

SPRING/SUMMER 2012

Perspectives

Alumni magazine of the University of Missouri-Kansas City



The core of **KNOWING**

Researchers gain a greater understanding of
the brain through the gifts of organ donors.

The UMKC Alumni Association invites you to the

Celebration 2012 AWARDS LUNCHEON

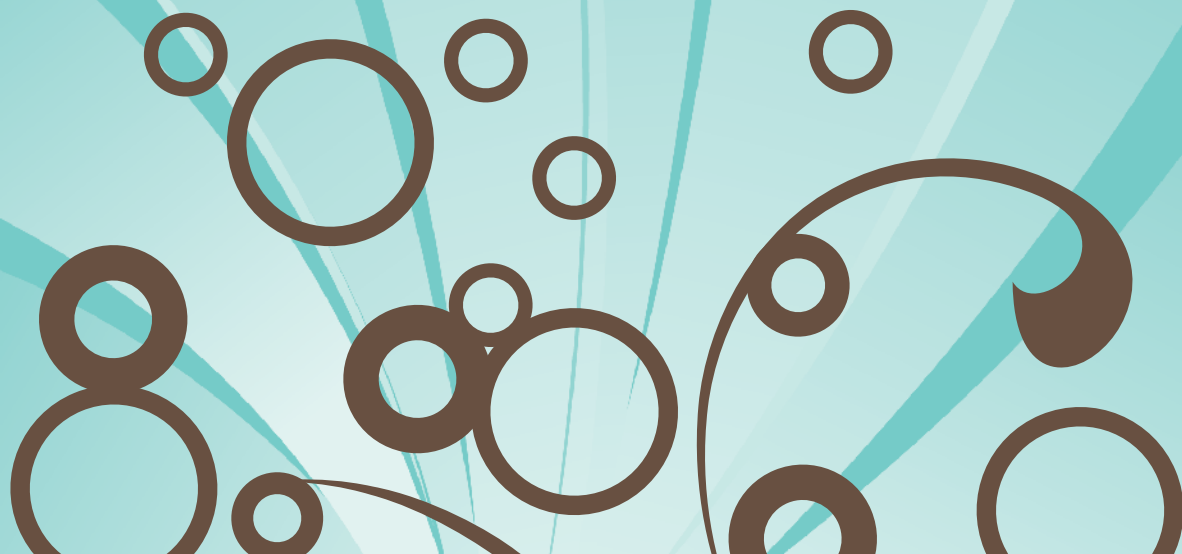
Honoring the recipients of the
2012 Alumni Awards and the Chancellor's Medal

Thursday, April 26

The Westin Kansas City at Crown Center
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COVER STORY

The core of KNOWING

At the UMKC Neuroscience Brain Tissue Bank and Research Lab, researchers delve into the secrets of the brain.

- PLUS »** How families make the decision to donate
» Neurobic exercises that help keep your brain sharp

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Perspectives

Spring/Summer 2012 | Vol. 21 No.1

Perspectives is published for alumni and friends of the University of Missouri-Kansas City by the UMKC Office of Alumni and Constituent Relations, 5100 Rockhill Road, 300B Administrative Center, Kansas City, Mo., 64110-5189; 816-235-1561, umkcalumni.com, alumni@umkc.edu.

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FROM THE EDITOR »

3 ways to brag

The value of your UMKC diploma is rising fast. Here's why: two Pulitzer prizes to the UMKC family, a No. 1 world ranking in innovation management research, a top 75 best value ranking, Conservatory and Kansas City Repertory Theatre premieres in New York City, the largest philanthropic gift in UMKC history, top 25 rankings for entrepreneurship programs, and the highest alumni giving rate ever—all in the last year. So what's a proud alum to do? Here are three ways alumni can keep the momentum going.

1. Roo-connect. Keep in touch with your former professors and your school's alumni office. Let us know what you're doing and keep us posted on your achievements. The more we know about your accomplishments, the more we can publicize the great things UMKC alumni are doing.

2. Roo-cruit. Encourage the students you know who are looking at colleges to consider UMKC. When choosing a school, there's nothing more influential than hearing from successful alumni. Share your story at college fairs and other events or join fellow alumni in mentoring current students.

3. Talk it up. Stay up on the news happening at UMKC and help us share it. Whether its retweeting a headline or chatting at a cocktail party, when 80,000 alumni advocate and spread the news about UMKC, it's a powerful thing.

Contact the Alumni Office for more ways to get involved. The financial support of our alumni is critical and will continue to be so—last year, alumni provided more than \$700,000 in gifts of all sizes to support students through the Alumni Fund. The need continues to increase. So no matter how you choose to help, your involvement has the power to keep UMKC's momentum going and the value of your degree on the rise.

A handwritten signature in black ink, reading 'Lisen Tammeus'.

LISEN TAMMEUS



Photo: Bob Greenspan





Memories of Epperson

I enjoyed the article about Epperson House. I attended UMKC from fall of 1965 through January 1969, graduating with a degree in elementary education. During that time, Epperson House was home to the School of Education. Besides attending many education classes there, I also worked for Dr. Young Pai, professor of philosophy in education and whose office was located on the right as one drives through the archway to the rear. I remember running from Epperson House through the Linda Hall Library grounds to get to Haag Hall for my next class in less than 10 minutes. I have fond memories of teachers and classes in that building during those years. Thanks for a stroll down memory lane.

—Diana M. (Beaty) Griffiths
B.A. '69

High praise

I love the last issue of *Perspectives*. It's just about the best ever. The story about Steve Jenks ("From sowing seeds to shoveling snow") is superb, "5 ways CSI gets it wrong" was an eye opener, and the whole thing fits together so well. This is a prize winner. Well done and congratulations.

—Bruce Bubacz

The architectural elements inside Epperson House are withstanding the test of time. Photo: Bob Greenspan

Get in touch

Perspectives welcomes letters to the editor. We want to hear what's on your mind, so drop us a line. Letters appearing in the magazine may be edited for space and clarity.

SEND LETTERS TO:

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perspectives@umkc.edu.

SUBSCRIPTION CHANGES?

To update your information, visit umkcalumni.com, email alumni@umkc.edu or call 816-235-1561.



Lots to love

We're devising the unofficial list of things we love about UMKC for the next issue of *Perspectives*, and we want your input. Anything is game, from the first warm day of the spring semester and lounging on the Quad between classes, to the Roo Crew or Edie McClurg. Submit your ideas! Email us at perspectives@umkc.edu and watch the fall issue for our list.

A midsummer night's fun

Upcoming season will celebrate 20 years of Shakespeare in the Park.

Each night, for one month out of the summer, they come with picnic baskets, lawn chairs and blankets in tow. As the smell of kettle corn and funnel cakes permeate the scene, crowds gather in a patch of grass at Southmoreland Park to take in the Heart of America Shakespeare Festival.

🔗 O Will, Will ...

For more about the Shakesperience, to volunteer or to make a donation, visit kcshakes.org.

To commemorate the festival's 20th season, performances of *Antony and Cleopatra* and *A Midsummer Night's Dream* will run for four weeks.

"The festival has not

done a two-show, four-week season since our 10th year," says Sidonie Garrett, executive artistic director.

It takes a small army to prepare for each season. UMKC alumni, staff and students help with make up, costume design, set and stage building, sound design and props. Rusty

Wandall, MFA '08, resident sound designer at Webster University, volunteers as chief sound engineer. "There's a lot of pressure, but it's an exciting project that's a joy to be a part of," Wandall says. He compares the festival theatrical experience to a normal indoor theater, but with some differences. "It's difficult for an actor to project his voice to 2,000-plus people a night outside on a calm night—add sirens, fireworks and helicopters, and it's impossible."

The event was the brainchild of Kansas City native Marilyn Strauss. She previously co-produced the Public Theatre and the New York Shakespeare in the Park event. Joseph Papp, founder of the New York festival, urged Strauss to return to Kansas City and continue the Public Theatre legacy. "You're a Kansas City native. There's no festival there. You made it in New York and on Broadway—give something back," Papp told Strauss. "Do it now, make it the best and keep it free."

Backstage pass

Here's a peek behind the curtain.

Season:
June 15 – July 19

Operating costs:
\$339,000

UMKC faculty, staff and students participating: **45**

Distance from Volker Campus: **1 mile**

Expected attendance:
22,000 people

Production staff members: **60**

Actors: **20**



IN THE CLASSROOM »

Life lessons: SOLD!

S. Rafe Foreman balances his teaching approach with the lessons he's learned as an auctioneer and trial lawyer in Texas. At UMKC, he teaches trial advocacy and evidence and coaches the school's trial advocacy teams.

What's the first lesson you teach your students?

You don't have to be the greatest orator in the world, the best looking, the most powerful. I want to change their mindsets. If they can be the most congruent with the skills they possess, they can be the best advocates possible. A lot of people give up and decide they can't do something and they don't try, and the truth is, a lot of people can be great advocates with confidence and belief.

What's your approach to teaching?

I teach confidence by positive reinforcement. If a person can have a little bit of success, they'll take greater risks next time. I teach them to build on a little success.

How can you tell when students are reacting to your methods?

I call it 'digging my chili.' If I cook chili for somebody and they like it, that makes me feel good. If my students are digging my chili, that's proof to me that I don't need to change the recipe. As an auctioneer, I can see it in their face, in their body language if another bid is coming. It's the same with students—I can read it all.

How does auctioneering translate into the classroom?

I want you to know this is my auction, you're welcome here and we're glad to have you. I try to create that same environment in the courtroom and in the classroom. When you come into my space, I want you to know I'm

going to treat you fairly. I want to leave you better than when you got here.

Would your law school peers recognize you at an auction?

My students would. I incorporate so much of what I learn in the auction to create my classroom. They would feel familiar. None of the professors would recognize me. They only see the guy who walks down the hall; they don't know the substance. My students get all I've got.

You auctioneer for charities in your free time. What's your motivation?

If you're worth your salt, you try to help make other people's lives better. I teach students to stop thinking about complicated stuff that bogs them down and instead worry about what they control right now, and that's leaving other people better off.

What's the most rewarding part of working with students?

I see my students come in like puppies with their tails dragging and I see them walk out pounding their chests thinking they can conquer the world, and that's really what I want.

—Erick R. Schmidt



Foreman is the Douglass Stripp Dean's Distinguished Professor and the director of advocacy at the UMKC School of Law.

Word

on the

street

» **We're No.1.** The *Journal of Product Innovation Management* ranked UMKC No. 1 in the world out of 600 colleges in innovation management research.

» **New program.** The first courses in UMKC's new Latina/Latino Studies program will be offered in the summer and fall.

» **Teaming up.** UMKC now partners with Missouri State University (MSU) to allow MSU students to enroll in UMKC's Doctor of Pharmacy program.

» **Musical masterpiece.** Wei Shen, a master student in the Conservatory of Music and Dance, performed with famed cellist Yo-Yo Ma at the Kauffman Center for the Performing Arts.

» **Granting knowledge.** UMKC received a \$20 million grant from the NIH to fund Frontiers, a program that bridges the gap between knowledge generation and clinical practice.

» **A big idea.** Leaders named a downtown arts campus to the Greater KC Chamber's list of "Big 5 Ideas." Feasibility studies for the potential UMKC project are underway.

Q

DEEP THOUGHTS »

What does academic freedom mean to you?

Faculty share what it means to freely teach and communicate about topics and ideas.

SULLIVAN READ

Professor of Cell Biology and Biophysics

Robert Guadino (former political science professor at Williams College and expert on academic freedom) once said it's the faculty's job to ask uncomfortable questions. We ask them of our students to help them see new ideas and stretch their minds. We ask them of ourselves regarding our scholarship and teaching, and we ask uncomfortable questions of administrators: Is a proposed policy truly in the best interests of the students and the university? The ability and willingness of faculty to ask uncomfortable questions is at the core of any first-class university.

MONIKA SHEALEY

Associate dean for Teacher Education, associate professor of Special Education

It means I have the freedom as a faculty member to examine and discuss ideas that may be perceived as unpopular or controversial in the pursuit of inquiry.

ROBERT UNGER

Professor of Journalism

It's the ability to tell the truth as I see it, no matter what that is. The fact that it might be objected to by students, faculty, administration, legislators, lobby groups, corporate sponsors, parents, presidents or kings, does not matter a whit.

**Weigh in**

Email perspectives@umkc.edu and tell us how academic freedom shaped you as a student.

MEET A FUTURE GRAD »

Riddhiman Das

The computer science major graduating in May is considered one of the top 50 computer science students in the U.S., and has met Microsoft founder Bill Gates. Das has developed several applications for the iPhone and Android smartphones.



AN IDEAL DAY: When my to-do list is full of check marks.

MOST IMPORTANT QUALITY IN A FRIEND:

Ability to inspire me. I believe we are the average of our five closest friends.

MAJOR: Computer Science with minor in Mathematics, Certificate in Entrepreneurship and Innovation

FAVORITE UMKC PROFESSOR OR CLASS:

Client/Server Programming with Bob Cotter, Ph.D. I've never learned more about computer networking in any other class.

BEST MEMORY

AT UMKC: Going to Puerto Rico for my undergraduate research project.

DREAM JOB: Starting my own high-tech company.

SCARIEST MOMENT:

A semester with 18 credit hours and working 20 hours a week without a car.

I BELIEVE WE ARE THE AVERAGE OF OUR FIVE CLOSEST FRIENDS.

FAVORITE WAY TO RELAX:

Going to the Plaza to watch a movie or watching a play at the UMKC Performing Arts Center.


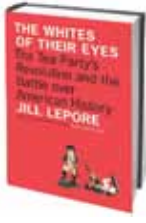

I'D NEVER: Go out without my iPod.

MY BIGGEST FEAR: That the high-tech industry is in another bubble.

—Mark Linville

NOSES IN BOOKS

From *The Hunger Games* to *The Omnivore's Dilemma*, here's a peek at what's on students' reading lists for the spring semester.

CLASS	AUTHOR and TITLE	FROM the JACKET
CLASSICS 300 Special Topics	 <p>Collapse: How Societies Choose to Fail or Succeed by Jared Diamond</p>	The book examines the mysterious collapse of past civilizations and what this means for our future. Bringing together new evidence and piecing together the myriad influences that make societies self-destruct, <i>Collapse</i> shows how we can benefit from our knowledge of the past and learn to be survivors.
THEATER 5520A Individual Performance Studies	 <p>The Omnivore's Dilemma: A Natural History of Four Meals by Michael Pollan</p>	Tracing from source to table each of the food chains that sustain us—whether industrial or organic, alternative or processed—Pollan develops a portrait of the American way of eating. The result is an exploration of the hungers that have shaped our evolution and of the implications our food choices have for our health and our planet.
POLITICAL SCIENCE 442 American Political Thought	 <p>The Whites of their Eyes: The Tea Party's Revolution and the Battle over American History by Jill Lepore</p>	The Union laid claim to the Revolution—so did the Confederacy. Civil rights leaders said they were the true sons of liberty—so did Southern segregationists. This book tells the story of the centuries-long struggle over the meaning of the nation's founding, including the battle waged by the Tea Party, Glenn Beck, Sarah Palin and evangelical Christians to “take back America.”
ENGLISH 225 English II: Intermediate Academic Prose	 <p>The Hunger Games by Suzanne Collins</p>	Districts within the nation of Panem agree to send one boy and one girl to appear in an annual event called The Hunger Games, a fight to the death on live TV. Katniss Everdeen, a 16-year-old who lives alone with her mother and younger sister, regards it as a death sentence when she's forced to represent her district in the Games. One thing is constant: kill or be killed.
	 <p>The Help by Kathryn Stockett</p>	An aspiring white female writer in Mississippi during the Civil Rights movement of the 1960s decides to write a book detailing the African-American maid's point of view. With her help, the maids tell all about the white families they work for and the hardships they endure on a daily basis.

What's on your reading list? Drop us a line at perspectives@umkc.edu.

A DAY IN THE LIFE OF »

Laura Spencer

The arts are exploding in Kansas City, and KCUR's arts reporter helped pull the pin.

by PAT McSPARIN

With her best NPR voice, Laura Spencer (M.A. '01) records promos in a small, dark studio at KCUR 89.3 FM. Her on-air tone matches her real-life demeanor: calm, collected, unhurried. But looks can be deceiving. As KCUR's arts reporter for more than a decade, Spencer has been dashing along the front lines of

Kansas City's erupting arts scene, reporting on events like the birth of the Crossroads

Arts District and First Fridays, the expansion of the Nelson-Atkins Museum of Art and the opening of the Kauffman Center for the Performing Arts.

The \$413 million Kauffman Center has been a focus for Spencer. She's been covering it since she started as an arts reporter at KCUR. She met with architect Moshe Safdie when he gave the first presentation about the center 10 years ago. She says that's one of the best parts of her job: meeting people. "You can ask anyone anything," she says. "All I have to say is, 'Can I have five minutes with you backstage?' Sometimes they say no, but usually I'm in. I talked to Tommy Tune and Patty Lupone just a few hours before opening night at the Kauffman Center."

Spencer says growth in the Kansas City arts scene is changing how skeptics view the city as an arts destination. "There's that joke that the Midwest is a flyover region, and people on the coasts see the whole center of the country as nothing to be aware of," she says. "But now people I know on either coast are saying, 'Ooh, Kansas City.'"

Before witnessing the birth of Kansas City as a burgeoning arts hub, Spencer made the rounds at KCUR prior to accepting the arts reporter job with the station. She started as an intern for *New Letters on the Air*, and in 1998, she became a part-time producer of a children's health series. Next came roles as a Sunday afternoon announcer, then mid-day weekday announcer and newscaster on *Morning Edition*.

Despite all the big news she's covered during her tenure as arts reporter, Spencer believes the growth in Kansas City's arts scene is just getting started. She says the next wave of developments will stem from discussions about how the city's big arts initiatives will impact the smaller galleries and organizations. She's confident they're about to get their share of the spotlight. And when the smaller art scene explodes, Spencer plans to be there in the thick of it.

Tune in

For the latest Kansas City arts news, visit kcur.org or follow Laura on Twitter @lauraspencer.



Tell all

1. Spencer has covered all aspects of the construction of the Kauffman Center for the Performing Arts since planning first began more than a decade ago.

2. She won't choose a favorite interviewee from her time with KCUR, but Spencer says she loves being able to ask anyone anything.



Photo: Tim Hursley



3



4



5

Street and studio

3. A typical day for KCUR arts reporter Laura Spencer can have her running all over the city, from collecting natural sound at the Kauffman Center parking garage to checking in on the air with programs like *Up To Date* or *KC Currents*. And her duties don't stop with the arts.

4. "Every once in a while," she says, "I'll help do spot news or a business story, just to do something different."

5. Spencer lists Donald Lipski's sculpture "Good as Gold" at the Plaza Branch of the Kansas City Public Library as one of her favorite public art pieces.



2

DON'T-MISS EVENTS »

Here are a few of Laura Spencer's favorite arts events around town.

BREAD KC! DINNERS

breadkc.wordpress.com

These public dinners use community-driven financial support to fund new and emerging projects in the arts.

GREASERAMA

greaserama.com

This "Nostalgia and Homebuilt" hot rod and cycle show doesn't just frown on slick, high-tech cars: it bans them.

KANSAS CITY ART INSTITUTE EXHIBITION AND SALE

kcai.edu

Student works in a variety of media are on display and for sale before the end of each fall semester.



New leader at the helm

Timothy Wolfe is appointed president of the University of Missouri System.

Newly appointed president of the University of Missouri System, Timothy Wolfe, wrapped up a tour of the four UM campuses with a visit to UMKC in December. Wolfe toured the Volker and Hospital Hill campuses, and joined faculty, staff and students at a reception at the UMKC Student Union. Guests representing UMKC and the Kansas City community presented Wolfe with tokens of welcome, including a framed Kangaroo watercolor by local artist Tom Corbin, season tickets to the Kansas City Repertory Theatre and two CDs from Conservatory Professor Bobby Watson.

During the program, Wolfe expressed commitment to tackling the challenges facing the UM System and higher education, and he emphasized his belief

that opportunities in the works and on the horizon outweigh those challenges. He pointed to UMKC as an example of opportunity, noting the university's designation as the UM System's flagship campus for the visual and performing arts and

its global reputation as a leader in entrepreneurship and innovation. "What this city and UMKC are working to build is awe-inspiring," Wolfe says. "With the intellectual prowess of UMKC, this city is destined to be the global epicenter of entrepreneurship and creativity."

Wolfe is an alumnus of the University of Missouri-Columbia, where he earned

a bachelor's degree in personnel management in 1980. He is an executive with more than 30 years experience in information technology, infrastructure

"What this city and UMKC are working to build is awe-inspiring." —Timothy Wolfe

software, consulting and sales leadership. His career started at IBM Corporation in Missouri, first as a sales representative in Jefferson City then as a manager in Kansas City. From there he worked at Covansys, a consulting and technology services company. Prior to joining the UM System, he served at Novell as president of the Americas. —Amanda Bertholf

CAMPUS CURIOSITIES »

What a big mouth you have

We miss out on a lot of scenery when we only train our gaze at eye level. Do so as you stroll along 51st Street, and you'll miss the two giant clay masks that adorn the patio and fire pit adjacent to Swinney Recreation Center—so look up. Designed to represent tragedy, in their heyday the masks directed smoke up from the fire pit and out of their mouths. Created in the 1940s by UKC Art Instructor Thomas B. Thomas, the masks are the remnants of University Playhouse. Thomas created the masks using clay dug up from the groundbreaking for Cockefair Hall.



FACE TO FACE »

On the road again

Life as a musician touring the country in a 16-year-old sedan isn't glamorous, but for Griffen Alexander, this is living.

Crisscrossing the country more than 200 days a year in a '96 Honda Accord, Griffen Alexander (B.A. '11) sometimes has to decide whether to eat or replace his guitar strings. At 24, when most of his former classmates are just beginning their careers, Alexander is entering his half decade as a professional in the music industry. He released his first album when he was 18.

After the release, several record producers told him that to be successful he needed to follow the path they dictated. Instead, he charted his own course by recording and releasing an album on his own. Alexander also travels to cities like Chicago, New York, Minneapolis and Cincinnati, where he stops at colleges and clubs to play shows nightly. And while it seems like a lonely life, Alexander says his lifestyle has helped him make friends all over the country. "I never feel alone out on the road," he says. "I'm paying for an apartment I never live in, but it's great."

Without a traditional music education, Alexander got an early taste of the music business when a record label released his debut album, *Never in Neutral*, during his freshman year. Three years later,

Alexander graduated from UMKC with a degree in communications without ever studying music.

Despite a successful release of his debut album, he decided he could better market himself and build a larger fan base if he—instead of a record company—were in control of his tour and recording schedule. So Alexander struck out on his own with the goal of releasing his music independently. The main challenge, Alexander says, was the financial burden. Without the help of a label to cover the expense of recording, releasing and promoting the album, Alexander turned to his fan base for help. He partnered with kickstarter.com, an online creativity funding platform, to encourage fans, friends and family to make donations to help pay for the album. In fewer than three months, Alexander raised \$5,000. Then, the day before the fundraiser ended, the amount doubled.

With a budget in hand, the first producer Alexander contacted in Kansas City doubted his sincerity. "I told the producer what I

wanted to do, and he laughed in my face before telling me I wasn't serious about making a life in music." Alexander turned the rejection into motivation. Using the funds from the Kickstarter project, he recorded and launched his independent album, *The Sound and The Sea*. The album is acoustically driven and upbeat, with personal and intimate lyrics about relationships.

Even though he's making a music career for himself in the digital age, Alexander puts most of his energy into reaching fans in person. His CDs feature artwork and packaging that is custom-designed and handcrafted. The packaging is costly to produce, but he says it is part of a business strategy that helps him build relationships with fans even after a concert ends. "If I connect with fans at a concert and they decide to buy my album because of that connection, I'm selling more than an album—I'm selling the musical experience." —Erick R. Schmidt



Griffen Alexander

Listen up

You can download a single from the album for free at GriffenAlexander.com.



Hit list

Griffen's top five tunes for inspiration

1
Motorcycle Drive By
Third Eye Blind

2
Let It Be
The Beatles

3
Stop This Train
John Mayer

4
August
Doubting Paris

5
Welcome to Fabulous Las Vegas
The Killers

Techie squads

Here's a look at teams from the School of Computing and Engineering that bring brains and a little bit of brawn when they compete in engineering events.

by ERICK R. SCHMIDT

HUMAN POWERED VEHICLE //

Pedal power

Year established: 2006

Number of students: 6-10

This team creates a highly efficient hybrid vehicle that's part one-man recumbent bicycle, part bobsled. The pedal-powered contraption is known to get a sideways look or two during testing.

The bad news: The vehicle routinely crashes at speeds of 25 mph or faster.

The good news: The tough, outer shell of the design means crashes make more noise than damage.

50 mph: Top speed

250+: Yearly mileage

40 miles: Distance of final race, split between multiple team members



ROBOTICS //

Short circuit

Year established: 2003

Number of students: 20-25

The robotics team spends months building a robot that incorporates computer programming, engineering prowess and mechanical know-how. This year's entry comes to life like a mechanical crab, crawling through a pre-programmed walk and lifting cans of soda.

50 lbs.: Competitive weight limit

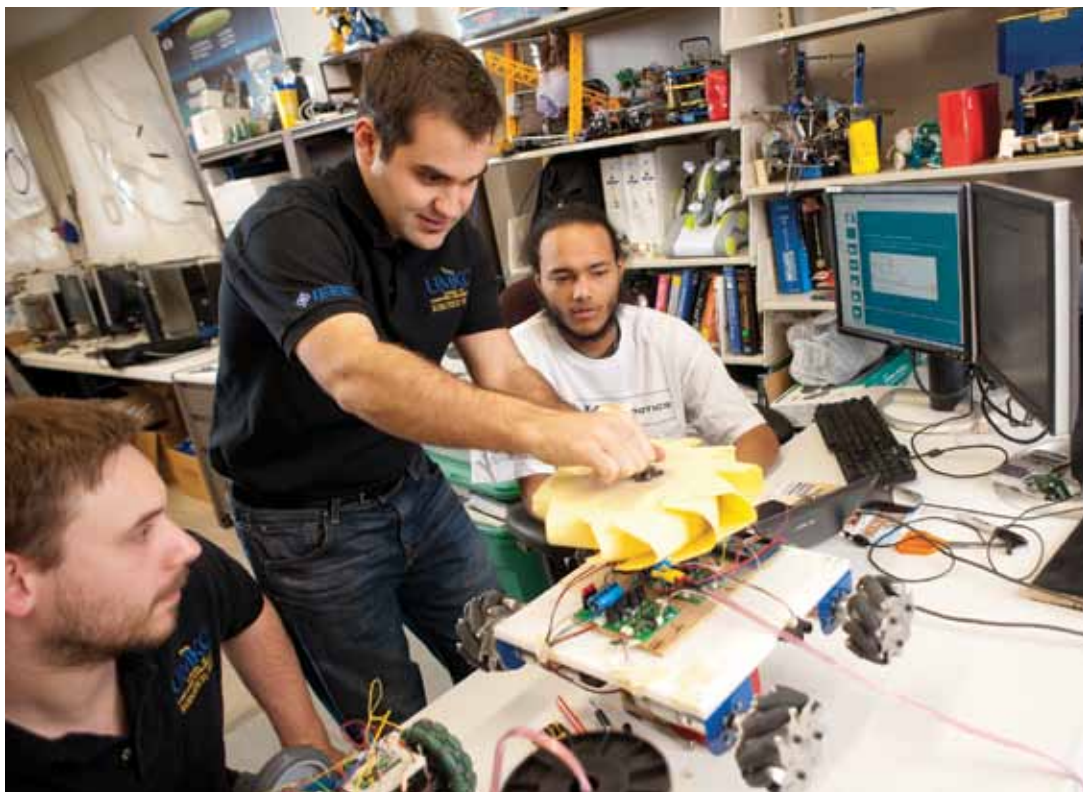
12 lbs.: UMKC's robot weight

1 square foot: UMKC's robot size

75: Percentage of weight made up by the battery and motor

\$350: Amount spent every three months on late night snacks

10: Community appearances each year



There's no 'I' in team

Three more of the school's competitive groups.

STEEL BRIDGE //

Year established: 1994

Number of students: 5-15

This team designs and fabricates a 20-foot, 200-pound bridge that can withstand loads of 1.5 tons. Talk about team support: That's more than 200 lbs. for each team member. Following a two-year hiatus, the team returned to action in 2006, winning regionals four consecutive years and winning a national division in 2009.

BIG BEAM //

Year established: 2003

Number of students: 5

This team forges the largest and heaviest projects. The challenge of building a 15-foot, 1,000-pound-plus concrete beam and calculating its capabilities is so large that the project can't be transported, so the team captures the entire process on video.

PROGRAMMING //

Year established: 2007

Number of students: 6

These team members think fast to solve and correct complex problems that would look like Swahili to the layperson. The mathematical magic tests strategy and complex geometry. Don't forget to show your work!

Game time

Learn more about the School of Computing and Engineering's teams at perspectives.umkc.edu.



BAJA BUGGY //

Bug out!

Year established: 2003

Number of students: 8-15

It may be the university's most recognizable student project. This off-road racer is designed and fabricated by students putting in more than 20 hours per week, and is judged on speed, maneuverability and towing ability. When its tires aren't muddy from competition, the buggy maintains a seasonal residence in the Student Union.

350 lbs.: Vehicle weight

4 hours: Length of endurance race (two a year)

2 minutes: Pit stop time during endurance races (switch drivers, clean brakes and refuel)

8: Tires used each year



A person wearing a white lab coat is holding a human brain in their hands. The background is blurred, showing what appears to be a laboratory setting with equipment and a logo on the lab coat. The title text is overlaid on the upper part of the image.

The core of **KNOWING**

At the UMKC Neuroscience Brain Tissue Bank and Research Lab, researchers delve into the secrets of the brain.

by PORTIA STEWART

Dear Mr. X,
I am writing to thank you for your considerate donation. It can be difficult to donate loved ones' organs, especially the human brain. The brain is the home of our memories, our dreams and our hopes. The brain is the very essence of our being; therefore, we will treat it with the utmost respect.

—Excerpt from UMKC Neuroscience
Brain Tissue Bank donor letter

It's about the size of a cantaloupe, weighing roughly 3 pounds, and it takes a lifetime to grow. Water, lipids, protein, carbohydrates, salt and soluble organic substances combine to create perhaps the most mysterious organ of the human body. Most of us are satisfied with ownership of one brain. But the researchers at the UMKC Neuroscience Brain Tissue Bank and Research Laboratory know they need more minds than the ones they were born with to solve the riddles of Alzheimer's, Parkinson's and Huntington's disease, mental disorders, drug and alcohol addictions, stroke, cerebrovascular diseases and traumatic brain injuries.

A stone's throw from Truman Medical Center at the UMKC School of Medicine is a nondescript lab with three freezers on loan from the University of Kansas. These are not your normal iceboxes. Two of them can reach temperatures of -80 degrees centigrade. Inside are the brains of nearly 150 donors who have given the gift of their organ, lent their minds, so to speak, to medical research. The third freezer, the "warmer" one, is set to -30 degrees centigrade. Brains are moved to this freezer when the researchers need to defrost them enough to take a sample. The temperature is key to preserving these valuable organs, because decay occurs rapidly once the body dies.

For a brain to find its way into this lab, a donor or family member must contact the brain tissue bank before the donor's death. This is critical, because the lab can't accept a donation without obtaining the donor's

Researchers use donated brains to investigate the mysteries of debilitating disorders and diseases. The brain at left is used for teaching.



medical records first. This information ensures the donor meets the criteria for donation.

Eligibility depends on several factors. First, the bank does not accept donations from people who died from highly contagious diseases, such as Creutzfeldt-Jakob disease, the human form of mad cow disease. Likewise, the lab can't accept a brain donation if the person plans to make a whole body donation to a medical school. And finally, if the donor has been on a respirator a week or more, the brain can't be accepted.

Many donations come from donors with age-related illnesses, such as Alzheimer's. The bank also receives donations from members of the National Alliance on Mental Illness, who share a research interest in schizophrenia with Larry Carver, M.D., director of the UMKC Neuroscience Brain Tissue Bank and Research Laboratory. Oftentimes the families make the decision for donation in the hope that scientists will someday be able to use the brain tissue to further research that identifies the cause of brain diseases and leads to a cure.

Donation logistics

Jennifer Mitchell, the donor coordinator for the brain tissue bank and a UMKC master's student in Social Work, says when families contact the lab in the case of a donor suffering from an age-related disease, it's because the families want to give something back. "They've watched their family member deteriorate and they've already kind

of suffered the loss of that family member years ago," Mitchell says.

Research Supervisor Waheeda Hossain, M.D., (above); Andrea Steen, research assistant, and Larry Carver, M.D., analyze healthy and diseased brain tissue in the lab.

She works through the details of the donation with the family, planning the process for a donation that may not happen for years. But the details and timeline are critical once a donor passes. From the time the person dies to the time researchers freeze a brain is crucial. Ideally, the bank

receives the brain within a couple of hours, but the bank sets the limit at 24 hours. Research shows that within the first two hours of death, the brain loses about 50 percent of its chemistry. After that, the decline is more gradual. But if researchers wait more than 24 hours to receive a donation, much of the information within it is lost.

If moving the brain from the donor to the lab is a race, it's one that occurs on a carefully plotted course where the drivers and pit crews have prepared long before the start. And in the case of brain donation, no one is quite sure when the race will begin. So Mitchell gives family members her phone number with instructions to call soon after the donor's death. Working with the funeral home, the body is transported to Truman Medical Center, where a pathologist

AN ENDURING GIFT

For a brain to land at the bank, before a person takes her last breath, she—or a family member—must make the decision to donate.

The decision to donate a brain is often based on the goal of giving back. The donor or donor's family may perceive the donation as a way to give meaning to their loss and help solve the problem of what causes the illness and how it might be prevented or cured.

So what measures should family members use to make a donation decision for someone who's no longer competent? Bob Arnold, B.A. '83, M.D. '83, a professor at the University of Pittsburgh Medical School and a bioethicist, says family members must consider what

their loved ones would have wanted and what would have been meaningful to them. He adds it's important to consider the person's religious beliefs and feelings on donation.

To offer a perspective, the brain bank provides a brochure, "Religious Perspectives on Tissue Donation," to those considering donations. The brochure offers perspectives on tissue donation from religious and spiritual leaders of different faiths. "The question that patients and families must ask is whether they would

find meaning in donating," Arnold says. "Families do find meaning in altruism. It's a way to let their loved one live in an effort to help society."

In cases of familial disagreement, it may be more difficult for the donor to make sure her wishes are honored. June Carbone is the Edward A. Smith/Missouri Chair of the Constitution Law and Society at UMKC. She says it's best if the donor and family agree. "It helps to have a counselor or mediator involved," she

says. "The donor should make sure that the person named as executor or personal representative agrees with the plans and will try to implement them."

Arnold says potential donors should discuss their wishes with their families. "It's great that patients want to donate," he says. "On the other hand, many people care about their families. And if there are going to be disagreements, it's better if those disagreements occur with the patient."

If you have questions about the brain bank or about becoming a donor, call the UMKC Brain Tissue Bank at 816-512-7445.

removes the brain using incisions in the back of the head. This is important to many families who may still want the ability to have an open casket at the funeral.

What occurs next depends on the donor. If the person suffered from a neurological problem, one of the hemispheres is removed for a pathology report. The rest of the brain goes to the lab. There, the brain is cut into slices and frozen quickly using liquid nitrogen.

Then the brain moves into one of the -80 degree centigrade freezers, where it will stay until a researcher needs samples. When it's time to remove a sample, the brain moves to the -30 degree centigrade freezer to thaw so it can be cut without cracking or crumbling. But researchers try to avoid thawing the samples too often, because oxygen will break down the sample, causing the loss of valuable information.

Illuminating the darkness

The voices in your head say others are trying to harm you or loved ones. You see things, but your friends and family insist they're simply delusions. You know if you could just focus, you could explain what's happening so someone else would understand. You are schizophrenic, and your illness most likely requires you to take antipsychotic medication for the rest of your life.

Carver's dream is to unlock the key to schizophrenia, to understand how a schizophrenic's brain is different than someone without the disease. What researchers have found so far is that schizophrenic patients have an



Donor Coordinator
Jennifer Mitchell helps families wade through the details of donation.

overabundance of dopamine in the thalamus—about three times as much as the rest of us supposedly have. This leaves researchers with two big questions: How does the dopamine get there? And the question they say would cost a lot more money to solve—after it gets there, what does it do?

Carver launched a brain tissue bank in 1990 as a faculty member at Louisiana State University in New Orleans. His original goal was to gather enough tissue for his research about schizophrenia, but as word spread about his brain bank, requests for tissue began to roll in. The bank grew to meet the requests. In 2004, Carver returned to Kansas, which turned out to be a timely move, only a year before Hurricane Katrina hit New Orleans. Carver says it likely saved the brain bank from destruction. In 2007, the brain bank and lab found a home at UMKC. Today, the lab runs on a small staff, which mostly consists of volunteers. Researchers studying an array of health issues use the brain tissue the bank collects.

Typically, researchers who need samples of brain tissue will submit requests to the bank. While some researchers have come to the lab to collect the tissue, in many cases UMKC's lab collects tissue from a diseased brain and a control brain. Then it's marked and categorized for double-blind studies before it's shipped to the researcher.

Melding science with patient care

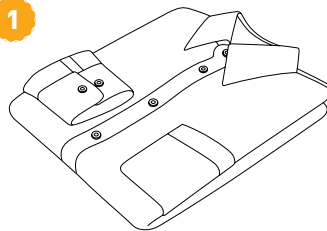
With the UMKC brain tissue bank being one of only a handful in the U.S., researchers at the bank say it fills a vital need, locally and worldwide. The reach of the brain tissue bank is global, serving researchers all over the world. Since the bank first launched, it has supplied tissue to researchers as far away as Israel and Japan. Locally, one of the Greater Kansas City Chamber of Commerce's Big 5 initiatives includes the goal of making Kansas City a nationally-recognized center for translational research. Thanks to an NIH grant, researchers and clinicians from six regional institutions, including UMKC, will collaborate to create a multidisciplinary network to convert lab discoveries and clinical research into diagnostics, treatments and cures.

"UMKC has a distinct role to play in achieving the region's goals for translational research—and by that I mean taking innovations from the scientific bench into patient care practices," says Stuart Munro, M.D., chair of the Department of Psychiatry at UMKC. "The brain tissue bank is a key example of the bridge that UMKC creates between bench science and patient care. Long term, the research supported by brain tissue donations will surely change how we understand, treat, and manage some of the most debilitating medical conditions."

FLEX YOUR MUSCLE

Just like your body, your brain needs exercise, too. Brain exercises, or "neurobics," help stimulate neural connections and prevent atrophy. Flexing your mind helps improve short-term and long-term memory. Try these neurobic exercises developed by Lawrence Katz, Ph.D., at Duke University. These three exercises activate unused neural pathways in your brain, helping your mind stay fit.

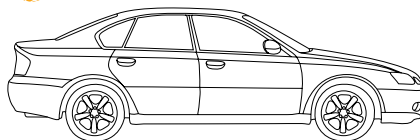
1



Limit your senses GET DRESSED WITH YOUR EYES CLOSED.

When you blunt the senses you'd normally use to perform such tasks, you reactivate long-dormant associations between the areas of your brain that process touch, hold mental pictures of objects and store the names of those objects.

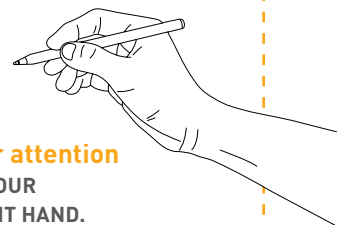
2



Break routines HEAD TO WORK ON A NEW ROUTE.

Suddenly your brain is confronted with an engaging task that's interesting, challenging and fun—not typical of your regular daily commute.

3



Engage your attention WRITE WITH YOUR NON-DOMINANT HAND.

This activates rarely-used networks of connections on the opposite side of your brain.



Stuart Munro, M.D., combines disciplines for a greater understanding of the brain.

The brain tissue bank also represents one piece of a marriage Munro says he perceives between the psychiatry department's various elements: neuroscience, the psychoanalytic institute, suicide prevention, psychology, psychopharmacology and psychiatry. "Bringing together all those disciplines, all of those ways of looking at behavior and emotion, that's the dream that's been realized," he says.

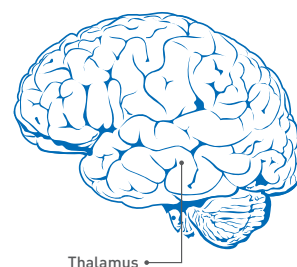
Munro says the profession made a mistake of splitting camps more than 40 years ago. "One group took the purely interpersonal dynamic view and the other took the strictly reductionistic point of view, and they weren't able to marry the two," he says. "The people in our department don't split like that." Essentially, in the profession, many of the analysts and therapists who offer talk therapy to patients split from the psychiatrists and neurologists, who have focused more on biology and medicine. But Munro says UMKC's department is different because the disciplines that exist within the field work together.

I think, therefore ...

As you read this, your brain's neurons are communicating via electrical impulses. And when your stomach growls, the message that gets sent to your brain must go through the thalamus, a portion of the brain nestled under the cerebral cortex that works like a post office, delivering incoming sensory messages to the right address in the brain. If too much dopamine is present in the thalamus, a person may suffer from schizophrenia. A lack of dopamine in the brain may lead to Parkinson's disease. Dopamine's presence in other parts of the brain may be

involved with pain, pleasure and addiction. So how does that one chemical, just by being in a different part of the brain, change things? That's the secret researchers at the brain tissue bank hope to uncover.

Another bigger question researchers marvel over is the very essence of our consciousness. What makes us aware, able to think and feel and dream? "Nerves talk to each other because of electricity, and every nerve has the potential of about a tenth of a volt," Carver says. The electrical power comes from chemicals that are electrically charged, such as sodium chloride and potassium. And sodium chloride is salt. So the brain functions by salt that causes electricity in the brain. Then it comes down to the end of that nerve and it dumps out a chemical called a neurotransmitter that causes the next nerve to fire. So how does that change into consciousness and thoughts and dreams and feelings?



The known science about the brain does little to penetrate these mysteries, but researchers at the brain tissue bank hope it will continue to be a resource in the future as scientists seek to answer some of the simplest and the more complex questions about the mind, its diseases and how it works. And none of it is possible without the goodwill of donors, who give up what might be one of their most intimate parts of themselves. "To me, the brain is who we are," Munro says. "And everything else pales in comparison to that."

GREEN WITH ENVY

UMKC'S EARTH-FRIENDLY INITIATIVES RIVAL
THOSE OF ANY CAMPUS ACROSS THE U.S.

When it comes to being green, UMKC does it right. In 2010, the Sierra Club, the oldest and largest grassroots environmental organization in the U.S., ranked UMKC as one of the top 100 sustainable universities. Here's a closer look at the green initiatives sprouting up all over campus, making UMKC a better place to study, work, play and live.

by AMANDA BERTHOLF

BUILDINGS

STUDENT UNION

Certified in 2011 as a Leadership in Energy and Environmental Design (LEED) Gold project, this building is so green it practically glows—in a good way. The building has public transportation access, storm water control, natural lighting, skylights, high ceilings and a rooftop rain garden.

JOHNSON RESIDENCE HALL

This building holds the honor of being the first structure in the University of Missouri System to attain LEED certification.

MILLER NICHOLS LIBRARY

Improvements to the library lessen the need for costly, heat-generating electric fixtures. The new design includes 23 percent more classroom space in the core campus, reducing student and faculty travel time to classes.



UMKC was ranked as one of the top 100 sustainable universities by the Sierra Club



saved thanks to conservation efforts over five years



332

WASTE NOT

ENERGY SMART

When UMKC installed efficient lighting, improved exhaust air and lab controls, installed water-conserving plumbing and adjusted nighttime settings for heating and cooling, the university saved a lot of green.

SQUEAKY CLEAN AND GREEN

Custodial crews ditched paper in favor of microfiber towels, which stand up to repeated washings and multiple uses.

WASTE REDUCTION

Waste reduction provides savings of about \$96,000 annually and reduces waste hauling by 90 percent.

RE-RE-RECYCLE

UMKC recycles cardboard, paper, aluminum, plastic, glass, toner and ink jet cartridges, e-waste and scrap metal.

2,151 TONS
AMOUNT OF WASTE UMKC HAS
DIVERTED FROM LANDFILLS



53%
of the university's
waste is recycled





WAYS DINING SERVICES DOES GREEN

- Maintains a partnership with the UMKC Garden Collective
- Uses more locally grown food and produce
- Adheres to organic composting practices
- Cooks with cage-free eggs
- Washes dishes with no-rinse products to use less water
- Eliminated the use of trays in the cafeteria
- Uses napkins made with 100 percent recycled material
- Uses biodegradable cups

It's easy being lazy green

Even if you're committed to your SUV, there are ways you can help the environment. According to UMKC's Sustainability Coordinator, Kaye Johnston, sometimes it's easy to think our actions don't make a difference. But, she says, every choice we make is part of the bigger picture, and collectively we make a difference. Feeling inspired? Here are a few effortless ways to green up your routine.

Green party
Keep tabs on UMKC's green efforts at umkc.edu/sustainability.



Ditch plastic and paper bags. Tote reusable bags when you go shopping.



Install a low-flow showerhead. You don't have to be a plumber to install one, and once you do, you'll conserve water every time you lather up.



Keep tabs on your thermostat. Each degree you turn down the heat saves 3 percent on your bill, while each degree you raise the temperature of your air conditioner saves about 4 percent.



Clean with earth-friendly products. Switch out chemical-laden sprays and scrubs that are hazardous to your health and bad for the Earth for something gentle yet effective.



Pack a lunch with reusable containers. Keep plastic bags out of landfills—scientists say they take hundreds of years to decompose—and use glass containers. Keep reusable silverware in your desk to avoid using one-and-done plastic utensils.

TRANSPORTATION

With 20 bike racks on campus, an electric truck to haul the university's recycling, and multiple transit options, UMKC is all about the green commute. The latest addition to the fleet are Zipcars—vehicles that faculty and students reserve using a computer or smartphone and rent hourly or daily without charge for gas or insurance. Then they just return the car where they started.



50 BIKES
are available for students to check out

\$28

Yearly cost of students' discounted citywide bus pass



\$50

Monthly cost for a regular bus pass

100 MILES

Electric truck's distance on a full charge



2 ZIPCARS

on campus to kick off the program

Catherine Spong

ALUMNA OF THE YEAR

CHIEF BREAKTHROUGH OFFICER

As chief of Pregnancy and Perinatology at the National Institute of Child Health and Human Development (NICHD), Catherine Spong (M.D. '91), oversees nearly \$100 million in grants and contracts. But don't think she's just a numbers person. Spong has made important breakthroughs in Down syndrome and fetal alcohol syndrome, she leads the NICHD's Maternal Fetal Medicine Units Network, and she serves as a textbook and periodical editor—all while mentoring students and researchers.

EARLY START

Has science always been a passion? Yes. My parents encouraged me to enter science fairs beginning in kindergarten.

What do you consider your greatest achievement? I have helped further women's health, but it's my children—Juliana, Winston and Genevieve—who are my greatest achievements.

What traits do you value in a colleague? Integrity, because without it nothing else matters, but also fairness, honesty, hardworking, dependable, kind, caring, considerate and a good sense of humor.



HONOR ROLL

The 2012 Alumni Award winners have something in common: SERVICE.

by PAT McSPARIN



Alumni ACHIEVEMENT Awardees

COLLEGE OF ARTS
AND SCIENCES
Michelle Wimes
(B.A. '88)

SCHOOL OF
BIOLOGICAL SCIENCES
Kamlesh Patel (B.S. '00)

BLOCH SCHOOL OF
MANAGEMENT
Esther George
(MBA '00)

SCHOOL OF
COMPUTING
AND ENGINEERING
Hagos Andebrhan
(BSCIE '78)

CONSERVATORY OF
MUSIC AND DANCE
John Leavitt
(D.M.A. '90)

SCHOOL OF DENTISTRY
William Giannobile
(M.S., D.D.S. '91)

DENTAL HYGIENE
Patricia Walters
(B.S. D.H. '89, M.S. '91)

SCHOOL OF
EDUCATION
Suzanne McCanles
(M.A. '97)

SCHOOL OF LAW
Frances Tydingco-
Gatewood (J.D. '83)

SCHOOL OF MEDICINE
Alexander Norbash
(B.A. '85, M.D. '86)

SCHOOL OF NURSING
Rennae Ellis
(B.S.N. '98)

SCHOOL OF PHARMACY
David Sater (B.S.P. '72)

Learn about the
April 26 awards
luncheon at
umkc alumni.com.

IT'S MORE IMPORTANT
TO SERVE
THAN IT IS TO BE SERVED.
WE ALL BELIEVE THAT.

—BILL TEMPEL

Left to right:
Steven Hartwig (B.S.P. '68)
E. William Tempel (B.S.P. '75)
D. Matthew Hartwig (B.S.P. '92)
Lisa C. Hartwig (B.A. '90, M.A. '98)

Not pictured:
B. David Hartwig (B.S.P. '66, deceased)

Hartwig Family

LEGACY AWARD

THE APPLE DOESN'T FALL FAR

The Hartwigs have become synonymous with service—through their pharmacies, and to their communities and UMKC. Before his death, David served on the UMKC Alumni Governing Board and was mayor of Marshall, Mo. Steven is on the School of Pharmacy Dean's Advisory Council, and Matt and his wife Lisa, a former teacher, are members of UMKC's Robert H. Flarsheim Society. Matt's uncle, William Tempel, is a pharmacist at Boone Hospital Center in Columbia, Mo.

SCRIPT FOR SERVICE

Is a dependable pharmacy important to small communities?

Matt: The pharmacist is the most accessible health care professional in any community, but in small towns, people know their pharmacist—not just at the pharmacy, but also at a football game or the grocery store.

What makes pharmacists and teachers among the most trusted people in a community?

Lisa: Teachers and pharmacists have a huge impact on a community. You put what's best for your students and patients first.

LEGAL EAGLE

Lajuana Counts

BILL FRENCH ALUMNI SERVICE AWARD

LAY DOWN THE LAW

Assistant U.S. Attorney for the Western District of Missouri, Counts (B.B.A. '82, J.D. '88) serves on the UMKC Law Foundation board. She is a past president of the School of Law Alumni Association, served on the Law School Minority Advisory board, as alumni master of the UMKC Inns of Court and as president of the UMKC Women's Council.

NO OBJECTIONS

What traits to you value in a colleague? I sound like I'm talking about a dog, but honesty, faithfulness and respect.

What do you consider your greatest achievement? Raising my children to appreciate where they've come from and giving back.

Why did you go into law? My mother was a teacher, and she had these cards with prominent African Americans. One was Thurgood Marshall. It inspired me.

CLOSING ARGUMENTS

"The university did so much for me when I went to law school. Giving back is what you should do. Help someone else if you can."

7 Meet them

Learn more about this year's winners at perspectives.umkc.edu.





THE HOSPITAL'S MISSION IS
INSPIRING.

OUR WORK IS PROFOUNDLY IMPORTANT,
AND THERE IS NO DOUBT IN MY MIND THAT
WE'RE MAKING A DIFFERENCE.

—DAVID WESTBROOK

THE FLOOR RECOGNIZES

Yvonne Wilson

SPOTLIGHT AWARD

IT'S MY PARTY

Yvonne Wilson (M.A. '71, Ed.S. '76) has served her community in many capacities, as a Missouri state senator and former state representative, former board member of School of Education's Institute for Urban Education, the first African-American president of the Missouri Association of Elementary School Principals, and a teacher and principal for 35 years.

THE GREAT DEBATE

When did you decide to become a teacher? Before second grade. I used to teach the kids in the neighborhood on my grandmother's front porch.

Do educators make good politicians?

We need more teachers to become legislators, because that's where decisions are being made about public education.

What's one thing you'd still like to do?

Finish my doctorate. I was working on it when I was asked to become director of elementary education for the Kansas City, Mo., school district.

THE AYES HAVE IT

"You don't go into politics or anything knowing it all. You learn and you grow. That's what really took me into politics: I could see opportunities to learn. And I did."

SPREAD THE WORD

David Westbrook

DEFYING THE ODDS AWARD

INSPIRING LEADER

Unhindered by the juvenile glaucoma that took his sight at age 17, David Westbrook (B.A. '71) has proven that vision has nothing to do with one's ability to see. Westbrook founded Corporate Communications Group, a leading communications and public relations firm. In 2008, Westbrook took his talent and dedication to longtime client Children's Mercy Hospital in Kansas City, Mo.

LIGHT READING

What three words describe your leadership style? Patient. Persistent. Compassionate.

What historical figure do you most identify with? There are four who inspire me: Socrates because he inspired a new way of thinking without ever writing anything down. Plato because he invented western civilization when he wrote *The Republic*. Aristotle because he brought the modern day library to life. And Thomas Jefferson because he invented a nation when he wrote the Declaration of Independence.





A penny saved

As Baby Boomers leave the workforce and retire in record numbers, are their Social Security checks riding on the backs of future generations?

With her cropped silver hair and tan skin glinting in the Las Vegas sun, Joanne Oppenheimer, B.A. '58, cruises from condo to condo while pointing out golf courses, restaurants and hiking trails. She's showing potential buyers that they can leave behind the biting Midwest winters and live the good life in Las Vegas—and she should know. At 77 years old, she works as a Realtor for Century 21 selling homes and condos for luxury retirement communities.

Oppenheimer, who has worked since she was 15, is not entirely retired. But she lives in a 55-plus country club style community that offers retirees everything they could ask for after a lifetime of work: recreation, relaxation, social connections and healthcare facilities. "People want to live here because it's upbeat, it's for active adults," Oppenheimer says. "And they want to give up their five-bedroom home in a cold climate." Whether they're moving for the year-round recreational opportunities or to live a maintenance-free lifestyle, one thing Baby Boomers thought they could count on was retirement. And in 2008, when the first wave of Boomers turned 62 and hit early retirement age, they collected their first Social Security checks.

Eighty million Americans were born from 1946 to 1964, and as a group they will qualify for Social Security and Medicare for another 20-plus years. This is the largest segment of the population to hit retirement in the history of the Social Security program, leaving a small segment of the population to pay into the system. With 90 percent of American workers contributing to Social Security, the Boomer retirement wave hits every generation in the pocketbook.

Now, a few years into this generation's retirements, economists, researchers and workers are starting to understand the issues at hand: With so many people retiring, who pays the bill? And if that bill is paid, will there be anything left for future generations? Mary Daly, B.A. '85, Ph.D., associate director of research and group vice president at the Federal Reserve Bank of San Francisco and a Social Security expert, says this is one of the emerging issues we'll face as a country: There will be more and more retirees who are supported by relatively fewer and fewer workers.

Daly says it's important to understand that Social Security isn't going to run out of money tomorrow. "When there's discussion about the unsustainable path Social

by AMANDA BERTHOLF

The Social Security Administration estimates that 47 percent of individuals age 65 and older would live in poverty without Social Security benefits.

Security is on, and how we're not going to be able to pay benefits without taxing workers at higher rates, we're not talking about benefits going from what they are now to zero," Daly says. "We're talking about the projected tax revenues falling short of projected expenditures as the population ages." These revenues will decline, forcing the government to go from paying 100 percent of benefits to about 80 percent of outstanding benefits in a given year. So, we're not going to fall off a cliff, Daly says, but the government will need to make changes to taxes or benefits. She estimates this issue will come to a head in the late 2020s—the height of the Boomers' retirement.

Political football

With the political wrangling going on right now, Daly says the nation is going to have to make some decisions—such as how to take care of retirees with the promised benefits they expect and also take care of younger generations who support them. "We could do ourselves a favor and start thinking about those

things and making the adjustments that are required now—either lowering benefits, adjusting taxes or changing the way Social Security or Medicare is structured," she says. "But it is hard to start now when the solutions are to lower benefits or raise taxes." The idea of lowering benefits—either raising the retirement age or reducing the amount paid to wealthier recipients—is not a discussion many politicians are willing to launch. Daly says Social Security is the third rail of politics, making it difficult for politicians to tackle: Touch it and you die.

Even if the government puts off finding a solution, Daly says the younger generation won't be left with a big bill that can't be split with the older generation. "But there will be some painful compromises," she says. Possibilities include a younger generation that sees more income going to support an older generation, or a retiree generation that sees lower benefits than they expected.

Costs and compromises

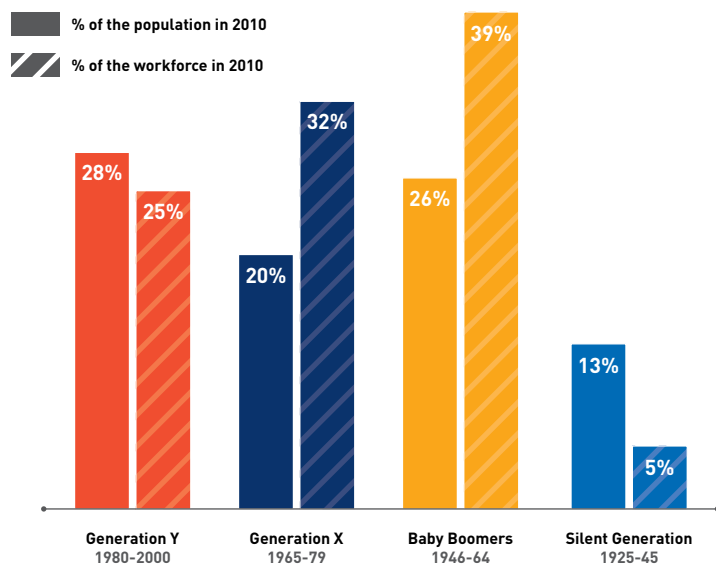
Daly says she often hears younger workers voice concerns that they'll have to bear the burden of paying for the aging population themselves. She acknowledges that this is an issue, but says that prior to the creation of Social Security, a large number of retired workers lived in poverty, especially women because they tend to outlive men.

Government estimates suggest that when Social Security began in 1935, close to 50 percent of the elderly population lived in poverty. By 1959, the rate had fallen to 35 percent but remained higher than that of other groups, including children and working-age adults. During the 1960s and early 1970s, Social Security benefits increased and poverty rates among the elderly declined rapidly. By 1974, the poverty rate for elderly Americans had fallen below that for children, where it has remained since. In 1993, it fell below the rate for working-age adults. Today, about 11 percent of the elderly have incomes below the federal poverty line.

Studies show that without income from Social Security, the poverty rate for the elderly would be much higher. The Social Security Administration estimates that 47 percent of individuals age 65 and older would live in poverty without Social Security benefits, four times as many in poverty today. Daly says Social Security's poverty-reducing record—along with

Working for the weekend

Here's a comparison of generations in the U.S. by population and workforce numbers.



GENERATION GAP DECODED

This is a listing of recent generations for individuals born in the United States. Dates are approximate, as recognized by demographers.

1980-2000: MILLENNIALS OR GENERATION Y

Between the ages of 12 and 32. The older members are in the labor force while the younger members are completing their formal education. This group is known for being optimistic and goal-oriented. They enjoy collaboration and multitasking, are comfortable embracing emerging technologies and appreciate meaningful work.

77% of workers

think the millennial generation has a different attitude toward workplace responsibility than other age groups.

1965-79: GENERATION X

Between the ages of 33 and 47. The oldest members could be entering senior-level management roles while the younger members are entering or approaching mid-career and senior-level supervisory roles. They embrace technology, diversity and entrepreneurship.

68% think millennial workers are less motivated to take on responsibility and produce quality work.

1946-64: BABY BOOMERS

Between the ages of 48 and 66. The older members have begun to retire from the labor force. This generation occupies most of the senior-level management roles. They are often stereotyped as extremely focused on work, and they possess a strong work ethic and desire recognition for their efforts.

More than **90% of American workers** contribute payroll taxes to the Social Security system.

1925-45: SILENT GENERATION

67 years or older. Most members have retired from the labor force, but they comprise a wealth of valuable knowledge and experience. Many believe this generation views work as an obligation. They respect authority, take rational approaches and produce quality work.

Sources: Catalyst.org, Workplace Options Work-Life Services Provider national poll, U.S. Government

its inclusiveness—have made it one of the most popular social programs in history. “The value of that is something we don’t want to lose sight of,” Daly says. “We don’t want to move away from it completely. At some point younger workers will be older and want that kind of insurance.”

Another reason younger generations should care about older generations is because someday, they will be in the same boat. “If you don’t die, you’ll get old,” says Gloria Thomas Anderson, M.S.W. ’06, clinical instructor at UMKC’s Department of Social Work. “If you live long enough, you’ll reach that point in your life, and you don’t know what it’s like until you actually get there.”

Finding a middle ground

To better understand what a cross-generational compromise might entail, it helps to consider age expectancy. Americans now work more productively and longer into their lives than ever. “Raising the retirement age—if you were expecting to retire at 65 and now you’re retiring at 67—might not really be that bad,” Daly says. “You have more time after retirement than people did when Social Security was created.” Social Security used to guarantee six to seven years

of post-retirement living because life expectancies were lower. Now it’s more like 15 to 20 years.

Because of longer age expectancy, the value of the benefits for older workers has increased and with it the burden on younger workers. “We’re supporting

What to do

From 401(k)s to IRAs, get advice from the experts at perspectives.umkc.edu.

employees for longer periods of life when they’re not working,” Daly says. “That’s where compromise comes from. Boomers are going to have to see that they can’t have all that. And younger workers are going to have to agree to pay for some of it.”

After 62 years in the workforce and counting, Joanne Oppenheimer has never taken more than three weeks off of work. “I don’t think I’m owed anything,” she says. “I don’t think younger people are obligated to take care of me in my old age. A lot of us have been paying into Social Security since we started working. That’s a lot of potatoes. We just want what we’ve earned.”



\$1,181

Average monthly Social Security benefit for retired workers in 2011.

Game on

With college athletics in the news for scandal, cheating and rules violations, it's time to talk about what's going right. Our roundtable participants set the record straight.

by AMANDA BERTHOLF

PERSPECTIVES: *Does college athletics have a bad reputation?*

TIM HALL (TH): There are challenges, and the governing bodies are working to rectify those situations. But you can point to a number of wonderful things that are happening in intercollegiate athletics. A few high-profile and unfortunate circumstances lead to a black eye on the larger body.

JANET JUSTUS (JJ): There are 450,000 student athletes in NCAA sports. When there are incidents like those at Ohio State or Penn State, it's easy for people to think college athletics is bad. Besides being bad logic, it's not true. At UMKC, student athletes are good students, and they will be the future leaders in our world. And those are the stories that don't make the headlines.

JOSH SNYDER (JS): Most athletics departments have their values in the right place. Most people realize one story in the media isn't true of the lot.

How does the athletics department put student athletes first?

TH: We put the student athlete at the center of everything we do. The student athletes are the bull's eye and the rings around them are the coaches, administrators, and then the faculty and staff. Is every decision we make putting them in the best position to succeed athletically, academically and socially?

JJ: Student athletes are with the athletics department for five years. There's no other entity that can say that. The coaches and staff work hard and they care about the student athlete.

What's the role of the athletics department in the lives of student athletes?

TH: Young people come here at 17 or 18 years old and they go through a maturation process. There's the rigor of being a Division I athlete, the expectation to perform at a high level academically, and there's relationships and the social aspect of college—we help them manage that. You give them a hug when they deserve a hug, a stern talking to when they need it, and everything in between all based on making them the best possible individual that they can be.

JJ: Athletics brings a great thing to the community. To the students, it brings joy and a common purpose. Those are all things that people in the world want, and intercollegiate athletics provides that, not only for the student athletes but for those who support them, their parents, the community and the campus community.

JS: Our coaches are the front porch of our athletics department. We are their pseudo parents, educators, role models, mentors and life coaches. Ideally, the coaches we hire portray the values that

we want them to portray and instill those values in the student athletes.

What skills do student athletes graduate with that other students might not?

TH: Time management skills. Being a Division I athlete and a good student are two full-time jobs. Attention to detail is something they come away with. We live in a world where there's an unfortunate sense of entitlement, and one of the values that student athletes learn is how to work as part of a team. When they go into society, it's not about them—it's about the role they play in society.

JS: They learn about working toward goals and how to focus on those goals. They are visual-kinesthetic learners, they're focused, task driven, and one of our jobs is to keep that focus, yet allow the athlete to see the bigger picture.

How does the athletics department help student athletes succeed academically?

TH: At every institution I've been where we were successful academically, it was because we had a strong working relationship with the academic side of the house. When I started at UMKC, we had three tutors for the student athletes, now we have over 40 tutors and two full-time academic positions on staff, plus a graduate assistant.

JS: It begins when we're recruiting

student athletes. We communicate with them the importance of academics. We evaluate their transcripts, look at their likelihood of success when they get here, and then we make decisions on what we do once they get here. And it's paid dividends.

JJ: Where some of the high-profile BCS schools make mistakes—and they do make mistakes—they allow a coach to bring in any athlete he wants. Unlike some other schools, at UMKC, there's a group of people on the

If you could change one thing about college athletics, what would it be?

TH: For some smaller schools to get on ESPN, they have to play football games on nontraditional days. They're not going to play on Saturday—that's when the BCS conferences are on TV. Is playing on a weeknight the best for the student athlete? No. But those institutions get a three-hour commercial. And during commercials, at least one is a university-produced commercial. You can't put a number on

buying a 60-second commercial minus the game on ESPN. It's cost prohibitive. So there are benefits to commercialism. But does this

put those student athletes in the best possible position? I don't have the answer. It's something that plagues us.

JS: I'd go back to geographically based conferences, take football out of the equation and let it be its own entity. A football team travels six weekends a year, so they miss six days of class. But in volleyball, basketball or track, they're missing class for midweek games. They travel for 15 games a year instead of six, and they miss up to three days for one contest. If they have to travel 1,500 miles, that's lengthening the travel time. Take football out of the equation.

Scouting report

Read the transcript from our discussion at perspectives.umkc.edu.

"When athletes go into society it's not about them—it's about the role they play in society." —Tim Hall

administrative staff who are involved, from compliance to academics to the athletic director. They consider who the person is academically and socially. How will he or she do here? And that's not solely left up to the coach.

What is UMKC doing right?

JS: We've sat student athletes out of competition for missing class—and not weeks of class, for missing five or six classes, not even in just one course. Can you imagine a Big 12 school sitting out their starting quarterback because he missed six classes? A lot of schools don't have the courage to do that, but it sends the right message to the student and it resonates with the other students on that team.

JJ: UMKC integrates the university staff within the community, and vice versa. It's important for athletics to have that support and it's happening here. Student athletes are students too, and students are what make up this university.

MEET THE PANEL //



TIM HALL
Athletic director
Since 2007, he has served as a member of the chancellor's executive cabinet and leads the strategic direction in growing UMKC's intercollegiate athletics program.



JANET JUSTUS
Intercollegiate athletics consultant
Formerly senior associate athletics director at UMKC, she's an expert in rules compliance and gender equality.



JOSH SNYDER
Associate athletics director of compliance
He ensures that individuals and groups representing the institution's athletics programs comply with institutional, conference and NCAA regulations.



Unsociable media

Sites like Facebook and Twitter make it a snap to connect and communicate, but users may be substituting digital interaction for authentic human relationships. Experts weigh in on whether social media is making us less sociable.

by KRISTI REIMER

It used to be that when you wanted to know what was going on in a friend's life, you called that person on the phone, talked face to face, or you utilized a seemingly ancient communication network: you wrote a letter, licked a stamp, and dropped it in the mailbox. These days, a quick scan of your friend's Facebook page will bring you reasonably up to date.

If you're really feeling motivated, you might leave a post on your friend's wall or comment on a recent status update. The effort required is minimal. But the next time you run into that friend, you'll be ready with an observation on the cuteness of his new grandchild or congratulations on her recent job promotion.

Social networking sites like Facebook and Twitter have revolutionized the way people communicate and connect with each other. The amount of personal information available or "shareable" with just a few taps of the keyboard, clicks of

the mouse, or (ever-increasingly) touches of the screen is vast—and growing all the time. Facebook has topped 800 million users, while Twitter is at 200 million users and LinkedIn is at 135 million users, according to the sites themselves. Not only is the number of social media users growing, so is the amount of time users spend on these sites. According to digital analytics website comScore, average Internet users in 2007 spent 8 percent of their online time with social media. In 2011, that number jumped to 16 percent, or twice as much time.

However, when users spend hours on social media sites, there are certain activities they're not doing instead, whether those choices are conscious or not—and, assuredly, for most of us they're not. So what kinds of trade-offs are people making with social media becoming so ascendant in their time and relationships? That's what *Perspectives* set out to investigate.

It's addictive

Social media is enabling some people to engage in behavior they might not otherwise engage in. David Donovan, Ph.D. '89, is a psychotherapist with Behavior Consultants in Kansas City, Mo. Over the last several years, he has seen patterns emerge among his clientele that are rooted in social media usage—patterns that can damage their emotional health. For one thing, social media sites can be addictive. “People spend hours on Facebook, and they’re not engaging in healthy behavior,” Donovan says. “For example, it’s too easy to stalk people, such as an ex-husband or ex-wife.”

Even when they’re not enabling digital stalking, Donovan says social media sites, Facebook in particular, allow people to think they’re connecting with others meaningfully when in fact they’re neglecting human contact. Facebook didn’t cause the problem, he says, it simply masks the fact that most people’s lives are so busy and overbooked they don’t have time for meaningful relationships. “It’s easy to say, ‘I’m not going to have dinner with my friend because I already know what he’s up to through Facebook,’” Donovan says.

In fact, Donovan compares compulsive social media use to pornography addiction. Porn addicts become so accustomed to the neurological and psychological experience of watching explicit material that they’ve almost rewired their brains. “There’s a parallel with Facebook,” Donovan says. “We can become so used to the Facebook connection that we lose the ability to relate interpersonally. It changes the way we think about ourselves.”

And Twitter feeds a whole different kind

We can become so used to the FACEBOOK CONNECTION that we lose the ability to relate interpersonally.

—David Donovan

David Donovan, Ph.D. '89, sees destructive social media usage patterns developing among his patients.

DO

check your email and favorite sites twice a day. Set a timer for 15 minutes. You’re done when it goes off.

DON'T

respond to every email. Ignore unimportant things.





Facebook is for people who know you, not for STRANGERS to check you out because they found you on GOOGLE.

—Mike Wilson

of relational dysfunction—one focused on celebrity culture.

“The whole thing with Demi Moore and Ashton Kutcher tweeting about their breakup—it was tacky and weird. And sad,” Donovan says. “I have a patient who follows a television star on Twitter, and there’s a false sense of relationship there, of closeness and being in the know.”

In the end, exchanging authentic in-person relationships for digital approximations is a losing proposition, Donovan says. He uses his own profession as an analogy. In psychotherapy, the curative element is the relationship between therapist and client. When two people are in a room talking face to face, they’re being as real and honest as two people can be. “It wouldn’t work over the phone, by email or on Facebook,” Donovan says. “It’s too removed. We get cues that are visual and auditory, and these cues help us interpret words correctly.”

Plus, depressed people spend a lot of time on the computer, and spending a lot of time on the computer breeds depression—a vicious cycle. When

Donovan senses that any computer addiction is hindering his patients’ emotional equilibrium, he advises them to shut it down. “Look at your email and favorite websites twice a day, respond to the important things and ignore the unimportant things,” he says. “And set a timer for 15 minutes. When it goes off, you’re done.”

It also helps for social media users to be mindful of how they’re spending their time and make decisions that foster a sense of meaning and significance. Maybe someone spends three hours on Facebook when he or she could be volunteering to plant trees, or exercising, or going to an art museum. “Anything that takes physical volition tends to get put on the back burner,” Donovan says. “But it’s important not to give those things up.”

Fueling procrastination and workaholism

Personal effects aside, when it comes to business and networking, social media has advantages. Mike Wilson, MBA ’06, is CEO and founder of digital marketing firm Wavelength Media in Kansas City, Mo. His

Mike Wilson, MBA '06, a social media whiz, owns a sales and marketing firm in the Crossroads Art District in Kansas City, Mo.

DO
change your Facebook settings so your profile isn't searchable by Google.

DON'T
connect with everyone. Quality is more important than quantity.

firm manages clients' social networks to help them achieve their goals, whether it's building a brand or getting the word out about a product or service.

Wilson inevitably finds himself compared to Facebook founder Mark Zuckerberg. He's the same age. He's a computer whiz. He's a successful entrepreneur under the age of 30. And he's irrepressibly positive about how great Facebook is, especially for businesses. "With social media, a business can create a network of customers and generate community in a way it never could in person," Wilson says. "It enables a much more personal connection than was ever possible previously."

In fact, Wilson considers the line between personal and professional to be blurry or even nonexistent in social media. He makes no distinction between his personal and professional personas online. "I've found that when I'm friends on Facebook with my clients, the face to face interaction becomes more personal," he says.

Wilson does, however, maintain tight control of his profile. If his contacts post something he believes might hinder his

professional reputation, he asks them to remove it. He keeps his privacy options dialed down. And he encourages others to be proactive with their own accounts.

"Everyone should go to Facebook and change their settings so their profile is not searchable by Google," he says. "Facebook is for people who know you, not for strangers to check you out because they found you on Google."

Like Donovan, Wilson has seen many people become addicted to social media—it's an easy way to fill time when you're avoiding an unpleasant task. But he doesn't blame social networking sites for this phenomenon. "Before it was social media it was texting, and before that it was email, and before that it was standing around the water cooler," he says. "There's always going to be something to blame for our inability to pay attention to the task at hand in a sustained way."

But one thing social media does do in an unprecedented way is fuel workaholicism, especially via a mobile platform. "Our society sees someone who works 40 hours a week as lazy," he says. "But if someone is completely frazzled and exhausted from working 80 hours a

CLOSE ENCOUNTERS OF THE SOCIAL KIND

We wanted to learn more about UMKC students' social media habits; after all, this generation is more plugged in than any. Do roommates lounge in their respective bunk beds while posting messages on each others' Facebook walls? While they might not go to that extreme—although we bet some do—here's what we uncovered about the social media habits of 100 students we surveyed.

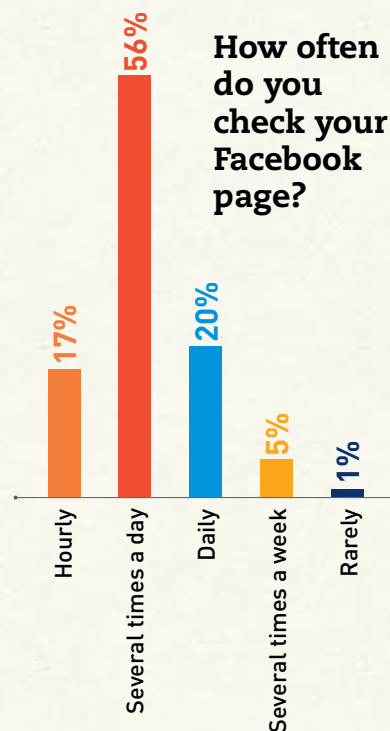
Do you use social media sites?



28%

of respondents access social media sites from their smartphones

How often do you check your Facebook page?



DO

consider what you're posting—
what are you comfortable with
your future boss seeing?

DON'T

assume your digital footprint
will ever go away.



With one click of
the button a
POLITICAL CAREER
can be undone.

—Kymberly Bennett

week, society respects that. It's sick, but it's true. And social media lets you stay engaged with your business 24 hours a day. I'm guilty of that."

Even though he's an advocate for social media, Wilson admits there's no substitute for face to face interaction in certain situations. One is selling, which Wilson insists requires a direct, personal, face-to-face relationship with the customer. In fact, he believes this so strongly that he's done no online marketing for Wavelength Media: no Google adwords, no banner ads, nothing but a website (albeit a very handsome

one). "All our business comes through word-of-mouth and face-to-face meetings," Wilson says. He simply uses social media to reinforce that relationship. Recently, he attended a philanthropic event and walked

Kymberly Bennett, Ph.D., is a psychology professor at UMKC and a self-labeled digital immigrant.

away with more business contacts than if he'd spent a month on marketing.

The best way to generate new business may be face to face, but

what's better when it comes to snagging a date: online or face-to-face interaction? Dating websites like Match.com and eHarmony have become hugely popular for people wanting to increase their social interactions. According to Hitwise.com, online dating sites had 593 million visits in October 2011. Of the 54 million singles in the U.S., about 5.5 million use dating websites. Wilson, who met his wife on eHarmony, could be a spokesperson for online dating. But he maintains that the relationship has to be built in analog. "You've got to talk on the phone and see each other in person," he says. "Once I'd reached 'open communication' with my wife on eHarmony, I called her and met her as soon as possible. We went out on dates. You can't date online."

Transient connections and lasting footprints

Kymberly Bennett, Ph.D., assistant professor of psychology at UMKC, sees a lot to like in social networking. Perhaps the biggest plus being it gives you the opportunity to connect with a wide number of people easily. "Receipt of social support is associated with good physical and mental health," she says. "Facebook and Twitter allow you to give and receive social support relatively easily, and in a timely fashion. It's amazing."

However, Bennett refers to research from the *Journal of Personality and Social Psychology* by authors Kennon M. Sheldon and Neetu Abad, who studied students on the campus of the University of Missouri-Columbia. In their study, the researchers found that while Facebook did generate feelings of peer connection for its users, those feelings were transient. Facebook and other social networking sites don't address the root cause of loneliness itself. "For the most part, the way we get jobs, connect with people and secure relationships is face to face," Bennett says. The problem arises when young people—or old people, for that matter—think they can replace direct personal contact with digital contact.

One problem with digital connection is the relative anonymity of the Web. People do and say things on social media sites they would never do or say in person. One of the most tragic examples, Bennett says, is the story of Rutgers University student Tyler Clementi. Clementi was outed by a roommate when that roommate posted to Twitter and broadcast a live video feed of an intimate encounter between Clementi and another man. Clementi committed suicide in September 2010. "Online bullying is increasing," Bennett says. "If you call someone a derogatory term online, you don't have to see their face. You don't know their reaction. You're protected from seeing the consequences of your behavior."

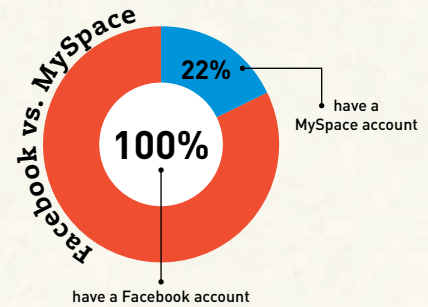
Another hazard of social media, especially for college students, is a digital footprint that doesn't go away. Some of Bennett's students refer to Facebook as the "red cup diaries," alluding to the types of photos students post without thinking of future employers, educators and so on. Bennett wonders what will happen when today's college students enter the working world and they interact with potential employers who will be checking not just references but also social media sites.

On a more personal level, Bennett describes how social media invites us to compare ourselves to others through a process called selective sampling. Without even realizing it, we strive to present a favorable self to other people. We post about going out to dinner, seeing a movie, going on a trip—all the things that are fun in life. "We're sampling our experience and sharing only the positive," Bennett says. "Our innate social comparison processes would say, 'My life is boring in comparison.' But we have to remember that people are only presenting a tiny slice of their life to us."

While Bennett recognizes that she's a digital immigrant, someone who didn't grow up with technology but has learned to use it, and her students are digital natives who grew up immersed in technology and don't mind or even notice its pervasiveness, Bennett does what she can to help her students maintain a balance. "It's great to be able to multitask, but not in my class," she says. "I don't allow students to have laptops. I tell them, 'I love to multitask and I love my laptop, but for the next 50 minutes, I want you here with me.'"

In fact, Bennett thinks it's beneficial for everyone to unplug on a regular basis, herself included. She particularly makes an effort to do this when she's with her 21-month-old daughter. "I try to be present with her in the evenings when I'm home," Bennett says. Bennett knows that Facebook, email, the Web—it's not going anywhere. It will all still be there waiting for her after her daughter goes to bed.

Of respondents who use social media:



70%
of respondents do **NOT**
maintain a personal blog

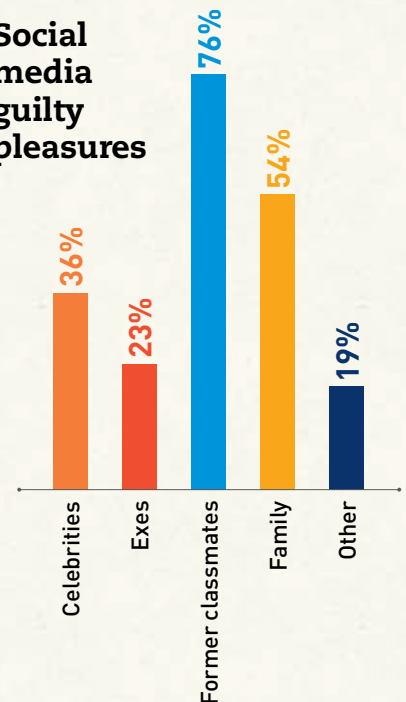


49% of respondents are guarded about how much personal information they share on social media sites



73% of respondents worry about the security of their personal information on social media sites

Social media guilty pleasures



ROO roundup >> Alumni news and views

Class notes

2000s

Brian Devling (J.D. '03, Law) has been elected partner at international law firm Bryan Cave LLP. Devling practices with the Real Estate & Banking and Bankruptcy, Restructuring & Creditors' Rights Client Service Groups.

William Ferguson (MBA '10, Management) has been hired as executive vice president of Consumer Banking of Bank Midwest and Hillcrest Bank. Ferguson will be responsible for all facets of consumer banking.

Mark Funkhouser (Ph.D. '00, Graduate Studies) former mayor of Kansas City, Mo., is director of the Governing Institute, a think tank based in Washington, D.C.

David Goring (J.D. '02, Law) is the new assistant prosecutor in Adair County, Mo. Goring is a former Kirksville (MO) police officer.

Troy Greenfield (MBA '07, Management) was appointed to Northwest Foundation's board of directors. He is general manager of ACI Plastics in Kansas City, Mo.

Kristin Griffeth (M.M. '11, D.M.A. '11, Conservatory) has won the 2012 UMKC Outstanding Thesis Award from the UMKC School of Graduate Studies. Her thesis is titled, "War sirens: how the sheet music industry sold World War I."

Rhonda Holman (M.P.A. '11, Management), vice president of the Greater Kansas City Healthcare Foundation, was appointed by Kansas City Mayor Sly James to the Kansas City Tax Increment Financing Commission. The commission makes recommendations to the Kansas City Council about plans that make use of TIF.

and Stage Port, is a recipient of the 2011 Urban Heroes Award from the Downtown Council of Kansas City. He initiated the effort that led to Kansas City's winning response in the Google Fiber project and hosted "Kansas City Get Online" seminars by Google.

Blake Julian (D.D.S. '10, Dentistry) is a dentist in Greenville, S.C. He recently appeared as a bachelor on the reality television shows *The Bachelorette* and *Bachelor Pad*.

Karen Krauser (J.D. '02, Law) was named by Missouri Governor Jay Nixon associate circuit judge for the Clay County Circuit Court. Krauser is also a municipal judge for Excelsior Springs and Platte Woods.

Tony Ladesich (B.A. '00, Arts and Sciences) is a two-time Emmy winner known in the world of documentaries and filmmaking. He has received national attention for his recent projects, "Behold! Dogs in Sweaters" and "Cowtown Ballroom: Sweet Jesus."

Phyllis Norman (J.D. '03, Law) received the President's Award from the Greater Kansas City Association for Women Lawyers. She is an attorney at Langdon & Emison.

Michelle Pence (B.A. '05, Arts and Sciences), a doctoral candidate in the Department of Communication Studies at Louisiana State University, was selected to serve on the executive board of the International Listening Association. The ILA is dedicated to listening practices, teaching and research.

Stephen Huber (D.D.S. '06, Dentistry), a dentist in Leawood, Kan., worked as part of the Kansas City Chiefs' TeamSmile to provide free dental work to local children. The average benefit to each child was \$1,000.

Shaul Jolles (B.B.A. '99, M.B.A. '01, Management), co-founder and developer of OfficePort



Photos: Troy Thomas



HOMEcoming 2011

Events included the National Kidney Foundation Walk, a food truck rally and block party. Save the date: Homecoming 2012 is Oct. 5-6.

Jennifer Pieren (M.S. '11, Dental Hygiene), an adjunct faculty member in the School of Dental Hygiene, was awarded second place in the Dentsply DH research competition at the American Dental Hygiene Association's 2011 Annual Session in Nashville, Tenn.

David Stallings (M.P.A. '04, Management) was named chief financial officer for Girl Scouts of Northeast Kansas and Northwest Missouri.

Henry Wash (B.A. '03, Arts & Sciences; M.P.A. '06, Management) is founder and executive director of High Aspirations, a Christian-based mentoring program for African-American males ages 8 to 18 in Kansas City.

Charlene Wright (M.P.A. '01, Management; J.D., '04, Law) has been elected partner of Lathrop & Gage. Wright focuses on environmental law, specifically energy and pipeline regulatory matters and litigation arising from the construction and operation of fossil fuels in North America.

1990s

Doug Baker (MBA '95, Management) was promoted to executive vice president and chief financial officer for Discovery Networks International. Baker joined Discovery in 2005 as chief financial officer for Discovery Commerce.

Beau Bledsoe (M.A. '96, Conservatory) and **Melinda Hedgecorth** (B.F.A. '97, Conservatory) were featured in jazz/flamenco performances, *Flamenco Mío*,

in Spain. *Flamenco Mío* was awarded a grant from the Lighton International Artists Exchange Program.

Steven Bough (J.D. '97, Law) was appointed to the Missouri State University Board of Governors by Missouri Governor Jay Nixon.

Greg Clark (B.A. '92, Conservatory) performed backup for Queen Latifah and Dolly Parton on the *Today Show*, on Jan. 12, 2012.

Pat Dalrymple (M.S. '93, Nursing) received the Future of Nursing Award in the Hospice, Home Health and Palliative Care from the March of Dimes, Kansas City Chapter. Dalrymple is nurse coordinator for the Palliative Care Program at Providence Medical Center in Kansas City, Kan., and Saint John Hospital in Leavenworth, Kan.

Jo Leigh Fischer (J.D. '98, Law), a lawyer at Armstrong Teasdale, has been reelected president of the Kansas City Metropolitan Insurance Fraud Task Force. Fischer was recently named one of *Missouri Lawyer's* Up-and-Coming Lawyers.

Susan Kendig (M.S. '93, Nursing) was appointed by Governor Jay Nixon to the Missouri Task Force on Prematurity and Infant Mortality. Kendig is an associate teaching professor at the University of Missouri-Saint Louis. The task force was established to measurably reduce the state's pre-term birth and infant mortality rates by proposing evidence-

based legislation, regulation and public policy changes.

Donnie Keshawarz (M.F.A. '98, Arts and Sciences) was a guest star on the Nov. 30 episode of *Law & Order: Special Victims Unit* on NBC. Keshawarz has appeared on many programs, including *The Sopranos*, *Ugly Betty*, *Blue Bloods* and *One Life to Live*.

Jan Marcason (MBA '99, Management), Councilwoman of the 4th District of Kansas City, Mo., was appointed to the National League of Cities' 2012 Finance, Administration and Intergovernmental Relations Steering Committee.

Eileen McDonald (M.A. '90, Education) was appointed to the Kansas State Board of Cosmetology by Governor Sam Brownback. McDonald has more than 30 years of experience as a teacher and educational administrator.

George Mount (M.F.A. '94, Arts and Sciences) is the artistic director at Seattle Shakespeare Company.

Sherri Wattenbarger (B.A. '91, Arts and Sciences; J.D. '93, Law) was named Woman of the Year by the Association for Women Lawyers of Greater Kansas City. Wattenbarger is a trial attorney in the U.S. Department of Justice.

1980s

Cindy Buchanan (M.A. '89, Education) was named Teacher of the Week by the

Whatever you've been up to, we want to hear about it.

.....

Visit umkcalumni.com or email us at perspectives@umkc.edu to submit your class note. If you prefer snail mail, send it to: Perspectives, UMKC, 5100 Rockhill Road, 300 Administrative Center, Kansas City, MO 64110-2499. Please include your daytime phone number, home address, email address, degree and year. Due to space limitations, we reserve the right to edit submitted text as space allows.

The Examiner. Buchanan is a teacher at Sunny Vale Middle School in Blue Springs, Mo.

Tom Gerke (J.D. '85, Law) is senior vice president and general counsel for H&R Block.

Stephen Hadzima (B.S. '81, Biological Sciences; M.D. '83, Medicine) was named chief quality officer at Texas Health Presbyterian Hospital in Plano, Texas. He is a board-certified physician in internal medicine.

Scott Hamilton (D.D.S. '84, Dentistry) was appointed by Governor Sam Brownback to the Kansas Dental Board. The board was created to carry out and enforce the Kansas Dental Practices Act. Hamilton is an orthodontist in Topeka, Kan.

Brian Clay Luedloff (B.A. '82, Conservatory) has been appointed artistic director of Opera Fort Collins. Luedloff retains his position as director of Opera Theatre at

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Photo: Bob Greenspan



With his busy schedule, Allan Katz doesn't return to the states often, but he visited Kansas City in March and met with students on campus.

FACE TO FACE »

From raising hell to building peace

A career that started in UMKC student government takes Allan Katz to a role as a U.S. ambassador.

The U.S. ambassador to Portugal began sharpening his diplomacy skills outside the UMKC chancellor's office more than four decades ago. As the university's student body president his senior year, Allan J. Katz (B.A. '69) co-founded the Student Government Association's Robert F. Kennedy Symposium. The topic of the first symposium was dissent, and the Board of Curators threatened to cancel it because the student group booked controversial speakers. "In some ways, we understood politics better than the administrators," Katz says. "We created situations that made them uncomfortable and at a certain age, you consider that to

be a rather amusing occupation. James Olson was the chancellor, and I think he was happy when I graduated."

After graduating from UMKC, Katz earned his law degree at American University, entered a career as a lawyer and gained experience with public policy issues. He served on the Florida Citizen's Insurance Board, on the Tallahassee Joint Planning Board, and as city commissioner for Tallahassee before receiving his ambassador nomination from President Barack Obama. The United States Senate confirmed Katz to serve as ambassador to Portugal in March 2010, and while he says he has the best job in the world, he acknowledges the role of an ambassador is filled with challenges.

Last spring, the Portuguese parliament was dissolved and the prime minister resigned. Portugal was caught up in the Euro crisis, and a new government took charge after an election in June.

"In times like this, we recognize that United States and Portugal have a long and wonderful history, and we're trying to make sure nothing changes in the relationship between our government and theirs," he says. "Fortunately, nothing has changed, and it continues to be a positive relationship."

Katz is working on several priorities, including a conference targeting childhood obesity, Holocaust education in Portugal, and strategies to improve American trade abroad. One program Katz helped launch—Access Africa—brings Portuguese and American companies together and helps them conduct business in Africa. While Portuguese companies maintain relationships with their former colonies, Katz says American companies don't have the same experience and often don't know how to operate with those countries. Because of the program's success in increasing trade and investment in Lusophone (Portuguese-speaking) Africa last year, the program will continue this year with an expanded scope.

While building and maintaining relationships between two world powers are skills he's spent his life honing, Katz says there will always be parts of the job he never gets used to. Few professions require a person to be surrounded by security at all times and take crisis calls in the middle of the night. But Katz is quick to assure that he's not complaining, as exploring Portugal and its people are also part of the job description. "Portugal is a remarkable country," he says. "It's a country with borders that have not changed in 1,000 years. It was a great empire. The food, the wine and the overwhelming sense of humanity the Portuguese have—it's stunning."

—Pat McSparin

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the University of Northern Colorado. This year, he will be on sabbatical, working with the Dallas Opera, Theatre Workshop of Owensboro (KY), Bethel College (KS) and Maryland Opera Studio.

Gina Gail Milburn (B.M. '86; M.M. '89, Conservatory) has been hired as director of the Barry-Lawrence Regional Library in Monett, Mo. Milburn has more than 20 years of experience as a librarian.

John "Johnny" E. Miller (LL.M. '80, Law) recently had his article, "115 Issues in Commercial Services Agreements for the Service Provider" published in the June 2011 issue of *Contract Management Magazine* by the National Contract Management Association.

Todd Wilcher (B.A. '89, Arts and Sciences) was selected to be judge of the Municipal Housing Court of Kansas City, Mo. Wilcher previously served as a housing court prosecutor and was in private practice.

James D. Youngs (J.D. '89, Law) was appointed by Missouri Governor Jay Nixon to the Coordinating Board for Early Education. Youngs is a judge for the 16th Judicial Circuit Court of Jackson County.

1970s

William Geary (LL.M. '81; J.D. '75, Law) was appointed City Attorney of Kansas City, Mo. Geary joined the city's law department in 1979.

Janet Helms (B.A. '68; M.A. '70, Arts and Sciences), Augustus Long Professor of

Counseling, Developmental and Educational Psychology at Boston College, received a \$25,000 award from the Gail McKnight Beckman Trust for inspiring her students to make a difference.

Jennifer Dawson Nicholson (MBA '78, Management) was named to the board of directors of the Northwest Foundation. She is the owner of Nicholson Capital Management in Kansas City, Mo.

Brenda Lea Peak (B.A. '71, Arts and Sciences) was named Teacher of the Week by *The Examiner*. Peak teaches at St. Mary's High School in Independence, Mo.

Sharon Redding (B.A. '74, Education) was named Teacher of the Week by *The Examiner*. She is a first-grade teacher at Sycamore Hills Elementary School in Independence, Mo.

Robert Regnier (MBA '78, Management), CEO, president and chairman of Blue Valley Bank and Trust, received the Kansas Citian of the Year Award from the Greater Kansas City Chamber of Commerce. Regnier was honored for his business and civic leadership.

Steven B. Ungar (J.D. '79, Law) received the 2011 Oregon Super Lawyer award from Thomson Reuters' Super Lawyers. He is an attorney at Lane Powell Attorneys & Counselors.

1960s

Marvin Ferguson (J.D. '62, Law) has been appointed to the Platte County Election Board by Missouri Governor

Jay Nixon. Ferguson and his wife, **Sandra Ferguson** (J.D. '64, Law), own the law firm Ferguson & Ferguson in Kansas City, Mo.

1950s

Rita Blitt (B.A. '52, Arts and Sciences) an internationally known artist based in Kansas City, will create a sculpture to serve as the focal point of the Skywalk Memorial at Hospital Hill Park at 22nd and Gillham Road in Kansas City, Mo. The Skywalk Memorial will be created to remember those who died in the skywalk collapse at the Hyatt Hotel in 1981.

JoAnn Oppenheimer (B.A. '58, Education) is the author of *Potpourri for and About Women*. She is president and owner of Century 21 Advantage Gold in Las Vegas, Nev.

Appointments

Anne Hartung Spenner (EMBA '11, Management) was named vice chancellor of marketing and communications. Before coming to UMKC, she was assistant managing editor for *The Kansas City Star*.

Passings

Ellen A. Campbell, assistant professor of horn (Conservatory), died July 23, 2011. She taught in the Instrumental Studies Division.

Robert D. Conn, M.D., cardiologist and former chairman of the department (Medicine), died Aug. 6, 2011. Conn joined the school in 1974 as a clinical professor and was appointed chairman of medicine in 1980.

Richard S. Dunlop, professor emeritus (Education), died Oct. 17, 2011. He taught in the Department of Counseling Psychology.

Eugene Eubanks, professor emeritus and former dean (Education), died Nov. 20, 2011. He was also a professor in the School of Public Affairs.

Robert C. Fairchild, M.D., professor emeritus (Medicine), died Dec. 2, 2011. He worked in the Department of Pediatrics and Nursing.

Patricia L. Huyett, retired lecturer of English literature, died Oct. 10, 2011.

Carol M. Koehler, chair of the Communication Studies Department, died Dec. 16, 2011.

R. Monroe League, professor emeritus (Arts and Sciences), died Oct. 22, 2011. He taught in Speech and Theatre and Communication Studies.

Pierre J. Renner, retired lecturer (Arts and Sciences), died Dec. 21, 2011. From 1983 to 2007, he was an instructor and lecturer in the Department of Communication Studies.

Barton K. Slemmons, M.D., professor emeritus (Medicine), died July 10, 2011. Slemmons was an orthopaedic surgeon who worked with residents at Truman Medical Center.

Martha Jane Starr died Nov. 14, 2011. She was the first woman elected to serve on UMKC's Board of Trustees. She also founded the UMKC Women's Council.

Just the facts

WHO: Snow and Co.
Food and frozen cocktails
concocted with natural,
house-made ingredients

WHERE: 1815 Wyandotte
St., Kansas City, MO 64108

OWNERS: (Left to right)
Jerry Nevins, MBA '09
Lauren Cloud, MBA '09
Andy Talbert, MBA '09 and
Kyle Norris, not pictured



Brain freeze

Lauren Cloud, MBA '09, talks about what it's like breaking into the frozen cocktail business.

What's your role with Snow and Co.?

Fun-hater. Seriously, I'm the numbers person and keep the boys grounded. Jerry and Andy generate the ideas, I determine the return on investment and feasibility. I also manage our books and work closely with our accountant.

What's it like watching a business take shape?

It's surreal because we spent two years planning and talking in hypotheticals. There were plenty of times I didn't think we'd actually open. But all the preparation was worth it when I walked in on opening night

(November 2011 on a First Friday). Seeing the place full of people and hearing all the positive feedback was amazing.

What's your favorite drink on the menu?

Our seasonal drink, Cloud 9. Drinking it is like making out with a flower or drinking your grandmother's perfume—makes you thirsty, doesn't it? In all seriousness, it's St. Germaine Elderflower, organic peach liquor, limeade and local milk. Delicious.

Do you have a day job?

I am a financial analyst at JP Morgan Chase. At times, that

feels like a job and a half (by some metrics working 65 hours a week qualifies), so I take it a week at a time. My coworkers at both jobs are understanding and supportive, which helps.

How do you describe yourself?

I have a work-hard-play-harder mentality. I'm driven, but sometimes it seems like I take the more difficult path to get there.

Any advice for women who dream of starting a business?

Surround yourself with the right people personally and professionally.

How do you balance everything?

I deprive myself of sleep and multi-task effectively. I'm joking. I typically allot some me-time each week to stay sane. I make provisions for live music and

yoga, though. Those are my favorite ways to relax.

What's your biggest fear?

I don't want to keep myself so busy that I miss out on the little things. Life goes by too fast to not stop every once and awhile to appreciate the present.

What's next on your list of goals?

I took my Level 1 CFA (Chartered Financial Analyst) exam a few weeks ago in Chicago. If I pass, I'll likely sit for the Level 2 in June. Additionally, I'd like to take some time to travel or maybe even set up shop in a different city for a few years. Time will tell.

Who inspires you?

My family and friends. They are supportive and continually help me be a better person.

—Amanda Bertholf

I'll have what she's having

Whether you're craving summer in a glass or in serious need of chocolate, Snow and Co. has your needs covered.

MISS SCARLETT

Buffalo Trace Bourbon, Stirring's Peach Liqueur, house lemonade and fresh milk

THE ROCKEFELLER

Old Overholt Rye Whiskey infused with cherries, Cinzano sweet vermouth, Angostura bitters and house-made simple syrup

SUNSHINE BOULEVARD

Boulevard Wheat beer, 360 Vodka, orange juice and lemonade

ELBOW'S SEXUAL CHOCOLATE

Christopher Elbow signature spiced chocolate paired with Cointreau, St. Germain and milk (pictured below)



Face time

Follow Snow and Co. on Facebook to keep tabs on the latest drink offerings.

FROM THE ARCHIVES »

Birth and death of a tradition

Hobo Day was the “bummest” event on campus for more than 40 years.

With less than two years of existence under its belt, the University of Kansas City (UKC) was eager to establish student traditions. The Panhellenic Council proposed a variety of events before the Student Council for vote. Among them was a Hobo Day, an event in which students would attend classes dressed in old clothes and dine at a picnic in the afternoon.

The first festivities were held May 8, 1935. There was an assembly with the “bummest hobo,” “bummest hoboess” and “bummest faculty member” contests. The glee club performed, there was an afternoon dance, and at 5 p.m., the faculty and students played a game of baseball. A bonfire closed out the evening.

Freshmen were responsible for gathering up debris for the conflagration. On several occasions, someone—probably students from nearby Rockhurst College—lit the bonfire early. To prevent this, students volunteered to guard the brush pile in the nights leading up to Hobo Day.

In later decades, Hobo Day changed. The “bummest hoboes” contest became the

crowning of the Hobo King and Hobo Queen. Events were moved outdoors with a tug-of-war over a mud pit or the campus pond, which was near the Administration Building, now Scofield Hall. This led to the beginning of a new tradition: throwing people into the pond. World War II left a mark on Hobo Day. In 1942, the event was referred to as Schicklegruber Day, and students were encouraged to make fun of Adolf Hitler—he was burned in effigy at the bonfire opening the celebration. There was a protest by students against the Schicklegruber theme, but the event went on. With so few men on campus in 1943, the festivities were temporarily renamed Hoboette Day.

In 1950, the Student Council and the administration felt that

the festivities had gotten out of control, so they organized Clean Fun Day. Students spent the morning cleaning and beautifying campus. Clean Fun Day made its first and last appearance in 1950. In 1951, the spring celebration gained a new name: Bum Friday. It was reminiscent of Hobo Day—the bonfire, athletic events, competitions and the Bum King and Bum Queen.

The festivities remained unchanged until the late 1960s. By the early 1980s waning student interest caused the Student Life office to put Bum Friday to rest. Roo Fest took its place in the schedule of events, and many of its traditions, such as the faculty-student baseball game and the tug-of-war, ended. Just the same, Hobo Day and Bum Friday live on though in the memories of the participants and in the joyful faces in photos.

—Tonya Crawford,
senior manuscript specialist,
University Archives



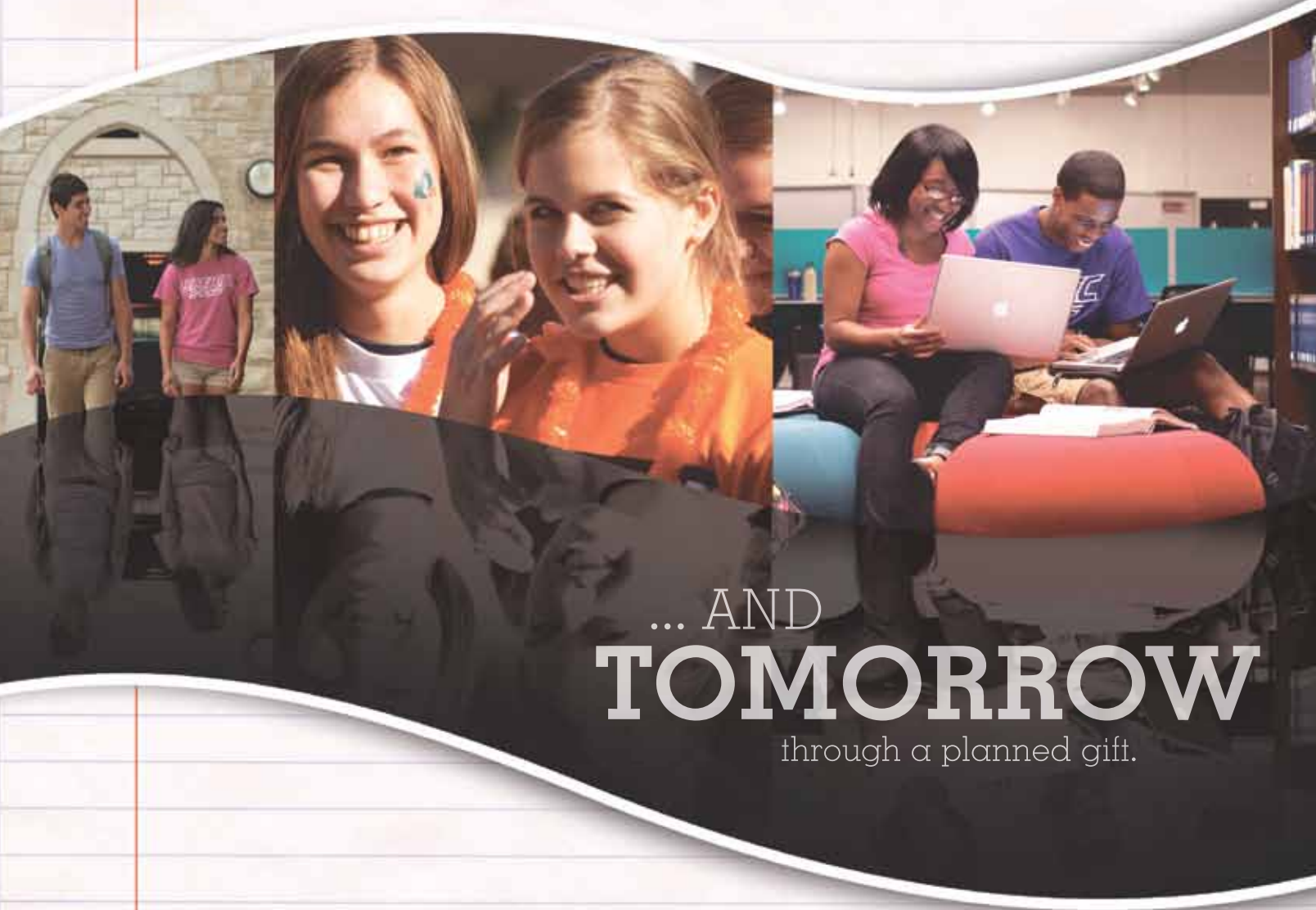


‘I walked to class in 3 feet of snow’

Kids roll their eyes when their parents remind them about the old days when they trudged to class uphill both ways in 3 feet of snow. This season, the first few inches of snow fell on the UMKC campus in late February. Although it wasn't enough to cancel classes or provide fodder for today's students to lecture their future children, it was enough to create a messy, slippery walk. Blink and you missed it—the fluffy stuff melted the next day.

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