education on wheels

By MICHELLE HITE ('88)

**P**romoting STEM education and sustainable transportation in one project — should be as easy as riding a bike, right? Five enterprising students have made it nearly that simple. As part of Earth Week activities on the National Mall, Margaret Beckom (statistics), Tripp Loflin (ISAT), Paul Crisman (ISAT), Sam Sweet (ISAT) and Ari Giller-Leinwohl (ISAT) presented a project with a two-fold mission: to promote STEM education in the high-school population and to promote sustainable transportation in the community. The team represented JMU at the fifth National Sustainable Design Expo April 18–20 in Washington, D.C. They showed off results of their project,

“Promoting Sustainability on Campuses: A College Student-Run, Electric-Assisted Bicycle Competition for High Schools.”


The group created a competition for high-school students to design and build electric-assisted bicycles to meet the needs of commuters on college campuses. The competition promotes science, technology, engineering and mathematics education. Although the

**Above, left to right: Margaret Beckom (statistics), Tripp Loflin (ISAT), Paul Crisman (ISAT), Sam Sweet (ISAT) and Ari Giller-Leinwohl (ISAT).**



**The JMU team presents their project to judges from the American Association for the Advancement of Science in front of the U.S. Capitol.**

JMU team didn't win an award to fund the competition for 2009-10, the experience has inspired team members to continue to work with electric vehicles for their senior research projects.

Two JMU professors advised the team — Samantha Bates Prins (mathematics and statistics) and Rob Prins (engineering). While in D.C., the student team offered demo rides on three electric-assisted bicycles, which they built in the JMU Alternative Fuel Vehicle lab. 



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# Submit your *Madison* class note

The magazine staff welcomes news for class notes that is no more than a year old. Please submit news of personal and career achievements online at [www.jmu.edu/alumni/classnote](http://www.jmu.edu/alumni/classnote) or use this form and mail news to:  
**Class Notes, Madison Magazine, 220 University Blvd., MSC 3610, JMU, Harrisonburg, VA 22807**

Full Name (include maiden) \_\_\_\_\_

Class Year \_\_\_\_\_ College/Major \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

E-mail Address \_\_\_\_\_ Home Phone \_\_\_\_\_

Employer \_\_\_\_\_ Job Title \_\_\_\_\_

Spouse Name (include maiden) \_\_\_\_\_ JMU Class Year \_\_\_\_\_

News \_\_\_\_\_

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



## Sustainable friends change JMU culture

Maria brought the science and Towana brought the business. Together they spurred one of the most significant shifts in JMU history — one that has influenced every component of campus. When President Linwood H. Rose looked around in 2007 for two people to chair a new commission on environmental stewardship, he tapped **Maria Papadakis**, professor of integrated science, and **Towana Moore**, associate vice president for business services. Together they surmounted the huge task of pulling together a plethora of programs and people, all interested in changing the culture of JMU into an incubator of ideas, plans and dreams of a university community practicing the emerging arts and sciences of environmental stewardship. Papadakis says, the group tackled the “big environmental domains: air, water, transportation, energy, renewable energy, agriculture, soils.” She also brought her science to bear. “We’re a moving target ... as people are saving energy we’re also adding new facilities. To get a handle on this, we go in and measure the impacts of different savings initiatives.” That’s the science. Moore looked at their mission with a practicable eye. “From a business point of view,” she says, “we were interested because we’re looking at ways to save money ... and it’s the right thing to do.” What Papadakis and Moore found was a lot of natural collaboration. In fact, Moore says, “it is one of the things that’s so nice about working at JMU. Our whole alternative fuel program is a collaborative project between facilities management and the faculty in Maria’s area. It’s so much better when you have everybody working together.”

While Moore and Papadakis were leading the charge for JMU’s responsible environmental future, they became friends. “Getting to know Maria has been the icing on the cake,” Moore says. “I’ve gotten a really great friend,” Maria echoes. Sustainable friends.

**Maria Papadakis and Towana Moore brought their expertise to bear on the commission on environmental stewardship.**

# BE *the* CHANGE