

# USF

UNIVERSITY OF SOUTH FLORIDA MAGAZINE

THE OFFICIAL MAGAZINE of the  
USF ALUMNI ASSOCIATION  
FALL 2019



## USF Alumni Association Celebrates 50 years

Est. 1969





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# USF

UNIVERSITY OF SOUTH FLORIDA MAGAZINE



## FEATURE

### 6-17

Cover story:  
**50 years of your  
Alumni Association**

From 1960s holiday dinner-dances to 21st century email advocacy campaigns, alumni have stayed connected in support of their alma mater. A look back – and forward – as your USF Alumni Association marks its golden anniversary.

## FOREVER BULLS

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Tony Moré, '64, alumnus profile
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**Double-Cover:** Turn the magazine over to read about how USF deploys a variety of resources to help students dealing with anxiety, depression and other issues.

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# 5 minutes with MERRITT



## *My fellow Bulls,*

AN EXCITING NEW SCHOOL YEAR IS WELL UNDERWAY and I look forward to watching it unfold, but today I'm also looking back. Marking the 50th anniversary of your USF Alumni Association calls to mind the generations of Bulls and USF friends whose vision and volunteerism, generosity and resourcefulness have made us a full-fledged partner in our university's success. Through the association, Bulls have come together since 1969 to help USF flourish by giving of their time, treasure and many talents.

This is an especially proud time for me. During our golden anniversary, I'm the 56th association board chair/president! (If you're missing the significance of that, remember what year USF was founded.) I was honored to be asked to extend my term through December 2019 because I truly love to serve in this leadership position. Where else do you get the privilege of giving back to an institution that gave you so much, and do it by connecting with more than 348,000 of your closest friends?

To that end, our busy fall got off to a spirited start even before students returned for classes. In August, the Greater Tampa Alumni Chapter threw its fourth annual Bulls Block Party. USF flags hung from the old brick buildings along 7th Avenue in Tampa's historic Ybor City and everywhere I looked I saw green and gold caps, shirts, jewelry – even socks. Hundreds of proud Bulls turned out and helped the chapter raise money for a variety of good causes, including its scholarship fund. That push has put the Tampa chapter

close to the endowment level of \$25,000 – a tremendous accomplishment!

The following day, a couple thousand Bulls headed to Tropicana Field for the 12th USF Day with the Rays. We watched President Steven Currall throw the first pitch like a pro, got our free custom Rays/USF ball caps, and enjoyed some pregame socializing at Ballpark & Rec. My 5-year-old future Bull, Logan, was thrilled to be the official ball girl, placing the game ball on the mound and hollering “play ball!” into the mic to get things going. We got to do all that with discounted game tickets that also put money in the alumni association's coffers.

Football season kicked off Aug. 30 and a week later, 400 Bulls converged on Georgia Tech for the first of two away-game tailgates. Our USF Tailgate Tours make for a great getaway and our student-athletes really appreciate seeing so many fans in the stands. The next tailgate weekend is Oct. 18-19, when the Bulls take on Navy in Annapolis, Md.

Of course, the biggest alumni engagement event of the year is right around the corner. I hope you've marked your calendar for Homecoming, Oct. 6-12 (pages 18-19). On Oct. 10, we'll celebrate our three 2019 Distinguished Alumni – Joanna Sigfred Fowler, '64, a National Medal of Science recipient; Gilbert King, LHD '14, Pulitzer Prize-winning author; and Geraldine I. Twine, '78, MA '81 and MS '88, a trailblazing nursing leader. We'll also recognize the years of service and leadership provided by our Donald A. Gifford Service Award recipient, Dr. Anila Jain, '81, and Richard A. Beard III, our Class of '56 Award recipient.

The following night, come eat, drink and connect with your fellow alumni at the Welcome Home Party on the front lawn of the Alumni Center, and on Oct. 12, visit our Spirit Tent in the Raymond James Stadium Bull Zone for free swag before the big game.

I hope to see all of you at these events. Connecting with fellow Bulls is always a lot of fun and, more important, it connects us with our great university. That's one way we, like the generations of Bulls before us, support USF.

As I close this final *USF* magazine letter as chair of your alumni association, I want to thank you for the opportunity to serve. I can't imagine a better way to give back to the university that changed my life than by volunteering with our amazing USF Alumni Association.

Happy 50th and go Bulls!

**Merritt Martin, '04 and MPA '06**

*Chair, USF Alumni Association board of directors  
Life Member No. 2327*





## Meet your 2019 Alumni Association board

THE USF ALUMNI ASSOCIATION'S BOARD of directors includes alumni who've demonstrated a firm commitment to USF's success and are association Life Members and Circle of Excellence donors. It also includes the USF System president, or designee; a member of the USF Board of Trustees; and two students – the Tampa student government vice president and the USF Tampa Ambassadors president. Non-voting, ex-officio directors are 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 USF alumni.

*Front row, left to right:* Monique Hayes, '01, secretary; Randy Norris, '79, chair elect; Merritt Martin '04 and MPA '06, chair; April Monteith, '01 and MBA '03, past chair

*Second row, left to right:* Maggie Fowler, '93; Liz Wooten-Reschke, '01 and MPA '06; Luz Randolph, '06 and MED '08; Fadwa Hilili, '13 and MAcc '15; Travis McCloskey, Tampa student government vice president; Brielle Iacobino, USF Tampa Ambassadors president

*Third row, left to right:* Andrew Jones, '11; Lauren Shumate, '10 and MA '14; Christine Turner, '97; Ruben Matos, MPH '92; Justin Geisler, '04 and MBA '06; Dr. Valerie Riddle, '84 and MD '89

*Back row, left to right:* Arthur Bullard Jr., '74 and MBA '82; Andrew Ketchel, '10 and MPA '12; Brigid Merenda, '97; Bruce Van Fleet, '73; Bill McCausland, MBA '96

*Not pictured:* Dr. Steven Currall, USF System president; Joel Momberg, USF Advancement and Alumni Affairs senior vice president and CEO of the USF Foundation; Bill Mariotti, USFSM '15, treasurer; Troy Dunmire, '00; Maribel Garrett, MA '95; Karla Stevenson Mastracchio, '03; Tonjua Williams, MA '96



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# FOR 50 YEARS YOU'VE PUT THE 'GO' IN GO BULLS

A look back as your Alumni Association marks its golden anniversary



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By PENNY CARNATHAN '82,  
LIFE MEMBER

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**W**e were underdogs from the get-go. When USF appeared on the scene in 1956, our siblings already had decades on us – two had more than 100 years of legacy-inspired loyalty and entrenched football programs to fan that devotion. USF, meanwhile, threw open the doors of higher education to first-generation college students and older adults with jobs and families, most of them commuters more likely to

view their university experience as a means to an end. And our founding president firmly opposed the distraction of intercollegiate sports.

But Bulls have been uncommonly dedicated advocates of their alma mater. Our earliest graduates knew that great universities grow from a foundation of proud, connected alumni, so they organized beach picnics and barbecues. Then and now, they reached into their wallets to create opportunities for current and future students. They locked arms in defiance against those who would harm their fledgling university.

On Nov. 4, we celebrate 50 years of alumni support via the USF Alumni Association. The results have been

nothing short of astounding. USF today is a Preeminent Florida Research University ranking among the top public universities in the nation for student success, research and value. It has an annual economic impact of \$4.4 billion, and its graduates include some of the most accomplished professionals in their fields, from education and engineering to architecture and the arts. With 350,000 alumni, we have well-established chapters and societies across the country and around the world.

“Our alumni became fiercely loyal and that’s absolutely critical; if alumni don’t care about their school, no one else will either,” says Joe Tomaino, ’71, Life Member, the Alumni Association’s first executive director, and 1979 Distinguished Alumnus.

“Donors and politicians are always looking at university alumni and asking, ‘Do they really care? What are they doing that shows they care?’ You need a strong alumni association to build that affinity and engage alumni in ways that make it clear they love their university.”

The USF Alumni Association incorporated on Nov. 4, 1969, but its work began years earlier – before the first graduate ever received a diploma.

One evening in February 1963, months before the first Commencement, seven students who’d completed their studies met to consider their roles as alumni. The group



reflected USF's non-traditional appeal: Six of the seven were married women, including the late Lucas King, 57 at the time, and the late Evelyn O'Neal, 45. Both teachers and USF's first and second graduates, the two are remembered each year with the alumni association's King-O'Neal Scholar Award, first presented in 1965 to the graduate with the highest grade-point average. Today, all graduates with a 4.0 GPA receive the honor.

Those early planners deferred most decisions until after Commencement in December, but set \$5 (about \$42 today) as the minimum donation for membership in the future association. They agreed to ask the USF Foundation, which would oversee the association, to enroll the university in the American Alumni Council, and to plan a fall cruise for all graduates – an “alumni planning outing.”

President John Allen didn't want to wait. In July, he appointed 11 students to an alumni association steering committee.

“I was tapped by John Allen to corral alumni,” recalls committee member Julian Piper, '63, Life Member. He was 21 at the time, president of USF's Young Democrats and Jewish Student Union, and would become the first president of the association's board of directors.

The first in his family to attend college, Piper found in USF a way to afford the cost of tuition. He could save money living with his parents while bagging groceries 24 hours a week. Eager to get on with life, he plowed through his degree in three years while also participating in clubs. But when Allen asked him to help create an alumni association, he didn't hesitate.

“I was very proud and pleased to do whatever and pave the way for everyone who came afterward,” says Piper, who went on to become a successful Tampa Bay lawyer.

On Dec. 21, 1963, on the eve of USF's first Commencement, the

steering committee and 128 “active members” – those who'd paid \$5 – affirmed the association's by-laws at a celebratory banquet.

By 1966, volunteers had launched a bi-monthly newsletter, The Golden Horn. They held receptions for new graduates, hosted holiday dinner-dances and “alumni weekends” featuring faculty lectures, and started organizing alumni chapters. Help came from a Foundation employee, the late June Miller, who pitched in by serving as the hub for communications. Her meticulous recordkeeping included writing each member's information on a 3-by-5 card, which she stored in a shoebox.

In 1969, with total alumni approaching 10,000, the association incorporated as a nonprofit, becoming a legal entity. It got its first executive director, a gregarious and tireless fundraiser who believed whole-heartedly in what USF could become with support from its graduates.

“What makes us different is those charter years,” Tomaino says. “Everybody struggled – the students, the staff, the faculty, everybody. We didn't have a lot of money from the state. Our students were relatively poor. But USF became a little community and the alumni, they realize what a great opportunity they had at this university.”

Over the course of 50 years, the alumni association would move from borrowed office spaces at various locations around campus to its own state-of-the-art, free-standing building. It would grow from a single employee, Tomaino, to 20, and from no organizations for students to three, including the popular and prestigious USF Ambassadors and the largest on campus, the Student Alumni Association.

Along the way, the association would distribute nearly \$6 million in scholarships while lobbying the state for everything from a football team to a new downtown medical school.

“We're in the business of chang-



ing lives and saving lives,” says Lee Patouillet, '75, Life Member, the association's second executive director. “In alumni relations you have a phenomenal impact on the future of the university, from the young people you coach and encourage who go on to do great things to the first-generation students who transform their lives – and their whole future family tree – through education.

“And you can't do any of it without engaged, connected alumni who are willing to invest their time, talent and treasure.” ■

**1960:** Future alumni association president Julian Piper, right, is featured in a bank ad celebrating the new university.

**“... We shall need many interested and loyal alumni like yourself as we strive to build a distinguished university.”**

– Founding USF President John Allen  
1966 thank you letter to donor



I'm so proud to have been there from the start!

Julian Piper, '63, Life Member Association president, 1963

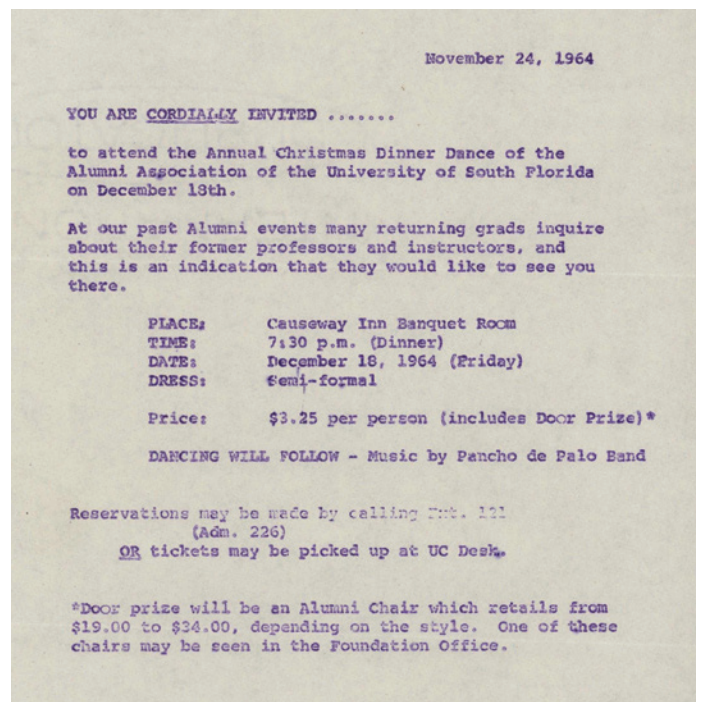
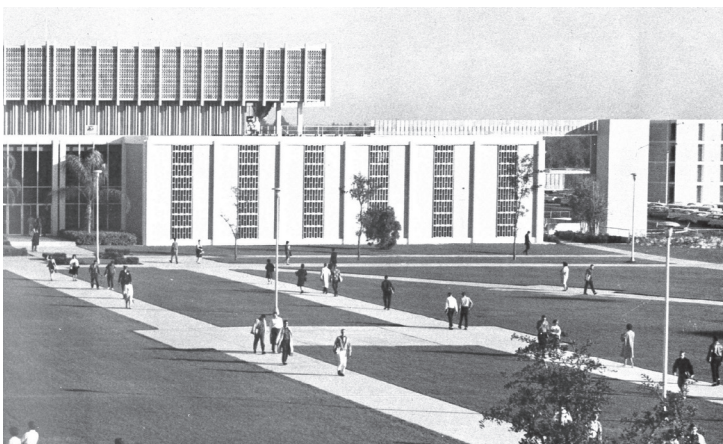
↑ 1963

↓ 1964

**July 25, 1963:** Steering committee led by Julian Piper, '63, begins laying the framework for the Association

**Dec. 21, 1963:** Members adopt by-laws

**Dec. 22, 1963:** 325 charter class members graduate in first USF Commencement



Early alumni organized get-togethers such as the annual holiday dinner dance.





Ashford



Cadwallader

↑ 1965



Grant

**April 18, 1965:** First Outstanding Senior award (now Outstanding Graduate) goes to accounting major Richard Cadwallader, who died in 2013; first King-O'Neal Scholar (highest GPA) is physics and English major Bob Ashford, now a law professor at Syracuse University

**January 1966:** First alumni newsletter publishes; Janet Lorenzo, '63, wins the contest to name it *The Golden Horn*

**Nov. 4, 1969:** Alumni Association incorporates; future state senator John A. Grant Jr., '64, Life Member, is board president

President John S. Allen  
Entered on Second-Class Mail at Tampa, Florida

# THE GOLDEN HORN

Official Publication of the University of South Florida Alumni Association  
Volume 1 July-August, 1966 Number 4

## MARINE SCIENCES INSTITUTE INCLUDED

### USF Tells Plans for Bay Campus

Plans for the development of the University of South Florida's Bay campus in St. Petersburg include development of a marine sciences research institute, an expanded program of upper level courses for junior college graduates to provide degree programs in elementary education and business administration, and a greatly expanded Center for Continuing Education.

Outlining these plans, USF President John S. Allen explained that the development of a marine sciences research institute would include construction of a marine sciences building which would have large work spaces and laboratories with salt water aquarium systems, housing for biological and geological specimens, microscopic and physiological apparatus, freezers, photographic darkroom and controlled environmental rooms.

The new building, costing about \$1 million, would be located next to the present State Conservation Department headquarters and laboratories to provide opportunity for maximum collaboration between University and Conservation Department staff.

A proposal for this building will be included in the university's legislative budget request which will be presented to the 1967 legislature, Dr. Allen said.

USF initiated marine science courses on the Bay campus in April and more than 70 students currently are enrolled in the summer program.

UPPER LEVEL courses in elementary education will be offered at the Bay campus beginning in September, followed by similar courses in business administration there in the near future.

In the interest of further development of the state's continuing education programs, Allen said, the university will ask the State Board of Regents, on behalf of the entire state university system, to build on the Bay campus a continuing Education Center similar to the Kailash Centers of Continuing Education now located on a number of campuses around the nation.

THIS BUILDING, costing about \$3 million, would have conference rooms, a small auditorium, meeting rooms, food services and living accommodations for educational conferences.

### Microwave 'Dish' Boosts Television

Plans for beginning telecasting for USF's own television station took on added emphasis recently when a microwave relay "dish" was installed on top of the library building.

WUSF-TV, channel 16 has announced tentative plans for broadcasting in September.

Also recently completed was a transmitter building and tower at Riverview.

The new building at Riverview houses transmitters of WUSF-TV, WUSF-FM and WEDU-TV and was begun in November, 1965. The building houses equipment purchased through a \$25,000 Health, Education and Welfare grant with matching funds from the university.

WUSF-TV is expected to have a 50-mile telecasting radius. WUSF-FM has increased its power by 5,000 watts, for a total of 21,000 watts and a range of 55 miles.

Rick Steek of the television station said one of the aims of the new telecasting facility would be, "to furnish the communities in our area with cultural, information and instructional programs."

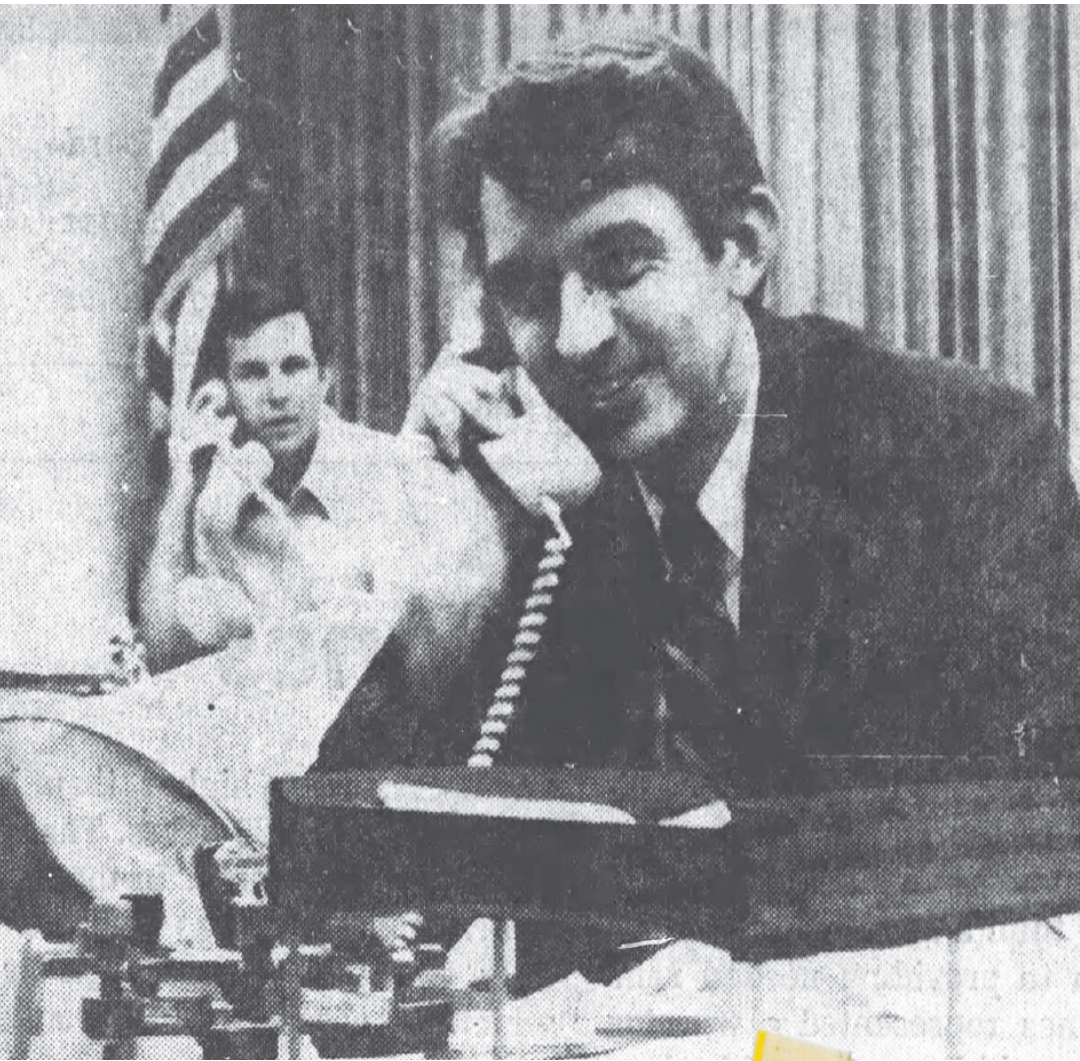
With telecasting only months away, new equipment recently added include: Two video tape recorders, two cameras, a new film camera and projector, special effects equipment and remote truck.

### It Starts Here And Will Beam From Here

**New 'Dish' On Campus**  
Channel 16's new "dish," a microwave transmitter, was installed on top of the library last week. The transmitter is used to send broadcast signals to the Riverview tower.

**New Transmitter Off Campus**  
The Riverview transmitter, which will be used by USF's radio and television station was recently completed. It will be used to send the campus' "sounds and sights" to residents in nearby areas.





In the early years, each president and executive board chose a priority for their one-year tenure and achieved their objectives as time and resources allowed. There was often little continuity from year to year and goals changed with new USF administrations. During my term, we established the association's first long-term strategic plan, with objectives and goals for three-to five-year periods. This allowed incoming leadership and USF administration to continue moving forward toward longer-term goals.

**Ray Fleming, '67 and MSE '68**  
**Association president, 1977**

↑ 1972

**June 1970:** USF has 10,000 alumni

**1971:** USF President Cecil Mackey hires Joe Tomaino, '71, as the association's first executive director; lawyer John Bell, '64, donates \$100 to become first member of Tomaino's Century Club, forerunner of the Iron Bulls Club

**October 1971:** Pinellas County alumni form Association's first official chapter

**June 20, 1972:** President Mackey and Tomaino launch the Telefund, a membership and fundraising drive, to raise money for the association's new all-academic scholarship program

**July 6, 1972:** Hillsborough County chapter alumni hold their first meeting

**October 1972:** Association opens membership to all former students, not just USF graduates

**Jan. 6-14, 1973:** Association hosts Homecoming activities for alumni for the first time





**June 10, 1973:** Malcolm K. Hayes becomes USF's 20,000<sup>th</sup> graduate on his 26<sup>th</sup> birthday

**November 1975:** Association offers 16 one-year, full-tuition scholarships

**1976:** First USF Day with the Rowdies soccer team

**Nov. 30, 1976:** Association celebrates USF's 20<sup>th</sup> anniversary by presenting its first 20 Distinguished Alumni Awards to graduates who have reached the pinnacle of success in their professions; U.S. Rep. Sam Gibbons, "the father of USF," is the ceremony's keynote speaker

**1977:** Total Association scholarship awards since 1973 reach \$50,000

**Sept. 1979:** Joe Tomaino's assistant, Lee Patouillet, creates and launches the USF Ambassadors student leadership group



↑ 1979

The association wanted to start a leadership development organization for students, but we didn't have money for it. Association director Joe Tomaino and I made an appointment with executives of the major local department store, Maas Brothers, to ask if they'd sponsor it. To give them an idea of what we envisioned – students in professional uniforms serving as USF's ambassadors – I borrowed a suit from the dean of the College of Engineering, who always wore beige slacks and a green jacket to USF events.

Not only did Maas Brothers agree to sponsor the USF Ambassadors, they offered to give all of them green jackets and beige slacks or skirts. And that's how the famous Green Jacket tradition began.

**Anna Marie Ippolito, '65 and MA '72, Life Member Association president, 1979**



1980 was the first full year of the USF Ambassadors attending alumni events, which was a big highlight.

A personal favorite memory is the dedication of the Sun Dome before the USF v. Duke basketball game on Dec. 2, 1980.

**James Loper, '70 Association president, 1980**



**May 23, 1981:** Association presents its first Class of '56 Awards, recognizing non-alumni for distinguished service to USF and the Tampa Bay area; the 11 recipients include U.S. Rep. Sam Gibbons; former USF presidents John Allen and Cecil Mackey; and New York Yankees owner George Steinbrenner

**January 1984:** 14 USF Ambassadors are selected to assist celebrities during the Super Bowl

**Oct. 1, 1987:** USF gets its first specialty Florida license plate; \$25 from each sale goes to the association for scholarships and academic and student programming

**October 1987:** Association announces the first USF logo credit card

**Dec. 16, 1989:** Tracy Tyson becomes USF's 100,000<sup>th</sup> graduate



The Dr. Martin Luther King Jr. Endowed Alumni Scholarship was established during my tenure. It has provided more than 50 scholarships to students who represent the ideals and philosophies of Dr. King.

**Les Miller, '78, Life Member  
Association president, 1987**



↑ 1987

↓ 1990



I was involved with the planning for the Gibbons Alumni Center, and we had some big hurdles to overcome. First, we wanted it to be on campus in a highly visible location and on a site that could accommodate parking for guests and events. USF land planners wanted it to be off campus – or not built at all.

Fortunately, President Frank Borkowski, who put high value on the importance of alumni to USF's future, agreed with us, and the Alumni Center's location next door to the president's house (Lifsey House) reflects that. It's as symbolic as it is practical.

**R. Patrick Hill, '70, Life Member  
Association president, 1990**

**June 28, 1990:** Sen. John Grant, '64, and Beverley Grant, '66, become Life Members No. 1 and 2

**May 1991:** Andy Mintzer, '77 and MAcc '78, Life Member, receives the first Donald A. Gifford Service Award, recognizing alumni for unparalleled service to USF







During my presidency, I had the distinct pleasure – along with others – to work with the association board, staff and USF administration in developing the architectural design and choosing the architect for what was to become the Sam and Martha Gibbons Alumni Center.

**Ken Rollins, '64, Life Member Association president, 1991**



Alumni all over the state wanted football and it was something I'd been pushing for through the USF Green Jackets Club (now called the Bulls Club). When I joined the alumni association board, I was able to combine supporters under the flagship of the association. I worked with USF President Frank Borkowski, also a football supporter, and he implemented a feasibility study that found football would be a positive step for USF's development. That really helped us. In January 1994, President Betty Castor came to USF and eagerly took up the cause. We reorganized our efforts and USF was approved in 1996 to start football.

**Richard Lane, '68, Life Member Association president, 1992**



↑ 1998 ↓ 2000

**Oct. 15-18, 1997:** First fall Homecoming, SuperBull I, includes football and more activities for alumni

**May 1998:** The Sam and Martha Gibbons Alumni Center, a state-of-the-art 20,000-square-foot "home away from home" for alumni at USF opens following years of fundraising for construction



**June 2000:** Association launches its website, now [usfalumni.org](http://usfalumni.org)





I have many special memories from my tenure on the board:

- I had the privilege of working with Joe Tomaino (first executive director) as a student Ambassador and as an alumna, and with every executive director since, including today's Bill McCausland, MBA '96
- I was the first Ambassador to be elected chair of the association
- I was chair when we cut the ribbon on the Gibbons Alumni Center expansion

**Dr. Anila Jain, '81, Life Member Association president, 2003**



**February 2004:** The Alumni Center expands, more than doubling in size

**Oct. 15, 2004:** Tamsen Fadal, '92, receives the first Outstanding Young Alumni Award, recognizing alumni age 35 or younger who've demonstrated innovation, creativity and success in their careers

**Oct. 16, 2004:** An annual tradition begins with the first USF alumni Homecoming "bead" created for alumni association members



↑ 2003

↑ 2004



One of the highlights of my tenure was creation of the Student Alumni Association, which builds a relationship with our future alumni while providing them with programs that help them succeed as students.

**(Right) Michele Norris, '79, Life Member Association president, 2008**

As president, my favorite memories are attending the graduations. It is a distinct honor to be part of such a wonderful moment in so many lives. I teared up at the end of almost every ceremony, when the graduates celebrated, parents applauded, and we sang the *Alma Mater*.

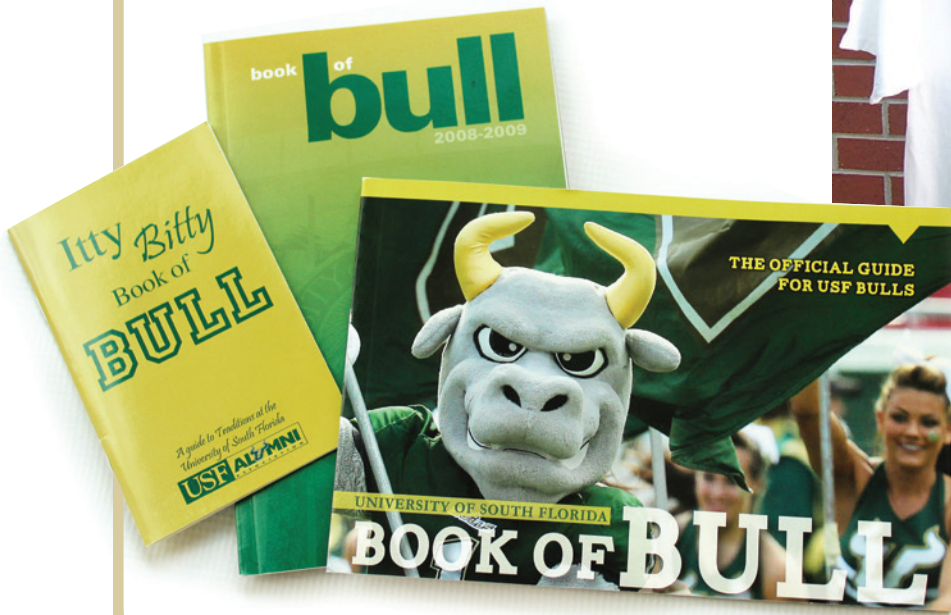
**(Left) April Monteith, '01 and MBA '03 Life Member, Association chair, 2017**



**May 2005:** *Alumni Voice* newsletter launches

**July 2007:** *Alumni Voice* magazine launches

**2008:** The association publishes the first *Book of Bull* to introduce students to USF traditions. Its predecessor was the *Itty Bitty Book of Bull*.



**June 5, 2009:** Dazaun Soleyn, '14, Life Member, becomes the first member of the Student Alumni Association, which will grow to more than 6,000 – the largest student organization on campus

↑ 2008      ↑ 2009      ↓ 2011



Our board left some strong legacies, including the robust relationship we've forged with the university; new "seats at the university table;" the lead role we played during the budget cut crisis; the hiring of Bill McCausland, our transformational executive director; and the new credit card affinity relationship with our very own USF Federal Credit Union.

**Richard Heruska, '11, Life Member Association president, 2011**



**April 2, 2011:** Association hosts its first fundraiser social, Bulls Around the World, which will later become Brahman Bash and then Green & Gold Gala

**May 20, 2011:** Association hosts first Life Member Appreciation Baseball Game, a free event for all Life Members, later revised to include all association members





**Feb. 13, 2012:** Bill McCausland, MBA '96, Life Member, becomes the association's seventh executive director and immediately leads a successful alumni advocacy effort challenging disproportionate state budget cuts to USF

**August 2012:** The association partners with the USF Federal Credit Union to offer a broad array of financial services, including new logoed credit and debit cards

**April 12, 2013:** Association hosts first USF Fast 56 awards, recognizing the 56 fastest growing Bull-owned or -led businesses

**May 1, 2013:** The first alumni and students are inducted into the Order of the Golden Brahman, an elite organization whose members build and promote student and community relationships for the benefit of USF

**Oct. 22, 2013:** As part of Homecoming festivities, the first Working Bulls Luncheon recognizes more than 3,000 USF graduates working at their alma mater

**Nov. 19, 2013:** The first Class Ring Ceremony offers a special presentation of official USF class rings

**Dec. 13, 2013:** The first 50-year class reunion brings together members of the class of '63 to become the first inductees in the Golden Guard Society

↑ 2012

↑ 2013

↓ 2019



The Outstanding Young Alumni Awards became a separate ceremony and event during my tenure and we had a great, diverse inaugural class of recipients. We also achieved record revenues for the association and gained many new Life Members.

**Jim Harvey, '88, Life Member  
Association chair, 2016**

**October 2015:** *Alumni Voice* and *USF Magazine* become a new publication, *USF*, the official magazine of the alumni association

**Oct. 24, 2018:** Cameron Weed, '17, becomes Life Member No. 5,000

**Sept. 2019:** Association scholarship funds distribution exceeds \$5 million



The highlight of my term as chair was the success of our revamped signature event, the Green & Gold Gala. The event now truly demonstrates our Bull pride while raising record revenue for scholarships.

**Merritt Martin, '04 and MPA '06  
Association chair, 2018-2019**



# TO PREEMINENCE AND BEYOND

Where we are and where we are going

**M**ouths often gape and eyes open wide in wonder when alumni return to USF for the first time in years. The campus is all grown up – almost beyond recognition for many. It has a metropolitan sophistication, with tall, contemporary buildings devoted to research and enhancing students' lives; the sangfroid that comes with years of success; and trees, lots of leafy shade trees.

Just as the university has matured and evolved, so has your USF Alumni Association. We took a big step toward a much larger role in the school's growing success when university leaders brought a change agent on board in 2012.

In hiring the association's seventh executive director, they found a new leader for a new era, a man brimming with ideas gleaned from six years serving as chief operating officer of the University of Texas' renowned alumni association, the 134-year-old Texas Exes.

Bill McCausland, MBA '96, Life Member, and a 1983 UT journalism grad, set out to refocus and rebrand the USF Alumni Association. He wanted to find ways to connect and engage even more Bulls and USF friends.

But on day one, he faced a crisis.

"February 13, 2012 was Bill McCausland's first day as our new executive director, and it was also the day our Board of Trustees called an emergency meeting," recalls Richard Heruska, '11, Life Member, then president of the association's board of directors. "The state had proposed huge budget cuts for USF, 60 percent of our state funding. It was a much bigger cut than they proposed for any other university. It was unfair and it would have been devastating for our students, the university, everyone."

Before he'd even unpacked his boxes, McCausland began to rally 270,000 USF grads around the world. That had never been done. While he wasn't the only leader calling on Bulls to fight for their university, he and the association employed a different strategy. Using specialized technology, they contacted every Bull with an email address and made it easy for recipients to let their legislators know how they felt.

And they did.

"Tens of thousands of alumni sent emails and letters or made calls to elected officials, many of them because of the alumni association. That was a tipping point; the cuts didn't pass," Heruska says.

Advocacy – protecting USF – would become a pillar of the association's newly defined mission.

USF clearly had impassioned alumni, but many weren't sure about how to connect through the alumni association, and how that connection could make a difference.

"Our first project was a branding initiative, an education campaign. We wanted to show alumni and USF supporters, and even our own staff, exactly what our mission is," McCausland says. "We exist to help USF succeed. We do that by being a conduit for connecting alumni with each other and with USF. We create meaningful ways for Bulls to contribute: through advocacy, like rallying against budget cuts; by making an impact in important areas like student success; by showing off our USF pride; and by gathering with fellow Bulls to build bonds."

USF's most important role is providing students with a world-class education and the alumni association is keen on supporting



this, he says.

"The better educated we are, and the better well-rounded our college experience, the more likely we are to be good, productive citizens. Whatever we do, whether we're doctors or artists or stay-at-home parents, we're going to be better citizens, better people, because of our USF education. That's good for the graduates, good for their families, and good for society."

McCausland next looked to the association's leadership. He wanted to see a group that was more representative of USF students and alumni, a cross-section of colleges, class years, gender, ethnicity and skill sets. To achieve that, they would need to change the board of directors' identification and election process.

"We implemented a nominating committee to identify candidates from different backgrounds and with different strengths. The committee would vet candidates to ensure our directors better represent our alumni's many perspectives and that they're dedicated to our mission and USF's success," McCausland says. "We had to change the by-laws, and it took about a year, but I'm so proud of the result. Our board is very involved and each individual brings a special acumen to the job."

McCausland has also worked to expand and elevate the Association's programs, events and communications. He and a staff of 20 have nearly doubled the number of annual activities, including adding the USF Fast 56 Awards and 50-year class reunions, and revising the Outstanding Young Alumni celebration, among others.

They've added new programs, including a student-alumni organization, the Order of the Golden Brahman, which brings together students and alumni committed to lifelong advocacy for USF.

All of the association's existing programs have been upgraded and polished. The annual USF Alumni Awards event, for instance, once a casual afternoon barbecue, is today a prestigious reception and dinner, a major celebration reflective of USF's most accomplished alumni and devoted supporters.

Looking forward, expect to see more such growth, more events that surprise, delight and engage alumni and friends, and make them proud to be Bulls, McCausland says. He'd also like to one day have the resources to give the association's 45 alumni chapters and societies around the country and the world even more hands-on time and attention. The groups, led by dedicated volunteers, plan athletic watch parties, scholarship fundraisers, community service and more for their local Bulls.

He envisions a day when grads all over the world connect to USF through a geographic chapter in their own back yard.

"Most USF grads really enjoyed their experience here, whether it was in the 1960s, '70s or now," he says. "It's up to us to keep that emotional attachment going. USF's continued success depends on it." ■



UNIVERSITY OF SOUTH FLORIDA™

HOMECOMING

2019

# Who let the Bulls out

Follow the herd to Homecoming!



Grab your plastic Bull horns, your Green and Gold garb, and your swankiest USF swag and come on home, Bulls!

Homecoming 2019 is Oct. 6-12, and there's plenty on tap for alumni. You won't want to miss the big celebration in your honor, the Welcome Home Party with live band, food and games Oct. 11 on the front lawn of your Sam and Martha Gibbons Alumni Center. It's a prime spot for bead-catching when the Running with the Bulls Homecoming Parade starts at 7 p.m., and the Herd of Thunder marching band always stops to give us a special performance.

On Oct. 12, before the big game against the Brigham Young University Cougars, stop by our Spirit Tent in the Bulls Zone at Raymond James Stadium for free beads, class year stickers, special collector bead for Alumni Association members, and so much more.

Here are just a few of the special events planned; find details and more events at [Homecoming.usf.edu](http://Homecoming.usf.edu). Venues listed here are USF Tampa unless otherwise noted.

## Monday, Oct. 7

### HOMECOMING KICKOFF AND STAMPEDE COMEDY SHOW

7:30 p.m., Marshall Student Center Ballroom

### USF ALUMNI AWARDS DINNER AND CELEBRATION

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

## Thursday, Oct. 10

### CARDBOARD BOAT RACE

TBA, USFSP Harbor Lawn/waterfront

### HOMECOMING CONCERT

8 p.m., Yuengling Center, Details to come





Check for updates online at [usf.edu/homecoming](http://usf.edu/homecoming)

## Friday, Oct. 11

### CARNIVAL AND STUDENT TALENT SHOWCASE

Carnival, 3 p.m.-midnight; free rides, food available for purchase; Showcase, 9 p.m., Yuengling Center parking lot

### WELCOME HOME PARTY

Pre-parade party with live music by the Matt Winter Band, games, food concessions and more, 5-9 p.m., Gibbons Alumni Center lawn

## RUNNING WITH THE BULLS HOMECOMING PARADE

6:30 p.m., beads, floats, parade watch parties; parade runs east on Holly Drive to USF Genshaft Drive (formerly Maple Drive), south to Alumni Drive and west to Leroy Collins Boulevard

## Saturday, Oct. 12

### USF ALUMNI ASSOCIATION SPIRIT TENT

Free USF swag; special collector beads for alumni association members – bring your membership card or download the Alumni Mobile App at [www.USF alumni.org/MobileApp](http://www.USF alumni.org/MobileApp) to access your virtual card!

Three hours before kickoff, Bulls Zone, Raymond James Stadium, Tampa

### HOMECOMING GAME

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





# Perfect

Tony Moré, '64, pursued a career in science – and found it in the family bakery.

# CHEMISTRY

By JOEY JOHNSTON '81

**T**ONY MORÉ GREW UP ON the mouth-watering fresh Cuban bread from Ybor City's fabled La Segunda Central Bakery, founded by his grandfather Juan Moré than a century ago. But after he graduated from USF in 1964, the notion of working in the family business wasn't so appetizing.

"I helped out there while growing up, enough to know that it wasn't for me," he says. "It was too darn hot back there with those ovens."

Moré (pronounced more-ray) earned a bachelor's in chemistry as a member of USF's charter class and then a doctorate in organic chemistry at Florida State University. He taught high school chemistry and math before becoming an adjunct professor of chemistry at Hillsborough Community College.

"My father had always wanted me to join the bakery, but I resisted," says Moré, 76. "One day he called and said, 'I know what you make as a teacher. I can give you more.' Besides that, we want you here and need you here."

So Moré's life changed.

He and his cousin took over the bakery in 1973, becoming third-generation owners. His science background translated perfectly to baking, where quality and consistency require exacting standards and a respect for the importance of each ingredient. It was the perfect formula for pastries, cookies, brownies, sandwiches and, of course, Cuban bread.

"As a chemist, he's a perfectionist," says his wife of 52 years, Judy. "Nobody does it the way he does it. He can taste a pastry or look at a loaf of Cuban bread and know exactly where it's from and who made it. He knows when it's not right."

Moré, who greatly expanded La Segunda's menu of sweet baked goods, has assumed more of a supporting role in the past decade as his son, Copeland, became the bakery's fourth-generation owner. Like his father, Copeland never saw himself in the family business, instead delving into commercial real estate. But after buying in he, too, set about growing the business, transforming La Segunda into a national enterprise.

Ten years ago, the bakery produced about 6,000 loaves of Cuban bread a day. Now it's at 18,000 to 20,000. La Segunda works with food distributors to ship the crusty, 18- and 36-inch-long loaves all over the country. They've also added La Segunda Bakery and Cafe, a popular South Tampa breakfast/lunch restaurant that celebrated its first anniversary on July 18.

"We have a family business, but it's a very strong brand, a very strong tradition and one that has a lot of potential for growth," Copeland Moré says. "At the foundation of what we do, though, it's really not a lot different than what my father, my grandfather and my great-grandfather did."

"We know what got us here. When that Cuban bread comes out, it has to look right, feel right and taste right. We have customers who have been coming here with their grandmothers since they were little kids. They know. Our mission is to get it right every day. My father taught me that."

The bakery dates to the late 19th century when Juan Moré, a Spanish native, fought in the Spanish-American War in Cuba and discovered the distinctive local *pan*. He brought the recipe to Ybor City and joined a co-op of bakers and cigarmakers to open three bakeries — La Primera, La Segunda and La Tercera (The First, The Second and The Third). After two of them folded, Juan purchased La Segunda from his partners in 1915.

Tony Moré's father Anthony, one of Juan's three sons, became part of the second generation of owners.

While Tony vastly expanded the pastry offerings, his son has helped the bakery adapt to a modern era, including enhanced distribution and marketing, social-media promotion and potentially more satellite locations.

But Cuban bread is Cuban bread — whether it's 1915 or 2019. "Some things have changed a lot," Tony Moré says. "Some things haven't at all."

It begins with five ingredients: flour, water, salt, sugar and shortening. After mixing, yeast is added by the master bakers, many of whom have more than two decades of experience.

The dough is shaped into loaves and a fresh palmetto leaf laid along the top. That holds in the moisture and creates the distinctive crack that runs the length of the loaf.

**Photo: In 1973, Tony Moré, who has a PhD in chemistry, became a third-generation owner of the family business, La Segunda Central Bakery.**





Photo: JAY NOLAN



# FOREVER BULLS



Photos: JAY NOLAN

**Above:** Bakers at La Segunda press fresh palmetto leaves into the Cuban bread dough to hold in the moisture.

**Center:** During his leadership tenure, Tony Moré vastly expanded the bakery's pastries and sweets.

**Bottom:** La Segunda turns out upwards of 18,000 crusty loaves of Cuban bread each day.

Next, the loaves are placed in front of high-powered fans, which hardens the exterior, producing a crusty outside and soft interior. They're individually hand-placed into the hearth, where they bake for about 45 minutes.

"There are a lot of imitators out there, but we use only the finest quality ingredients and everything is made to our specifications," Moré says. "The best shortening. The best flour. We have equipment nobody else has. We don't take shortcuts.

"People do it differently, then wonder why the bread doesn't taste the same. Here, we have a way of doing things and it has worked for more than 100 years. I suppose you could compare it to the way I was trained in chemistry and science at USF. Those principles didn't change either, and that seems like it was a long, long time ago."

Moré remembers intimate classroom settings and only a handful of buildings during his time at USF. Back then, looking northward revealed miles and miles of undeveloped land. He recently visited the campus and could barely believe his eyes.

"So many buildings, so much growth," he says. "I'm proud of my school. USF has grown into something very special."

The same can be said for La Segunda Central Bakery, thanks to generations of Morés who could never shut the door entirely on those hot ovens. ■





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[www.USF alumni.org/classring](http://www.USF alumni.org/classring)

**ALUMNI**

**USF** UNIVERSITY OF SOUTH FLORIDA BOOKSTORE



Sonya Chlanda Harvey, '88,  
and her son Matthew, '19

# UNIVERSITY BEAT

with Mark Schreiner



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# Where's Rocky?

With more than 348,000 alumni around the world, Rocky finds friends wherever he travels. If he jumps in the suitcase on your next trip, pops up at a wedding, or photobombs an event, email your high-resolution pictures (300 ppi) and details to Penny Carnathan at [pcarnathan@usf.edu](mailto:pcarnathan@usf.edu), or mail to her at USF Alumni Association, 4202 E. Fowler Ave. ALC100, Tampa, FL 33620-5455.

**a** It's a proud day for Rocky as he joins military veterans on their way to visit their respective war memorials in Washington, D.C., courtesy of the nonprofit Honor Flight South Florida. Rocky and volunteer **Lisa Kaufman Schaller**, '95, escorted Vietnam veteran **Frank Gartin**, U.S. Navy.

**b** Rocky checks out the multi-million-year-old logs at Petrified Forest National Park in Arizona with, at left, **Bob Blain**, '78 and MBA '96, and future Bull **Grace Blain**, and, right, **Ryan Blain**, '02, and future Bulls **August** and **Ellis Blain**.

**c** Rocky and **Kevin Shendok**, '91 and '93, Life Member, find plenty of local flavor to sample during the 110th annual Rotary International Convention in Hamburg, Germany.

**d** On a post retirement trip this summer, these two diehard Bulls forgot to pack their plush Rocky! So **Dr. Judy Genshaft**, Life Member, and **Steve Greenbaum**, Life Member, found his cousin, Toro Loco, in Pamplona, Spain.

**e** At a family reunion in Lotloton, Siquijor, Philippines, **Amabel McCormick**, '93 and MPA '04, shows husband **Gerry Jr.**, son **Kyle** and Rocky her dad's boyhood backyard-with-a-view.

**f** The views are nonstop as **Gene Dressler**, '69, Life Member; **Becky Dressler**, '69 and MA '76, Life Member; and their favorite little Bull visit Santorini, part of the Cyclades group of Greek islands in the southern Aegean Sea.

**g** Tripping back through time, Rocky joins, from left, **Richard Stein**; **Leslie Stein**, MA '73, Life Member; and **Kathy Betancourt**, '67 and MA '70, Life Member, in the shadow of the ancient Acropolis of Athens.



# FOREVER BULLS





# Chapters & Societies

## The Alumni Association's geography-based chapters and interest-based societies

provide ways for Bulls and friends to stay connected and support USF no matter where they live. Volunteer group leaders plan activities and programs designed to make an impact on USF's success; protect and promote USF; and to keep Bull bonds strong. Whether they're raising money for a group scholarship fund, getting together for a tailgate, or pitching in on a community service project, these alumni and friends have a great time sharing their Bull pride!

**a** Philadelphia Chapter alumni meet up with Bulls from New Jersey for a Philadelphia Phillies game. More than 40 people turned out for a green, gold – and red – tailgate before the Phillies took on the Miami Marlins.

**b** Members of the Greater Tampa Chapter show off a check representing the money they've raised since 2016 through their annual Bulls Block Party in Ybor City. A portion of those proceeds goes to the chapter's scholarship fund, which has almost reached \$25,000 – the level required for it to become endowed.

**c** A proud Bull crowd settles in for USF Day with the Jacksonville Jumbo Shrimp, the Jacksonville-St. Augustine Chapter's hometown team. The group got special ticket pricing and a shout-out on the Bragan Field jumbotron. A portion of ticket sales went to the group's scholarship fund.







**d** The LGBTQ+ Society and Pinellas Chapter team up to share the pride at the St. Pete Pride Expo, part of the state's largest Pride festival. Volunteers from the two alumni groups braved the June heat to give away plenty of Bulls swag.

**e** Summer marks the start of a new year for chapters and societies, and the Latino Society kicks it off in style with a social at Bodega Seminole Heights, a Tampa Latin American eatery.



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



# Chapters & 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

Tyrone Gray  
tgray@usf.edu

#### Architecture Alumni

David Hunter  
David.Hunter@morganstanley.com

#### Black Alumni

Erica Dailey  
usfblackalumnisociety@gmail.com

#### College of Business Alumni

Samantha Fitzmaurice  
sfitzmaurice@usf.edu

#### Engineering Alumni

Robert Andrew  
swantekjr@gmail.com

#### Entrepreneurship Alumni

Jordan Casal  
jcasal@ardentandbold.com

#### Geology Alumni

Matt Wissler  
usfgas@gmail.com

#### Kosove Scholarship Alumni

Justin Geisler  
justingeisler@hotmail.com

#### Latino Alumni

Melizza Etienne  
Luz Randolph  
USFLatinoAlumniSociety@gmail.com

#### LGBTQ+ Alumni

Todd St. John-Fulton  
usflgbtqalumni@outlook.com

#### Library and Information Science

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 Alumni

Arupa Gopal  
Tanya Bruce  
usfmusicalumni@gmail.com

#### Patel College of Global Sustainability

Julie Cornwell  
Arnel Garcesa  
pcgsnetwork@gmail.com

#### Psychology Alumni

Vicky Phares  
usfpsychba@gmail.com

#### Public Administration Alumni

Mike Rimoldi  
mike@rimoldiconstruction.com

#### Public Health Alumni

Natalie Preston-Washington  
npreston@health.usf.edu

#### Rugby Alumni

James Callihan  
Sean Masse  
usfbullsrugbyalumni@gmail.com

#### USF St. Petersburg

Heather Willis  
hlwillis@usfsp.edu

### Geographical Groups

#### Asheville, N.C.

Chad Johnson  
USFAshevilleBulls@gmail.com

#### Atlanta

Lara Martin  
usfalumniatlanta@gmail.com

#### Austin, Texas

Brett Bronstein  
usfaustin@gmail.com

#### Broward County

Ruth Rogge  
ruthrogge@gmail.com

#### Alan Steinberg

usfbrowardalumni@gmail.com

#### Charlotte, N.C.

Marisa Varian  
usfcharlottebulls@gmail.com

## What Will Your USF Legacy Be?



Making a planned gift can help advance the future of USF while providing potential tax and income benefits to you.

Download our free Estate Planning Guide at [usfgiving.org](http://usfgiving.org) to get started.

### A few easy ways to give:

- ▶ Designate the University of South Florida Foundation, Inc. as a beneficiary in your will or trust
- ▶ Contribute to USF from your IRA or other retirement plan assets
- ▶ Donate appreciated assets such as stock or real estate to USF

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**Chicago**  
Kate Duffy  
usfchicagoalumni@gmail.com

**Dallas/Fort Worth**  
Heather Agatstein  
hwa2@usf.edu

**D.C. Regional**  
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**Fort Myers/Naples**  
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Samantha Cleveland  
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# Class Notes

## 1970s



**THOMAS OLDT**, Political Science '72, is president-elect of The Florida Bar Foundation, a nonprofit that provides funding for legal aid, among other assistance. He serves as a registered representative and general securities principal and is a bar foundation fellow.

## 1980s

**COL. CARL E. BERTHA**, Mechanical Engineering '89, MA '98 and PhD '00, retired from the U.S. Army Reserve after 30 years of service. He will continue to serve as a professor at the U.S. Air Force Academy.

**HEATHER FIORENTINO**, Elementary Education '84, received the 2019 Distinguished Alumna Award from Pasco-Hernando State College in Florida. She is a former Florida state representative and was the first woman to serve as Pasco County's superintendent of schools.

**DR. PENNY HEINRICH**, Management '89, joined Intercoastal Medical Group in Sarasota, where she is creating a hematology and oncology specialty. She continues to maintain her own practice, Suncoast Cancer Institute in Sarasota.

**DAVID HOLLENBERG**, Engineering Technology '85, has joined RBC Wealth Management as a financial advisor in Florham Park, N.J. He previously worked at Merrill Lynch.

**KAREN KERR**, Nursing '84, was named president of Bartow Regional Medical Center in Bartow, Fla. She is also president of South Florida Baptist Hospital in Plant City, Fla.



**DAVID L. MCQUADE**, Finance '86, was named to *Forbes'* list of Best-In-State Wealth Advisors. He's a senior vice president of investments and senior portfolio manager in Fort Myers, Fla., for The McQuade Group of UBS Financial Services Inc.

## 1990s

**DAVID BREITWIESER**, Finance '90, Life Member, was named chief investment officer at Grove Bank & Trust in Miami-Dade County, Fla. Previously, he headed BNY Mellon Wealth Management's Fort Lauderdale, Fla., office.

**SHELLEY BROOKS**, Accounting '94, joined the Boys & Girls Clubs of Sarasota County as vice president of finance. She previously held an executive position at ShelterBox USA, an international disaster relief charity.

**KENDALL J. BROWN**, Marketing '91, Life Member, was promoted to director of operations for Universal Window Solutions in Sarasota. He was the company's top sales producer for 2017 and 2018.



**JAMES CORAGGIO**, Broadcast-Program and Production '94, MEd '02 and PhD '08, was named vice president of community impact at the Community Foundation of Tampa Bay. He was previously vice president of strategic impact at St. Petersburg College.



**EILEEN DELUCA**, English Education '94, was named provost at Florida SouthWestern State College in Fort Myers, Fla. She was previously the college's associate vice president.



**SCOTT GLASER**, Interdisciplinary Social Sciences '99, Life Member, joined ESPN Events as executive director of the Gasparilla Bowl in Tampa. He was previously associate executive director of the USF Alumni Association.

**MARK GORDON**, MBA '95, was elected vice president and general manager of thermal management systems for AMETEK, Inc., a Pennsylvania-based global manufacturer of electronic instruments. He was previously president and CEO of Consolidated Aerospace Manufacturing, LLC.

**ERIC HALL**, Biology '97, MEd '06 and PhD '14, joined the Florida Department of Education as chancellor for innovation. He held a similar position in the North Carolina Department of Public Instruction.

**SANDRA LARSEN**, Civil Engineering '98, retired as assistant city engineer after 30 years as a Sanibel, Fla., employee. Larsen completed many major projects, including installing and administering Sanibel's first computer network, and designing a major sewer expansion.

**LAURIE LITTLE**, Elementary Education '94, was hired as director of federal programs for Peoria Unified School District in Arizona. Previously, she served as principal of Frontier Elementary in Peoria, Ariz.



**BILL MCCAUSLAND**, MBA '96, Life Member, was promoted to vice president and executive director of the USF Alumni Association. He has been the executive director of the Alumni Association since 2012.

**JOHN MERRILL**, Economics '94, was promoted to chief financial officer of Park City Group subsidiary ReposiTrak, Inc., a platform for monitoring food supply chains. He previously served as the Utah-based company's senior vice president for finance.



**Send us your class notes!**

Send Class Notes submissions and high-resolution (at least 300 ppi) photos 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



**TRACY NEAL**, Accounting '92, is a 2019 *Tampa Bay Business Journal* CFO of the Year. She is the CFO of SUN 'n FUN Fly-In, Inc. in Lakeland, Fla.



**ROLLIN NORDGREN**, MEd '94 and PhD '01, was named the dean of education at Piedmont College in Demorest, Ga. He previously worked at Cleveland State University as an associate professor of education and department chair, and director of undergraduate curriculum.



**TYRA READ**, General Business Administration '97, has joined Creighton Construction & Development as an in-house real estate attorney in Cape Coral, Fla.

**TEDDY REED**, Special Education: Learning Disabilities '99, was named the veterans services officer at the University of Southern Mississippi Center for Military Veterans, Service Members and Families. He has more than 30 years of service with the U.S. Coast Guard and Coast Guard Reserves.

**BRADLEY SCARBROUGH**, Elementary Education '91, was named principal of Buffalo Creek Middle School in Palmetto, Fla. He previously served as the school's assistant principal.

**CHRISTI BATEMAN STUA**, Psychology '96, has received the Certified Public Manager designation from Florida State University. She has worked for the Florida Department of Juvenile Justice for 18 years.

**BEATRIZ VIAMONTES**, Accounting '95, MAcc '97 and MBA '03, Life Member, is the new chief financial officer at the Lions Eye Institute for Transplant & Research in Tampa.



**YINONG YANG**, MS Botany '90, received the 2019 Research Innovators Award from Penn State's College of Agricultural Sciences. He is a Penn State professor of plant pathology.

## 2000s

**DODE ACKEY**, Finance '02 and MBA '04, was appointed CFO of ADS Group – African Development Solutions – in Dakar, Senegal. He was previously a senior control specialist with Tampa-based HealthPlan Services.

**MARIO A. BRINGAS**, Finance '00, is president of ServisFirst Bank's new southwest Florida market. ServisFirst is a subsidiary of ServisFirst Bancshares in Sarasota. He previously served in the same capacity for Synovus Financial Corp.

**JASON BROUGHTON**, MPA '01, was appointed Vermont state librarian by Gov. Phil Scott. He was previously the interim Vermont state librarian.

**KERI GUILBAULT**, MEd '06, was named director of science and education for American Mensa and received the 2019 American Mensa National Service Award. She is an assistant professor of gifted education at Johns Hopkins University in Baltimore.

**BLAKE GUTHRIE**, Mass Communications '04, has joined Outback Bowl as director of community partnerships. He was previously director of community engagement and development for Irish 31 Pub House & Eatery in the Tampa Bay area.



**ANISSA HOHNSTREITER**, Nursing '05, joined the otolaryngology (ears, nose and throat) department at two Watson Clinic locations in Lakeland, Fla. She is a licensed advanced registered nurse practitioner.

**CRAIG MCGHEE**, MPH '04, was named chief ambulatory officer for Akron (Ohio) Children's Hospital. He will oversee operations of all medical and surgical subspecialty practices and rehabilitation.

**HEATHER MITCHELL**, Physical Education '04, joined the USF Foundation as a development specialist with the Office of Gift Planning. She was previously the assistant director of prospect research/senior research analyst in Advancement Operations from 2004-2009.

**DENNIS MURPHY JR.**, MBA '03, was named a Banker of the Year by the Florida Bankers Association. He is president, CEO and a co-founder of Gulfside Bank in Sarasota.

**KATHRYN PARSONS**, Mass Communications '06, was promoted to senior director at ChappellRoberts in Tampa. She has been with the advertising agency for more than 10 years and leads its public relations division.

**MARCY RINGDAHL**, MA Reading Education '06, was named principal of Riverview Academy of Math and Science in Riverview, Fla. She has worked with Hillsborough County Public Schools for 12 years.

**LAURA (NEWHOOK) RUDEN**, Mass Communications '09, was promoted to senior director at ChappellRoberts in Tampa. She has been with the advertising agency for more than 10 years and leads its social media division. She is a past member of the Florida Board of Governors.



**JASON STRICKLAND**, MPA '03, Life Member, was appointed director of communications at the Veterans Health Administration Office of Community Care in Denver. He was a 2018 Leadership VA Fellow and served for 20 years in the U.S. Army, attaining the rank of lieutenant colonel.

**LUIS VIERA**, History '00, Life Member, was listed as one as Tampa Bay's 25 Most Powerful Politicians by FloridaPolitics.com. He serves on the Tampa City Council.

## 2010s

**SHELLY ACEVES**, Political Science '16, joined Williams Parker for its 2019 summer associate program. A law student at Florida State University, she serves on the advisory board for Tiger Concrete and Screed LLC in Lakeland, Fla.

**YARELIZ RAMIREZ AGOSTO**, Business Analytics and Information Systems '17, MBA '19 and MS '19, has joined the Miami Heat basketball team as an IT manager.



# Class Notes

**KRISTINA BAINES**, PhD Applied Anthropology '12, was awarded a 2019 Course-Hero Woodrow Wilson Fellowship for Excellence in Teaching. She is an assistant professor of anthropology at Guttman Community College in New York City.

**FREDERICK BARTELT**, Mathematics '10, married Christianne Gates in Charleston, S.C. He is the associate pastor at Ascension Lutheran Church in Brookings, S.D.

**JEREMY BERGER**, Global Business '16, USF St. Petersburg, was named to *Forbes*' 30 Under 30 Asia list. He is the co-founder and COO of Arival Bank and the portfolio director of Life. SREDA, both based in Singapore.

**SYEDA SUNDAS BOKHARI**, MBA and MS Finance '12, has joined the Tampa office of VanEck Associates Corp., an asset-management firm based in New York.

**AYANA CLARK**, International Studies '14, received a Leadership Achievement Award from Western Michigan University-Cooley Law School. She also received the Alumni Distinguished Student Award.

**DANIEL DORMAN**, Finance and Management '15, was promoted to senior financial analyst at PepsiCo. He previously served as the company's supply chain financial analyst.

**JANINE FILS**, Marketing '14, was hired as a media planner at Habas Media Miami. She previously worked as an assistant media planner at Mediagistic marketing agency in Tampa.

**TABATHA GERRY**, Interdisciplinary Social Sciences '14, was promoted to detective sergeant in the Lee County Sheriff's Department of North Carolina. She graduated from basic law enforcement training in 2017.

**NICHOLAS GHIBAUDY**, Management and Marketing '16, is a marketing manager at Littledata, an ecommerce analytics company with offices in New York and Europe. Previously, he worked at Tampa Bay-based CEA Marketing, where he was the content marketing lead and copywriter.

**DAKEYAN GRAHAM**, PhD '15, was named 2020 Florida Teacher of the Year. He teaches instrumental music and leads the marching band at C. Leon King High School in Tampa.

**RALPH HERZ**, Accounting and Finance '16, has joined Bacardi Limited as a senior analyst in corporate development. He's a former USF Muma College of Business 25 under 25 honoree.



**WAINELLA ISAACS**, MS Engineering Science '17, received the Schlumberger Foundation Faculty for the Future Fellowship for Women in STEM. She is a doctoral student at USF in civil and environmental engineering.

**KATIE KICKLIGHTER**, MS Sport and Entertainment Management and MBA '19, has joined the Tampa Bay Super Bowl LV host committee as manager of hospitality and events. She was previously assistant tournament manager for the Women's Final Four Tampa Bay organizing committee.

**REED KOEHNLEIN**, General Business Administration '17, USF Sarasota-Manatee, has joined BallenIsles Country Club in Palm Beach Gardens, Fla., as a golf course assistant superintendent.

**COURTNEY KRAMER**, Management and Marketing '15, MBA '17 and MS '17, joined IRONMAN as a social media specialist for its Rock 'n' Roll Marathon Series events.

**JORDAN KUTNER**, Health Sciences '17 and MHA '19, was promoted to operations and organizational development manager with Gastro Florida in Tampa.

**BRITTANY MARSHALL**, MPH '12, was selected as a recipient of de Beaumont Foundation's first 40 under 40 in Public Health list. She is a program manager for the Centers for Disease Control Foundation, where she is analyzing the capacity of 20 state and local health departments to address the effects of climate change on health.

**JESSICA MARTINEZ**, Mass Communications '18, was promoted to donor communications specialist for USF Health Development and Alumni Relations. She was previously a communications and marketing intern for that unit.

**EVAN MCCULLOUGH**, Management '14, USF St. Petersburg, has joined USF St. Petersburg as an advancement administrator. He previously served as a development officer for USF's College of Arts and Sciences.

**JASON MORRIS**, Psychology '11, USF St. Petersburg, has joined USF St. Petersburg as an executive administrative specialist. He previously worked at USF St. Petersburg College of Arts and Sciences as an office manager.

**NEVENA PEHAR**, Psychology, International Studies and Music '12, Life Member, was promoted to associate director of the USF Office of Annual Giving. She joined the team in 2016.



**MÓNICA RESTO-FERNANDEZ**, Civil Engineering '16, received the 2019 William Brewster Snow Award from the American Academy of Environmental Engineers and Scientists. She is pursuing a master's degree in environmental engineering at Mercer University in Georgia.

**KAYLA E. RICHMOND**, Political Science and Management '10, was placed on the 2019 Florida Super Lawyers list as a Rising Star, an honor given to less than 2.5 percent of attorneys in the state.

**CHRISTINA (CROSBY) RUSSELL**, MBA '10, is the new CEO of Sola Salon Studios in Denver. Previously, she was the CEO of Pure Barre fitness franchises.

**AUGUSTIN SANCHEZ**, Communications '16 and MA '18, has joined USF football as a quality control assistant. He was a linebacker for the team for four years.

**CASSANDRA SANCHEZ**, Accounting and Finance '14, has joined GP Fund Solutions, serving the private equity industry, as an associate fund controller. She was previously a Muma College of Business 25 Under 25 honoree.

**DR. MALLORY SMITH**, Biology '11, has joined the staff of Animal Hospital in Waynesville, N.C., as a veterinarian. Previously, she worked as a veterinary assistant at Westbay Animal Hospital in Bradenton.

**BENJAMIN SORRELL**, Social Science Education '11, has joined Syprett, Meshad, Resnick, Lieb, Dumbaugh, Jones, Krotec & Westheimer, P.A., in Sarasota as an associate attorney. Sorrell is a member of the Young Lawyers Division of the Sarasota County Bar Association.

**MELISSA THAMMAVONGSA**, Public Health '15, is the new assistant director of development at the USF College of Behavioral and Community Sciences. She previously served as USF World's international alumni officer.



**CHIP WHITWORTH**, MBA '12, was promoted to director of Tampa Electric Company's Big Bend Power Station. He's been with the utility since 1977 and was formerly manager of operations at the Big Bend plant.

**ASHLEY YOUNG**, Business Economics '15 and MA '18, is the new director of engagement at Climate Futures, a public platform for climate data developed by the Climate Change Institute at the University of Maine. She is a former USF Muma College of Business 25 Under 25 honoree.

## In Memoriam

**CHARLES R. ADAMS**, Political Science '76 and Criminology '78, June 23, 2019

**WILLIAM I. AGUSTIN**, Finance '18, June 6, 2019

**JOSEPH H. ALFONSO JR.**, MA Guidance and Counseling Education '78, April 30, 2019

**JAMES "JAMIE" ANDREWS JR.**, General Business Administration '81, April 13, 2019

**EVERAD ARCHER**, Criminology '78, April 14, 2019

**DON BANKS**, Mass Communications '84, Aug. 4, 2019

**MANUEL BENITEZ**, MA Distributive and Marketing Education '71, June 1, 2019

**CAROLE M. BLANCHARD**, Physical Education '63, June 3, 2019

**MAJ. DAVID T. BOND**, Mass Communications '73, April 15, 2019

**BRIG. GEN. (RET.) THOMAS E. BOWEN**, Accounting '90, Life Member, April 15, 2019

**RICHARD CARTER JR.**, Finance and Management '82, April 11, 2019

**PATRICIA A. CATALLO**, MS Nursing '04, May 15, 2019

**LAURA CERWINSKE**, Art '69, July 5, 2019

**PAMELA CHAMBERLAIN**, Finance '72, April 10, 2019

**MARY N. CHANDLEY**, MA Reading Education '73, June 9, 2019

**WILLIAM G. CHERNECKY**, English '87, MA '89 and PhD '93, April 20, 2019

**RACHEL COLEMAN**, Nursing '09 and MS '17, July 19, 2019

**JUDGE ROBERT P. COLE**, History and Social Sciences Interdisciplinary '71, July 8, 2019

**RONALD D. DANIEL**, History '78, June 8, 2019

**CYNTHIA R. DAVIS**, Special Education '97 and MEd '04, July 18, 2019

**DONALD H. DAVIS**, English '98 and MEd '69, May 8, 2019

**CHRISTOPHER DECHOW**, General Business Administration '12, June 10, 2019

**MARTHA B. ENDRESS**, Elementary Education '67, May 13, 2019

**MARTHA EWING**, General Business Administration '93, May 29, 2019

**JULIE (THOLL) FENSKE**, Psychology '65 and MA '99, April 6, 2019

**DORIS (HAMPTON) FERNANDEZ**, Elementary Education '74, July 22, 2019

**SUZANNE A. FISCHER**, Elementary Education '71 and MEd '78, July 6, 2019

**ROBERT W. FISHER JR.**, Political Science '00, June 4, 2019

**JOHN C. FOLLMAN JR.**, History '98, May 14, 2019

**ADAM T. GENDREAU**, Accounting '17, USF St. Petersburg, May 2, 2019

**JEANNE GILLEY**, Elementary Education '69, May 25, 2019

**KAREN E. GUITO**, Interdisciplinary Studies '93, April 20, 2019

**JULIA A. HAMILTON-SIMPSON**, Political Science '74 and MA '77, April 9, 2019

**PATRICIA A. HERIG**, MA Elementary Education '75, May 26, 2019

**EDWARD C. HERRANZ SR.**, MA Guidance and Counseling Education '69, June 7, 2019

**JEFFREY M. HOFF**, Management '98, June 12, 2019

**WILMA C. HOWELL**, Business and Office Education '70 and MEd '73, May 25, 2019

**ROBBYN WALSH HOWIE**, Interdisciplinary Sciences '98, July 12, 2019

**HAIBIN "BEN" HUANG**, ME Chemical Engineering '94 and PhD '97, July 12, 2019

**CHARLES B. JAMES**, Marketing '69, June 3, 2019

**JEFFREY S. JOHNSTON**, Marketing '82, July 3, 2019

**RODRIGO JURADO**, Philosophy '80 and Physical Education '81, Life Member, June 28, 2019

**JOHN H. KAELEBER II**, MBA '78, June 26, 2019

**JUDITH A. KARGMAN**, Library and Information Science '69, April 9, 2019

**STANLEY LEBOSS**, English Education '72 and MEd '73, July 12, 2019

**MARLENE K. LEE**, MA Library and Information Science '83, June 24, 2019

**MARIAN LISWITH**, Sociology '87 and MA '87, July 5, 2019

**CURT T. LOCKHART**, Management '95, July 5, 2019

**THOMAS D. MASTERSON**, Sociology '72, July 14, 2019

**STEVEN M. MCCULLUM**, Criminology '00, July 26, 2019

**JOANN (MARTIN) MCKENNA**, Distributive and Marketing Education '71, July 25, 2019

**SHEILA MCNEILL**, MEd '84 and PhD '87, July 20, 2019

**JOHN D. MILAM**, Finance '69, March 6, 2019

**JOANNE (MCCARTHY) MILLER**, MA Special Education '75, April 27, 2019

**JOAN Q. MINNIS**, Reading Education '78 and DEd '11, May 20, 2019

**EUGENE A. MOORE**, MBA '00, June 26, 2019

**RITA A. NIRO**, Political Science '88 and MEd '13, June 8, 2019

**DR. TIMOTHY D. O'LENIC**, Chemistry '83 and MD '87, May 22, 2019

**BRIAN T. PARKER**, MA Applied Anthropology '94, May 2, 2019

**SUSAN A. PENN**, Early Childhood Education '74, June 12, 2019

**FREDERICK T. PLUMB**, Interdisciplinary Social Sciences '92, April 13, 2019

**MARK C. RICHMOND**, Marketing '77, May 29, 2019

**WILLIAM E. ROBERTS SR.**, MA Guidance and Counseling Education '81, June 19, 2019

**JUDITH (FREEMAN) SAUERS**, MS Speech and Language Pathology '88, July 10, 2019

**DOROTHY (GIBBS) SAVIO**, Social Sciences Interdisciplinary '79 and MA '81, July 6, 2019

**JUDITH B. SELLERS**, Early Childhood Education '72, April 17, 2019

**TRACY S. SELLS**, Management Information Systems '08, June 20, 2019

**HEBER B. STONE**, Physical Education '67, June 13, 2019

**PAUL J. SULLIVAN**, Engineering Technology '73, July 12, 2019

**WILLIAM A. SWAIN**, Sociology '85, July 3, 2019

**DEBORAH TROSTLE**, Special Education '76, July 8, 2019

**SHANE T. TURNER**, Management '01, April 22, 2019

**MARIDELL H. WEAVER**, Nursing '81, May 15, 2019

**CHARLES E. WEBBER JR.**, Management '71, May 16, 2019

**SHARON WEEKS**, French '69, Life Member, July 24, 2019

**SANDRA (FOX) ZAPPINI**, Theatre '88, July 10, 2019

## Faculty and Staff

**DR. HENRY W. BOYCE JR.**, Director Joy McCann Culverhouse Center for Swallowing, June 3, 2019

**JOE CATHEY**, Maintenance Mechanic, July 29, 2019

**MAX C. DERTKE**, Dean Emeritus, Florida Mental Health Institute, May 8, 2019

**RALPH E. FEHR III**, PhD '05, Professor, Electrical Engineering, July 19, 2019

**WESLEY FRUSHER**, Computer Technician, July 25, 2019

**LOUIS C. JURGENSEN**, Professor Emeritus, Business Administration, May 20, 2019

**DR. BORIS G. KOUSSEFF**, Professor Emeritus, Pediatrics, July 15, 2019

**LESLIE MCCLELLAN**, Professor of Education, June 16, 2019

**JOANNE VACCARO-KISH**, Fiscal and Business Analyst, April 16, 2019