

THE MAGAZINE OF THE MU ALUMNI ASSOCIATION

MISSOURI

WINTER 2004 • VOLUME 32 • NUMBER 2

Best of Mizzou

Campaign: For All We Call Mizzou 16

Alumni: Risks and Rewards 20

Students: Eager Minds at Work 28

Researchers: Finding New Answers 34

Experts: Curious? Ask Away 40



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Pete Cramer



SPA SHIKI



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HOMES

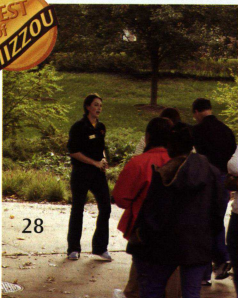
MIZZOU

WINTER 2004 • VOLUME 92 • NUMBER 2



About the cover: This "Best of Mizzou" issue touches on a few dozen of the exceptional people who make the University a great place to work and learn. From an original photo by Steve Morse, the image is an electronically generated mosaic of the dome atop Jesse Hall.

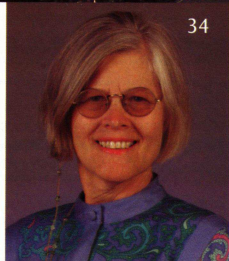
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28



16



34

Features

CAMPAIGN: THE SECRET'S OUT 16
The University launches For All We Call Mizzou, a \$600 million campaign to support students, faculty, programs and facilities. By editor Karen Worley

ALUMNI: RISKS AND REWARDS 20
Where some people see a risk to be avoided, an entrepreneur sees a reward to be reaped. Check out some of Mizzou's risk-takers. By staff writer John Beahler

STUDENTS: EAGER MINDS AT WORK 28
With 26,805 students to choose from, picking the best seems nearly impossible. Here is but a sample, a handful of the eager minds at Mizzou. By staff writer Chris Blöse

RESEARCHERS: FINDING NEW ANSWERS 34
No matter how technical the work of research becomes, it's all about discovering new knowledge for the benefit of all. By staff writer Seth Ashley

EXPERTS: CURIOUS? ASK AWAY 40
A research university such as MU is like a small town populated with experts on every conceivable topic. What would you like to know? By associate editor Dale Smith

Departments

FROM THE EDITOR	2
MIZZOU MAIL	3
AROUND THE COLUMNS	6
MU ALUMNI ASSOCIATION NEWS	42
CLASS NOTES	48
SEMPER MIZZOU	64

20

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THIS PAGE FROM TOP: PHOTOS BY STEVE MORSE, ROBERT LEEWELLEN, ROW HILL.



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MAGAZINE AWARDS

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The MU Alumni Association proudly supports the best
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and its alumni worldwide. Lifelong relationships are the
foundation of our support. These relationships are enhanced
through advocacy, communication and volunteering.

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HERE'S LOOKING AT YOU, MIZZOU

BUTTERFLIES WERE
dancing in
Christopher "Kit"
Doyle's stomach. Too
excited to eat more
than a few veggies, he
chatted with me, a
dinner companion,
instead. Kit, 19, a
sophomore majoring in
photojournalism and

Spanish, told me he loves singing and making photographs. Almost fluent in Spanish, he said he and his friends speak it in their dorm, Hatch Hall. Kit, a white-water rafting enthusiast, picked a double major because he hopes it will lead to travel eventually. He and his two sisters, Jamie and Meaghan, grew up *sans* television, so they had ample time to develop their talents. Soon after our conversation, Kit was off. He and 11 other vocalists in the For All We Call Mizzou Singers were about to make their premiere as a swing choir for a live audience of 600 at the comprehensive campaign kickoff event Sept. 19. The student group will travel throughout the country during the next two years to provide entertainment for fund-raising dinners related to the \$600 million For All We Call Mizzou campaign.

Also attending the dinner were his parents, Dennis Doyle and Judy Doyle, BS RPA '74, of De Soto, Mo. Thrilled to see Kit perform, they exuded pride and joy when the choir took the stage. Cooing and crooning, rockin' and rollin', the singers wowed an appreciative audience with the For All We Call Mizzou medley of 1950s to 1990s pop tunes.

Fun, smart, handsome and curious, Kit is the epitome of today's Mizzou student. And he's just one of many students who make Mizzou an exciting place to learn and grow. As the MIZZOU magazine team created this "Best of Mizzou" issue for you, we found stories of other students like him. We also attempted to capture a sense of today's best researchers, faculty experts and entrepreneurial alumni. The options in the above categories were numerous, and picking and choosing among them was a daunting task.

As the public phase of Mizzou's historic comprehensive campaign begins, we give you a glimpse of where the University is right now. Stay tuned. We present the best, and it can only get better. — Karen Flandermeyer Worley, BJ '73 ❁



PHOTO BY ROB HILL

Judy and Dennis Doyle share a special evening with their son, Kit, at the For All We Call Mizzou kickoff dinner Sept. 19 on Francis Quadrangle.

MIZZOU MAIL

WISHLIF THINKING

I was puzzled by the following statements: "The University has taken a number of steps to balance its budget without sacrificing educational quality. Faculty and staff have taken early retirement or been laid off. Hundreds of positions have been eliminated or left open. Administrative functions have been consolidated. Students are experiencing larger classes." ["Cause and Effect," Around the Columns, Fall 2003]

It seems to me that in fact educational quality has definitely been sacrificed. Laying off faculty, increasing class sizes and eliminating hundreds of positions constitutes the very essence of sacrificing quality in order to meet the shortfall in state funding. I realize the necessity of such Draconian measures forced upon the University by the "slash and burn" mentality of the state legislature. However, to pretend that these measures do not have an impact on the educational quality of Mizzou is wishful thinking.

LARY BAKER, BA '60
OLIVETTE, MO.

A TIGER CAN LOVE A JAYHAWK

I enjoyed the article on "mixed marriages" ["Romantic Rivalry," Forever Fearless: A Guide to Homecoming 2003, Fall 2003] regarding MU and University of Kansas alumni who tie the knot. My wife, Kathleen, a KU graduate, and I seldom miss an MU-KU football game, which includes getting together with family members from both schools. The rivalry is intense. It sometimes takes several hours for relationships to return to normal. Our cats, Tiger and Jayhawk, even seem to spar a little extra on game day. These mixed marriages do work out, though, as Kathleen and I have been married 37 years.

JERRY BOTTS, BS AG '61
ATCHISON, KAN.

HIGH-STAKES RIVALRY

The article "Romantic Rivalry" triggered memories of my mother and father's intense and spirited rivalry during the annual MU-KU football game. My mother

was the loyal Missouri supporter, and my father bet his money on Kansas. And I do mean bet. The stakes were high: A five-dollar bill was due the winner. (This was before my father's death in 1995; their bets in the 1920s were considerably lower.)

The game was traditionally played on Thanksgiving Day, so the day's festivities were planned for watching the game. My mother, Elizabeth Gunn, attended MU in 1923 and 1924. She was a member of Gamma Phi Beta sorority. My father, Cecil Raymond Prettyman, attended KU. I do not think he graduated, as finances were tight at that time. No matter the length of time, their loyalty was unshakable.

I graduated from Mizzou in 1951 with a bachelor's degree in journalism. Living in Ohio does not lessen my deep affection and loyalty to Missouri. I always say I am from Missouri; I just happen to live in Ohio.

Reading MIZZOU is always a priority. You and the staff are to be congratulated on

the excellent quality of each issue. The article on Jane Froman was wonderful ["Preserving the Song in Her Heart," Summer 2003]. I was there the year she visited.

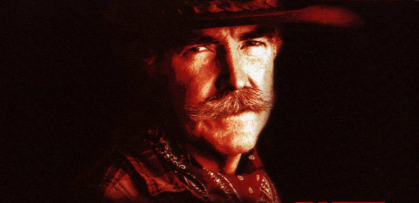
DIANE PRETTYMAN DeWALL, BJ '51
DAYTON, OHIO

GOOD-SPORT SPOUSES

I enjoyed the "Romantic Rivalry" piece. In 1955, I married Rita Schwader, a Kansas graduate. When it came time for me to renew my season football tickets, Rita was not interested. When I asked her if she didn't want to watch all of the MU football games, she asked if I wanted to watch all of the KU football games. So we compromised, and we have seen only the MU-KU games. In the past 48 years, we missed only a couple of them.

Sometimes the relationship has been a little testy in the rivalry. I was able to teach our babies to say "Yea, Missouriah, yea Tigers" before Rita could teach them

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MISSOURI

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MIZZOU MAIL

"Rock Chalk Jayhawk." These babies grew up to attend MU: Cynthia Connett Roupe, BA '78, MA '79, and F. Davis Connett, BA '83, MA '95. To be honest about it, out-of-state tuition may have been a factor in this occurrence. Cynthia later married Mark Roupe, BA '77.

Rita has been a good sport, but she still has her red and blue babushka, and when KU starts marching down the field, that old "waving wheat" sign appears.

FRANK CONNETT JR., BA '47, JD '49
ST. JOSEPH, MO.

A DIFFERENT BORDER WAR

I just had to comment on the "Romantic Rivalry" story. While you focused on the MU-KU rivalry in the article, you must not know about the MU-NU rivalry I've been involved with since 1981. I must admit at this point that I am a Nebraska native and a University of Nebraska graduate, but my husband is a born and bred Mizzou alumnus. We've found creative ways to make the rivalry work and have come to terms about cheering for each other's alma mater — when they are not playing ours! We've also inadvertently included our three children in our rivalry. At a recent MU-NU baseball game, our children were prepared; one wore red and white, one wore black and gold, and the third came adorned in half and half. That's what I call keeping it even! (I won't mention that Nebraska won the game!)

Thanks for a great magazine.

MICHELE MATTESON (THE NU HALF)
JOHN MATTESON, BS AG '81
COLUMBUS, NEB.

ANOTHER LOST TRADITION

I'm glad that nursing at MU is celebrating its 100th anniversary, but your photo captions ["Mizzou Nursing Celebrates a Century," Around the Columns, Fall 2003] were a bit misleading.

The large photo of an entire class is of the now-outdated capping ceremony, not a graduation ceremony. Capping happened in the fall of each class's sophomore year and included the recitation of the Nightingale Pledge, as you report. We



PHOTO BY BRIAN KAATZKA

Century Farm owner Terry Hedeman, left, stops for a roadside chat with friend Mike Theurer.

were awed by the commitment we were making; the pledge underscored our responsibilities. Each student in the photo is wearing a student uniform with no stripe on the left side of the bib strap. In the freshman year, students wore the uniform with no cap. They received the cap as sophomores. At the beginning of the junior year students sewed a blue stripe on the bib, then at the beginning of the senior year they added a second stripe. Thus, at all times in the clinical areas students and professionals could immediately identify a student's level of knowledge and skill. I'm saddened as I seek health care today that it is no longer as easy to identify the competency of those who assume responsibility for my care.

The photo of Ruby Potter is indeed from graduation. She is pinning a graduate. Wearing one's school pin is still a matter of honor to some graduates!

PATRICIA KENYON, BSN '64
YUMA, ARIZ.

RAISING TIGERS ON THE FARM

I enjoyed reading about the Hedeman Century Farm in the last issue ["Century Family Farm," Fall 2003]. My husband and I live on a Century Farm in Mayview, Mo., that began with my great-grandpar-

ents Ernst and Friederike Tempel in 1882. The house we live in was built in 1929 by my great-uncle Louis Tempel. His son, Louis H. Tempel Jr., BS AG '49, MS '51, was the first of the cousins to attend MU. My mother, Frieda Tempel Riekhof, bought the farm when her uncle retired. My parents lived two miles away on a farm previously owned by her father, Frederick Tempel. When my parents died, my brother, Gary Riekhof, who attended MU in the late 1960s, bought both farms.

This spring my nephew Garrett Riekhof, BS '03, graduated from Mizzou with a degree in agricultural economics. His high school and college sweetheart, Cara Copenhagen Riekhof, BS '03, graduated with a degree in agricultural journalism. They were married on June 21 and began the fifth generation on the farm where I grew up and where they live now. The land that comprises that part of the farm will be a Century Farm in 2005.

My other two siblings also graduated from MU: Glen Riekhof, BS AG '60, of Concordia, Mo., and Sylvia Barbay, BS Ed '64, of Murphysboro, Ill. I have four nephews and nieces and a daughter who are also Mizzou grads.

ELAINE RIEKHOF HUDSON, BS ED '62
MAYVIEW, MO.

MIZZOU MAIL

MATHESON CAMEO

I very much enjoyed your article about the great writer and Mizzou alumnus Richard Matheson ["A Man for All Media," Fall 2003]. I spoke with Matheson a few years ago, and he told me that during his days at the MU School of Journalism, he attended a play at Stephens College where he saw the legendary actress and drama instructor Maude Adams.

His recollection of that incident inspired the novel *Bid Time Return*. That book became the basis for the film *Somewhere in Time*, for which Matheson also wrote the screenplay. The film starred Christopher Reeve and Jane Seymour, and Matheson himself made a brief appearance in it.

DAN VIETS, BA '81, JD '85
COLUMBIA

SISTERLY SUPPORT

Thanks for the memories!

Jessie and Ruby Cline ["Rooms With a View of Jesse Hall," '81] Around the Columns, Fall 2003] were a big part of campus for my husband, Harvey, BS BA '51, and me. My parents enjoyed their Thanksgiving Day turkey dinners with us at the Englenook, where Jessie would greet us. My physical education program was approved by Ruby, who was a great mentor, with Mary McKee, for four years.

Jessie and Ruby were two special ladies who were strong professional women.

JUNE WUEST BECHT, BS Ed '51
ST. LOUIS

A NOVEL NAVEL

Your column on navels ["Nifty Navels," '81] Around the Columns, Fall 2003] piqued my interest. The reason: Mine is very tiny, probably because I was delivered by a surgeon in a World War II military hospital. That surgeon sure knew how to minimize a navel. By the way, I was sad to see beautiful old Virginia Avenue torn up for the dorms. I used to live on Virginia in the old Alpha Gamma Sigma house.

GARY VAN HOOZER, BS AG '67
ROCK PORT, MO.

CLOSE QUARTERS AND HOUSEMOTHERS

MIZZOU always manages to extract some degree of nostalgia each issue. This last one struck a chord in respect to living quarters — replacing or refurbishing the dorms ["Home Sweet Mizzou," '81] Around the Columns, Fall 2003].

I started out in '48 in the Navy quarters, eight to a building, four on each side, with a big bathroom between. They were heated with coal stoves — service provided. No air conditioning, of course. In '49, I moved into one of the first men's residences [Cramer Hall] built since Defoe Hall. Then, in '50, I moved into Defoe, quite an old building even then. I was invited to do so because I was a war veteran and they needed somebody of that type to help the housemother deal with the vets! (They evidently tended not to like being "mothered.") I was given a room of my own and a small monthly stipend.

My wife, Marilyn, BA '51, and I were married in September of '51 and moved into an apartment on Hitt Street.

The Navy quarters are gone, the dorms are being renovated or replaced, and the house on Hitt Street is no more. All that's left is nostalgia. Thanks for stimulating it.

JERRY SMITH, BJ '52
ST. CHARLES, MO.

INCOMPLETE HISTORY

After the dedication of the sculpture of Coach John "Hi" Simmons, I heard numerous stories about Simmons and his colorful personality. It was evident that he made an impression on everyone he contacted.

MIZZOU magazine welcomes your letters, which may be edited for length, clarity and style. Please include your daytime telephone number, address and degree/year. Address: 407 Donald W. Reynolds Alumni and Visitor Center, Columbia, MO 65211, phone (573) 882-7357, fax (573) 882-7290, e-mail: mizzou@missouri.edu.

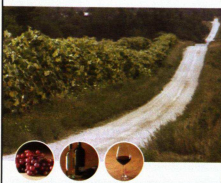
It occurred to me that these stories need to be published before those who know them are no longer around. I believe the history of Mizzou will be incomplete if it does not include a book about this legend.

I have begun collecting stories from a few teammates, but more are needed from players, coaches, students and acquaintances. Who will write the book? Who will publish the book? Who will share their memories? I'm sure the answers to these questions can come from MIZZOU readers who share my respect and admiration for Coach Simmons.

If you share the vision, call me at (314) 469-1213; write me at 14253 Tullytown Court, Chesterfield, MO 63017; or e-mail me at LinGar1213@aol.com with any ideas, stories, or offerings of talent or other resources to help achieve this goal.

GARY STARR, BS Ed '61, M Ed '67
CHESTERFIELD, MO.

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CAPPING OFF THE COLLEGE EXPERIENCE

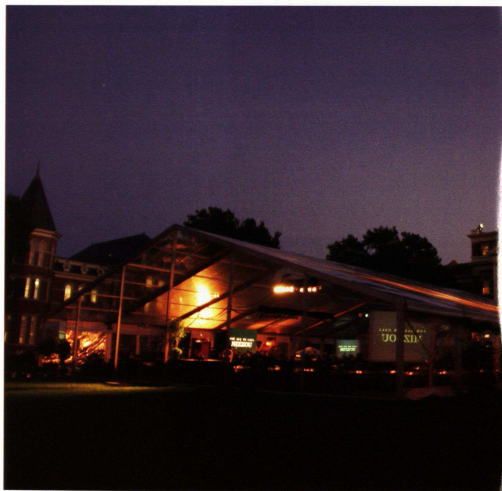
WHAT DID YOU LEARN IN college? That could be a difficult question for too many university graduates. Students who graduate with a bachelor's degree from Mizzou are more likely than most to have a ready answer. That's because every undergraduate who has enrolled at MU since the mid-1990s has been required to complete a "capstone" experience before the name goes on the sheepskin.

A capstone experience is intended to bring together the skills, methods and knowledge students acquire throughout their undergraduate careers. It could be an honors thesis, senior seminar, internship or group project that challenges students to solve the type of real-world problems they'll face in the workplace.

For instance, the School of Natural Resources requires its graduating students to work together on detailed management plans for natural resource areas in and around Columbia.

"Our graduates need to be prepared to deal with complex natural resource management issues," says Bill Kurtz, a forestry professor who heads the natural resources undergraduate program. "They have to learn to work in a team and to communicate as a member of the team. They also have to learn to appreciate other people's positions as decisions are made."

Soils students map and describe the soils that support plant growth. Forestry students analyze timber stands and detail the pros and cons of different management approaches. Fisheries and wildlife students look at alternative ways to maximize the habitat for finned, feathered and furry critters. Parks and recreation students explore the impact of human use on the area's ecology. In addition to their professors, professionals from state and local resource agencies review the students' management plans and suggest revisions.



HEALTH CONNECTION EARNS TOP 10 AWARD

THE SCHOOL OF HEALTH Professions has plenty to celebrate. On this its 25th anniversary, the school's Health Connection exercise and wellness program for area seniors also marks its 10th anniversary with a top 10 ranking from the National Council on Aging.

Marian Minor, professor of physical therapy, opened Health Connection to the public after an exercise study she conducted at the Parkade Center ended. "The people who'd been exercising in the study said, 'This is great, can't you keep it open?'" Minor says. So she launched Health Connection as a model program.

Minor says it was considered a model

because Columbia's exercise offerings of a decade ago were either cardiac rehabilitation or gyms typically frequented by already fit young people. There wasn't much in between. Health Connection caters to adults and seniors between those opposite poles, including those who have finished cardiac rehabilitation and need to continue exercising safely and people who simply never learned how to exercise. A well-trained staff, including student workers from the school, is on-hand to monitor heart rate and blood pressure if necessary as seniors participate in aerobics or other exercise regimens. "At Health Connection, we also translate our research into community programs to help people," says Minor, whose research transformed arthritis treatment from rest to exercise.

AROUND THE COLUMNS

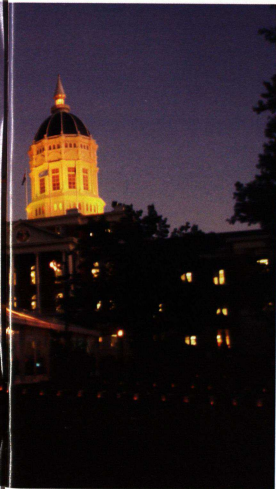


PHOTO BY BOB HILL

A black-tie dinner on Francis Quadrangle kicked off the For All We Call Mizzou campaign Sept. 19. For more coverage, see story on Page 16.

For information about the school's 25th anniversary events, contact Meichele Foster at (573) 884-6705 or fosterma@missouri.edu.

FACE-LIFT FOR DIPLOMAS

THIS FALL, REGISTRAR BRENDA Selman started phasing in upgrades to Mizzou's diplomas. They may not fetch a higher salary, but they'll sure look nice on the wall.

The upgrades start for fall-semester graduates. All doctoral diplomas will now feature raised letters and the larger size (13 3/4 inches by 16 3/4 inches) that medical, veterinary and law graduates

have long enjoyed. Bachelor's, master's and educational specialist diplomas will stay the same size (9 1/8 inches by 11 1/2 inches) but add raised letters. They will sport gold foil on the University seal starting in May 2004.

As always, the first diploma at graduation is free, but replacements come at a price. Current alumni can order replacements with all the upgrades for \$30 at (573) 882-2227.

GREEK CONSTRUCTION

MU'S GREEKTOWN LOOKS A little different each year as fraternities and sororities add to, update and improve their houses.

In October 2003, construction began at Phi Kappa Theta on a second building that will attach to the existing one. The building should be finished by July 31, 2004. The house, located at 601 E. Rollins Road and built in 1927, was renovated in summer 2002, including improved wiring to handle the *gaggle* of gadgetry modern students have. New construction will nearly double the house's capacity from 45 to 83, says former alumni board president Ted Hellman, BS BA '71, MBA '72.

Likewise, the sisters of Delta Gamma, located at 900 S. Providence Road, have a new place to enjoy nice weather and protect themselves from not-so-nice weather: a covered driveway with a deck on top.

That project started with a search for an anchor, the sorority's symbol, says Merrill Horner, president of the sorority's house corporation. But it evolved into the new porch and deck, a walkway with commemorative bricks, landscaping and other renovations. The project was completed in part for the chapter's upcoming 95th anniversary in March 2004.

The deck also gives the sisters a new place to catch some rays on sunny days. "One of the alums was a little concerned that the girls sunbathing on the front lawn was causing car accidents," Horner says.

BRIEFLY

• Barbara Reys, professor of mathematics education, won a five-year, \$10 million grant from the National Science Foundation to increase the number of doctoral students in **math education**, boost the professional development of math teachers and analyze various math curricula. Starting in January, she will direct the Center for the Study of Mathematics Curricula's activities, which will be performed by researchers from MU, three other universities and a private research firm.



• The College of Business awarded a remarkable **11 named faculty positions** in 2003. These chairs or professorships give faculty members extra resources, including a salary stipend and funds for professional development. The school awarded nine of the named positions to current faculty members and two to new marketing faculty members Murali Mantrala and S. "Ratti" Ratneswar.

• Colleen Galambos became the new director of the **School of Social Work**. She was formerly acting associate dean of the College of Social Work at the University of Tennessee.

• For the first time in 25 years, the **Tiger football team** beat the University of Nebraska, which had been ranked 10th. A capacity crowd of 68,349 at Memorial Stadium saw the Tigers come back from a 10-point deficit in the last 15 minutes to score 27 points. Two of the touchdowns in the 41-24 game came on trick plays. Quarterback Bradley Smith scored four touchdowns.

• For a quick way to keep up with happenings at MU, subscribe to @Mizzou, a **free online newsletter**. Sign up at <http://atmizzou.missouri.edu> to receive monthly updates.

A NEW WAY TO NEUTER

STERILIZING MAN'S BEST FRIEND may be necessary because of pet overpopulation, but it's not necessarily a pleasant prospect for pet owners. Thanks to the marriage of MU research and the marketplace, sterilizing male puppies is becoming a little simpler.

Neutersol, a drug produced using research from MU's Center of Reproductive Science and Technology with backing from private investors, received FDA approval in March 2003 for puppies ages 3 to 10 months. The first available drug of its kind, Neutersol sterilizes with an injection rather than surgery.

After a 12-year process, those involved are glad to see the result. "When we do research, we want some outcome," says Min Wang, a research associate who worked on Neutersol. "This is an example of that. Something that comes from our research benefits society."

Neutersol uses zinc, which can eliminate sperm production without eliminating all of a dog's testosterone. The makers hope to extend its approval to cats and adult dogs and to markets outside the country, says Don Landers, the Columbia accountant who handles the business side of Neutersol.

Neutersol started with Mostafa Fahim, a researcher who joined with Landers to begin the FDA process. When Fahim died in 1995, Wang, Landers, widow Zuhair Fahim and others continued the process, which resulted in a product that they say has advantages over surgical sterilization. It takes less time and money, for starters.

Min Wang, who worked on Neutersol, says the drug's simplicity is an advantage over traditional dog neutering: "We just need the one needle, and that's it."



"We hope that once the general public realizes that you can take your puppy in and get a shot as opposed to an invasive surgery, it will become the standard, not the exception," Landers says.

EXTRA ESTROGEN

IN THE 1950S AND 1960S, DOCTORS prescribed for pregnant women a drug containing a synthetic estrogen called diethylstilbestrol (DES) to prevent miscarriages. Not only did DES fail to prevent miscarriages in women, but it also caused health problems in some of their children. DES belongs to a family of toxic chemicals known today as estrogenic endocrine disruptors, which are found in products such as plastic containers and laundry detergent. They may cause physical and emotional problems in offspring, including accelerated puberty in females, stunted growth, enlarged prostate size and decreased sperm production.

Mizzou sophomore Derica Stone conducts research on endocrine disruptors with biological sciences Professor Fred vom Saal by feeding pregnant mice different doses of DES. She found that a high dose interrupts fertility and makes natural birth impossible. A low dose accelerates puberty in offspring by two to

three days in creatures that live just two years. "In mice, that's huge," Stone says. In April, Stone presented her study at Undergraduate Research Day at the Missouri Capitol in a paper called, "Little Women: The Effects of Estrogen Endocrine Disruptors on Puberty."

An Aurora, Mo., native, Stone began researching endocrine disruptors as a freshman, working with faculty and graduate students through the

Discovery Fellowship Program. She's also a Conley Scholar, which means she is guaranteed admission to MU's medical school, where she hopes to specialize in obstetrics and gynecology.

For now, she continues to study reproductive issues in vom Saal's lab and wants to reduce the number of endocrine-disrupting chemicals we're exposed to. Bisphenol A (BPA), a synthetic estrogen like DES, is a basic building block in plastics and other products. "We're lobbying for something else," Stone says. "They've got something they could use besides BPA. But getting the plastics industry to change is going to be extremely difficult."

POWERED BY 40

WITH LOW-SLUNG DESIGNS AND high-tech hardware, solar cars cruising through the desert Southwest at 70 mph make great photographs. The cars may get the glory, but the teamwork required of students to put them on the road in the American Solar Challenge race is remarkable. So says Rick Whelove, an instructor in the College of Engineering and adviser to MU's SunTiger solar-car program since 1990. In the race, from July 13 to 22, Mizzou finished sixth in the field of 31.

Whelove shepherds a team of about 40 students, mostly aspiring engineers, who design, manufacture and test the car and drive it from Chicago to Claremont, Calif. Sponsored by the U.S. Department of Energy every two years, the 2,300-mile race is open to any solar car that meets the design specifications.

The 2003 race ended in July, and by September Whelove's crew members were already brainstorming for 2005. For instance, will their strategy be to improve on the current car or start from scratch with a new body design, solar cells and batteries? A core of 10 to 15 students supplies most of the ideas and leadership, while another 25 to 30 students help

AROUND THE COLUMNS



PHOTO BY RICK WHELLOVE

The College of Engineering's SunTiger car finished 6th this summer in the American Solar Challenge.

perform the work. Mechanical engineering students design and manufacture the body and chassis. Electrical engineering students design and install the telemetry system that sends data, such as speed and battery levels, from the car to the chase van's computers. Then the computer engineering students write software to analyze that data. And it all has to work together.

On race days, the logistics are highly detailed, with as many as 16 people in five vehicles tending to various roles. A student driver steers the solar car behind a lead car, whose navigator checks the course and radios back about road conditions. Behind the race car, the chase van's crew of four plans race tactics, including how to spend the batteries' precious energy. They base decisions on their analysis of telemetry data and radio the driver with instructions. Meanwhile, team members in two other cars are laying in supplies and setting up operations at a planned stopping point for the day.

Everybody who graduates from the college is an engineer, Whelove says, but

the core team members are something special. "They're the cream of the crop, and they really get the opportunity to be engineers while they're here."

IMAGES OF RACE

WHEN YOU'RE FLIPPING through an entertainment magazine for celebrity gossip or paparazzi shots, do you pay attention to the color of the faces you see?

Khandicia Randolph does. In fact, the senior and interdisciplinary studies major from Chicago doesn't just pay attention; she also takes notes and collects data.

With funds from the Louis Stokes Missouri Alliance for Minority Participation, Randolph researched the portrayal of African-American TV and film actors in the late 20th century. She analyzed pictures in *Ebony*, which traditionally targets a black audience, and *TV Guide*, which has what Randolph calls a multidimensional audience.

Among other results, Randolph found that a higher percentage of images in

Ebony were positive, meaning they were not race-specific and would have been positive regardless of an actor's race. And out of the 78 issues she looked at, only four *TV Guide* covers featured black actors.

She also looked for stereotypical images, which she found in *Ebony* in the 1950s and 1960s, when black actors were relegated to roles such as maids, jungle men and buffoons. "Not too many of them had the option of saying, 'No, I won't play this role,' if they wanted to work," Randolph says. *Ebony* seemed to reflect that reality.

There was significant improvement in the portrayal of black actors over time, but Randolph says there's still a long way to go. That's why she wants to expand her research, which she presented at an MU undergraduate research symposium in July.

"I love sitting down and talking to people about what exactly it is I saw and how that can ultimately help society," she says.

AROUND THE COLUMNS

COT UP IN LINGUISTICS

NOWADAYS STUDENTS COME to college with cellphones, stereos, computers and cars. So imagine Matthew Gordon's chagrin when, as a budding linguist, he realized during a survey course that he'd arrived at college lacking a vowel sound. Gordon, now an assistant professor of English at MU, didn't use the "aw" vowel sound as in *caught* and *dawn*, which he has always pronounced as *cot* and *don*.

Gordon is still fascinated with what linguists call the cot/caught merger, a phenomenon in which decreasing numbers of Americans use the sound of "aw" as in *caught*. This summer, he passed his ideas on to a student he worked with in the College of Arts and Science's Undergraduate Research Mentorship Program.

Caleb Sellers performed fieldwork in Gordon's study of Missouri speech by taping interviews with more than 20 people from south of St. Louis in his hometown of House Springs. After some initial problems with his cassette recorder — two people came out sounding like chipmunks — he enjoyed long conversations about his subjects' lives.

He'll use these interviews as speech samples. Sellers, a junior majoring in linguistics and minoring in Spanish, will help Gordon analyze the data over the next year during independent study and capstone courses.

Gordon says that linguists don't yet know why the cot/caught merger is happening. It's an unconscious shift, and such mergers often become the norm. Although losing a vowel sound can cause confusion — one says *copy room*, the other hears *coffee room* — language purists needn't decry it as a sign of societal breakdown. "Canada and Scotland both have the merger, and they're doing OK," Gordon jokes. "It hasn't led to rioting in the streets."

LIGHTS. CAMERA. ACTIVISM.

STUDENTS AT MU ARE INVOLVED IN lifesaving work. Sometimes they research cancer treatments. Other times they work on developing new drugs and advancing medical technology.

This time they made a film.

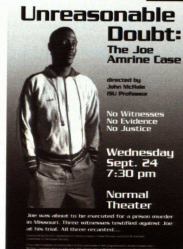
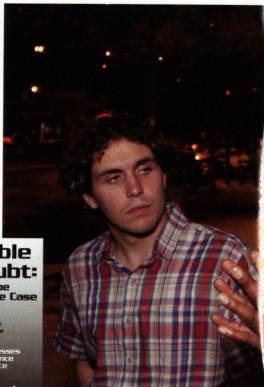
Unreasonable Doubt, a documentary made by former communication student John McHale, MA '00, PhD '02, along with other students including Ryan Wylie, BA '01, told the story of prison inmate Joe Amrine, a man freed in July 2003 after 17 years on Missouri's death row.

Amrine was convicted of the 1985 murder of a fellow inmate. All three key inmate witnesses recanted their testimony after the trial. Two of them said they were pressured or enticed into falsely testifying against Amrine.

Videotaped depositions of those two inmates recanting provided the impetus for the film, which the students started in 2001. "Once we saw that," McHale says, "we felt like we had a moral responsibility to do something."

The film features those two depositions, an interview with the third inmate, comments from lawyers on both sides and other materials. It casts doubt on Amrine's conviction. It premiered in Columbia at Ragtag Cinemacafé in February 2002, and interest in the case picked up from there.

"That documentary inspired a lot of people to look at the case and write the



At the Ragtag Cinemacafé, two months after former death row inmate Joe Amrine's release from prison, Ryan Wylie, above left, and Amrine attended a showing of the film that Wylie helped make and that brought attention to Amrine's case.

governor," says Sean O'Brien, Amrine's lawyer since 1996, "and it inspired newspapers to start reporting on the case. It changed the whole dynamic."

O'Brien says that *Unreasonable Doubt* didn't affect the Missouri Supreme Court's April 2003 decision to overturn Amrine's conviction, the first decision of its kind in the court's history. But he says it did help to draw enough attention to get the court to take another look at the case. Despite insistence by some who say they still had the right man, Amrine was released when the prosecuting attorney couldn't find enough evidence to try him again.

For his part, McHale, now an assistant professor at Illinois State University, received numerous awards, including being named Peacemaker of the Year by

AROUND THE COLUMNS



PHOTO BY BOB HILL

MU's Peace Studies program. He remains humble about the experience, though.

Still, Amrine's release was an unexpected high point in his life. "I actually thought we were starting a film about a man who was going to be executed with no justification," he says. "We fought as hard as we could to try to get attention and save Joe, but I was really pessimistic. When Joe walked out of that jail, it was a great day for my belief in a democratic society where people can raise their voices and actually achieve something."

SMOKE ON THE SCREEN

ON THE MOVIE SCREEN, A HAZE fills the frame as a character—perhaps with a satisfied smile—exhales smoke from a cigarette. Just how common is a scene like this?

That's one of the questions Daniel Longo and Kevin Everett, professor and assistant professor of family and community medicine respectively, want to answer. Longo and Everett research the

frequency of tobacco use in movies and relate that to the realities of tobacco use in life.

In reality, tobacco use is down, and smoking bans in certain public places in California, New York City and parts of Missouri reflect a new style of public policy toward smoking. "Things have changed a great deal," Longo says. "What we wanted to know: Have things changed in the movies?"

The two researchers analyzed the 10 top-grossing films in the United States for the past six years. In each film, they looked for all portrayals of tobacco. Some were positive; they made a smoking character look cool, tough or sexily pensive. Others were negative; they showed the consequences.

Despite a slight reduction in the overall number of tobacco portrayals, Everett says the ratio of pro-tobacco events to negative ones has actually increased, meaning that smoking is shown in general with fewer consequences. And an astonishing 75 percent of lead characters smoked in the movies they examined.

Of course, cigarettes are often simply props, especially in dramatic situations, but another possible explanation for the increase is that tobacco companies might help finance movies that show their products, a practice called product placement. Longo and Everett conduct their research in part because of their concern for how a deluge of tobacco-related images can affect people, particularly youth.

The two researchers also looked at alcohol use in the same movies, but they're less sure about how to use that information in terms of public policy. For one thing, casual depictions of moderate drinking might be fairly accurate and not necessarily unhealthy.

"There is evidence that the majority of people who drink alcohol do not develop physical dependence and other

problems," Everett says. "For those who smoke, the opposite is true. Most regular users are physically dependent on nicotine."

Movies with the most pro-tobacco events:

There's Something About Mary
Ocean's 11
Good Will Hunting
The Birdcage
Scary Movie

Movies with the most anti-tobacco events:

Good Will Hunting (both positive and negative portrayals)
My Best Friend's Wedding
Mission Impossible
Castaway
Armageddon



©BETTMANN/CORBIS PHOTO (JAMES DEAN IN DEAN)

James Dean may look cool on screen with a cigarette dangling from his lips, but what you don't see are the consequences of his smoking. That's part of the motivation for research conducted by Daniel Longo and Kevin Everett on the portrayal of smoking in movies.

AROUND THE COLUMNS



PHOTO BY STEVE MORSE

Only the Wal-Mart remains of the old Biscayne Mall. This new Famous Barr opened Oct. 22.

OLD IDEA, NEW STORE

FOR JOHN PORPORIS, BS BA '77, opening Famous Barr's 43rd department store on the former Biscayne Mall site on Stadium Boulevard is like coming home.

Porporis is Famous Barr's senior vice president and director of stores and visual merchandising. Basically, he is in charge of everything within a store's four walls. "Even before I left MU to join Famous Barr as an executive trainee in 1977, I saw a need for a store here," he says. "I've never abandoned that dream. So coming back to Columbia is like a dream come true."

The 140,000-square-foot facility opened Oct. 22 and provides about 200 steady and 100 seasonal jobs. It's a stand-alone store, part of a growing trend among retailers catering to consumers who are tired of the mall marathon, according to the Missouri Retailer's Association. When it comes to inventory, Famous Barr positions its stores somewhere between JC Penney and Macy's, with brands such as

Ralph Lauren/Polo and Nautica.

Inside, the new store has a spacious layout, and the walls glow with bright colors and pictures. Will the Columbia store succeed in a tough economy? "The market research we've done shows that the store will be a success," says Porporis. "I think we'll be a very good match for Columbia."

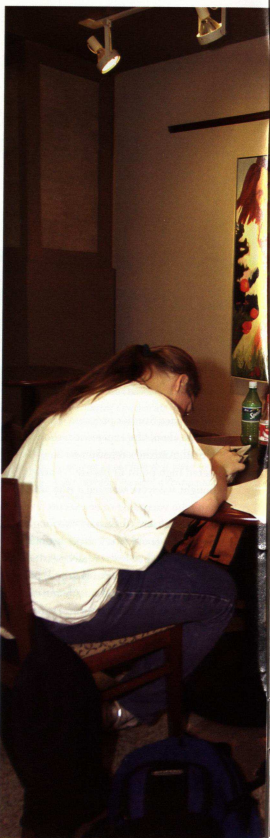
GOOD COFFEE, BAD HEMINGWAY

SINCE AUG. 18, WHEN THE NEW Bookmark Cafe coffee shop opened inside Ellis Library's west entrance, MU students and faculty have had a new place to get a jolt of caffeine. In honor of the new shop and of Ernest Hemingway, the most famous coffee shop scribbler of all, we visited a Web site that helped us compose the following spoof in the great author's voice:

"It was between classes. So this is how it is, this is how it always happens in the between classes at Ellis Library in the Bookmark Cafe. With the last \$2.50 in my student ID credit account I purchased some true and honest double mocha espressochino. I took a pull from the foam cup. It was good. It burned my mouth and felt good and warm going down my esophagus and into my stomach. I remembered then when I last saw my English comp teacher, who was still a fine writer. It was just this morning in downtown Columbia, and we walked between the Columns on Francis Quadrangle and drank double mocha espressochino in the between classes. It was between classes and had been between classes for some time."

To create your own bad Hemingway prose, go to <http://www.unh.edu/NIS/Courses/JS3min/Demos/bad-hemingway.html>.

To buy good coffee on campus, go to the library, Memorial Union or Brady Commons, all of which offer true and honest caffeine.



AROUND THE COLUMNS

For students in search of a mean cup of caffeine (or decaf), the Bookmark Cafe opened Aug. 18 in the west entrance of Ellis Library.

A 1920S CULTURE CLASH

IN THE SPRING OF 1929, AN MU student penned 11 research questions about female independence. He knew it was a relevant issue. He didn't know it would spark a national scandal that would shake the community and end with people losing their jobs.

Author Lawrence Nelson explores those events in *Rumors of Indiscretion: The University of Missouri "Sex Questionnaire" Scandal in the Jazz Age* (University of Missouri Press, 2003). Nelson, MA '67, PhD '72, a history professor at the University of North Alabama, dug up newspaper clippings, letters, University documents and other sources to piece the story together.

"When I pulled the string," Nelson says, "wow, all this stuff opened to me, this world of the '20s."

It started with the questionnaire, written as a class project by Orval Hobart Mowrer and fellow students for The Family, a sociology class. The questions, mailed to male and female students, were tame by today's standards, but a few delved into hot topics: personal sexual history, adultery and trial marriage.

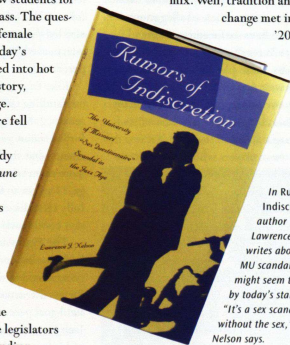
When the questionnaire fell into the hands of Dean of Women Bessie Leach Priddy and *Columbia Daily Tribune* editor Ed Watson, trouble began. Community leaders petitioned for action against two professors who had played only minor roles in the questionnaire, one as the assigning professor and one as Mowrer's mentor. State legislators threatened to withhold funding.

Students, parents and others were torn between lingering Victorian morals and the value of free inquiry. The professors were dismissed, though one was reinstated before being ousted again. Mowrer refused to graduate, and thousands of students protested. Nelson speculates that University President Stratton Brooks' handling of the scandal played a role in him getting fired.

The story is bigger than the scandal, though. Nelson's book puts it into the context of American life in the '20s. This was the jazz age, a time when students were experiencing more personal freedom than in the past, in part because of the automobile.

Nelson paints a picture of student life at Mizzou — including an extensive explanation of "jellying," a term of debated origin that came to mean inexpensive dating or just hanging out — and the clash of new ideas with dominant Victorian values.

"It's what I call a cultural estuary," Nelson says. "An estuary is where the sea water and fresh water meet and mix. Well, tradition and change met in the '20s."



In *Rumors of Indiscretion*, author Lawrence Nelson writes about an MU scandal that might seem tame by today's standards. "It's a sex scandal without the sex," Nelson says.



PHOTO BY STEVE MORAN

YEAR OF THE TIGER?

OFF THE BASKETBALL COURT, there are a million distractions. Cameras click, reporters write and pundits prognosticate. Fans ask, "Is this the year?" Investigators ask harder questions.

But on the court, there's basketball to play. As Coach Quin Snyder and his Tiger players ready themselves for their last season in the Hearnest Center, they try to block out those distractions. That might be a tougher challenge than usual this year. The NCAA in September notified MU of a formal investigation of the basketball program. An internal MU investigation was already under way and headed by Michael Devaney, an engineering professor and former Faculty Council chair.

The NCAA investigation will focus, at least in part, on Ricky Clemons. As of July, Clemons was no longer a Tiger, having been dismissed from the team after violating the work-release terms of his sentence for assaulting his former girlfriend. But in the months since then, Clemons' specter has continued to haunt the program as publicized allegations about him have surfaced regarding academic integrity and potential NCAA violations. Fans, players and coaches will have to wait for resolution; the NCAA expects to complete the investigation by December, but no clear timeline exists for what might follow.

For those players whose media attention has been much more positive, the key is to focus attention on how they will perform in the season to come. "We've got to live up to our expectations as a team rather than everybody's expectations from the outside," says senior guard Rickey Paulding. "If we do that, I think that's a happy note for me to end my career on."

Paulding and fellow senior captain Arthur Johnson, the "elder statesmen"



MU INTERCOLLEGIATE ATHLETICS MEDIA

Arthur Johnson, above, and Rickey Paulding face the tasks of leading the Tigers' charge on the court and not allowing fellow players' focus to run out of bounds in the midst of an NCAA investigation.

of the team, as Paulding says, are looked to as leaders. They proved capable of that calling in the 2002-03 season. Paulding led the team with 17.4 points a game, followed by Johnson with 16.1. Johnson also led the team in rebounding, and both men neared 50 percent in field-goal percentage.

Like Paulding, who has been working on handling the ball better in the off-season, Johnson, a center, has lofty goals for his senior year. He is less specific about what skills he's working on, but more so on where he wants the team to go. "I've got to finish up here and hopefully take this team to the Final Four," he says confidently.

The Tigers might have the lineup to back up that confidence. The team's other two returning seniors are also strong; forward Travon Bryant was fourth in field-goal percentage last year, and guard Josh Kroenke, who had surgery on both of his knees this summer, led the team by



hitting over 45 percent of his 3-point attempts. Guard Jimmy McKinney and center Kevin Young bring the tally to six players with Big 12 basketball experience. Visa problems in Canada prevented center Jeffrey Ferguson from returning to Missouri in time for the start of fall semester, so he likely will be redshirted for the year.

AROUND THE COLUMNS



MU INTERCOLLEGIATE ATHLETICS MEDIA

Five new faces add to the Tigers' depth: Lithuanian power forward Linas Kleiza; shooting guards Spencer Laurie, Thomas Gardner and Jason Conley; and ball-handling guard Randy Pulley.

Paulding says the new players blend in nicely in practices and pickup games. He also says all of them are spending time together outside of practice in an effort

to keep everyone focused on the team and "buckling down in school."

The team faces a tough schedule. In addition to conference competition against the likes of Texas, Oklahoma and rival Kansas, MU also plays defending national champions Syracuse at the Hearnes Center. On the road, the team plays such top teams as Indiana, Illinois, Gonzaga and Memphis.

Road games have proven tough for MU in the past. Although the team had a sterling record of 14-1 at home last year, the road record of 3-7 was less impressive. To become a true contender, the team will have to play better on the road and build the stamina necessary to advance in the NCAA Tournament.

"It's going to take us staying strong the whole game," Johnson says. "On the road, there's no time to let up. There have been times we've let up in games we could have won."

As the season begins, fans, players and coaches have much to wait for, in part because of the negative aspects of the NCAA investigation, but perhaps more so because of a promising team full of seasoned veterans and strong newcomers. When March rolls around, they'll see if 2003-04 is the year of the Tiger.

MOVING TOWARD MARCH MADNESS

AT THE END OF THE 2002-03 season, MU's women's basketball team found itself in a tight spot, tied for fifth in the Big 12 with Oklahoma. Oklahoma was invited to the NCAA tournament; MU wasn't.

That sent a message players and coaches won't soon forget. In such a tough conference, a few games mean the difference between March Madness and the women's NIT tournament, where

Forward Evan Unrau led MU women's basketball in scoring in 2002-03 with 16 points per game.

MU went. Coach Cindy Stein is determined to win those games this year and move her team past that cutoff point. "We don't want to be right there as a maybe," she says. "We want to be a definite."

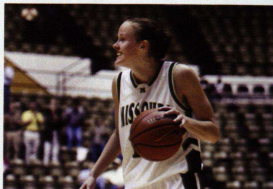
For experience and leadership, Stein looks to her five returning seniors: forwards Evan Unrau and Stretch James, forward and center Melanie Fisher, and guards Tracy Lozier and MyEsha Perkins. All have put in extra training time in the off-season.

Unrau got a little extra practice playing with Team USA in the World University Games. Stein, who also coached on staff for Team USA, says Unrau's experience with the tough, physical style of international play will be a boon to the team.

"Evan [Unrau] is always a quiet leader," Stein says. "Evan's going to go about her business and lead by her actions on the court."

Adding to the team's depth — and height — are a strong class of new players, including 6-foot-3-inch recruits Christelle N'Garsanet and EeTisha Riddle, versatile guard Blair Hardiek, and strong shooter Carlynn Savant.

The right attitude and work during the off-season will make the difference, though, Stein says. Coaches have set goals in training and are sticking to them more rigidly than in the past. "Now it's going to be, 'You don't even get to practice until you reach those goals,'" Stein says.



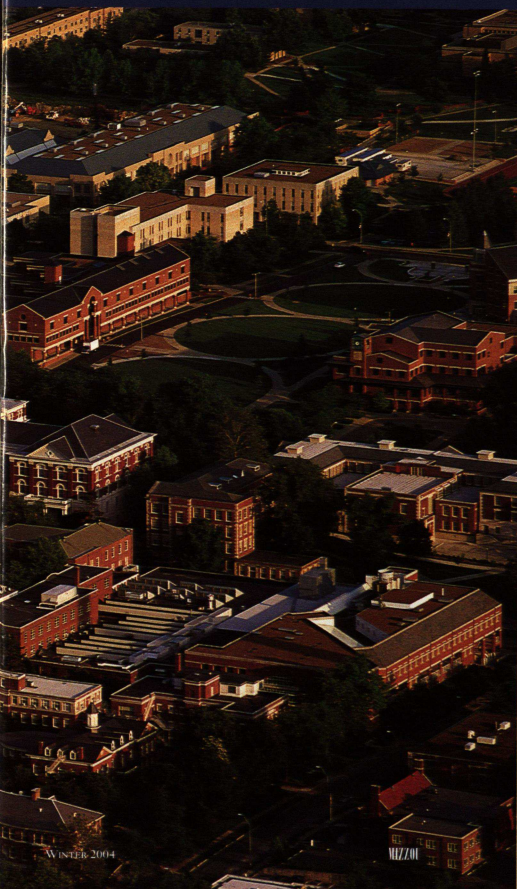
MU INTERCOLLEGIATE ATHLETICS MEDIA

The Secret's Out

STORY BY KAREN WORLEY



BASED ON CAREFUL PLANNING, THE UNIVERSITY LAUNCHES
FOR ALL WE CALL MIZZOU, A \$600 MILLION CAMPAIGN TO
SUPPORT STUDENTS, FACULTY, PROGRAMS AND FACILITIES.



NORMALLY A PATIENT MAN, Chancellor Richard L. Wallace, 67, waited impatiently for this moment in University history. When he became chancellor seven years ago, the campus' Strategic Plan formed the outline for planning Mizzou's next major fund-raising campaign, and Wallace indicated then he wanted to complete the campaign before he retired.

At the official For All We Call Mizzou comprehensive campaign announcement Sept. 19, 2003, Wallace called it the worst-kept secret in recent times. The "quiet" phase of the comprehensive campaign, which had begun July 1, 1999, was not so secret because he himself had talked to student reporters for the *Columbia Missourian* about it. As of Sept. 19, it's official: Private resources totaling \$600 million are needed to ensure excellence in five key areas: students, \$115 million; faculty, \$97 million; programs, \$162 million; facilities, \$126 million; and private grants, \$100 million. The campaign already has raised \$334.7 million. Nationally, at least 30 other colleges or universities are conducting or have recently concluded fund-raising campaigns with goals of \$500 million and up, according to *The Chronicle for Higher Education's* Web site. Mizzou's last major campaign was in 1989 during the University's sesquicentennial; \$150 million was raised.

"To become a truly great university, nationally renowned for multiple programs, stellar faculty and the brightest students, we must have private financial assistance," Wallace says.

It's Official

The "loud" phase of the campaign began with a dinner like no other. After a brief announcement ceremony in Jesse Auditorium — emceed with the booming voice of actor and voice-over artist Mike Villani, BJ '70, of Los Angeles — attendees moved to Francis Quadrangle for a regal black-tie dinner for 600 under a tent with the Columns as a backdrop.

PHOTO BY ROBERT LEFELLEN

Private and corporate sponsors funded the event. The 12-member For All We Call Mizzou Singers, a student swing choir, performed the premiere of the campaign song named for the campaign theme, both of which were created by advertising guru Jack Smith, BA '62, of Columbia. The vivacious Jann Carl, BJ '82, weekend anchor of *Entertainment Tonight*, and her brother, Brian, moved the audience with a Mizzou video they had created expressly for the kickoff dinner. She regaled the audience with Hollywood tales that had MU hooks. One involved actor Brad Pitt, who appears in the Mizzou video and who is three journalism credits shy of completing his MU degree. When Carl urged Pitt to finish the credits, she says the millionaire movie star appeared nonchalant. "I won't give up!" she vowed. After dinner, guests lingered, not wanting the special evening to end.

Why a Campaign Now?

"People are amazed when they learn that the state of Missouri provides only 17 percent of the University's \$1.2 billion budget," Carl said. A decade earlier, that actual percentage was 25 percent. Student fees, research grants and contracts, gifts and endowments, patient care income and auxiliary enterprises generate the other 83 percent. Nationwide, colleges and universities are faced with declining state support; MU has experienced a total of \$68.3 million in core reductions and withholdings in the past three years. To compensate, fees have increased, putting a heavier burden on students and parents to bridge the gap. Questions about access nag: Are those who have the ability but not the means being priced out of public higher education?

That's the reason for the student component of the campaign. A year at Mizzou costs \$11,919 for Missouri residents and \$20,737 for out-of-state students. Fall 2003 enrollment was 26,805 students, the highest in history. The mean ACT score for freshmen is 25.4, compared

with the national average of 20.8 and state average of 21.4. The retention rate stands at 84.2 percent, and 66.5 percent of students graduate within six years.

Annual costs cover educational fees and room and board. "With rising fees, the opportunity for all bright kids in Missouri to get scholarships is important," says R. Michael Roberts, Curators' Professor of animal sciences and National Academy of Sciences member.

Offense, Not Defense

Such talk of state cuts and reductions sounds like a defensive position, but the campaign was in its planning phase long before the cuts occurred. "Universities can't depend on the state to solve all our problems anymore," Roberts says. "If you depend only on the state, you're going to be diminished." So, true to its mission, the University is going on the offense by attracting support for its research mission from competitive sources such as the National Institutes of Health. Growing at a fast clip, MU's research totaled \$205 million in 2003, a 16 percent increase from the previous year. And although research is part of the fabric of Mizzou, "The University is more than doing research," Roberts says. James Coleman, vice provost for research, agrees: "What makes a great research university is that the intellectual and creative energy used in the research process permeates the entire academic experience for students."

On Solid Ground

When Wallace became chancellor in 1996, Mizzou was a university on the bubble. Because of low external research funding, it was in danger of losing its status as a member of the Association of American Universities. AAU membership signals an ability to compete nationally for research support, major recognition and other awards, and it attracts high-quality faculty and top graduate and undergraduate students. MU is one of only 62 universities (1 of 34 public) in the nation, and the only public university in

Missouri (Washington University is the private one), to hold membership in the prestigious organization.

Today, "We are not in danger of losing it," the chancellor says of AAU membership. For several factors — research funding, doctoral graduates, reputation and program rankings — MU ranks in the lower quartile of the AAU. "Yet we should aspire to stand much taller among very fine company."

Provost Brady Deaton agrees. "There's a lot more prestige here than is evident from the numbers." For instance, the strength of Missouri's School of Journalism, the world's first, comes to mind immediately. And MU's accomplishments are well-documented in accountancy, animal reproduction, biochemistry, creative writing, diabetes, cancer and cardiovascular health, educational and counseling psychology, human development and family studies, English, family medicine, law's dispute resolution program, math education, nuclear medicine and radiopharmaceutical development, plant science and crop genomics, medicine's problem-based learning curriculum, psychology, public affairs, and veterinary medicine's exercise physiology and ophthalmology programs. Other areas ready to grow include comparative medicine, interdisciplinary life sciences, bioengineering, communication, nursing, bioinformatics and journalism's convergent technologies.

These academic areas are thriving because of well-placed investments in people or facilities, and raising money through the campaign will help continue the trend. The Life Sciences Center was in the planning stages decades ago and is being built now because of partnership funding among the federal government, state government and private gifts. The work by law faculty members Leonard L. Riskin, Tim Heinz and Jim Westbrook on the dispute resolution center has made Missouri's program second to none. By building on strengths, the University intends to boost the quality of other

Chancellor Richard Wallace announces the public phase of the comprehensive campaign Sept. 19.

academic areas until they are top-ranked programs nationwide, Coleman says. For example, by targeting resources for interdisciplinary life sciences, MU developed the infrastructure that allowed faculty to compete for and win the National Institutes of Health's only national centers for rat and swine genetic research resources, as well as one of four regional centers for mouse genetic resources. This positions MU as a national leader in comparative medicine.

Strategic Investments

"This is a good university that, with additional resources used sensibly via the strategic planning process, is going to be able to grow in terms of its reputation," says Roberts, an 18-year faculty member. "We are learning to be excellent at certain things."

Hiring young talent and keeping experienced talent are keys to that development.

Roberts enthusiastically recruits faculty. "We want people to come here because they're aggressive and ambitious; this is not a place to retire early." Although four distinct seasons of weather and good schools for children might be drawing cards, the primary reason teachers join the faculty is because they see this as a place where their careers can take off. By offering adequate or better facilities and competitive packages of support and pay, the University demonstrates that it is willing to invest in faculty members to help them grow careers.

Recent facilities built or renovated include Lee Hills Hall, funded mostly with private dollars from alumni; Cornell Hall, funded in part with private dollars from business alumnus Harry Cornell and his wife, Ann; the Anheuser-Busch Natural Resources building, funded in part by the Anheuser-Busch Foundation; and a new wing on Eckles Hall, funded with private dollars provided by more than 150 individuals, companies and commodity groups.



PHOTO BY ROB HELL

Campaign Facts

Goals by Division

College of Agriculture, Food and Natural Resources: **\$35 million**
College of Arts and Science: **\$35 million**
College of Business: **\$40 million**
College of Education: **\$11 million**
College of Engineering: **\$40 million**
School of Health Professions: **\$2 million**
College of Human Environmental Sciences: **\$9 million**
School of Journalism: **\$34 million**
School of Law: **\$12 million**
School of Medicine: **\$100 million**
School of Nursing: **\$3 million**
College of Veterinary Medicine: **\$24 million**
Campus Support: **\$77 million**
Intercollegiate Athletics: **\$60 million**
Life Sciences Center: **\$10 million**
MU Libraries: **\$8 million**
Private Grant Support Campuswide: **\$100 million**
Total: \$600 million

Key Players

Fifty-one-member steering committee headed by Co-chairs Larry McMullen, BA '53, JD '59, senior partner of Blackwell, Sanders, Peper & Martin LLP of Kansas City, Mo., and William S. Thompson Jr., BS CIE '68, CEO and managing director of Pacific Investment Management Co. in Newport Beach, Calif.
Vice Chancellor of Development and Alumni Relations David Housh
University of Missouri-Columbia Chancellor Richard L. Wallace
University of Missouri System President Elson S. Floyd
Web site: <http://www.formizzou.missouri.edu>

Facilities such as these, combined with strategic hires, have meant a solid growth rate in external research funding: 10 percent to 20 percent a year for the past decade. "When you invest in a faculty member, you see returns of 10 to one or greater," Coleman says.

The logic is simple, according to Provost Deaton: "Make strategic investments in facilities and infrastructure, recruit top scholars who recruit top students who go on to other top institutions and careers, and the University's reputation grows. This all takes time." ❁

As of
Sept. 19, 2003,
the campaign
has raised
\$334.7
million.

Start date
July 1, 1999

Projected
completion date
Dec. 31, 2005

Best of Mizzou Alumni

Rewriting the Rules

Entrepreneurs see the world just a little differently than other people. Where some people see a risk to be avoided, an entrepreneur sees a reward to be reaped. An entrepreneur focuses on the opportunities where others see only daunting challenges.

Entrepreneurs play a key role in our economy. According to the Ewing Marion Kauffman Foundation, a Kansas City-based organization that promotes entrepreneurship, firms with fewer than 20 employees generate the majority of the net job growth in the United States. Economists suggest that these small firms provide the new ideas and innovation that help the economy renew itself.

Mizzou graduates have a long track record as entrepreneurs. Sam Walton, AB '40, went against conventional wisdom when he turned a few small-town Arkansas dime stores into Wal-Mart Stores, now the world's largest retail chain. James Ferguson of Menlo Park, Calif., graduated from MU with a physics degree in 1956 and went to work for Westinghouse. After just one year, Ferguson developed the first practical use of liquid crystals, an invention that led to the development of the quartz watch, liquid crystal display technology and hundreds of other products.

Read about a few more self-starters from MU.

Bond trading used to be dominated by the traders who could yell the loudest. Now, thanks in part to Stuart Fraser and the electronic marketplace, traders need a strong grasp on technology more than strong vocal cords.

Stuart Fraser used to have trouble explaining exactly what he did as head of the government securities division for Wall Street financial services firm Cantor Fitzgerald. "I would tell people that I sat in the dark and yelled," says Fraser, BA '83.

That's because when he joined the company 20 years ago, investment firms bought and sold government bonds through a system called "open outcry." Bond brokers gathered for daily sessions of controlled pandemonium, much like the frantic bidding wars over commodity futures that go on in the pit of the Chicago Board of Trade.

Instead of pork bellies and frozen orange juice, these traders haggled over the price of hundreds of billions of dollars in government securities every day. "It was almost like being an athlete. You had to try to yell louder than 70 other people at the same time you were talking to a customer on the phone," Fraser says.

All that yelling and what he describes as the other "rules of combat" are becoming as outdated as silver dollars. He and his



PHOTO BY JEAN CHUNG

STORIES BY
JOHN BEAHLER



of Combat

company have plugged technology into the trading equation to create an electronic marketplace that's revolutionized global bond markets. Fraser received a patent in 1999 for his "automated auction protocol processor," and Cantor Fitzgerald spun off the new technology into a separate subsidiary called eSpeed.

The new system provides instant trades and reduces the chance for errors in a market where "careers are made or crushed in a single judgment," Fraser says. "eSpeed helps create liquidity and brings people and prices together."

Fraser and his ideas about electronic bond markets were way ahead of the curve when Cantor Fitzgerald first launched eSpeed. In fact, he had to battle his company's own technical experts, who worried that this new way of doing business would bring down the existing system.

It took a cataclysmic tragedy to demonstrate just how effective that new system is. Cantor Fitzgerald's main offices were in One World Trade Center on the day that terrorists turned two jetliners into a pair of guided missiles. When the planes slammed into the towers, bond trades on eSpeed switched automatically to a backup system in New Jersey and then to Cantor Fitzgerald's London office.

Fraser's own life was spared because he was home that morning, getting ready for a business meeting. As he grimly watched the television coverage of the twin towers, Fraser's phone message alert beeped. Then he heard a desperate recorded message from his secretary pleading for help and telling him their office was filling with smoke. None of his return calls got through to that office on the 105th floor. Cantor Fitzgerald lost 658 employees on that awful morning — nearly two-thirds of the company's workforce.

The next few weeks were a blur, as Fraser and other Cantor Fitzgerald survivors struggled to keep the business running and plan for the financial security of families of colleagues who weren't as lucky. International bond markets stumbled but were back on track within days. Through it all, the eSpeed system proved its worth, Fraser says. "When the planes hit, it showed us in a terrible way that we were on the right track."

The Corporate Landscape

If you've ever remodeled your own home, you probably know how exasperating it can be. Refurbishing just a few hundred square feet of space can involve a few hundred mind-numbing decisions.

Now consider a day in the life of **Wendy Gray**, CEO and founder of the Gray Design Group in St. Louis. She and her employees are responsible for planning more than 5 million square feet of commercial space each year.

Gray, BS HES '78, started her architectural, interior design, graphics and planning firm in 1982. Since then it's grown into the largest in St. Louis. Her company has changed the Gateway City's corporate landscape with its work for Nestle Purina Petcare, Rawlings, Boeing, Commerce Banks, State Farm Insurance, Sara Lee Bakery and other area business giants.

The challenge always is to finish projects on time and within budget. Interior design can improve employee morale and productivity, and it sets the tone for a corporate image, Gray says. "When you walk into a company's offices, you get an immediate impression about that firm."

Fresh out of Mizzou's interior design program, Gray's first project was working for a St. Louis architectural firm to design the Westport Playhouse, a 1,000-seat theater-in-the-round in St. Louis County. Over the years, her firm has planned projects including aeronautical flight-simulator training centers nationally and the St. Louis Symphony's Powell Club.

During the heady days of the go-go '90s, the Gray Group opened new offices in Denver, Colorado Springs and Fort Myers, Fla. When the dot.coms turned into dot.bombs, Gray had to downsize and close her Colorado offices.

"Expanding was easy; the contraction has been difficult," she says. "However, I really do see that turning around, so you always have to be flexible." Does Gray have any advice for up-and-coming designers? "To passionately pursue design solutions beyond the ordinary."

If you walk into a major business building in St. Louis, there's a good chance you'll see the work of Wendy Gray and the Gray Design Group.

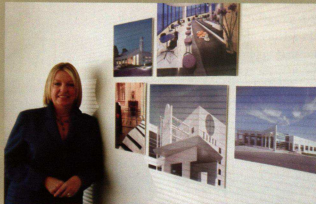


PHOTO BY BOB HILL



Keeping a Ham in the House

Morris Burger, BS Ag '57, helped turn a family tradition into a thriving business that serves up a taste of Missouri to customers all around the world. Burgers' Smokehouse produces more country hams and specialty smoked meats than any other company in the nation.

Each year, nearly three-quarter million country hams take the cure at Burgers' ultramodern production plant a few miles south of California, Mo. For some folks it just wouldn't be Christmas without a country ham from Burgers' on the holiday dinner table.

These aren't your average "city" hams, injected with brine and flavorings, that packing houses mass-produce by the millions. Every one of Burgers' country beauties gets the personal touch. It's trimmed by hand, rubbed down with a mixture of salt, sugar and pepper, bagged, and then hung up to cure from four months to a year or more.

In the days before refrigeration, salt-curing was one of the few ways to preserve meat. Early Missouri settlers brought the tradition with them from Virginia, Kentucky and Tennessee. "In this part of the country, people would butcher hogs in the late fall when temperatures at night would get down pretty close to freezing, so nature gave you the refrigeration to cure with," Burger explains.

He's been around old-time ham curing as long as he can remember. One of his first jobs as a youngster during hog-butchering days was to dice up fatback and trimmings to cook down into lard.

"This method of dry-curing pork probably goes back 4,000 years. The earliest recorded mention of it is in Gaul," Burger says. "The dry-curing technology, the science of it, is the same whether it's a prosciutto ham from Italy, a serrano ham from Spain or one of Germany's Black Forest hams."

His father, E.M. Burger, started the company in 1952 with the help of family members; they sold 1,000 hams that first

year. Burger's dad probably wouldn't recognize the place today. The company's original one-room "ham house" has grown into a sprawling plant that covers six acres.

Burger has introduced a world of innovations over the years. His company was one of the first to develop environmentally controlled curing rooms that mirror the weather conditions of the seasons. "That way we can cure year-round, moving the hams from season to season rather than putting them in one room and letting the seasons change around them," he says.

Today, giant air-handling machines filter harmful bacteria out of the areas where cooked products are produced. A high-pressure robotic water knife trims and slices hams into precise portions, and an automated shipping system labels and speeds orders to customers. A third generation of Burger's family, all Mizzou graduates, has taken over day-to-day operations and is building new traditions at the family business.



PHOTO BY BOB HILL

Started as a way to preserve meat, salt-curing is now a way for Morris Burger to make a tasty treat and a buck at Burgers' Smokehouse, his family business.



MISSOURI MEDICAL REVIEW PHOTO BY ANTHONY PADILLA

Cancer patients may get the drugs they need faster thanks to Fred Hausheer. Hausheer's company, BioNumerik, can cut years off of drug trials by using supercomputers to predict drugs' effects.

Getting New Drugs Faster

The future has never been more promising for the millions of Americans who are treated for cancer each year. Thanks to new drugs and therapies, survival rates are rising steadily. But even the most promising experimental drugs can take years to work their way through animal studies and clinical trials before they're added to the treatment arsenal. That's precious time that many cancer patients don't have.

Since 1992, **Fred Hausheer**, MD '82, has been a pioneer in taking a different approach to developing cancer drugs. He is founder, chair and CEO of BioNumerik Pharmaceuticals Inc., a San Antonio-based company that uses supercomputers to crunch the trillions of calculations that help scientists predict how a new drug will react in the human body. That high-tech approach lets Hausheer and his team at BioNumerik select and study the most promising new drugs in some cases and work to cut the average preclinical development time from six years to as little as 18 months.

This approach is called "mechanism-based" drug discovery because it uses chemistry, biology, quantum physics and computer technology to understand how these drugs and their target molecules work.

The son of a small-town doctor in Missouri and Iowa, Hausheer finished his medical degree at MU in just three years, then moved on to an oncology fellowship at Johns Hopkins University. During this time he also worked at the National Cancer Institute when it opened the world's first supercomputer center for biomedical research. Now, some of BioNumerik's drugs are in late-stage clinical trials, and the company is in the vanguard of medical research searching for ways to make the future even more hopeful for cancer patients.

Home Schooling

After 50 years in the mortgage banking business, **Jim Nutter Sr.** doesn't blink an eye when he's asked to name the biggest mistake most homeowners make when they take out a mortgage.

"Closing costs," says Nutter, BS BA '49. "They should be more careful and compare closing costs from one company to another. Too many people think all companies are about the same. Well, they're not. Sometimes there can be thousands and thousands of dollars difference."

What seems like an attractive interest rate can get ugly by the time lenders tack on points, fees and special charges. Nutter's Kansas City-based mortgage firm, James B. Nutter & Co., is on a crusade to wise up borrowers to these so-called "junk fees." By looking out for his customers' best interests and holding finance rates as low as possible, Nutter has grown his company into one of the largest independently owned mortgage lenders in the country.

Nutter started the business in 1951 in his Kansas City, Mo., home with help from family members. After a few years Nutter & Co. put down roots in the city's historic Westport neighborhood. As the company grew, Nutter acquired properties in Westport, restored the old homes and added extensive gardens. Locals call the area "Nutterville."

Nutter & Co. is now a player on the national scene, and 80 percent of its loans go to clients outside the Kansas City area. Some things don't change, Nutter says. "I've tried to build the business on the basis of having customers who are satisfied enough to come back to us."

Jim Nutter Sr. has been talking homeowners through the complicated and sometimes frustrating world of mortgages for 50 years. Nutter & Co. serves clients in Kansas City and nationally.

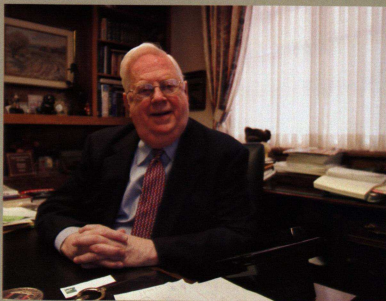


PHOTO BY BOB HILL

A Nose for Innovation

As a doctor, **Hana Solomon, MD '86**, knows the medicines she prescribes can help people feel better. She also knows that prescription drugs all too often are overused. That's why this Columbia pediatrician turned to a simple, time-tested remedy to help keep her patients healthy.

Back in medical school at Mizzou, one of Solomon's professors told his students about rinsing out nasal passages with a saline solution. Maybe you remember your grandparents sniffing or gargling salt water as a home remedy for congestion. Or maybe you can recall getting salt water up your nose when you were swimming in the ocean. "It burns at first, but it's refreshing," she says.

There's a reason for that: A saline rinse moisturizes nasal passages, removes irritants and thins the secretions that build up. It also can reduce the amount of medication asthma patients have to use. "This is an old-fashioned remedy; Buddhist monks have used it for centuries," Solomon says.

She started recommending the rinse to patients with chronic nasal problems but found that some turned up their noses at the idea. "Lots of folks would get grossed

Dr. Hana's Nasopure is a kit for making a salt rinse to keep nasal passages healthy. It's like brushing your teeth, only for your nose.



Raking in the Dough

Alvin Rohrs, JD '82, describes his tenure as president of Students in Free Enterprise as a "20-year overnight success story." The international organization, based in Springfield, Mo., helps college students develop outreach programs to teach others in their communities about the value of free enterprise.

For example, one California chapter created a coloring book for schoolchildren that taught them the importance of saving money. Some chapters pay for their projects with moneymaking operations, such as consulting for small businesses or running a dry-cleaning business. Other chapter projects have focused on the economic impacts of illiteracy, deficit spending and government regulations.

When Rohrs took over Students in Free Enterprise in 1983, just a handful of colleges were involved. Today the organization has chapters at more than 1,400 colleges and universities in 33 countries. His goal is to have a chapter on every college campus.

Why is it important to get out the message of free enterprise and entrepreneurship? "I think the free enterprise system is a little like television," Rohrs says. "We all experience it, but we're not quite sure how that image appears on the tube. We need to understand free enterprise so we can be better consumers, better workers and better entrepreneurs."

out and say, 'You want me to do what?' But when they kept getting sick over and over again, I would convince them to try it," she says. "Some of them quit coming to see me as much, and I thought, 'This is what my job is supposed to be. I've succeeded.'"

Some patients balked at mixing up the solution from scratch, so Solomon began selling kits with everything they needed to mix with purified water to produce a batch. She calls her product Dr. Hana's Nasopure.

Launching her own business required a new set of skills. Solomon wrote a detailed business plan, researched the medical literature, trademarked the product name, and held focus groups to learn what customers liked and didn't like. She designed a plastic bottle that was just the right size and shape, and then she had to search out a manufacturer. Now Solomon is looking at pitching Nasopure to some of the giant drugstore chains and is considering producing a commercial to reach wider audiences.

Sales of Nasopure jumped this year, and Solomon's goal is to reach a national market, even though she hasn't spent a penny on advertising yet, she says. "My dream is to get on *Oprah* or the *Today* show someday."

Dr. Hana's Nasopure is available through the Web at <http://www.nasopure.com> and at a number of mid-Missouri drugstores.

Take Five for Jazz

Jazz is a uniquely American invention, but all too often it's been an economic afterthought in this country's dollar-driven music industry.

Jon Poses wants to change that old tune.

Over the last decade, he's helped Columbia become an unlikely outpost for live jazz in the Midwest. He's built a reputation along the way as a savvy producer of concert tours that showcase some of jazz's hottest talents and biggest names. Poses, MA '80, is executive director of the "We Always Swing" Jazz Series, a nonprofit venture that has brought dozens of well-known jazz acts to Columbia.

As a student, Poses hosted jazz programs on public radio. Later, as a free-lance writer, he focused on major-league baseball and jazz. Then, friends who own Murry's, a local restaurant and jazz nightclub, suggested that Poses ask the musicians he interviewed if they'd like to play in Columbia. After Poses helped book James Williams for a show at Murry's, the jazz pianist returned to New York and spread the word to other musicians. Poses' business has grown from there. "I never hung my shingle out," he says. "It was certainly not anything I had mapped out as a business plan."

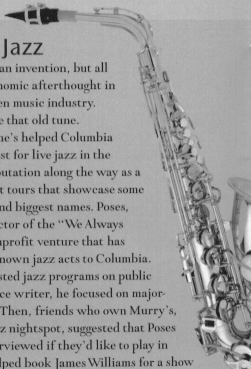


Photo © Getty Images/PhotoDisc



Asian Cuisine Goes Mainstream

Some people might think that **Peggy and Andrew Cherng** have unlikely credentials for the couple who founded Panda Express, the country's largest chain of Chinese restaurants.

Andrew earned a master's degree in applied mathematics at Mizzou in 1972. Peggy has two degrees from MU: a master's in computer science in 1971 and a doctorate in electrical engineering in 1974.

However, Peggy doesn't see anything unusual about the couple bringing its science background into the business world. An education in engineering or math, she says, "is mostly training you how to think logically. You can apply that logic anywhere."

The Cherngs applied that rational point of view to the restaurant business. Over three decades they grew a single family-owned Chinese restaurant called the Panda Inn in Pasadena, Calif., into a chain of more than 600 eateries that includes the Panda Express, Panda Inn and Hibachi-San brands.

It's still a family-owned enterprise. Andrew is chairman of Panda Restaurant Group, and Peggy is president and CEO. The couple met in 1967, when they attended the same college in Kansas. Andrew was born in China and lived in Taiwan and Japan before coming to the United States to attend college. Peggy is a native of Burma who was raised in Hong Kong.

In 1973, just after he graduated from Mizzou, Andrew opened the Panda Inn with his father, Ming-Tsai Cherng, a master chef who had trained and worked in China. Ten years later, they opened the first Panda Express with the idea of providing gourmet-quality Chinese fare to diners in a hurry.

The success of Panda Express, Peggy says, relies on strict adherence to fresh, high-quality ingredients that are prepared daily at each location.

The Cherngs went outside the mainstream in choosing locations for their restaurants. Panda Express was one of the first chains to set up shop in malls, supermarkets, casinos, libraries and universities.

"Americans are very open to trying new things," Peggy says. But it wasn't simply culinary novelty that propelled Chinese food into the mainstream of American cuisine, she says. More and more, Americans demand freshness and nutritional balance in their food — and both have long been hallmarks of Chinese cooking.

And in case the Cherngs make it look easy to build an

empire in the restaurant industry, Peggy cautions that it took years of hard work to promote consistent quality across the chain, to recruit and train the right staff, and then to motivate them to pull together.

She acknowledges that the couple made a few mistakes along the way and passes on a tip: "Don't grow ahead of yourself."

Like many successful entrepreneurs, Peggy and Andrew Cherng started small, with one restaurant in Pasadena, Calif., and became huge, with the country's largest chain of Chinese restaurants.



PHOTO COURTESY OF PANDA RESTAURANT GROUP



Selling 'A Way Life Was' in Branson

Peter Herschend, BS BA '58, was barely a teen-ager when he and his older brother, Jack, started making an annual vacation pilgrimage with their parents, Hugo and Mary, from the Chicago suburbs to the Ozark hills near Branson, Mo.

Back in Winnetka, Ill., they lived a comfortable, middle-class life in a neighborhood with paved streets, electricity and running water. "When we came down here to Branson, we only had one of those — electricity, and that had arrived only two years earlier," Herschend recalls. Anyone who has driven Branson's neon-bathed boulevards in recent years can testify that electricity no longer is in short supply.

Now, millions of tourists make the pilgrimage to Branson. They are drawn by the area's scenic beauty as well as its star-studded country music shows, theme parks and outlet malls. The jewel in Branson's rhinestone crown is still one of its oldest attractions: Silver Dollar City, the family-oriented theme park Herschend's family started in 1960.

The theme park is no Johnny Paycheck-come-lately in Branson, and the reason for its four decades of success is not rocket science, Herschend says. "I think what we sell at Silver Dollar City is a way life was. Is it tongue-in-cheek? Absolutely. But I think we all, young or old, have to have a sense of where we came from and who we are."

Silver Dollar City got its start when Hugo and Mary Herschend leased a down-at-the-heels tourist attraction called Marvel Cave. Even as youngsters, Herschend and his brother, Jack, helped at the family business when they weren't exploring the Ozark hills and hollows or rafting, like modern-day Tom Sawyers, through underground lakes in their very own cave.

After graduating from Mizzou and a hitch in the service, Herschend was back in Branson and ready to help his family launch a new enterprise. At first, the reconstructed frontier settlement they built at the mouth of the cave was intended to be a distraction for tourists who were waiting for cave tours.

Nowadays, Silver Dollar City's rides, restaurants, country music and old-timey crafts take center stage. In the early days, everyone pitched in to guide cave tours, clerk in the general store and add their voices to the songs and schmaltz of hillbilly street shows.

"We learned through that experience the value of building a culture together," Herschend says. "It's a culture of family pride, and that's not the Herschend family; that's the Silver Dollar City family."

Now called Herschend Family Entertainment, the company has grown from a mom-pop-and-the-kids tourist cave at the end

of a gravel road into a sprawling, high-tech entertainment empire that includes the White Water water park, Silver Dollar City Campground, Showboat Branson Belle and the just-opened Celebration City theme park, all in Branson. The company also operates Stone Mountain Park near Atlanta and is an operating partner with Dolly Parton in her Dollywood theme park and Dolly's Splash Country water park, both in Pigeon Forge, Tenn., and Dixie Stampede dinner theaters.

"We all did it together," Herschend says. "I think Silver Dollar City has been successful because it's a product of people's hearts and not a product of stone and wire and wood."

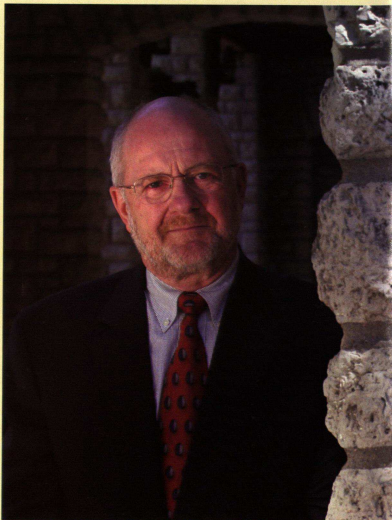


PHOTO BY BOB HELL

When a yearly family vacation turned into a family business, Peter Herschend's career path was set. His family owns Silver Dollar City, a theme park that has drawn people to Branson, Mo., for four decades.

Got Doggie Breath?

A pooch by the name of Ivan inspired **Joe Roetheli**, BS Ag '70, PhD '79, to create a new doggie treat that has the canine world sitting up and begging for more.

Ivan, you see, was a good dog with a bad halitosis problem. How bad? "He could stink you right out of town," Roetheli says. "My wife kept urging me to do something about that dog. She'd say, 'Surely you can come up with something.'"

Roetheli had worked in alternative agriculture research and commercialization programs for nearly 20 years. It took him only six weeks to develop a doggie chew treat called Greenies. The product prevents tartar buildup on dogs' teeth, reduces oral bacteria and cuts bad breath. These dog biscuits are selling like hot cakes. "It's been kind of an amazing ride, considering we didn't sell our first product until 1998," he says.

Because the Roethelis didn't know anything about marketing their brainchild, they made the mistake of selling the marketing rights. Early sales figures were in the doghouse, with only \$800 in sales over the first 30 months, so they took over the marketing.

"We knew the product was good. We figured that if they couldn't do it, we would do it ourselves," Roetheli says. Since then he and his wife, Judy, have sold 120 million of the doggie treats, and sales are still growing.

The Roethelis are running with the big dogs now. They landed contracts to sell their product through such national retail giants as Petco and PetsMart. Their company has five manufacturing plants in Missouri and Kansas. A survey in *Pet Age* magazine called Greenies the top dog treat for 2003, and the Roethelis' company is developing nearly two dozen other new products.

"When we first came out with Greenies, people in the industry were laughing about it," Roetheli says. Their bankers had a good chuckle, too. Loan money to a couple with no business or marketing experience who had a business plan that predicted 25 percent annual growth for a new, unproven product?

"When banks asked us what we had for collateral, we told them that we had a beat-up 1988 Honda that was paid for and that was about it," he says. "We had to rely on money from family, friends and fools. We went without an income for three years."

Getting their product to market took "passion, persistence and preparedness," he says. "Entrepreneurs never take no for an answer. When people tell them something can't be done, they go out and do it anyway."

For the dog with such foul breath even his best friend can't stand it, Joe Roetheli invented Greenies, a chew treat that makes a dog's breath face-licking good.



Ask Him Anything

Ask **Jim Spencer** to describe an entrepreneur and he points to film producer Robert Evans' definition of luck: "It's where preparation meets opportunity."

That definition fits him to a T. Since he graduated from the School of Journalism, Spencer's career has been at the intersection of technology and new media. If he's been a trailblazer, says Spencer, MA '91, it's because the field is so new there were no old trails to follow.

Spencer, a Kansas City, Mo., native who now lives in San Francisco, can't talk much about his latest high-tech venture. That's because it's still in what he calls "stealth mode," awaiting trademark approvals. But he can share some of his experiences in the high-flying world of dot.coms.

Not long after he graduated from the J-School, Spencer landed a job as the liaison for a joint venture between Microsoft and NBC to develop the news Web site that became MSNBC. Spencer describes his role as "shuttle diplomacy" between Seattle and New York. Later he worked for America Online, where he ran the company's news and information channels.

His entrepreneurial outlook was evident to journalism classmates and faculty while he was at Mizzou. Some of them remember Spencer best for one of his earliest business ventures — selling T-shirts emblazoned with the J-School logo from the trunk of his car or anywhere he could make a sale.

"When I got to MU, I was walking around campus and I saw all the kids in Greek T-shirts," he says. "I thought, 'Oh my god, where are the J-School shirts?'" He had some shirts made up, and it turned into a business that paid for his graduate school.

More recently, Spencer helped launch the Ask Jeeves Web site, a search engine that lets people use everyday language to ask a question. Instead of writing out cryptic search terms or deciphering Boolean mumbo jumbo, users can simply put a question to Ask Jeeves in the same way they would ask a next-door neighbor: "Why is the sky blue?" or "Who was Teddy Roosevelt's vice president?"

"The goal was to make technology understandable and easy to use," Spencer says. "By letting people use their own language, they feel much more at ease, much more comfortable with the technology." The payoff for that approach was huge. In one year Ask Jeeves went from being the 250th most popular Web site in the country to the 14th. "It was a rocket ship ride," Spencer recalls.

When the dot.com bubble burst, it may have tarnished the image of high-tech ventures, but there are still opportunities galore for those willing to take the risk of creating something on their own, Spencer says. "The opportunities for entrepreneurs in Silicon Valley are simply enormous. I just see gold in these hills." ❁

Best of Mizzou Students

As each new semester starts, campus teems with life. Sidewalks, classrooms, dorms and quads fill up with the people who make Mizzou necessary: students. Their faces and purposes are varied. They're academic achievers who stand out among their peers. They're leaders who take an active role in their worlds. They're researchers who get their first taste of life in the lab. And they're artists who learn to make the music, paint the pictures and write the words that move us. Most of all, they're people discovering their capabilities. With 26,805 students to choose from, picking the best seems near impossible. Here is but a sample, a handful of the eager minds at Mizzou.

Making Changes to

In playwriting, rewrites are a given. Ideas change as characters develop. Written words evolve as they become spoken dialogue. Eventually, a play becomes something close to what you had in mind when you started, or it might become something different but equally effective.

It's not that different from life, really. Take playwright **Kate Berneking Kogut**, BA '88, MA '02, of Columbia for example. A 48-year-old doctoral student whose work has been featured at the Mizzou on Broadway program in New York for the past two years, Kogut has rewritten her life's script several times.

With much career and life experience behind her, she decided in her 30s to pursue a bachelor's degree in theater at MU. All she had ever wanted to do was act, but she had never really done it. After graduating in 1988, she found her first paying role — acting out assorted ailments as a pretend patient for medical students.

Kogut's studies led her to an even bigger rewrite, though, as she discovered her penchant for playwriting. She could see the thrill in being the string-puller, developing characters and placing them in situations of her imagining.

Sometimes, Kogut controls those characters, but often they seem to have minds of their own. Such was the case in *Survival Dance*, a play about domestic violence that she wrote as a master's student. With little overt violence but plenty of tension and psychological abuse, *Survival Dance* deals with a woman's walking-on-eggshells relationship with her husband. The "dance" is the central metaphor in a play full of them. "The dance is asking, 'How do I move to make sure I can make it to the next moment?'" Kogut says.

An MU cast and crew produced the play locally. Then it was chosen for the American College Theater Festival and featured at September 2003's Mizzou on Broadway, a New York showcase for student work. Of all the performances, though, opening night in Columbia stands out to Kogut. It was a benefit for The Shelter, a center for abused women. The center's staff and residents attended that performance, and some paid her the biggest compliment possible.

"They said it really captured the essence of that type of relationship," she says. People ask if that accuracy comes from personal experience, but she is content to leave them in the dark. "We draw from all areas of life," she says, "including our own experiences, but we're not limited to writing about our own lives. An enormous amount of research went into *Survival Dance*. And I like to think it paid off."

Kogut's work doesn't always focus on the darker side of

STORIES BY
CHRIS BLOSE



the Script



PHOTO BY JIM O'NE

Kate Berneking Kogut, whose work was featured at the Mizzou on Broadway showcase in 2002 and 2003, discovered playwriting while studying acting. "I'm starting to figure out what I want to be when I grow up," says the 48-year-old.

relationships. She also wrote *Show Me Romance: A Guide to Romantic Adventures in Missouri* (Pebble Publishing, 2002). The book offers romantic alternatives to get people beyond the typical "roses and candlelight dinner."

Whether Kogut's own future will bring rewrites or not, writing will be a part of it. "It's something I'll never give up," she says. "It's just something I have to do."

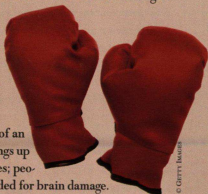
The Fighter's Mind-set

When **Vinay Rawlani** was about 10 years old, he became fascinated with boxing. He watched fighters train and took mental notes on their movement. He wasn't a natural athlete, but when he finally stepped into the ring, he fought like he'd been doing it for years.

A senior biochemistry major from Columbia, Rawlani takes the same approach to his undergraduate studies as he prepares for medical school. "You go to school for four years without actually practicing medicine," he says, "but you build up such a knowledge base that when you run into problems, you go back to what you know. That's the way boxing is."

His fighter's mind-set works in and out of the ring. A researcher and hospital volunteer, he became the youngest amateur to win a national pro-am boxing title in 2000. He won another in 2002.

Rawlani, the first American-born member of an Indian family, rarely brings up boxing in academic circles; people might think he's headed for brain damage. On the contrary, he says: "Having training outside of academia is the best thing you can do. It teaches you to set goals, and it teaches you to keep your mind straight."



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The Value of Being There

The start of college brings the mixture of excitement and anxiety that comes with new experiences, everything from meeting a new roommate to attending that first class. Fortunately, students can turn to their community advisers (previously called resident assistants), student workers who live in dorms, for support if the anxiety overwhelms the excitement.

That's what **Jessica Jutte**, a junior physical therapy major from Dallas, did when she was a freshman. Now, as a community adviser in Jones Hall, she completes the cycle by simply being there for a whole new crop of women. Along with another adviser, she works with 80 students in the Greek Leadership community.

Jutte — also active in Campus Crusade for Christ and the Delta Delta Delta sorority and an athletic trainer for MU football — knows that the job comes with pressure and some potentially tough situations. The trade-off is that she gets to relive the excitement and newness of the college experience by working with those going through it.

Feeding the Frenzy

Aside from pop stars, few 20-year-olds know what it's like to be in the midst of a media frenzy, a seething mass of photographers snapping photos and reporters scrambling for the oh-so-important sound bite. But **Kimberly Adams** knows.

As a Fox News Channel intern in New York for summer 2003, the junior journalism and political science major from St. Louis got to play her part in the media melee. She spent days in stakeouts outside a federal courthouse, where she waited for a maligned Martha Stewart to emerge. She helped cover the Jayson Blair scandal at *The New York Times*. Her biggest moment came with one of the top stories of the year: the blackout. When New York City went dark, along with other parts of the eastern United States and Canada, Adams stepped up from the role of intern and produced live shots and audio for the national news network.

Of course, Adams' ability to perform under pressure should come as no surprise. In June 2003, she earned a Top Ten Scholarship from the Scripps Howard Foundation, an award that included a \$10,000 scholarship and designation as one of the 10 best journalism students in the country. She understandably slipped out of her usual professionalism for a moment when she found out about the award.

"I'm in the New York bureau of the Fox News Channel with all these correspondents and producers," Adams says, "and all the sudden they hear this squealing coming from the corner. They looked at each other like, 'What's wrong with the new intern?'"

Adams consistently makes the dean's list and is also a McNair Scholar. She didn't pursue journalism at MU to pile up awards, though. Really, she just loves to tell stories. That's where the journalism education, everything from writing to visual production, comes into play. The political science major represents the extra work needed to tell those stories properly, especially given her goal of becoming a foreign correspondent.

Now that Adams has had a taste of just how exciting journalism can be, she knows she's chosen the right path. One day, we might all turn on our TVs to find an image of her reporting the news from far, far away. She'll live the fab life on the road in pursuit of the story.

"I know I'll just be sleeping one night," she says, "and I'll get a phone call saying, 'Kimberly, you feel like traveling?' I'll say 'Sure,' pick up my already packed bag, and then I'm out the door."



PHOTO BY RICHARD E. LEVINE

As a Fox News Channel intern, Kimberly Adams, holding microphone, learned just how much patience journalism requires. While covering The New York Times scandal, she waited one day from 10 a.m. to 7 p.m. outside the newspaper's building for the higher-ups to emerge. They never did.



PHOTO BY BOB HILL

Between his accounting studies and his athletic aspirations, swimmer Matt North barely has time to breathe.

The Mind Races

About an hour before each race, MU swimmer **Matt North** visualizes the competition to come. He swims the whole race in his head, from the moment his feet leave the starting block to the finishing stroke. In his mind, he feels better than he's ever felt in the water; he doesn't even get tired.

That vision became a reality at the 2003 U.S. Summer National Championships, where North's performance in the 200-meter breast stroke qualified him for next summer's Olympic trials. He also barely missed the cut for the 100-meter breast stroke, but he'll get a chance to try for that at a later meet.

For now, North, a junior accounting major from St. Charles, Ill., must stay focused on academics and the MU team's season. Fortunately, if he's learned anything from balancing four hours of practice a day with his studies, it's self-discipline.

Changing the Faces in Class

Electrical engineering major **Evelyn Thames** seems to have adjusted just fine in a male-dominated field. She says her peers treat her like one of the guys.

But Thames, a senior from St. Louis, knows not everyone adjusts so easily. It can be intimidating for a minority or woman in a class full of mostly white, mostly male faces. That's why she has taken an active role in engineering diversity for her field.

Despite taking a grueling 18 credit hours each semester, Thames has found time to serve as vice president of the National Society of Black Engineers and join numerous organizations, including the Society of Women Engineers and Access in Engineering, which recruits minorities to the College of Engineering and supports current students.

Thames plans to go into project engineering, which she practiced during an internship with the Dial Corporation. Her goals regarding diversity will continue after school; she hopes to give back to the college by establishing a minority scholarship program.

City Counsel

Mention the phrases "land use" and "planning and zoning" and a lot of people's eyes will glaze over. Not **Shomari Benton's**, though. His eyes will widen at the prospect of talking about two of his favorite topics.

Benton, BA '02, a second-year law student and former MU track star from Kansas City, Mo., wants to plot the future of the places we live. By going into environmental law, he will work with planners and landowners to decide on the best ways for cities to grow. "I've just always had this fascination with cities," he says, "It's amazing how they run, and how you can make or break a city through planning."

Benton, recipient of the Lloyd Gaines Scholarship, may have an ulterior motive in his chosen career. After he cuts his teeth as an environmental lawyer, he wants to take the next logical step for someone with his interests by pursuing local politics. So if you see him on the campaign trail years from now, you'll know he's ready to go from planning cities to running them.

The New Organization Man



PHOTO BY STEVE MORSE

Silas Allard once presented testimony on the death penalty before the Missouri Senate Judiciary Subcommittee.

People from older generations often accuse the young of being apathetic. They obviously haven't met **Silas Allard**.

Allard, a senior religious studies major from Neosho, Mo., spends much of his time working on various causes, including Amnesty International and Students for a Free Tibet. When he's not participating, he's creating; he founded a religious studies club and the Mizzou Activism Network, a fledgling group he hopes will coordinate communi-

cation in the activist community.

Of course, Allard, winner of the respected Hesburgh award for leadership and academics his sophomore year, doesn't do these things to prove older generations wrong. He's involved because he knows young people can offer new ideas on old issues.

"There's always a need for innovation in the activist community," Allard says, "including new ways of engaging the public and the policy-makers." Part of that innovation comes from a positive focus. "It's not just a negative 'don't do this' side, but there's also a 'we have solutions' side to it as well."

Medical Motivation



PHOTO BY STEVE MORAN
Brandon Tilghman has worked on anesthesiology and radiopharmaceuticals.

On a scholars' trip to South Africa, senior chemistry major, undergraduate researcher and future medical student **Brandon Tilghman** learned about the staggering HIV/AIDS rate in the country. Sobered and saddened, he walked around the city of Durban and wondered which of its inhabitants were infected.

Tilghman, from St. Peters, Mo., already had experience with the disease. A relative died from it, and he dealt with it two years in a row with the Alternative Spring Break program. He played with HIV-positive children, and he comforted AIDS patients as they drew their last breaths. He noticed how many of the faces he saw were black.

African Americans, like Africans, show high rates of the disease. "It really makes me want to be a doctor even more," says Tilghman, who earned a McNair Scholarship and several others. "I feel like I'm already a leader, but I know I can also serve African Americans by being an example of how to live right and be safe."

To be a well-rounded example, Brandon also studies Spanish and sings gospel music, a passion he gets from his mother. When he and fellow singers hit a pitch-perfect harmony, his spirit lifts, and he briefly escapes the hard realities of his chosen career.

The Guiding Principle

At least once a week, **Natalie Abert** becomes both a Mizzou cheerleader and historian. She doesn't do it by waving pompoms or donning a tweed jacket; she does it by guiding groups of wide-eyed potential Tigers and their parents around campus.

Abert, a senior English and Spanish major from Alton, Ill., has worked as a Tour Team member since she was a freshman. Walking backwards with a tour group in tow, she points out Jesse Hall, the Columns and other landmarks and tells their history. She adds her own touch with quirky tidbits: the agriculture building's second function as a fallout shelter, the old Brewer Fieldhouse's floor that could be removed for rodeos, and the like.

If Abert, president of the Delta Gamma sorority, displays extra enthusiasm, it's partly because of her own tour experience: "I'd wanted to lead tours ever since my own campus tour, because that made the biggest difference in my decision to come here."



PHOTO BY STEVE MORAN
Tour guide Natalie Abert tries to infect prospective students with her own enthusiasm for MU.

A Critical Career

In an emergency room, dull moments don't last very long. They're usually trumped by life-or-death situations, tense procedures, and patients in pain and need. That's just the kind of atmosphere in which senior nursing student **Chris Farnan** wants to work.

"I want an intense, adrenaline-filled, never-bored kind of job," Farnan says. "I want to be able to think on my feet and use everything I've learned." As a student and as a nursing aide in the cardiac intensive care unit, Farnan has gotten his first glimpse of that frenetic environment. But it isn't just the excitement that attracts the former Mizzou cheerleader from Barnard, Mo., to the field; it's also the close, daily interaction with patients that only nurses experience.

"You're there giving care to people," he says. "You're getting to know them and watching them get better. It's very gratifying."

The Student Soldier

On a Missouri August morning, as the 70th Mobile Public Affairs Detachment prepared to depart for Colorado then Cuba, **Spc. Katherine Collins** was a mixed bundle of excitement and heartbreak, all wrapped in a National Guard uniform.

She lost her composure as her husband, Craig, held her for what would be the last time in a long while; she dreaded leaving him and her two stepchildren. She also regretted postponing her studies as an English major working toward a teaching certificate in the College of Education. But the prospect of adventure on a year of active duty lessened the pain, and she knew when she signed up that this day could come at any time.

Collins, whose husband is also in the Guard and whose brother serves in Iraq, has seen active duty in Bosnia, Panama, Pearl Harbor and at the 2002 Winter Olympics. As a part of the Joint Task Force at Guantánamo Bay, where she comes into contact with detainees regularly, she writes for the command newspaper and acts as liaison for visiting media.

After a year, Collins will return to life as a student, wife and mother. For now, she's proud to take part in world-changing occurrences. "The day terrorists flew into the twin towers and the Pentagon, killing thousands, I simply watched the event on TV as I prepared to head off to class at Mizzou," she says. "I felt so detached from the reality of it all. Now the truth of terrorism's existence hits me in the face daily."



PHOTO BY SGT. JOLENE STAKER
One of Spc. Katherine Collins' duties in Cuba is interviewing soldiers for news releases that run in their hometown newspapers.



Undeniable Animal Attraction

Sathya Chinnadurai's house is a small zoo. The featured attractions are two cats, two rats, a corn snake and a three-legged dog. It's a fitting environment for someone who wants to spend his life working with animals.

Chinnadurai, from Chesterfield, Mo., once thought of becoming a doctor, but he was always fascinated with wildlife. He decided to combine those interests by pursuing a doctorate in veterinary medicine and a master's degree in wildlife sciences from the College of Agriculture, Food and Natural Resources.

In summer 2003, that combination led him to South Africa, where he studied how stressful situations affect animals in the wild. For example, he looked at how management and predator introduction affected their stress levels. As a research assignment abroad, that experience fit perfectly with what he wants to do in his career. "My ideal situation would be a job that lets me have a home base at a university or a zoo in the states," he says, "but travel and work with wildlife in other countries."

Back in the United States, he also has worked on domestic animals in a small-animals clinic, an equine center and the College of Veterinary Medicine's intensive care unit. Chinnadurai's dedication has earned him numerous awards, including the Brown Fellowship that funded his South Africa trip, multiple scholarships from the college and the Cecil Elder Award for veterinary pathology.

He's gotten more from his studies than just awards, though. Some creatures in his personal zoo came from the veterinary school. He adopted the two rats, Paulie and Silvio, from a program that trains students in the proper handling of lab animals. The dog, Brodie, was an emergency room case, and one of the cats, Floyd, came from the school as well.

Despite Chinnadurai's many animals, he's most interested in cats. He jokes that if he had lived a past life, he must have been a cat. "But I don't have flashbacks about chasing mice or anything like that," he says. His love of small cats translates to a love of big cats as well, especially given the similar mannerisms they share. Since moving to Columbia, he has been involved with Mizzou Tigers for Tigers, an MU group that raises money for tiger conservation.

"So many people own little plush tigers and tiger junk and have tiger stickers on their cars," Chinnadurai says, "but nobody associates that with the real animals." So when he says he's a tiger lover, it doesn't simply mean that he's a rabid MU sports fan. 🐾

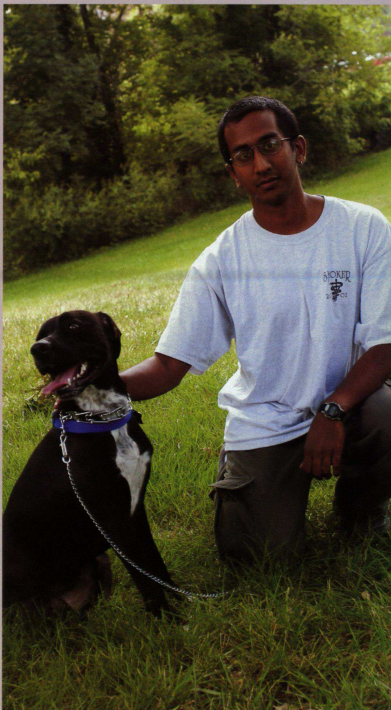


Photo by Steve Mason

Sathya Chinnadurai — shown with the three-legged dog Brodie, one of the many animals in his zoo-like home — serves as president of the student chapter of the American Association of Zoo Veterinarians.

Best of Mizzou Research

Today's research is big news. Some of the headlines are timely: "Coronavirus Identified as SARS Culprit." Some are controversial: "Is Cloning Part of the Divine Plan?" Others show research as big business: "Biotech Companies Race to Unravel Genetics Riddles." But whatever the topic, the heart of research is solving problems and creating knowledge to help people live healthier, longer, richer and more productive lives.

Mizzou's researchers are no different. In this story, a handful of researchers from across campus explain their work: A statistician helps physicians and other researchers arrive at answers with the least disruption to patients' lives; an agronomist builds drought-resistant soybean plants to help ensure a strong food supply; an engineer helps the Army search safely for land mines.

Much research takes place at the level of cells, genes and molecules. But no matter how small and technical their work becomes, researchers keep the big picture in mind as they make discoveries.

Getting Better Answers

Ask **Nancy Flournoy** if it's difficult being a pioneering female researcher in the vastly male field of statistics, and she offers a telling analytical response: "It's always hard to start something new. You might imagine that it would be more difficult as a female, but it's hard to see what the additional factor of being female would add."

Flournoy laughs. Mixed variables such as these — being a female and a pioneer — present just the type of statistical conundrum she could solve with her groundbreaking statistical models. Flournoy, who came to MU to lead the Department of Statistics in 2002, has addressed social science issues, including those concerning gender and career advancement.

For now, researchers apply Flournoy's work primarily to health sciences. Her "adaptive sequential designs" allow for midstream changes in experiments to help researchers get better answers faster. For instance, if researchers find during a study that a certain radiation treatment for a cancer isn't working, Flournoy's algorithms allow them to discard it and continue the experiment. That flexibility didn't exist in traditional study designs, and it can save time, money and human suffering. Some older studies took so long to complete that the treatment became obsolete. "What you have then is a very precise answer to the wrong question," she says.

Flournoy got the idea for adaptive sequential designs while working on drug trials for bone marrow transplant patients. "I became disenchanted because the statistical tools for deciding whether treatment A is better than treatment B were very wasteful of human lives," she says. She used her statistical designs as part of the interdisciplinary team that pioneered bone marrow transplantation. Her work provided the first empirical support for the theory that transplanted bone marrow would mount a fight against a patient's leukemia cells.

These aren't the only milestones in Flournoy's career. She devised interdisciplinary research models for the National Science Foundation in the 1980s, she helped establish new standards for statistical models and risk-assessment techniques for the Environmental Protection Agency in the 1990s, and she now advises government agencies on alternative methods for toxicology.

"What we've really seen since the 1980s is an evolution of departments becoming involved with each other and, returning to their roots, getting their problems from the real world," she says. "Statistics as a field grows because you're trying to solve problems that come out of the real world."



Faster



PHOTO BY ROB HILL

In the hands of Nancy Flournoy, statistics is one of the helping professions. She pioneered algorithms that allow researchers to alter experiments midstream if they discover that a medical treatment isn't working.

Something in the Air

In response to the tragic events of Sept. 11, 2001, **Sudarshan Loyalka** and several other MU professors and alumni pooled their considerable expertise to help out. They wrote chapters and combined them into a book called *Science and Technology of Terrorism and Counterterrorism*. A Curators' Professor of nuclear engineering, Loyalka provided expertise on nuclear terrorism and aerosol mechanics. Understanding the tools of terrorism is a key to making the world a safer place, but Loyalka also wants nations to work together to build a sustainable peace: "We need to make sure everyone in the world has a stake in the world's future."

With funding from the National Science Foundation, the Department of Energy, the Environmental Protection Agency and the Nuclear Regulatory Commission, Loyalka seeks to understand how tiny particles move and spread in the air. "The scope of applications is vast, from human respiration to global warming," he says. Particle movement is indeed a global issue, especially when the particles are dangerous. "Wind storms in the Sahara can put particles in the U.S.," Loyalka says. "They can travel all over the globe."

Man's New Best Friend?

More than 82,000 Americans are awaiting organ transplants right now. Thousands will die before appropriate donors are found. Some scientists believe that xenotransplantation, the process of transplanting an organ from one species into another, may help people get the organs they need. **Randy Prather** works to reduce the barriers to making xenotransplantations successful.

Using a process called nuclear transfer, Prather and his team created a litter of cloned pigs born without the molecules that cause the human body to immediately reject a transplanted foreign organ. "Because bacteria have the same molecule on their cell surface, we've already developed antibodies to it," Prather says. Antibodies attack the cells of the foreign organ, thinking they're just harmful bacteria. Prather's pigs may provide organs that will one day save thousands of lives by avoiding that problem. "I think we have such tremendous opportunity before us to alleviate human suffering," he says.

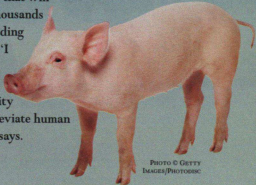


PHOTO © GETTY IMAGES/PHOTODISC



Research that Feeds the World



PHOTO BY ROY HILL

Henry Nguyen applies the fruits of the genetics revolution to soybeans. By engineering plants that resist drought, he helps feed a hungry world.

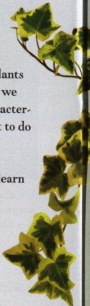
Henry Nguyen is a farmer's best friend. As a researcher in molecular genetics and soybean biotechnology, Nguyen (pronounced "win") works to improve crop yields by making plants more resistant to environmental stresses such as drought. Losses of hundreds of millions of dollars can occur when rain doesn't come at the right time. But some plants handle the stress of drought better than others. "It's like humans," Nguyen says. "Some of us cope with stress better, and some collapse very quickly!" As the world's population continues to grow and the demand for food increases, Nguyen's genetically modified crops may be our best hope for fighting starvation and malnourishment.

Delegates to the World Food Summit in 1996 called for a second "Green Revolution" to help bring food security to the world's projected 2025 population of 8 billion. The first Green Revolution, which doubled and tripled crop yields through the use of improved irrigation and crossbreeding, came just in time in the 1960s and has helped keep food supply ahead of rising demand for the past 30 years. But as the global population continues to climb, so must the food supply.

Nguyen works to understand the molecular basis of plant responses to drought and hot weather. As a researcher in the Department of Agronomy's Plant Sciences Unit, Nguyen works with the Center for Soybean Genomics and Biotechnology and coordinates the Plant Root Genomics Consortium, which is funded by a \$4.5 million grant from the National Science Foundation. The researchers also receive funding from the Missouri Soybean Association. During the next four years, the consortium hopes to unravel genetic mechanisms and develop molecular strategies for improving drought tolerance.

"By the end of the process, we need to understand the genetics of drought tolerance," Nguyen says. "We can actually look at the DNA of maize or soybeans and figure out whether a particular plant will carry the desirable genes or not." The desirable genes help the plants survive through periods of water deficit. "The idea is, we take something that already has a number of good characteristics and build an additional genetic system to equip it to do well under drought conditions."

"Drought is an important state, national and global issue," Nguyen says. "That's why it is crucial that we learn more about the molecular basis of drought tolerance." Developing tougher crops will help keep farming profitable and feed the mouths of tomorrow.



Researchers

The Tiniest Tank

Peter Pfeifer says history has taught us that putting hydrogen in leaky vessels, which caused the Hindenburg and Challenger explosions, is not the best idea. Even with today's safe containment systems, hydrogen-powered cars of the future would have to accommodate more gas tanks than passengers.

That's where Pfeifer comes in. Since 1996, the professor of physics has been working to develop a compact, low-pressure storage system for methane gas, from which hydrogen gas is easily made. By shooting X-rays through carbon, Pfeifer and his team discovered "nanopores," the molecular equivalent of a suburb's endless cul-de-sacs. The tremendous surface area of the porous carbon means lots of good storage space for the tiny methane molecules, and the narrow cul-de-sacs tightly pack the molecules. Coming soon to a fuel-cell car near you!



PHOTO © ALAMY

Growing the Bottom Line

Since 1950, the National Science Foundation (NSF) has made it possible for researchers across the country to expand our understanding of basic science. "The NSF is the driving force for basic research in the nation," says **Doug Randall**, MU professor of biochemistry and recent presidential appointee to the NSF governing board. "Basic science is the economic driving force for the nation," he says. "The return on the dollar is phenomenal."

Randall has received NSF funding since 1974 for his research on plant metabolism and the interaction of cellular processes. As a founding researcher in MU's interdisciplinary plant group, Randall seeks to understand how plants regulate metabolism to improve their use for food production and possibly to produce a form of biodegradable plastic. "This will be the century for biology," he says.



PHOTO © GERRY
BACCHINO/PHOTONIC

Stop the Swelling

About 40 percent of breast cancer survivors experience a condition called lymphedema, a painful swelling of the limbs that occurs following surgery. "Any time lymph nodes are removed, there is a lymphedema risk," says **Jane Armer**, associate professor at the Sinclair School of Nursing and a researcher at the Ellis Fischel Cancer Center. The condition can be painful and debilitating, but there are also psychological effects. "It's something that's a constant reminder of the cancer every day," Armer says.

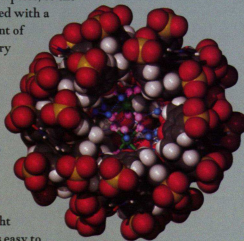
With her research, Armer seeks to understand the constellation of factors that cause the condition. "We hope some day we'll have an intervention to prevent swelling," she says. "We need to know when the risk is the greatest so we know when to intervene." A \$1.6 million grant from the National Institutes of Health helps fund her five-year study.

A ZIP Code for Drugs

Jerry Atwood has lots of good analogies for explaining how his nanocapsules may revolutionize drug-delivery systems within the human body. Conventional systems are comparable to looking for a stranger in a crowded room; without knowing what the person looks like, you have to approach everyone in the room. Similarly, most drugs can't recognize their target sites, so they approach every site in the body and thereby cause side effects.

The allergy drug Claritin, for example, can't specifically recognize histamine receptors, so the bloodstream gets flooded with a million times the amount of the drug that's necessary to treat allergies.

Atwood's nanocapsules may change that by sending drugs only where they need to go. "It's like putting a ZIP code on the outside," says the Curators' Professor of chemistry. "Once you have the right code on the outside, it's easy to get the letter where it needs to go."



The Art of Science

Linda Randall may be the only faculty researcher whose ice buckets match the walls of her lab. She designed the renovation plans for Stephens Hall, where her labs are, and added a touch of elegance more commonly found in art museums. "Things should be beautiful," she says.

In fact, Randall feels that art is often the best method for demonstrating the beauty of biology. Most people have difficulty understanding Randall's groundbreaking research in protein export, the process that allows amino acid chains to pass through cell membranes. So, when asked to give a lecture at Washington State University in 1990, she told her staff of researchers, "We're going to dance protein export!" They went along with what they thought was a joke until they found themselves on stage.

In addition to her forays into dance and design, Randall holds MU's Wurdack Chair in Biochemical Sciences and was elected to the National Academy of Sciences in 1997. Her work in understanding how proteins fold within bacteria cells helps to combat diseases such as Alzheimer's and diabetes.



PHOTO BY BOB HILL

With an eye for beauty and a mind for science, Linda Randall teaches and researches protein export, a process that allows amino acids to pass through cell membranes.

Magic Bullets for

For more than two decades, labs in the basement of the Truman Veterans Hospital have been buzzing with researchers in MU's Radiopharmaceutical Science Institute (RSI), which develops radioactive molecules that target cancer cells from inside the body. It's a welcome alternative to traditional external radiation therapy, which wreaks havoc on both good and bad cells. "This is really where nuclear medicine is going," says **Wynn Volkert**, director of the RSI and Curators' Professor of radiology. "We hope to be able to replace some of the external beam therapy."

Radiopharmaceuticals kill cancer cells without harming healthy cells. The specially designed radioactive molecules target receptors that are unique to different types of tissue. For example, a molecule designed to target bone does not bind to the surrounding muscle tissue. That's how the bone-cancer drug Quadramet, developed at MU in the 1980s, works. The molecules are also attracted to areas with rapid cell division — cancer's calling card.

When cancer spreads, a condition called metastasis, it becomes difficult to target the disease from outside the body. "If someone has metastatic disease, with external beam therapy, you may not know where all these cells are," Volkert says. "So the potential power would be to inject your radioactive drug to spread throughout the body, and if you've got the right homing technology, no matter where the cells are, it'll pick them up. It's the magic bullet hypothesis."

For about eight years, RSI investigators have been working with a molecular model based on a design by researcher Timothy Hoffman. "We showed the potential value of it pretty quickly," Volkert says. Already they are using the model to develop drugs to treat breast, prostate and pancreatic cancers, and they're working to target other human cancers including melanoma, lymphoma and colon cancers. Their current funding — which comes from the National Institutes of Health, the American Cancer Society, the Veterans Administration and the departments of Energy and Defense — allows the researchers to develop basic techniques and strategies for treating cancer before licensing their work out to drug companies that may be interested only in short-term results.

But the chief benefit of the institute may be the development of a cross-disciplinary approach to cancer research. "The nice thing about the institute is, we formed it to help facilitate interactions between our faculty and faculty outside the institute as well," Volkert says. "It's a group that's capable of starting from fundamental processes and concepts and moving all the way up into human patients."



Killing Cancer



PHOTO BY ROB HELL

Wynn Volkert develops radiopharmaceuticals, which kill cancer cells without harming healthy cells as traditional radiation therapy can.

A Finger on Pulse Power

As an electrical engineer, **Bill Nunnally** likes to solve practical problems. Unlike many university researchers, Nunnally is a generalist with a broad expertise in a host of applications, from developing optical communication tools and helping the Army search for land mines to improving techniques for de-icing airplanes and building communications sensors for Predator reconnaissance drones. "As an engineering professor, there are two philosophies," Nunnally says. "I believe in being a broad-based person rather than being the world's greatest specialist in a really narrow area."

One of Nunnally's focus areas is pulse power, a way of delivering increased power in a short period of time. Like a camera flash, pulse power uses capacitors to store energy over a period of time and then release it in an instant. Nunnally has worked with universities and national laboratories to improve pulse-power technology. "We're just trying to do things better, faster and more efficiently," he says.



PHOTO © CORTY MASON/PHOTODISC

Programmed for Health

Dividing his time between research, patient care, hospital administration, fund raising and program development, **Charles Caldwell** gets to wear many hats. Part of Caldwell's mission as director of programs at Ellis Fischel Cancer Center is to acquire the National Cancer Institute's (NCI) coveted comprehensive cancer center designation. With 15 NCI grants totaling more than \$30 million, the center has come a long way in the past few years. "We started a planning process to beef up the cancer programs," Caldwell says. "I think what we're seeing now is the payoff from those efforts of two or three years ago."

For his part, Caldwell studies lymphomas and leukemia, and he examines the process of gene regulation called DNA methylation, which helps tumors form. Reversing abnormal methylation may help treat cancer, and blocking it may wipe out cancer altogether. "We're hoping to move this back further to actually prevent cancer before it ever forms," Caldwell says. *

Experts from A to Z

A RESEARCH UNIVERSITY SUCH AS MU IS LIKE A SMALL TOWN POPULATED WITH EXPERTS ON EVERY CONCEIVABLE TOPIC. WHAT WOULD YOU LIKE TO KNOW? HERE ARE JUST A FEW OF MU'S FACULTY EXPERTS.

STORY BY
DALE SMITH

A [Alzheimer's]

With a \$5 million National Institutes of Health (NIH) grant, biochemist **Grace Sun** leads three Alzheimer's research projects devoted to understanding the molecular mechanisms that contribute to neuron cell death brought on by stroke, alcoholism and Alzheimer's disease.

(sung@health.missouri.edu)

B [Booze]

Psychologist **Ken Sher** is an expert on alcohol-use disorders across the life span. He served on an NIH task force that issued a 2002 report documenting problem drinking among college students. The report recommended targeting not only at-risk individuals but also the student population as a whole and its surrounding community. (sher@missouri.edu)

C [Campaigns]

Ranked as one of the 50 most productive scholars in communication, **Bill Benoit** studies political campaigns and debates. He has served as an expert source in *The New York Times*, *The Washington Post* and *USA Today*. (benoitw@missouri.edu)

D [Diabetes]

Physiology researcher **Mike Sturek** studies how exercise prevents diabetes-induced cardiovascular complications. He has won a series of large grants from the NIH and the American Diabetes Association. (sturekm@missouri.edu)

E [Ethics]

Philosopher **Bill Bondeson** has influenced thousands of health care providers statewide through his legendary medical

ethics course, which covers withdrawing and withholding treatment, advance directives, informed consent and refusal, stem cell research, cloning, and genetic issues. (bondesonw@missouri.edu)

F [Family Medicine]

Physician and Institute of Medicine member **Jack Colwill** helped pioneer the academic discipline of family medicine, which is now a key specialty. At MU he led one of the nation's strongest departments for 25 years.

(colwillj@missouri.edu)

G [Genetics]

Plant geneticist **Ed Coe** likens a corn plant's life to an epic symphony taking 50,000 musicians (genes) weeks to perform (grow). Just a fraction of the genes are programmed to perform the music by heart; the rest wait for cues and join in a few at a time. Coe's research charts the harmonious genetic developments that make a productive plant and the mutations that can ruin it. (coee@missouri.edu)

H [Heart Surgery]

Pediatric cardiologist **Zuhdi Lababidi** pioneered an alternative to open-heart surgery called balloon aortic valvuloplasty, which is performed through a catheter. After this procedure, which requires no blood transfusions or general anesthesia and leaves no scars, patients go home the next day and resume normal activities.

(lababidiz@missouri.edu)

I [Inactivity]

In his book *Exercise*, **Frank Booth** points out that 14 percent of Americans die from conditions caused by inactivity. The biomedical scientist says that being more active saves tax dollars going to health care and reduces the risk of chronic diseases. (boothf@missouri.edu)

J [Journalists and Information]

In his work at MU's Freedom of Information Center, **Charles Davis** helps journalists nationwide report on the government. The center houses a collection of more than 1 million articles and documents about access to information at the state, federal and local levels.

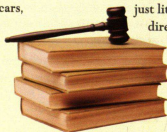
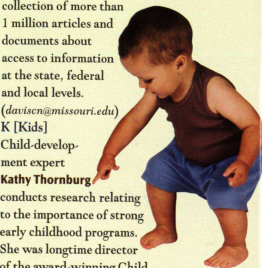
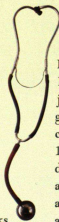
(davisncn@missouri.edu)

K [Kids]

Child-development expert **Kathy Thornburg** conducts research relating to the importance of strong early childhood programs. She was longtime director of the award-winning Child Development Lab, an on-campus child-care center where students learn this vital field. (thornburgk@missouri.edu)

L [Litigation vs. Problem Solving]

Today's lawyers must be more than just litigators, says **Timothy Heinz**, director of the law school's Center for the Study of Dispute Resolution. The highly rated center teaches



students a range of methods for settling issues out of court. (heinszt@missouri.edu)
M [Math Education]

Barbara and Robert Reys, a formidable husband-wife duo of reformers in math education, have won millions in grant funding from the National Science Foundation to help teachers learn to use standards-based curricula. They strive to help students become mathematically literate. (reyspb@missouri.edu; reysr@missouri.edu)
N [Nursing Homes]

Marilyn Rantz is an author, nursing researcher and expert on quality issues in the care of elders. She wrote *The New Nursing Homes: A 20-minute Way to Find Great Long Term Care*, a consumer guide to choosing a nursing home. (rantz2m@missouri.edu)
O [Old Age]

After decades of teaching and research on memory and aging, psychologist **Don Kausler** is bringing his expertise on growing older to the masses. He co-wrote *The Grayning of America: An Encyclopedia of Aging, Health, Mind, and Behavior*, and he writes a weekly column on aging for Scripps Howard News Service. (kauslerd@missouri.edu)
P [Plastics]

Biologist **Fred vom Saal** shook up the plastics industry when he discovered that extremely low doses of certain man-made plastic chemicals found in the environment can harm fetal development. He advises Congress about environmental health topics. (vomsaalf@missouri.edu)
Q [Quality of Health Care]

Linda Headrick, an expert in health care quality and medical education, uses quality improvement principles and methods not only to improve care and education but also to teach the next generation of physicians how to improve care. (headrickl@health.missouri.edu)
R [Reproduction]

Veterinary clinician and researcher **Robert Youngquist** studies reproduction in domestic animals, primarily cattle. His

work helps ranchers and consumers by leading to more efficient milk production and improved treatment for diseases such as ovarian cysts in dairy cattle.

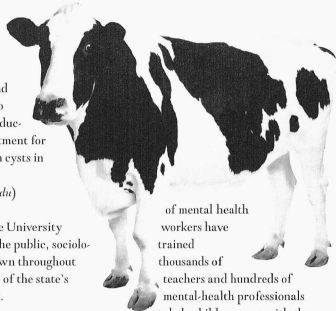
(youngquist@missouri.edu)
S [Sociology]
Always striving to make University research accessible to the public, sociologist **Daryl Hobbs** is known throughout Missouri for his studies of the state's changing demographics. (hobbsd@missouri.edu)
T [Time]

"Time is money," the old saying goes, but no student of **Allen Bluedorn's** teaching or writing would ever leave it at that. The professor of management's latest book, *The Human Organization of Time*, discusses the ramifications of how various peoples conceptualize time. (bluedorna@missouri.edu)
U [Uncertainty]

In this time of corporate consolidation, communications expert **Michael Kramer's** work on employee transitions is particularly pertinent. His article exploring how airline pilots reacted to their company's merger will appear in an upcoming issue of the journal *Human Communication Research*. (kramerm@missouri.edu)
V [Violence]

Engineer **Sam Kiger** conducts research toward better structural designs and protection strategies. To aid anti- and counter-terrorism programs, he develops analytical models that calculate potential damage from car bombs and other explosives. (higers@missouri.edu)
W [War]

Psychiatrist **Arshad Husain** has traveled overseas dozens of times to work with war-traumatized children in Bosnia and Herzegovina, Palestine and (Afghan children in) Pakistan. He and a team



of mental health workers have trained thousands of teachers and hundreds of mental-health professionals to help children cope with the tragedies of war. (husains@missouri.edu)
X [Exercise Prescription]

A pioneer in the study of how aging and exercise affect skeletal muscle, physical therapist **Marybeth Brown** is also exceptional for her use of basic research on animal tissues to inform clinical practice. Based on work with rats, she can now prescribe exercise to elderly patients before elective surgery so they'll recover faster from the effects of bed rest. (brownmb@missouri.edu)
Y [Youth Sports]

Douglas Abrams, a law professor and author of three leading books on children's issues, is a national spokesman for a positive approach to youth sports. Each morning, he assembles the prior day's newspaper and magazine articles about sportsmanship and e-mails them to youth-league coaches and parents throughout North America. To receive the e-mails, contact Abrams at abrams@missouri.edu.
Z [Zip]

Trouble zipping up those new jeans? **Karla Simmons'** expertise in 3-D body scanning made MU one of 10 U.S. sites where the SizeUSA study collected data in 2002. This research will help replace outdated sizing systems and create clothes that fit and feel better. (simmons@missouri.edu)



ASSOCIATION NEWS

TRUE TIGERS TAKE OFF

In just one year, student membership in the MU Alumni Association spiked 49 percent, from 1,782 in fiscal year 2002 to 2,647 in 2003. At press time there were even more (3,428) True Tigers for this year, making it among the largest student groups on campus, says Carin Huffman, the association's coordinator of marketing.

The program aims to boost campus spirit and build lifelong relationships between students and the University.

In 1992, MU became one of the first universities nationwide to offer student memberships. Then in 2001, the association launched the True Tigers program, a half-price annual membership of \$17.50 with full member benefits as well as plenty of programming and perks suited to students. MU is one of a handful of universities that offer these special programs, including a road trip to a football game, T-shirt days, and a finals-week break with snacks, movies, games and massages.

The association's overall membership stands at 33,464.

LINK UP TO LEARN MORE

Find out about great events and programs online or by phone:

- The world is your classroom when you travel with the Tourin' Tigers. We've selected trips with travelers of all ages and budgets in mind. Check out 2004 tours at <http://www.mizzou.com>.
- Know someone who would make a great leader for the MU Alumni Association? For details and to receive an application to nominate someone, call Steve Vincent at (636) 386-0230 or e-mail him at mizzousteve@msn.com. Postmark nominations by March 1, 2004.
- The association hosts Time of the Tiger Founders' Celebration honoring

Student membership in the MU Alumni Association is on the rise. There were 3,428 True Tigers at press time, up from 1,782 in fiscal year 2002. MU's program is among the strongest nationwide.

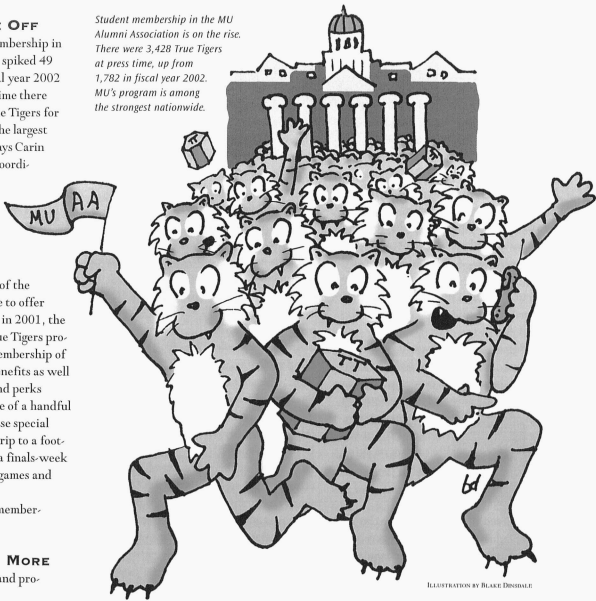


ILLUSTRATION BY BLAKE DINDALE

Mizzou's 165th anniversary Feb. 12. For information or to RSVP, call Nicole Fischer at (573) 884-9097 or e-mail her at fischern@mizzou.edu.

• Association chapters nationwide have been working to support MU. For a complete list of MU's alumni chapters, along with their achievement levels for this past year, go to the association's Web site.

• What is life like as a Mizzou freshman in 2003? Follow the illustrated journals of freshmen Kelly Trosen, an accounting major from Kirksville, Mo., and Jeff

Donoho, a journalism major from Los Angeles. Go the association's Web site to read more.

• Last year, association membership reached 34,600, its highest mark ever. You can join at the association's Web site.

• Gather with Mizzou alumni at 9 a.m. PST Dec. 13 in Michelangelo's Bistro & Bar in the Seattle Center before the basketball Tigers take on the Gonzaga Bulldogs at 11 a.m. PST in Key Arena. Find details at the association's Web site.

ASSOCIATION NEWS

LEADERS GET THE WORD OUT

Every year in the fall, MU Alumni Association volunteers converge on Columbia to learn ways of leading alumni in support of their alma mater. With each year comes a new theme. The association's president-elect, Doug Crews, BJ '73, brainstormed this year's mantra, "Start Spreading the News." The idea was a natural for Crews, who has worked for the Missouri Press Association since 1979. The theme hints at the promotional work that volunteers do for MU every day. It also captures the special role in store for them as the University embarks on its comprehensive campaign, For All We Call Mizzou.

On Sept. 12 and 13, the leaders took a spread-the-news crash course in media relations from leading faculty and staff on campus. They also honored four among their number for extraordinary service to Mizzou.

The program started Sept. 12 with the volume turned up high. Steve Lippo, a junior majoring in broadcast journalism and an improvisational comedian, went to work as a town crier promptly at 8:30 a.m. in the Reynolds Alumni Center.

Speakers included Pulitzer Prize winner Jacqui Banaszynski, a faculty member from the School of Journalism who taught volunteers how to get to the heart of the story in order to help get news out locally. Mary Jo Banken, BGS '92, director of news services,

MISSION STATEMENT

The MU Alumni Association proudly supports the best interests and traditions of Missouri's flagship university and its alumni worldwide. Lifelong relationships are the foundation of our support. These relationships are enhanced through advocacy, communication and volunteerism.

presented a nuts-and-bolts session on promoting scholarship programs, alumni awards and activities. Jim Sterling, BJ '65, also gave a spirited talk. Sterling, a former University of Missouri System curator and newspaper publisher, is a J-School faculty member. For his choice of apparel and his cheering style at Tiger sporting events, Crews has dubbed him the "Scarf Man."

Next came news of which volunteers would be honored. The Regional Tiger Pride awardee was Sandy Hamilton, BS Ag '82, of Denver. She fills numerous roles for the Rocky Mountain Tigers Chapter, including Web master, treasurer and event organizer.

The Missouri Tiger Pride awardee was Mitch Murch, BS BA '52, of St. Louis. He has logged more than 50 years as a volunteer at the association's national level, including development work on the current and previous alumni centers.

The Missouri Mizzou G.O.L.D. awardee was Ben Terrill, BJ '96, of St. Louis. He became an active volunteer shortly after graduating, and his accomplishments include helping to found the St. Louis Chapter's student recruitment committee.

The Regional Mizzou G.O.L.D.

awardee was Greg Bailey, BS BA '96. As president of the Tigers of the Corn Chapter in Omaha, Neb., he helped the chapter combine traditional events, such as watch parties and road trips, with new projects, such as assembling finals-week "care packages" for current MU students from the area.

CHAPTER NEWS

More than 30 members of the newly reorganized Greater Nashville Chapter held their first Mizzou Alumni Picnic Aug. 23 at Edwin Warner Park in Nashville, Tenn. Revelers bid in a silent auction to raise money for scholarships and organized games for kids. The chapter also holds informal get-togethers the second Monday of each month.

The Cole County Alumni Chapter held an MU Fan Appreciation Barbecue Sept. 3 at Memorial Park in Jefferson City, Mo. Special guests included legendary basketball coach Norm Stewart, "Voice of the Tigers" Mike Kelly and MU color commentator Gary Link. Truman the Tiger, the Golden Girls and Marching Mizzou entertained the crowd of nearly 500. A raffle and live auction raised money for scholarships.



Four top volunteers were honored at Leaders Weekend Sept. 12 and 13 in Columbia. They are Sandy Hamilton, BS Ag '82, of Denver; and, back row from left, Mitch Murch, BS BA '52, of St. Louis; Greg Bailey, BS BA '96, of Omaha, Neb.; and Ben Terrill, BJ '96, of St. Louis. These and other leaders from across the country took a spread-the-news course in media relations from leading faculty and staff on campus.

ASSOCIATION NEWS



PHOTO BY SHAWN FRAZIER

Member calendars include photos every month, such as this winter shot of Jesse Hall. The 2004 calendar also includes information on Taste the Best of Missouri gift boxes, right, with products by alumni and other Missouri producers. Part of each purchase goes toward scholarships at MU.

GIVE THE GIFT

OF MISSOURI AND MIZZOU

Check out your 2004 member calendar to learn about a new gift with a Missouri twist. Six Mizzou alumni at four food companies statewide are showcasing their goodies in Taste the Best of Missouri boxes. This fund-raising project includes 26 Missouri-owned food producers, and part of the proceeds go toward scholarships at UM System campuses. Boxes range in price from \$40 to \$80. Visit <http://www.tastethebestofmissouri.com> or call 1-800-241-0070. Look for the following products from alumni:

•Amy Jungk, BS Ed '88, LC '88, and Elizabeth Jungk Benteman, BS HES '89, of Kansas City. The sisters work at the family-owned Old World Spices and Seasonings, a manufacturer of custom seasoning blends.

(<http://www.oldworldspices.com>)

•Pat Newsham, BS HES '91, of



St. Louis. Newsham is vice president of sales for Arcobasso Foods Manufacturing Co., a custom manufacturer and bottler of sauces, marinades and salad dressings.

(<http://www.arcobasso.com/products.htm>)

•Steve Picker, BS Ag '90, of Jefferson City. Picker markets a treasured family recipe with Grandma's Cool and Zesty Dressing, a sweet, German-style dressing for salad and marinades.

(<http://www.cool-zesty.com/>)

•Julie Price, BA '85, JD '88, and Mark Price, PhD '89, of Fulton, Mo. This husband-wife team owns A Taste of the Kingdom, which turns peppers and other produce from local family farms into jellies and sauces. (<http://www.tasteofkingdom.com/index.htm>)



MEMBERSHIP MATTERS

GETTING A LATE START ON HOLIDAY CARDS?

Free greeting cards for all occasions are available in the members-only section of the association's Web site, <http://www.mizzou.com>. Register to use the site today.

RENEWING MEMBERSHIP IS ONLY A CLICK AWAY

What's the easiest way to renew your association membership? Go online to <http://www.mizzou.com>. Members with a Feb. 1 due date who renew by

Dec. 15 save the association the cost of printing and mailing a renewal notice.

HO, HO HURRY TO GET HOLIDAY SAVINGS

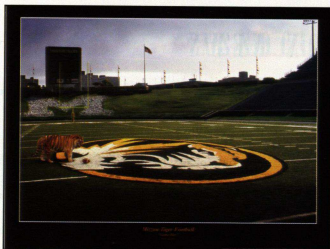
Members can save 10 percent or more at more than 100 local and national merchants, many of which are perfect for holiday shopping. Live outside Columbia? Find member discounts at <http://www.mubookstore.com> and <http://www.mutigers.com>, among others. For a complete list of discounts and exclusions, go to the Membership Services section of the association's Web site today.

MEMBERSHIP DISCOUNT PROFILE

Located at 503B E. Nifong Blvd. in Columbia, Tiger Tales Bookstore offers books for every interest. At the coffee bar, enjoy a beverage and a chat with owner Rosemary Stevens, or just have a quiet moment with your book.

Association members receive a 15 percent discount on in-stock book purchases (not valid with other offers).

Reflections of Glory, Inc: Photography by Bart Larson



1. "Game Day" Unframed Print 18" X 24" \$39.95
 2. "Game Day" in black metal frame \$79.95



6. "Tiger on the Quad" Unframed Print 18" X 24" \$39.95
 7. "Tiger on the Quad" in black metal frame \$79.95



3. "Game Day" in walnut frame 22" X 28" \$95



4. Unframed canvas 24" X 36" \$295
 5. "Game Day" in ornate gold frame with black liner 30" X 42" \$395
Huge & Beautiful!



8. "Tiger on the Quad" in walnut frame: 22" X 28" \$95



9. Unframed canvas 24" X 36" \$295
 10. "Tiger on the Quad" in ornate gold with black liner 30" X 42" \$395
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ASSOCIATION NEWS



FACULTY AND ALUMNI HONORED FOR ACCOMPLISHMENTS

The MU Alumni Association honored outstanding faculty members and alumni at the 2003 Faculty-Alumni Awards Banquet Oct. 10 in the Reynolds Alumni Center. Since 1968, Faculty-Alumni Award winners have been selected for accomplishments in their professional lives and service to the University. The program highlights not only individuals but also the vital relationship between faculty and alumni in promoting the best interests of the University. See all the winners at right.

To nominate a candidate for a 2004 Faculty-Alumni Award, call Carrie Lanham at 1-800-372-6822 or (573) 882-4366, or go to <http://www.mizzou.com>. The nomination deadline is Feb. 1. The 2004 awards banquet will be Oct. 1.



Sam F. Hamra, BS BA '54, JD '59, received the Distinguished Service Award, the association's highest honor for an individual. Hamra serves as governmental relations attorney for the Missouri cities of Branson and St. Robert. As chairman and CEO of Hamra Enterprises, he owns and operates 23 Wendy's restaurants in Missouri and 32 Panera Bread restaurants in Chicago and Boston. Hamra, a Faculty-Alumni Award recipient in 1990, is an endowed life member of the association, a Very Distinguished Fellow and past chairman of the Jefferson Club, a charter member of the Law Society, a trustee of the Law School Foundation, a Faurot Fellow of the Department of Intercollegiate Athletics and a member of the Herbert J. Davenport Society in the College of Business.



Dale A. Whitman, James E. Campbell Professor of Law, received the Distinguished Faculty Award, the association's highest honor for a faculty member. Whitman, an MU professor from 1982 to 1991 and again from 1998 to present, served the School of Law as dean for six years. He was instrumental in raising money to build Hulston Hall, which houses the school. Alumni remember how he taught property law and analytical skills that they use in their careers. Whitman received a Faculty-Alumni Award in 1989 and is a member of the Jefferson Club and the Law Society in the law school.



Catherine A. Allen, BS HE '68
Founder and chief executive officer of BITS
Santa Fe, N.M.



Charles T. Bourland, BS Ag '59, MS '67, PhD '70
Retired manager of the Space Station Food System for NASA
Houston



Jo Behymer, BS Ed '62, M Ed '65, EdSp '75, EdD '77
Retired MU assistant provost
Columbia



John L. Bullion
Professor of history
Columbia

ASSOCIATION NEWS



Karyn Buxman,
MS '90
President and
owner
of HUMORx
Hannibal, Mo.



**Retired Gen.
John A.
Gordon, BS '68**
Presidential
adviser
Alexandria, Va.



**Gary L.
Rainwater, BS
EE '69**
President and chief
executive officer
of Ameren Corp.
Creve Coeur, Mo.



Vicki Conn,
MS '81, MA '83,
PhD '87
Potter-Brinton
Distinguished
Professor and
associate dean
of nursing
Columbia



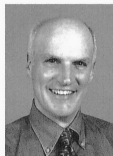
Art Holliday,
BJ '76
News anchor
and producer
St. Louis



**Jack L.
Stephens,
DVM '72**
Founder and chief
executive officer
of Veterinary Pet
Insurance
Anaheim, Calif.



**Gordon E.
Crosby Jr.,
Bus '42,
DHL '00**
Retired chairman
and chief
executive officer
of USLIFE Corp.
Fort Myers, Fla.



Jack Jones
Professor
of forestry,
fisheries and
wildlife
Columbia



Esther Thorson
Associate dean
of journalism
Columbia



**Gregory C.
Flaker, BA '72,
MD '76**
Brent M. Parker
Professor
of medicine
Columbia



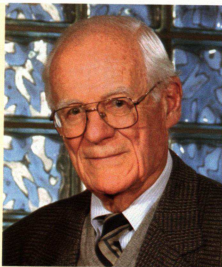
M. Kay Libbus
Professor of
nursing and
women studies
Columbia

CLEARING THE WAY FOR A POLIO VACCINE

WHEN IT COMES TO THE vaccine for polio, Jonas Salk is the one with the household name. Though an ancient disease, polio was relatively rare in 1900. But soon it crippled millions of children and became a leading cause of death from infection. It was a great public health triumph when Salk's 1952 vaccine largely vanquished the disease in the United States. Less familiar but no less important to this success was an earlier trio of researchers, including Frederick Robbins, BA '36, BS Med '38, DHL '58, who died Aug. 4, 2003, at age 86 in Cleveland.

Robbins, along with John Enders and Thomas Weller, won a Nobel Prize in 1954 for their earlier development of a way to grow poliovirus in a test tube. Without this advance, there would have been no vaccine. Their breakthrough led to vaccines and cures for many viruses and was still at work earlier this year to help isolate the coronavirus that causes severe acute respiratory syndrome, or SARS.

By the time Robbins and his fellow microbe hunters began their work at Harvard in the late 1940s, researchers had long grown large cultures of bacteria



Nobel Prize-winner Frederick Robbins died Aug. 4, 2003. His work led to a vaccine for polio and many other diseases.

in test tubes. These samples thrived on a nutritive fluid and were relatively easy to study. They led to vaccines for tetanus, diphtheria, pneumococcus, hemophilus influenzae and other bacterial diseases.

Viruses were far more difficult. Despite the best efforts of researchers over decades, viruses didn't flourish in vitro as bacteria did. Virologists were reduced to studying the poliovirus mainly by inoculating animals and watching the results. It was akin to

studying a microscopic cold virus by observing cold victims blow their noses. This method was roundabout, laborious, slow and expensive, and it couldn't produce large enough quantities of the virus to make a vaccine. To boot, virologists working for the benefit of humans could study only viruses that infected both humans and animals. Many don't.

That was the situation in 1947 when Robbins returned to his pediatrics residency at Harvard after serving in World War II. He began work with Enders and Weller, and the breakthrough came that same year. Trying yet again to culture viruses in human tissues, they tweaked the procedure. Rather than transferring the infected tissues to new nutritive fluid every few days, they left the tissues in place and instead changed the fluid frequently. That mundane-sounding change kept the viruses alive much longer and almost instantly put the study of viruses on par with the study of bacteria. In time there were vaccines for polio, measles, mumps, rubella, herpes, influenza and human immunodeficiency virus.

Robbins went on to a long career at Case Western Reserve University, where he eventually led the medical school as dean. He was an international figure in health care who served as president of the Institute of Medicine. — Dale Smith

THE THIRTIES

- Mary Folsie Hutchison**, BA '31, MA '32, PhD '34, and husband •**Greg Hutchison**, BA, BJ '32, MA '39, of Washington, D.C., celebrated their 60th wedding anniversary March 12.
- H. Burch Harrington**, BS Ag '37, and wife **Ada Jones Harrington**, Arts '37, of Chillicothe, Mo., celebrated their 66th wedding anniversary June 27.

THE FORTIES

- Harry Ball**, BS AgE '40, and wife **Helen Tripp Ball**, BS HE '41, of Traverse City, Mich., celebrated their 61st wedding anniversary March 28.
- Martin Nash**, BA '41, MA '43, and wife

Marian of Borger, Texas, celebrated their 60th wedding anniversary June 20.

- Donald Davidson**, BA '42, and wife •**Anne Davidson** of Redding, Calif., celebrated their 60th wedding anniversary Feb. 21.
- Howard Harris**, MA '42, and wife Rosemary of Bellingham, Wash., celebrated their 60th wedding anniversary May 30.
- Robert Benton Jr.**, BS Ag '43, of Beverly Hills, Mich., retired from the investment business after 50 years.
- Mary Rose Briggs**, BJ '44, of Mineral Wells, Texas, retired as a disaster worker for the American Red Cross.
- Leon Golfin**, BS ChE '44, is in his sixth

term as an alderman of Brentwood, Mo.

- Nancy Thompson Tipton**, BJ '44, of Englewood, Colo., received the 2003 Meals on Wheels Volunteer of the Year and Overall Volunteer of the Year awards from the Volunteers of America.
- Frank Mangan**, BJ '48, of El Paso, Texas, wrote *Mangan's War*, a personalized view of World War II, published by Mangan Books.
- Lorin Roberts**, BA '48, MA '50, PhD '52, of Moscow, Ind., was a campground host at Glacier National Park during the summers of 2002 and 2003.
- Herbert Sutton**, BS EE '48, and wife Nancy of St. George, Utah, celebrated their 50th wedding anniversary July 9.

CLASS NOTES

•**Thomas Walker**, BS Ed '48, MA '49, and wife •**Charlotte Karl Walker**, BA '49, of Dallas celebrated their 54th wedding anniversary June 4.

HAL SALFEN, ARTS '42, OF DALLAS PRODUCED AN AMERICAN STORY, A FILM ABOUT HIS WORLD WAR II EXPERIENCES COMMANDING A RADAR UNIT IN LUXEMBOURG DURING THE BATTLE OF THE BULGE AND HIS VISIT TO THE BUCHENWALD CONCENTRATION CAMP TWO DAYS AFTER IT WAS LIBERATED BY ALLIED TROOPS.

•**George Cardwell**, BA '49, of Baton Rouge, La., served on the governor's commission to draft a new Louisiana groundwater-conservation law.

•**Joe Church**, BSF '49, and wife

•**Virginia Church** of Paradise, Calif.,

celebrated their 50th wedding anniversary June 22, 2002.

Pat Hughes Coghill, BS Ed '49, and husband •**Tom Coghill Jr.**, JD '50, of Phoenix celebrated their 55th wedding anniversary in August.

•**Robert Luker**, BS BA '49, and wife Ruth of Arlington Heights, Ill., celebrated their 50th wedding anniversary June 20.

THE FIFTIES

Robert Peltz, BS BA '51, of Franklin Lakes, N.J., is vice president of Prudential Securities in Wayne, N.J.

Jim Green, BS Ag '53, and wife Barbara of Springfield, Mo., celebrated their 50th wedding anniversary July 26.

•**Doris Gordon Liberman**, BJ '53, of St. Louis works with The New Jewish Theatre and performs jazz piano and classical violin in the quartet Doreme.

•**William Smith**, BS Ag '53, of Indianola, Iowa, retired from the

insurance business in January.

•**John Legan**, BA '54, MD '58, and wife •**Marilyn Glasgow Legan**, BS Ed '57, of Dyersburg, Tenn., celebrated their 50th wedding anniversary March 21.

•**Ronald Louden**, BS Ag '54, and wife Betty of St. Francis, Kan., celebrated their 50th wedding anniversary in December.

•**James "Bill" Thomas**, BS EE '54, and wife Joan of Fort Wayne, Ind., celebrated their 50th wedding anniversary June 5.

•**Jane Lenox Moerschel**, Ag '55, of St. Charles, Mo., co-wrote *When I Leave and You Are Left: A Book to Help You Organize Your Personal Affairs*, published by Thompson Printing Inc.

James Powell, BS Med '55, MD '57, of Ellensburg, Wash., is a doctor and naturalist for Camp Hope, a yearly camp for children with parents in prison.

•**Paul Nicoletti**, BS Ag, DVM '56, of Gainesville, Fla., received a 2003

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Distinguished Service Award from the University of Florida-Gainesville's College of Veterinary Medicine Alumni Council.

ALTHOUGH LEE LOVELADY, BA '50, OF SAN JOSE, CALIF., RETIRED FROM TECHNICAL WRITING, HE STAYS ON TOP OF TECHNICAL MATTERS BY LEADING GUIDED TOURS AT THE TECHNOLOGY MUSEUM OF INNOVATION. HE ALSO LEADS TOURS AT THE ROSICRUCIAN EGYPTIAN MUSEUM.

- **Fred Maughmer, JD '57**, of Scottsdale, Ariz., retired from practicing law after 46 years.
- **Veldon Holaday, BS EE '58**, and wife Betty of Kennebunk, Maine, celebrated their 50th wedding anniversary April 18.
- **Phil Payne, BS BA '58**, of Memphis, Mo., is semiretired after selling his funeral business in December 2002.
- **William Tyler Jr., BA, BJ '58**, MA '66, of Town and Country, Mo., is a professor in the Department of Communication at St. Louis University.
- **Cas Welch, BS EE '58**, of Pittsburgh was named a fellow of the American Society for Quality.
- **Arthur Katz, BJ '59**, of Kansas City, Mo., is CEO of Arthur Katz & Associates.
- **Joe Webb, BS Ed '59**, of Bartlesville, Okla., retired from Phillips 66 Co. after 40 years of service.

THE SIXTIES

- **Doris Asselmeier England, BSN '60**, of Columbia, Ill., retired as vice president of patient care services at Children's Hospital of Michigan in Detroit.
- **Jerome Eyer, BA '60, MA '61**, of Hendersonville, N.C., is raising money for an energy systems undergraduate program at the University of South Carolina-Columbia.
- **Richard Guthrie, MD '60**, of Andover, Kan., received an Outstanding Physician Clinician Award from the American Diabetes Association.

CLASS NOTES

•**Don Stephens**, BS Ag '60, of Ponca City, Okla., retired as manager of property tax from Conoco Oil.

•**Retired Capt. David Layton**, BS BA '61, of Littleton, Colo., retired from Raytheon Aircraft.

David Castillon, BS Ed '62, of Mount Vernon, Mo., retired as head of the Department of Geography, Geology and Planning at Southwest Missouri State University.

Robert Forister, M Ed '62, of Bloomfield, Mo., wrote *Bloomfield, Missouri: Highland in the Swamps*, published by NAPSAC Reproductions.

Romae Cormier, MA '63, of DeKalb, Ill., retired after serving as assistant professor of math at Northern Illinois University, police commissioner for DeKalb and pairing master of Olympic-freestyle and Greco-Roman wrestling.

•**Carolyn Sudheimer Eigel**, BS Ed '63, of Greenville, S.C., received a watch and

pin for completing 10 years of service with the local Hyatt Regency Hotel.

AS SENIOR EDITOR AND RECRUITER FOR *THE NEW YORK TIMES*, NEIL AMDUR, BJ '61, of HARRINGTON PARK, N.J., HAS A HAND IN PUBLISHING "ALL THE NEWS THAT'S FIT TO PRINT."

•**Donna Coerver Guzowski**, Educ '64, of Lake Arrowhead, Calif., retired from public office and the Upland Unified School District after 21 years of service.

•**Allan Smith**, BS Ag '64, MS '74, PhD '80, of Fort Washington, Md., received a 2003 Meritorious Service Award from the National Association of Extension 4-H Agents.

•**James Neubauer**, BA '65, of Yorba Linda, Calif., is chief pilot for AirCombat USA Inc., after he retired as chief pilot and 747 captain for the United Parcel

Service of America Inc.

•**Garold Welch**, BS Ag '65, of Mountain Grove, Mo., retired from the U.S. Department of Agriculture after 35 years of service.

•**Paul O'Konski**, JD '67, of The Woodlands, Texas, is lead attorney for Wolverine Pipe Line Co.

•**Gloria Rottmann Olson**, BS Ed '67, of Orange, Calif., retired from teaching after 36 years of service.

•**Rosalyn Barish Schraier**, BS Ed '67, of Chesterfield, Mo., retired from teaching with the Rockwood School District after 36 years of service.

•**Steve Kemperman**, BS Ed '68, of Belmont, Mich., retired as athletic director, coach and instructor for Grand Rapids Community College after 35 years of service.

Mike O'Neal, BS Ed '68, and wife **Polly Bell O'Neal**, BS HE '69, of Abilene, Texas, own International Candy Ltd.



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CLASS NOTES

PLAYING CHANGES

IN THE JAZZ WORLD, MIKE METHENY is a shape-shifter, taking forms ranging from musician to educator, fan and journalist.

An accomplished musician, Metheny released his seventh album, *KC Potpourri*, in November 2003. But back in his days at Mizou, Metheny, BS Ed '71, only dabbled in jazz. Playing in the jazz band was just a small part of a to-do list that included the wind ensemble, brass choir, Marching Mizou, a Dixieland combo and a polka band that kept him in beer and lederhosen. Metheny didn't get serious about jazz until after college, when his brother, famed guitarist Pat Metheny, nudged him toward it.

He changed from dilettante to devotee and switched from trumpet to the mellow flugelhorn. In 1976, he joined the faculty at Berklee College of Music in Boston. When a record deal came along, he slipped from educator into yet another role: full-time jazzman. His third album, 1988's *Kaleidoscope*, reached No. 6 on the *Billboard* jazz chart.

Still, even as a recognized performer, he never stopped being a fan. "I was in a place where I got to hear all of my idols live," he says, "everybody from Miles Davis to Art Blakey to Stan Getz."

After Metheny's moment in the sun, he returned to his hometown, Lee's Summit, Mo., in 1989. He left the crowds of jazz festivals to stand, again as a music educator, before a different crowd — elementary school kids armed with



PHOTO BY BRENDA REIDMAN

Mike Metheny started his own label to release his past two albums, including 2003's KC Potpourri. That makes him the boss: "No one tells me what to play," he says, "and I get to keep the whole \$15."

instruments and ready to make noise.

He also added the title "journalist" to his résumé. He worked for *The Pitch* in Kansas City and in 1994 became editor of *Jazz Ambassador Magazine*, a publication devoted primarily to that city's jazz scene. This continuing role lets Metheny interview his heroes, muse over music and rip on Kenny G.

And he continues to play. His latest, *KC Potpourri*, features his favorite Kansas City collaborators in both big band and small combo settings. It is the second album for Metheny's own record label, 3 Valve Music, which also released *Close Enough For Love* in 2001. Visit <http://www.mikemetheny.com> for information.

Metheny hopes he can keep playing many roles in jazz for years to come, as long as there are more legends to hear, more music to play and more Kenny G to mock. — *Chris Blase*

Herbert Beacham, EdD '69, of Tallahassee, Fla., is a professor emeritus of vocational education at Florida A&M University.

Stephen Heller, MS '69, of Albuquerque, N.M., developed a vocational course in hospital management and health care delivery at the Washington Hospital Center in Washington, D.C., and developed complementary courses in health care

planning and management for Wright State University and Wright-Patterson Air Force Base in Dayton, Ohio.

•**Susan Selby Pepperdine**, BJ '69, of Fairway, Kan., received a Thanks Badge from the Girl Scouts of Mid-Continent Council.

•**Mike Trial**, BS ME '69, of Columbia retired from the Corps of Engineers in April.

THE SEVENTIES

•**John Cooper**, BJ '70, of Oak Park, Ill., is an associate metropolitan editor and copy desk chief at the *Chicago Tribune*.

•**Richard Hadley**, BJ '70, of Arlington, Va., is president of DecisionHealth, a publisher of more than 40 independent business-to-business news and information services.

•**Arnold Bruns**, BS Ag '72, MS '75, of Leland, Miss., is a research plant physiologist for the U.S. Department of Agriculture.

•**Hari Nagar**, BS ChE '72, of Houston is working on a safety project for Chevron Phillips Chemical Co. LP and is taking chemical and petroleum engineering courses at the University of Houston.

•**Diana Mitchell Stephens**, BA '72, of Honolulu completed 10 years as a social worker at the Hawaii State Hospital.

•**Doug Crews**, BJ '73, of Columbia is a member of the board of directors of the National Newspaper Association and ended a one-year term as president of the Newspaper Association Managers Inc.

•**Debra Schuyler Finkel**, BJ '73, of Creve Coeur, Mo., received in 2003 a Crystal Award of Excellence and an Award of Distinction from the Communicator Awards Print Media Competition, plus an Award of Excellence in the Bronze Quill Competition of the International Association of Business Communicators in St. Louis.

•**Sallie Gaines**, BJ '73, and **Dan Migala**, BJ '96, of Chicago are leading the alliance of Hill and Knowlton Inc. and Team Marketing Report Inc. to provide broad consulting and communications services to sports organizations.

•**M.A. "Chip" Kammerlohr Jr.**, DVM '73, of Cassville, Mo., is president-elect of the Missouri Veterinary Medical Association.

•**David Kampschmidt**, BS BA '73, of Franklin Lakes, N.J., retired as regional vice president of Enterprise Rent-A-Car after 27 years of service.

•**C. Randy Little**, BS Ag '73, of Republic, Mo., is owner of PFI Western Store, which received the 2003 W. Curtis

CLASS NOTES

Strube Small Business of the Year Award from the Springfield Area Chamber of Commerce.

Ronald Marquardt, PhD '73, of Hattiesburg, Miss., retired as professor of political science from the University of Southern Mississippi after 30 years of service.

• **Karen Conde Adler**, BS Ed '74, of Kansas City, Mo., was featured in *Gourmet* magazine in June for her cookbook *Fish and Shellfish, Grilled and Smoked*.

Robert Casey, BJ '74, of Clayton, Calif., is assistant managing editor of photography and graphics for the *Sacramento Bee*.

Michael Murray, PhD '74, of St. Louis co-edited *Mass Communication Education*, published by Iowa State University Press.

Constance Welch, BA '74, of Aurora, Colo., is director of the Monument Center Nursing Home.

David Feldman, MA '75, PhD '79, of Knoxville, Tenn., is head of the Department of Political Science at the University of Tennessee.

• **Raymond Halbert**, BGS '75, and wife **Thelma Halbert** of Frostproof, Fla., celebrated their 61st wedding anniversary June 6.

Allen Stripling, MEd '75, of Perry, Ga., is associate professor of music and director of choral activities at Fort Valley State University.

J. Phil Wormsley, EdSp '75, of Fort Dodge, Iowa, is an administrator at Buena Vista University.

• **David Barbe**, BA '76, MD '80, of Mountain Grove, Mo., was elected to a four-year term on the American Medical Association's Council on Medical Service.

Jim Collier, BS Ag '76, of St. Joseph, Mo., is a senior writer for Geoff Howe Marketing Communications.

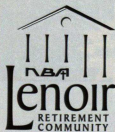
Scott Mandel, BS Ed '76, of Austin,

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CLASS NOTES

Texas, retired after 25 years of teaching and school administration.

•**William Greenblatt**, BS Ed '77, of St. Louis won second place for action photography in the National Baseball Hall of Fame photo contest.

•**Deborah Wiethop**, BJ '77, of St. Louis received two 2003 Apex Awards for Publication Excellence, one in the columns and editorials category and another for health and medical writing.

•**Mike Karickhoff**, BS RPA '78, of Kokomo, Ind., is facilities director for Ivy Tech State College.

•**Ronda King**, BS Ed '78, M Ed '79, of Columbus, Ohio, is an assistant professor of music and director of bands at Marietta College.

•**Joyce Schulte**, BGS '78, M Ed '82, EdSp '86, of Creston, Iowa, was appointed to the Iowa Agriculture Development Authority Board by Gov. Tom Vilsack.

•**Maj. Michael Kolb**, BS BA '79, of

Cincinnati is a pilot for Delta and a U.S. Air Force Reserve tanker pilot.

THE EIGHTIES

•**Doug Geed**, BJ '80, of Dix Hills, N.Y., received a New York Emmy Award in the category of religious programming for *The East End: Houses of Worship*, which he produced.

•**Judith Payne Longden**, BS HE '80, of St. Louis is head of the Department of Interior Design at Patricia Stevens College.

•**Linda Cramer Miller**, BS BA '80, of Petersburg, Alaska, received a master's degree in social work from the University of Alaska-Anchorage.

•**Mark Suhany**, MD '81, of Henderson, Nev., is president of the Nevada Psychiatric Association.

•**Brad Bonhall**, BJ '82, of Costa Mesa, Calif., is a copy chief for the *Los Angeles Times*.

•**Ronald Hays**, BS Ag '82, of Parkland, Fla., is chief financial officer of Maritime Telecommunication Network.

•**David Johnson III**, BS Acc '82, and wife Sarah of St. Louis announce the birth of Katherine Rose on Nov. 5, 2002.

•**Grant Beasley**, BS Ag '83, of Wildwood, Mo., received the 2003 National Rookie of the Year Award for the osteoporosis business unit of Eli Lilly & Co.

•**Mark McIntosh**, BA '83, MA '86, of Denver was named Denver's Best Sportscaster by *Westword* magazine.

•**Karen Ball**, BJ '84, and husband David Von Drehle of Washington, D.C., announce the birth of Clara Morgan on April 13.

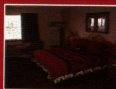
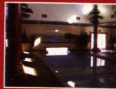
•**Thad Kirk**, BJ '84, of Chesterfield, Mo., is pastor of the United Methodist Church of Green Trails.

•**Susan Burkett**, BS EE '85, PhD '92, of Fayetteville, Ark., is an associate professor of electrical engineering at the

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CLASS NOTES

University of Arkansas.

Victor Cremeens, BS BA '85, of Ballwin, Mo., received a member designation from the Appraisal Institute.

TALES OF SECRETS AND SABOTAGE ARE APPROPRIATE FOR SOMEONE WHO USES A PSEUDONYM. JAMES CZAJKOWSKI, DVM '85, OF SACRAMENTO, CALIF., WROTE ICE HUNT UNDER THE PEN NAME JAMES ROLLINS.

Gaia Guirl, BA '85, M Ed '91, of Oak Park, Ill., is an editor at the University of Chicago Press.

Rodney Hill, BA '85, of Portland, Ore., received a 2002 Emmy as Outstanding Broadcast Meteorologist in the Pacific Northwest.

Dean Lampman, BJ '85, of Lewisville, Texas, received a master's degree in business administration with an emphasis in

marketing from the University of Dallas Graduate School of Management.

Steven Mayhew, PhD '86, of Spencer, Iowa, is a psychologist in private practice.

Christine Caproni Breed, BS HE '87, of Spring Valley, Calif., is an instructional aide for special-needs children in the La Mesa-Spring Valley School District.

Sean Hood, BS BA '87, and wife Kate of Epsom, N.H., announce the birth of Nathaniel James on July 30, 2002.

Lisa Gurevitch Cohen, BJ '88, and husband Michael of Roswell, Ga., announce the birth of Ryan Andrew on Nov. 8, 2002.

S. Clark Hodges, BA '88, of Little Rock, Ark., is a disaster preparedness specialist for the American Red Cross.

Dan Kellogg, JD '88, of St. Joseph, Mo., was selected to participate in the 2002 Toll Fellowship of the Council of State Governments.

Teri Noonan, BJ '88, of San Diego is a

knowledge engineer for Infrastructure Development Corp. She wrote

"Knowledge as Power: Managing Knowledge in Your Organization," published in *The Boston Broadside*.

Don Rebman, BS Ag '88, and wife Neale of St. Louis announce the birth of Berkeley Mueller on May 7.

Mary Pratt, BS Ag, BS Ed '89, of Bethesda, Md., received a doctorate in toxicology from Oregon State University in January. She is a postdoctoral research fellow at the National Cancer Institute.

Kevin Wilson, BFA '89, MPA '92, of St. Louis was accepted into the Focus St. Louis Leadership Program.

THE NINETIES

Julie Bloss Kelsey, BS '90, of Germantown, Md., received a master's degree in environmental management from Duke University in May.

R. Scott Fellers, BA '91, and wife Terri

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CLASS NOTES

PASSING THE BATON

KIM JONES IS A SEASONED insurance professional now, but not because her professors at Mizzou steered her in that direction. Jones, BS BA '88, took a class in risk and insurance while she was working on her business degree. She made a D in the class and remembers that the instructor told her she would never grasp the concepts of insurance. It made her even more determined to succeed.

"That motivated me to get into the insurance business," Jones says. She started out at Blue Cross and Blue Shield, then ran her own State Farm Insurance agency and later worked as a sales manager for Prudential. Now she specializes in group health benefits for McDaniel-Hazley, an insurance brokerage firm in her hometown of Kansas City, Mo.

But another MU legacy dominates her life outside the nine-to-five world. After four years as an MU Golden Girl, Jones is still a passionate dance teacher and performer, whether it's ballet, jazz or tap. She's passing on that passion to a new generation of Kansas City dancers, just as she was helped along as a youngster when she was selected to polish her



Photos by Facebook on Photostagram
Former Golden Girl Kim Jones works in the insurance industry but still dances for fun.

skills with the Alvin Ailey Dance Group's workshops in Kansas City.

Jones teaches six dance classes a week, helps produce the Debutante Ball and Cotillion held twice a year in Kansas City to raise money for scholarships, and dances in local productions.

All that hoofing comes naturally for Jones, who danced as a Chiefette for the Kansas City Chiefs, then came to

Mizzou, where she was a captain and choreographer for the Golden Girls in the mid-1980s. Along with the glamour and excitement of game days, there was also plenty of hard work.

Jones remembers waking up at sunrise on game days and scrambling to the practice field behind the Hearnes Center. "The band always had some unique individuals, and half of them would still have on pajamas," she recalls. After a grueling practice, there would be just enough time to get back home, change clothes and meet in front of the Columns for the procession to Memorial Stadium.

"Sometimes I get kind of nostalgic for the hype and the football and the fans," Jones says. "Cheering has been part of my life, but it was time to pass the baton."

That's exactly what she's doing for a new generation of young dancers in Kansas City. Her work on the stage is an ironclad guarantee that her life as a high-powered insurance broker won't get boring. Jones keeps her two worlds totally separate, she says: "Dancing is a hobby. It doesn't pay the bills, but it keeps me active; it keeps me sane."

— John Beahler

of Flemington, N.J., announce the birth of Grant Alexander on Aug. 21, 2002.

•**Debbie Turner**, DVM '91, of New York is a staff correspondent for CBS's *The Early Show*.

•**Chris Becker**, BS '92, and wife Catherine of St. Charles, Mo., announce the birth of twins Jacob William and Amanda Louise on April 28.

•**Lauren Ritzwoller Eagle**, BS HES '92, of Houston launched a baby gift Web site, <http://www.laurendanlogan.com>.

•**Travis Ford**, BJ '92, and wife Jenni of Jefferson City, Mo., announce the birth of Bryan in August 2002.

•**Ann Kunkel Heidemann**, BA '92, and husband **Craig Heidemann**, JD '94, of

Springfield, Mo., announce the birth of Abigail Elizabeth on March 13.

•**Candice Hobbs Stanley**, BS Ed '92, M Ed '01, and husband •**Joe Stanley**, BS EE '92, MS '94, PhD '98, of Rolla, Mo., announce the birth of Kaylee Lynn on May 24.

•**Robert Wright**, BS BA, BS BA '92, and wife **Kimberly Finks Wright**, BS Ed '93, of Kansas City, Mo., announce the birth of Ruby Ashton on Feb. 19.

•**Donald Case**, PhD '93, of Boonville, Mo., is on active military duty in Bosnia.

•**Karl Frees**, BS '93, DVM '97, and wife •**Laura Basham Frees**, BA '93, of Harrisonville, Mo., announce the birth of George Winston on March 24.

•**Julia Kertz Grant**, BA '93, and husband Thomas of Boise, Idaho, announce the birth of Edward Corcoran on April 21.

•**Jennifer Gutknecht Lynch**, BJ '93, and husband Michael of Waco, Texas, announce the birth of Eliana Leigh on Jan. 1.

•**Mark Miles**, BS Ed '93, MA '94, EdSp '01, PhD '02, of Kansas City, Mo., is principal of Plaza Middle School with the Park Hill School District.

•**Kristi Burke Rothman**, BA '93, and husband Chris of Birmingham, Ala., announce the birth of Jackson Burke on April 22.

•**Shannon Ziegler Blotske**, BHS '94, and husband Neil of Rapid City, S.D.,

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J. Barton Boyle, BS BA '55, and Charmian Ficklin Boyle, BS Ed '55

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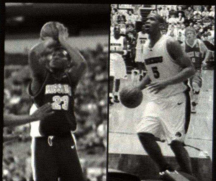
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J. Barton and Charmian Boyle met while both were students at Mizzou. He served for 20 years at the University of Missouri-Columbia as associate director of the Health Sciences Center and now is a consultant to the National Institutes of Health through his firm, Health Systems Solutions. She taught school and then worked for many years in the Dean's Office at the School of Medicine. The Boyles serve as co-chairs of the gift planning committee for the For All We Call Mizzou comprehensive campaign.

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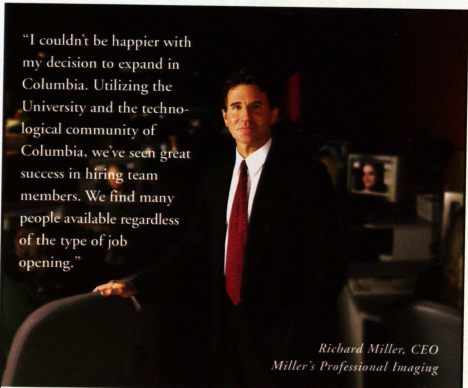
announce the birth of Ethan Neil Adam on Sept. 15, 2002.

Jennifer Feldott, BS BA '94, of Chicago plays on the Ladies Professional Golf Association Tour.

Christine Eitel Garza, BS HES '94, and husband Raymond of New Lenox, Ill., announce the birth of Samuel Raymond on Jan. 19.

•**Fred Helfrich**, BS Acc '94, of Oakville, Mo., is a senior manager of BKD LLP.
Megan Hutchinson-Lewis, BS HES '94, and husband **Justin Lewis**, BA '96, of Oak Park, Ill., announce the birth of Johnson "Jack" Bradshaw on April 22.
Caryn Etter Mignemi, BS BA '94, of Hoboken, N.J., is a director of finance for American Express.

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CLASS NOTES

Kathryn Payne Stroppel, BJ '94, and husband **David Stroppel**, BS '94, BS FW '99, of Moscow Mills, Mo., announce the birth of Aidan Michael on April 29.

Amy Tan, BA '94, and husband Arthur Morison of Tulsa, Okla., announce the birth of Lucy MacLean on Jan. 3.

NICOTINE PATCH NOT WORKING? TRY COUGHIN' IN YOUR COFFIN: SING-ALONG SONGS FOR A SMOKE-FREE PLANET, A CD OF ANTI-SMOKING JINGLES BY ANTHONY CLARK, BS BA '94, MA '96, OF COLUMBIA. HE RECEIVED A PARENTS' CHOICE AWARD FROM THE PARENTS' CHOICE FOUNDATION FOR THE CD.

Missy Goetze Wilson, BA '94, and husband Marcus of Joplin, Mo., announce the birth of Natalie Grace on Jan. 20.

Jennifer Kuschel Books, BS HES '95, and husband Jason of Columbia announce the birth of Lydia Elizabeth on July 20.

Damen Clow, BJ '95, of Rochester, N.Y., received a master's degree in education from St. John Fisher College in May.

Theodore Kardis, JD '95, of Olathe, Kan., is an associate with Dougherty, Modin & Holloway.

Susan Lewis, BA '95, of Denver is a senior software engineer for Jeppesen Sanderson Inc.

Angie Tanner Logel, BHS '95, and husband **Steve Logel**, BHS '98, of Cape Girardeau, Mo., announce the birth of Chase Steven on Feb. 5.

Susan Jones Rassbach, BES '95, BA '01, of Fenton, Mo., is a software engineer for Envision. Husband **Tim Rassbach**, BS Ed '96, is coordinating editor for Concordia Publishing House.

David Royse, MA '95, is a reporter for The Associated Press in Tallahassee, Fla.

Troy Scheer, BJ '95, and wife Nancy of Flower Mound, Texas, announce the birth of Lauren Ann on April 25, 2002.

Candace Wakefield, BA '95, of Belleville, Ill., practices pediatric dentistry in north St. Louis County.

Wendy Wooldridge Cooper, BS HES '96, and husband Keith of Perryville, Mo., announce the birth of Marissa Diane on Feb. 14.

Chad Courtney, BA, BA '96, JD '99, and wife **Angela Pogue Courtney**, BSN '96, of Ozark, Mo., announce the birth of Luke Mitchell on June 6.

Elizabeth Ewert Flaherty, BS Ed '96, and husband Bob of Richmond, Ind., announce the birth of LoriAnne Elizabeth on Aug. 25, 2002.

Andrew McCrear, BS '96, of Maysville, Mo., wrote *American Countryside: Where Does Lost Luggage Go?*, published by Blake and King.

Josh Salmond, BS ME '96, and wife **Sheila Morris Salmond**, BS ChE '96, of Lee's Summit, Mo., announce the birth of Mason Kerwin on Aug. 13, 2002.

Carmen Rolufs Turner, BS HES '96, and husband Cale of Ashland, Mo., announce the birth of Aidan on Feb. 1.

Christina Gusmano Deterding, BSN '97, and husband Keith of Kansas City, Mo., announce the birth of Ryan Christopher on Jan. 27.

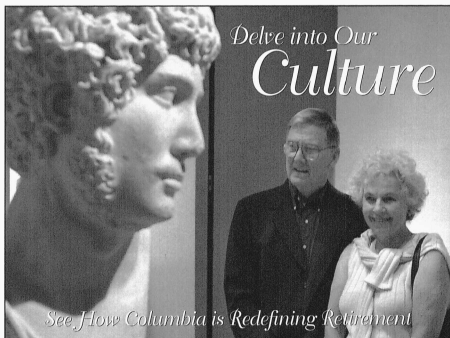
Tabitha Simpson Mudd, BS BA '97, and husband **Jason Mudd**, BJ '98, of Fernandina Beach, Fla., announce the birth of Molly Barbara on June 24.

Marcia Kever Niekamp, BS BA '97, and husband **Scott Niekamp** of Ballwin, Mo., announce the birth of Isaac Grant on May 29.

Susan Perkins, MSW '97, of La Mesa, Calif., is intake coordinator at McAllister Institute, a nonprofit organization for people with addictions.

Scott Brokaw, BA '98, and wife **Julie Dyer Brokaw**, BHS '98, of Raymore, Mo., announce the birth of Anna Elizabeth on Jan. 10.

Angie Dowell, BS HES '98, MS '02, of Pittsburg, Kan., was accepted into the University of Kansas' American Studies



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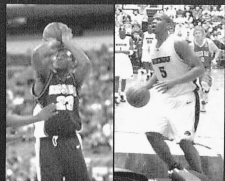
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Professor Emeritus Tom Freeman and his wife, Peggy, enjoy visiting the University of Missouri's Museum of Art and Archaeology

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CLASS NOTES

program, where she'll study dress and gender in the American experience.

• **Adam Brown**, BS ME '99, of Brentwood, Mo., earned a law degree from the College of Law at Syracuse University in May.

• **William Cobb**, BS CiE '99, of Poplar Bluff, Mo., is a project engineer with Smith & Co.

• **Michael Pettit**, BS BA '99, of Avondale, Ariz., is suite account executive for America West Arena and the Phoenix Suns.

• **Jason Vance**, BS '99, of Carrollton, Mo., is farm director for KMZU radio.

• **Amy Welch**, BS HES '99, of Bolivar, Mo., received the 2002-03 Staff Newcomer of the Year Award from Southwest Baptist University.

THE 2000s

• **April Bremer**, BS HES '00, of Lenexa, Kan., is a project designer for Color Art Office Interiors.

• **Kirsten Gryte Clemons**, BS Ed '00, of Blue Springs, Mo., is assistant principal at Blue Springs High School.

• **Karina Franco**, BJ '00, of Charlotte, N.C., received a master's degree in student development from the University of Iowa and is a career counselor at the University of North Carolina at Charlotte.

• **Courtney Thompson Gard**, BS, BS '00, of Hannibal, Mo., is director of development for WQUB, a public radio broadcast service of Quincy University.

• **Jeff Hutson**, BJ '00, of West Hollywood, Calif., works on the accounting team for Media Ventures Entertainment Group, a music production company.

• **Holly Marcum Reese**, BS HES '00, of Collinsville, Ill., graduated from Washington University's School of Law in May.

• **Bryan Webster**, BA, BA '00, of Ann Arbor, Mich., graduated from the

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CLASS NOTES

University of Michigan's School of Law and is an associate with McDermott, Will & Emery.

•**Yuanhua Roger Wen**, PhD '00, of Fulton, Mo., is an assistant professor of education for William Woods University's graduate program.

•**Emily Givens**, BJ '01, of West Des Moines, Iowa, is a reporter for KCCL-TV.

•**Timothy Haskell**, BA '01, of San Francisco is orientation coordinator and assistant director of the Center for Student Leadership at Santa Clara University.

•**Christie Messenger**, BA, BS '02, of Columbia is a second-year medical student at MU's School of Medicine.

FACULTY DEATHS

Helen Allen, professor emerita of clothing and textiles, July 1 at age 85 in Creve Coeur, Mo. Memorials may be sent to the Helen S. Allen Apparel Technology Fund, c/o Nancy Schultz, College of Human Environmental Sciences, 14 Gwynn Hall, Columbia, MO 65211.
F. Marian Bishop, MS '66, former professor of community health and medical practice, March 15 at age 75 in Salt Lake City.

James Gibson, professor emeritus of communication, July 8 at age 70 in Columbia.

M. Paula Sommers, professor emerita of romance languages and literatures, July 24 at age 61 in Columbia.

Homer Thomas, professor emeritus of art history and archaeology, May 28 at age 89 in Rock Hill, Md.

Pinkney Walker, Grad '48, professor emeritus of economics, Aug. 29 at age 85 in Fort Myers, Fla.

DEATHS

Janet Cross Robards, BS Ed '34, MA '36, of Florissant, Mo., April 12 at age 88. A member of Phi Mu, she traveled

with the MU Alumni Association to football games during the 1970s and 1980s.

Harold Leeper, BS BA '37, of Dallas Jan. 6 at age 86. He worked various federal jobs for 30 years and was a labor management arbitrator for 30 years.

Robert Partridge, BS Ag '38, DS '85, of Alexandria, Va., June 23 at age 86. He retired as executive vice president of the National Rural Electric Cooperative Association. Memorials may be sent to the Robert D. Partridge Chair in Cooperative Leadership Endowment, c/o Darcy Wells, University of Missouri-Columbia, 2-3 Agriculture Building, Columbia, MO 65211.

Mary Boehner Askins, BS Ed '40, of

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Issue Date	Space Reservation	Materials Due	Publication Date
Spring '04	Jan. 9	Jan. 20	March 8

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CLASS NOTES

Maryville, Mo., June 30 at age 83. She taught music and second grade.

Henry Ketter, BS ME '40, of Mexico, Mo., March 2 at age 87. He retired from U.S. Steel Corp.

E. Lee Throckmorton, BS Ag '40, of Kansas City, Mo., May 24 at age 86. A member of Alpha Gamma Sigma, he co-founded the Kansas City Livestock Co. and the Kansas City Order Buying Co.

G. Comer Bates, BA '42, of Kansas City, Mo., June 12 at age 81. He served on the staffs of Research Hospital, Trinity Lutheran Hospital and North Kansas City Hospital.

Nancy Higgins Gale, BS Ed '42, of Centerville, Iowa, May 8 at age 81. She volunteered with many community organizations.

John Shoemaker, BS BA '42, of Flossmoor, Ill., Feb. 12 at age 82. He retired from Amoco Oil Co. after 35 years of service.

Robert Grainger, MA '49, PhD '54, of Colorado Springs, Colo., July 12 at age 80. He was a nutrition consultant serving the beef cattle, dairy, swine and poultry industries in the United States and Mexico.

Clifford Michaels Jr., BJ '49, of Tulsa, Okla., June 25 at age 77. He retired as a public relations consultant.

Jack Wolfe, BJ '49, of Winnetka, Ill., June 12 at age 74. He was a member of Sigma Alpha Epsilon.

Robert Law, BS BA '50, of Graham, Texas, March 15 at age 80.

James Crawford, BJ '51, of Dallas June 1 at age 75. He retired as vice president

of corporate communications for Blue Cross and Blue Shield of Texas after 18 years of service.

Edgar Wayland, JD '53, of Columbia July 12 at age 80. He practiced law and worked in real estate development. Memorials may be sent to the Edgar G. Wayland Memorial Scholarship Fund for Worthy Students, 205 Hulston Hall, Columbia, MO 65211.

Maurice Beecher, BS Ag '57, of Creve Coeur, Mo., June 1 at age 67.

Gary Niles, BS Ed '57, of Lady Lakes, Fla., Dec. 17 at age 67. A member of Beta Theta Pi, he retired as an Army lieutenant colonel.

Martin Wallach, BA '64, of Bolingbrook, Ill., April 23 at age 60.

Luther Dougan, MA '66, of Columbia June 24 at age 85. He retired from teaching in Illinois, Nebraska and Iowa after 30 years.

Gary Lane, BS Ed '66, of Kampsville, Ill., June 27 at age 60. The former MU quarterback retired as a National Football League referee in 2000.

Karl Madden Jr., BS PA '66, JD '69, of Moberly, Mo., Aug. 31, 2002, at age 61. He had a private law practice and was assistant prosecuting attorney for Greene County and Randolph County.

Cathy Isgrig, BS HES '91, M Acc '91, of Mexico, Mo., May 21 at age 34. She worked as an accountant and operations manager for Finck & Associates Inc.

WEDDINGS

• **Linda Puzey**, BS ChE '81, and Ernest Luttrell of Troy, Mich., May 31.

Janice Hollis, BS HE '82, and Charles Bolden of St. Louis Jan. 23.

• **Sherri Jones**, BS Acc '87, and Neil Laws of Shawnee, Kan., Aug. 24, 2002.

Darla Reithmeyer, BS Ed '89, and William Strecker of Coffeyville, Kan., Aug. 9.

• **Sharon Roth**, BS Acc '93, and William Hirschler of Leawood, Kan., May 31.

• **Christine Stanard**, BS '93, and

Coming Next Issue

The spring issue will bring back your favorite "sleep and eats" memories of Mizzou and bring you up-to-date on the latest in student accommodations.

- Take an across-the-decades tour of boarding houses, co-ops and apartments.
- Historically, institutional food may have found its highest calling as ammo for food fights. Not so when it's from the stove of Leslie Jeff, Alpha Gamma Rho's house chef.
- Those Spartan dorm days of a bed, a desk and a bathroom at the end of the hall are over. Find out about the 15-year plan for revamping dorms.
- To help older people remain independent longer, the Sinclair School of Nursing is figuring out how to bring just the right amount of health care and other services to people in need.

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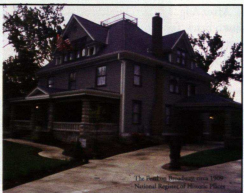
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**FOR SPRING 2004 ISSUE,
DEADLINE IS JAN. 9, 2004.**



S. Craig Meyer, BS '93, BS '94, MD '98, of Santa Monica, Calif., May 17.

- **Damen Clow**, BJ '95, and Rachel Denny of Rochester, N.Y., Aug. 17, 2002.
- **Tera "Nicci" Garmon**, BJ '95, and Drew Gillespie of Columbia June 7.
- **Brent Toellner**, BJ '95, and Michelle Davis of Mission, Kan., June 17.
- **Jennifer Wendt**, BS BA, BS BA '97, and Camron Simcox of Shawnee Mission, Kan., May 4.
- **Maggie McMurray**, BA '98, and **Chris Parisoff**, BA '99, of Flagstaff,

Ariz., May 24.

- **Christina Walton**, BA, BA '98, M Ed '00 and Jared Geis of Mandeville, La., July 5.
- **Angela Habjan**, BS '99, and Timothy Madigan of Hoboken, N.J., March 15.
- **Jason Spacek**, BS BA '99, and Amy Punswick of Shawnee Mission, Kan., Aug. 3, 2002.
- **Jennifer Starek**, BJ '99, and **Eric Danker**, BS '99, of Fenton, Mo., Aug. 23.

- **Christy VanGennip**, BS '99, and R. Scott Roberts of Sappington, Mo., Oct. 12, 2002.
- **Jennifer Veneman**, BS BA '00, and **Steve Tranchilla**, BS HES '00, of Kirkwood, Mo., May 17.
- **Lorenza DelPrincipe**, BS '01, and **Joseph Stolle**, BS BE '99, of Columbia June 12.
- **Megan Dean**, BS HES '02, and Justin Jarrett of Columbia May 10.
- **Jamie Smith**, MBA '02, and Alan Stickler of Quincy, Mass., Jan. 5.

THE BURNING OF THE 'BERG

BEFORE AUG. 18, 2003, YOU WALKED into The Old Heidelberg and knew what to expect. As you passed inside the entrance, your eyes adjusted to the dim lighting and, depending on the time of day, clouds of cigarette smoke. Then you strolled on in to meet friends. You sated yourself with the greasy goodness of two-for-one appetizers or a breakfast buffet. Sitting in booths and chairs that had all the hardwood comfort of church pews — without the reverence — you balanced the numbness in your rear with pitchers of cold beer.

In short, you could expect a friendly restaurant and pub atmosphere, one enjoyed by students, professors and Columbia residents since 1963.

After Aug. 18, 2003, nothing was left but a brick façade, beyond which stood a gutted building and wide-open sky. Early that morning, an electrical malfunction caused a fire that destroyed most of the restaurant, located at 410 S. Ninth St.

News of the fire spread as quickly as the fire itself. A *Columbia Daily Tribune* article triggered a Web site filled with alumni memories from around the country (<http://www.holovaty.com/berg>). People were quick to point out similarities to The Shack, another long-standing campus icon and hangout that burned down in 1988. Like stories about The Shack, those about the Heidelberg spanned the decades, from people who had barroom debates about the Vietnam



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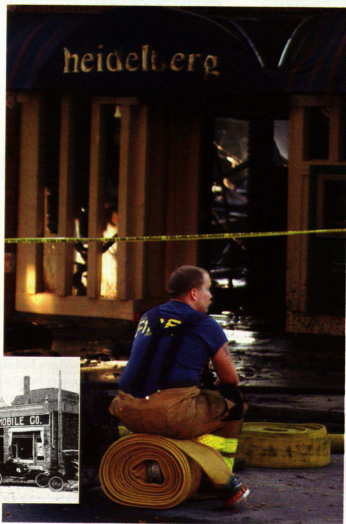


PHOTO BY BRIAN KAATZER

Firefighter Will Stafford sits in front of the remains of the Old Heidelberg after a fire destroyed most of the building on Aug. 18, 2003. To the left is one of the building's incarnations before it became the Old Heidelberg.

War to those who sought refuge there on Sept. 11.

In front of the restaurant, a plywood construction barrier became a sort of memorial. Some scribbled notes that sounded like mourning, as if an old friend

had died: "We'll miss you" and "R.I.P. Heidelberg." Others took a humorous tone perhaps better suited to the place itself: "Why did it have to burn down before my 21st birthday?"

The deluge of responses surprised owner Dick Walls. "I had no idea that this little restaurant had affected so many people's lives," he says.

The Old Heidelberg is gone, but shortly after the fire, Walls promised to rebuild it. The goal is to retain the same atmosphere but update and improve the old place. Potential plans include adding an upstairs deck overlooking Ninth Street and more modern, spacious bathrooms.

"Hopefully we can get back in the swing of things and be a part of campus life again before long," Walls says. He hopes to open the restaurant again by spring 2004, when it just might become a place worth remembering for a new crop of students. — *Chris Blose (who himself spent many nights hanging out at the Heidelberg and wasting time in the best way possible)*



Jennifer Popp earned the highest score in the country on the Certified Public Accountant Exam in 2001. "My Mizzou experience prepared me for life," says the accountancy graduate, who works as a senior assurance associate at KPMG's office in Dallas.

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