

# USF

UNIVERSITY of SOUTH FLORIDA *System*

THE OFFICIAL MAGAZINE of the  
USF ALUMNI ASSOCIATION  
*FALL 2017*



## Creating the **FUTURE** of **HEALTH CARE**

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**The new USF Health  
Morsani College of Medicine  
and Heart Institute is due to  
open in 2019**

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UNIVERSITY OF SOUTH FLORIDA





# WELCOME NEW *Students*

The annual balloon drop held in August in the Marshall Student Center at USF Tampa welcomed new first-year students to the university, kicking off USF's Week of Welcome and Fifty First Days events – information sessions and social gatherings designed to help new students connect and get involved with the university. More than 5,400 students moved to campus, including 834 residents to the new Village complex at USF Holly and Palm Drives.



# First Look





# HOMETOWN ROUNDUP NYC

EVERY SUMMER, ALUMNI CHAPTERS throughout Florida and across the country host Hometown Round-Ups – get-togethers for local first-year students who’ll attend USF in the fall. These events look and feel like parties, with giveaways, refreshments and plenty of laughs, but they’re also a stepping-stone toward college success.

“Round-Ups give our newest Bulls the chance to meet other freshmen with whom they share an important bond – their hometown,” says Scott Glaser, associate executive director of the USF Alumni Association, which sponsors the Round-Ups. “Those familiar faces can help freshmen through their first transitional weeks and months, which can be crucial to their success. Students who can find social support in the college community are more likely to do well academically and, ultimately, graduate.”

Alumni and current students attend the events, answering questions and sharing tips for quickly plugging into campus life. That made the difference for Rhea Bhatt of Princeton, N.J., Class of ’19, who attended the New York City Round-Up in 2015 as an incoming freshman.

“I met a student who was a member of the USF Ambassadors. He told me all about that program and the Student Alumni Association” – groups sponsored by the Alumni Association.

“I became an Ambassador in my freshman year and it was really important in helping me find a home away from home.”

Bhatt now attends the Round-Ups to pay it forward to the next classes of Bulls.

“As transplants ourselves, we know it can be difficult making that big move,” says Arian Howard, ’13, president of the New York City Alumni Chapter. “This is our little way of giving back to the university.”

– PENNY CARNATHAN '82 | USFAA

**PHOTO** With the Brooklyn Bridge behind them, New York City Alumni Chapter members pose with incoming first-year Bulls-to-be during a summertime Hometown Round-Up. The welcoming committee included, back row from left: Brandon Schuster, '14; Heather Agatstein, Alumni Association staff; Mike Wood, '10; Arian Howard, '13; Gary Kallio, '16; Shane Coughlin, '13, and Kevin Reich, '10. Two USF Student Ambassadors also joined the party. They're in green shirts, front row: Rhea Bhatt, left, and Jiaxin Zhang.





# First Look



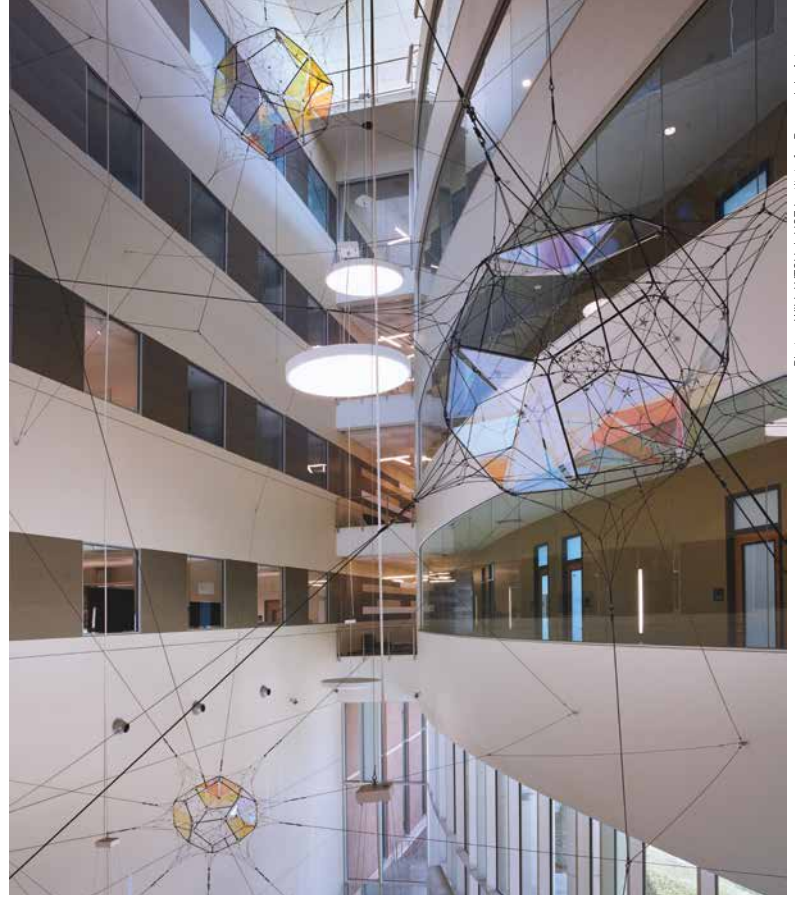
Photo: BRANDON SCHUSTER, '14



# First Look







Photos: WILL LYTCH | USF Institute for Research in Art

# *Cosmic* WEB

*CAELUM DUST* (2016), BY RENOWNED artist Tomás Saraceno is the newest permanent site-specific sculpture installed by USF's public art program.

Forming an artistic pattern of interconnectedness and a bridge between disciplines, the sculptural modules may resemble nuclei, neuron networks, spiderwebs, nebulous cloud structures or star patterns in the firmament. Saraceno's extensive research of spiders – he has the world's only three-dimensional spiderweb collection – informs his exploration of how matter is dispersed in the universe. The installation casts kaleidoscopic reflections through iridescent dichroic panels that change color as the viewer moves through the space.

Trained as both an architect and a visual artist, Saraceno works in the crossroads of art, physics, biology, astronomy and engineering, and explores ideals of human interconnectivity and new, sustainable ways to inhabit and sense the environment. In 2015, riding in a solar-powered balloon sculpture, he set the world record for the first and longest certified fully solar manned flight. During the past decade, he has taken up collaborations with renowned scientific institutions, including the Massachusetts Institute of Technology, Max Planck Institute, the Nanyang Technological University of Singapore, and the Natural History Museum London.

USF's public art program focuses on site-responsive works, for both interior and exterior spaces across the USF System's three institutions in Tampa, St. Petersburg and Sarasota-Manatee. The program includes more than 120 commissioned, purchased and donated works. It has commissioned some of the nation's most prominent contemporary artists working in the public realm to develop projects that elevate campus aesthetics and enrich the lives of students, faculty and staff.

*To learn more about USF's public art program, visit [publicart.usf.edu](http://publicart.usf.edu).*





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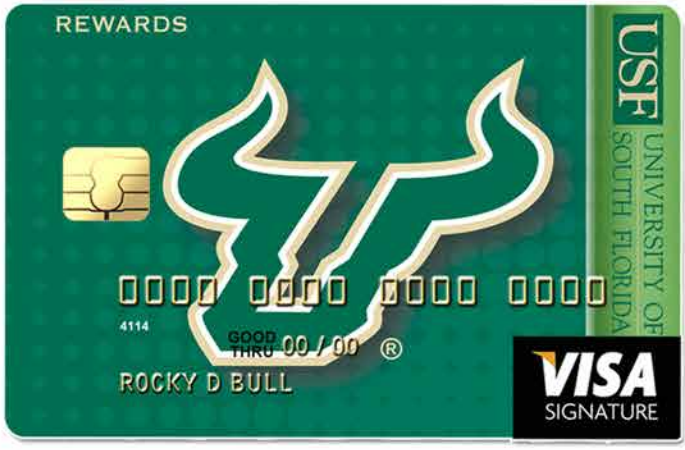
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# USF

UNIVERSITY of SOUTH FLORIDA System

THE OFFICIAL MAGAZINE of the  
USF ALUMNI ASSOCIATION  
FALL 2017

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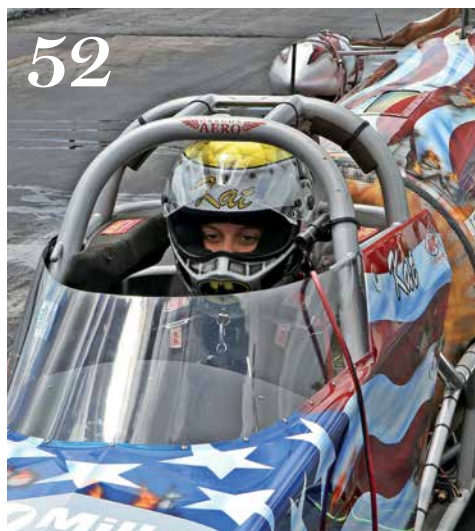


Illustration: HOK



Photo: RYAN NOONE / USF

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# From the President

Photo: MATT MAY



FINDING SOLUTIONS to our most pressing issues and training the next generation of creative problem-solvers are at the heart of what we do across the University of South Florida System. Among our highest priorities is improving health care outcomes and affordability.

The artist's rendering on the cover reflects our commitment to the health and well-being of the communities we serve and, more broadly, to the state of Florida and the nation. USF Health at the newly named Water Street Tampa district will be the home of the USF Health Morsani College of Medicine and Heart Insti-

tute beginning in 2019.

USF Health's expansion into this state-of-the-art facility, now under construction, will advance medical education and the critical research that will uncover treatments and cures for deadly diseases. It also will bring our medical students closer to our primary teaching hospital, Tampa General Hospital, and the dedicated professionals there who provide critical services in such areas as the Jennifer Leigh Muma Neonatal Intensive Care Unit.

The Morsani College of Medicine is one of the components of our health enterprise, which is a

collaboration of research, education and health care. The USF Health partnership also includes the College of Nursing, the College of Public Health, the College of Pharmacy, the Biomedical Sciences Graduate and Postdoctoral Programs, and the School of Physical Therapy and Rehabilitation Sciences, along with USF Health Care, the clinical practice of more than 600 health care providers.

The talented and compassionate members of the USF Health team are dedicated to improving the broad spectrum of health, from the environment, to the community, to the individual. This issue of USF Magazine offers a prognosis for the future of health care from some of those experts who are helping to shape that future.

Not surprisingly, it will be a future that increasingly relies on technology and "big data." There will be greater use of interprofessional services, and at USF, we are teaching students to work as a coordinated team focused on the patient. Another point of emphasis for us is working with outstanding hospital and community partners on new approaches that deliver the highest quality care possible while also controlling costs.

Working together, we are re-imagining health care.

JUDY GENSHAFT, PRESIDENT

UNIVERSITY OF SOUTH FLORIDA  
SYSTEM





## SUSTAINED EXCELLENCE

# Supporting student success

THE USF SYSTEM HAS ONCE AGAIN achieved academic excellence, placing second among all state universities in the 2017-2018 Board of Governors (BOG) performance-based funding scores. The performance-based model includes 10 metrics that measure key aspects of the institution's performance in student success and post-graduation productivity.

"Student success continues to be the number one priority for the USF System, a focus that has led to sustained excellence in performance-based funding," says USF System President Judy Genshaft. "We remain incredibly grateful for the investments we have been able to make as a result of performance-based funding over the past several years and will continue to stay laser-focused on our commitment to meeting the needs of our students while maintaining our unmatched upward trajectory."

*USF System highlights this year include:*

- Increase in undergraduate (59 percent) and graduate (74.6 percent) degrees awarded in programs of strategic emphasis, including STEM, health, accounting and education.

- Nearly 10 percent increase of degrees awarded without excess hours (75.6 percent).
- State leader in the percent of baccalaureate graduates employed full-time or continuing their education within one year of graduation (69.6 percent).

"Our continued efforts in student success are only matched by our commitment to graduating career-ready students who possess the skills, experiences, and knowledge to succeed in an ever-changing global work environment," says Ralph Wilcox, USF provost and executive vice president.

Based on their excellence or improvement on the BOG's metrics, universities are eligible for a share of \$520 million allocated by the Governor and Legislature during the 2017 legislative session. Each university contributed a portion of its institutional budget, for a total of \$275 million, and the state set aside an additional \$245 million, to be allocated based on performance.

By placing second, the USF System will have its full portion of institutional funding restored (\$39 million) and will receive an additional \$45 million in state investment, for a total of \$84 million in performance-based funds.

- TANYA VOMACKA '07 | Office of the Provost

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# University

## RECORD-SETTING INNOVATION

### Patent powerhouse

WITH 114 NEW UTILITY PATENTS ISSUED IN 2016, USF ranks fifth among American public universities and 11th among universities worldwide in generating new U.S. patents, according to a new report published by the National Academy of Inventors (NAI) and Intellectual Property Owners Association (IPO).

USF's new record-setting annual patent total also ranked first among Florida universities in what is widely recognized as a measure of institutional productivity and prominence. USF has ranked in the report's top 10 of American public universities for the past seven years and consistently ranks in the top 20 of global universities.

The new ranking is the latest marker of success for USF's efforts to translate academic research into new technologies, medicines and products. USF's technology transfer effort provides faculty members with institutional support to patent and license their technologies, credit in the tenure process for inventions, and guidance and early-stage funding in creating their own startup companies.

USF joins the University of California System, the Wisconsin Alumni Research Foundation, the University of Texas System and the University of Michigan in holding the top spots for American public institutions in the ranking.

Other Florida universities listed in the top 100 ranking are the University of Florida with 91 patents, the University of Central Florida with 56 patents and Florida State University with 48 patents.

USF ranks **5th**  
among American  
public universities  
and **11th**  
among universities  
worldwide in  
generating new U.S.  
patents.

## LICENSING TECHNOLOGIES

### Inventions lead to new products via 'tech-transfer'

USF WAS RECENTLY RANKED 19TH OUT OF 200 U.S. universities by the prestigious Milken Institute for its efforts in research commercialization, which noted the university's rapid rise in commercializing new inventions in the past decade. Here are just five examples of how USF, as the Milken Institute said, "stepped up its game."

#### *Moterum, LLC*

Moterum, LLC is the developer of the MTip, a new, patent-pending device for crutch users.

The MTip, a small plastic piece that fits on the bottom of a crutch in place of the existing rubber stopper, facilitates more efficient and free movement, including greater traction on hills. The device works through its curved design, which increases the amount of time the crutch propels the user forward, which translates into less effort needed to walk.

The innovative crutch tip technology, co-invented by Kyle Reed, PhD, assistant professor of mechanical engineering at USF, and Ismet Handzig, PhD, USF alumnus and Moterum research engineer, received an Innovation Corps grant from the National Science Foundation to explore the customer need and value proposition of the kinetic crutch tip technology. The MTip was exclusively licensed to Moterum from USF.

The product launched in April 2016 and is commercially available for purchase.

#### *Dominic D'Agostino Products*

Dominic D'Agostino, associate professor in the

Department of Molecular Pharmacology and Physiology at the USF Health Morsani College of Medicine, specializes in developing and testing metabolic therapies to treat a range of diseases and health problems, from epilepsy to cancer to healing wounds. D'Agostino investigates how diet and cell metabolism interact in diseases and his laboratory works to understand the physiological, cellular and molecular mechanisms that help the body work to its optimum capabilities. His work in promoting health and human performance has gained national attention, especially in







Photo: Courtesy of MTip

**Above: The MTip, developed by USF researchers, enables more freedom to crutch users, and is commercially available via Moterum LLC.**

the use of the ketogenic diet - a high-fat eating plan that works with the body's natural processes of converting fat into ketones to use as energy. D'Agostino has developed and patented novel ketone supplement products to help the body produce ketones that are commercially available like KETO//OS® (Ketone Operating System), sold by Pruvit.

***Hauser diaries***

Parkinson's disease (PD) is the second most common neurodegenerative disorder with an estimated 4 million patients worldwide. A major aim in the management of advanced Parkinson's disease is to decrease daily motor fluctuations and the time spent in the "off" phase and in the "on" phase with dyskinesias - difficulty or distortion in performing voluntary movements. The most commonly employed method to obtain this type of information is to instruct the patient to keep on/off diaries, differentiating between various motor conditions at regular intervals. USF researcher Dr. Robert Hauser and his team at the USF Parkinson's Disease and Movement Disorders Center of Excellence developed a home diary to assess functional status in patients with PD. The Hauser Diary is used in clinical trials to help assess patient off/on phases throughout the studies, providing important information to clinical researchers.

***Agilis Biotherapeutics***

Angelman syndrome (AS) is a rare neurogenetic disorder that occurs in one in 15,000 live births and is often misdiagnosed as cerebral palsy or autism. AS causes developmental delay, lack of speech, seizures, and walking

and balance disorders in children. Agilis Biotherapeutics, a USF Tampa Bay Technology Incubator company, is advancing innovative DNA therapeutics designed to provide long-term efficacy for patients with rare genetic diseases affecting the central nervous system like AS. Edwin Weeber, one of the world's foremost AS investigators, was the first to demonstrate the use of an effective gene therapy treatment for AS in the gold standard mouse model. Weeber received an NIH grant to establish the viability of three distinct therapeutic strategies to lessen the severe cognitive impairments exhibited by AS individuals. Agilis exclusively licensed the gene therapy technology developed by Weeber.

***TransGenex Nanobiotech***

TransGenex Nanobiotech (TGN), Inc., a USF spin out, is a privately held drug discovery and development company uniquely focused on nanobiotechnology for the diagnosis and treatment of human diseases. The company was co-founded in 2004 by USF Health Morsani College of Medicine faculty members Shyam S. Mohapatra and Subhra Mohapatra to commercialize technologies they developed. The company is engaged in the discovery and development of drugs for the treatment of acute and chronic lung diseases and cancers through formulations and nanoencapsulation methods, which can improve the effectiveness of drugs and reduce toxicity. The company was recently awarded a \$1.49 million Phase II Small Business Innovation Research Award from the National Cancer Institute to further develop the company's novel cancer stem cell inhibitor, TN-1008. TGN was the recipient of the Tampa Bay Technology Forum's Innovation of the Year Award in 2015.

- VICKIE CHACHERE | USF Research & Innovation



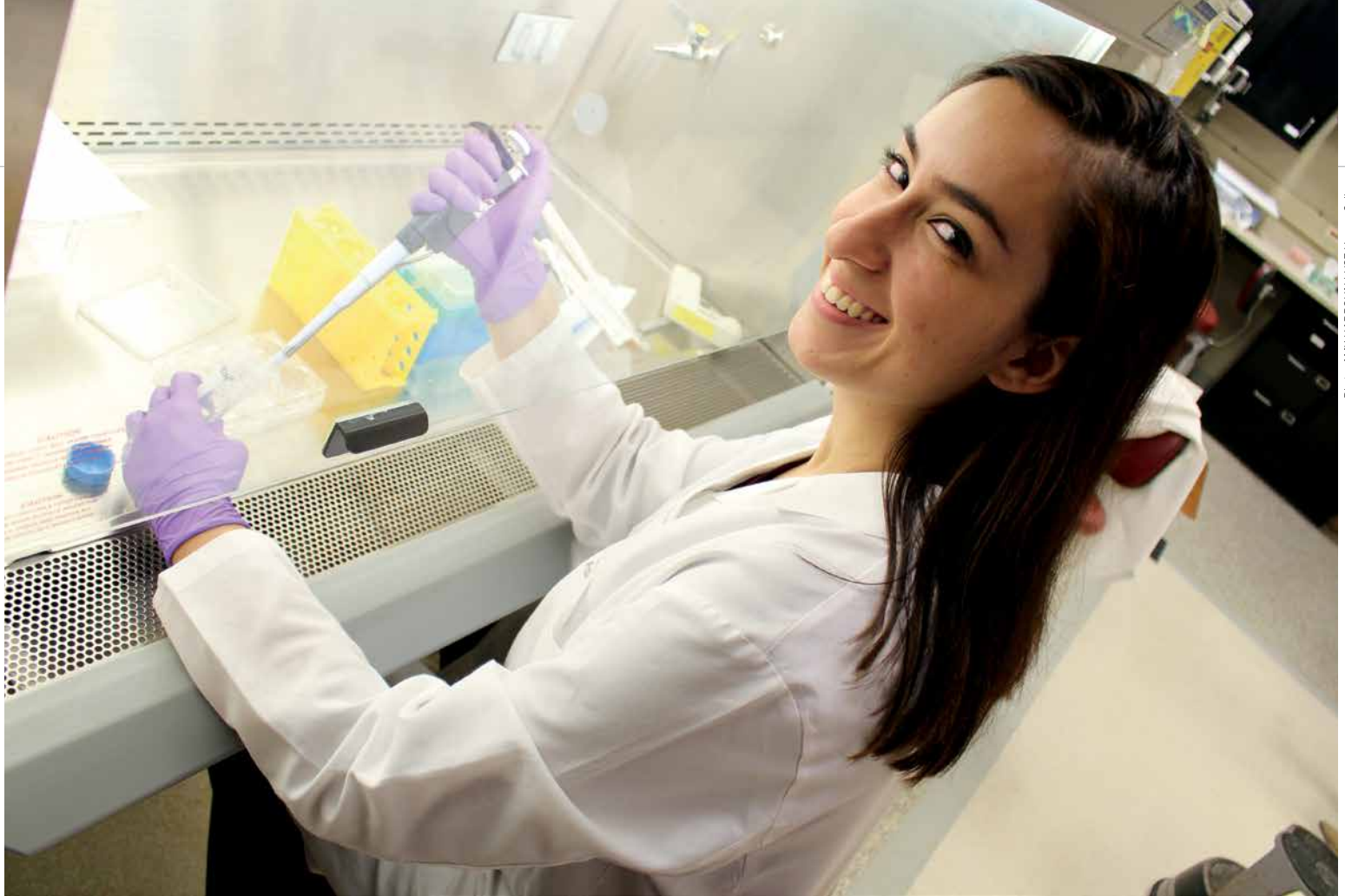


Photo: AMY HARROUN | USF Honors College

## STUDENT RESEARCH

USF senior Janine DeBlasi works in her lab at USF Tampa. Her research is focused on the effect of vitamin C and oxygen combined on cancer cells.

# Spotlight on Janine DeBlasi

CHANGING THE WAY WE THINK ABOUT cancer treatment and prevention isn't a new idea for Janine DeBlasi. A senior cell and molecular biology major, she has spent the past year researching the effects of vitamin C and hyperbaric oxygen therapy under the direction of Dominic D'Agostino and Angela Poff in the Department of Molecular Pharmacology and Physiology.

DeBlasi began her studies at USF intending to become a physician, but she soon discovered that medicine alone might not be the best path toward achieving her goals. "I realized that I had other academic interests to consider before committing to the pre-medical track for my studies. It is important to me to be able to contribute to society while doing something I love," says DeBlasi.

An Honors College class on medical myths with David Diamond, professor of psychology, drew her attention to cancer research. During the class she had the opportunity to present Poff and D'Agostino's research to the class and to the researchers themselves, leading to a research assistant position in their laboratory. DeBlasi was curious as to why vitamin C was deemed ineffective as a cancer treatment by the Mayo Clinic decades ago, yet was still being studied as a metabolic anticancer therapy. She began to study its effects on brain cancer cells in D'Agostino's lab and found interesting results, particularly when the cells are subjected to high levels of simultaneous vitamin C and pure oxygen.

"I hope that this work will yield insight into how metabolic therapies like these can be utilized in the clinic to improve patient outcomes and enhance the current standard of care efficacy," says DeBlasi.

The research led to her being selected as the highest ranked awardee for the American Physiological Society (APS) David S. Bruce Excellence in Undergraduate Research Award, as well as a recipient of the First Place Poster Presentation Award for Undergraduate Students at the Southeastern Medical Scientist Symposium, among other honors. When DeBlasi was named by the APS as one of only six recipients in the country of the prestigious Undergraduate Research Excellence Fellowship to support full-time summer research, her mentors thought her strong academic and research credentials would make her a promising candidate for something even bigger: a Marshall Scholarship.

The Marshall Scholarship, created by the British government in 1953 and named in honor of U.S. General George C. Marshall, is awarded to superior students combining intellectual ability with demonstrated leadership skills and initiative. Up to 40 Scholars are selected each year to undertake graduate work at UK institutions in any field of study.

Poff and D'Agostino nominated DeBlasi as part of the Office of National Scholarship's new pre-application process for the prestigious Marshall, Mitchell, Rhodes and Schwarzman scholarships. Sixteen students were nominated, five of whom were offered screening interviews by the awards committee. DeBlasi is the only candidate endorsed by the committee for the Marshall Scholarship. The committee was particularly excited about her willingness to tackle controversial issues in the study of metabolic disease.

DeBlasi exemplifies the best of USF's culture of research and innovation in pursuit of solutions to humankind's toughest challenges.

- LAUREN BARTSHE-HANLEN and AMY HARROUN '05 | Honors College



## ACADEMIC EXCELLENCE

### Honors for nationally ranked scholars

LEARNING A FOREIGN LANGUAGE while immersed in a new culture...

Gaining important leadership experience...

Researching and studying abroad...

Providing meaningful community service around the world...

What do all of these activities have in common? They are experiences that 66 USF students and new graduates will undertake this year as a result of winning competitive national scholarships.

The students worked with the university's Office of National Scholarships (ONS) for months in advance of application deadlines to learn about and prepare for these prestigious opportunities.

"National scholarships support student development and serve as a springboard for future engagement in the recipients' chosen field," says Sayan Basu, the director of ONS. "Our office prepares students to be competitive through one-on-one advising, connections to undergraduate research, and collaborations with faculty mentors."

This year's 66 national scholarship recipients are the most in USF's history and represent a 30-percent increase over last year's number. In 2016-17, 15 students were awarded Benjamin A. Gilman Scholarships for study abroad, 10 received Fulbright grants for research, graduate study, or teaching, and three earned Frost Scholarships for graduate study at the University of Oxford in the United Kingdom.

In total the students were awarded more than \$1 million in external scholarships.

Included in the 66 scholars is Amber Pirson, a USF sophomore and one of only 10 U.S. students to be awarded the Fulbright UK Summer Institute Program grant to the University of Bristol. Bristol is one of nine UK institutions to host the prestigious Institute, which grants scholarships to undergraduates in recognition of their academic achievements.

Pirson first visited ONS during her college tour as a high school student. Once on campus she attended a workshop organized by the office specifically for freshmen and sophomores and quickly began working with Basu and ONS Associate Director Lauren Chambers. "They taught me how to concisely convey my interests and goals in essay form," Pirson says. "ONS facilitated my self-reflection process immensely, and contributed to better writing and a stronger scholarship application," she says.

The office works with both undergraduate and graduate

**66** USF students won national scholarships - a **30** percent increase over last year.



Amber Pirson is a USF sophomore and one of only 10 U.S. students to be awarded the Fulbright UK Summer Institute Program grant.

students from across the USF System, as well as alumni when they are eligible for the awards.

"We are proud to contribute to this point of pride for the university," says Basu, "to continue to provide examples of how USF students successfully compete with students from across the country."

This year, ONS implemented a campus-wide search, nomination, and interview process for students to compete for USF's endorsement as candidates for the highly sought after Marshall, Mitchell, Rhodes, and Schwarzman scholarships. Committee members included past Marshall recipients Paul Tash, Chairman and CEO of the Tampa Bay Times Publishing Company, and James D'Emilio, USF professor of humanities and cultural studies. Joining them were Pulitzer Prize-winning columnist Daniel Ruth and retired Florida Circuit Court Judge Raymond Gross, 2002 USF Distinguished Alumnus, along with Basu, Chambers, and USF faculty members Elizabeth Hordge-Freeman and Darlene Demarie. Demarie oversees the USF Faculty Fulbright application process, which resulted in 12 faculty Fulbrights in 2016-17, the highest number of any institution in the nation.

- AMY HARROUN '05 | Honors College



## EXPERIENTIAL LEARNING

### Honors students work to improve patient experiences in Tampa Bay

ANXIETY, CONFUSION, HELPLESSNESS... these are all feelings that patients can experience, whether sitting in a hospital emergency room or attempting to express themselves while suffering from conditions like dementia or post-traumatic stress disorder (PTSD). Honors College students are helping relieve some of these feelings for Tampa Bay residents through their work in two different collaborative classes, one with research conducted in the Tampa General Hospital (TGH) Emergency Department and one involving volunteer work at the Tampa Museum of Art (TMOA).

Emergency medicine physicians tirelessly work to understand and address their patients' medical conditions, but could they better serve the patients by also understanding their emotional state and addressing communication chal-

lenges? That is a question students are exploring as part of a class that includes patient shadowing in the TGH Emergency Department.

The course is led by Roberta Baer, USF professor of anthropology, and Dr. Jason Wilson '00, MD '08, research director for the Department of Emergency Management at TGH. Their students are trained in the workings of an ER and how to shadow and talk with waiting patients.

"With Dr. Baer's methodological guidance, our students act as medical anthropologist field workers, spending large periods of time with patients and learning where the gaps are in expectations," says Wilson. "Those insights are then directly translated into intervention strategies aimed at improvement." At the end of the course the students present their results to the TGH Emergency Department management team.

In addition to offering improvement strategies, the participants also gain a unique perspective to assist them in their careers.

"Most of the 16 students in this course want to be physicians one day," says Baer. "They will shadow doctors and experience the hectic and nonstop environment. In this course they are able to contrast that experience with patient

## PHOTOS

Below: USF Honors students conduct research into effective communication by working with ER personnel at Tampa General Hospital. Some of the students are pictured at TGH's emergency helicopter landing.

Opposite page: Honors students complete their final exam in the Connections program at the Tampa Museum of Art.







Photo: AMY HARROUN | USF Honors College

shadowing where they sit for hours at a time without much contact or information. It makes them more understanding of the people they will one day help.”

Joshua Colon, an Honors College junior majoring in biomedical sciences and minoring in psychology, experienced this disparity up close when, on the day his class was scheduled to present their research, his father was in a severe car accident and rushed to the hospital.

“After all the time spent in class discussing issues in physician-patient relations, it felt surreal to be in the ER as a family member and watch the doctor treat my dad in a way that felt robotic and cold,” said Colon. “The doctor only came in once initially to order tests for my dad but never followed up.”

This lack of communication can be explained by the pressing demands on ER physicians, and while it does not mean a lack of care or concern on the part of the doctor, it can easily feel that way for patients and their families. The students in this course (which receives 100 applications each course for approximately 16 slots) gain an understanding of patient experience and will one day use that knowledge to improve communication with their own patients.

“I’ve seen the difference that good communication skills can make with a patient during my shadowing time and know how that could have helped me and my dad that day,” says Colon. “I want to always make sure I do my best to talk to patients so that I can help with the anxiety and fear that always comes when something is wrong with your body.”

ON THE OTHER SIDE OF DOWNTOWN TAMPA from TGH, Honors College students are using conversations about works of art to assist people living with dementia, depression, and PTSD, for whom it can often be difficult to express thoughts and feelings. Connections, a joint program between

the USF Honors College and TMOA, is working to help address these challenges. The program (which was initiated by TMOA Director, Michael Tomor) trains Honors College students to engage museum visitors in interactive conversations around works of art using a method that has been shown to improve both mental and social well-being.

“In addition to the debilitating mental and physical effects of these conditions, people diagnosed with these illnesses often experience social isolation as well,” says Catherine Wilkins, a faculty member in the USF Honors College and coordinator of Connections. “Allowing individuals to express their thoughts and feelings by interpreting works of art in a public setting is an innovative approach that attempts to address the mental, physical, and social needs of these patient groups.” The Connections program began in 2015 and just finished its second full year.

Participating students, who are pursuing a variety of majors, were trained in the Visual Thinking Strategies (VTS) method of art exploration, which allows participants to give their own personal interpretations of works of art without fear of judgment or failure. Research from other museums reveals that this is an effective way for patients to access and express memories, practice or regain communication skills, externalize emotions, relieve stress and anxiety, and promote positive emotions.

Brittney Gaudet, a biomed alumni who participated in Connections during its first year, fondly remembers how impactful the program was for one particular Alzheimer’s patient who, upon joining the program, could not even remember her name. After exploring the galleries, however, and engaging in group discussions, the woman “was overflowing with words. She spoke of long car rides through valleys with her husband, and articulated ideas in full and complete sentences,” says Gaudet. “In all, this program is worth every minute of the work it requires.”



## IN THE NEWS

### USFSM sociologist referenced for research into emotional labor

ONLINE NEWS SITES ARE NOTICING USF Sarasota-Manatee's Melissa Sloan's "emotional labor" research.

Quartz Media, qz.com, interviewed the USF Sarasota-Manatee sociologist for two articles this past spring and then two online sites – the World Economic Forum and news aggregator RocketNews – picked up on the stories.

The articles delve into the detrimental effects of emotional labor, the effort to control emotional expression to please others.

In "The case for being grumpy at work," writer Meredith Bennett-Smith notes that while employers might equate smiling employees with "a productive office," research shows that forcing workers to act cheerful can spawn emotional exhaustion and other problems, and that women especially are expected to constantly display happiness.

Referencing Sloan, she said, "Sloan's research shows that women who suppress their true feelings often end up feeling much less happy; this outcome is even more likely when those female employees work in the interactive service industry or are women of color."

In "Politeness isn't enough; we now demand friendliness. And it's destroying authenticity," Sloan is cited again. The article says service workers especially – waiters, store clerks, customer service representatives and others – "carry out their job with a smile, masking their feelings to appear gregarious and charming to all customers."

But this can have negative consequences, says writer Olivia Goldhill, adding: "'The constant management of emotion can lead to emotional exhaustion and worker burnout,' says Melissa Sloan, a sociology professor at University of South Florida, who has studied the effects of emotional labor. 'When you're constantly changing the expression you give off to others, it can interfere with the signal function your emotion serves. It can be consequential to the self because workers are displaying a person to others that's not necessarily congruent with who they think they are.'"

While news sites are just catching onto emotional labor now, Sloan says the problem has existed for years and seems to be on the rise amid more demands being heaped on workers.

"They really are becoming intertwined," she says,



adding that although "you can only do so much to please customers, we now expect workers to have a constant smile on their face and for that smile to be authentic."

She notes that emotional labor is more common in service jobs where public interaction is common, but it also occurs in office settings where employers have latched onto the idea that a happy workforce means greater productivity.

In either case, the demands of constantly managing emotion can trigger worker burnout.

"It can be difficult to turn off," says Sloan. "Even at home you can start to feel like a robot," going through the motions and not showing your true identity. "This is especially harmful to workers when they're in positions where they have little autonomy or control over how they do their work."

As for the recent media attention, she says it's nice to be noticed by a general audience.

"Emotional labor has been studied by scholars in a number of disciplines over the past 30 years," Sloan says. "It is nice to see a reference to academic research on this topic in the popular media; it calls attention to the salience of this issue for many workers."

Her findings are more precisely detailed in two studies: "The status of race in public sector work: Implications for emotion management and job satisfaction," was co-authored by USFSM criminology professor James Unnever and published last year by the journal *Sociological Focus*.

Sloan's other study, "Controlling Anger and Happiness at Work: An Examination of Gender Difference," was published in 2012 by the journal *Gender, Work & Organization*.

#### PHOTO

An associate professor of interdisciplinary social sciences at USFSM, Melissa Sloan researches the relationships among occupational and job characteristics, workplace status, the experience and expression of emotion in the workplace, and psychological well-being. Her published work appears in journals including *Social Psychology Quarterly*, *Work and Occupations*, and *Social Science and Medicine*.

- Stories by RICH SHOPES | USF Sarasota-Manatee





Photos: Courtesy of USFSM

**COMPUTER SCIENCE**

**USFSM partners with Google to train CS/IT teachers**

TWO USF SARASOTA-MANATEE PROFESSORS are using a \$35,000 Google grant to bolster high school teachers' computer skills. Giti Javidi and Ehsan Sheybani received the grant this spring and have since used it to hold a five-day workshop and to fund a year-long mentoring program.

Their aim is to train teachers to be able to establish Advanced Placement (AP) computer science courses in their high schools in Sarasota and Manatee counties.

"This is long overdue for Florida schools and USFSM is the most qualified institution in the region to respond to this need," says Sheybani, an assistant professor in USFSM's Information Technology program.

The two said that when they relocated from Virginia Tech University last August they noticed that few Florida high schools were offering AP computer classes to their students.

The state's department of education encourages the advanced classes, but apparently too few teachers are qualified to teach them. Javidi said she and Sheybani are trying to change that.

"This year-long partnership with Google will provide the resources to train more high school teachers in computer science and information technology who, in turn, can train more teachers in the future," she says. "This project will create and implement a high-quality professional development approach that incorporates face-to-face training with continuous just-in-time support."

To get started, they reached out to the Sarasota County school district and Education Foundation of Sarasota County to make teachers aware of the program. They also urged teachers in Manatee County to sign up for a workshop, which was held from June 26 to June 30 at the USFSM campus. Afterward, the professors, along with Ryan Kinser, an instructional technologist at the Out-of-Door Academy in Sarasota, promised to make periodic visits to evaluate and assist the teachers throughout the school year.

"We are hoping that by taking advantage of this dynamic program, the region's high school teachers will be able to help prepare the next generation of technology-savvy workers," says Sheybani.



**'Herdfunder' launched to support USFSM women's rowing**

USF ATHLETICS AND USF Sarasota-Manatee launched a Herdfunder campaign to support USF's future NCAA Women's Rowing Team.

The USFSM campus, which will host the team, is working with USF Athletics, the USF Foundation and others to launch the Division I program. But when the NCAA gave its approval, it gave USF until 2020 to raise \$1 million in order to launch.

USFSM is hoping to raise that amount sooner. Through fundraisers such as the online Herdfunder, the campus and its partners are reaching out to USF supporters.

*To contribute, please visit [usfsm.edu/rowing](http://usfsm.edu/rowing).*







## TGH, USF Health create new institute for advanced organ disease

NOTED TRANSPLANT PHYSICIAN DR. DAVID WEILL recently joined the USF Health Morsani College of Medicine (MCOM) to direct the newly established Institute for Advanced Organ Disease and Transplantation, which will bring together four organ transplant programs under singular leadership.

The new model is a partnership of MCOM and Tampa General Hospital, already one of the nation's busiest transplant centers.

The Institute will serve patients in need of organ transplants or who suffer complex medical conditions as a result of advanced organ diseases of the heart and lungs, liver, pancreas, and kidneys.

Weill has ambitious plans for the institute.

"No matter how good our current outcomes are, we can always do better," he says. "We're going after the most experienced physicians and we will dig deep with our research. This is critical because it gives you better ways to improve patient outcomes and reduce health care costs."

Weill, professor of medicine and cardiothoracic surgery at USF Health, says the new Institute in Tampa will also work to increase clinical trials, publish more research results, and compete for more research grants. Patients will have the opportunity to participate in these trials and know that they have access to the latest advances in medical treatment. The Institute will also offer specialized fellowships, offering some of the nation's best young doctors the opportunity to get top-level training in the complex care that patients with advanced organ disease need.

Weill is the former director of the Center for Advanced Lung Disease and the Lung and Heart-Lung Transplant Program at Stanford University Medical Center. He is also past chair of the Pulmonary Transplantation Council of the International Society of Heart and Lung Transplantation. He served 10 years on the editorial board of the *Journal of Heart and Lung Transplantation* and in several capacities for the United Network for Organ Sharing, including as a member of the Thoracic Committee, a member of the National Lung Review Board, and a member of the Membership and Professional Standards Committee.

Weill received his BA from Tulane University and his MD from Tulane University Medical School. He completed his residency at Parkland Hospital, University of Texas – Southwestern and a fellowship in pulmonary and critical care medicine and lung transplantation at the University of Colorado at Denver and Health Sciences Center.

### WHEN AGE DOESN'T MATTER

## New model of care offers women greater expertise for fighting cancer

BRIGITTE JENKINS HAS MORE living to do.

She is 80, has a full and loving family, and aims to reach her U.S. travel goal – she has visited 49 of our 50 states and has yet to see Hawaii.

That's why when she was diagnosed with ovarian cancer earlier this year, she didn't pause long when her USF surgeon recommended surgery to remove the cancerous mass before following up with chemotherapy.

"What I have to do, I have to do," says Jenkins, describing her approach when she was told she needed surgery. It's the same way she faces many other challenges in her life.

"I take everything I have to do that way, and I pray a lot," she says.

Jenkins is one of the first women to benefit from a new model of cancer care delivery now offered in the Tampa Bay region, a partnership between the USF Health Morsani College of Medicine (MCOM) and Tampa General Hospital. The effort builds on strengths of existing programs to enhance accessible, integrated and high-quality care for patients and their families.

Leading the program is Dr. Thomas Rutherford, a nationally recognized expert for ovarian cancer treatment and research who joined USF in March. He leads the Gynecologic Oncology Division in MCOM's Department of Obstetrics and Gynecology and directs the medical school's gynecologic oncology fellowship program, as well as surgical quality at the Tampa General Hospital Cancer Center.

Rutherford performed the life-saving surgery on Jenkins and wants other older women facing cancer to remember that age alone should not preclude surgery as an option.

OVARIAN CANCER IS KNOWN as the silent killer because it is not usually diagnosed until it's in advanced stages, when prognosis is poor. For women diagnosed when the disease is confined to the ovary, survival rates are much higher. Stage 1 is when cancer is only in the ovary. Stage 2, it has spread to the pelvis. Stage 3, it has spread to the abdomen and lymph glands. And Stage 4 is metastatic – cancer cells have spread to other parts of the body.

"With ovarian cancers that are found late, about 80 percent of the cases are at Stages 3 and 4," Rutherford says.

It is more likely for women in mid-life and older to have ovarian cancer. In fact, it's rare for women younger



Photo: ERIC YOUNGHANS | USF Health



USF Health physician Dr. Thomas Rutherford meets with his patient, Brigitte Jenkins, at Tampa General Hospital Cancer Center.

than 40 to have it. Most of these cancers develop after menopause and half of all cases are found in women age 63 or older.

Despite the high prevalence of ovarian cancer in the elderly, treatment of these patients is often less aggressive than that of younger women. As a result, many elderly cancer patients receive inadequate care.

Which is Dr. Rutherford's point when counseling patients – age alone is not a negative prognostic factor.

"The majority of elderly patients are able to tolerate the standard of care for ovarian cancer," he says. "There's a lot to consider, but age by itself should not be a limitation to surgery."

**WHAT MAKES THE NEW USF/TGH INITIATIVE** so unique is the concentration of specialists ready to treat the range of conditions of even the most complicated cases.

"With patients like Mrs. Jenkins, it must be well orchestrated and with no delays," Rutherford says.

Jenkins is a kidney transplant recipient, so nephrologists were standing by while Dr. Rutherford performed surgery. Jenkins also has a heart condition, so cardiologists and pulmonologists were on hand, as well. That heart condition is also what made her first surgeon refuse to operate and offer only rounds of chemotherapy to fight the advanced cancer, giving Jenkins, in essence, a terminal prognosis.

"Most patients will respond to chemotherapy, but we

know there can be residual cells – there's no guarantee the chemo will get it all," Rutherford says. "Chemotherapy alone without surgery makes no sense."

Another key factor for the USF/TGH program is its use of a standard of care called Enhanced Recovery After Surgery, or ERAS, which follows a protocol that gets the patient in and out of surgery, up and out of bed, and discharged and home as soon as possible for recovery. ERAS limits narcotics, uses short-acting anesthesia, urges patients to eat nearly right after surgery, and has patients walking fairly soon after leaving the operating room. ERAS is helping reduce length of hospital stays by 35 to 40 percent and offering an earlier return to work and productivity. It has also been shown to reduce complications without a rise in re-admissions.

**SIX MONTHS LATER** – and about to have her last round of chemo – Jenkins says she is a survivor, ready to keep on living.

"Everything went well. I was in the hospital only one day," she says. "Dr. Rutherford is a real gentleman. Just wonderful. I really like him."

Jenkins says that Dr. Rutherford gave her the 'all-clear' news.

"The pathology report came back and said no more cancer!"

Now she can begin thinking about Hawaii.

- SARAH WORTH '86 | USF Health



Photos: VIOLLA HYSENLIKA | USF Health



## PHOTOS

Left: Mentors Florence Guillet and Rashid Mizell (facing camera), are coparenting mentors. They help to foster positive communications between parents in a variety of family systems with the goal of improving children's mental health and wellness.

Below: James McHale, director of USFSP's Family Study Center and executive director of the USFSP Infant-Family Center at Johns Hopkins All Children's Hospital.

## CHILDREN'S MENTAL HEALTH

### USFSP prof helps to make 'coparenting' an every-household word

JAMES MCHALE, DIRECTOR of USF St. Petersburg's Family Study Center and executive director of the USFSP Infant-Family Center at Johns Hopkins All Children's Hospital, has quietly become one of the world's leading experts on families with infants and toddlers. In 2016, Fatherhood.Global, an international organization with the mission of bringing the science of fatherhood to parents and to those who support them, integrated McHale's work on coparenting into a flagship website for parents and professionals. McHale is among only 12 U.S. researchers whose research was so acknowledged by the organization.

"I think we are finally at a point where people around the world are aware that how mothers and fathers work together as coparents plays a major, determining role in their child's emotional health," says McHale, who founded the Family Study Center (FSC) in 2003. "Where we still have far more work to do is helping people understand that coparenting is an every-child concept. In millions



of families, yes, it is mom and dad, or mom and mom, or dad and dad who are the child's primary coparents. But in millions of others, the child is bonded to step-parents, grandparents or kin caregivers, relative or non-relative foster parents and others who share responsibility for their care and upbringing. Every family is different, but every family coparents – and we are slowly, gradually beginning to recognize that how coparenting adults work together, in any family system, pivotally affects children's mental health and wellness."

McHale says research now shows that problems with coparenting during the earliest years of a child's life can be linked to a variety of issues later on, including social adaptation, poorer performance in preschool and elementary school, anxiety and

aggressiveness. "Moreover," he says, "well-coordinated coparenting during the child's first year of life has been found to predict better child adjustment in later years, while distressed coparenting predicts later child problems."

McHale's studies of coparenting have been sponsored by the National Institutes of Health (NIH) and by state, local, federal and foundation backing since the mid-1990s. While his earliest investigations focused on understanding coparenting dynamics in two-parent working class families, his work at USFSP has been devoted almost exclusively to understanding coparenting in diverse family systems. His most recent work, supported by a \$2.9 million grant from the NIH, is examining the promise of a prenatal "Focused Coparenting Consultation" for helping expectant, unmarried African-American parents build a sustained coparenting alliance in support of their shared child.

McHale and his FSC team also work with several organizations and networks in Pinellas County to support collaborative efforts, and infuse what the FSC has been learning about coparenting and infant-family mental health to better promote the thriving and well-being of infants, young children, and families, and to strengthen community health.



**The Family Study Center's key partnerships and initiatives include:**

- Collaborating with community partners including Eckerd Community Alternatives, Pinellas County's lead child welfare agency and Pinellas County's Early Childhood Court, the FSC supports biological-foster coparenting. The center creates processes and tools to promote positive communication between both relative and nonrelative foster parents and children's biological parents, once a child is placed in foster care.
- The Infant Family Center provides infant-family mental health services through intensive therapeutic coparenting-informed services to families affected by trauma and overwhelming forms of stress. Funding from Pinellas County's Juvenile Welfare Board allows the Center to serve dozens of high-risk families with young children, promoting relationship repair within the family and fostering the child's social and emotional adjustment, an essential pillar for school readiness.
- A neighborhood-led, place-based initiative "Building Blocks" for Babies, assisted by funding from The Foundation for a Healthy St. Petersburg, supports a partnership with residents of Lake Maggiore Shores. Family center staff are cultivating a resident-led initiative focused on making the community a nurturing place for children from birth to age 5.
- The FSC's newest partnership, the Midtown Collaborative, supports the socioemotional and school readiness of children in area child care centers. With funding from the state legislature, the collaborative aims to create and advance high-quality early care and education in pilot centers serving the community's most under-resourced families with children ages 6 weeks to 6 years.

*For more information about the USFSP Family Study Center, its staff and initiatives, visit [usfsp.edu/fsc](http://usfsp.edu/fsc)*

Photo: ERIC YOUNGHANS | USF Health



**Correction:**

*Last quarter, USF Magazine offered a story about important work being conducted by USF medical and engineering researchers, who are using facial expression software to more precisely gauge if newborns experience pain. The preliminary study looked at infants in the Jennifer Leigh Muma Neonatal Intensive Care Unit at Tampa General Hospital. The story omitted this information.*

**MUSIC OF THE HEART**

## Beats of Love helps parents cope with loss

THE JENNIFER LEIGH MUMA NEONATAL INTENSIVE CARE UNIT in Tampa General Hospital is a sanctuary for some of the most vulnerable among us – premature and very sick newborn babies. It is a quiet space, yet teeming with activity that offers precision care coupled with a soothing touch.

Most NICU babies grow healthy enough to move to other medical units before going home – a testament to the true mission of the Jennifer Leigh Muma NICU.

But some babies do not.

To help families cope with the loss of a child, Tampa General Hospital is offering a new service – in a pilot phase for now – to parents whose babies are born very prematurely (less than 25 weeks) or are considered palliative care patients, meaning that they have a severe health issue not compatible with life.

Called Beats of Love, the pilot project is funded through a generous gift from Seminole Hard Rock Hotel & Casino and offers a recording of their baby's heartbeat put to custom music written by a practitioner in the TGH Integrative Arts in Medicine Program.

"The birth of a baby is meant to be celebrated and cherished," says Dr. Maya Balakrishnan, neonatologist with the USF Health Morsani College of Medicine and the

medical director of the Jennifer Leigh Muma NICU Transport Team when the project was launched. "When babies must come to a NICU to receive care, some of that joy is replaced with fear and anxiety, especially when parents aren't able to hold or care for their baby. While there are limits to what we can provide parents who have critically ill infants, we hope that Beats of Love will give them some comfort by offering them a powerful, audible representation of the life of their child for always."

Balakrishnan saw a similar program at the Cincinnati Children's and met with the TGH teams to create the pilot project. Depending on feedback from parents and continued funding, the program could expand to other pediatric care areas at TGH.

The Jennifer Leigh Muma Neonatal Intensive Care Unit opened in 2010. Through a generous gift by Pam and Les Muma, whose newborn daughter Jennifer Leigh passed away in a neonatal nursery, TGH and USF were able to greatly expand the NICU support and expertise offered at Tampa General.

In addition to Balakrishnan, the team providing the pilot Beats of Love project includes: Brenda Bugbee, Jennifer Leigh Muma NICU Nurse manager; Sheela Chokshi, director of TGH Integrative Arts; Anthony Goodwin, audio engineer who will integrate the heartbeats into a song; Amy Hunt, Jennifer Leigh Muma NICU nurse manager; Jocelyn Lister, TGH Foundation; and Gloribel Medina, Jennifer Leigh Muma NICU clinician.



# Athletics



Photos: Courtesy of USF ATHLETICS

## FOOTBALL

### Best friends and team builders

**BEST FRIENDS SINCE CHILDHOOD**, senior USF standouts Quinton Flowers and Deatrick Nichols have always wanted to blaze their own trail on the football field.

Years before leading the Bulls' rise back to national prominence, the dynamic duo first met at the age of 7 or 8 while playing pick-up games with older kids in the streets of Miami's Liberty City neighborhood.

"We were the youngest people out there, so it was just like we had to be together," Nichols remembered. "That's how we just got each other better at a young age without even knowing."

Wise beyond their years even back then, Flowers and Nichols developed a unique quality of making others better around them. Playing for Liberty City Optimist Club, they didn't want to be a part of super talented squads that just had to show up to win.

"We never played on a good team," Nichols said. "We usually tried to brighten up a team."

That's exactly what they did before going to separate high schools. Then, an eventful conversation changed the course of USF football as we now know it.

"Our last couple years playing high school football, we were running around playing with college (options)," said Nichols of the

many scholarship offers each was weighing. "I told him, 'Let's go to USF. It's close to home, it's something we've been doing – building programs.'"

Before the all-conference honors, record-breaking seasons and national award attention, the two rising stars were looking for much more than individual glory and found it with a unique opportunity to help build the Bulls program in their image.

The rest has turned out to be USF history.

With Flowers at quarterback and Nichols at cornerback, the Bulls doubled their 2014 win total by posting eight victories in 2015. They followed that with a season that really put the program back on the national map.

Flowers juked his way past defenders to American Conference Offensive Player of the Year honors in 2016 and rewrote many pages in USF's record books along the way. Now, you hear his name in the Heisman Trophy discussion and see it on four national award watch lists, a new USF milestone, after setting the Bulls' new season records for total offense (4,337 yards), rushing yards (1,530) and total touchdowns (42), just to name a few.

Last season, Flowers also put his name above Tim Tebow and many other dual-threat stars of the state's past by becoming the first

## PHOTO

Bulls quarterback Quinton Flowers, left, and cornerback Deatrick Nichols.



“

We always said it was bigger than us. We love the individual things we have, but first and foremost, we go for the team goals.”

– *Deatrick Nichols*

FBS quarterback from a Florida school to throw for 2,000 yards and rush for 1,000 more in the same season. Schools like Miami and Florida had their chance to sign Flowers, but it was USF that thought of him as a quarterback with the skills and leadership qualities that have propelled the program.

“The only school that believed in me was USF,” Flowers said.

USF also was a big believer in Nichols, who has gone on to earn national praise as a member of Bednarik, Nagurski and Thorpe preseason watch lists after leading the Bulls with four interceptions in each of the past two seasons. Devoted Bulls fans certainly remember Nichols’ lockdown ability last season, when he batted away opponents’ potential game-winning drives against SMU and at Memphis.

“We always said it was bigger than us,” Nichols noted. “We love the individual things we have, but first and foremost, we go for the team goals – winning, being nationally ranked and everything like that. That’s our biggest goals.”

As true leaders and trusted friends, like they were as kids in Miami, Flowers and Nichols now prepare for their final act at USF. The Bulls were ranked No. 19 entering the season and have been picked as the favorite to win the conference as excitement builds for possibly the greatest season in school history.

“Every day we go out to practice, you can see it in (Nichols’) eyes and you can see it in a lot of other guys’ eyes that came in with our class,” Flowers said. “A lot of guys are driven to be the best and do whatever it takes to win.”

Fortunately for the Bulls, a bond between best friends helped build the bridge for more program-changers to jump aboard.

“There is going to be a time and place to look back and say, ‘Wow, we really did it,’” Nichols said. “For right now, we’re just going to keep pushing and try to accomplish more goals.”

– TOM ZEBOLD | USF Athletics

*Read more about USF Athletics and a Q & A from Flowers and Nichols at [gousfbulls.com](http://gousfbulls.com), and follow @USFFootball on Twitter for all the latest information about the USF football program.*



## ALUMNI

### Bulls basketball legend now shoots to give back

A DECADE AFTER GRADUATING AS THE ALL-TIME leading scorer in the history of the USF women’s basketball program, Jessica Dickson continues to display the work ethic and dedication her mother, Kathy Thomas, preached.

Between a nonprofit she founded and her position as a child protective investigator, Dickson, Communication ’07, has made improving the lives of children her mission.

“The importance of giving back was instilled in me at a young age by my mother,” she says. “She would tell me to never forget where I come from and make sure that I give back. It is important to be giving of my time, whether it’s speaking to kids or whatever it is.”

Dickson scored 2,402 points playing Bulls basketball, a career total that still tops the list for both men and women. After graduation, she took her game overseas. She was a team captain and Euro League all-star while playing in Croatia and Poland, among other countries. She also launched a nonprofit, Jessica Dickson 4 Kids Inc., in 2008 to promote the well-being of children in her native Ocala, Fla.

In 2012, a knee injury ended Dickson’s playing career, and she returned to USF for three seasons as an administrative assistant for the women’s basketball team. By 2014, she had a master’s in management and leadership from Webster University.

Earlier this year, Dickson became an investigator with the Florida Department of Children and Families in Ocala.

“I am learning something every day,” she says, adding she has set aside work with her nonprofit for the time being. “I’m still fairly new and I make sure I do right by the children and their parents.”

Dickson’s No. 25 was retired in 2012, the same year she was enshrined in the USF Athletic Hall of Fame. Embracing the demands of being a student athlete and being receptive to those around her made all of her successes possible, she says.

“My time at USF taught me a lot of responsibility. It taught me how to be responsible not only to myself, but also how to be a team player and to be a better overall person.”

– TOM LAYBERGER, ’90



# Unstoppable



BY DAVE SCHEIBER  
USF ADVANCEMENT

## Jim Aresty brings OPEN concept to USF St. Petersburg and the city it calls home

WHEN YOU MEET JIM ARESTY, IT'S IMPOSSIBLE not to notice the openness of his smile, the friendly glimmer of his eyes, and the way he engages with a calm, easy-going manner. Connecting seems to come as naturally to him as a breeze blowing through the Aspen mountains he calls home.

Small wonder those traits are entwined in the new, leading-edge USF St. Petersburg program that Aresty's vision and generosity have brought to life through a significant gift: the Open Partnership Education Network, or simply, OPEN. The innovative initiative is designed to tap the intellectual and cultural forces of downtown St. Petersburg with an ongoing program of public lectures and themed events – with the ultimate goal of building a vital, better informed and more connected community.

The concept flows from a man who is a voracious learner and a careful listener, who enjoys hearing other people's stories as much as telling his own, and who loves experiencing events that expand his horizons. Aresty has always reveled in getting involved, whether it's a lively discussion or the community in which he lives – savoring, for instance, the thought-provoking forums of the Aspen Institute that would serve as inspiration for OPEN.

Perhaps it's no surprise that on his first visit to St. Petersburg in 2015, he recalls looking at the packed outdoor cafes lining Beach Drive and his initial thought was, "I could sit at any table that I saw and have a nice conversation. There was a distinctive low-key vibe, and everything seemed so accessible, charming and down to earth."

Aresty immediately knew he wanted to be part of the





Aerial Photo: MATT MAY

inviting cityscape he observed, having arrived in town after a series of entirely serendipitous events. And the wheels in his mind soon began turning with ways to enhance the community, leading to an ambitious program that has taken shape thanks to a close partnership from the outset with USFSP and Regional Chancellor Sophia Wisniewska. “We’re delighted to play an integral role in bringing new opportunities for creative thinking and collaboration to our community,” she says.

Collaboration is the cornerstone of OPEN, led by founding director Walter Balsler, EdD, an outside-the-box thinker in the theory of urban connectivity. Balsler, who grew up in St. Petersburg, created a program designed to make the city’s downtown “a think cooperative,” moving individuals who can enlighten the public “out of silos and,

quite literally, into the open where we can all benefit.”

In the process, he has cultivated collaborations with other entities in what has been dubbed St. Petersburg’s “Innovation District” – such as the Poynter Institute, St. Petersburg College, Johns Hopkins All Children’s Hospital, USF’s College of Marine Science and NOAA, the National Oceanic and Atmospheric Administration. OPEN will help create and coordinate events that showcase compelling voices from these and other entities, capitalizing on the area’s intellectual firepower and the many visiting experts who can contribute to the public discourse.

The Aresty Speaker Series is a key component of the program. And its namesake is delighted with how OPEN has progressed so quickly. “I told Walter right from the start, ‘Look, I’m just planting the seed. I don’t have vision



# Unstoppable

for how the tree will look once it grows. It's going to evolve.' ”

The program made a “soft launch” debut in late 2016 and will formally kick off Nov. 15 to 19 in downtown St. Petersburg in conjunction with the St. Petersburg-based Et Cultura festival celebrating the city's music, film and interactive culture – designed in the mold of the renowned South by Southwest Conference & Festivals in Austin, Texas.

“OPEN is about intellectual stimulation,” Aresty says. “St. Petersburg is at a tipping point, ready to catapult to another level. I firmly believe that people have a desire to keep their minds active. In my view, St. Petersburg wants to be the best it can be – and I want to be part of making that happen.”

But how did a Florida outsider come to believe in a city and a university so enthusiastically, having known nothing about either until little more than two years ago? Therein lies a tale.

THE STORY OF WHAT BROUGHT ARESTY TO TOWN, and ultimately led him to USFSP, is remarkable to say the least – involving skiing, a fortuitously diverted flight due to bad weather in Aspen, and a chance conversation on a bus.

This is how Aresty tells it. He had lived fulltime in Aspen for a dozen years, loving the world-class events it offered with year-round jazz concerts, stimulating lectures through the Aspen Institute and countless cultural activities, and also some of the best skiing a buff like Aresty could ever want.

“But frankly, after 12 years, I got enough skiing in and lost some of my passion for it,” he says. “There are about seven hard months of winter in Aspen, so I knew I wanted to find a place to live in Florida – I just didn't know where. Aspen gets a lot of Floridians during the summer, so I would talk to people about the best places to look.”

Many of the vacationing Floridians whom Aresty met seemed to come from Miami, Fort Lauderdale and Boca Raton – and the idea of living amid the South Florida hustle and bustle wasn't appealing to him. Then, the answer he sought emerged in a most unexpected fashion. Flying home to Aspen one day, snowy weather forced the flight to land in Grand Junction, Col., about a three-hour drive away. Aresty and fellow passengers were bussed the rest of the way, and he struck up a conversation with the man seated next to him. Naturally, the topic of a comfortable yet invigorating place to live in Florida soon came up, and the passenger replied, “It sounds like you're describing where I grew up – St. Petersburg.”

Aresty was swayed by the strong recommendation and decided to fly in to do some reconnaissance. After walking the waterfront, he was sold. “I could instantly feel that the place was different,” he recalls. Within a day, he purchased the precise kind of condo he'd envisioned in the hub of a burgeoning downtown, one step closer to making his mark.

ARESTY WAS STILL UNAWARE OF USFSP, but that was about to change thanks, of all things, to a burning desire to begin sailing. He always wanted to own a boat, but knew he needed to talk to an expert first. His realtor recommended businessman and boater Jopie Helsen, a fixture of the St. Petersburg sailing community and a friend of Chancellor Wisniewska. That led to a dinner with the her, and

Aresty was bowled over by the great things she told him were happening at USFSP. He, in turn, shared his vision for enriching downtown and area residents.

A meeting followed with representatives from the USFSP, the USF College of Marine Science, Johns Hopkins All Children's, Poynter and other downtown entities. “I said, ‘Look, I think you all are missing an opportunity – a great chance to develop the fabric of an interconnected community,’” Aresty says. Several days later, Wisniewska called with her offer to build an administrative framework for the program, and the ball began to roll.

Aresty committed right off the bat to funding a fulltime position to direct the program, leading to Balser's eventual arrival and his concept for creating what soon became known as OPEN. A substantial gift then followed from the Aresty Family Foundation to the USF Foundation to help develop the initiative. “Community leaders who make a genuine impact through giving can come from anywhere – even outside the community,” says Joel Momberg, CEO of the USF Foundation. “Jim Aresty's investment in USFSP and the city speaks volumes for the wonderful things happening in both places, and we're extremely grateful for the exciting, cutting-edge program he's made possible.”

Adds Wisniewska, “We are grateful to Jim for the Aresty Family Foundation's generous support, and for Jim's commitment to, and the trust he has in, USF St. Petersburg for making his vision – our vision – a reality.”

Throughout the process, Aresty has been guided, as always, by the philanthropic lessons learned from his late parents, Jerome and Lorraine Aresty. Jerome was the youngest of nine children in a Jewish immigrant family from Yugoslavia. He and several of his brothers created a thriving clothing business that included young Jim. Eventually, his parents created the Aresty Family Foundation that has helped many worthy recipients, including Jerome's alma mater, Rutgers University, and now OPEN.

“I learned empathy from my parents, and the value of caring about the community,” Aresty says. “And I've stressed those same lessons to my children. It's all about making the world a better place to live.”

A city, and the university on its shimmering waterfront, can count themselves lucky that he now lives in their midst part of the year. From the scenic downtown below his condo, he has a bird's eye view of the intellectual and cultural assets he is helping USFSP unite – ultimately to the benefit of the entire Tampa Bay area. And he can't help but think, “I'd eventually like my name associated with good things in this area.”

But even now, thanks to Aresty, the door to more engaged and connected community has opened. ■

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## \$1,027,276,788 REASONS TO SAY THANK YOU!

The *USF: Unstoppable* Campaign has raised more than one billion dollars from people like you. Together we are Unstoppable. Read more about the campaign at [www.unstoppable.usf.edu](http://www.unstoppable.usf.edu).



SCHOLARSHIPS FOR AFRICAN-AMERICAN STUDENTS

# Special team brings the USF Black Leadership Network to life

ONE MAN WAS A LOCAL FIXTURE as a tight end for the 1980s Tampa Bay Buccaneers and later went on to create his own information technology company. Another made his name as captain of USF's basketball team in the late 1990s and became an executive in the energy field. And the third was elected USF's student body president in 1997-98, served in Florida's House of Representatives for two years and today is a regional director with AT&T.

Despite their varied paths in life, Jerry Bell, Anddrikk Frazier and Edwin "Ed" Narain share the same one today as founding donors of the new Black Leadership Network. The ground-breaking initiative, supported by the USF Foundation, focuses on engaging the community to enhance the educational and leadership opportunities for African-American scholars within the USF System.

Its mission: provide academic scholarships and mentor students in personal and professional development – another reason that USF is ranked No. 6 nationally for black student success by the Education Trust. The partnership-based program officially launches this fall.

Bell, Frazier and Narain are joined as founding donors by Tracy Muir, and Annette Billingsley-Cheze, both USF employees at the USF Foundation. The three men recently met on campus to talk about the program.

## What made you want to create BLN?

**FRAZIER:** "Professionally, my wife Rena and I are at a point where we feel like giving is a must – not just something to do when you want to. The ability to give provides opportunities and access that normally many students wouldn't have and I think it helps put us in a better place in society."

**NARAIN:** "We'd seen other universities support African-American students in this kind of way. And since USF is where I got my start, both academically and in leadership, my wife Monica and I saw this as a great opportunity to give back to the university – specifically to African-American students who, like me when I was here, had to struggle to make ends meet. I worked fulltime from 4 p.m. to midnight every weekday. We're in a better position now financially to prevent that kind of thing from happening to students."

**BELL:** "There were a lot of discussions back and forth about what is needed and what's been done in the past – what has worked and what hasn't. I really needed to know that USF



was going to commit to this, and it definitely has. A great deal of energy, thought, hard work and passion went into the planning of BLN. And that helped me make the decision with my wife Ruth to dive in and do as much as possible."

## What kind of impact can the BLN have?

**FRAZIER:** "You're getting people in front of kids who they can identify with – people who have possibly gone through some of the things these youngsters are experiencing, and who can help them get past those obstacles."

## Is it exciting to see it all come together so quickly?

**NARAIN:** "Absolutely. We're already at 20 percent of our five-year financial goal in six months, so we're very excited about where this is going. And we believe it's going to lead to really great things for this community – and for African-American students."

## What's your ultimate goal with BLN?

**BELL:** "My goal is to make sure we can get as many people involved from the university – administration, faculty, staff and alumni – and the community to maximize our efforts and create as many scholarships as possible. There are people out there who can help. The story I want to eliminate is that of a good student who just needed a thousand dollars to stay in school, but didn't have the money. We want to make sure those students don't fall by the wayside because they don't have the funds. We want to give them a fair chance."

- DAVE SCHEIBER | USF Advancement

### PHOTO

Left to right: Anddrikk Frazier, Jerry Bell and Ed Narain are founding donors of the new USF Black Leadership Network.

Anyone interested in supporting BLN through various partnership opportunities can contact Luz D. Randolph, development officer for diversity initiatives at 813-974-6766 or ldrandolph@usf.edu.



Update

# USF IN WATER STREET TAMPA

*Construction moves forward on future home of the USF Health Morsani College of Medicine and Heart Institute*

**BUILDING HAS BEGUN** on the state-of-the-art USF facility that will help transform medical education, research, and heart disease treatment and prevention in the Tampa Bay region and beyond. Completion of the USF Health Morsani College of Medicine and Heart Institute, expected in late 2019, will bring students, faculty and staff to study, work and live within a vibrant urban waterfront district promoting a walkable, sustainable and healthy environment.

In June, Strategic Property Partners, the joint venture between Jeff Vinik and Cascade Investment, LLC, formally announced a name for the downtown district that will house its \$3 billion real estate development project: Water Street Tampa. The new USF medical school and cardiovascular institute will be a key anchor for SPP's project and the larger downtown community.

Named for an existing street that has played roles in Tampa waterfront history, Water Street Tampa is a nod to the past and a glimpse of the future – offering a way to connect people from the core of downtown to the newly designed waterfront.

The downtown site will position the medical school in close proximity to USF Health's primary teaching and clinical affiliate, Tampa General Hospital (TGH), as well as its world-class simulation center, the USF Health Center for Advanced Medical Learning and Simulation (CAMLS) and other surrounding facilities.

But USF Health's expansion into downtown Tampa is about more than a physical building – USF is creating a future that will attract the brightest students and National Institutes of Health-funded cardiovascular scientists at the forefront of interdisciplinary biomedical research. It will be a key anchor in Water Street Tampa, one of the nation's largest redevelopment projects and world's first WELL-Certified district pursued by SPP.

The announcement of the Morsani College of Medicine's move into the downtown district is already impacting the recruitment of top-tier students. USF has become the most selective medical school in Florida, with applications rising 60 percent since the 2014 announcement of the downtown move. With more than 30 applicants vying for each seat in the MD program, incoming student credentials have skyrocketed, and the average MCAT score of the 2017 entering class was the highest in Florida.

The facility will offer an advanced educational environment to prepare doctors, and open space on USF's Tampa campus to grow other quality health programs to address critical workforce shortages in Florida.

Relocating the Morsani College of Medicine downtown will also place cardiovascular researchers and clinicians close to both CAMLS and one of the country's busiest centers for cardiac surgery, heart transplant and medical cardiology services at TGH.

By uniting bench scientists and clinical researchers under one roof in its Heart Institute, this facility is designed to help more quickly translate discoveries into practical personalized treatments to improve the lives of those with cardiovascular disease.





# Cardiovascular research

## Physician and health professions education

## Expert collaboration

### *Plans for the future:*

**What:** A conceptual view of plans for the future of medical education and research at the new USF Health Morsani College of Medicine and Heart Institute in Water Street Tampa.

**Where:** Corner of Meridian Avenue and Channelside Drive, part of Strategic Property Partners' \$3 billion Water Street Tampa, a connected, urban multi-use

project on the waterfront, destined to become a WELL-certified city district.

**When:** Opening late 2019 (construction has started)

The downtown site will position the medical school in close proximity to USF Health's primary teaching and clinical affiliate, Tampa General Hospital, as well as its world-class simulation center, the USF Health Center for Advanced Medical Learning and Simulation and other surrounding facilities.







Conceptual renderings supplied by HOK







## ILLUSTRATIONS

New renderings of USF Water Street were released in July. Skanska/HOK is the design/build team constructing the new facility.

Above: Conceptual rendering of the Florida Blue Health Knowledge Exchange, an advanced health sciences library resource center.

Opposite page: View from Amalie Arena by night; conceptual rendering of an executive reading room on the second floor; conceptual rendering of the second-floor cafe.

## FLORIDA BLUE HEALTH KNOWLEDGE EXCHANGE: MORE THAN A LIBRARY

FLORIDA BLUE HAS PROVIDED A \$1 MILLION gift to the USF Health Morsani College of Medicine and Heart Institute building in Water Street Tampa, offering a name for the facility's advanced health sciences library.

"We are thrilled to see Florida Blue support the Morsani College of Medicine's move to downtown Tampa as a million-dollar investor," says USF System President Judy Genshaft. "Florida Blue stands as a strong advocate for USF and the health of Floridians, and we value their partnership."

More than a library, the Florida Blue Health Knowledge Exchange will serve as a hub in the new USF facility for connecting people and ideas. As libraries depart from housing stacks of printed collections, the Florida Blue Health Knowledge Exchange will instead host the research librarians who can help students, researchers and patients access an ever-expanding trove of digital information.

"Medical knowledge is expected to double every 73 days by the year 2020, which greatly affects the way we need to train tomorrow's doctors," says Dr. Charles Lockwood, senior vice president for USF Health and dean of the Morsani College of Medicine. "The Florida Blue Health Knowledge Exchange will become a central resource in helping our students learn how to navigate

these emerging discoveries to serve their future patients."

The 5,000-square-foot Florida Blue Health Knowledge Exchange will be open to the public and feature a large-scale video wall for multimedia presentations, an executive-style reading room, a reference desk, and a space for technology demonstrations and recording lectures for online learning.

"Keeping pace with the rapidly evolving world of health data and technology is critical in today's health care environment. The Florida Blue Health Knowledge Exchange is aptly named, as it will serve that goal by facilitating information sharing and collaboration among students, health professionals and entrepreneurs," says Florida Blue CEO Pat Geraghty. "USF and the Tampa Bay community are well positioned to be a center of health knowledge and learning. We are very proud to be a part of this public facility, which aligns so closely with our own mission of helping people and communities achieve better health."

In addition to the USF Water Street expansion, the Florida Blue Foundation has supported other areas of USF Health and the Muma College of Business, and is a corporate member of USF Women in Leadership and Philanthropy.

*Find out more about USF Water Street Tampa at [usf.edu/water-street-tampa/about](http://usf.edu/water-street-tampa/about).*









Cover Feature

# *Creating the future of*

# HEALTH CARE

BY ANNE DELOTTO BAIER '78

MAJOR FORCES ARE SHAPING THE FUTURE of U.S. health care beyond political debates about insurance coverage.

Driven by a need to reduce unprecedented costs, our nation's health care system is evolving from one of paying physicians and hospitals for the volume of services delivered to one focused on the quality of care provided and the maintenance of good health.

As part of this transition, massive new databases, electronic health records and powerful computers are helping researchers learn more about disease causes and outcomes, as well as assess the effectiveness and costs of various treatments.

Advances in science and digital technology are changing how physicians, nurses, pharmacists and other clinicians deliver services, as well as how patients engage in their own care.



# SHIFTING FROM VOLUME TO VALUE

WHEN SPEAKING TO COMMUNITY and professional audiences, USF Health's Dr. Charles J. Lockwood often points out that, despite the vast sums the United States now spends on health care – one-sixth of our economy according to the latest Commonwealth Fund report – the health status of its population is worse than virtually all high-income countries. This includes such measures as infant deaths from prematurity, obesity rates and life expectancy.

“We pay a lot more for a lot less,” says Lockwood, senior vice president for USF Health and dean of the Morsani College of Medicine. *(See graphs, opposite page)*

Traditionally, physicians or other clinicians have been paid for the amount of services they deliver. This fee-for-service model, driven by quantity of care (volume) rather than the quality and cost of care (value), can promote unnecessary or duplicated treatment. It's a system primarily oriented toward disease treatment and cure, rather than preventive care that keeps patients out of the doctor's office.

“Right now, the big spend is not on maintaining health, but restoring health,” says Dr. Edmund Funai, chief operating officer of USF Health and senior vice president for USF.

“If you get shot in the chest or hit by a car, we do a great job of saving your life,” says Jay Wolfson, associate vice president for health law, policy and safety at USF Health.

“But the overall outcomes have not been so good for those with, or at risk for, hypertension, diabetes, or other chronic conditions.”

But, the mounting financial pressure of costs is unsustainable, and change is coming.

Growth in health care expenditures has driven up our federal debt burden, taken a bigger bite out of employees' paychecks, and strained families and communities, says Dr. Lockwood. It has led to demand for change from consumers, business leaders, and insurers for “value-based care” – that is, improving the quality of health care delivered and reducing its costs.

In 2015, the U.S. Department of Health and Human Services announced explicit goals and a timeline to move the Medicare program, and health care system at large, toward paying providers based on the quality rather than the quantity of care. Many states, including Florida, have followed suit in this drive for value-based care.

USF Health leaders are working with the university's hospital and community partners on new approaches that deliver the highest quality, patient-centered care possible while controlling costs.

For example, last year USF Health's multispecialty group practice – the largest in West Florida – joined Florida Medical Clinic, Florida Orthopaedic Institute, the Pediatric Health Care Alliance and Women's Care Florida to form a clinically integrated network called the Tampa Bay Health Alliance (TBHA). This network of providers collectively totals more than 1,300 health care professionals caring for more than 750,000 patients across the Tampa Bay region.



Photo: SANDRA C. ROA | USF Health



The five medical groups practice independently but, as with all CINs, the TBHA providers collaborate to coordinate care – all for the common benefit of the network’s larger patient population. They share patient data and treatment protocols to offer cost-effective care that works best, says Daniel Vukmer, TBHA chief executive officer and senior associate vice president at USF Health.

“Providers are learning they need to work together, as opposed to compete, to provide value to patients – and quite frankly, to stay in business” Vukmer says.

“Health care is evolving from a cottage industry to a much larger scale,” Lockwood says. “We’re working with our TBHA partners to achieve economies of scale in information technology, patient navigation and other areas that will lead to safer care, higher patient satisfaction, better outcomes and lower costs.”

## THE PROMISE OF “BIG DATA”

USF HEALTH COLLEGE OF PUBLIC HEALTH Dean Donna Petersen would like to think that a focus on the social determinants of health – such as education, access to healthy foods and exercise, safe neighborhoods, and social engagement – will play a greater role in the value-based health care equation.

“It’s amazing to me that public health’s prevention argument hasn’t yet been so successful,” Petersen says. “It’s difficult to earn a good wage and be a contributing member of society without good health, and in the big picture that means more than the absence of disease. We spend most of our health care dollars on care at the end of life. What would society look like if we spent more on the front end?”

All stakeholders must tackle the challenges of complex societal ills to rein in health care spending and achieve better health and well-being for individuals and communities, Dr. Lockwood says. “Eighty percent of health outcomes are outside the control of those providing medical treatment. As a society, we have some tough decisions to make about personal accountability and improving the health of our populations.”

A recent National Academy of Medicine report synthesizing expertise of the nation’s leading health scholars and policymakers cites the need to harness and curate massive data sets to reveal and track subtle population patterns affecting health. This “big data” can include patient information captured by electronic health records, insurance claims, pharmacy records, public health agencies, clinical research networks, or others involved in the health care process.

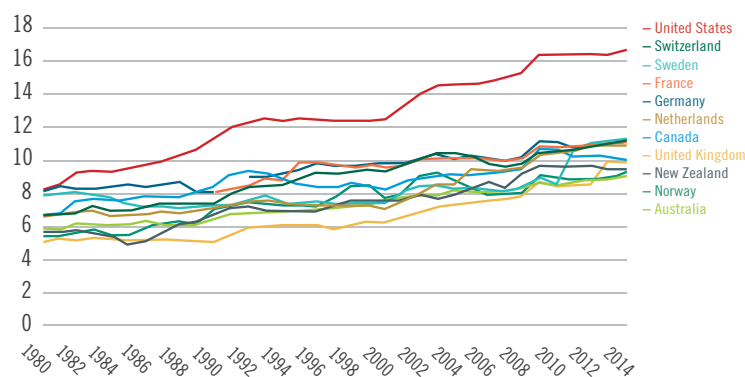
“Using big data, we can learn more about disease causes and outcomes, advance precision medicine by creating



**While we are spending an inordinate amount on health care – the most of any developed country – our outcomes are relatively poor.”**

*– Dr. Charles Lockwood*

Health care spending as a percentage of gross domestic product

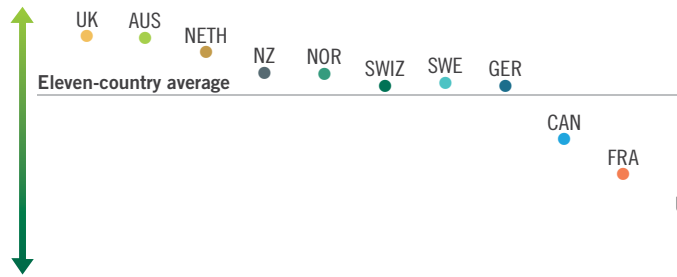


Source: OECD health data 2016. Data are for current spending only, and exclude spending on capital formation of health care providers.

Health system performance scores

Overall Care process Access Administrative efficiency Equity Health outcomes

Higher performing



Source: Commonwealth Fund analysis

Charts excerpted from the Commonwealth Fund report, “Mirror, Mirror 2017: International Comparison Reflects Flaws and Opportunities for Better U.S. Health Care.” They depict the cost-to-benefit comparison that health care dollars provide across 11 comparable nations.





Photo: SANDRA C. ROA | USF Health



We spend most of our health care dollars on care at the end of life. What would society look like if we spent more on the front end?”

– Donna Petersen

more precise drug targets, and better predict and prevent disease occurrence or onset,” write the authors of *Vital Directions for Health and Health Care*.

The Veterans Health Administration (VHA) captures information for U.S. veterans across time and likely holds one of the largest compilations of population and clinical health data from all 50 states. Over the last decade VA big data text mining expert Stephen Luther (PhD '97, College of Education) has led nearly \$6 million worth of federally funded health informatics and outcomes research involving pain care quality, fall-related injuries and mild traumatic brain injury. Luther, assistant director of the VA's Tampa-based Center of Innovation on Disability and Rehabilitation Research and a USF College of Public Health adjunct associate professor, frequently collaborates with faculty investigators from USF Health and the USF Muma College of Business.

For a five-year retrospective study targeting more than 12,300 veterans with spinal cord injury who received care in the VA health system, Luther and colleagues tapped into electronic health record information to measure the risk of pressure ulcers in this patient population. Ultimately, the researchers plan to create an assessment tool to more accurately predict the probability of developing pressure ulcers, which can lead to costly hospitalizations

and life-threatening complications.

“If a short automated checklist in the electronic health record could identify those veterans at highest risk, clinicians can make sure they get the maximum resources to prevent pressure ulcers” like a specialty wheelchair cushion or more frequent turning in bed, says Luther.

“As rich big data, like that currently available in the VHA, gets more broadly integrated into the health care system, we'll be able to ask and answer important questions as never before to improve health care and patient safety.”

Etienne Pracht, USF associate professor of health policy and management, agrees big data can be a powerful tool to help guide cost-effective medical decisions, but cautions that it should be used “responsibly” with input from physicians and other clinicians immersed in the practicalities of caring for patients.

For the foreseeable future, Pracht says, “a doctor still has the comparative advantage in diagnosing and figuring out what might happen next for an individual patient, because we are not all robots with standardized parts.”

## FROM HOSPITAL TO COMMUNITY TO HOME

MOST HEALTH CARE EXECUTIVES AGREE that hospitals of the future will be reserved for the sickest patients requiring the most intensive treatment; in fact, as health care costs increase, the transition from inpatient to more (and less costly) community- and home-based care is already under way. Enabled by digital technology and prodded by growing consumer desire for greater access, convenience and personalized service, more hospital systems are expected to transition to patient-centered, connected networks of physician group practices, retail clinics, post-acute care centers, and other community facilities.

As hospitals extend care beyond their walls, telehealth to remotely consult with, monitor and even treat patients in their own homes may become more attractive.

“Virtually every company that runs a wire into your home is interested in health care because it's a huge part of the economy, and it offers alternative ways to provide and monitor care that don't necessarily involve doctors' offices or hospitals,” says Funai, adding that telehealth at its best can help engage the average patient in their own care. “You can monitor somebody's vital signs and other indicators of well-being, their adherence to taking medications. You can communicate in real-time through video.”

Funai foresees that the technology revolution in the





PHOTOS

Left: USF College of Engineering researchers Carla VandeWeerd, left, and Ali Yalcin, right, with Lana Carter, one of the first residents at The Villages to test a USF-created home sensor monitoring system designed to keep older adults as independent and healthy as possible in their own homes.

Above: The “Homesense” technology captures deviations in activities of daily living that may signal a change in health condition.

home that now allows someone to adjust air conditioning temperatures or turn off lights in their house from across the country may eventually be embraced by the health care industry.

“I can imagine the day when, by and large, you have your annual physical exam in your own bedroom, remotely. I can envision the day when patients who have even major surgery end up going home within 24 hours or so, as long as they don’t need intensive care,” he says.

USF College of Engineering associate professors Carla VandeWeerd and Ali Yalcin worked with graduate students to design “Homesense,” a wireless data management and analytics system using small inexpensive sensors (no cameras or wearable devices involved) unobtrusively installed throughout a house to monitor select activities. With feedback from study participants in 10 homes, the researchers continue to refine the prototype and plan to expand the sensor system to 30 to 50 homes over the next year.

The sensors measure pressure, motion, contact, temperature and light intensity. They detect when a door to the house has been opened as someone enters or exits, whether a toilet has been flushed, how long a person spends in bed or a recliner, when someone showers or bathes, even if a drawer where prescription medications are stored has been opened. Confidential data are analyzed and uploaded to a website, which participants can access with a secure log-in.

The technology “learns” patterns of behavior and captures deviations in activities of daily living, such as more sedentary behavior that may signal a change in mobility and increased risk for falls, or more frequent nighttime trips to the bathroom that may indicate an early bladder infection.

“The system detects those things right away and can notify caregivers or a case manager who can get you to a doctor’s office before a simple urinary tract infection ends up as a kidney infection requiring hospitalization,” VandeWeerd says. “The idea is to intervene as early as possible to help people stay active and live healthier in their own communities, for as long as possible.”



As a society, we need to align the desired outcomes of our care with our ways of paying for the care people need.”

- Dr. Edmund Funai







Photo: ERIC YOUNGHANS | USF Health

**PHOTO**  
USF Health's Theresa Beckie worked with business and engineering colleagues to create a behavior-changing mobile app to help women with heart disease self-manage diet, exercise and stress.

Lana Carter, 76, one of the first to test the USF-created system, agrees. After hip replacement surgery this spring, she permitted access to her Homesense website by two daughters living in Nevada and California so they could keep an eye on her daily activity from across the country.

"I want to live my life and age in place; I hope my daughters never have to take care of me," says Carter, who pursues a busy life schedule of dancing, yoga, and Pilates. "They know my daily routine and habits, so if something (like a change in activity) bothers them they can call someone to check on me."

## ENGAGING PATIENTS WITH MOBILE HEALTH TECHNOLOGY

MOBILE HEALTH TECHNOLOGY IS an emerging industry expected to grow as big data analytics improve and integrate with smartphones, tablet computers and wearable devices that track vital signs and chronic disease symptoms in real-time. More physicians, nurses and other practitioners will learn to use this mobile technology to communicate with patients and begin applying data to impact outcomes.

Several USF nurse scientists are working on mobile health applications that help patients who struggle with self-management of cardiovascular disease. Among these scientists is Theresa Beckie, professor in the USF Health College of Nursing and the Morsani College of Medicine's Department of Cardiovascular Sciences, whose research includes individualized approaches to

cardiac rehabilitation for women.

Beckie collaborated with associate professors Kaushik Dutta of the Muma College of Business and Sriram Chellappan of the College of Engineering to create a behavior-changing mobile app called Herbeat. The app is intended to help women with coronary heart disease who suffer a heart attack, or who undergo open heart surgery or stent placement, improve their exercise performance, maintain a healthy diet and manage stress levels on their own after they leave the hospital.

Combining mobile technology (a wristwatch activity tracker and sensors wirelessly connected to a smartphone) with communication and coaching by a health provider, Herbeat incorporates techniques known to change health behaviors and reinforce better choices.

Last year, Beckie received a National Science Foundation Innovation Corps (I-Corps) award, which supported the USF researchers' initial interdisciplinary work to develop Herbeat into a commercially viable product. With Dutta as her mentor, she also acquired a USF Foundation grant to start a company to assist with commercialization.

## TRANSITIONING TO TEAM-BASED CARE

THE FUTURE OF HEALTH ALSO INCLUDES greater use of interprofessional services. USF is helping build the health workforce of the 21st century by teaching students to work together as interdisciplinary, coordinated teams that put the patient at the center of care.

Medical students volunteer alongside pharmacy, physical therapy, public health and social work students as they provide free care to a local underserved community at the USF Health BRIDGE Clinic. Cross-disciplinary teams of USF Health students train together in the Experiential Learning and Simulation program at the Center for Advanced Medical Learning and Simulation in downtown Tampa. Doctoral-level physical therapy students share first-year anatomy, physiology and other basic science courses with medical students. With faculty supervision, pharmacy and medical students jointly see patients, consult on diagnoses and develop plans of care together.

The interprofessional approach has been incorporated into the university's faculty practice group, which combines the strengths of practitioners across health care disciplines, including physicians, nurses, pharmacists, public health professionals, physical therapists and physician assistants.

"Health care today is a team profession. No single person or specialization can address all the complexities of a patient's needs," says USF Health College of Nursing Dean Victoria Rich.





**PHOTO**

At the BRIDGE Clinic, faculty-supervised USF students from various health disciplines volunteer together, learning from one another while providing free care to underserved patients.

USF Health College of Pharmacy Dean Kevin Sneed is nationally recognized for leading the way in team-based practice. “We’re more invested in identifying which medications can achieve an optimal health outcome than just dispensing the medication, in helping to measure and monitor that outcome, and then communicating with physicians, nurse practitioners, physician assistants and other team members to optimize and maintain the health of that individual patient,” Sneed says.

“The only reason we’re able to do this at such a high level at USF is the interprofessional collaboration among our health colleges.”

Complex disease involves many complicating factors, including the patient’s environment and behavior.

“And, you’re not going to fix that as a doctor unless you build a big team around you,” Funai says. “One of the things we have going for us at USF is that we train the entire team. Even beyond health care professionals at the bedside, we can add the perspectives of others in social work, engineering, and government.”



Health care today is a team profession. No single person or specialization can address all the complexities of a patient’s needs.”

– Victoria Rich



Photo: ERIC YOUNGHANS | USF Health





Precision medicine will get us away from trial and error and hone in on what works best for you as an individual.”

– Kevin Sneed

## FROM TRIAL AND ERROR TO PRECISION MEDICINE

CHARLES MAHAN, LOOKING TRIM AND FIT at age 76, has not escaped a family history of heart disease. So he was eager to find out whether any of the 15 medications he takes for various cardiovascular conditions may be influenced by his genetic makeup. Mahan, a professor emeritus and former dean of the USF College of Public Health, was recently referred to the clinical pharmacogenetic testing service at USF Health Pharmacy Plus, a state-of-the-art pharmacy within the Morsani Center for Advanced Healthcare.

After a simple saliva cheek swab was sent to the laboratory for analysis, he met with College of Pharmacy Assistant Professor Theresa Vo, who leads the Pharmacogenetics Clinic. She explained the results of the 20-gene test panel, including whether his DNA might play a role in the effects of his current medications, or how it might affect future treatments.

Overall, the results indicated that his medication regimen was working, and not prone to severe adverse side effects, based on his genetics – with one exception.

“The report said one blood thinner I’m on is genetically a weak drug for me, and there are several alternatives that may work better,” says Mahan, who planned to discuss the option with his doctor.

While pharmacogenetics, also called pharmacogenomics, is a promising tool for identifying differences in DNA that may alter how an individual’s body reacts to a particular drug, experts point out that targeting “the right treatment, at the right dose, for the right person, at the right time” is still largely a research enterprise. Cancer is one area where clinicians, particularly those in academic centers, use DNA analysis of tumors to target the most individually effective chemotherapy treatments.

Sneed expects that pharmacogenetics will break into mainstream medical practice as health care professionals gain greater access to big data, computational power and genetic sequencing, and as the cost of testing drops with evolving technology.

“Precision medicine will get us away from trial and error and hone in on what works best for you as an individual,” Sneed says.

Customizing drug or other therapies based on an individual’s genome is just one aspect of precision or personalized medicine. It also aims to predict who is at risk for developing a particular disease as well as disease characteristics and prognosis.

Dr. Stephen Liggett, associate vice president for research at USF Health, refers to precision medicine as “a work in progress.”

Realizing the emerging field’s full potential will require a better understanding of how environmental variables – including diet, exercise, the gastrointestinal microbiome (gut bacteria) and toxin exposure – interact with genetic variations to affect disease and its treatment, says Liggett, a National Institutes of Health-funded principal investigator who holds 16 patents on genetic tests for precision medicine in heart and lung disease. “We now can obtain millions to billions of pieces of data from a person’s genome, but how much objective information do we have on that individual’s lifetime environmental influences? Very little, it turns out.”

Nanoparticles offer great potential for safer, more precise treatment of cancer, cardiovascular disease and other inflammatory disorders because of their capacity to effectively deliver drugs or other therapeutic agents directly to specific cells types with fewer side effects, says USF Health Heart Institute Founding Director Dr. Samuel Wickline. These tiny carrier systems – 10 to 50 times smaller than a red blood cell – can deliver a sizeable dosage to targeted tissues while avoiding potentially toxic accumulations of the drug in circulating blood.

Wickline, a physician-scientist with a strong track record of entrepreneurial research and impressive NIH grant funding, works with USF biomedical engineer Hua Pan to design nanoparticles for a variety of diagnostic imaging and therapeutic applications.

One of the Heart Institute’s driving themes will be





Photo: ERIC YOUNGHANS | USF Health

**PHOTO**

Dr. Samuel Wickline, founding director of the USF Health Heart Institute, works with collaborators on promising nanotechnologies that may more precisely diagnose or treat cardiovascular disease, cancer and other inflammatory diseases.

translating findings that prove promising in the laboratory into products commercialized for clinical use. Wickline's laboratory has a jumpstart on biomedical research aiming to advance two promising nanotechnologies to early-stage clinical trials within two years. One targets pancreatic and colorectal cancers and the other aims to improve port access for dialysis patients.

Wickline and Hua also work with cardiologist Dr. Michael Fradley, director of the Cardio-Oncology Program at USF Health and Moffitt Cancer Center, along with other collaborators at Moffitt. They are investigating genetic signals that may help predict which patients receiving new drugs that boost the body's immune response against certain cancers are likely to develop cardiovascular complications. The research could lead to new nanotherapeutic agents selectively delivered to curtail heart muscle inflammation resulting from cancer therapy.

## STRIVING FOR A HEALTHIER FUTURE

SO WHAT WILL THE FUTURE OF HEALTH care look like? Most USF experts interviewed were hesitant to predict, but some areas of agreement on trends emerged:

- Big data will get bigger and, hopefully, more integrally connected to electronic health record systems so that providers and patients can make decisions leading to better health at lower cost.

- Health technology will become smarter and more mobile, and increasingly diagnosis and treatment will happen outside hospitals and clinics. Our ability to legislate, regulate, and pay for new models of care delivery and to address ethical concerns about data security and patient privacy needs to catch up with technological advances.

- As science advances understanding about individual genomes and improves upon nanodrugs and devices, clinicians will become more precise at predicting and controlling health at the micro-level, possibly even before disease takes root.

Finally, while it may seem straightforward, value is difficult to define and measure in a way that health consumers, providers, insurers, businesses and other stakeholders all agree upon. Greater overall consensus about what health outcomes matter most will be vital to achieving high quality care at reduced costs.

"As a society, we need to align the desired outcomes of our care with our ways of paying for the care people need," USF Health's Funai says. "There's a grand experiment going on regarding how best to manage the health of the population, and also save money."

The solutions, Funai adds, may be decades away. "We all have a stake in working together to achieve a future of healthier citizens." ■





# HEALTH CARE 2037

*Distinguished alumni  
predict a bright, tech-based*

*future*

BY KIM FRANKE-FOLSTAD

A

MERICANS WANT TO BE HOPEFUL about health care.

We want to believe the future holds new cures and technologies – but also, maybe, a return to some old-fashioned values.

We like to think our nation's entrepreneurial and innovative talents will make it all OK, will make us all OK, and at a price we can afford.

And we pray that our grandchildren and grandparents will live even happier and healthier lives than generations past.

It's a lot to ask.

We asked five distinguished or outstanding alumni from USF's health colleges to look into the future and tell us what they think may be happening in their fields 20 years from now.

Their predictions are exciting, challenging, comforting. Here's hoping they come true.



**DR. PETER EMBI**, the Morsani College of Medicine's 2017 Distinguished Physician Alumnus, has a job description you can expect to hear about more often in 2037: He's a physician, researcher and expert in biomedical informatics.

Information and technology have already changed the way medicine works, says Embi, MD '97, president and CEO of the Regenstrief Institute at Indiana University. Advances in big data and analytics will continue to change the role of health care providers and the way people interact with the health care system.

Now, patients go to a doctor or hospital when they're ill, "and we drive care," Embi says. But in the future, he expects to see a more sophisticated approach, with patients taking control of their own health and wellness. "The word patient may even go out of favor," he says.

We can already see signs of that change with the ubiquity of devices such as smartphones and wearables that monitor what we eat, how we exercise, our blood pressure, breathing, etc. That data says more about your health than much of what's in the records at your doctor's office, Embi says, and contributes to better preventative care.

Doctors will be able to use that data – along with more specific information about your genetics, environmental exposures, experiences, and other factors – to keep you healthy and tailor your treatment when you're sick.

Each individual's information will also go into a database that informs what we know about each disease and how to treat it, Embi predicts, and knowledge will grow globally. "We'll learn from every patient encounter."

The system will be bigger, faster and more efficient, with fewer errors, he says.

"So we can take better care of this person, and every generation after that."

**PHOTOS**, clockwise from top left:

**Dr. Peter Embi** is the Morsani College of Medicine's 2017 Distinguished Physician Alumnus.

**Patricia Quigley** is the 2013 College of Nursing Distinguished Alumna.

**Versie Johnson-Mallard** is a 2011 College of Nursing Outstanding Young Alumna.



**PATRICIA QUIGLEY**, 2013 College of Nursing Distinguished Alumna, foresees fewer people suffering life-changing or deadly injuries from falls.

A longtime advocate for fall injury prevention and a nationally recognized patient safety expert Quigley, '75, MS '82 and MPH '06, is a fan of customized interventions that protect vulnerable populations, such as people over age 85.

Right now, falls are the leading cause of injury death and non-fatal unintentional injuries, according to the CDC. The World Health Organization reports that in the United States, 20 to 30 percent of older people who fall suffer moderate to severe injuries such as bruises, hip fractures or head traumas. The risk is due in part to physical, sensory and cognitive changes associated with aging – but also because environments are not adapted for an aging population.

Bedside mats, real-time camera surveillance and smart garments that can protect the hips and head are among the products now being developed to prevent serious injuries. Quigley expects more innovations to come.

Dangers to the elderly should be given the same level of attention as those for infants and toddlers, says Quigley, who recently retired as associate director of the Veterans Integrated Service Network (VISN) 8 Patient Safety Center of Inquiry. Each at-risk group requires a different approach, she says, but the same level of care.

**VERSIE JOHNSON-MALLARD**, a 2011 College of Nursing Outstanding Young Alumna, sees the eradication of human papillomavirus (HPV)-related cancers as a real possibility for the next generation of girls and boys.

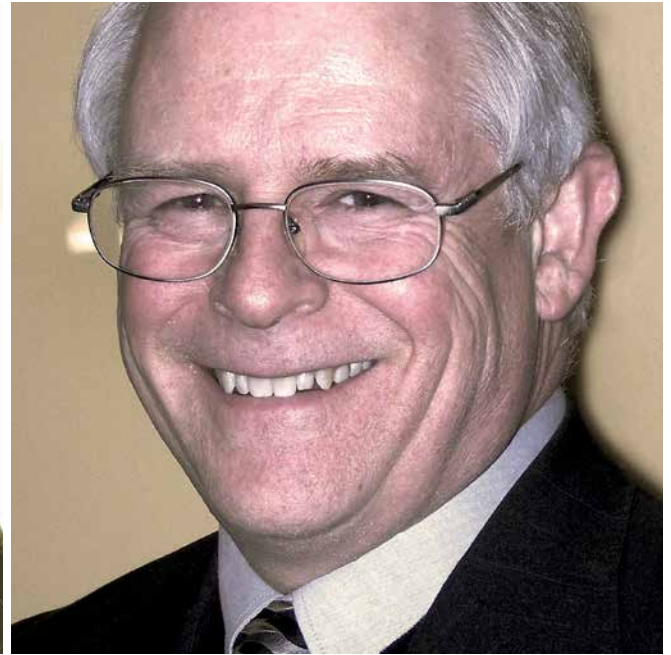
“My wish would be that every parent vaccinated their 11- to 12-year old boy or girl with the 9 Valent (HPV) cancer prevention vaccine,” says Johnson-Mallard, PhD '05 and MS '10.

HPV is the most common sexually transmitted infection in the United States. The Centers for Disease Control and Prevention (CDC) estimates that more than 90 percent of sexually active men and 80 percent of sexually active women will be infected with at least one type of HPV at some point in their lives.

Johnson-Mallard's work in sexual and reproductive



**Doctors will be able to use data – along with more specific information about your genetics, environmental exposures, experiences, and other factors – to keep you healthy and tailor your treatment.**



#### PHOTOS

Dr. Julie Jacobson is the Morsani College of Medicine's 2014 Distinguished Physician Alumna.

Philip Amuso is the 2015 College of Public Health Distinguished Alumnus.

health clinics – and the gaps in knowledge she saw in her patients there – inspired her to go back to school to get her doctorate in nursing science at USF. Now a board-certified women's health nurse practitioner and chair of the department of Family, Community and Health System Science at the University of Florida College of Nursing, she predicts health care providers won't pass up opportunities to educate parents about the HPV vaccine and to inoculate children.

"Across our nation and globally, nurses, nurse practitioners, physicians, pharmacists and public health providers will band together and provide factual information to consumers of health about this cancer prevention vaccine," she says.

**DR. JULIE JACOBSON**, the Morsani College of Medicine's 2014 Distinguished Physician Alumna, works every day to make the future brighter – that's her job as a senior program officer for the Bill & Melinda Gates Foundation.

It's the foundation's goal to decrease inequity, she says, "and health care is at the leading edge of that."

The United States is going through some "growing pains" right now, but we're in a time ripe for optimism, says Jacobson, '90 and MD '94. The Affordable Care Act is a solid step in the direction of health care as a right, she says, and her hope is that in 20 years we'll have a noncontroversial single payer system.

Her work is global, and it's heartening, she says. The new director general of the World Health Organization, Tedros Adhanom Ghebreyesus of Ethiopia, believes access to good health care should be an expectation, and "everything builds from there."

In Jacobson's specialty, neglected tropical diseases (NTDs), the people who suffer most are those who live far from ill-equipped health facilities that have few resources and untrained help. In a world where a child can die from lack of access, the challenge for global care is prevention, she says.

That's the goal for coalitions like Uniting to Combat Neglected Tropical Diseases, of which she is a part. A collaboration between global health and development organizations and industry partners, the organization aims to control, eliminate or eradicate 10 NTDs by 2020. More than 998 million people have been treated through the partnership's efforts, not only improving health in their countries, but also the potential for economic development and political stability, Jacobson says.

"It's been such a success, and it's a sign of what we can do if we work together," she says.

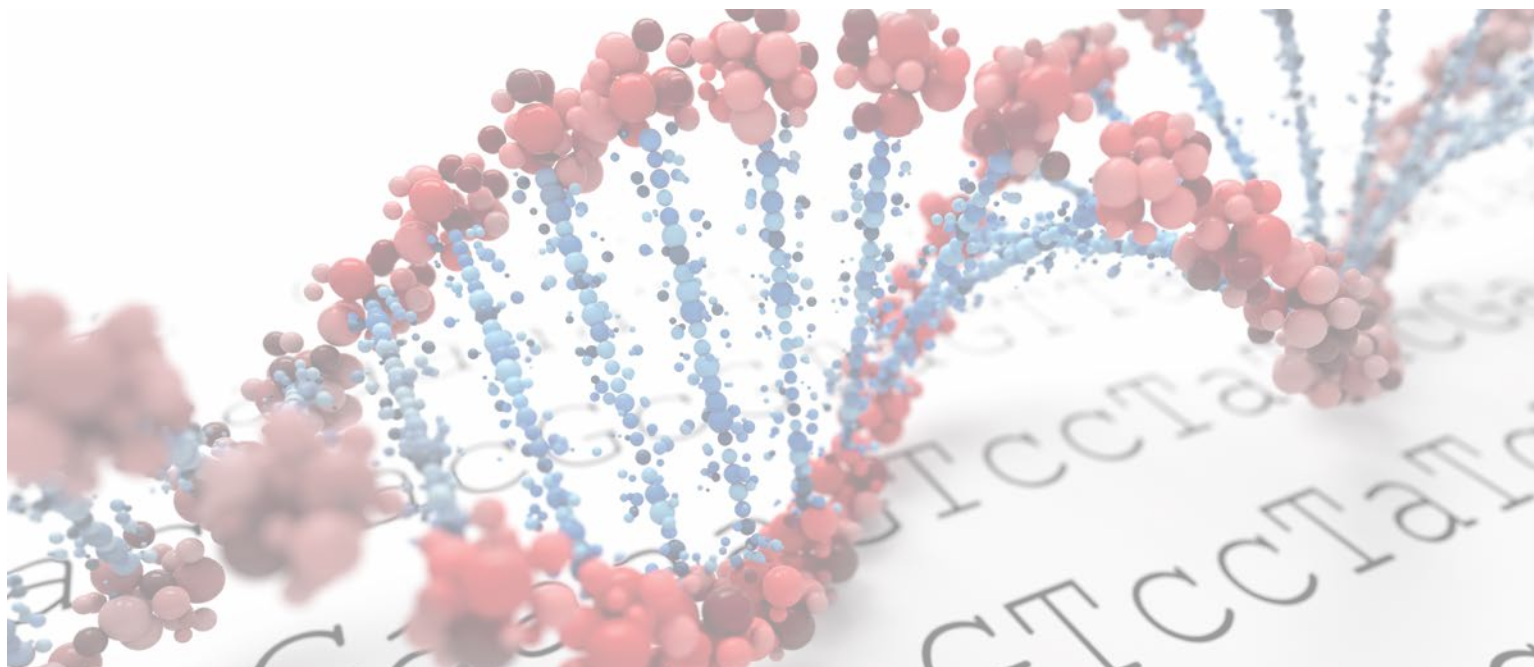
"We're on the path, and then it will be up to the next generation. That's the vision."

**PHILIP AMUSO**, the 2015 College of Public Health Distinguished Alumnus and retired assistant professor at USF, has spent his life in the lab.

As director of the Bureau of Laboratories for the Florida Department of Health (now retired), he dealt with the *Bacillus anthracis* (anthrax) attacks in 2001, the H1N1 influenza virus in 2009, and the Ebola epidemic in 2014.

When it comes to public health and laboratory work, says Amuso, '73, MA '75 and PhD '00, Life Member, "we kind of live from crisis to crisis in terms of financial resources. Generally speaking, there has to be a big perceived threat out there to yield an upgrade in modernization." And it's hard to guess what that big crisis





**Artificial intelligence applications will be a huge resource that can take millions and millions of pieces of information and process them in seconds.**

**Doctors will have access to information from hundreds of thousands of people who had your disorder.**

will be two decades from now.

But Amuso, who still consults in clinical laboratory medicine and public health preparedness, does see a paradigm shift coming. Organizations like IBM and Alphabet Inc., Google's parent company, are pouring billions of dollars into artificial intelligence applications, including those related to health care.

Remember Watson, the computer that won \$1 million playing *Jeopardy*? Watson has since moved on to more serious challenges. The computer's accuracy in reading mammograms, in tandem with a real-life physician, is astounding. And it's being used to connect data for all kinds of patient care.

"So, here you have this computer that sits with these doctors, and they talk about treatment plans for people," Amuso says. "I see this as the most exciting thing in my lifetime to happen to medicine, and that includes the laboratory – having this huge resource that can take millions and millions and millions of pieces of information and process them in seconds."

While other changes will be incremental, this will be a quantum leap, he predicts. Someday you'll go in for a diagnosis, and instead of a couple of doctors trying to figure out what happened during a clinical trial, they'll have access to information from hundreds of thousands of people who have, or had, your disorder. They'll be able to customize your treatment plan based on your genetic makeup, your age, where you live and what you eat.

"There will be so many factors that can be entered into the equation, it's just mind-boggling," Amuso says. "I think artificial intelligence is going to be a boon to health care. Public health, personal health care, laboratory, imaging – every facet." ■



# From your Alumni Association

My fellow Bulls,

SOME THINGS NEVER CHANGE and for that we Bulls can be grateful. Remember the brazen, lunch-stealing squirrels at USF Tampa? The sailboats and dolphins gliding like poetry across Bayboro Harbor at USF St. Petersburg? The colony of congenial gopher tortoises at USF Sarasota-Manatee? Visit today and you'll still find them all, along with plenty more to make us wax nostalgic.

In other ways, though, our amazing alma mater may be hard to recognize. Almost every day, it seems, USF celebrates a new milestone, breaks a record or takes another giant leap upward in world and national rankings:

■ We recently received the national Ruffalo Noel Levitz Retention Excellence Award for student success, one of just three universities recognized.

■ We're now ranked 5th in the United States – up from 9th – among universities generating new U.S. patents.

■ We are now a top 30 public research university whose faculty, alumni and students are making tomorrow's health-care solutions a reality today, as you'll discover in this issue of *USF* magazine.

This is an exciting era for our great university, and there's no better time to celebrate than during Super-Bull Homecoming XXI. The week of Oct. 9-15 is packed with events, many of them free fun for all ages. Enjoy music and fireworks over the bay at USF St. Petersburg, networking at USF Sarasota-Manatee and, of course, the big Welcome Home Party and parade at the Gibbons Alumni Center, USF Tampa. Find more activities on page 54 and at [homecoming.usf.edu](http://homecoming.usf.edu).

Annual Homecoming events are just one way your Alumni Association aims to help you stay connected to and support USF. Why is that so important? Because USF needs you! Without your advocacy, leadership and donations of time, talent and treasure, our university could never have become such a distinguished institution in so short a time. Remember, USF first opened its doors to students just 57 years ago – it's a mere youngster!

Every time you show your pride by taking your USF license plate on the road or wearing your Bulls ball cap, you contribute to your university's success. Your membership in your Alumni Association does even more: It has distributed more than \$5 million in student scholarships. It funds programs that help student Bulls become alumni successes. It bestows prestigious awards to recognize that success.

And that's just for starters!

2017-18 holds the promise of even more exciting changes for our alma mater. One thing I'm confident won't change is the commitment and tenacity USF alumni bring to our school and everything we do.

It's who we are. Go Bulls!

APRIL MONTEITH, '01 AND MBA '03,  
LIFE MEMBER NO. 1422

CHAIR, USF ALUMNI ASSOCIATION  
BOARD OF DIRECTORS





## Meet your 2017-18 USF Alumni Association Board of Directors

*Front row, seated from left:* Monique Hayes, '01, secretary; Jim Harvey, '88, past chair; April Monteith, '01 & MBA '03, chair; Merritt Martin, '04 & MPA '06, chair elect; Vicki Ahrens, '73 & MA '75, treasurer

*Second row:* Sandy Pettit, '94, MChE '10 & PhD '14; Arian Marquez-Russell, '01; Juan Oropeza, USF Ambassadors president; Fadwa Hilili, '13 & MAcc '15; Brian Goff, '13; Angie Brewer, '82 & MS '84; Braulio Colon, '03 & MPA '10; Jose Valiente '73; Dr. Michael Perry, '81

*Back row:* Zach Pietrzyk, '11; Justin Geisler, '04 & MBA '06; Ruben Matos,

MPH '92; Eddie Litton, '87; Bill McCausland, MBA '96; Bill Mariotti, '15; Shaquille Kent, Student Government vice president; Dr. Chinyere Okpaleke, '08 & MS '10

*Not pictured:* Judy Genshaft, USF System president; Philip Amuso, '73, MA '75 & PhD '00; Maggie Fowler, '93; Glen Gilzean, '05 & MS '09; Joel Momberg, senior vice president for University Advancement and Alumni Affairs; R. Bruce Van Fleet, '73

The USF Alumni Association's board of directors includes alumni who've demonstrated a firm commitment to USF's success, are Association Life Members and Circle of Excellence donors. It also includes two students: the student government vice president and the USF Ambassadors president. Nonvoting, ex-officio directors are the USF System president; the senior vice president for USF Advancement and the Association executive director.

The board sets policy and guides the direction of the Association as it builds mutually beneficial relationships between USF and its alumni.

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Contact us to learn about all the benefits of making a gift to help us continue our important work.

# *My other car is a* **DRAGSTER**

BY JOEY JOHNSTON, '81

*'The faster I go, the happier I am,' says Kat Moller, '16*

**S**HE'S A SELF-DESCRIBED "low-key, happy, normal kind of girl."

But when Katarina "Kat" Moller steps into her dragster — a sleek 5,500-horsepower machine with a jet turbine engine that carries her up to 300 mph — anyone's version of normal hits overdrive.

Since joining the Larsen Motorsports jet-racing team following her freshman year at USF, Moller has consistently been the world's fastest female racer for her age.

"What can I say? I love to go fast," says the 23-year-old, who graduated in 2016 with a bachelor's in mechanical engineering.

It shows.

Team owner Elaine Larsen sometimes uses an in-car video camera to help gauge her drivers' state of mind. Are they terrified? Nervous? Businesslike?

"Kat always has the biggest smile on her face as she goes down the track," Larsen says. "That's what pure joy, pure happiness, looks like. I have never seen anyone like her.

"She's like the All-American girl. She could be your daughter, your sister, your cousin. She wants to win, of

course, but she is just thrilled to be in the game. She belongs out there."

She has since age 11, when she first slid behind the wheel of a junior dragster. She grew up in Sarasota, where she refined her craft while a student in Riverview High School's rigorous International Baccalaureate program. Then she burst onto the national scene while studying at USF's Tampa campus. Of 306 drivers vying for a spot on the Palm Bay, Fla.-based Larsen Motorsports team, only Moller was chosen. She was 19.

During the week, she was a full-time USF student. But on weekends, she was a burgeoning phenomenon. After graduation, Sarasota's Radiant Power Corp. hired her as a manufacturing engineer. The company makes aerospace products.

Larsen hopes Moller's academic accomplishments will take her racing career to an unprecedented level.

"Not a lot of drivers have degrees like that," she says. "I would love to see her work with the technicians who are designing and building the cars. She can talk their language.

"But at the end of the day, I know that Kat bleeds race fuel. Being at the track makes her happy. When she's not at the track, she's wishing she was at the track. She's not some novelty. People can smell a fake from a mile away. She's a race car driver."

In retrospect, that career path may have been predictable.

Moller's father, Tommy, has a lifetime of motorsports experience, from boats to road cars or top fuel dragsters. He kept a crib for his daughter at his Sarasota-based body-shop business, Corvettes West. As she grew older, she spent almost every day after school in the garage with her father.

She was a dedicated preteen figure skater when Tommy, looking to give her a fun new activity, enrolled her in the junior dragster program at Bradenton Motorsports Park and stepped back to watch. His jaw dropped.

"She was just a natural," he says. "I saw it on her first pass





## PHOTOS

Katarina Moller turned professional racer while working toward her bachelor's degree at USF. Today she's a manufacturing engineer for Radiant Power Corp., and a leading race-car driver for Larsen Motorsports.

Pg. 52 - Moller flies down the track in her 27-foot dragster, *American Dream*.

down the track. I was floored.”

Moller's been racing ever since. Nearly every time people see the petite young woman (she's 5-foot-3) standing by her jet car, someone wonders aloud what she's doing there.

“People look at me and laugh and say, ‘Wow, it almost looks like you're the driver or something,’” she says. “When I say, ‘I *am* the driver,’ they think I'm joking. Then they realize the truth and they're like, ‘Wow, that's so cool.’ I'm used to the questions. It doesn't bother me.”

That easygoing personality is part of what fools folks, her dad says.

“People seem amazed, I guess, because of her demeanor and how humble she is,” he says. “She goes to an event and she signs a thousand autographs. It's amazing. They love her. But you know, she just wants to race. Once that gets in your blood, it doesn't go away.”

Moller's father says he has been criticized for putting his baby girl in a dragster.

“They say, ‘How could you let your daughter do this and face such danger?’” the father says. “They don't realize this is an A-student, a great person and it's her passion. And every precaution has been taken. She knows what to do. She respects that machine.”

At the race's start, Moller withstands a G-force of 5 — more than the launch of a space shuttle. At the end, she must stabilize the car's often violent slowdown after the parachute opens.

“I have a blast doing it or else I wouldn't do it,” she says. “We definitely make sure the car is safe, but of course you think about the risk you are taking. You can't let yourself forget about that. It's a dangerous sport, no question.

“But I love it. I always have. It's like being on a super exciting roller coaster. The faster I go, the happier I am.”

As much as Moller enjoys racing, she has an equal passion for her career and gratitude for her USF experience.

“It's a great school, and it prepared me well,” she says. “Even when I was racing, I still loved having the typical college experience.

“Sometimes, it was tough being on the road during the weekend, then getting back for class. But it was all worth it. I love my career. I love to race. USF has played an important role in all of that.”

No wonder Moller is always smiling. ■





# C'mon home, Bulls!



## Our week. Our Homecoming. Our USF.

USF's biggest celebration, Homecoming SuperBull XXI, kicks off Oct. 9 with a week of parades, parties and Bull pride for alumni, students, friends and their families. Come on home to USF Oct. 9-13 as the Bulls prepare to mow down the UMass Minutemen Oct. 14.





Here are just a few of the special events planned; find more at [Homecoming.usf.edu](http://Homecoming.usf.edu)

Venues listed here are at USF Tampa unless otherwise noted.

## Monday, Oct. 9

### SUPERBULL XXI HOMECOMING WEEK KICKOFF

1 p.m., Main Rotunda, USF Sarasota-Manatee

5:30 p.m. MLK Plaza with Rocky, the cheerleaders and the Sun Dolls

### NIGHT AT THE BAY FIREWORKS AND MUSIC

7 p.m., Harbor Lawn, USF St. Petersburg

## Tuesday, Oct. 10

### WORKING BULLS ALUMNI LUNCH HONORING USF'S ALUMNI EMPLOYEES

Noon, Marshall Student Center  
RSVP to [www.USF alumni.org/alumni\\_lunch](http://www.USF alumni.org/alumni_lunch)

### STAMPEDE COMEDY SHOW

8 p.m., Sun Dome, free admission

## Wednesday, Oct. 11

### CARDBOARD BOAT RACE

3 p.m., Harbor Lawn/Waterfront  
USF St. Petersburg

### BULLS IN BIZ, 7TH ANNUAL AFTER-HOURS NETWORKING FOR STUDENTS AND ALUMNI

6 p.m., Courtyard, USF Sarasota-Manatee

## Thursday, Oct. 12

### USF ALUMNI AWARDS DINNER AND CELEBRATION

6 p.m., reception; 7 p.m. awards presentation, Marshall Student Center Ballroom  
Info at [www.USF alumni.org/awards](http://www.USF alumni.org/awards)

## Friday, Oct. 13

### CARNIVAL

Noon-midnight, Sun Dome parking lot

### WELCOME HOME PARTY

Pre-parade party with games, food concessions and more

5-7 p.m., Gibbons Alumni Center lawn

### TAILGATE PARTY

6 p.m., Coquina Pool/Harbor Lawn, USF St. Petersburg

### RUNNING WITH THE BULLS HOMECOMING PARADE

6:45 p.m., beads, floats, parade watch parties; parade runs east on Holly Drive to Maple Drive, south to Alumni Drive and west to Leroy Collins Boulevard

## Saturday, Oct. 14

### USF ALUMNI ASSOCIATION SPIRIT TENT

Three hours before kickoff, Bulls Zone, Raymond James Stadium, Tampa  
Details at [www.USF alumni.org/homecoming](http://www.USF alumni.org/homecoming)

Free beads, tattoos, class year stickers and more for alumni; special collector beads for Alumni Association members – bring your membership card!

### HOMECOMING SUPERBULL XXI

UMass vs. USF

Visit [GoUSFBulls.com](http://GoUSFBulls.com) for game time and tickets

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# Where's Rocky?



a

*Thanks to his many globe-trotting friends, Rocky boldly goes where no bull has gone before. Catch him sightseeing, showing off his USF pride, or sampling the local cuisine to help chart his journey through the year.*

**a** Always the coolest Bull around, Rocky's the only visitor in shorts and tank top at Iceland's iconic Gullfoss (Golden Waterfall) with **Adam Beer, '89, Life Member**, and Adam's girlfriend, **Andi Dyal**.

**b** Taking a break from her Fulbright Scholar grant work in Colombia, USF chemistry instructor **Laura Anderson, '04 and PhD '09**, and Rocky climbed 650 stair steps to show their pride from atop Peñol Rock. The rock overlooks a massive reservoir in Guatapé.

**c** During an epic tour of the great Western national parks and monuments, Rocky and **Vicki Dotson, '77 and MEd '89, Life Member** (pictured), and **Randy Dotson, '75, Life Member**, experienced all four seasons – including snow drifts in June. Their trek took them from Tucson, Ariz., to Cody, Wyo.

**d** A tour of Italy with **Life Members Sandi Conway, '79 and MA '91**, and her husband, **Michael**, made Rocky one *buon toro*. Their stops included the Colosseum in Rome.





**e** Soaring to dizzying new heights in Peru's Andes Mountains, Rocky and **Megan Jaquiss, '16, Life Member**, take in the view at the ancient Incan city of Machu Picchu.

**f** Len Steinberg, '10, shows his dad **Alan Steinberg, '78, Life Member**, and Rocky the sights around Portland, Ore., including historic Vista House overlooking the Columbia River Gorge. The elder Steinberg is co-chair of the USF Broward County Alumni Chapter.



Email your high-resolution photo (300 ppi) and details to [pcarnathan@usf.edu](mailto:pcarnathan@usf.edu) or mail to Penny Carnathan, USF Alumni Association, 4202 E. Fowler Ave., ALC100, Tampa, FL 33620-5455.



# Chapters & Societies





## All for one!

*Alumni chapters and societies keep Bulls connected through events and communications. Individuals forge friendships and professional relationships while, together, contributing to USF's success.*

**a** Bulls across the pond gather for a Thames River Dinner Cruise. Posing in front of Tower Bridge in London are, back row from left: Honors College dean Charles Adams; Cesar Collazo, '06; Chloe Savenko, MA '13; Kai Van Hoof; College of Education interim dean Roger Brindley; Alexander Carratt, '04 and MBA '06; and Kemar Clarke, '16. Bottom from left, Raquel Collazo, '09; unidentified; and Krystell Prince.

**b** Having a ball at the launch party for the new Mass Communications Alumni Society are, from left, Laura Ruden, '09, and Hunter Taylor, '11, from ChappellRoberts ad agency; Janet Scherberger, '87, society chair and vice president of communications for Tampa International Airport; Christine Turner, '97, Life Member; and Lauren Broadwell, '17, also with ChappellRoberts.

**c** Alumni toast the Greater Tampa Area chapter's sold-out wine tasting, which featured Michael David Winery and benefited the group's scholarship fund. From left: Julie Gillespie, MPA '82, Life Member; Shannon Hannon-Oliviero; winery manager Andrew Broden; Anna Urie, '08; and Travis Urie, '16.

**d** Members of the Chicago Alumni Chapter enjoy a family play day at the new Bison's Bluff Nature Playground in Schaumburg, Ill. They are, from left, James Stapleton, '13, his wife, Lisa Nicole, and their daughter; Alicia Rosenberg, '10, chapter co-chair; Amanda Roseboom, '11; and Marcy Butz, '13 and MBA '14, USFSP.

## Award-winning impact

*Bulls make a difference every day through alumni groups, from mentoring students to rallying support for USF programs and initiatives to sharing their green and gold pride.*

**e** Alumni group leaders from around the country gathered at the Gibbons Alumni Center in July for the first Alumni Academy and Group Excellence Awards, a day of workshops followed by an awards dinner. Recipients were: Outstanding Event/Program - Greater Tampa chapter (honorable mention, Music society); Most Improved Group - Sarasota-Manatee chapter; Excellence in Community Service - Pinellas chapter; Outstanding Student Program - Engineering society (honorable mention, Broward chapter); Excellence in Fundraising - Geology society; and Volunteer of the Year - New York City chapter chair Arian Howard, '13.



a



d



e

# Chapters and Societies

*No matter where you live, you'll always be a Bull!*

The USF Alumni Association has alumni chapters all over the country. We also have college and special-interest societies for like-minded alumni. It's easy to get involved. Just email the contact person of the group you'd like to visit.

## INTEREST-BASED GROUPS

### Anthropology Alumni

Brian McEwen  
bmcewen@cachillsborough.com

### Architecture Alumni

David Hunter  
David.Hunter@morganstanley.com

### Bulls Varsity Club

Abby Ritter  
abritter@usf.edu

### Black Alumni

Verlon Salley  
usfblackalumnisociety@gmail.com

### Clinical Psychology Alumni

Demy Kamboukos  
usfclinpsychalumni@gmail.com

### College of Behavioral and Community Sciences

Patty Cleveland  
cbcs@usf.edu

### College of Business Alumni

Beth Herman  
beths38@hotmail.com

### Engineering Alumni

Connie Johnson-Gearhart  
Connie.gearhart@gmail.com

### Entrepreneurship Alumni

Jordan Casal  
jcasal@ardentandbold.com

### Geology Alumni

Mike Wightman  
mwightman@geoviewinc.com

### History Alumni

Sydney Jordan  
sydneyjordan@mail.usf.edu

### Honors College Alumni

Dan Ravicher  
ravicher@gmail.com

### Kosove Scholarship Alumni

Justin Geisler  
justingeisler@hotmail.com

### Library and Information Science Society

Megan O'Brien  
usflisalumni@gmail.com

### Lockheed Martin – Oldsmar

Brent Lewis  
brent.a.lewis@lmco.com

### Mass Communications Alumni

Janet Scherberger  
USFmasscommalumni@gmail.com

### Medicine Alumni

Catherine Warner  
cwarner1@health.usf.edu

### Music Society

Arupa Gopal  
Tanya Bruce  
usfmusicalumni@gmail.com

### Pharmacy Alumni

Patti Shirley  
pshirley@health.usf.edu

### Psychology Alumni

Kim Read  
usfpsychba@gmail.com

### Public Administration Alumni

Mike Rimoldi  
mike@rimoldiconstruction.com

### Public Health Alumni

Natalie Preston-Washington  
npreston@health.usf.edu

### USF St. Petersburg

Heather Willis  
hlwillis@usfsp.edu

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## GEOGRAPHICAL GROUPS

### Asheville, N.C.

Chad Johnson  
USFAshevilleBulls@gmail.com

### Atlanta

Lara Martin  
usfalumniatlanta@gmail.com

### Austin, Texas

Brett Bronstein  
usfaustin@gmail.com

### Boston

Loren Glaser  
USFBostonBulls@gmail.com

### Brevard County

Kyle Lieneck  
Klieneck@gmail.com

### Broward County

Ruth Rogge  
ruthrogge@gmail.com

Alan Steinberg

usfbrowardalumni@gmail.com

### Charlotte, N.C.

Marisa Varian  
usfcharlottebulls@gmail.com

### Chicago

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### D.C. Regional

Conrad Pawlina and  
Genevieve Borello  
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### Fort Myers/Naples

Andrea Paulet  
ftmyersusfalumni@gmail.com

### Greenville, S.C.

Mike Nascarella  
Michael.nascarella@gmail.com

### Hernando County

Heather Weisbrod  
hweisbro@usf.edu

### Houston

Angela Beeson  
usfbullshouston1@gmail.com

### Indianapolis

Rasheite Radcliff  
USFIndyAlumni@gmail.com

### Jacksonville

Kayona Williams  
usfjax@gmail.com

### Los Angeles

Janet Foster  
usfbullsnla@yahoo.com

### Miami-Dade County

Carlos Rodriguez  
USFmiamialumni@gmail.com

### Nashville, Tenn.

Melinda Dale  
nashvilleusfbulls@live.com

### New Orleans

Heather Tank  
heath014@yahoo.com

### New York

Arian Howard  
usfalumniny@gmail.com

### Orlando

Erik Hansen  
usfbullsortlando@gmail.com

### Palm Beach County

Rennette Fortune  
USFBullspbc@gmail.com

### Pasco County

Phil Kupczyk  
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### Philadelphia

Mike Waterhouse  
usf.tri.state.alumni@gmail.com

### Phoenix

Brooke Westcott  
bwestcott@gmail.com

### Pinellas County

Gary Crook  
usfpinellas@gmail.com

### Polk County

Richard Weiss  
polkalumniousf@gmail.com

### Raleigh, N.C.

Benjamin Wadsworth  
bwadswor@mail.usf.edu

### San Diego

Josh Vizcay  
josuevizcay@gmail.com

### Sarasota-Manatee

Gil Wilson  
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Courtney Hawk

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### Tallahassee

Lisa Ann Gidula  
usfalumnially@gmail.com

### Tampa (Greater Tampa)

Casey Plastek  
USFTampaAlumni@gmail.com

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# Class Notes

## 60s



**EILEEN D'ANGELO MATTIOLI**, Elementary Education '68, received the 2016 Steinway Teacher Award in recognition of her long and distinguished career – 60-plus years – in music education. Mattioli was a 2008 USF Pinellas County Alumni Chapter Distinguished Alumna and the American Business Women's Association 1979 Woman of the Year, in addition to other honors.

## 70s

**GEORGE DILLER**, Communication '72 and General Business Administration '77, has retired as "the Voice of NASA." Diller was the public information specialist who counted down to "ignition, LIFTOFF!" for countless spacecraft over his 37 years with NASA. He was also the principal information specialist for tracking, data and telemetry for launches from Kennedy Space Center in Florida.

**JOE NATOLI**, Accounting '76, has been named executive vice president and chief administrative officer of Baptist Health South Florida, the largest not-for-profit health-care organization in South Florida. Natoli was previously the senior vice president for business and finance and chief financial officer for the University of Miami.



**DALE SWOPE**, Political Science '75, is the new president of the Florida Justice Association, a statewide professional group dedicated to protecting citizen access to the civil justice system. A founding partner of Swope, Rodante P.A. and board-certified trial lawyer, Swope is included in the 2017 Florida Super Lawyers and Best Lawyers list.

**MATTHEW B. WHEELEY**, Criminology '78, has joined the Tampa Bay law firm of Carlson, Meissner, Hart & Hayslett, P.A. as a board-certified workers' compensation attorney. Wheeley was previously an attorney for Barbas, Nunez, Koenig & Wheeley and taught as an adjunct professor at St. Petersburg Junior College.

## 80s

**H. ROY ADAMS**, Mass Communications '81, was elected 2017-18 president of the Rotary Club of St. Petersburg. Adams received the service club's Rotarian of the Year Award in 2015.



**JIM DIETZ**, Accounting '86, has joined the Florida CFO Group as a partner. Dietz is a chartered global management accountant and a

CPA with more than 25 years of financial management experience.

**DR. MARTIN FREEMAN**, MD '80, has been elected to serve on the American Board of Medical Specialties, a not-for-profit organization overseeing physician certification in the United States. Dr. Freeman is board-certified in allergy and immunology.

**SUSAN HARMELING**, Broadcast News '88, received the Lee Roy Selmon Lifetime Achievement Award from the Tampa Bay Sports Commission. Harmeling has been executive director of the Gasparilla Distance Classic race for 25 years and received the award for her "incredible support" for the Tampa Bay area sports community.

**LEE R. KUMP**, PhD Marine Science '86, has been named dean of Penn State University's College of Earth and Mineral Sciences. Kump served as interim dean and was previously a professor and head of the Department of Geosciences.

**TRACY O'NEILL**, Management '89 and Accounting '92, has acquired the Lean Six Sigma Green Belt Certification for application of proven quality management principles. O'Neill is chief administrative officer at Kerkering, Barberio & Co., Certified Public Accountants.

**JANICE POLO**, Accounting '86, has been promoted to executive vice president and chief financial officer for BayCare Health System. Polo previously served as vice president for finance at the not-for-profit system, which includes 15 West Central Florida hospitals. She has worked with BayCare for more than 28 years.

**LISA M. SCHILLER**, Mass Communications '87, has been named to the 2017 Florida Super Lawyers Rising Stars list. Schiller is a member in McGlinchey Stafford's Fort Lauderdale law office, specializing in business litigation and creditor-debtor rights.

**HOWARD SMITH**, Political Science '80, is the Philadelphia Phillies' new vice president of business affairs, overseeing Citizens Bank



*Send us your class notes!*

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SUSAN HARMELING



BILL WIGGINS

Park operations and ballpark enterprises. Smith was previously senior vice president of licensing for Major League Baseball.

**BILL WIGGINS**, Finance '83, Life Member, received the USF Fan of the Year award from the Tampa Bay Sports Commission. Wiggins is a longtime Bulls Athletics fan and ardent supporter who's a familiar face (and voice) at basketball and football games.



**JORDAN ZIMMERMAN**, Mass Communications '80, Life Member, has been awarded an honorary Doctorate of Business Administration by Nova Southeastern University. Zimmerman, founder and chairman

of Zimmerman Advertising, serves as vice chair of the USF Board of Trustees and is a 2007 USF Distinguished Alumnus. USF's Zimmerman School of Advertising and Mass Communications bears his name.

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## 90s



**SUSAN Y. BERNSTEIN**, Public Relations '97, Life Member, has been named chief human resources officer of RN Cancer Guides Solutions, a patient-centric oncology nurse navigation service. Bernstein has more than 20 years of human resources experience.

**ALAN BRAITHWAITE**, MPA '91, was selected as city manager of Oldsmar, Fla., effective Oct. 1. Braithwaite went to work for the city in 1999 as finance administrator and most recently served as its director of administrative services.



**RONALD A. CHRISTALDI**, BA '93, New College, was named one of the Top 50 lawyers in Tampa and one of the Top 100 in the state on the 2017 Florida Super Lawyers List. Christaldi is a partner and business lawyer with Shumaker, Loop & Kendrick, LLP, and president and CEO of Shumaker Advisors Florida.

**JOSEPH DIMISA**, MBA '92, has joined Korn Ferry executive search and recruiting firm's Atlanta office as a senior client partner. Previously, he worked at Sibson Consulting, most recently as a senior vice president and sales force effectiveness practice leader.

**DR. MARGARET EASTHAM**, MD '94, has joined the BayCare Medical Group in its Lake Wales, Fla., office, where she will see children ages 2 and older and adults. Dr. Eastham is board-certified in family medicine and a member of the Florida Medical Association.



**DR. DAVID EICHENBAUM**, Chemistry '98 and MD '01, has been named vice president of education at the Florida Society of Ophthalmology. Dr. Eichenbaum is a clinical assistant

professor in the Department of Ophthalmology at USF and is a practicing ophthalmologist at Retina Vitreous Associates of Florida.

**PATSY L. HINTON**, Sociology '92 and MEd '03, is the new headmaster of Providence Classical Christian School in Oxford, Ga. Hinton was previously the headmaster at Bloomfield Christian School in Detroit.

**ELIZABETH "LIZ" JENNINGS**, Nursing '95, received the Elaine Gordon Lifetime Achievement Award from the Business & Professional Women of Florida. The award recognizes those who promote full participation, equity and economic self-sufficiency for working women. Jennings is a recovery room charge nurse and clinical coordinator at Oak Hill Hospital in Spring Hill, Fla.

**RONNIQUE MAJOR-HUNDLEY**, Elementary Education '93, has joined USF Sarasota-Manatee as a community liaison, developing partnerships between the university and community and encouraging K-12 students to plan for a post-secondary education. Major-Hundley is also a teacher at Emma E. Booker Elementary School in Sarasota.



**ANTHONY (TONY) MINERVA**, English '96 and MA '98, Life Member, recently joined Arnold & Porter Kaye Scholer LLP as the manager of research systems. Prior to joining the firm, Minerva was head of research and library systems at Williams & Connolly LLP.

**JENNIFER MORRISON**, Microbiology '99, has been appointed chief compliance officer of TeamHealth, a clinician services organization. Morrison was previously vice president of compliance for TeamHealth.

**ERIC J. PARTLOW**, Psychology '99, was named to the 2017 Florida Super Lawyers List for business litigation. Partlow works for Adams and Reese LLP.

**PAMELA REYES**, Communication '95, has earned the Military Relocation Professional Certification, recognizing her proficiency in helping military personnel, veterans and families find housing. Reyes is a sales executive with Berkshire Hathaway HomeServices Florida Properties Group.

**LAURA SLAVIN**, MA Library and Information Science '98, has joined the University of Alabama in Huntsville as an electronic resource librarian and lecturer at M. Louis

Salmon Library. Most recently she worked for the Huntsville Public Library System.

**NATALIE P. THOMAS**, Biology '95, has joined the litigation and dispute resolution practice group of Quarles & Brady LLP in its Tampa office. Thomas is board-certified in construction law by the Florida Bar.



**TONJUA H. WILLIAMS**, MA Guidance and Counselor Education '96, has been appointed president of St. Petersburg College, making her the school's

first female and first black president. Williams has been an employee with the college for 30 years and was most recently senior vice president of student services.

## 00s

**DR. NACHELLE AURELIEN**, Biomedical Sciences '09, has become a resident physician at NCH Downtown Baker Hospital in Naples, Fla. – where she was born 30 years ago. Aurelien was one of 12 doctors selected for the NCH Healthcare System's inaugural residency program.

**DAVID BRICKHOUSE**, Political Science '08, has been named to the 2017 Florida Super Lawyers Rising Stars list. Brickhouse, an associate in the Tampa office of Broad and Cassel LLP, is a member of the firm's corporate and securities; banking and institutional lending; public finance and capital projects; and commercial litigation practice groups.

**LAURA FONTANILLS**, Mass Communications '04, has been promoted to account manager, providing clients with strategic guidance on public relations initiatives and mentoring junior staffers at B2 Communications in St. Petersburg. Fontanills joined the firm in 2014 and last year received a Radiance Award from the Public Relations Society of America Sunshine District.

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**KATHRYN GILLETTE**, MHA '03, has retired as CEO of Bayfront Health St. Petersburg after four years in the post. During her tenure, the hospital transitioned from paper recordkeeping to electronic; invested more than \$81 million in infrastructure, equipment and technology; and provided \$65 million in charity care in 2016.

**KARLA MASTRACCHIO**, Political Science and Communication '03, Life Member, has been nominated for the *Tampa Bay Business Journal* Businesswoman of the Year award. Mastracchio is a media analyst and senior communication specialist for the National Intelligence University.

**LASONYA MOORE**, Special Education '03 and MED '07, USF St. Petersburg, received the Florida CASE Outstanding ESE Administrator of the Year Award, recognizing her work ethic and dedication to furthering the work of special education in Florida. Moore is a faculty member of the USF St. Petersburg College of Education.

**SARAH NAUMOWICH**, Psychology '02 and MBA '06, has been named president of Morton Plant North Bay Hospital by BayCare Health System. Nuamowich had served as the interim president since January and was previously the director of operations at BayCare.

**HAROLD OSBAN**, MBA '06, has joined Keller Williams Realty Select as a real estate agent. Osban is a member of Landlords Association of Manatee, the Real Estate Connection and the Realtor Association of Sarasota and Manatee.

**ANDREW W. OYER**, MED '09, USF St. Petersburg, has been named assistant principal at the Center for Advanced Technologies at Lakewood High School in St. Petersburg. Oyer was previously a high school science specialist for Pinellas County Schools.

**DR. SHAIVAL THAKORE**, Microbiology '01 and MD '05, received Regional Medical Center Bayonet Point's Frist Humanitarian Award. Thakore was recognized for his mentorship of new physicians, care for his patients, easy accessibility and kindness.



**MINDY THOMAS**, Mass Communications '01, has launched National Public Radio's first program for children, *Wow in the World*. Thomas, the award-winning Sirius XM host of *The Absolutely Mindy Show* for kids, is co-hosting the new program, a podcast, with NPR's Guy Raz. She's also program director for Sirius XM's Kids Place Live.

**DEBORAH T. THORNTON**, Elementary Education '00, has been named principal at Paul B. Stephens ESE Center in Clearwater, Fla. Thornton was previously an exceptional student education specialist.

**TIM A. TWITTY**, Applied Science '09, has been named director of engineering for RND Automation & Engineering, LLC, a Florida manufacturer of custom automation machinery and robotic work cells. Twitty previously worked at Sun Hydraulics.

**MICHAEL J. VASALLO**, Elementary Education '00 and MED '07, USF St. Petersburg, has been named principal at Dunedin Highland Middle School in Dunedin, Fla. Vasallo was previously assistant principal at Gibbs High School in St. Petersburg.



**MEGAN WASHINGTON**, Communication '08, was crowned Ms. Woman Florida United States and competed for the national title in July. Her platform, fighting heart disease in women, was born from her own

diagnosis at age 21 of a congenital cardiac disorder. A former professional wrestler, Washington has a marketing business, Queen Bee Social.

## 10s

**JESSICA ACKER**, Accounting and Marketing '11, USF Sarasota-Manatee, passed the final exam to obtain her Florida Certified Public Accountant license. She has worked at Miles & Thirion, CPA Firm, Inc. in Sarasota since 2015.

**ANSON ANGAIL**, Accounting '14, has been appointed acquisitions analyst at Landeavor LLC, a Tampa-based real estate development company. Angail was a 25-Under-25 honoree in the Muma College of Business in 2011-12.



**RAY BAKER**, MA Library and Information Science '16, has been named director of the Miami-Dade Public Library System. He was previously interim director and assistant director of the system.

**SAM BRIDGMAN**, MBA and MS Sport and Entertainment Management '17, received a Sports Community Hero Award from the Tampa Bay Sports Commission. Bridgman is business development coordinator for the Tampa Bay Lightning and an advocate for finding a cure for Friedrich's Ataxa, a neuro-muscular disorder that he has coped with since adolescence.

**MURRAY DEVINE**, English '13 USF Sarasota-Manatee, was named the 2017 Sarasota Young Professionals Group's Young Professional of the Year, recognizing his outstanding leadership in the community. Devine is the communications and marketing manager for Community Foundation of Sarasota County.

**DIANA DURANGO**, Psychology '11, Life Member, known for her roles in *Blurred Lines* and *Dawn of the Planet of the Apes*, has been involved in several productions in 2017, including the films *Last Rites: The Return of Sebastian Vasilis* and *Fair Market Value* and the TV short, *Shoot Me Nicely*.



# Class Notes

**SHANTIA GRACE**, Communication '11, has been named girls' basketball coach at Booker High School in Sarasota. A former Bulls basketball star, she was named to three All-Big East teams and helped the Bulls win the Women's National Invitation Tournament in 2009. She most recently coached at Dunedin High School in Dunedin, Fla.

**NICOLE RAE GRANNIE**, English and Psychology '15, has launched a new company, Yoetry Mats, which offers eco-friendly cork yoga mats. Grannie is a certified yoga teacher and is a Yoga Alliance Continuing Education Provider.

**ALINA (RAMPERSAUD) HALL**, Mass Communications '16, has joined B2 Communications public relations agency as an assistant account coordinator. Hall was previously a communications assistant at AARP Florida, the state affiliate of the American Association of Retired Persons.

**MICHAEL G. HERNANDEZ**, MEd '11, has been named principal of Northeast High School in St. Petersburg. Hernandez was previously the principal of Fitzgerald Middle School in Pinellas Park, Fla.

**JACOB HUEGEL**, MBA and MS Sport and Entertainment Management '17, joined the PGA Tour as a marketing research associate. Huegel was previously a marketing resident for the Tampa Bay Lightning.

**LAUREN C. JOHNSON**, PhD Applied Anthropology '12, was selected as a 2017 Georgia Governor's Teaching Fellow. She joins 14 other higher education faculty members who will work to improve the quality of instruction in Georgia's colleges and universities. Johnson is an assistant professor and coordinator of diversity and recruitment initiatives at the University of North Georgia's College of Education.

**KAMDEN A. KUHN**, MA Mass Communications '11, has been named vice president, director of strategy for Dunn&Co., a full-service advertising agency and production company. Kuhn has been with the firm for more than six years.

**NICHOLAS R. LEDUC**, MEd '13, USF Sarasota-Manatee, has been named the School District of Manatee County's Educator of the Year. Leduc is a fourth-grade teacher at Braden River Elementary School in Lakewood Ranch, Fla.

**SPENCER MONTGOMERY**, Communication '11, Life Member, has been named director of development for the National Academy of Inventors in the Office of USF Research and Innovation. Montgomery was previously the senior vice president for the Sigma Nu Educational Foundation.



**SHAWNA MULHERIN**, Health Sciences '13, received the New Nurse of the Year award from the Medical Center of Trinity in Trinity, Fla., for her professionalism, responsiveness and teamwork. Mulherin is a registered nurse at the hospital.

**QIARA PEREZ**, Environmental Biology '17, has joined *The News-Press* as a citizen editorial board member helping develop editorials, engage community leaders and endorse political candidates in Cape Coral, Fla., and Fort Myers, Fla., elections. *The News-Press* is part of *USA Today*.

**DEMAR PITMAN**, Psychology '11, USF Sarasota-Manatee, has been awarded a 2017 Echoing Green Fellowship for his work in bringing equity to education. Pitman is the founder of Discriminology Inc., a web-based platform that families use to compare the quality of local educational agencies.

**DR. LUCILA RAMIRO**, MBA '17, Life Member, has been appointed vice president of the Tampa General Medical Group, an affiliate of Tampa General Hospital whose physicians provide care at 16 sites in Hillsborough and Pasco counties. Dr. Ramiro was previously the group's primary care program director.

**JOEL S. RANEY**, Civil Engineering '11, was recognized in *Ocala Magazine's* "40 Under 40" list. His company, Raney's Inc., was also named to the GrowFL 2017 list of top 50 companies making an economic impact in the state. Raney's Inc. is a two-time USF Fast 56 Award recipient.

**KAYLA RICHMOND**, Political Science and Management '10, has been elected to serve on the board of directors for Harry Chapin Food Bank of Southwest Florida. Richmond is an attorney for Henderson, Franklin, Starnes & Holt, P.A., where she focuses her practice on divorce, marital and family law.

**KENDRA SIMPKINS**, Psychology '14, USF Sarasota-Manatee, has won a \$5,000 first-place grant from StreetShares.com in recognition of her support of local veterans. Simpkins is the owner of Sarasota Rapid Resolution Therapy and provides therapy to support veterans and other clients dealing with trauma and mental health issues.

**LAUREN ST. MARTIN**, Mass Communications '12, has joined the Pasco Economic Development Council. St. Martin previously held positions with the West Pasco Chamber of Commerce and Visit Pasco.

**ELISA WILSON**, Gerontology '13, has joined Berkshire Hathaway HomeServices Florida Properties Group as a real estate sales executive. Wilson was previously a sales consultant with Progressive Insurance.

## In Memoriam

### Alumni

- NANCY J. BEWYER**, Special Education '65, April 19, 2017  
**DR. SCOTT H. BRONLEWE**, Doctor of Medicine '82, July 2, 2017  
**HELEN ANNA (SASSANO) BUCK**, Elementary Education '69 and MA '73, June 7, 2017  
**CHARLES "CHUCK" CASPER**, History '76 and MPA '78, May 28, 2017  
**JOSEPH KELLY CIESKIEWICZ**, Management Information Systems '99, June 29, 2017  
**GARY COIL**, Special Education '67, June 17, 2017  
**JOHN BRIAN DANIELS**, History '72, June 11, 2017  
**ERIC ENGLE**, Management '98, June 14, 2017  
**JOHN J. FOGARTY**, Marketing '70, May 30, 2017  
**JOAN "JODIE" GRIMSLEY FRIZZI**, MA Reading Education '76, June 7, 2017  
**JOSEPH M. GROOVER**, Sociology '83, April 29, 2017  
**DORIS DELLA (GILBERTSON) HUDSON**, Social Work '84, June 12, 2017  
**MAKEVA (HAROLD) JENKINS**, Criminology '05, June 29, 2017  
**JAMES "JIMMY" JOHNSON**, Management '65, July 15, 2017  
**ELLEN OETTLIN**, MA Gerontology '93, June 7, 2017  
**BRENDA (BARTLETT) POFF**, MA Guidance and Counseling Education '78, June 26, 2017  
**ANN EMIGH RIVERS**, MA Special Education '69, June 24, 2017  
**MARY B. (GRIFFIN) RUETSCHI**, MA Rehabilitation Counseling '13, July 13, 2017  
**NATALIE J. STEFFGEN**, Elementary Education '73 and MEd '80, May 22, 2017  
**CHRISTOPHER GENE THOMPSON**, Electrical Engineering '14, July 1, 2017  
**JOYCE A. (HARVEY) WHITE**, Elementary Education '88, July 8, 2017

### Faculty and Staff

- DR. JACOB CAFLISCH**, Professor Emeritus, World Language Education, June 25, 2017  
**DORIS W. CAMPBELL**, Professor Emeritus, College of Nursing, June 26, 2017  
**DR. FRANK B. DIAMOND**, Professor, Morsani College of Medicine, May 6, 2017  
**ERWIN V. JOHANNINGMEIER**, Professor Emeritus, College of Education, April 29, 2017  
**DR. VALERIE WHITEMAN-WHITE**, Professor, Morsani College of Medicine, April 2, 2017



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PERIODICALS




# USF FOOTBALL at Tulane

## Two-Night Land-Only Package

October 20-22, 2017

Be part of the excitement and join the Bulls in the Big Easy on this inclusive two-night package in downtown New Orleans! Enjoy all of the USF festivities and all that New Orleans and the French Quarter has to offer.

Prices starting at

# \$669

per person, based on double occupancy.  
 Game ticket not included

### Two-Night Land-Only Package includes:

- Two (2) nights **ACCOMMODATIONS** at the Sheraton New Orleans
  - Check-in: Friday, October 20
  - Check-out: Sunday, October 22
- **WELCOME RECEPTION**
- Round-trip gameday **TRANSFERS** from hotel to Tulane campus
- Official **USF PREGAME EVENT**
- Official tour **SOUVENIR**
- Event **LANYARD, CREDENTIAL** and **TICKET HOLDER**
- On-site USF Alumni Association and **SET TRAVEL HOSTS** and **HOTEL HOSPITALITY DESK**
- Applicable **TAXES** and **GRATUITIES**



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