

## E-PEOPLE

### It's All in the Details

By Lauren Ethridge '04 and Donna Bearden

"I had never been to an Open House when I started this job," says Catherine Williams, associate director of admissions and director of transfer and special admissions. When Williams first came to Elon 15 years ago, she was hired as a part-time admissions counselor. She soon inherited the job of planning Open House when a co-worker left Elon. Though she didn't have experience in event planning, Williams has always been an organizer and a "people person."

Each year, Williams organizes two Fall Open House events for high school seniors, transfer students and their families. These events are largely responsible for giving students their first impression of Elon.

For Williams, the key to planning a successful open house is to stay on schedule. "You don't take anything for granted. You have to re-remind everybody of what they need to do," Williams says, pulling out her check sheet. Williams has been known to make early morning wake-up calls on event days, and she does her best to keep the admissions staff healthy, worrying about how much sleep they get and how well they eat in the days leading up to the big event.

But it's Williams' attention to detail that sets her apart, says Susan Klopman, dean of admissions and financial planning. "Catherine is recognized throughout North Carolina as one of the best event planners in admissions. She has been asked to make several presentations on event management at our professional conferences," Klopman says. "She leaves no detail undone or unexamined."

The number one thing Williams wants students to come away with after Open House is "the feel of the community," she says. "I want them to get a warm feeling from this place and see if it's the right fit for them."

The first Fall Open House this year was held Oct. 25, and another will be held Nov. 22. More than 2,000 prospective students and their families are expected for the two events. Last year, roughly 30 percent of the students who attended an Open House enrolled at Elon for Fall 2003. These numbers speak to the high priority these events receive on campus.

"Open House at Elon isn't just an admissions thing; it's a campus-wide priority," Williams says. "I work with everybody in practically every building. It's great that everyone takes it so seriously and so cheerfully."

To help her make it a success, Williams organizes an enormous task force. Before the event, staff all over campus work on their piece of the puzzle—printing schedules, mailing invitations, setting up tables, checking microphones, planting flowers, etc. In the admissions office, counselors and other staff are busy cross-training in case a key organizer is unable to attend.

The day of the event, more than 90 students lead tours or share thoughts about their majors. "They're the best 'voice' we have. Both prospective students and parents want to hear from our students," Williams explains. About 35 professors present information sessions to help students explore majors offered at Elon, and scores of other staff present information on programs such as career services, Fellows, study abroad, financial planning and scholarship opportunities. This year, a new "snapshot of life at Elon" session has been added to address what life is like outside the classroom.

Because of Elon's innovative "divide and conquer" approach to the day—where students and parents spend most of the day apart attending different sessions—families are able to cram in a tremendous amount of information in a short amount of time. The welcome session starts at 9 a.m., and the last session is over by 2 p.m., allowing traveling families time to get back home. Elon is one of the few schools to separate students and parents.

The biggest reward for Williams after months of planning is seeing everything run smoothly. "It's really exciting to see it all come together," she says. "We always get rave reviews."

And because Williams knows that everyone involved understands the important role Open House plays in connecting potential student to Elon, she says she never has to worry about it being a success. "I sleep like a baby the night before," she says.





Patty Brown and Jim Murphy

## Instructional Design and Development

By Lauren Ethridge '04

### What exactly is the Office of Instructional Design and Development?

The new department is responsible for training faculty and staff to design curricula, projects and instructional materials. IDD is a division of the former academic computing services, which split into specializations in October 2002. "The motive for the change," says **Jim Murphy**, director of IDD, "was that the university is growing and hiring more people. It became necessary to have smaller, specialized groups of people."

Murphy and **Patty Brown**, associate director of the department, share responsibilities that involve planning, providing software training for faculty and staff, teaching workshops and carrying out special projects. They provide assistance for faculty and staff who need help with specific programs. "It's important because it enables them to do what they need to do," Brown says.

Brown and Murphy emphasize that although IDD staff are available for direct assistance, they are more than an emergency hotline. "We help faculty with projects that enhance their teaching and their students' learning," Murphy says.

During the summer, Brown and Murphy lead weeklong workshops for faculty and staff in what is essentially Technology Camp, and they incorporate creative themes to keep their participants interested. This past summer, Brown and Murphy used a cruise theme and incorporated games into their instruction.

The IDD team includes other members who provide important support services for faculty and staff. **Roger Gant**, instructional support liaison, is a Microsoft Access specialist and "provides invaluable assistance with Blackboard," says Brown. **Deborah Ellington**, multimedia developer for the humanities, is involved with Web development and CD-ROM projects as well as collaborative projects for the foreign languages department.

**Andre McNeill**, who serves as the liaison for the sciences, computing sciences and mathematics departments, is in charge of setting up specialized hardware and operating systems. He also looks for new software for faculty to use in their classes and makes those new resources work with campus technology. As their titles suggest, instructional designers **Cheri Crabb** and **Kim Eke** develop training programs and consult with faculty.

As the university continues to grow, technology resources at Elon will expand even more. For example, the doctoral program in physical therapy will use Tablet PCs this year. "It resembles an Etch-A-Sketch," says Brown. In early 2004, the Elon community can expect to change to version 6 of Blackboard. Murphy also has hopes for the wireless network to expand in the years to come.

## Teaching 24/7

By Lauren Ethridge '04



Now in her second year as the faculty member in residence at the Isabella Cannon International Studies Pavilion, Sandy Seidel says so far, so good. Seidel, associate professor of biology, says she enjoys living in the pavilion and the interaction she gets with the students who live there. In addition to the weekly "hanging out" time, they took a trip to Washington, D.C., for fall break last year and had a Chinese New Year's party. "Informal interactions happen all the time. The common areas are a really big asset for that," she says. She also taught a biology class and her Elon 101 in the pavilion.

Living in the international pavilion has given Seidel a taste of diversity. "Living here has been hugely enriching for me. I have learned a lot about different cultures, myself and human conflict," she says.

Perhaps the biggest advantage of living in the pavilion, Seidel says, is the convenient location and easy access to campus events. "This campus is so rich with activities. I like having the profile of always being on campus."

That presence gives her the chance to work with students on a number of levels. "What an opportunity to be able to impact young adults!" Seidel says. "I have the opportunity to support all students and build all kinds of relationships."

The only downside to living in the pavilion, Seidel says, is always being at work. Seidel enjoys her privacy but is quick to add that "the students are quite respectful." When times are stressful, it helps that Seidel has a home off campus to retreat to on weekends.

Though living in the pavilion has its ups and downs like any living situation, Seidel considers this opportunity well worth her time. "The rewards far outweigh the risks and challenges," she says.

### HUMAN RESOURCES CORNER

#### It's time to plan for the new year!

Come to the Benefits Fair

Wednesday, Nov. 12

Moseley Center (McKinnon Hall)

10 a.m. - 3 p.m.

#### Help us kick off the Open Enrollment period!

#### During Open Enrollment you will be able to:

- add, drop or make changes to your medical, dental or AFLAC insurance
- update your beneficiary information (life insurance and retirement)
- begin or make changes to your supplemental retirement plan
- add to your dental plan any dependent children who have reached age 3
- begin or re-enroll in the Flex Spending Accounts.

If you are unable to attend the benefits fair, contact the Office of Human Resources.

The official open enrollment period is Nov. 12 - 26, 2003.

Changes take effect Jan. 1, 2004.



**Dan Albergotti, assistant professor of English**

A native of South Carolina, Dan received his bachelor's and master's degrees in English from Clemson University, his doctorate in English from the University of South Carolina and a master of fine arts in creative writing from the University of North Carolina-Greensboro.

Dan has taught English at several universities, including the University of Alabama, Auburn University and the University of North Carolina-Greensboro. He was attracted to Elon for its location and size.

In his spare time, Dan enjoys buying books and music. He also likes to play chess, talk with friends and eat Thai food.

**Amanda Marie Allen, instructor/assistant athletic trainer**

Elon's quality athletic training education program is what lured Amanda from her native state of Ohio, where she is completing her doctorate from Ohio University. She received her bachelor's degree in education from Ashland University and a master's degree in athletic training from California University of Pennsylvania.



Amanda has been the athletic trainer at Concord College, Salem-Teikyo University and Bentworth High School. She enjoys teaching, saying that her most gratifying moment came when a student thanked her for helping her graduate and pass a certification exam.

Amanda even has fitness on the mind in her spare time. She particularly enjoys weight lifting and rock climbing. She also enjoys gardening and quilting.



**Kyle Altmann, assistant professor of physics**

Kyle's hometown is Sheboygan, Wis., but he comes to Elon from Arkansas, where he was a visiting assistant professor at Hendrix College. "I like the community feel combined with academic excellence," he says about Elon.

Kyle received his doctorate in physics from the University of Wisconsin-Madison and is interested in researching magnetism. For fun, Kyle likes computer programming as well as reading, hiking and sports. He is a member of the National Eagle Scout Association. He lives with his wife, Katie, and children, Andrew, 4, Anna, 2, and Benjamin, who was born in September.

**Polly Butler Cornelius, lecturer in music**

An adjunct instructor for the past five years, Polly has joined Elon's faculty full time this year. She has a bachelor's degree in music from Converse College and a master's degree in music from the University of North Carolina-Greensboro. She completed advanced post-graduate studies in Germany and Austria and received the North Carolina Artist Award in 2000. She says she enjoys Elon's strong music and music theatre programs.



Polly is interested in classical music and opera. She's an active member of multiple organizations, including the Junior League of Greensboro, the National Association of Teachers of Singing, Delta Omicron and the Prelude Society.

She also stays active at home with her young children. She and her husband, Perry, have two daughters, Noelle, 5, and Nancy, 2.

**Mayte de Lama, instructor of Spanish**

A native of Vigo, Spain, Mayte came to Elon because of the community environment and beautiful area, but says she will never forget her roots. "I love teaching people about my culture, my country, etc. I never forget where I am coming from, and living in the USA has enhanced these feelings," Mayte says.



In addition to her love of travel, Mayte also likes hiking, reading and watching movies. She is interested in researching gender and regional studies. Before coming to Elon, Mayte worked at the University of Kentucky. She lives with her husband, Eric, and dog, Hercules.



**Kimberly J. Eke, instructional designer for the social sciences**

Originally from Albany, N.Y., Kimberly comes to Elon from Penn State, where she worked in the department of distance education/world campus and conducted a successful Web usability study with three other colleagues.

As an undergrad, Kimberly studied for a semester in Kenya, East Africa, and did archaeology in Mombasa. Her current research interests include online education, Web design and environmental education.

Kimberly stays busy at home with her husband, Ocek, and children Amara, 5, and Jonathan, 9 months. She also teaches pilates and fitness classes.

**Julie Flowerday, assistant professor of sociology**

Born in Detroit, Mich., Julie previously worked at the University of North Carolina-Chapel Hill. The opportunity to teach at a university that stressed innovation and community interests were important in attracting her to Elon, she says. Julie earned bachelor's and master's degrees from Wayne State University and a doctorate in anthropology from UNC.



Julie has varied research interests, including culture change, history, colonialism, central Asia and Islam. She also enjoys Pakistani and Afghan music, as well as photography and spending time with friends.





**Mathew Gendle, assistant professor of psychology**

Mathew's research interest is the effects of neurotoxins on brain development. He was born in Endicott, N.Y., and received his bachelor's degree from Hobart College and his doctorate from Cornell University.

Elon's emphasis on undergraduate training, in addition to the small, friendly environment, is what attracted Mathew to teach here.

Mathew enjoys hiking, jogging and working out. He is a member of the Sports Car Club of America and likes attending the club's driving events. He and his wife, Melissa Potter, have two cats.

**Juliane Hammer, assistant professor of religious studies**

Born in Berlin, Germany, Juliane has a master's degree and doctorate in Islamic studies from Humboldt University in Berlin. She also has taught in Jerusalem. She comes to Elon from Georgetown University, where she was a postdoctoral fellow. Juliane is interested in researching Islamic movements, Middle East conflict, Palestinian diaspora and contemporary Sufism.



"I am living a truly international life and enjoy learning about people and their lives, which always teaches me something about myself," Juliane says.

For fun, she likes to watch foreign movies and learn foreign languages, with Turkish being her latest.



**Lynn Heinrichs, associate professor of computing sciences**

A Star Trek fanatic and avid NBA basketball fan, Lynn also likes 3-D and crossword puzzles, biking and canoeing. She is also interested in researching gender differences in information technology.

A native of Maywood, Ill., Lynn completed her bachelor's and master's degrees from the University of Illinois and her doctorate from Northern Illinois University. She taught previously at Western Carolina University and Elmhurst College, but she says Elon's forward thinking brought her here.

Lynn's most gratifying moment was the birth of her daughter, Stephanie Virgo, 18.

**Charles Irons, assistant professor of history**

A native of Durham, N.C., Charles just can't get enough of the South. He is interested in researching the U.S. South, slavery and religious history. He earned his bachelor's, master's and doctorate degrees in American history from the University of Virginia.



He says his most gratifying moment was his successful marriage proposal to Dana in 2002. For hobbies, Charles likes sports, reading and traveling, particularly to Italy. But when he can't get to Italy in person, Charles likes to sip wine and daydream about his next trip there.

**Irene Lacasa, visiting international faculty**

Born in Valladolid, Spain, Irene loves to travel. In fact, the most gratifying time in her life was when she lived for a year in Belgium. "I love meeting lots of people. I could be traveling all my life, and actually I'm planning to do so!" she says.

She completed her bachelor's degree in English and taught the subject before coming to Elon. Irene enjoys aerobics, European studies and dancing.



**Chris Leupold, assistant professor of psychology**



A native of New York, Chris received his bachelor's degree from the University of Notre Dame, master's degree from the University of North Carolina-Charlotte and doctorate from Wayne State University. There were multiple reasons why Chris decided to come to Elon, "but its unwavering dedication to providing a 'true' undergraduate experience was number one," he says.

Chris enjoys golfing, holding neighborhood barbeques, skiing and coaching soccer, and he's a member of the Society for American Baseball Research. He and his wife, Helen, have two daughters, Maddie, 6, and Mary, 4.



**Anthony Mancuso, assistant professor of economics**

Although Anthony was born and raised in North Carolina, he still keeps up with his Italian heritage. "I keep in contact with close relatives in Corleone, Sicily," he says, adding that the Italian potato dish, gnocchi, is his favorite meal.

Anthony completed his bachelor's degree from Appalachian State and recently received his master's and doctorate degrees from North Carolina State University. He is interested in researching international economics, but says he does nothing for fun, because, "after six years of graduate school, I've forgotten."

Anthony does have hobbies, though, including running, reading, movies and traveling.

**Troy Martin, assistant director of academic advising**

Troy is willing to do just about anything for fun as long as it's outside. He enjoys connecting with nature and with other people, especially his foster son, Jeff, 18. Troy also likes hiking, camping, gardening and traveling. When he can't get outside, he enjoys art and vegetarian cooking. He also loves desserts, "anything from cheesecake to ice cream," he says.

Troy received a bachelor's degree from Guilford College and master's of social work from the University of North Carolina-Chapel Hill. He previously worked as a family counselor and clinical social worker at Three Springs of North Carolina. His hometown is Newton, N.C.





**Lance Massey, instructor of English**

A native of Missouri, Lance comes to Elon with his wife, Lee Nickoson-Massey. Previously he was a writing instructor at the University of Illinois, where he also received his bachelor's degree. He completed his master's degree in English at Southwest Missouri State University.

"I like Elon's commitment to community service as well as its study abroad program," Lance says about his move to Elon. He is a member of the National Council of Teachers of English and the Modern Language Association. Lance is interested in doing research on ethics and discourse.

In his spare time, Lance likes to golf, read, look at maps and watch television.

**Janet Mays, instructor of mathematics**

A North Carolina native, Janet comes to Elon from teaching at Guilford Technical Community College in Jamestown. She completed her bachelor of science and master of education degrees from the University of North Carolina-Greensboro. The atmosphere at Elon and the university's focus on students appeals to her.

Janet is interested in researching math education methods. Outside the classroom, she enjoys reading, traveling, swimming, softball and quilting. She also likes to listen to music, particularly Norah Jones and James Taylor. She lives with her husband, Charley, and dog, Lucy. Her children are Charlotte, 23, Emily, 19, and Robin, 18.



**Young Min, assistant professor of communications**

Young came to the United States from Seoul, South Korea. She completed her doctorate at the University of Texas-Austin and came to Elon for its interactive education and "nice people."

Young is interested in researching mass media effects and political communication, and she enjoys writing and reading. For fun, she likes to play with her son, Maven Kim, 2, and watch movies.

When it comes to food, Young is influenced by her Korean heritage. She loves spicy food, seafood and steamed rice. But she says she enjoys American music, particularly country music.

**Ellen Mir, assistant professor of mathematics**

A resident of Chapel Hill, Ellen was born and raised outside of Baltimore. She received her bachelor's degree from the University of Virginia and her doctorate from the University of Kansas. Her research interest is in topology. Ellen says she came to Elon because of the supportive atmosphere for students.

She lives with her husband, David Woodbury, and for fun they go to the movies and eat out, particularly sushi. Ellen also likes to knit, do yoga, travel and listen to Americana music.



**L. Joe Morgan, adjunct professor of geography**

A Greensboro, N.C., native, Joe completed his bachelor's and master's degrees in geography from the University of North Carolina-Greensboro, where he also taught. He is currently a doctoral candidate at the University at Buffalo.

Joe is interested in researching geographic information systems and spatial privacy. He is a member of the Imaging and Geospatial Information Society, Urban and Regional Information Systems Association and the North Carolina Society of Surveyors.

He lives with wife, Betty, and has two children, Eric, 30, and Tara, 28, and two grandchildren, Heidi, 8, and Holly, 6.



**Lee Nickoson-Massey, assistant professor of English**

Lee comes to Elon from Illinois, where she earned her bachelor's degree from Eastern Illinois University, master's degree from Southwest Missouri State University and doctorate from Illinois State University. She is interested in researching writing assessment, feminism, and composition and business writing.

In her spare time, Lee likes traveling, gardening and renovating her house with her husband, Lance. "I aspire to learn all there is about organic gardening," she says. Lee likes all types of music, but her favorite band is Dave Matthews. She also enjoys eating "anything Cuban."

**Gregory Pettis, coordinator of polling center labs**

Born in Sacramento, Gregory's most gratifying moment was graduating from the University of California-Berkeley. He also has an ABD from the University of North Carolina-Chapel Hill in political science.

Gregory previously worked at The Battle Grove in Washington, D.C. He is interested in researching American voters and is an active member in the campaign to end the death penalty.

Gregory loves to read and recently finished a biography of Henry Kissinger. He also enjoys running and bicycling.



**Shannon Pollard, assistant professor of computing sciences**

Born and raised in Greenville, N.C., Shannon is a doctoral candidate in computer science at Duke University. She has a bachelor's degree from East Carolina University and master's degree from Duke University. She says the proximity to her husband's job, Elon's emphasis on teaching excellence and the openness of the department to her ideas are what attracted her to Elon.

Shannon's most gratifying moment came last year on July 20 when she married Robert Duvall. Together they have three cats, Sam, Sandy and Melanie. For fun, Shannon likes social dancing, playing the cello, watching movies, reading, eating crab legs and listening to contemporary Christian music.



**Melissa Potter, assistant director of development support**

Before coming to Elon, Melissa worked at Ithaca College, where she was assistant director of the Ithaca Fund. A New York native, she received her bachelor's degree in geoscience from Hobart and William Smith Colleges in Geneva, N.Y.

Melissa keeps busy at home by cooking and baking, particularly pancakes. "I can eat them for breakfast, lunch and dinner," she says. When out of the kitchen, she enjoys watching the FoodTV network and reading. Melissa and her husband, Mathew Gendle, have two cats, Hudson and Tilloo.

**Kirstin Ringelberg, assistant professor of art**

Kirstin is a self-proclaimed foreign service brat; she was born in Eritrea and raised in six different countries. She received her doctorate in art history from the University of North Carolina-Chapel Hill and previously worked at Kendall College of Art and Design.



Elon's emphasis on teaching and challenge appealed to Kirstin. She is interested in 19th-century American and European art and contemporary art. She enjoys all types of music, sailing, watching movies, relaxing with friends and gourmet food. She says her favorite meal is "anything Magnolia Grill is serving."



**Jack Smith, costume designer**

Although he's a native of Fairbanks, Alaska, Jack is a southerner at heart. His favorite meal is fried chicken, mashed potatoes and corn, and his hobbies include raising dogs, horses and farming. He is most proud of nursing his dog, Tyberious, back to health from near-death as a puppy.

Jack received his bachelor's degree from Eastern Illinois University and master of fine arts from Illinois University at Carbondale. He worked at Southern Illinois University's Edwardsville campus and also at the Orlando Shakespeare Festival.

He is interested in 19th-century American clothing. For fun Jack enjoys building half-scale clothing and costumes as well as reading. Jack and his wife, Wendy Hiller, have three dogs, Tyberious, Giza and Popy.

**Kerstin Sorensen, adjunct professor of political science**

Born in Stockholm, Sweden, Kerstin comes to Elon from the University of North Carolina-Chapel Hill. The small size of Elon appeals to Kerstin as well as the fact that she lives nearby.

Kerstin is interested in researching social policy development in advanced industrial democracies, varieties of capitalism, political institutions and globalization. Kerstin loves Italian food and a variety of music. She enjoys all kinds of exercise, including running, biking and dancing, and used to be a professional ballet dancer in New York City.



**Ellen Young, adjunct assistant professor of biology and chemistry**

Ellen comes to Elon from the biology department at the University of North Carolina-Chapel Hill. She completed her doctorate in chemistry from the University of Arkansas and is interested in researching protein biochemistry. She earned a bachelor's degree from Southwest Missouri State University.

Ellen lives with her husband, Greg, and children, Ian, 18, and Erica, 16, along with their two dogs, three cats and one horse. In her spare time, Ellen enjoys walking, riding, fishing, cooking, sewing and gardening.



## RECENT GIFTS

**Fletcher Music Scholarship: \$22,500**

A.J. Fletcher Foundation

**Koury Business Center: \$100,000**

Burney Jennings '87

Dina B. Jennings '87

**Vera Richardson Truitt Center for Religious and Spiritual Life: \$1,000,000**

Edna Truitt Noiles '44

Douglas G. Noiles

**R.D. Rao Endowed Scholarship: \$10,000**

Dr. Kathleen W. Rao

**Parents Fund: \$10,000**

Neil M. Richie P'04

Rosemary B. Richie P'04

**Walstein W. Snyder Endowed Scholarship: \$25,000**

Walstein W. Snyder '45 P'76

**Koury Business Center: \$30,000**

Stiles Family Foundation

**Dale Keith White '87 Endowed Scholarship: \$50,000**

Ann White P'90 P'87

Michael E. White P'90 P'87

**Brian Eugene White '90 Endowed Scholarship: \$50,000**

Ann White P'90 P'87

Michael E. White P'90 P'87

## Five Keys to Clear Communication

By Mary Santiago, professional development specialist

Clear communication doesn't just happen. Fortunately with a little effort on our part, we can communicate more effectively with our colleagues, co-workers and family members by applying a few basic principles. What are the benefits of better communication, no matter what our role, at Elon University? Typically, the first benefit is better working relationships. Fewer conflicts arise when expectations are clearly communicated, and a shared understanding of our mission means that we will more likely accomplish our goals as an institution.



### Here are five simple keys to achieving clear communication:

#### Define your core message first

What do you really want to say? Spend a moment before you speak in answering this question for yourself. What is the absolute essence of your communication if you had to say it in 10 words or less?

#### Be clear about your intentions

Are you offering information or do you want to persuade someone to see an important issue from your perspective? Is this a call to action, or is your message one of encouragement or inspiration to the people you teach or work with every day? Starting out with a clear intention helps us send a clearer message.

#### Practice active listening

Listening is sometimes called the better half of communication. Active listening means that we pay attention to the response that our message evokes. It includes appropriate eye contact, asking questions to show we're paying attention and paraphrasing what we hear to make sure that we understand.

#### Align the content, voice and nonverbal components

Dr. Albert Mehrabian, professor emeritus of psychology at UCLA, is a pioneer in research related to understanding how we communicate. His research demonstrates that the effectiveness of the message we send can be affected by the way we say it (voice and inflections) and the accompanying nonverbal elements (facial expressions and gestures). If content, voice and nonverbal expressions are aligned and make sense, it is more likely that people will understand the message we mean to send.

#### Be aware of different communication styles

We all communicate from our own style. Some of us are more reflective and like to think before we make decisions, while others like to come to a decision by talking out loud about all the options. You may know people in your department who like to be very direct in their communications, while others prefer a more roundabout way of speaking. It helps to recognize our differences and aim to meet somewhere in the middle so that everyone's style is respected.

Effective communication is a lifelong endeavor, and by applying these principles we can all enjoy the many personal and professional benefits that go with better understanding one another.

## How Fructose Leads to Fat

Several years ago, Americans began eating "healthier" by increasing carbohydrates and decreasing fat in our diets. When this happened, many of us felt like we had made major changes in our lifestyles resulting in what we hoped would be weight loss and general overall improvement. So, why are we getting fatter?



Did you know that even if you NEVER ate any fat in your diet, you would still be "fat"?

### Our bodies make fat from sugars and carbohydrates.

Did you know that there is a sugar called High Fructose Corn Syrup (HFCS) that has been added to our foods since the 1970s? This sugar is processed from hydrolyzed cornstarch and contains high levels of fructose (the sugars that are in fruits and honey).

Phil Lempert, food expert for NBC's "Today Show," says, "While many reports show that Americans' consumption of white refined sugar has dropped over the past 20 years, it is mostly a result of the switch by food companies to HFCS, which according to USDA figures shows an increased consumption by 250 percent over the last 15 years. Estimates are that we consume about nine percent of our daily calories in the form of fructose." The problem seems to be the fructose, not the corn syrup.

Lempert further adds, "Fructose does not release or stimulate insulin. Insulin is a naturally occurring hormone that helps to metabolize our foods by pushing carbohydrates into our muscle cells to be used as energy and allows carbohydrates to be stored in our liver for later use. It also stimulates production of another hormone, leptin, which helps to regulate our storage of body fat and increases our metabolism when needed. These two hormones keep our body fat regulated and tell us when we are satisfied and sends the message to our brain to stop eating." In 1966 Americans did not consume HFCS. In 2001 consumption equaled 62.6 pounds per person per year. It is in almost all baked goods, sodas and crackers as well as other foods.

So what do we do about this? **Watch your sugar intake.** Read nutrition labels on foods. If there are more than 2-3 grams of HFCS per serving, think about alternative choices. For example, if you want ice cream but it is loaded with HFCS, try making a smoothie with some frozen berries, a banana and a little bit of pure orange juice. It is delicious and takes away that urge. If the ingredient label lists sugar or cane sugar the ingredient is made from sucrose, a 50/50 blend of fructose and glucose, which to date has not been found to have the same effect as HFCS.

Remember to be reasonable about your eating. Watch your portions, your fat intake and your HFCS intake. Keep on exercising and you will soon see a new you!

\*Phil Lempert, the Supermarket Guru®, analyzes the food marketing industry to keep consumers up-to-date about cutting-edge marketing trends. For more food and health information, you can check out Phil's Web site at [Supermarketguru.com](http://Supermarketguru.com).



**Bob Anderson, associate professor of political science and academic coordinator for the Isabella Cannon Leadership Fellows Program,** conducted the introductory seminar for this year's class of Parks Scholars Sept. 3 at North Carolina State University. This was the second year in a row

Anderson has been asked by the scholarship's planning committee to conduct the initial seminar. Anderson addressed topics in the novel *Ishmael* relevant to college freshmen.

**Bob Blake, professor of English,** was guest speaker for the InSight Series of Triad Stage July 27 in Greensboro, N.C. He spoke on Patrick Hamilton's play, "Angel Street," in the context of his course, Literature of Terror and the Supernatural. Previous Triad Stage series speakers this season have included Reynolds Price and Penelope Niven, Thornton Wilder's official biographer.



**Chandana Chakrabarti, assistant professor of religious studies,** has been invited to contribute to the *Encyclopedia of the Philosophy of Sex* published by Greenwood Publishing House. She will be writing on the perspectives of Indian philosophy and religion.



**Steve DeLoach, associate professor of economics,** presented a paper, "Getting the Most Out of Electronic Discussions," at the Developments in Economics and Business Education Conference held Sept. 15-16 in Edinburgh, Scotland. The paper focuses on using electronic discussions to teach critical thinking skills to undergraduates and developing techniques to moderate these discussions more effectively. The paper was co-written with Steve Greenlaw of Mary Washington College.



**Brian Digre, professor of history,** presented a paper titled "The United Nations, France, and African Independence: A Case Study of Togo," May 16 at the annual meeting of the French Colonial Historical Society in Toulouse, France. Digre also gave a lecture, "Africa and the New Imperialism," June 17 as part of the World History Workshop for North Carolina Teachers at Duke University.



**Vivian Dula, adjunct instructor of music,** had an article published in the fall issue of *Keyboard Companion* titled "My Goal: To Make Music Study Exciting for All of My Students." This is the third article Dula has had published in the magazine.



**Clyde Ellis, associate professor of history,** has written a new book called *A Dancing People: Powwow Culture on the Southern Plains*. The book is a study of the history and evolution of Southern Plains powwows based on two decades of personal involvement in the powwow community. This is Ellis's third book and he is working on two more.



**Tom Erdmann, associate professor of music and education,** had his article on British saxophonist John Surman published in the September/October 2003 issue of *Saxophone Journal*. This is the 40th article Erdmann has published.



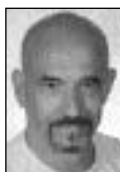
**Heidi Glaesel Frontani, associate professor of geography,** served as proposal reviewer for the National Science Foundation in Arlington, Va., in July. Frontani reviewed social sciences grant proposals for the NSF's Course, Curriculum and Laboratory Improvement program. She also participated in an NSF-sponsored workshop on marine science, technology and geographic information systems in Monterey, Calif., July 27-Aug. 3. Participants used side-scan sonar and a remote-operated vehicle to map the seafloor near the Monterey Peninsula and create habitat suitability models.



**Kathy Gallucci, assistant professor of biology,** presented a paper titled "Prayer Study: Science or Not?" to Buffalo University's National Center for Case Study Teaching in Science. The paper discusses the effects of intercessory prayer on cardiac patients. The case was developed to teach non-science majors in an introductory biology course about prayer study.



**Richard Gang, assistant professor of theatre arts,** played the role of Rooster Hannigan in the musical comedy "Annie" July 11-13 and July 17-20 at the Carolina Theatre in downtown Greensboro.



**Earl Honeycutt, professor of business administration,** had three articles accepted for publication: "Education, Attitudes, and Career Intent in the Philippines," which will appear in the *Marketing Education Review*, "Managerial Perceptions of Sales Training and Performance," which will run in *Industrial Marketing Management*, and "Learning Orientation and the Hotel Expatriate Experience," which will appear in the *International Journal of Hospitality Management*.



**Mike Kingston, associate professor of biology,** presented a paper titled "Comparative Analysis of Vertically Migrating *Euglena Viridis* in Tidal and Non-Tidal Benthic Environments" at the annual meeting of the Psychological Society of America, held June 14-19 in Glenden Beach, Ore. Kingston also conducted field research in Newport, Ore., in June as a visiting scientist at Oregon State University's Hatfield Marine Science Center.



**Ernie Lunsford, associate professor of Spanish,** has written a book, *En Otras Palabras: Perfeccionamiento del Español por Medio de la Traducción*, available from Georgetown University Press. Timothy L. Face, assistant professor of Hispanic languages at the University of Minnesota calls it "...a truly outstanding text that teaches not only the art of translation, but perfection of Spanish grammar skills as well. Its fun and exciting approach will captivate the minds of students and keep them wanting more."





**Bernard Luscan, adjunct instructor in French**, was quoted in a July 13 *Durham Herald-Sun* story about local celebrations of Bastille Day, France's national holiday. The story covered local celebrations of Bastille Day by Luscan and others at the Chapel Hill Institute of Cultural Language Education.

**Harlen Makemson, assistant professor of journalism and economics**, presented "Neither Drunkards nor Libertines: Portraying Grover Cleveland as a Threat to the Family in Political Cartoons During the 1884 Campaign" at the Association for Education in Journalism and Mass Communication convention in Kansas City, Mo., in August. The research paper explored how artists attempted to portray Cleveland's personal and private behavior as scandalous.



**Anthony Mancuso (left) and Casey DiRienzo (right), assistant professors of economics**, presented their paper, "Improving Crop Insurance Programs: An Enhanced Area-Yield Approach," July 14 at the Western Economic



Association meeting in Denver. Steve DeLoach, associate professor of economics, and Tina Das, assistant professor of economics, also presented papers at this meeting.

**Susan Manring, assistant professor of business administration (left), David Noer, professor of business administration (center), and Patty Cox, assistant professor of accounting (right)**, had their paper, "Using Academic Service-Learning to Foster Development of Emotional Intelligence Skills and Behaviors Among Business Students in Auditing and Leadership Courses," accepted for presentation at the 2003 Conference on Emerging Issues in Business and Technology, which will be held in Myrtle Beach, S.C., from Oct. 31-Nov. 1.



**Jon Metzger, assistant professor of music**, has received the ASCAP Plus Award from the American Society of Composers, Authors and Publishers for his work in 2002. This is the second straight year he has received the award. Metzger's accomplishments this past year included his new commissioned composition for jazz quintet and percussion ensemble titled "Zoroastrian Thunder." The piece was recorded for the Elon ImproVibes label.



**Paul Miller (left), associate professor of health and human performance, Stephen Bailey (center), associate professor of physical therapy education, and Eric Hall (right), assistant professor of sports medicine**, had an article accepted in the *Journal of Sports Sciences* titled "The Effects of Protease Supplementation on Skeletal Muscle Function and DOMS Following Downhill Running." The article investi-



gates the effectiveness in healing and restoration of contractile function in skeletal muscle damaged by intense exercise.

**Rob Sims, instructor of business administration**, headed up the chili cook-off at the Festival of Oaks Oct. 4. As part of the Elon Enterprise Academy, he was heavily involved in organizing several events at the festival, including assisting with two Elon Events Enterprise businesses that set up venues at the festival.



**Bird Stasz (left) and Deborah Long (center), associate professors of education, and Glenda Crawford (right), professor of education**, traveled to Prague, Czech

Republic, from Oct. 13 to Oct. 17 to participate in the fifth annual International Step by Step Association conference. As one of two teams selected from North America, they conducted a workshop titled "Problem-Based Learning: A Framework for Excellence, Authenticity, Creativity, and Integration." Educators from Eastern Europe and Russia also attended the event.

**Barth Strempek (left), associate professor of business administration, and Jon Metzger (right), assistant professor of music**, had an article accepted for publication in the October 2003 *Jazz Education Journal* titled "A New Vision for Jazz and Entrepreneurship at Elon University." The article discusses the power of interdisciplinary partnerships between the business and liberal arts disciplines. This is the second paper about the Elon Enterprise Academy that has been accepted for publication recently.



On July 25, **Jerry Tolley, director of annual giving**, spoke to 36 youths who were participants in the Burlington Junior Police Academy. Tolley discussed the importance of goal-setting with students who attended the four-week program. Tolley was also honored June 13 with the American Football Foundation's Johnny Vaught Head Coach Award at the foundation's 52nd annual Banquet of Champions.



**Matt Valle, assistant professor of business administration**, co-authored three articles accepted for publication over the summer; "Self-efficacy, Outcome Expectations, and Organizational Politics Perceptions" appears in the *Journal of Behavioral and Applied Management*, "The Promise and Peril of 360-Degree Feedback Systems" can be found in *Business and Economic Review* and "Understanding Diversity in Organizations: The Diversity Iceberg Exercise" appears in the *Journal of the Academy of Business Education*.



# Happy Birthday!



**Congratulations to these faculty and staff members on their new additions to the Elon community:**

**November 1**  
Kathy Manning  
Cory Ray

**November 2**  
Matthew Clark  
Nora Driver  
Jay Harper  
Rhonda Kosusko

**November 3**  
Clay Hassard  
Bill Morningstar

**November 5**  
Heather Stuart

**November 6**  
Fred Melchor  
Jerry Tolley

**November 7**  
Robert Anderson  
Dale Becherer  
Jeff Dixon  
Darrell Gantt

**November 8**  
Sandra Bays  
David Duncan  
Phyllis Phillips  
Rene Summers  
Larry Vellani  
William Villalba

**November 9**  
Scott Loosemore  
Jeffrey Weatherford

**November 10**  
Charity Johansson

**November 11**  
Mary Alice Bragg  
Barbara Gordon  
Lisa Roper  
Barbara Walsh

**November 12**  
Neal Byrd  
Roger Gant  
Chris Tilley  
Henry Trevathan

**November 13**  
Janine Divelbliss  
Carolyn Stuart  
Ann Wooten

**November 14**  
Art Cassill  
Annie Hester  
Eric Hill  
Melissa Komasz

**November 15**  
Barry Beedle  
Janice Magee

**November 16**  
Marie Murray  
Melinda Wood

**November 17**  
Jim Murphy

**November 18**  
Katherine Follett  
Mat Gendle  
Kay Riddle

**November 19**  
Stephen Bailey  
Danny Cross  
John Duvall  
Deborah Long  
Richard McBride  
Yvette Ross  
Scott Stevens  
Pat Whelan

**November 20**  
Melisha Hartman  
Gloria Thompson  
Shawn Tucker

**November 21**  
Shannon Pollard

**November 24**  
Tony Sawyer  
Jamane Yeager

**November 25**  
Carol Oakley  
Kim Werr

**November 26**  
Nim Batchelor  
Linda Cykert  
Jackie Sgambati  
Michelle Woods

**November 27**  
Bob Carter

**November 28**  
Richard Haworth  
Karl Sienerth  
Lillie Slade

**November 30**  
Ken Mullen

**December 1**  
Richard Gang  
John Graves

**December 3**  
Gloria Graves

**December 4**  
Randall Bowman  
Mel Burgess  
William Ingram  
Edward Marsh

**December 5**  
Tom Mould

**December 6**  
Rich D'Amato  
Bea Sanford  
Michael Skube

**December 7**  
Mike St. Germain

**December 8**  
Lynette Lorenzetti  
Wonhi Synn

**December 9**  
Emily Goetz  
Laura Roselle

**December 10**  
Robert Craig  
Lance Massey

**December 11**  
Lee Nickoson-Massey

**December 12**  
Hector Baez  
Bernard Curry  
Young Min  
John Sullivan

**December 14**  
John Burbridge  
Gene Gooch  
Bryce Holmes  
Gina Roberts  
Josh Savino  
Bradley Young

**December 15**  
Jamie Talley

**Kyle Altmann, assistant professor of physics**, and his wife, Katie, are celebrating the birth of a baby boy. Benjamin Neal Altmann was born Sept. 19.

**Brian Baute, assistant director of information systems and technologies for Web technology**, and his wife, Gretchen, welcome a baby girl to their family. Raegan Grace Baute was born Oct. 12.

**Lisa Carloye, assistant professor of biology**, and husband Wade Hoiland, adjunct instructor in biology, are celebrating the birth of a baby boy. Garrison Carloye Hoiland was born Sept. 27.

**Ray Crompton, InterVarsity campus minister**, and his wife, Cyndee, welcomed the newest member of their family, Sophia Diann Crompton, who was born Sept. 9.

**Jimmy Curiazza, HVACR mechanic**, and his wife, Tracy, welcome a baby girl to their family. Gianna Maria Curiazza was born Sept. 17.

**Deborah Ellington, multimedia developer**, and her husband, Tom Beckett, are proud parents of a baby boy. Isaac Thomas Ellington Beckett was born Sept. 29.

**Tony Rose, systems administrator**, and his wife, Audrey, are celebrating the birth of a daughter, Brynna Glynn Rose, born Oct. 1.

**Michelle Woods, help desk associate**, and her husband, Tony, welcomed their daughter, Cassidy Michelle Woods, on Sept. 18.

Rachel Sleek, wife of the late **George Sleek**, who was an associate professor of physical therapy education, gave birth to a baby boy. George Maximus Sleek was born Sept. 11.



## @Elon Staff

**Donna Bearden**, editor

**Holley Berry**, designer

**Jerome Sturm**, photographer

**Brian Grady '06**, student writer

**Kim Hayes '05**, student writer

**Lauren Ethridge '04**, student writer

**Bryan Jones '07**, student writer

**Dan Anderson**, director

The @Elon newsletter is published by the Office of University Relations for the faculty and staff of Elon University. If you have faculty/staff news to share, e-mail David Hibbard in the News Bureau ([dhibbard@elon.edu](mailto:dhibbard@elon.edu)). Please send your comments and story ideas to Mandy Dixon ([mdixon@elon.edu](mailto:mdixon@elon.edu)).