

# The COMMUNICATOR

Purdue University

Department of Communication

Spring 2007

MediaSauce



At Mitch Maxson's company, clients are matched with the best technology to get their messages across

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## It's AN AD, AD, AD WORLD

for many department alumni who are influencing the way we think, what we do and what we buy with successful careers in advertising, marketing and public relations

CareerBuilder



Cynthia McIntyre is in charge of national advertising at the job giant

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Katie McCaskey Design



Katie McCaskey earns national reputation for motion graphics

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Weber Shandwick Worldwide



Michael Schiferl secured media coverage for presidential dollars

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# Department Head

## News and Updates



Welcome to another issue of *The Communicator*.

Our department is very fortunate to have many outstanding alumni, and this publication gives us a chance to focus a

spotlight on their activities. Please let us know what you are doing. It's important to us to learn about your successes since leaving Purdue. Jane Natt and her students do a great job in putting out this publication each semester, and we are very appreciative of their work.

This is going to be a very interesting semester at Purdue. Martin Jischke is stepping down as Purdue's president and as I write this column, a search for his replacement is in its final stages. We have a new dean in the College

of Liberal Arts, and I expect there will be other changes in the near future.

Our program continues to evolve and change, and we will welcome four new faculty colleagues to West Lafayette in the fall semester. In August, we will see the launch of the new "Big Ten Television Network." Our program is very involved in this effort with Pat Rochon coordinating Purdue student internships for this fledging cable network.

We continue to be excited by our international activities, and we expect to announce new initiatives in the next issue of this publication. We welcome your contributions ... write and tell us what you are doing!

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*The Communicator* is the official alumni publication of the Department of Communication at Purdue University. It is published twice yearly by students in COM252 under the supervision of adviser Jane Gibson Natt.

# Sometimes a little monkeying around doesn't hurt

By **Angie Zancanaro**  
Professional writing, junior

One Purdue alumna has been involved in some monkey business since she graduated in 1996.

Cynthia McIntyre, the senior director of advertising for [www.careerbuilder.com](http://www.careerbuilder.com), launched the 2004 ad campaign that featured a man working in an office full of monkeys. The ads first appeared during the Super Bowl that year and were so well-received by audiences that the company continued the campaign for two years.

“Quite honestly, we expected people would like the spots,” McIntyre said. “But we really had no idea the amazing spread and popularity of the creative work. That was a nice surprise.”



McIntyre, who graduated with a degree in mass communication, worked at a few advertising agencies before she realized it wasn't

what she wanted to do. After coming across an opening at [careerbuilder.com](http://careerbuilder.com), she took it and never looked back.

“My entire resume was over on the agency side,” she said. “Right now, I handle all the national advertising for CareerBuilder.”

In addition to national advertising, McIntyre also oversees all collegiate marketing and event marketing for the company. She said that although the job was something she just came across, she really loves it.

“When you get out of school, pursue what's interesting,” she said. “Don't get frazzled if you actually end up somewhere you'd never thought of before.”

One thing that sets CareerBuilder apart is that the company understands what employers and job seekers need, McIntyre said. The company is the leader of employment sites, with the most employers, job seekers and revenue. Now, McIntyre said, it's about expanding the company's vision globally instead of just in the United States.

While she was at Purdue, McIntyre said she learned more than just textbook lessons. She also learned life lessons.

“I grew up in Atlanta, so being away from home and finding out what I could do on my own, that was a great lesson,” she said.

If she could do it again, there are only a few things she'd do differ-



View the CareerBuilder famous monkey commercials at:

<http://www.duncans.tv/2005/career-builder-chimps>

ently. She said the college atmosphere gives students a group of mentors that isn't readily available in the real world.

“I wish I would have picked the brains of my professors more and kept in touch,” she said. “I wish I'd talked to them about ideas or theories. In the real world, you don't have that.”

Since leaving Purdue, McIntyre has found a home at CareerBuilder. She said it's important to realize if you're not happy at a job to not be afraid to keep looking for a place where you belong.

“If you find that the first position that you take isn't really what you were looking for, keep looking for a dynamic workplace.”

For more information

<http://www.careerbuilder.com>

# Katie McCaskey makes commotion in motion graphics

**By Audrey Lee  
Nutrition, junior**

When the New York Lottery needed King Kong to bellow from an animated billboard in Times Square to promote a special giveaway, it was department alumna Katie McCaskey who brought the big ape to life.

In the 11 years McCaskey has been a Purdue graduate, she has made a big scene as a motion graphic designer and owner of Katie McCaskey Design, based in Manhattan.

She uses the latest video and animation technology to put messages into motion to captivate the audiences of her clients. She has done work for NASA, SoapNet and Sony.

Motion graphics, said McCaskey, “starts with your story -- whether it be a corporate message or artistic statement -- and combines it with graphic design and animation to evoke emotion and inspire action.”

Her designs are very diverse in their placement. They can be found on broadcast television, podcasts, large scale projections, Web, theater and even animated billboards in Times Square in New York City. She’s done logos, Web banners, screensavers and illustrations.

Her portfolio on the Katie McCaskey Design Web site showcases these and other designs, giving an idea of the types of innovative work she does for companies of all types and sizes.

She says her favorite part of owning her own successful business in New York City is that it gives her the freedom to choose to work on the projects that she finds most interesting.

“I am particularly drawn to projects that contain a larger story,” McCaskey said. “People say this all the time so it’s practically cliché. However, to me a good creative project is one that is an active part of the larger story.”

Projects can take a few days to a few months to complete, depending on the type of project and relationship with the client, she said.

McCaskey credits her Purdue Liberal Arts education for giving her the broad understanding of communication that enables her to see the larger contexts for the messages she produces for her clients.

“This is because my education at Purdue was broader than simply learning the skill set required to execute a design,” she said.

Producing these motion graphics requires more than simply designing and creating. There is also a need to understand the history and “cinematic language” behind the message in order to create something that is more effective and meaningful, she said.

McCaskey is not only creating meaningful designs, but she has also recently started a new venture that may be meaningful to women entrepreneurs.



Her new business, Bee Cre8tive, provides technology and creativity consulting to other women entrepreneurs in related fields.

McCaskey believes technology is a great way to express creativity. She established this new company as a way to help other women learn to use creative technology to its fullest.

The skills she learned at Purdue can be transferred to any venue, she says, which is why she is able to own two businesses, each with a different focus.

“I decided a long time ago that I didn’t define career success by climbing to a certain title,” she said. “Instead, flexibility and creativity have been the guiding force to my career.”

**For more information**

[www.katiemccaskey.com](http://www.katiemccaskey.com)

# MediaSauce spices up advertising world

By Jessica Cardwell  
Public relations, junior

As an inquisitive, fun-loving kid growing up just outside of Zionsville, Ind., Mitch Maxson vowed to never grow up. Now, as a Purdue alumnus, Maxson, B.A., 2001, is still fun-loving and inquisitive, and is using his imagination to help people communicate in new ways.

As partner and creative director of MediaSauce, a communication and advertising company in Carmel, Ind., Maxson said one of his favorite duties is using his imagination and helping others use theirs.

“I like to learn about what surrounds me and try to figure out how to make it better,” said Maxson. “[I like to] come up with cool ways to connect with people.”

Maxson said when he was in school, he thought he would have to go to New York or California to do the work he desired. But just out of Purdue, and after a few years at a small firm in Indianapolis, Maxson co-created an interactive development firm called Transgres.

“Ultimately, I decided it was the easy route to go do it for someone else when I could be a part of building it my own way right here,” he said.

After two years, Transgres was acquired by Maxson’s current company, MediaSauce. He helped the company grow from about eight people to more than 55 employees. To be successful, he says it is important to be “open to ideas and want to chase interesting things.”

Maxson said that the mix of personalities at MediaSauce is one of the things that make the company fun. He said people are getting to work on what they love to do and every personality is welcome.

“We are an organization that believes in authenticity,” said Maxson.

One of the latest projects Maxson and MediaSauce have been recognized for was a Colts vs. Bears Web site, designed for visitors to vote on their favorite



mascot. Though they designed it quickly and just for fun, the site received about 1 million hits in a week.

“We love the opportunity to play around with new and innovative ways to entertain and inspire audiences,” he said. “We try to match the right message with the right technology.”

Maxson also has helped develop a project known as Roster, the world’s first celebrity-based video game network; traveled coast to coast to explore MySpace friends in real life via the “Top 8 Tour”; and worked with Ball State University’s Center for Media Design on several initiatives, including their downtown expansion and interactive television.

He also recently co-authored his first book, “MySpace for Dummies,” for Wiley Publishing.

“There is nothing keeping Indianapolis from becoming the next creative hotbed for talented and passionate professionals except a commitment to making it happen,” Maxson said. “MediaSauce is doing it and big things are coming.”

**For more information**

[www.mediasauce.com](http://www.mediasauce.com)

# Alumnus promotes presidential dollar

By Courtney Brasel  
Public relations, junior

If you have a new \$1 presidential coin jingling around in your pocket, chances are you heard about it through the efforts of department alumnus Michael Schiferl.

As second vice president, director of media relations for the highly regarded Weber Shandwick Worldwide, Schiferl, B.A., 1989, was directly involved with shaping and implementing the editorial media outreach efforts promoting the new coins. The prestigious firm began working with the U.S. Mint in October 2006 to help implement the \$1 Presidential Coin Act of 2005.

“We have had multiple waves of media outreach with enormous success and widespread editorial coverage in both print and electronic media outlets, both online and offline,” said Schiferl, who joined Weber Shandwick Worldwide in 2004 after many years at various industry posts.

The first big media event was the unveiling of the new coins’ designs at a well-staged press event at the Presidential Portrait Gallery in Washington, D.C., in November. “Virtually every paper in the country, TV station, major radio network and key online portals covered or posted the story, even as page 1 news,” he said.

After the design unveil, he and his team continued to “seed” stories about the forthcoming coins via local events and media interviews. For instance, schools in select cities held George Washington look-alike contests to promote the first coin, which honors the nation’s first president.

“A big component of the campaign is also about the educational value of the coins in school rooms, much like the very successful 50 States Quarters Program on which the \$1 Presidential Coin Act is based.”

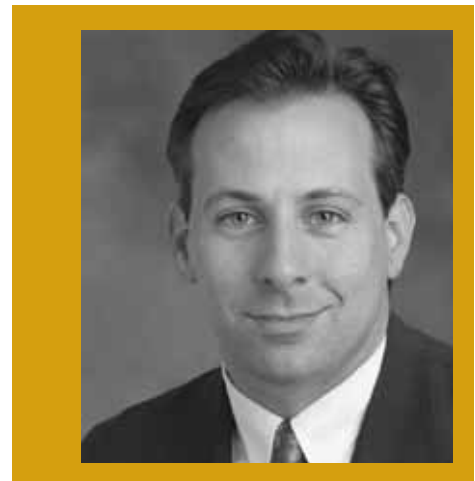
In February, near President’s Day, the actual coins went into circulation. “Again we did the full-court press with media outreach, garnering coverage across the world,” he said. “We did a ceremonial ‘first spend’ with the director of the U.S. Mint in New York City’s Grand Central station, and had the public be able to do a coin exchange, dollar bills for coins.”

Throughout the process, Schiferl spoke directly to producers and reporters at many outlets, arranging in-studio interviews for the mint director with outlets such as CNN and “The Today Show.” In addition to the more “serious” news outlets, the coins were also featured on such shows as “Regis & Kelly,” and were even a question on the game show “Jeopardy.”

“Across these early phases of the program, we’ve been able to garner about 4,000 known editorial stories about the new coins and more are still coming.”

Schiferl said the vast majority of press has been neutral or positive, but most importantly, has included messages that the U.S. Mint wanted to be sure were conveyed, such as the new coins aren’t replacing dollar bills.

The successful push is just one in a long line of campaigns that Schiferl was involved in. Over the years he



has worked on dozens of editorial outreach campaigns for Microsoft’s X-box, Harley-Davidson, Kentucky Fried Chicken, even the “got milk?” campaign, among others. Most recently, he was working with the New Orleans visitors and convention bureau to promote Mardi Gras.

“I’ve been fortunate to have worked on some of the biggest brands and PR campaigns in the industry over the years,” he said.

Even though he is busy, Schiferl still finds ways to stay connected to Purdue. He is on the advisory board of Discovery Research Park and has participated in Com Day, hosted by Purdue’s chapter of the Public Relations Student Society of America. He also joined many department professors in a goodwill visit to Tsinghua University in China last year.

## For more information

About Weber Shandwick:  
[www.webershandwick.com](http://www.webershandwick.com)

About the U.S. Mint:  
[www.usmint.gov](http://www.usmint.gov)

## Life at smaller agency keeps Smriga busy, happy

**A** Purdue alumna was a driving force behind the successful Boilermaker Barbershop campaign for the Purdue Athletic Department.

Emily Smriga, B.A., 2003, is a copywriter for Haan Marketing+Communications in Lafayette. Smriga works on TV and radio commercials, newsletters, brochures, marketing plans, Web sites and other means of communication.

The Boilermaker Barbershop campaign earned Smriga an ADDY award at the area level from the American Advertising Federation. The five-commercial campaign garnered the “Best in Show” award.

Smriga said the idea for the barbershop campaign came from a commercial, also set in a barbershop, for the Chicago Bulls. Then, Haan adopted its own feel for the Purdue commercials. Set in a barbershop, actors humorously discuss Purdue sports, and well-known faces such as coach Joe Tiller, coach Matt Painter, former football standout Leroy Keyes, and current players drop in.

Actors were interviewed and hired. A real local barbershop willing to close down for a few days for shoots was found. The Purdue athletic archives was raided for memorabilia to decorate the barbershop with.

### Haan campaigns

[www.haanadvert.com](http://www.haanadvert.com)

“It takes a lot of time to do an entire campaign,” Smriga said.

Smriga said about 75 percent of her time is spent doing research, and 25 percent of her time writing campaigns. That was one aspect of advertising that appealed to her, she said. There is no monotony.

Haan’s clients include Purdue’s revenue sports, St. Clare Medical Center, Pepsi, and Greater Lafayette Health Services.

If you’re not a huge name in the community, don’t worry. Haan accepts projects of all shapes and sizes. According to Smriga, she’s done campaigns ranging from organizing a Facebook site to posting ads above urinals to writing radio spots.



Smriga addresses a Purdue mass communication class

“It’s very important to try to steer your client away from traditional,” she said.

For example, Haan launched the 866-I-LUV-COACH ad campaign where Purdue fans can leave voicemails for coaches Tiller, Painter and Sharon Versyp. The hotline is one of the first examples of consumer generated marketing in sports and has garnered national attention on blogs such as [adfreak.com](http://adfreak.com).

Smriga said Haan is very interested in alternative means of advertising for its clients, including through social networking sites like MySpace.com or podcasts.

She also enjoys life at a smaller agency, she said. “I love that I can get my feet wet with many different projects at once and have more responsibilities outside of the basic copywriter job description,” she said.

Smriga also has used her talents to take on the role of instructor at Purdue. She teaches a course on problems in advertising.

Her hard work has not gone unnoticed. She was recently chosen as a “Top 40 under 40” individual in the Lafayette area.

## Alumnus enjoys challenge of creating original Web content

By Gina Lazzaro

Mass communication, sophomore

It is said that the best ideas often come when one least expects it. For J. Sibley Law, that moment came while painting a house.

Law, M.A., 1995, said he saw a need for original online content that could be delivered every day. “News for Blondes,” the first daily-release program from Saxon Mills, LLC, launched on Sept. 4, 2006.

Law describes the show as “the news for the news impaired.” The show features a perky blonde named Bonnie, the main anchor. The set is colorful and at times, painted in her favorite color -- pink. The super fashion conscious Bonnie has a friend who contributes to her show as well, Jeffrey, the Happy Weatherman. Jeffrey has proven so popular that he is soon getting his own show.

Not to be outdone, however, Bonnie is running for president. “Bonnie for President” is a campaign in itself that is based upon how silly and outlandish the political parties have become, Law said. Bonnie takes the issues of presidential candidates and their speeches lightheartedly.

“Bonnie for President” has been nominated for the Webby Awards. Established in 1996, the Webby Awards are given out by the International Academy of Digital Arts and Sciences and honor excellence on the Internet including Web sites, interactive advertising, and online film, video, and mobile content.

While Law loves the creative outlet in this business, he said his favorite part of his job is the opportunity for endless problem solving. There are countless issues about building a company that have been challenging for Law: finding actors, understanding the audience the Web site caters to, as well as artistic agreements.

Saxon Mills now has four other shows in production: “Laugh-A-Minute,” “Dishes,” “The Happy Weatherman,” and “SpaceJunk530” (which is currently in pre-production and was expected to launch in April).



J. Sibley Law and “Bonnie” go over the script on set

Saxon Mills has a staff that works under contract, including three directors and four writers. The crew usually fluctuates between two and five people. The post production crew ranges from one to three people, depending on the need.

Law said as the president of a new media company, he is involved in every aspect of production. He said he directs, controls the lighting and sound, writes, and edits.

The shows have proven very popular, especially overseas. For example, “News for Blondes” has been very popular in the United Kingdom and in Australia, with almost 12,000 hits per day. In those locations, Saxon Mills is most likely to have its viewers see the show on the Web sites of *The Sun* newspaper in London ([www.thesun.co.uk](http://www.thesun.co.uk)) or *News of Australia* ([www.news.com.au](http://www.news.com.au)), as well as other places.

### For more information

News for Blondes  
[www.NewsforBlondes.com](http://www.NewsforBlondes.com)

Laugh-a-minute  
[www.LaughAMinuteTV.com](http://www.LaughAMinuteTV.com)

Dishes  
[www.SaxonMills.com](http://www.SaxonMills.com)

Bonnie for President  
[www.VoteBonnie.com](http://www.VoteBonnie.com)

### Publications, Grants and Honors

**Ralph Webb**, Professor, presented a 2007 Books and Coffee series on Deborah Tannen's "You're Wearing That?: Mothers and Daughters in Conversation."

**Charles Stewart**, Professor, has been named to fill the vacant "Margaret Church Distinguished Professorship." Stewart and alums Craig Allen Smith and Robert E. Denton Jr. authored the 5th edition of their book, "Persuasion and Social Movements." Two new chapters, "Justifying Violence Through Good Reasons" and "The Use of Terrorism by Social Movements," reflect the times in which we live.

**Brant Burleson**, Professor, received a "Faculty Fellowship for Study in a Second Discipline" award. He will pursue research with colleagues in social psychology in the 2007-2008 academic year. Burleson and doctoral students **Amanda Holmstrom**, **Graham Bodie**, and **Jessica Rack** received a "Top Four Paper Award" from the Interpersonal Communication Division of the Central States Communication Association for their paper, "What counts as effective emotional support? Three studies exploring individual and situational differences," presented at the CSCA convention in Minneapolis in March. Burleson also authored or co-authored the following articles or chapters: "Constructivism: A general theory of communication skill" in *Explaining communication: Contemporary theories and exemplars*, Lawrence Erlbaum Associates; "Bereaved adolescents'

**Sorin Matei**, Assistant Professor, has been awarded two Teaching through Learning and Technology Digital Content Development Grants. His first proposal, titled "Thought Ark: A Community-Oriented Idea Space" was selected for funding in the amount of \$14,390. The second proposal, titled "Visible Effort: A wiki-based self-monitoring collaborative environment for classroom projects," was selected for funding in the amount of \$12,390.



evaluations of the helpfulness of support-intended statements: Associations with person centeredness and demographic, personality, and contextual factors" in the *Journal of Social and Personal Relationships*.

**Robin Clair**, Associate Professor, students in her COM456, Advertising Writing, awarded three engagement grants to work with area nonprofit organizations.

**Susie Huelsing**, graduate student, 2007 Broadcast Education Association paper first place as a debut paper in the history division.

**Jessica Rack**, graduate student, Purdue Research Foundation dissertation research grant (with **Melanie Morgan**, Assistant Professor).

**Graham Bodie**, graduate student, PRF dissertation research grant (with **Brant Burleson**, Professor). Bodie also a co-author of a Top 4 Paper in the Interpersonal Division and co-author of top student paper in the Communication Theory Division of CSCA.

**Lorraine Kisselburgh**, graduate student, PRF dissertation research grant (with **Howard Sypher**/**Sorin Matei**, professors).

**Glenn Sparks**, Professor, elected to 3-year term on University Senate. Sparks also taught at Addis Ababa University in Ethiopia in spring 2007.

**Jay Wang**, Assistant Professor, invited by the U.S. Department of State and the Public Relations Coalition to participate in the "Private Sector Summit on Public Diplomacy" in Washington, D.C. The summit brings together a small, select group of leaders to discuss strategies to improve perceptions of the U.S. globally.

**Tyler Harrison**, Assistant Professor, elected vice chair of the Peace and Conflict Division of NCA. Harrison also led an "Organization and Change: Lunch & Learn" session for Deloitte, Touche and Tohmatsu in Chicago.

### more Publications, Grants and Honors

**Mohan Dutta**, Associate Professor, \$15,000 grant from International Programs to support international graduate student recruiting efforts in India and China next fall.

**Patrice Buzzanell**, Professor, has been invited to teach at the Aarhus School of Business Summer University in August.

**Suchitra Shenoy** and **Colleen Arendt**, graduate students, were selected as OnePurdue Change Management Interns under the Office of the Executive Vice President and Treasurer's Internship program.

**Steve Wilson**, Professor, published "First and second-order changes in a community's response to a child abuse fatality" in *Communication Monographs*. In addition, a chapter from his 2002 book titled "Seeking and Resisting Compliance: Why do People Say What They do When Trying to Influence Others" has been adapted and reprinted under the title "Communication theory and the concept of goal" in a 2007 book titled, "Explaining communication: Contemporary theories and exemplars," published by Lawrence Erlbaum. The book is edited by Professor Bryan Whaley (University of San Francisco) and **Wendy Samter** (Bryant University), both of who received their Ph.D. degrees at Purdue. Also, Wilson and alumna **Meina Liu** had the "top paper" in the Interpersonal Communication Division at the upcoming 2007 International Communication Association conference in San

Francisco. The paper, based on her dissertation research, is titled "A cross-cultural investigation of intrapersonal and interpersonal effects of anger and compassion on multi-stage negotiation performance." He also received a \$2,500 PLACE grant to support work focused on how the experiences of Spanish-speaking families in Lafayette are similar to/different from those of other families with special needs.

**Jennifer Zeigler**, Assistant Professor, received \$850 from the PLACE grant fund to support her work on firefighters.

**Marifran Mattson**, Associate Professor, received a \$695 "Teaching Development Incentive Grants for Spring 2007" for "Health communication: Developing a team-taught class."

**Jim Tyler**, Assistant Professor, received a "Teaching Development Incentive Grants for Spring 2007" for \$750 for his proposal of "Web-based applets to enhance statistical comprehension."

**Robert Ogles**, Associate Professor, to be honored at August annual AEJMC convention for past contributions as division head and journal editor.

**Pat Rochon**, Assistant Professor, is the recipient of a Community of Service Learning Faculty Fellows Grant of \$5,000.

### China trip

Several department personnel traveled to Beijing over spring break to meet with various groups, including Chinese government officials and colleagues at Tsinghua University, and to conduct workshops for representatives of industry and healthcare.

Professor **Patrice Buzzanell** was also interviewed by two Chinese newspapers and one local TV show. Assistant Professor **Jay Wang** authored the lead article in the business section of the *China Daily* (see: [http://www.chinadaily.com.cn/bizchina/2007-03/15/content\\_828260.htm](http://www.chinadaily.com.cn/bizchina/2007-03/15/content_828260.htm)). Department head

**Howard Sypher** and Assistant Professor **Stacey Connaughton** were guests for a 30-minute discussion on CCTV-9's "Dialogue" show, which is broadcast to an audience of over 5 million internationally. Sypher and Wang (along with Fan Hong from Tsinghua University) also met with the head of Weber Shandwick Beijing to talk about collaboration and internships.

Assistant Professor **Melanie Morgan** made a presentation and met with students at Beijing International Business Administration College.

### Spotlight on Research

*Editor's note: This is the first in a series of articles profiling the research of our department's faculty and graduate students*

**By Ryann Perlinski**  
**Public relations, senior**

In the wake of a local child's death, Professor Steve Wilson put his academic expertise to work for the Lafayette community.

As a researcher of interpersonal communication and conflict management, father of six, and active citizen, Wilson was impacted by the loss of Lafayette resident Aiyana Gauvin. Four-year-old Aiyana died in March 2005 from physical abuse inflicted by her stepmother.

Less than two years later, Wilson's article, titled "First and Second-Order Changes in a Community's Response to a Child Abuse Fatality," was published in the prestigious journal *Communication Monographs*.

"I was asked to write something on families and institutions and the Gauvin case was happening at the time that I was asked to do it," said Wilson. "I thought why not? I'll learn a lot from doing this."

Wilson's work resulted in a seven-page analysis of the Gauvin case, as well as suggestions for the local community on how to cope with and reduce child abuse in the future. The article was disseminated among city members.

"I was interested in getting reaction, but I also wanted to push forward some ideas for what the community might do to respond," he said. "This is the first time I've had requests from non-academics to read my work."

Wilson hopes that his article will inspire several levels of change in the area, above and beyond changes made by Child Protective Services and the local police departments. "Right now we're only responding to abuse after it's happened," said Wilson. "We're only responding to the most severe cases. We must fundamentally reframe what the problem is."

By reframing the issue, Wilson wants to see a reduction in the 1,500 deaths per year nationwide that result from child abuse and neglect.

Wilson's dedication to the cause goes far beyond journal articles alone. His initial interest in family assistance burgeoned at Michigan State, where he was involved in evaluating a prevention-based program providing parental education, free day care, and information on early childhood development. This passion has stayed with Wilson throughout the years.

Wilson wants to see "proactive rather than reactive, community rather than government based, and supportive rather than just monitoring" help given to families in need.

Wilson is planning more research in the area of parent-child communication, social influence, and family issues, as well as continued involvement in the Greater Lafayette community.



Despite the death of Aiyana Gauvin, Wilson looks forward to change in the future. "With the community's reaction, I think there's cause for hope," Wilson said. "But the case itself is just beyond comprehension."

**Contact Steve Wilson at**  
**wilson25@purdue.edu**

### New Hires

**Sam McCormick**, Assistant Professor, Rhetoric

**Jeong-Nam Kim**, Assistant Professor, Public Relations

**Jake Jensen**, Assistant Professor, Public Relations

**Robin Jensen**, Assistant Professor, Rhetoric

# Department News

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## New option for Health Master's

**By Missy Paniaguas**  
**Mass communication, junior**

Starting fall 2007, Purdue University will offer a new educational initiative that allows a student to obtain a master's degree in public health with a concentration in health communication.

The Department of Health and Kinesiology will be offering a master's in public health for the first time. Students in the program can concentrate either in community health or health communication.

Mohan Dutta, director of graduate studies for the Department of Communication, said Purdue joins only a handful of universities nationwide, including Johns Hopkins and Harvard, that offer a health communication concentration in the MPH program.

Austin Babrow, a member of the Health Communication unit in the Communication Department, worked

closely with the Department of Health and Kinesiology to create this initiative.

"The specialization in health communication is rare and is all the more significant because the Department of Communication's Health Communication program is rated among the best in the nation," he said.

Dutta said the MPH was created to address the demand for health trained people with communication skills. The initiative utilizes the strengths of the two departments.

"We've drawn from people with expertise across the board," said Dutta.

Gerald Hyner, professor of public health, said students can work in public health departments, private corporations and nongovernmental associations with these degrees.

Dutta said a master's in public health is a more prestigious degree currently than other health-related master's. Babrow said that's because it's been recognized for so long.

"By contrast, health communication is a new field; degrees in the area are not nearly as well established in the

minds of employers, funding agencies, and so on," Babrow said. "But we in health communication are hopeful and ever more confident that our degree will be as attractive, and in appropriate situations, even more so, than an MPH. We are indeed becoming ever more competitive for grants, employment and the like."

Babrow said the MPH program will prepare students thoroughly through coursework, internships and thesis requirements. Students will take 27 hours in core and thesis/internship courses, and 12 hours in their concentration choice. Another 6 hours will be electives.

A master's in public health is a flexible degree and often combined with other health degrees, said Hyner.

"Someday I'd really like to see students come to Purdue to earn their doctoral degree and their MPH at the same time," said Hyner.

### For more information

Health Communication at Purdue:

[www.cla.purdue.edu/communication/html/grad/prospective/areas/health/](http://www.cla.purdue.edu/communication/html/grad/prospective/areas/health/)

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## Spotlight on Research

*Editor's note: This is the first in a series of articles profiling the research of our department's faculty and graduate students*

**By Brian Hallett**  
**Professional writing, senior**

Would you take health advice from Bart Simpson? Or your favorite rock or TV star? A research group in the department would like to know.

The group is conducting research in the area of parasocial interaction. Parasocial interaction describes a relationship in which one person knows a lot about the other, while the other may know much less or nothing. It is commonly used to describe the relationships between fans and celebrities, or even fans and television show characters.

— continued on page 13

# Department News

## Encouraging entrepreneurship is goal of new certificate program

By Jennifer Kordas  
English, senior

Assistant Professor Jay Wang is representing the College of Liberal Arts as an instructor for a new course, Introduction to Entrepreneurship and Innovation, which is part of a new universitywide certificate program.



The Certificate in Entrepreneurship and Innovation is being offered through the Burton D. Morgan Center for Entrepreneurship in Purdue's Discovery Park.

"The main goal of the course (ENTR 200) is to provide the basic

knowledge of running a business for students interested in being an entrepreneur," said Wang, who is also on the faculty advisory committee for the certificate program.

In addition to lecturing on basic business concepts, Wang devotes additional class time to a program he calls "Meet the Entrepreneur," which allows students a unique forum for interaction with founders of start-up companies and entrepreneurs.

Students must take the equivalent of five, 3-credit courses to earn the certificate. ENTR 200 is one of two required core courses; ENTR 201 is the other. Students then must take two option courses in specific disciplines relevant to entrepreneurship and innovation. Finally, a capstone course or experience provides hands-on, real-world experience to students.

Wang says the certificate program is an important experience for all Purdue students, not just those who hope to start their own businesses. That's because the term "entrepreneur" is much broader than an individual who starts his or her own company, he said. Wang, formerly a senior communication specialist at the global management consulting firm McKinsey and Co., said for employees in large companies, entrepreneurship involves taking risks and being innovative.

"Companies are trying to energize the workforce and staff to be innovative," he said. "They don't want the conventional organizational structure to suffocate that."

Interaction in a diverse environment is one unique and important skill cultivated in ENTR 200. Wang said he believes the classroom imitates the global marketplace as a good environment for interaction between students with different backgrounds, degree areas, and interests. "It is truly multi-disciplinary," he said.

The program is less than two years old but is attracting a lot of attention from students. Wang said he believes the entrepreneurship certificate program will have a significant impact on Purdue and the state of Indiana.

### For more information

For information, visit the **Burton D. Morgan Center for Entrepreneurship Web site at:**

**<http://discoverypark.purdue.edu/wps/portal/Entrepreneurship>**

\_\_\_ continued from page 12

The group is led by Assistant Professor Hyunyi Cho, whose research focuses on Health Communication, and graduate students Jen Hall, Katie Wiesner and Kari Wilson. Wilson, a master's student in Media, Technology and Society, said the team wants to look specifically at how parasocial relationships might affect teens' consumption of health information on popular television shows.

For example, she said, a show might have an embedded issue, such as a pregnancy scare, for one of its characters. The group wants to look at whether the way the character dealt with the issue would influence how the teen watching the show might respond in a similar situation, based on their "relationship."

Right now, though, said Wilson, the team is focusing on redefining parasocial interaction. "We want to come up with a solid explanation of what it is," she said. "Right now it's very confusing. But it's hard to do, because parasocial interaction is a one-sided relationship."

### 1966

**John J. Godfrey**, B.A., “When I started out, I still wanted to get into TV. It had been a dream of mine since I was 6. Purdue gave me the basics in broadcasting. All the shows that I have done, over 2,900, have almost all been done with computers or computer assisted, except the early years after graduation. I’ve gone to the mountain top --- meaning I have won two National Emmy Awards. I have attended the NAB convention consecutively for 43 years. Anyway, I’m about to retire --- NOT. I’m still having too much fun playing in the industry that I love --- and getting paid for it, too.”

### 1971

**Dr. Blanton Croft**, Ph.D., is serving as visiting professor in the Speech Division of the Humanities Department at Hagerstown Community College. He will serve as Critic Judge for finalists in the Virginia State Forensics Championships. This was Dr. Croft’s 15th year of providing this community service for tomorrow’s speech students! “Keep up the great work at Purdue!!! We graduates really enjoy your newsletters!”

### 1977

**Michael J. Hyde**, Ph.D., University Distinguished Professor of Communication Ethics, Wake Forest University, will give the Carroll C. Arnold Distinguished Lecture at the 2007 NCA convention in Chicago. The title of his presentation is: “Perfection, Postmodern Culture, and the Biotechnology Debate.”

### 1978

**Kathleen J. Turner**, Ph.D., a professor of Communication Studies, has been elected president of the Phi Beta Kappa chapter at Davidson College.

### 1979

**Robin Shaffer Russell**, B.A., worked for years in corporate PR. She then stayed home to raise three children -- two of whom are presently in college. So, she decided to return to college. She will graduate in June with a teaching credential and hopes to begin a second career next fall as a middle school teacher and teach future generations to write. “I’m guessing I’ll be referring students to Purdue’s Online Writing Lab

(OWL) for assistance. FYI. Graduate students here in northern California know about it and use it. Isn’t that great?”

### 1981



**Bill Ennis**, B.A., independent video producer, was recently selected by the Orange County, Calif., District Attorney’s

office to produce a Public Service Announcement (PSA) on gang prevention. The PSA involved seven scenes, 10 actors and was shot in widescreen, as its initial run was on the big screen in all 191 Orange County movie theaters during the opening week of “Ghost Rider,” starring Nicholas Cage. After its debut, the PSA was sent to Los Angeles’ seven independent and network-affiliated television stations, where it is currently running.

**Jon Nussbaum**, Ph.D., selected as the recipient of the Distinction in the Social Sciences Award in the College of the Liberal Arts at the Pennsylvania State University.

### 1983

**Betsy Wiersma**, B.A., will again host the CampExperience women’s luxury educational retreat. This year’s retreat will be Sept. 26 – 28 at Copper Mountain Resort, Colo. Last year’s inaugural event sold out and raised \$20,000 for homeless women and children. For information visit [www.CampExperience.com](http://www.CampExperience.com) or call 720-200-0271.

### 1984



**Laurie Tritsch Hawes**, B.A., CMP, was recently promoted to Director, Corporate Events for the National Rural Telecommunications Cooperative, located in Herndon, Va. Corporate events handles about 30-40 meetings a year all over the country.

## 1985



**Clyde Bodkin, B.A.**, President of Bodkin Associates, received the 2006 Outstanding Asian Business Award, presented by the Asian American Alliance of Indianapolis.

Bodkin Associates demonstrated corporate and philanthropic leadership in the minority business community by assisting many not-for-profit organizations, including the Asian American Alliance, Indianapolis Black Chamber of Commerce, Center for Leadership Development, Indianapolis Hispanic Chamber of Commerce, and others.

## 1986

**Jeff Atwood, B.A.**, just had a new children's book published by Simon & Schuster. "Our Big, Big God" was released in January 2007 and is available now. "Our Big, Big God" was illustrated by Renee Graef, who also illustrated the recent "Little House on the Prairie." For more details you can check [www.jeffatwood.com](http://www.jeffatwood.com).

## 1987

**Anthony (Tony) Miner, B.A.**, is now the Headmaster at The King's Academy, a Christian K-12 school, in Jonesboro, Ind. He functions as school administrator, pastor, and performs other functions in the school.

## 1988

**J. Michael Taylor, B.A.**, recently took a position with Prairie Quest Consulting in Indianapolis, writing documentation for various departments of homeland security throughout Indiana.

## 1989

**Twanda DeBorde (Duncan), B.A.**, her search firm CMD and Associates Executive Search has been accepted as a "Preferred Member" of Top Echelon Network Inc., the largest and most prestigious network of independent executive and technical firms. She has over 1,500 search partners all over the country, which will enable her to move her business to the next level. Since 2000, she has enjoyed meeting and helping Purdue graduates all over the country with their job search. "It's always fun to see a resume with my alma mater on it. They always go to the top of my list because I know I'm getting quality!" As a part of her growth, she has also updated her firm's brand by creating a new logo and Web site at [www.cmdandassociates.com](http://www.cmdandassociates.com).

**Liz Yamamoto, B.A.**, and David Wentworth announce the birth of their son, Palmer Yasuo Wentworth. Palmer was born Oct. 30 and weighed 6 pounds, 5 ounces and was 19 inches long. Liz is the vice president for news proposals at ABC Television Network.

**Julie A. Preneta, B.A.**, in November 2006, completed her MBA at Colorado Technical University. This marked the end of her three-year assignment as first the Office Manager and later the Assistant Project Manager on an Ordnance & Explosives Action and Supporting Functions project in Kamuela, Hawaii. Her company, American Technologies Inc., has just appointed her Contracts Manager for their environmental division. The company is looking forward to the opening of its new office in Las Vegas, Nev., later this spring.

## 1992



**Howard Joyce, B.A.**, and wife **Jennifer Cabalquinto** had a son on Jan. 21, 2007, in Burbank, Calif. His name is **Jack William Cabalquinto Joyce** and he weighed in at **5 lbs, 13 oz. and was 19.5 inches long**. Joyce is a partner in **Navint Consulting LLC** in **Torrance, Calif.**

**Taaron Meyers, B.A.**, in January, was elected the 77th president of the Indiana Junior Chamber for 2007. The Junior Chamber or 'Jaycees' is a non-profit organization, created for young people ages 18-41 focused on leadership development through professional training and community service projects. The Indiana Jaycees have over 800 members in the state and are part of the United States Junior Chamber and Junior Chamber International. To see how you can become involved check out [www.usjaycees.org](http://www.usjaycees.org).

## 1993

**Patricia Amason, Ph.D.**, has been elected Vice President Elect for the Southern States Communication Association.

**Melanie Doupe Gaiser, B.A.**, will graduate this May with a Master's of Public Health from Tufts University School of Medicine in Boston. She has been accepted as a Ph.D. student at Brandeis University in Waltham, Mass., and continues to work as a news anchor for WBZ Radio, a CBS owned and operated station in

### Online editions

A reminder that *The Communicator* is published twice yearly, an online edition in the fall and online and print versions in the spring. To check out the current edition online or access back issues, visit: [www.cla.purdue.edu/communication/Newsletter/](http://www.cla.purdue.edu/communication/Newsletter/)

Boston. Melanie was awarded the Albert Schweitzer Fellowship last year and is wrapping up the year-long experience now. She and her husband will celebrate their 12th wedding anniversary in May.

### 1994

**Keith H. Dewey**, M.A. (B.A., 1992), lost his beloved wife, Eileen Frances Kerns Dewey, 37, of Lawrenceville, N.J., on Aug. 18, 2006, after a long battle with inflammatory breast cancer. Eileen Dewey, a Purdue alumna, was an avid supporter of organizations working to fight breast cancer, including the YWCA Princeton and the Susan G. Komen Breast Cancer Foundation, as well as that organization's annual "Race For The Cure." Eileen and Keith recently established The Dewey Family Fund for Community Service at Corning Community College in Corning, N.Y., where Keith did his Associate of Arts, to encourage faculty and student involvement in community service. Contributions in Eileen's memory may be made to the Eileen Frances Kerns Dewey Memorial Scholarship at the Immaculate Conception Academy (ICA) at 3625 24th St., San Francisco, CA 94110, or to The Dewey Family Fund for Community Service at Corning Community College (CCC) at 1 Academic Drive, Corning, NY 14830.

### 1995

**Alyse (Holzhausen) Vordermark**, B.A., and her husband, Ric, had their second child, Ava Evelyn, on Feb. 12, 2007, in Portland, Ore.

**Ellen Chang**, B.A., is a freelance business writer residing in Houston. Her clients include Mergermarket, a division of the Financial Times. She is also the founder and president of the Fairy Godmother Project of Houston, a grass roots organization that provides free prom dresses and tuxes to students who can not afford them.

### 1996

**Angi Hatfield Pechman**, B.A., and husband Matt (ND class of '96), and 21-month-old son Will welcomed Max on Nov. 1, 2006.

### 2000

**Jessica N. Willis**, B.A., in January was promoted to Senior Account Executive at Ryan Partnership, an interactive marketing agency based in Wilton, Conn.

**Melissa (Hurley) Rohlfs**, B.A., just returned from an incentive trip to Riviera Maya, Mexico, with celebrity guest Mario Batali, Iron Chef on the Food Network Channel. Rohlfs was one of 97 independent directors who earned the trip, placing them in the top 1.5 percent nationwide in Taste of Home Entertaining Inc., a new direct sales company focused on entertaining as a lifestyle. Taste of Home Entertaining offers superior quality cooking equipment that brings style to the kitchen and ease to preparation.

### 2001

**Molly J. Ankney**, B.A., has accepted a new position as Director of Development and Communications for the Make-A-Wish Foundation of Arizona. She lives in Tucson with her daughter, Hannah.

### 2002

**Amber Colville**, B.A., after leaving Louisiana, due to Hurricane Katrina, she moved back to northwest Indiana. She is currently employed by Valparaiso Community Schools and also teaches dance. She is also engaged to Rob Stegall, Indiana State University '04, and is looking forward to their wedding in the summer of 2008. Go Boilers!!!

*Let us hear from you!!!*

Have personal or professional news you'd like to share? Drop us an e-mail and picture to [communicator@purdue.edu](mailto:communicator@purdue.edu) or fill out our online form:

[www.cla.purdue.edu/communication/Newsletter/alumniform.html](http://www.cla.purdue.edu/communication/Newsletter/alumniform.html)

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**Amy Beth Lemire**, M.A., accepted a level 4 Learning and Development position with the Boeing Corp. in Everett, Wash.

**Swen M. Ervin**, B.A., assistant director in the Office of Admissions at Purdue University, was recently admitted to the graduate program in Interpersonal Communication at Purdue. He will begin in fall '07.

**Charles Smith**, B.A., completed his M.B.A. in 2005 from Purdue University. He recently accepted a promotion at *The Times of Northwest Indiana* to national/major account executive.

### 2003

**Kelly (Sole) Odom**, M.S., 2003, and husband Aaron Odom celebrated the birth of their son, Elliot Baxter Odom, on Jan. 4.



**Lindsay Begley-Roberts**, B.A., married Charlie Roberts on Aug. 5, 2006. Both are employed in the athletics department at Purdue University.

### 2004

**Laura (Vercler) Lindberg**, M.S., married Mark Lindberg of Thomasville, Ga., on Sept. 24, 2006.

**Pauline Shiu**, B.A., recently accepted a position with Macy's (corporate) and will soon be starting as their Bridal Marketing and Events Manager for the Home Division, based out of New York.

**Kyle Hjelmseth**, B.A., was promoted to Senior Marketing and Graphics Coordinator of Perkowitz+Ruth Architects in Long Beach, CA., one of nation's largest and most well-known architecture firms. He is very active in the PAA-LA.

### 2005

**Julie B. Baker**, B.A., is one of the top realtors at Keller Williams Realty in the Indianapolis and surrounding areas. Her first year she closed 17 transactions. Her team did \$4 million in sales last year.

**Brian Edge**, B.A., Account Manager for TEK systems, has been transferred to Scottsdale, Ariz.

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## Spotlight on: Bodzewski, vice president for corporate marketing at Ketchum

By Gladys Pan  
Economics, sophomore



**Bodzewski**, B.A., 1998, joined Ketchum, one of the world's leading public relations agencies, in 2006.

He returned to Purdue's campus in March to speak at his third Com Day. "Purdue had made me the person -- both professionally and personally -- that I am

today," he said. "If I can be of any help to students and perhaps play some small role in helping them get started, then I've done my part."

And what advice does he have for students?

"Communication is arguably the most important skill that a person can use in the business world," said Bodzewski.

Having the ability to clearly articulate a concept in writing or verbally will often decide whether a project gets backed, a program succeeds or even if a person's career advances, he said.

At Ketchum, Bodzewski's primary expertise is reputation management, executive visibility and crisis/issues management. Bodzewski said his job involves setting communication objectives, developing strategies behind the campaigns and working with teams that execute plans. He is currently managing the communication programs for Direct Energy.

Bodzewski, who previously worked at GolinHarris and Edelman, said his most notable past experience was leading the media relations portion of a Dow Chemical event that was held at the United Nations to announce the company's involvement in bringing clean drinking water to developing nations.

### Jerry Rose book fund

By Elizabeth Fritz  
Ag communications, sophomore

Of all Johanna Zalkin's childhood memories growing up in Brooklyn, among those she cherishes the most were the trips to the newsroom of the *New York Daily News*.

That's where her dad, Jerry Rose, worked for 55 years. He loved the newspaper world, Zalkin said.

That's why in 1996, Zalkin created the **Fay and Jerry Rose Book Fund** in memory of her parents and of the work her father accomplished. The fund is for the journalism classes offered by the department.

The fund was created because the state cannot fund all of the needs professors have, so the opportunity was there to help, said Zalkin, whose husband, Howard, is a retired Purdue professor of biochemistry.

The aim for the fund is to help students go into print journalism and help provide materials for print journalism courses. Some of the items that the fund has helped with are books, software, and printers.

Assistant Professor Jane Natt said the book fund has made a real difference. "I think people mistakenly think if they don't have a lot of money, they can't start something like this," she said. "But take this example. Last year we used the book fund to get a \$50 subscription to Gallup polls. Having access to that material was invaluable to my journalism students, and the book fund made that possible. Fifty dollars might not seem like a huge cost, but it was \$50 we did not have without this fund."



Johanna Zalkin stands in front of a wall of memorabilia chronicling her father's successful journalism career

Natt said it is her goal to train print journalists whom "Jerry Rose would be proud of."

When Rose began at the *Daily News*, he was a police beat reporter. He made his way up over the years to editor. Rose covered such well-known stories as the Hindenberg disaster and the Lindbergh-baby kidnapping. Rose retired from the *Daily News* in 1979 and passed away in 1989.

Rose also taught journalism at Long Island University and New York University. Rose won several journalism awards and was inducted into the Brooklyn Hall of Fame.



Jerry Rose, standing, and his brother Lester in a photo featured in the 1953 *Daily News*

For more information about donating to this fund or creating a fund of your own, please contact the Liberal Arts Development Office at (765) 494-2711.

## Filmmaker has new documentary

**By Charlie Burroughs**  
**Mass communication, sophomore**

Leonard Cox's latest documentary deals with the issues of bullying, murder and forgiveness.

Cox, M.A., 1996, is a co-producer of "The Killer Within," which debuted at the Toronto Film Festival last September. The film chronicles the revelation by Bob Bechtel, a University of Arizona environmental psychology professor, to his students and the UA community that he had killed a fellow classmate more than 50 years ago.

The story was brought to Cox's attention by a woman who had seen his documentary "Questioning Faith," produced by his River Films production company and which aired on HBO for two years, Cox said.

"She had an amazing story to tell about murder and forgiveness."

### For more information

<http://dsc.discovery.com/promo/killerwithin/>

On the Toronto film festival Web site review, Thom Powers said, "This is a murder mystery where the question is not who, but why."

The film considers how American society has changed its treatment of murder suspects and convicted killers, Cox said. Bechtel was 22 and a student at Swarthmore College in Pennsylvania when he killed an 18-year-old student in their dormitory on Jan 12, 1955, because of excessive bullying. He was declared incurably insane and institutionalized. Five years later, another evaluation determined he could be released. He then stood trial for murder but was found not guilty by reason of insanity.

"I believe if he committed the same act today, and not 50 years ago, he would be serving a life sentence," Cox said. "In so many ways, that is sad."

If Bechtel was locked away, he would have never led the life of dedication to serving others as he does today, Cox added.



Leonard Cox

"The Killer Within" is scheduled to be broadcast on the Discovery channel in early 2008.

Cox's previous films include "Family Name," which won best film at the Sundance Film Festival in 1997 and "Questioning Faith," called one of the top films of 2002 by CNN. He currently is executive director of communications for Columbia University.

## New book



**Angie Klink**, B.A., 1981, the author of "Purdue Pete Finds His Hammer," has written "I Found U," the second in her series of lift-the-flap college mascot children's books.

"I Found U" showcases Indiana University with the letters "I" and "U" as illustrated characters. "I" looks for "U" among famous landmarks of Indiana University. Also, Klink's story "Half Notes: Memories of a Fifty Percent Sister" was recently published in "Chicken Soup for the Sister's Soul 2."

Learn more at [www.mascotsforkids.com](http://www.mascotsforkids.com) or [www.angieklink.com](http://www.angieklink.com).

**Show your Purdue pride while helping support the CGSA Travel Fund -- buy a Purdue polo shirt or long sleeve t-shirt!**

To access an order form or see the styles and sizes available, please visit [www.cla.purdue.edu/communication/Newsletter/shirtform.doc](http://www.cla.purdue.edu/communication/Newsletter/shirtform.doc)

Orders can also be placed via e-mail to Elizabeth Williams at [elizwill@purdue.edu](mailto:elizwill@purdue.edu).

Order deadline is June 15.

# COM DAY 2007

This event provided students with a chance to network with professionals and gain a better understanding of different communication professions. Workshops, seminars and one-on-one sessions with professionals were available.



## Development Session Speakers

**Jeffrey Bodzewski - Ketchum**

**Ashleigh Duchene & Jen Gremmels—GolinHarris**

**Tracy Duncan - Quest Information Systems**

**Crystal Michael - Leukemia & Lymphoma Society**

**Scott Montgomery - Bradley & Montgomery**

**Sonja Popp-Stahly - Hetrick Communications**

**Stefanie Walker & Elly Krumwiede - Porter Novelli**

**Christine Troglio & Mandy Welborn - Caterpillar Inc.**

**Andrew Newport & Kyle Giles - Verizon Wireless Music**



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