

THiNK

MAGAZINE

COLLEGE OF LIBERAL ARTS | *Spring 2008*

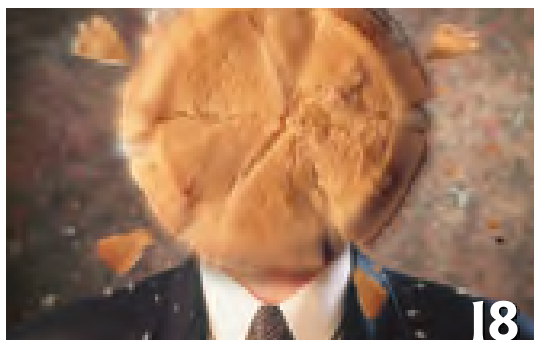


PURDUE
UNIVERSITY



This Hellenistic theater is located in the ancient port city of Miletus. The city founded more than 90 colonies before it was destroyed during the Persian Wars (499–478 BC). Its population rebounded during the Hellenistic era to remain one of the greatest cities of the ancient Mediterranean world.





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ON THE COVER. Nicholas Rauh, a professor of classics in the Department of Foreign Languages and Literatures, travels to Turkey each summer to study archaeological remains in Rough Cilicia. Rauh is a contributing faculty member to Purdue's Center for the Environment and the Center for Advanced Applications in Geographical Information Systems. His field students participate annually in Purdue's Discovery Park Undergraduate Research Internships.

THiNK

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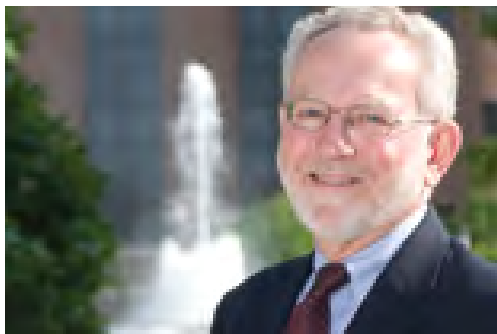
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| C O N S I D E R T H I S |



Greetings! We did consider this — that is, the magazine you are holding in your hands. We asked our readers, students, faculty, and alumni about our magazine and about what their liberal arts educations meant to them. Your responses in surveys, focus groups, telephone calls, and on-campus meetings got us to, well, *THiNK*.

Not only does the magazine's new name imply action, it is also both reflective and bold. It reminds us of the power of thought. Students told us that their liberal arts classes taught them to think critically and analytically. Alumni reported that the liberal arts prepared them for the world of work by teaching them to think. And faculty agreed that their proudest moments came when a student said, "You really made me think."

THiNK reflects the college's mission of bringing the arts, humanities, behavioral sciences, and social sciences to bear on important, often intractable, contemporary issues.

We've also changed the look of the magazine and enhanced its content. We wanted to capture the distinctiveness of liberal arts culture on the campus of a major research-intensive land-grant university where the curricula of all the University's programs fortify each other and make Purdue the world-class university that it is.

So, read on, and let us know what *you* think!

A handwritten signature in blue ink that reads "John Contreni". The signature is fluid and cursive, with the first name "John" and last name "Contreni" clearly legible.

JOHN J. CONTRENI

Justin S. Morrill Dean

contreni@purdue.edu



Even though I graduated from Purdue with a BS degree in home economics in 1950, it was an enjoyable and enlightening experience to read the fall 2007 *Liberal Arts Magazine*. It is startling to note the transformation Purdue has undergone in the last 60 years.

Following a quick glance at Robin Hood's penetrating gaze on the cover, I unavoidably sensed by page two that Purdue may be expanding the role of liberal arts programs in future years. But I was most astonished with something "new" I learned on page two. That is, the Morrill Land Grant Act specifically promotes liberal education! Justin Morrill deserves enormous distinction for what he initiated as a U.S. congressman, but only in 21st-century academia could a liberal arts deanship use his name to honor, and connect with, his best-remembered creation.

MARILYN MICHAEL SKINNER

BS 1950, Home Economics
Brea, California

While scanning your article on "The Legend of Robin Hood," I was disappointed that Richard Greene, the Robin Hood persona in the 1950s television serial, was incorrectly identified as Robert Green. We have an ongoing Purdue/IU/Notre Dame rivalry in our office, and we're all quick to use such occasions for friendly teasing. So, unfortunately, one detail of your otherwise delightful article gave me the fodder I needed.

RHONDA JACKSON

Mishawaka, Indiana

I enjoyed reading your contribution to the *Liberal Arts Magazine* on Robin Hood. The subject has been one of great interest and fascination to me since I read my first Classic Comic. I had never questioned the origins of the tales and the only reference to them I had come across was in Winston Churchill's *A History of the English-Speaking Peoples*, where he speculates that the source of the stories was a 13th-century bandit called Wee Willie or some similar name.

My own knowledge of the stories stems entirely from the popular legends and, of course, the many films made on the subject. You did omit two significant films from the Robin Hood filmography in your article. One was made by Disney, *The Story of Robin Hood and His Merrie Men* (1952) starring Richard Todd. The other was, of course, *Ivanhoe* (1952) with Robert Taylor and Elizabeth Taylor. I was at Purdue four years as a chemical engineering student but took my degree elsewhere and am the father of a CLA graduate and still have great affection for the school.

GERALD RUSS

Rochester, New York

Editor's note: The list provided in "The Ever-Popular Robin Hood Movie" was by no means comprehensive, but thank you for calling attention to those two fine films!

I enjoyed reading your article "The Legend of Robin Hood — Separating Fact from Fiction." I grew up with the 1950s Richard Greene television series and I still have a picture from my college days at Purdue where I, dressed up as Robin, am posing with my date at a campus dance. Ha, ha! Robin Hood in modern-day politics is an interesting notion.

LARRY MARTIN CAMPBELL

BS 1963, HSSE
Indianapolis, Indiana





Erling Kildahl



Wayne Lamb



Jim O'Connor

Thank you so much for the wonderful article about the centennial celebration of Purdue University Theatre. It's a great reminder that the exciting program we have today stands on the shoulders of some of the great theatre artists of our time, and that we owe them a great debt for their contributions to Purdue University and the larger world of theatre.

Unfortunately, the article left out an extremely important individual in the history of Purdue Theatre. Jim O'Connor came to Purdue in 1969 and slowly built up a directing program that was considered one of the best in the country. Jim was always proud that most of his alums had significant careers in theatre after earning their degrees: David Wally produced 2005's *Hostage* starring Bruce Willis and co-produced 1998's *Meet Joe Black* starring Brad Pitt; Doug Finlayson is head of directing at Webster University; and Jay Berkow has directed many off-Broadway productions and is currently a professor at Western Michigan University.

Jim was passionate about theatre, not just as entertainment, but as a vehicle that could change people's lives. He felt strongly that an audience could be cultivated for intelligent, sophisticated theatre and proved his point by slowly building a reliable audience that regularly filled Purdue's Experimental Theatre to capacity.

Jim O'Connor was a major force in shaping Purdue University Theatre, its history, and its alumni. He is someone who I, and I know many of his former students, hope that Purdue University will not forget.

RICHARD K. THOMAS

Professor of visual and performing arts
Purdue University

It was with great interest and pride that I began reading the fall 2007 *Liberal Arts Magazine* article "Centennial Curtain Call — Celebrating 100 Years of Purdue Theatre." As a theatre alum, I owe much to my professors for the training and mentoring they provided and for the opportunities on stage to develop both skills and an artistic aesthetic.

One of these faculty members, however, was notably omitted from the article. Professor Jim O'Connor served as chair/artistic director for 10 out of his 27 years in the Division of Theatre. Throughout his tenure at Purdue, he was intensely devoted to producing the highest-quality theatre and developing theatre artists of excellence to work in the profession. His question to students — "What did you do today to become a better artist?" — embodies his philosophy that to participate in the theatre arts is not a casual undertaking, but a lifelong endeavor.

Jim O'Connor's contributions have facilitated the way for future generations of theatre artists and helped provide for another 100 years of Purdue Theatre.

ERICA TOBOLSKI

MFA 1989, Acting
Associate professor
University of South Carolina

***Editor's Note:** A number of individuals have contacted us to note people who were not mentioned in our article on Purdue Theatre. With a century-long tradition, we agree that many significant contributors were omitted from the story. We note Erling Kildahl, Wayne Lamb, and Jim O'Connor in letters and pictures here and recognize the contributions of others who have helped build the program we have today.*

I have more fond memories of my liberal arts education at Purdue than I can recount. I owe so much to the many magnificent faculty members who made a lasting impression on how I look at literature and learning, and embrace the value of both.

While at Purdue, I was president of the Student English Association. Among the guests of the University I had the pleasure of meeting in my role was Edward Albee. I find myself now 27 years older and about to meet Mr. Albee again when he arrives on Dickinson College's campus to receive the Stellfox Visiting Scholars and Writers Program award. It just strikes me how fortunate I was as a student at Purdue to have met this amazing playwright and how the opportunities of my present situation allow me the privilege of a fond memory.

DANA STEVENS SCADUTO

BA 1980, English
Hummelstown, Pennsylvania

Did an article in this issue move you, make you think, raise a question? We're interested in your thoughts, comments, or suggestions. E-mail us at thinkcla@purdue.edu or write to THiNK Magazine, College of Liberal Arts, 100 N. University Street, West Lafayette, IN 47907-2098. Letters may be edited for length or clarity, and we regret that we may not be able to print all letters.



Understanding the Arab World

It is a world whose origins date back to ancient times, a world of increasing relevance to the lives of Americans. The Arab world, with its 23 countries/territories and 325 million people, demands attention, and Americans are striving to learn more.

Students are helped in this quest for understanding through study abroad programs and courses on Arabic language and culture. The Modern Language Association reported a 127 percent increase in enrollment in Arabic language classes between 2002 and 2006, placing Arabic among the top 10 most studied languages. The number of colleges offering Arabic instruction also nearly doubled during the same period.

As business and politics globalize, students recognize the need to function cross-culturally. In response to this need, Purdue University's Department of Foreign Languages and Literatures has added two new sections of Arabic language and culture to its curriculum and recruited Professor Ahmed Idrissi Alami to direct the department's Arabic program.

"Exposure to Arabic and Islamic culture helps us become better interlocutors," Idrissi Alami explains, adding that *Arabic* and *Islamic* are not interchangeable: one refers to a geographic region, the other to a religion. "In my classes, I emphasize elements that help students understand the complexity of the issues, because ignorance is our worst enemy."



Seeds of Hope

“Sixteen thousand children die each day from hunger . . . buried in the land that could have provided food for them . . . because they didn’t have the implements and the know-how to create gardens.” The narrator of a Purdue-created documentary helps tell the story of the effects of AIDS in Africa, where more than 14 million children are orphaned as a result of the disease. Swaziland bears one of the world’s highest HIV/AIDS prevalence rates (nearly 40 percent), with about 50 percent of the country’s children having lost one or both parents to the disease.

Working to provide a future for these orphans, Seeds of Hope Outreach (SOHO), a nonprofit organization based in Indianapolis, is devoted to developing sustainable programs and services to improve lives, health, and education in Swaziland. Purdue University contributes to the SOHO network with an interdisciplinary effort including repre-

sentatives from the Department of Communication in the College of Liberal Arts, Purdue’s Cytometry for Life program, the College of Agriculture, the School of Veterinary Medicine, and the Purdue Terrestrial Observatory, along with other collaborating departments.

“Seeds of Hope has been doing a lot of good work, but not enough people know about it,” asserts Pat Rochon, a clinical assistant professor of communication who produced two video documentaries to communicate the team’s efforts. One video documents SOHO’s work in Africa and the organization’s vision for the future. The other tells the story of the Purdue Cytometry for Life program, which is developing a portable, affordable cytometry (blood cell counting) machine to test for HIV/AIDS in Africa. For more on these programs, visit www.seedsofhopeoutreach.com and www.cytometryforlife.org.



Protesting the Powerful

Economic globalization can have negative consequences: factories close, jobs are lost, and ecosystems can be endangered. People from all over the world are protesting these negative effects in various ways.

Street protests in American and European cities get the most news coverage, but resistance to policies adopted by state governments, often under the guidance of the World Bank or International Monetary Fund (two of the world's most powerful financial institutions), is taking place in Third World communities, often with little attention from news sources. Because people in developing countries are subject to the financial decisions of economically powerful companies, countries, and institutions, many of them are organizing grassroots resistances, calling into question the

policies that adversely affect their communities and ecosystems.

Mangala Subramaniam, associate professor of sociology, and her graduate student, Beth Williford, received a National Science Foundation grant to study localized resistance, particularly among the indigenous people of Ecuadorian Amazon (pictured above). Their project will also examine ties among the indigenous people and organizations in the United States. Subramaniam and Williford argue that studying these localized resistance efforts helps explain how people at the grassroots level organize and mobilize in different cultures and countries. Their work will also analyze the connection localized resistance efforts have with other people and organizations, specifically in the United States.



Visual Vocabulary

They speak with a vocabulary of images — a vocabulary that communicates across cultures and languages. With a simple change of color, artists transform the meaning of an object, using sharp and distinct lines to evoke one emotion and curved, formless shapes to rouse another. Visual storytellers manipulate such features in relation to the story they impart, so the final piece conveys a narrative in a single glance, and with each subsequent look, more details of the story unfold.

Purdue MFA student Delita Martin believes that all forms of art offer some type of story, whether the viewer is a participant in that story or the artist is telling something specific. Martin is studying printmaking — the transfer of an inked image from one surface to another — and her series, *She Who Is Brown*, was displayed in a solo exhibit at The Shrine of the Black Madonna Cultural Center and Bookstore in Houston, Texas.

Her work in the series, which was also recently featured on the cover of *Visions Fine Art Magazine*, explores the diversity among African American women and their connection to the past.







Anatolia's Riches

It's only mid-morning, but the dank air has already dampened Professor Nicholas Rauh's skin, his long-sleeve shirt and cargo pants now clinging to his tired limbs. Just an hour ago, he was sipping hot tea in a crowded shop, discussing the whereabouts of an ancient tomb while fans whirled overhead. Now, Rauh and his companions — an array of Purdue students sporting T-shirts and jeans — climb the steep hillside above a tiny Turkish village, mountain boots crunching on the jagged limestone. As the sun scorches their path, Rauh tightens the grip on his increasingly heavy backpack, breathing in the scent of distant sea air mixed with cedar.

And then they see it — a few footsteps away, a cluster of stone blocks forming a long-forgotten burial place. Pulling out a tape measure, a young man sporting an Indiana Jones hat approaches the site, climbing down to calculate its dimensions. As he repeats each measurement aloud, his female companion presses a stylus against her handheld computer screen, adding to their digital map of the land known as Rough Cilicia.

Truths waiting to be unearthed

Cilicia, the ancient name of a coastal region in southern Turkey, once belonged to the Hellenistic and later the Roman empires. Topographically, it's divided into two areas. To the east, rivers meander through patchworks of oat and wheat fields, irrigating an expansive cereal industry. To the west is Rough Cilicia, so named because of its largely mountainous terrain. Anchored by the Mediterranean Sea, the Tauros Mountains jut 12,000 feet above the sand, their rocky outcroppings punctuated by tufts of new-growth cedars.

For classical researchers, the woodland remnants hold stories of a distant time waiting to be unearthed. Ancient texts speak of a vast forest that once existed here, where cedar, fir, juniper, and oak trees blanketed the hills above the coast, fueling a ship-building industry where rot-resistant cedar was king. Today, most of the remaining cedar trees are only 60 to 70 years old, with a few older growths of 500 to 600 years scattered on the barren landscape. But the primordial trees are gone forever, their last vestiges buried deep in the soil.

Along the colonnaded path of Curetes Street, the marble-paved avenue of the ancient site of Ephesus, stood baths, theaters, townhouses, monuments dedicated by Roman emperors, and dozens of statues of prominent local dignitaries.

Anatolia's Riches

CONTINUED FROM PAGE 11

Examining walls, temples, pottery, and the earth itself, archaeologists hope to answer many questions: Did the population boom in this previously sparse area because of the trees? How much and when did the ancient Cilicians in the forests assimilate with the Greco-Roman residents surrounding them? And when a whole society is built around some primary resource, in this case trees, what happens when the resources are expended?

Linking two lands

Rauh began his quest a couple of decades ago, hundreds of miles from Turkey in Greece's Cyclades Islands. Hooked on classical antiquity as an undergraduate, he was especially intrigued by one of his professor's books on the economic history of Roman Anatolia, the ancient name for Turkey. Once in graduate school as a Fulbright student in Turkey, Rauh made his way to Delos, birthplace of Apollo. "Texts tell us that pirates came from Rough Cilicia in order to sell slaves to Roman traders there around 100 BC," says Rauh of the islet, where ruins of marble monuments loom over the waters.

Rauh wrote a book on the subject, and he was soon invited by Turkish authorities to investigate the region of the pirates firsthand. So he relocated his research base to Rough Cilicia, hoping to establish a link between the two lands. The key lay in the pottery, which he suspected had been traded between the Roman inhabitants of Delos and the pirates anchored at the foot of the Tauros Mountains.

"If you look at an ancient site like Athens, the buildings tell you this is Athens," Rauh explains. "When you get away from urban centers to the secondary and tertiary sites



Turkish fire wardens direct Nicholas Rauh and his team to the ruins of Frengesz Castle, a Roman-era fortress high in the mountains of Rough Cilicia.

— these are really mundane, ordinary places that have no written records about them — we use the pottery to get some sense of the chronology of the site."

Ascending the cliffs

Rauh is speaking now of the annual journeys he undertakes in Gazipasha, Turkey, each July and August, accompanied by Purdue students and Turkish archaeologists such as Levent Vardar, who works for the ministry in Ankara. Rising before dawn each morning, the team piles into four-wheel-drive Jeeps outside the Baysal Hotel, whose balconies overlook the ruins of ancient Selinus, where the Roman Emperor Trajan died in AD 117. As they make their way up the rocky coast, they pass towns once populated by pirates. A couple of hours later, the group disembarks.

"Far up in the mountains, we meet local villagers, have tea with them, and say, 'We are archaeologists, and we're doing this.' Slowly they come out and say, 'There's a tomb this way, and there's an old Roman wall that way,'" says undergraduate Phillip Ramirez, an aspiring professor who



IT'S ALL IN THE DETAILS

At first glance, trolling Anatolia's hillsides for pottery sherds and meandering through a modern-day waterworks facility have little in common. But for Sarah Wood, a veteran of Purdue's Anatolian Archaeology Field School, the indirect link is unmistakable.

"My experience in the field school has been a great benefit to me — the details, the meticulous data collection," explains Wood, who puts those skills to work for a Chicago engineering and architecture firm.

Wood originally studied pre-law at Purdue, but after enrolling in Professor Nicholas Rauh's History 303 class, she was quickly drawn to the lands of antiquity. "He is a remarkable professor — so energetic and enthusiastic," Wood expresses. "Literally after one week of that class I told my parents I was changing my major to history."

Wood completed her bachelor's in history in 2001, then returned to West Lafayette for a master's in early European medieval history, which she finished in 2007. Along the way, she traveled to Anatolia three times. "Seeing the actual remains, looking down on the ground and seeing pottery everywhere and knowing this happened in the first century BC, that was utterly amazing," she says.



PIRATES AND PEGASUS

Traditionally the most notable period in ancient Rough Cilicia's history was that of the famed Cilician pirates, whose short-lived domination of Mediterranean sea-lanes wreaked havoc on Roman trade between 139 and 67 BC. But despite an abundant historical tradition, Purdue Professor Nicholas Rauh's early survey of the area accounted for few archaeological remains specifically identifiable with pirate settlements.

All of that changed in 2004 with the discovery of a small bronze ship's ornament in the form of the mythological winged horse Pegasus. The ornament, which has no known parallel, was discovered by a dive team directed by Professor Cheryl Ward of Florida State University.

Working in conjunction with Rauh's survey, Ward's divers found the Pegasus ornament in shallow waters at the previously unidentified harbor of Antiochia ad Cragum. The city was founded by King Antiochus IV of Commagene in the mid-first century AD. Radiocarbon dating performed at Purdue's Prime Lab, however, dates a fragment of the artifact to approximately 125 BC, when pirates are alleged to have fortified the site.

"Combined with additional underwater finds, including transport amphoras (large jars) and a ship's anchor, the work of the survey now raises important questions about the occupation of this site by pirates a century prior to its foundation as a Roman-era city," says Rauh, whose book, *Merchants, Sailors, and Pirates in the Roman World* (Tempus Press 2003), discusses the pirate question in greater detail. Pirate bands most likely were attracted to this coast by the availability of its pristine cedar forests, providing the initial impetus to a Cilician timbering industry.

Anatolia's Riches

CONTINUED FROM PAGE 13



Lillian Cadwell, a 2006 history graduate, and Phillip Ramirez, a senior classics major, investigate a Hellenistic tomb at Çali (Chalish), a Gallic hill fort 50 miles south of Ankara, Turkey.

accompanied Rauh on his 2006 and 2007 Turkish field studies. Armed with directions, the team heads out for the ancient sites, turning down invitations to stay and have a meal.

The locals — bronze-skinned farmers whose broad noses and prominent foreheads resemble some of the surviving reliefs that Rauh studies — are typical of the Turkish people, a hospitable sort who would invite even a suspected looter to dine with them while waiting for the police to arrive. But Rauh's team reserves leisurely visits for mid-afternoon, when the stifling humidity and scorched rocks make it unbearable to work. Until then, the group marches forward. Above the tree lines, they study pollen-rich meadows and remnants of Roman lumberjack camps. Standing in basilicas, they map forgotten towns. And traversing fields for pottery sherds unearthed during modern-day plowing, they track the culture of an ancient mountain people.

For Ramirez, seeing these classical sites up close and personal is euphoric. "I've been to Egypt as well, but there's

tons of people, there's tons of security, and they say, 'Don't take pictures of this.' In Turkey, the country is overflowing with ancient sites. Only here can you go somewhere that's very important or even moderately important and see impressive walls, inscriptions, and mosaics — you can just be there, touch it, and walk around it."

From xenophobia to assimilation

Two thousand years ago, pastoral farmers reigned over the desirable cedar trees, clustered in these rocky canyons above the Mediterranean. Pirates who lived on the coast below — and who, historians believe, left wives and children behind when they set out to sea each year — would have needed to establish trading relationships with the mountain inhabitants.

In contrast to their urban counterparts — who likely assimilated to the mainstream cultures of the day, lest they be imprisoned or executed — residents of these rural villages probably didn't encounter many Greek or Roman soldiers. In fact, Rauh says, "The natives who lived in the

mountains were xenophobic, but they didn't mind the pirates, who were outsiders themselves and weren't charging taxes."

Fifty miles away in either direction, large city-states cropped up along this ancient coast, sporting the typical monumental architecture of Greco-Roman towns. But in these isolated villages, there are Roman baths but no theaters, hinting that villagers were selective about cultural adaptation. And instead of temples celebrating mythological heroes and gods, large temple-like tombs appear to revere ordinary people. These relics, along with primitive reliefs, indicate the residents practiced a prehistoric form of ancestor worship, unlike their more Romanized urban neighbors.

"When you take all these attributes together, we've come to the conclusion that these people stepped out of the Bronze Age, from a very primitive pastoral lifestyle, directly into the Roman era," Rauh says. He believes that economics ultimately led to the villagers' assimilation; as the lumber industry grew, boom towns cropped up, filling once-isolated areas with new communities. Once the wood was gone, he argues, the area was largely abandoned again.

Lessons for today

Thousands of miles away, back in Indiana, Rauh ponders what these hypotheses mean for civilization today. After centuries of violence, the Roman Empire enjoyed nearly 200 years of prosperity and peace, somehow finding ways to incorporate the various world views of its richly diverse population. Today, the United States is facing a similar challenge in a rapidly emerging global economy.

"Economically we're becoming interdependent with people we don't get along with; how do we deal with that?" he asks. "What happens when we run out of oil; are we going to go nuclear or use coal? Could the fighting over this engender the chaos that dismantles a very complex and logistically interdependent system? Could this example of this civilization at this time give us a model to think about? I suppose you can look at any other past culture, but what I've found as a classics teacher is that the experience of Greco-Roman society resonates with students; they see more relevant parallels than with any other culture."

Angie Roberts is a freelance writer for Purdue Marketing Communications.

The Halk Pazar (People's Bazaar) in the medieval neighborhood of Ulus in Ankara, Turkey, is a block away from the world-renowned Museum of Anatolian Civilizations and just below the Roman acropolis of the ancient city of Ancyra.



Verse and Versatility

Tom Scholl has led a career as multifaceted as his interests are diverse.

When he began his studies at Purdue as an honors electrical engineering student, Scholl envisioned becoming an engineer, research scientist, or inventor — but these plans shifted after he enrolled in a philosophy class. “I had an inkling I would like philosophy,” says Scholl, a general partner with Novak Biddle Venture Partners, a venture capital company that finances early-stage information technology companies. “With a large family, we always had animated discussions about the ‘big questions’ (God, the meaning of life, and politics) around the family dining room table on Sunday afternoons after church.”

Scholl attributes his captivation with liberal arts classes to the talents and efforts of his many excellent professors, citing William H. Gass, Barriss Mills, and Alan Hayman in particular. As a senior, Scholl and one of his classmates worked with Hayman on a special course taught outside of class at Scholl’s apartment. “I’d bake homemade bread and we’d eat it over a discussion of Herman Melville,” he says. “Professors can be fantastic mentors and leave a lasting impact.”

Scholl also treasures the opportunities he had to supplement his education by attending lectures given by visiting scholars, authors, and poets while at Purdue. His appreciation for these opportunities led him to fund an endowment for visiting poets, a gift that holds special meaning. Scholl, who began writing poetry when he was 16, flourished under the mentorship of his Purdue professors who were poets themselves.

After graduating in 1970 with a double major in philosophy and English literature, Scholl moved to Maryland, where his analytical and critical-thinking skills made him an attractive candidate to work in the federal government’s computer technology departments.

Though he knew nothing about computers at the time, he was hired as a systems programmer at the Central Intelli-

gence Agency in 1971. “My first day on the job I found a two-foot stack of IBM System 360 manuals on my desk,” laughs Scholl. “They told me to read them over during the next two weeks and let them know if I had any questions.”

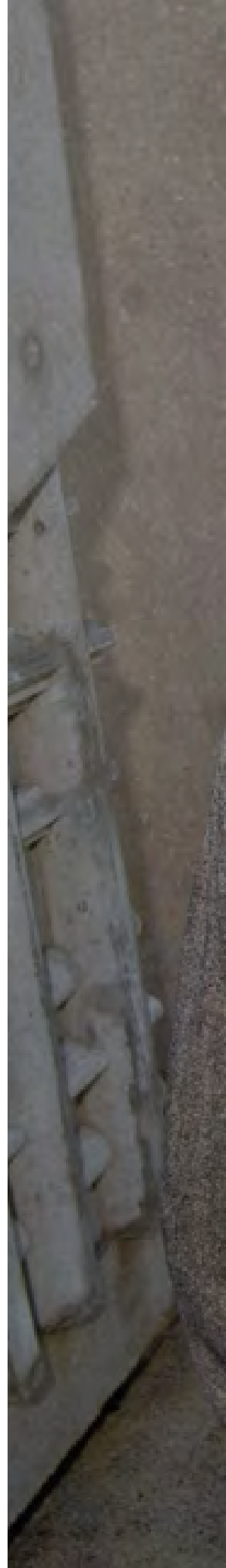
Scholl’s ability to read deeply and wade through dense material — skills honed during his studies at Purdue — trumped any technological inexperience. “It was easier than reading Kant’s *Kritik der reinen Vernunft* (*Critique of Pure Reason*) or Joyce’s *Finnegans Wake*. By reading those manuals over and over in their entirety while asking a lot of dumb questions, I discovered things that even the most experienced computer programmers didn’t know,” he explains.

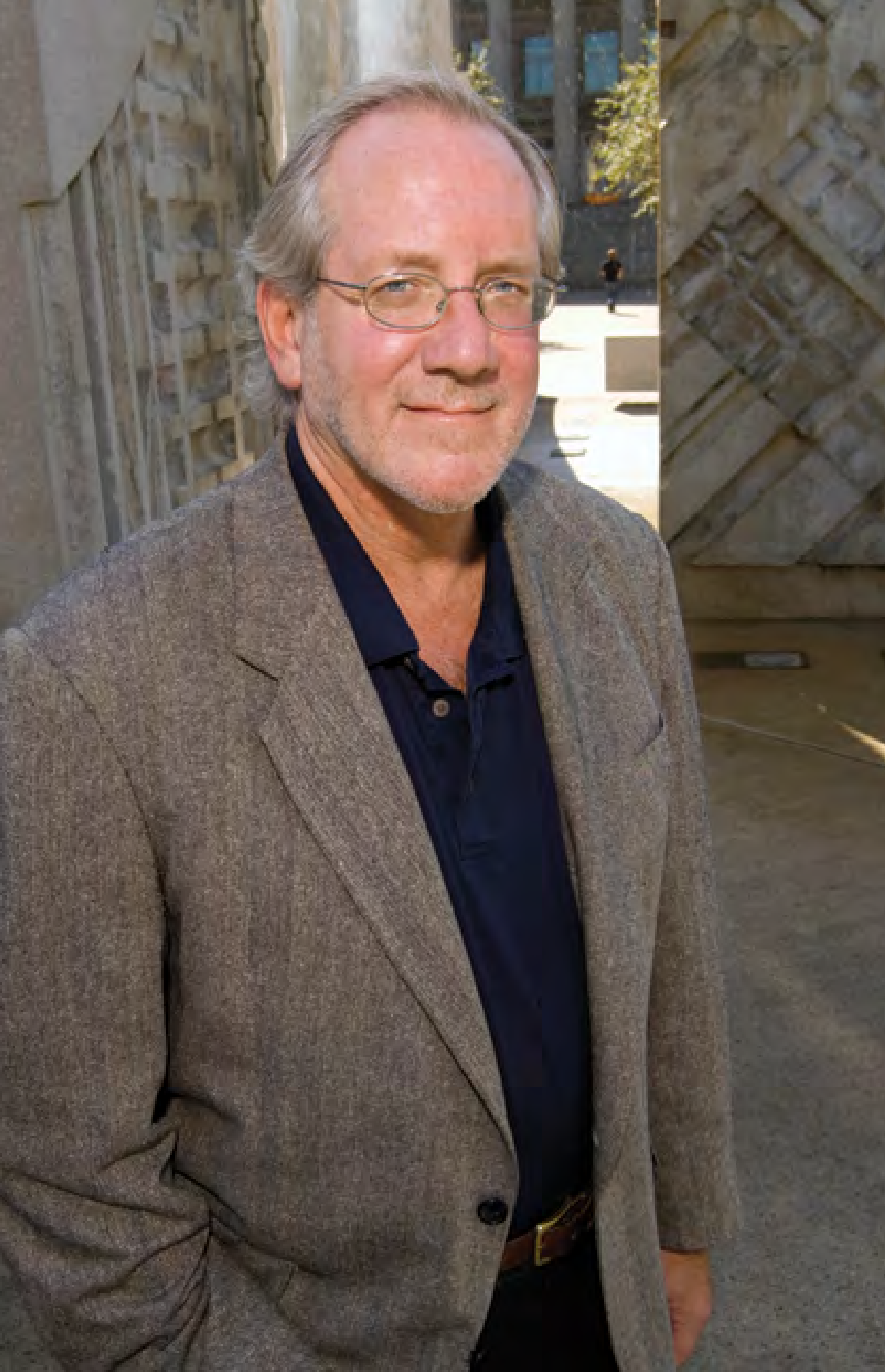
The computer expertise Scholl gained on the job carried him through the age of the development of mini-computers and microprocessors until he became senior vice president of engineering at Hughes Network Systems. In 1990, Scholl founded Telogy Networks, a leader in providing embedded communications software products for wireless and IP networks. Scholl redirected the creativity that stemmed from his poetry to his work as an entrepreneur. “I’ve been able to create things that make a difference,” he says, “and that’s incredibly fun and rewarding.”

Even with all of the hours required to achieve success in his business endeavors, Scholl has still found time to devote to poetry. “It’s a part of my daily life,” he says. Finding inspiration everywhere, he jots down ideas as they come to him. “It’s not something I can stop doing at this point.” Scholl hopes to package and publish his poems in the near future.

Whatever opportunities the future holds for this CLA alumnus, he is sure to make the most of them. “I find something to get excited about every day, whether it’s a new poet, a new technology, or a new company,” Scholl says. “I’m always on the lookout for things that may change the landscape of the future.”

Julie Jansen is a writer for Purdue Marketing Communications.





You

*Who come and go,
do not know
what you leave
behind.*

*Nor do I know
what is yours
or what is mine.*

*Let's call it a song —
one part rhythm
one part rhyme.*

*I'll think of you,
you think of me
from time to time.*

A POEM BY TOM SCHOLL



What's So Funny?

What do you get when you cross math and humor? Pi in the face? Sum jokes that don't add up? No, you get a formula for being funny.

The principles of math and humor share a common denominator, and Victor Raskin was a 10-year-old mathematical prodigy in Moscow when he first realized this. Young Victor, now a distinguished professor of English and linguistics, was sent to a “mathematical circle” for gifted youth and pegged as an obvious candidate for a university degree in math. But Raskin had other ideas.

His uncle, Alexander Raskin, was a famous Russian writer who was responsible for a humorous weekly column. Uncle Alexander insisted on being visited regularly by young Victor and his father, and soon Victor realized that his uncle was listening to them and his own daughter for jokes to use in his column. Young Victor happily obliged and began to realize that there seemed to be a “recipe” for humor production that was not totally dissimilar to his beloved mathematics. This initial idea, formed in his childhood, came to fruition years later in his book *Semantic Mechanisms of Humor*.

Script + script + trigger = humor

Raskin's formula describes humor in linguistic terms. His theory is based on semantics, or the meanings of words. Understanding a joke requires a certain linguistic competency on the part of the hearer, which is why understanding a joke can be a rite of passage into a cultural or social world. Raskin points out that people are incapable of hearing a sentence in isolation because they have already attached a large amount of information to every word. A phrase like “Ivy League,” for example, will evoke all of the information a listener already has about that topic (expensive, rich students, students who feel superior).

In the context of a joke, this becomes:

A simple country man trying to find his way around an Ivy League university finds a group of students and says, “Can y'all tell me where the library's at?”

One student, contemptuous of the man's apparent lack of education, condescendingly replies, “Here at the university we do not end our sentences with prepositions.” The man immediately says, “Scuse me — can y'all tell me where the library's at, jackass?”



'A TRULY DISTINGUISHED PROFESSOR'

Victor Raskin was named Distinguished Professor of English and Linguistics by Purdue's Board of Trustees in November 2007. A full professor and faculty member since 1978, Raskin has authored 16 books and close to 200 articles. He is the founding editor of *HUMOR: International Journal of Humor Research* and is on the internal advisory board of Purdue's Center for Education and Research in Information Assurance and Security, of which he is also associate director.

His effect on his students has been monumental, as explained by Professor Amy Carrell of the University of Central Oklahoma: “Victor Raskin single-handedly changed the course of my education, which, in turn, changed my career plans and goals, and, hence, my life. In the more than two decades since I first met Victor Raskin, he has been a teacher, a mentor, a task master, and a friend. Victor Raskin is a truly distinguished professor — with or without the official title and accompanying recognition.”

Raskin earned bachelor's degrees in structural and computational linguistics from Moscow State University in the former Soviet Union. He also received master's and doctoral degrees from Moscow State. He taught at Moscow State, Tel Aviv University in Israel, the Hebrew University of Jerusalem, and the University of Michigan before arriving at Purdue.

What's So Funny?

CONTINUED FROM PAGE 19

To put Raskin's theory in simple terms, jokes are funny because there are two opposing "scripts" or large chunks of information. In the preceding joke, the opposite scripts are related to knowledge versus ignorance. The college students should be smart, since they are studying at a great university; conversely, the man from the country should be ignorant, since his language is ungrammatical. These are fairly typical stereotypes. The switch from normal to abnormal comes when the visitor defiantly shows that he has the upper hand. This switch triggers a joke.

Humor as serious business

Researchers have credited humor with everything from boosting the body's immune system and lowering blood pressure to relaxing muscles. Clearly, studying humor can be serious business. Many of Raskin's graduate students have gone on to do their own research on the topic.

"It's not just my own research but the entire field of humor research that has been affected by Victor's work," explains Salvatore Attardo (PhD 1991). "It's fair to say that 30 years ago, linguistics was a very marginal presence in humor research, compared with, say, psychology. Now the linguistics of humor has had a significant impact on the psychology, sociology, and philosophy of humor, all due

to Victor's work and leadership in the field." Attardo, who worked with Raskin on his dissertation on humor and linguistic theory, is now the head of the Department of Literature and Languages at Texas A&M-Commerce and is the editor in chief of *HUMOR*, a journal Raskin founded 20 years ago. He credits Raskin with improving his sense of humor.

Jeanelle Barrett (PhD 2000), professor and director of graduate studies at Tarleton University, echoes Attardo's praises, "Dr. Raskin has shaped the very crude, apocryphal experiences and notions I had of humor into more sophisticated arguments and analyses that I use not only in teaching and research, but also in running a department."

As director of the International Humor Studies Institute at the University of Central Oklahoma, Amy Carrell (PhD 1993), too, feels Raskin's impact. A professor and director of graduate studies at UCO, Carrell also writes and presents on the topic of humor and is a past president of the International Society for Humor Studies. Raskin's mentorship has influenced far more than just her research. She also sees him as a model teacher, mentor, and humorist himself.

Who then, you may ask, is Raskin's favorite humor practitioner? His immediate and enthusiastic response to this question is Jerry Seinfeld (but, secretly, he reveres

SPIDERS ON THE WEB

Finding information on the Web is becoming more and more complex as electronic pages multiply every day. Traditional search engines are tools that try to retrieve the type of information a computer user is requesting. Most do this by sending out electronic "spiders" to find pages that contain the key words. The spiders return information to a program that acts as an indexer and tries to give the user the most useful sites.

According to Victor Raskin, Google has virtually mastered index-based searching. "They are using cluster statistics and spell checkers and are essentially doing everything that can be done without linguistics," he maintains. Raskin is considered a founder of ontological semantics — a formal and comprehensive linguistic theory of meaning in natural language — and is the chief scientific advisor for the new search engine company hakia. The company's goal is to perfect a new meaning-based search engine that uses natural language processing. Unlike most index-based search engines, hakia looks at the meanings of the key words in a way that attempts to mimic human intelligence. For example, if you were to type the phrase "humor therapy" into Google, you will get your choice of about two and a half million sites that all contain those exact words somewhere. If you put the same phrase into hakia's site, you will get direct matches, but the search engine will also take into account the meaning of the words and return information for Web sites with hits such as laughter therapy, humor healing, and humor in medicine.

According to Raskin, most people need about 11 minutes to find the site they're looking for using an index-based search engine. His goal is to create a search engine that returns the most ideal site in as little as 1.2 seconds — a worthy goal for the busy spiders on the ever-expanding Web.

Gilbert Gottfried!). Raskin notes that the writers of the TV series (most notably Larry David) understood exactly what makes a joke. He contends that they really did succeed in “making a comedy based on nothing.” The sophistication of the plots, the repetition of gags, and the skillful characterization all made for an almost perfect show, Raskin argues.

Raskin won’t be plying his comedic wares alongside Seinfeld anytime soon, though. Raskin may have mastered joke formulae, but a professional’s timing and control are also essential. He admits that he went overboard for a while. “My wife would hear me make a joke and say, ‘Is that joke formula number 52?’” Raskin’s fellow humor researchers have started referring to compulsive humorousness as The Raskin Syndrome, creating humor almost automatically “until you really start irritating people and they make you stop,” jokes Raskin. “Actually, only my wife dares and succeeds.”

From ha ha to Yahoo

Raskin’s lifetime work beyond, though not unrelated to, humor research has been in applying linguistic methods to the development of useful computer systems processing natural language, from machine translation and information retrieval to search engines (see “Spiders on the Web”). The work involves, in part, developing “lexical entries” for words — or groups of words that relate to another word and anchoring them all in a connected graph of ontological concepts with intersecting properties. He explains this process by using the example of the word “color.” Since

more variations of colors exist than there are words in any language, and these words are abstract, it is very difficult to prepare a lexical entry for just this one word. For example, the terms sky blue, navy blue, azure, turquoise, robin’s egg blue, or sea blue all refer to a different color that native speakers recognize as being a shade of blue, so the ontological concept color, with the appropriate properties for shade, would do the job for all languages. Because of the complexity of the project, it has taken Raskin 15 years to develop over 100,000 lexical entries based on around 6,000 ontological concepts. It may be more than anybody has ever achieved, but it is only 10 percent or so of the entire lexicon. It is a daunting task, and one of his favorite jokes illustrates this new quest perhaps better than anything else:

One night a man is walking down the street and sees another man anxiously searching for something under a streetlight.

“What are you looking for?”

“My keys.”

“Where did you drop them?”

“Over there across the street.”

“Then why are you looking here?”

“Because the light here is a lot better.”

Like the searcher in this joke, Raskin is also looking for keys — linguistic keys that will allow greater understanding of language and meaning.

But unlike the hapless man in the story, Raskin is not looking under the brightest lights; rather he is vigorously searching in the places those keys are most likely to be found.

Barbara H. Dixon (MA 1985, PhD 1992) is associate dean for administration in the College of Liberal Arts.



OTHER APPROACHES TO HUMOR THEORY

In 1905, Sigmund Freud published *Jokes and Their Relation to the Unconscious*, believing that jokes had not received ample consideration in light of their importance. Others had worked on the topic as well, trying to figure out what made things funny. Most early theories of humor fall into three categories: incongruity, hostility, and liberation.

A man with a rash goes to see the doctor. The doctor prescribes an ointment. A week later the man comes back with the same rash, so the doctor prescribes a pill. When the man comes back with the same rash a week later, the doctor tells him to get completely wet and stand in the backyard for an hour in the cold. “But, Doc,” the man says, “I’ll catch pneumonia doing that!” “Yes,” says the doctor, “But that’s something I know how to treat!”

Incongruity theorists would point out the false expectation in this joke. The audience expects the doctor to be a healer, and when the healer proposes something that could make a person sick, these proponents would say we laugh because of the incongruity of the situation.

Hostility theorists don’t deny the presence of incongruity but rather insist that it is the hostility of the situation that creates humor. They would claim that we laugh at the joke in question because of the slightly sadistic nature of what the doctor tells the man to do.

Finally, some theorists hold that humans operate with tremendous stifling restraints and humor is one of the ways we release this tension. Liberation theorists might say we find pleasure in the above joke because it allows us to release pent-up emotions about others — particularly perceived authority figures.

Ultimately, any joke can be analyzed with a variety of theories, but as E. B. White cautions, “Humor can be dissected as a frog can, but the thing dies in the process and the innards are discouraging to any but the pure scientific mind.”

A Weighty Issue

Maybe Americans are *too* active. Our sedentary lifestyle and \$5, 15-minute lunch culture are often blamed for the obesity outbreak, but there is irony in the fact that people's busy, bustling, one-thing-after-the-next schedules contribute so profoundly to weight gain.

Exercise is a universally accepted means of fighting off flab, but the most "running" many Americans do is through the Starbucks drive-through for a 270-calorie tall Caffé Mocha. Why do we resort to getting our snacks and meals shoveled through our cars' automatically rolled-down windows? Because we are on the move. Unlike us, however, those surplus calories don't go anywhere, especially as people drive circles looking for the closest parking space or step into the elevator rather than climb the stairs. Whether it's an additional 25, 250, or even 2,500 calories per day, it adds up. That's why the Centers for Disease Control and Prevention reports that 66 percent of the population is either overweight or obese.

"It's the plague of our generation," warns Kenneth Ferraro, a sociologist who has studied obesity over the life course, most recently examining how long-term obesity affects health. "And it is discouraging that we are not solving the problem."

FIGHTING OBESITY FROM THE INSIDE

Liberal Arts scientists in Purdue's Ingestive Behavior Research Center are studying how the neural and digestive systems influence eating behavior. One of these scientists, Terry Powley, the Ben J. Winer Distinguished Professor of Psychological Sciences, received a prestigious grant acknowledging 28 years of studying how the brain and stomach communicate about food. Powley is the recipient of an \$8.4 million, 10-year National Institutes of Health Method to Extend Research in Time Award, which will allow him to continue studying the role of the central nervous system in eating and metabolism. This grant, also known as the MERIT, is awarded to only a few scientists each year to provide a long-term source of funding.

Bulging consequences

These habits are not only influencing our country's waistline but also contributing to the incidence of other life-threatening conditions, such as heart disease, diabetes, and cancer.

"We have entered a new era of cancer research, and it's more prevention-focused than treatment-focused," explains Jakob Jensen, an assistant professor in health communication who studies obesity-related topics and who is also affiliated with Purdue's Oncological Sciences Center. "This is because several studies have found that three factors — smoking, poor nutrition, and physical inactivity — explain two-thirds of all cancer cases. We're trying to prevent cancer, and to do so, we are working on how we can communicate information to the public in a way that actually leads to behavior change."

Jensen is specifically studying mental obstacles, fatalistic thinking among them, that deter people from living healthy lifestyles. That brand of fatalism — believing nothing can be done to prevent or treat cancer — would make the dedication, time, and inconvenience of living healthy seem a waste.

"Why would obesity be increasing when information and healthy choices are at an all-time high?" Jensen wonders. "Perhaps it's all this noise. We live in an environment where we're surrounded by many channels of communication — the Internet, radio, television, cell phones. Communication is constant, and we're saturated with messages. Combined with fatalistic thinking, the larger picture doesn't look so good."

Past, present, future

Study after study has identified obesity as a problem for individuals, as well as the healthcare system and economy. Obese children are outgrowing the children's section of department stores. Overweight adults are afflicted with conditions such as Type 2 diabetes at younger ages. Obesity is making it necessary to have larger seats at movie theaters and bigger beds at hospitals. Even coffins are larger.

"It's not as simple as saying obesity is the consequence of some kind of bad behavior," suggests Ferraro, who is

also director of Purdue's Center on Aging and the Life Course. "But it is trying to look with compassion at the difficulties that individuals have experienced in life. Perhaps there's more we can learn from looking backward. Maybe obesity is a sign of an unresolved issue. Again, when you study obese people, you just don't examine their caloric intake. You need to study the life course; ask about their experiences and when this behavior started."

The beginning

Health and kinesiology instructor Carole DeHaven sees obesity's roots taking hold with the youngest of people. She coaches children, and more importantly their parents, about active living through a 12-week program called Power Over Pounds. Working with local pediatricians, she gently nudges families to become more active in their daily lives.

DeHaven has worked with overweight children, as young as second-graders, who struggle with basic activity, lack self-confidence, and are too heavy to play with their peers. "It's heartbreaking," she laments, "because we know that obese children tend to become obese adolescents, then obese adults." The word "exercise" is not spoken during Power Over Pounds. Instead, DeHaven terms the workouts "fun and games."

Ferraro says adults should follow the same advice, especially for people too busy to exercise. "We really need to focus on getting people active," he states. "If we get people active, then it's easier to lose weight. Maybe if we get people feeling good about volleyball, bowling, or tennis, there will be more incentive to lose weight."

Amy Patterson Neubert is a writer for University News Service.





Dear Alumni and Friends:

I have received a warm welcome and tremendous support during my first year at Purdue. I marvel at the great things our University has accomplished, and I look forward to a future in which we build even further on these achievements.

As part of our strategic planning process, I have appointed eight committees to help me set Purdue's trajectory for the next few years. These "tiger teams" will help us tap the ideas and expertise of faculty, staff, alumni, and students from across the University. The College of Liberal Arts will play a key role in the planning. One of the teams, in fact, will focus on finding synergies between science and technology and the liberal arts disciplines.

These synergies are crucial to our success. Although Purdue ranks among the nation's very best in engagement, we must continue to discover new knowledge and deliver its impacts in ways that can touch lives and strengthen the economy. Faculty, staff, alumni, and students in the liberal arts can be major contributors toward that goal.

I want Purdue to become evermore distinguished and to contribute in important ways to a better world. With your help and support, I am confident we will do just that.

Sincerely,

France A. Córdova, *President*

Illustrating dynamic teaching in the College of Liberal Arts at Purdue, Jennifer L. Foray, assistant professor of history, challenged students in her *Introduction to the Modern World* class to create and wear historical costumes representing an aspect of European history from 1500 to 1990. The students competed for extra credit points, and costumes were judged on historical accuracy, creativity, and effort. Favorites included a peasant in the *Wives' March* on Versailles in 1789 (sophomore Hannah Hayes, pictured right), two students who dressed as the sewage problem of 19th-century Paris, and a group of students who came as the Berlin Wall. Foray herself dressed in costume from the World War II era.

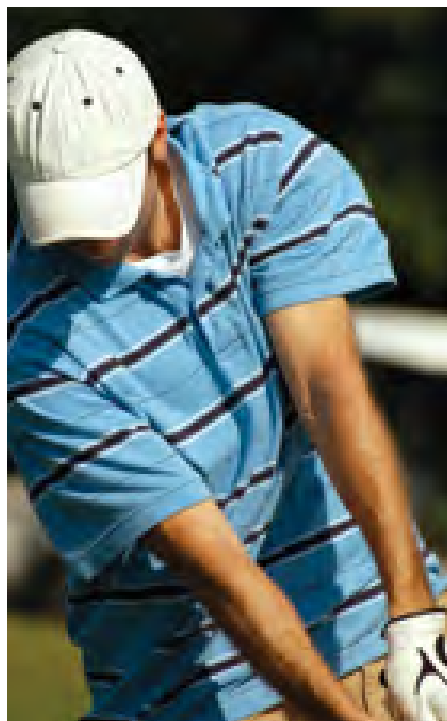


Last fall the Department of English and the Oncological Sciences Center

in Purdue's Discovery Park led the inaugural Cancer Culture & Community Colloquium, an event created to explore cancer through literature and the arts. Terry Tempest Williams, noted author of *Refuge: An Unnatural History of Family and Place*, was the keynote speaker. The colloquium provides a venue where nationally renowned writers and artists who have a keen interest in cancer can intersect with students, faculty, and members of the local community. "Cancer touches all of our lives, and we must grow our understanding of cancer through words and pictures, illustrating why we must work more aggressively to find a cure," says Donald Platt, a professor of English and poet.

Former CIA director R. James Woolsey, a prominent figure in U.S. national security policy who served during the Clinton administration, kicked off the Sears Lecture Series, themed “U.S. Security in an Insecure World,” with his talk, “Energy, Security, and the Long War of the 21st Century.” Sponsored by the Department of Political Science, the series also included a lecture by Thomas Ricks, a *Washington Post* military correspondent; Robert Pape, a professor of political science from the University of Chicago; and Shibley Telhami, a nonresident senior fellow at the Brookings Institute’s Saban Center for Middle East Policy.

Robert Proctor and Randy Roberts were named distinguished professors last fall. Proctor, who has been at Purdue since 1988, was named Distinguished Professor of Psychological Sciences. His research focuses on the areas of basic and applied aspects of human performance and examines the relationship between perception and action. He also conducts research dealing with human factors in Web security and privacy practices of Web users. Roberts, who has taught at Purdue for 20 years, was named Distinguished Professor of History. Roberts teaches modern American history, as well as smaller courses on film and sports, and has published 13 books on topics such as John Wayne, the Vietnam War, and the Pittsburgh Steelers. He has also made numerous appearances on the History Channel, ESPN Classic, HBO, BBC, and others.



Purdue’s Golf: For Business & Life program, now in its 10th year, enrolls about 100 students per semester, with nearly 100 more on the waiting list. The interdisciplinary initiative — the program also offers classes to students in the Krannert School of Management — was designed by Thomas Templin, professor of health and kinesiology, and golf course architect Alice Dye, wife of golf course architect Pete Dye, who designed the Kampen Course in Purdue’s Birck Boilermaker Golf Complex. The PGA of America has provided nearly \$5 million to fund such programs, using Purdue’s program as a model, at more than 50 colleges and universities across the United States.

In an age of social networking, why not use it to foster learning and strengthen research techniques? Sorin Matei, associate professor of communication, received a grant from Information Technology at Purdue (ITaP) to create a space where students can use practices they have adopted from MySpace, Google, Facebook, or Amazon for searching, sharing, and using digital research. Searching, retrieving, and judiciously using information is one of the great challenges of college work, he says. Information might be plentiful, but the criteria for judging its validity, utility, and relevance are still scarce or scarcely used. This collaborative idea space, Thought Ark (Thoughtark.com), will help students in a direct and practical way to retrieve, store, and share with other students the results of their individual research.

The Purdue Liberal Arts Community Engagement (PLACE) program started a dialogue among community leaders, faculty, and students last fall to address research and projects related to immigration and diverse communities. This Building Communities initiative saw a number of students in communication, political science, English, and foreign languages and literatures classes studying various aspects of immigration and how it affects the community. Building Communities is the first of three PLACE components, which also includes Public Square Forum and individual engagement.



Purdue Delegates Strengthen Ties with China

Purdue has maintained academic relationships with China for almost 100 years, and students from China make up Purdue's second largest international student group. Purdue faculty and administrators strengthened that relationship last December when they traveled to Beijing for the second World Confucius Conference and joined more than 1,000 delegates from more than 200 countries. Professor Wei Hong, director of the Confucius Institute at Purdue (established May 2007), traveled to China with John Contreni, Justin S. Morrill Dean of the College of Liberal Arts, and Paul Dixon, head of the Department of Foreign Languages and Literatures, where they attended meetings in the Great Hall of the People, located on Tiananmen Square.

China is serious about promoting its language and culture. With 210 institutes in 64 countries and a total of 500 planned by 2010, China is establishing a Confucius Institute somewhere in the world almost every

three days. Similar to Cervantes Centers that promote Spain and Spanish, or American Centers that promote the United States and English, Confucius Institutes are designed to help people interested in learning the Chinese language or about Chinese culture. According to the Chinese Language Council Inter-

national (also known as Hanban), there are currently 30 million people studying Chinese worldwide, and that number is expected to triple by 2010.

For more information about Purdue's Confucius Institute, visit www.purdue.edu/confucius.

This Beijing woman extended traditional Chinese hospitality to her Western visitors by inviting them into her home and providing fruit and a warm welcome.



Sycamore Review Marks 20th Anniversary with New Mission, Community Programs



In a cozy, windowless office on the fourth floor of Heavilon Hall, graduate students in the MFA Creative Writing Program are choosing poems, stories, and essays for *Sycamore Review*, Purdue's nationally acclaimed literary journal. Voices grow loud as editors make their cases for writing that stands out among the thousand-plus submissions they received for this year's issues, the first of which appeared in January and the second of which will be published in July. These issues are particularly significant since they mark 20 years of continuous publishing — all on a shoestring budget, from the same cozy office.

Sycamore Review's beginnings can be traced back to the efforts of Ann Griffith Lindsey, a graduate student in the Department of English and a poet, who, over 20 years ago, campaigned for the creation of a student-run literary journal. Sadly, she died in an automobile accident before her dream could be realized. But with the help of a generous gift from Lindsey's parents, the Department of English hired *Sycamore Review*'s original staff, which honored Lindsey by launching a first-rate journal that is now found in libraries and bookstores all over the country.

There was a real commitment to quality early on among the staff, says Henry Hughes, the journal's first editor in chief. "We thought, 'We need to get this thing on the map, and having a few big names will help.'" The staff solicited and published several well-known writers, including John Updike, Mary Oliver, and Charles Bukowski. A section of Derek Walcott's *Omeros* appeared in an early issue, and a year later Walcott won the Nobel Prize in Literature.

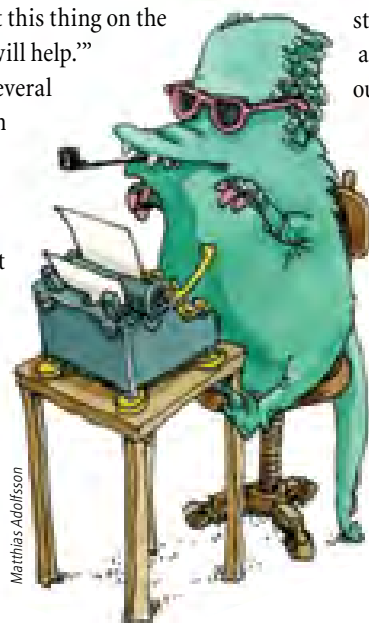
The journal has seen some exciting changes in recent years, led by the switch to a striking

eight-inch square format in 2006. In that same issue, the staff launched the Wabash Prizes in Poetry and Fiction, which award a \$1,000 prize and have been judged by such well-known authors as Richard Bausch, Eavan Boland, and Ellen Bryant Voigt. With the staff's input, editor in chief Mehdi Okasi created a new mission statement. "I wanted some sort of organizing principle for the journal," Okasi says. "We would like to publish more work that takes a look at our national identity," and that "allows for the reader to be lost in the world, and then found," explains the statement, the entirety of which can be read at Sycamorerereview.com.

Beyond *Sycamore Review*'s mission of putting out a unique literary journal, the staff focuses on outreach as well. Under the tireless direction of staff member Dan Tyx, graduate students in the Creative Writing Program are conducting community outreach workshops through its free Looseleaf program. Last fall, students taught poetry to children ages five to 12 over a six-week program at Lafayette's South Side Community Center. The volunteers then published a book featuring the children's poems that was distributed to all participants. This spring, at the Tippecanoe County Public Library, over a dozen graduate students led workshops for all ages on writing fiction and poetry. Plans are to expand these community outreach programs in the years to come.

"I'm hoping that the community writers can gain some insight from the graduate students' training at Purdue," Tyx says, "and that the graduate students can learn more about the community and the many stories to be told in their own backyard."

By Patrick Nevins

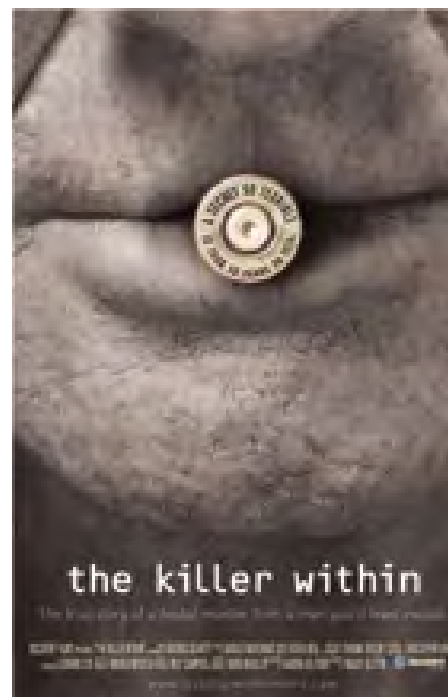


Experience Liberal Arts

What are the liberal arts? To provide answers to this simple but important question, the College of Liberal Arts hosted its inaugural Experience Liberal Arts month last October.

The college sponsored more than 30 lectures, exhibits, and events that exemplify different threads in the rich tapestry of the arts, humanities, behavioral sciences, and social sciences that make up the liberal arts programs at Purdue. His Holiness the Dalai

Lama, noted author Joyce Carol Oates, and Communication alumnus and filmmaker Leonard Cox, who screened his documentary *The Killer Within*, were just a few of the many distinguished guests hosted by the college throughout the month. For more information on Experience Liberal Arts, visit www.cla.purdue.edu/experience. Watch for information coming soon on Experience Liberal Arts 2008!



Communication alumnus and filmmaker Leonard Cox (BA 1979, MA 1996) screened his documentary *The Killer Within* at Experience Liberal Arts month 2007.

ALUMNI/STUDENTS INTERACT IN SPEED-DATING FORMAT

With myriad careers available to liberal arts majors, students may not always have a full appreciation for the possibilities before them. Liberal arts alumni can be valuable resources in this area, having already experienced job searches and career discoveries.

"There's no real road map for the liberal arts graduate, so alumni/student interaction is really important," notes Andy Maner, a 1991 communication graduate.

Alumni can give students options, whether through advice about next steps or via the example of their own professional journeys. "You could never sit in your dorm room and dream up the things liberal arts alumni have seen and done," he asserts.

Maner, CEO of National Interest Security Company LLC, helped coordinate an alumni/

student event last fall during Experience Liberal Arts month. Organized in a speed-dating format, the event maximized interaction by arranging one-on-one conversations regulated to three to five minutes.

"It gave me the opportunity to talk with several established alumni and get their contact information," says Rachel Main, a sophomore in public relations and rhetorical advocacy. "We were able to get right to the point without it being awkward. The alumni were really interested in my career goals and helping me."

But it's a shared benefit, according to Maner, who was energized by the students and their ideas: "Everything that's good in the world is happening at universities. There's so much energy and optimism, and that's not necessarily how the world operates. It's a nice change of pace."





How to Read the Bible: A Guide to Scripture, Then and Now

James L. Kugel
New York: Free Press, 2007

*Review by Howard M. Weiss,
professor of psychological sciences*

A Bible sits on a bookshelf in just about every home in America. For some, it is a source of immeasurable inspiration. For others, it is an artifact of an antiquated mode of understanding. Regardless, the Bible stands apart from all other works in its influence on Western culture. James Kugel has written a book about The Book. At once personal and scholarly, it is interesting at every turn, certain to be controversial, and guaranteed to make every reader think differently about scripture.

Kugel the Orthodox Jew has a problem created by Kugel the Harvard Professor. The Jew believes that the Bible is divinely inspired, that the stories have lessons that transcend the particular characters and events

described. But Kugel the Professor is expert in the modern scholarship on the Bible: scholarship that points to multiple authors of the five books supposedly written by Moses and to the absence of compelling evidence for the Exodus. He asks, “Where is the word of God in a book that contradicts itself on so many different and fundamental items?” He wonders where authority goes when the hand of man becomes more and more apparent. With this book he hopes to find a way to reconcile these two parts of himself.

How to Read the Bible takes us through the Old Testament, juxtaposing traditional interpretations with modern scholarship. We are exposed to the documentary hypothesis: the modern position that the first five books of the Bible, thought to be written by Moses, were actually written by at least four authors at different times and then compiled much later on. We are given the evidence and learn that each of the authors had personal agendas connected to political and religious issues of the moment.

We are shown the similarity among biblical stories and other stories existing throughout

the region. Modern scholarship says the stories were explanations of cultural practices of the time. The Tower of Babel isn’t about man’s hubris; it’s about why people speak different languages! This is the Professor talking.

But the man of faith gets his turn as well. Simultaneously, Kugel tells us how a disconnected set of stories came together as the Bible we know. He tells us how early scholars struggled with inconsistencies and created meaning that goes well beyond the written words. In searching for meaning now, he suggests we look to “the meaning it had for the people who first saw it as the Bible” and, by extension, to the personal meaning it has for people who accept those ancient interpretations. This is how the Orthodox Jew makes peace with the Professor.

Kugel seems satisfied with his personal reconciliation. Readers will have to decide for themselves. Either way, *How to Read the Bible* will expose readers to scholarship they probably knew little about and force them to rethink many of the assumptions they have about scripture.

Purdue Launches Online Network

It's hard to stay in touch with classmates and professors from Purdue, especially if there are hundreds of miles separating you. Phone calls become few and far between, and e-mail addresses change without notice.

But in January 2008, Purdue launched Boilersphere (www.purdue.edu/boilersphere), an online network exclusive to its alumni, friends, faculty, staff, and students. You can now log in from anywhere and reconnect with friends and professors, network with other Purdue graduates, or share your experiences with current Purdue students interested in your field. "We recognized a growing trend of Purdue students and alumni wanting to connect with one another," says Dan Gentry, director of advancement information services. Boilersphere offers users a chance to expand their professional and social networks with other Purdue people.

Boilersphere is different from other networking sites such as Facebook or LinkedIn because it is exclusive to Purdue students, alumni, faculty, and staff. A database of eligible members was created prior to the launch, so when someone attempts to join, the database authenticates the information and allows only eligible members access.

One of the biggest draws to the site is job listings. "Many companies look for Purdue graduates to fill open positions. This site provides a forum for companies to

target Purdue people with specific job opportunities," Gentry says. Several companies have job openings listed, and Purdue alumni who join can post job openings from their own companies for free.

"The job listings and opportunities to connect with alumni who have a variety of career experiences should be of particular interest to our students and new graduates," explains Chris Sharp (BA 1997), director of alumni relations and special events for the College of Liberal Arts. "I encourage CLA/HSSE alumni and friends to set up their own groups and to check in frequently for the latest information from campus."

Recent focus groups of Purdue students and alumni revealed real excitement about Boilersphere, Gentry says. In the classroom, students are taught the importance of networking and finding mentors, so they were enthusiastic to learn that they can do both of these things on Boilersphere.

The Boilersphere project is led by University Advancement and is driven by a committee with representation from each of the University's colleges/schools and many campus organizations, including the Purdue Alumni Association, Athletics, Convocations, Special Events, Libraries, and WBAA radio. The committee's goal is to register 30,000

Purdue students, alumni, faculty, and staff in 2008.

bilersphere
Your Online **PURDUE** Network

JAY FEHNEL
BA 1984, Communication
Vice President, Entertainment Products Division,
Tribune Media Services; Chicago, Illinois



Storytelling Isn't Just for Kids

I'm one of those somewhat rare cases: the communication major who ends up spending his entire career working in (drum roll, please) the communication field. However, I'd be very happy with my choice of major, even if my path hadn't proven to be so straight.

After 21 years as a manager, now leading a staff of over 500 people at Tribune Media Services, I've come to appreciate that the basic characteristics of a liberal arts education are often the same qualities that make the difference between a good employee and a great one. The ability to analyze, draw comparisons, understand context, and communicate a vision of the future, these are the skills that are almost always seen in the "difference makers" in businesses.

For me, my ability to interpret statistics into plain-spoken, compelling sales pitches helped me succeed in my early career analyzing TV audiences to support advertising sales for the NBC TV Stations group. Any math major could have done the calculations, but my comfort in writing

(and being edited!) helped me excel in making a bunch of numbers mean something.

Likewise, when I decided to expand my career by attending Northwestern University's Kellogg School of Management, I found that the liberal arts skill set is not only valued, it is, as MBA's like to say, "a sustainable competitive advantage." I valued my classmates who could run a spreadsheet more nimbly than I, but when it came to turning the numbers into ideas, my liberal arts peers (we were known as "the poets," literally) were the ones "the quant jocks" turned to!

In fact, when people ask me about my job, I sometimes say, "I'm a storyteller." Whether justifying the acquisition of another company, recommending capital projects, or communicating our strategy to employees, my management team and I can only succeed with effective communication.

I developed my storytelling skills at Purdue: writing for *The Exponent*, doing newscasts for WBAA, and interning at WLFI-TV. I happened to apply those skills for a media company, but they would be just as valuable in any other field or endeavor.

Editor's Note: This column celebrates the diversity of accomplishments and interests of CLA alumni. Each issue of the magazine will feature a different alumnus essay.



PROGRESSIONS

1948

NORMAN E. MALONEY (BS, Physical Recreation Education) was inducted into the 2007 Purdue Athletic Hall of Fame for Football and Administration.

1958

JON M. JEPSEN (BS, Physical Recreation Education) was inducted into the Indiana High School Swimming and Diving Hall of Fame in April 2007 as a coach. He coached high school swimming for 34 years.

GERALDINE (GERI) KENYON (BS, Psychology) received the Outstanding School Psychologist Award from the California Association of School Psychologists.

1960

ED WARSAW (BS, Sociology and Psychology), who retired in 1994, now spends his time between Cheyenne, Wyoming, and Cape Cod, Massachusetts. His story is included in the book *Wyoming Treasures: Profiles of Senior Residents* by Penny Zeller.

1961

SHEILA A. KLINKER (BS, Elementary Education; MS 1970, HSSE) was honored with the Arc of Indiana's Lifetime Achievement Award in recognition of her commitment and service to people with developmental disabilities and their families.

DONN R. WILSON (BS, Psychology) is the director of SCK Direct in Boise, Idaho.

1962

CONNIE QUICKLE (BA, MA 1967, Foreign Languages and Literatures) volunteered more than 29,000 hours of her time over the span of 19 years with Desert Hospital in Palm Springs, California.

1971

MICHAEL DOUGLAS TRAMMEL (BA, Social Sciences; MS 1972, Social Studies Education) was elected to a second two-year term as treasurer of the National Association of Hearing Officials. He received the President Award for his service to the board and membership at the 2007 Professional Training Conference.

1973

KRISTY S. SPORRE-DAVIS (BA, Health and Kinesiology) joined the team at Keller Williams Realty Lafayette Market Center located in Lafayette, Indiana.

HUGH C. WHALEY (BA, Political Science) is president of the Association and Government Business of Osborn & Barr located in St. Louis, Missouri.

1979

MARY E. COLLINS (BA, Communication) is a lab assistant for American Health Network in Indianapolis, Indiana.

1980

ROBERT E. HILLMAN (PhD, Speech Pathology) was named interim academic dean at the MGH Institute of Health Professions in Boston, Massachusetts.

DONNA KALLNER (BA, Communication) is a full-time fiber artist. She teaches and exhibits her work across the country and writes about fiber arts. You can see her work at www.donnakallner.com.

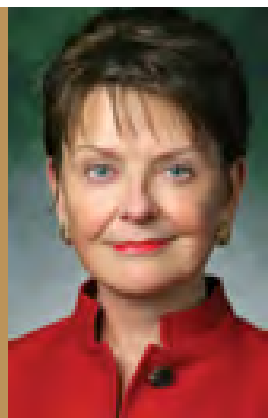
1983

THOMAS C. POTTS (BPE, Health and Kinesiology) is the head coach of football at Frankfort Senior High School in Indiana.

1984

MITCHELL T. JONES (BA, Communication) is the U.S. director of business development for SRG Woolf Group in Murrieta, California.

CATHY LYNN WILDT (BA, Communication) is the director of project management implementation for the Forethought Financial Group in Batesville, Indiana.



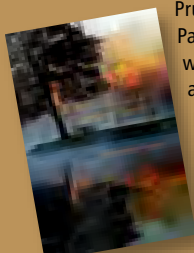
1966

MARJORIE M. RANDOLPH (BA, Political Science) is senior vice president for human resources with Walt Disney Studios and was honored as an Old Master in 2007.



1971

LINDA KNEBEL PRUDEN (BS, MS 1972, Audiology and Speech Sciences) has published *Reflections on a Changing Family: A Recipe Book of Life* (Beaver's Pond Press, May 2007). Pruden lives in St. Paul, Minnesota, where she works as a speech/language pathologist for the St. Paul Public Schools.



1974

ROLAND HAAS (BA, MA 1976, Foreign Languages and Literatures) is the author of *Enter the Past Tense: My Secret Life as a CIA Assassin* (Potomac Books, July 2007), which is in its fourth printing and coming out in paperback in August 2008. Haas is an assistant deputy chief of staff and the command senior intelligence officer of the U.S. Army Reserve Command.



1975

RENU KHATOR (MA, PhD 1985, Political Science and Government) has been unanimously appointed chancellor and president of the University of Houston. She is the third person to hold the dual title of UH System chancellor and UH president. Khator is also a 2006 recipient of the CLA Distinguished Alumni Award.

1985

LALITA L. AMOS (BA, Psychology), managing director and senior business coach of Total Team Solutions, created a podcast that was named to the Small Business Trends Radio list of 100 Small Business Audio Podcasts. Amos is also a member of the CLA Dean's Advisory Council.

LESLIE G. CLODFELTER (BS, MS 1987, Health and Kinesiology) was named to the second team of the *Indianapolis Star's* all-time best girls basketball players from its coverage area in north-central Indiana.



MICHAEL HITE (BA, English) has published his debut novel, *The Last Boat* (iUniverse, 2007).

ANNMARIE LEBLANC (MA, Fine Arts) is director of the School of Visual Communication and Design at Kent State University in Kent, Ohio.

1986

TERESA JO KINGERY (BA, Communication) is the principal owner of Kingery Associates, which specializes in placement in the areas of accounting, administration, legal, and management. Kingery Associates is based in Nashville, Tennessee.

1987

JEFFREY JORDAN (BA, PhD 1989, Philosophy) is a professor of philosophy at the University of Delaware. His book, *Pascal's Wager: Pragmatic Arguments and Belief in God*, was recently published by the Oxford University Press.

1988

SHANNON A. CLEMENTS (BA, MA 1990, English) is the director of site and fund development for the Henry Ford Learning Institute.

PATRICIA A. PORTER (BA, Communication) was named vice president of development at the Minnesota Medical Foundation at the University of Minnesota.

1990

DANIEL BULGER (BA, Psychology) is the vice president of design/build services at Eden Enterprises in Carmel, Indiana. Bulger also volunteers his time as a Catholic Youth Organization football coach.

1991

ANDREW MANER (BA, Communication) was appointed CEO of National Interest Security Company LLC, a leading provider of information technology, information management, and management technology consulting services to the U.S. intelligence community and other government agencies. Maner is also a member of the CLA Dean's Advisory Council.

1992

MARK R. SCHLARBAUM (BA, Psychology) was named director of equity trading at Global Capital Management Inc. in Newton Square, Pennsylvania.

1993

ROBERT W. MARTIN (BA, Sociology) is the chief operating officer for Keystone RV Company in Goshen, Indiana. He oversees manufacturing, purchasing, engineering, customer service, and legal and human resources.

PAUL E. OLAH (BA, Political Science) was named partner of Gurley-Dramis-Lazo law firm in Sarasota, Florida.

1994

MELISSA M. WILCOXSON (BA, Communication) joined the Arkansas Children's Hospital in Little Rock, Arkansas, as an advertising and marketing director.

SABRINA A. WILSON (BA, Communication) joined CH2M Hill in its Power Business Group as a human resources director.

1995

MARK L. SCHUMAN (BA, Communication) celebrated 11 years with ESPN in July and has been promoted to producer in studio production.

MICHELLE DIANE TUCKER (BA, Communication) is the creative director for Wirestone LLC, a marketing solutions company.



MELANIE DELLAS WOODWORTH (BA, English), president of Dellas Publications LLC, started her second magazine, *Dance San Diego* (www.dance-sandiego.com). The magazine is a platform for dancers who are representing artistic vision in San Diego and

who can both encourage and be role models to other dancers.

PURDUE ALUMNA DEVOTED TO EDUCATION IN CHINA



Confucius, China's most famous educator and philosopher, once said, "Choose a job you love and you will never have to work a day in your life." Purdue alumna WUFENG TAN has taken that advice to heart. Although she is typically up early and works long into the night (with time in the middle to take her two young children to school, cultural activities, and music lessons), Tan insists that what she does is not

hard work — it's what she loves.

While at Purdue, Tan researched Chinese higher education and educational reform in the Department of Communication, receiving her PhD in 2005. With China's growing need for private schools, Tan has found her life's work. In 2003, she and her husband, Jianfu Hou, took over Beijing International Business Administration College, where Tan is vice president. The college has grown to enroll 8,000 undergraduates studying as many as 14 areas, including business, journalism, and English.

Tan started English classes as a young girl in China, and her teachers soon realized she had a facility and a love for the language. Because of her desire to share her expertise, she also teaches intercultural communication at Beijing Foreign Studies University, where she recently invited Purdue College of Liberal Arts Dean John Contreni to speak about preparing for graduate school in the United States. Tan spoke passionately about her own experiences as a graduate student at Purdue, encouraging the students to work hard at their English and to never give up. Her words, with many examples of lessons learned at Purdue, illustrate the wisdom of Confucius: when you love your job, work and happiness are impossible to separate.

1996

NANCY DILLON (BA, Communication) joined InsightExpress as a senior account executive. She is responsible for cultivating strong client relationships in the San Francisco and Los Angeles areas in California.

1997

SARA HOWE (BA, MS 1999, Health and Kinesiology) was promoted to chief executive officer of the Illinois Alcoholism and Drug Dependence Association.

JENNIFER J. JACOBY (BA, Health and Kinesiology) was named to the first team of the *Indianapolis Star's* all-time best girls basketball players from its coverage area in north-central Indiana.

SUSAN XIOUFARIDOU (BA, Philosophy) was elected director of marketing and public relations for the Indiana chapter of Meeting Professionals International.

1998

J. ANDREW CASSANO (BA, Theatre) is the director of artistic operations for the Rochester, New York, Philharmonic Orchestra and was interim CEO until November.

BRETT CREECH (BA, Communication) graduated from the Leadership Lafayette (Indiana) Community Leadership Program in May 2007.

KELLY L. HEATH (BA, Communication) was named to the second team of the *Indianapolis Star's* all-time best girls basketball players in its coverage area of north-central Indiana.

1999

STEPHANIE J. WHITE (BA, Communication) was named one of three lead women's basketball analysts for the Big Ten Network and was also named to the first team of the *Indianapolis Star's* all-time best girls basketball players from its coverage area in north-central Indiana.

2000

JOCELYN A. WALLACE (BA, Communication) is program director for the Vision of Hope Ministry at Faith Baptist Church in Lafayette, Indiana.

2002

LEIGHSAN LONGBOTHAM HARROD (BA, Sociology/Anthropology) is the assistant to the senior vice president/COO at Arkansas Children's Hospital in Little Rock, Arkansas.

LUKE VANDEWALLE (BA, Political Science) was named principal of the second Helena-West Helena, Arkansas, KIPP charter school, Delta College Preparatory High, which opened in August 2007.

2003

JENNIFER L. LARSON (BA, Communication) joined the commercial division of F. C. Tucker/Lafayette Realtors.

PRESIDENT BUSH HONORS ALUMNUS

BRIAN P. LAMB (BA 1963, Communication; HDR 1986, College of Liberal Arts), chairman and CEO of C-SPAN, was awarded the Presidential Medal of Freedom, the nation's highest civilian award, last fall. According to a White House statement, Lamb was chosen for elevating America's public debate: "His dedication to a transparent political system and the free flow of ideas has enriched and strengthened our democracy." C-SPAN records daily congressional proceedings and other public affairs activities for public viewing on cable or the Internet (its archives are housed at Purdue Research Park). "It is a tool that enlivens democracy and informs and educates citizens of all ages," said President Bush at the awards ceremony.

In 2003, Lamb was honored with the National Humanities Medal, and in 2005, he was inducted into the Indiana Broadcast Pioneers Hall of Fame and named one of the country's best 25 leaders by *U.S. News and World Report*. Lamb is also a 1987 recipient of the CLA Distinguished Alumni Award.



Fulfilling Dreams

Their goals are lofty, but they meet them with perseverance and dedication. They are admired, and with the Emerging Voice Award, the College of Liberal Arts commends them.

As part of Experience Liberal Arts, the CLA Alumni Board held its first Emerging Voice Award ceremony in October to honor three alumni in the early stages of their careers who are accomplishing their goals and serving their communities.

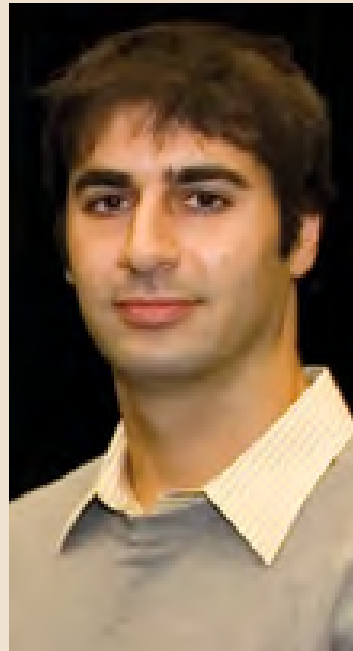
To read more about each recipient's accomplishments or to nominate a CLA alumnus, go to www.cla.purdue.edu/alumni and click on Alumni then Emerging Voice Awards.



Amanda Lopez

It is with an eye toward service that Amanda Lopez (BA 2001, Law and Society), child welfare policy director for the Association of Community Human Service Agencies in Los Angeles, California, has embarked upon her career. "It's what I was born to do," she says, which is evident from her impressive work portfolio and accomplishments.

Lopez, whose parents raised foster children, grew up in a home where helping people was a way of life. During her time at Purdue, she found that rather than counseling individuals, she wanted to help shape the policies that govern social services. Working at the macro level enables her to empower and equip people to take care of themselves. And through volunteering, she stays connected to the people social service policies are meant to serve.



Aram Goudsouzian

History cannot be ignored, and Aram Goudsouzian (PhD 2002, History) hopes to shed light on its significance through his work as an assistant professor in the Department of History at the University of Memphis. In his classes on African American history, he hopes his students of all races learn to understand each other and how they are interconnected.

Goudsouzian is an author as well as a teacher. He has published an impressive array of works, including his acclaimed book, *Sidney Poitier: Man, Actor, Icon*, which grew out of his Purdue PhD dissertation. "The best part about writing history," says Goudsouzian, "is that at the end of the day you can point to what you've done and it's very tangible — it's something that survives."



Emily Rosko

"Poetry is the one voice I'm most comfortable in," says Emily Rosko (BA 2001, English). And through her many awards and fellowships, she knows that voice is connecting with others.

Rosko is currently pursuing her PhD from the University of Missouri where she teaches. She is also managing editor for *Center: A Journal of the Literary Arts* and has organized panels to help students learn more about career options for English majors. "Occasionally I get e-mails from students thanking me for helping them," she says, "and it's those micro effects that mean the most."

Interacting with students is one reason Rosko enjoys teaching, but she is most pleased when she is able to woo them with a piece of great literature.

2004

JOHN WILLIAM BACH (BA, Sociology/Anthropology) works for the Beech Grove Police Department in Beech Grove, Indiana.

RUSSELL B. CATE (BA, History) joined the Lafayette office of Stuart & Branigin and was admitted to the Indiana State Bar.

MICHAEL TSCHOHL (BA, Communication) joined That's Good HR as an executive recruiter for Springer, Danz and Bockelman, the executive search division of the Indianapolis, Indiana, agency.

2005

ERIN COTE (BA, Sociology) was accepted to the graduate school at St. John's University in Queens, New York, to study elementary education and elementary special education.

JENNIFER L. THIES (BA, Health and Kinesiology) operates Performance Plus, a fitness training and physical therapy operation within ABSolute-U-Fitness located in West Lafayette, Indiana.

2006

JEFFREY DAVID LAMBERT (BA, History) is a management assistant at Ace Rent-A-Car.

2007

JESSICA E. JOSHUA (BA, Political Science) is a first-year student at Chicago-Kent College of Law and received the first-ever Levenfeld Pearlstein Diversity Scholarship.

CAITLIN MICK (BA, Fine Arts) joined Victory Gardens as a production assistant for *A Big Blue Nail* playing at the Biograph Theater in Chicago, Illinois.

CALEY MILLIKEN (MFA, Theatre) is the new training programs manager at Shakespeare & Company in Lenox, Massachusetts.

CAITLIN E. TILLER (BA, Visual and Performing Arts) is the creative director and associate licensing director for Strategic Marketing Affiliates in Indianapolis, Indiana.

JEFFREY T. WEBB (BA, Law and Society) joined the Lafayette Police Department in Lafayette, Indiana.

Moved? New career? New name?

To update your information with the College of Liberal Arts or to submit personal or professional accomplishments for this section of *THiNK Magazine*, go to www.cla.purdue.edu/alumni and click on Alumni then Alumni Information Update.



1977

VANITA BANKS (BA, Political Science) has been installed as the 65th president of the National Bar Association. She will serve for one year and preside over the 20,000-member organization that represents African American lawyers, judges, legal scholars, and law students internationally. Banks was also honored as an Old Master in 2006.



1978

ANGELA MCBRIDE (PhD, Psychology; HDR 1998, College of Liberal Arts) is a distinguished professor and university dean emerita of Indiana University School of Nursing. She was honored as an Old Master in 2007 and is also a 1992 recipient of the CLA Distinguished Alumni Award.



1980

BART PETERSON (BA, Political Science), former mayor of Indianapolis, Indiana, has received a fellowship to teach at Harvard University. He was named one of six resident fellows at the John F. Kennedy School of Government's Institute of Politics. Peterson is also a 2006 recipient of the CLA Distinguished Alumni Award.



1987

TED ALLEN (BA, Psychology), a celebrity food expert, teamed up with Dinner by Design for GERD Meal Makeovers, a program focused on creating simple-to-prepare meal options for those suffering from Gastro Esophageal Reflux Disease, also known as acid reflux. Allen is also a 2004 recipient of the CLA Distinguished Alumni Award.



Purdue Education Sets the Stage for Giving Back

A liberal arts education from Purdue equips faculty, students, and alumni with the skills to be effective not only in their careers, but also in their communities. To supplement classroom learning, students are presented countless volunteer opportunities, and new initiatives, such as the Purdue Liberal Arts Community Engagement (PLACE) program, offer occasion for research and service learning.

“There’s so much learning at Purdue that goes on outside of the classroom,” says Kathy Ridgely Beal (pictured above), a 1984 communication and psychology graduate who owns a public relations firm in the Boston area. “I really learned how interconnected and interdependent we all are. Purdue is a huge university, but I never felt insignificant.”

That feeling compelled her to spend an afternoon serving wildfire evacuees at Qualcomm Stadium and PETCO Park in San Diego, California, last fall while attending a convention in the area. “It would be easy to think, ‘Hey, I’m just one person, what can I do?’ But

there is no insignificant person,” she insists. “Each individual contribution can add up to make a real difference. I just washed meal coolers, but the entire team served 40,000 meals that day. For Purdue students or alumni, no matter how small a role you might play, we’re all important. We can all make a difference.”

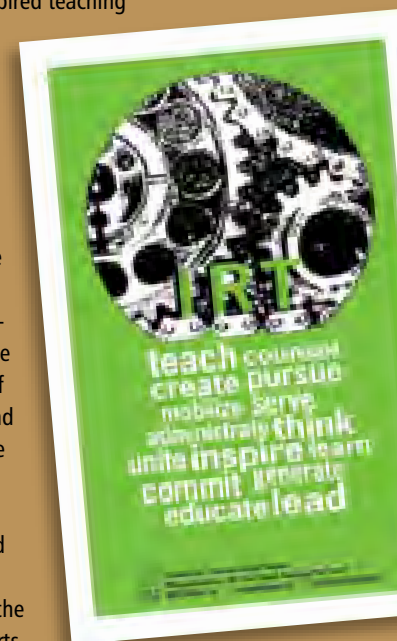
While Beal and her fellow volunteers worked in their tent, evacuees stopped by to ask what they were doing, say thank you, or just talk. “As a communication major at Purdue, I really learned the importance of listening — that communication is not just about expressing yourself,” Beal says. “Sometimes the most important thing you can do for another person is to listen, and that doesn’t cost a penny or require any advanced training. That’s an important life skill I learned in Purdue’s communication and liberal arts program and try to put into action in my life now as a business owner, a mom, a volunteer, and a friend.”

ALUM SECURES \$2 MILLION GRANT FOR MINORITY TEACHER RECRUITMENT

K. KELLY WISE (BA 1952, English) secured an unprecedented endowment for the Institute for Recruitment of Teachers at Phillips Academy Andover in Massachusetts. Wise founded the IRT in 1990. The Andrew W. Mellon Foundation awarded \$2 million to the IRT, whose mission is to deepen the pool of talented minorities entering the teaching profession.

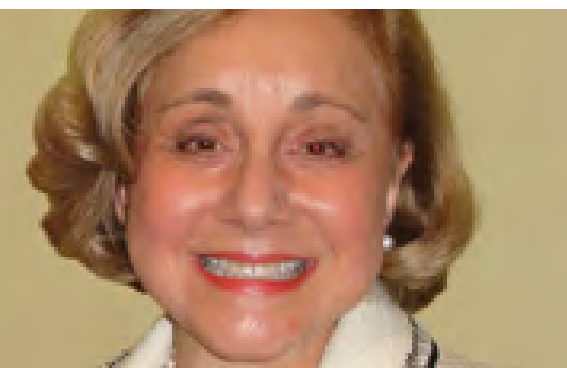
“The IRT recruits students with bright minds and glowing hearts who want to recharge classrooms with inspired teaching and dynamic curricula. It is the quality of these students that distinguishes the IRT,” says Wise, executive director. “This grant from Mellon helps ensure the longevity of the program and underscores the national need for teachers’ recruitment and retention.”

Each year, the institute supports — throughout the graduate school application process — outstanding college students and graduates from diverse backgrounds. In a consortium of 43 universities, Purdue ranks second in enrolling IRT students.



Distinguished Alumni

For more than 20 years, the College of Liberal Arts Alumni Board has recognized the outstanding achievements of its graduates through the Distinguished Alumni Awards program. Recipients of this award have made significant contributions to society, and their accomplishments, affiliations, and careers honor the legacy of excellence at Purdue University and the College of Liberal Arts.



JOANN PASQUALE DIGENNARO

*BA 1965, Communication; MS 1976, University of Maryland;
JD 1979, George Mason University School of Law*

Joann DiGennaro founded the nonprofit Center for Excellence in Education with the late Admiral H. G. Rickover in 1983 to nurture young scholars to careers of excellence and leadership in science and technology, and to encourage international cultural and scientific collaborations among leaders of the world. As the Center's president, DiGennaro has negotiated cultural and scientific agreements with over 51 nations to date. In 2005, President George W. Bush appointed DiGennaro to chair the U.S. Army War College Board of Trustees, and the following year she was appointed to the Advisory Council of the National Aeronautics and Space Administration. DiGennaro serves on the board of governors of the Coordinating Council for International Universities and is a research affiliate at Harvard University.

"I enjoyed the discipline of the sciences, the rigors of the humanities, the camaraderie of students and faculty, and the Midwest common-sense lifestyle at Purdue," DiGennaro says.



DAVID GEESLIN

*BA 1989, Linguistics; EdM 1991, Deaf Education,
Boston University; EdD 2007,
Educational Leadership, Indiana University*

Not only was David Geeslin the first completely deaf student to earn a bachelor's in linguistics from Purdue, but he also was the first deaf person to receive a doctoral degree from a university in Indiana. Geeslin is now superintendent and CEO of the Indiana School for the Deaf, where he attended classes as a child. Geeslin chairs numerous educational committees and has presented countless workshops, covering topics such as the bilingual approach in deaf education. He serves as a board member on the State Advisory Council on the Education of Children with Disabilities and was a 2007 member of the Indianapolis Public School Cultural Audit Task Force.

"Purdue professors Ronnie Wilbur and Brenda Schick encouraged me to explore my deaf heritage, which included embracing pride in the history of the deaf community and American Sign Language," Geeslin says. "With their help, I changed my major from physics to linguistics. While studying linguistics, I discovered a passion and interest I didn't realize I had."



CHARLES L. JONES

BA 1981, *Industrial Design and Human Factors Engineering*

As corporate vice president of global product design at Whirlpool Corporation, Charles L. Jones oversees a global staff of industrial designers, product engineers, anthropologists, interaction designers, design strategists, and human factors engineers. Jones has been the subject of over 90 magazine and syndicated newspaper articles, including *BusinessWeek*, *International Design Magazine*, and *The Wall Street Journal*. In addition, he contributed to the editing of *Creating Breakthrough Products* (2001) and was featured in a chapter in *The Design of Things to Come* (2005). Jones has received over 100 international awards for product design excellence and has been awarded in excess of 20 patents.

“Coming into Purdue, I was an Indiana farm kid with some abilities and a rough idea of what I wanted to do in life,” Jones says. “Purdue equipped me with the tools to channel that into a focused direction.”

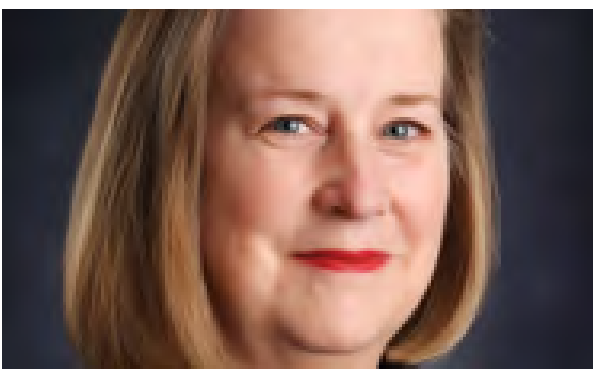


DOROTHY LEland

BA 1971, *English*; MA 1973, *American Studies*; PhD 1978, *Philosophy*

Dorothy Leland is the 10th president of Georgia College & State University and the second female president in the university’s 115-year history. She oversees a residential liberal arts campus and two graduate centers with a combined enrollment of more than 6,000 students and almost 800 faculty and staff. Leland serves on multiple state boards, including the Georgia Council on Economic Education, and is also president of the Peach Belt Athletic Conference and chair of the Policies and Purposes Committee of the American Association of State Colleges and Universities. As a professor of philosophy, she has written more than 40 published articles and given multiple presentations in the field of contemporary continental philosophy.

“Purdue allowed me to explore many different fields and to participate in a variety of leadership opportunities,” Leland says. “This provided me with the intellectual and emotional flexibility needed to take advantage of unexpected opportunities.”



BETSY TURNER

BA 1977, *Communication Education*;
MA 1979, *Communication*; JD 1986,
Vanderbilt University Law School

As counsel with Boies, Schiller & Flexner LLP — described by *The Wall Street Journal* as a “national litigation powerhouse” — Betsy Turner participates in all phases of complex commercial litigation. Her clients have included various corporate entities in the pharmaceuticals, public utility, and financial services industries. Turner also serves as a member of the board of directors and vice president of the Drama League of New York, which boasts 3,000 members. The Drama League administers and raises funds for The Directors Project, a preeminent development program for emerging directors. She is also a member of the Green Room Company LP, a partnership that researches and invests in plays and musicals on London’s West End and Broadway.

“Purdue was a great place to grow up,” Turner says. “I was safe. I was happy. I was challenged. I was surrounded by smart people who cared about what I learned.”

Life-Defining College Moments

It was a cold day in January 1975 when I walked into Professor Frank L. Wilson's office. My heart was heavy, but I had a carefully thought-out plan that had to be executed.

I had come from India the previous fall, had aced two courses as a non-degree-seeking student, and had just been admitted to the master's program in political science. To pay for my international student tuition, my husband, a graduate student himself, was working day and night. The night before, my husband and I had gone through our finances and realized that we would not have enough funds to pay for my tuition the following fall.

Despite my husband's assurance that he would find additional night projects to work on, I was convinced that I must withdraw from the school. Why waste even this semester's tuition on a path that was reaching nowhere? And that day was the last day to withdraw without a financial penalty.

I sat down in Dr. Wilson's office and presented the withdrawal application to him for his approval. Perhaps to hide my sadness, I was rambling on and giving justifications for my decision. Suddenly I realized that he had torn my application and tossed it into the wastebasket. I stopped in mid-sentence as he said, "What nonsense! How do you know what might happen six months from now? Things always work out. I suggest you get back to your class."

I completed my degree the following semester after receiving a graduate assistantship. Today, I shiver to think what would have happened had Dr. Wilson accepted my withdrawal application on that cold January day.

RENU KHATOR

MA 1975, PhD 1985, Political Science
President, University of Houston
Houston, Texas



As a kid growing up in small-town Indiana, I knew of Purdue first as my grandfather's alma mater and second for the thrill of going to football games in Ross-Ade Stadium.

On the afternoon of November 14, 1970, my freshmen classmates and I sat in the end zone bleachers watching a closer-than-expected game with Ohio State. The weather was damp, gray, and darn cold. During the third quarter, I looked up to the press box. Next year, I told myself, I'm going to be up there.

I knew and loved Purdue football. I wanted to be as deeply involved with the sport as possible. Maybe I also wanted to be warm and dry.

After the first of the year, I trekked from Shreve Hall over to Mackey Arena to ask about working with football, and several Athletic

In 1982, as a junior transfer student, I didn't know many people at Purdue and needed a way to plug in. So, I picked up my Mortar Board calendar and responded to a call out for Old Masters hosts.

The following year I was on the Old Masters Central Committee and later became president of Mortar Board, which led to meeting other student leaders who have become my lifelong best friends and opened many a business opportunity.

Taking the first step to be involved in a random student activity became a life lesson for recognizing that the balance of life and our time can lead to many new avenues and relationships and that if not pursued are missed opportunities.

RUSTY RUEFF

BA 1984, Radio and Television
MS 1986, Counseling
CEO, SNOCAP Inc.
Hillsborough, California

Department staff kindly pointed me to the sports information director, Ted Haracz. In our first meeting, Ted said his staff could find things for me to do. That led to three and a half years as a student assistant in the SID office and the decision to major in journalism. During football games, I worked in the press box as a spotter and defensive statistician for radio broadcast teams — something that, at that time, "girls" just weren't doing. It was intense, exciting, and, yes, it was warm and dry. And it led to my first job out of college: sports information director at Stanford University.

NANCY PETERSON

BA 1974, Journalism
Communications consultant, Stanford University
Palo Alto, California

NEXT ISSUE'S TOPIC: the most interesting person you met while in college. E-mail us your stories (200-word maximum) at thinkcla@purdue.edu or write to THINK Magazine, College of Liberal Arts, 100 N. University Street, West Lafayette, IN 47907-2098. Comments may be edited for length, style, and clarity.

During Experience Liberal Arts 2007, Purdue Galleries presented Dried • Cracked • Wet • Dripping • Blooming — Installations by Charles A. Gick, an associate professor of art and design in the Patti and Rusty Rueff Department of Visual and Performing Arts. Visit www.cla.purdue.edu/experience to learn about Experience Liberal Arts 2008.





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CLA alumnus Paul Huston (BA 2007, Philosophy; CLA Alumni Board Outstanding Senior 2007) sits atop Mount Nkoma in Malawi, Africa.

Photo by Ashleigh Burke

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