

E-PEOPLE

Eke creates unique class from Katrina experience

By Mary Cunningham '08

An off-white brick imprinted with the words “St. Joe” sits on the windowsill of Ocek Eke’s office as a reminder. It was once part of the Rev. Michael Tracy’s house, the rectory of the parish priest of Our Lady of the Gulf church in Bay St. Louis, Miss., that was destroyed by Hurricane Katrina.

“I have that brick there to remind me of the work that needs to be done in that area,” says Eke, assistant professor of communications. He brought the brick back from the fall break service trip, “Break for the Bay,” in which he participated as a faculty volunteer.

As soon as he returned from the fall trip, Eke wanted to do more and began work on creating a Winter Term class on hurricane relief efforts.

“Elon was very helpful and receptive,” says Eke of his idea for a class. From the end of October until the start of Winter Term, Eke spent his free time putting together the class. He planned the course, made a syllabus, chose a textbook and worked out all the details for course approval.

The course, “Volunteerism, Social Justice, and Civic Engagement in the Wake of Hurricane Katrina,” attracted 15 students and was co-instructed by Alexa Darby, assistant professor of psychology. Eke designed the course so that students spent a week in the classroom learning about the nature and role of government response to disasters and social justice issues. Then they spent 10 days in Mississippi seeing firsthand the challenges Katrina victims faced.

One of Eke’s biggest fears was that there would not be enough work for 15 students and two professors. He later realized he had nothing to worry about.

Going back to Bay St. Louis and Waveland, Miss., Eke could not believe that it had been three months since he had been there and five months since the hurricane hit. Everything still looked the same, as though the hurricane had hit days ago, not months.



Ocek Eke, assistant professor of communications, posts snapshots of his students on the wall in his office.

Eke worked with the Morrell Foundation, United Methodist Church volunteer center and Our Lady of the Gulf church to find houses and other sites that were in need of repair.

“The before and after, for me, is very important,” says Eke. Before leaving, he talked with his students to see what they thought conditions would be like. When they returned, he asked them to reflect on what they saw.

“It is unbelievable because all of them clearly were overwhelmed,” says Eke. They all adjusted quickly and got to work.

“We did everything really,” says Eke. Everything included gutting and cleaning houses and yards and moving sand that had washed up from the ocean. In many houses, they found five or six inches of mud on top of all the debris.

“It was good because there were 17 of us,” says Eke. “It is just amazing what 17 people can do to a house.” They worked from dawn until dusk with the cleanup, which had to be completed before FEMA would provide temporary housing.

Eke recalls one instance where they found a refrigerator tipped over, its foul contents rotting for the past five months. They had to shove everything back in and close it with duct tape before carrying it outside.

The group was forced to knock a hole in wall of another house to get the debris out. The house had been on poles and the steps were so narrow there was no other way to clear the inside, recalls Eke.

The students were able to meet some of the owners of the

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houses they were working on, but not all. Those they did meet were gracious and thankful for the help.

Since the class focused on government, too, the students met with some local government officials, including U.S. Rep. Gene Taylor of Mississippi and the mayor of Waveland, John Longo. They were also able to see President Bush speak when he addressed the nation on Jan. 12 from Bay St. Louis.

"I couldn't have asked for a better group because they really wanted to be there," says Eke of the students. He was very impressed by the amount of work the group accomplished, physically and intellectually.

"It puts a lot into perspective with our culture of accumulation," says Eke. He sees a silver lining in the disaster and its aftermath. "We should start caring more about people and not possessions."

"Eventually I have to go back, because I promised those people I would go back," says Eke.

Eke has been teaching at Elon for three years. He teaches The Global Experience, Communications in a Global Society, African Film, International Communication and Communication and Culture classes. Last fall, his Global Experience and Communications in a Global Society classes raised \$500 for Katrina victims. Each student donated \$2 a week. "The rationale behind this was that most people in the world survive with less than \$2 a day," says Eke.

Born in Nigeria, Eke came to the United States to go to school. He received his master's degree and two bachelor's degrees from Baylor University and his doctorate from Penn State University. Before coming to Elon, Eke taught at Penn State. His wife, Kimberly Eke, also works at Elon as a senior instructional designer.

WHO'S NEW



Adriane Rowe, assistant to the director of graduate admissions

A 2004 Elon graduate from Clemmons, N.C., Adriane previously worked as an administrative assistant for a small company in High Point. During her undergraduate days, she was a founding sister of Alpha Chi Omega. In Adriane's spare time, she enjoys reading, exercising, shopping and movies. A self-confessed neat freak, Adriane loves to clean and do laundry.

Matt Kirkman, groundskeeper

A 2005 graduate of N.C. State, Matt is from McLeansville, N.C. He previously worked with Summerfield Lawncare and says the beauty of the landscaping on campus attracted him to Elon.



Stephanie Cavis, accountant

Stephanie is a native of Hudson, Fla. She comes to Elon from Stanley Accounting Services and received a bachelor of arts degree in accounting from the University of South Florida.

James "Jake" G. Harris, campus police officer

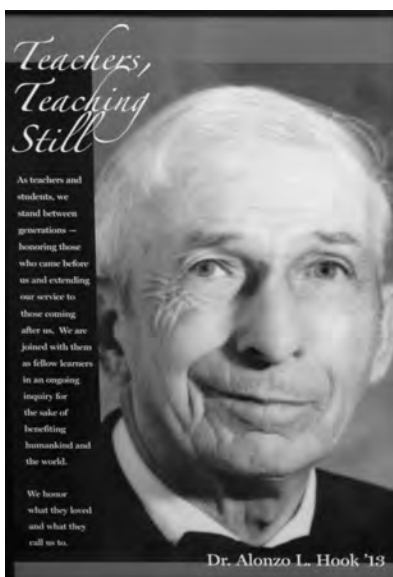
A native of the town of Elon, Jake previously worked for the Alamance County Sheriff's Office. In his spare time, he enjoys hunting, fishing and target shooting.



A Look Back...5 YEARS AGO

Former President George H.W. Bush speaks at the spring Convocation for Honors in April 2001.

Hook display unveiled at Founders Day activities



A new display honoring Dr. Alonzo L. Hook (left) has been installed in McMichael Science Center. Members of Hook's family gathered at a special Founders Day College Coffee on March 14, including three of his daughters, pictured at right, cutting a special commemorative cake. Hook graduated from Elon in 1913 and joined the faculty in 1914. In addition to teaching, he served as dean and registrar during his 69 years of working at Elon.



Patricia Neal (l-r), Jeanne Harrell and Irene Covington.

Faculty and staff give back through estate gifts

By Sarah Moser '06

Everyone hopes to be remembered for something. It could be their great people skills, their athletic talent or just their generosity and concern for others. Several Elon faculty and staff members have decided to leave their mark on the university and future generations of students in a significant way — through an estate gift.

By making an estate gift, a donor agrees to give a portion of his or her estate to Elon. Also called planned gifts, these gifts include bequests, charitable gift annuities, charitable trusts, POD accounts, gifts of life insurance policies and beneficiary designations on IRA or pension plans. Those who make estate gifts become members of the Order of the Oak, Elon's planned giving society. Estate gifts are important to the school because they are usually larger than other endowed gifts.

"A lot of the older alumni give estate gifts because they want to make sure they have enough money while they are living, but when they are gone they no longer need it," Bea Sanford, director of gift planning, says.

So what makes faculty or staff want to give an estate gift to

Elon? There are lots of reasons.

"They love Elon. They have seen through the students and their mentoring how they have made a difference," Sanford says. "They also give because they want to leave a legacy. Someone with an endowment in his or her name will always be remembered at Elon."

Paul Parsons, dean of the School of Communications, and his wife, Mary Helen, made an estate gift that will fund a scholarship for a student studying communications.

"A job brought me to Elon five years ago. Elon is still where I work, but this place also has transformed my ways of thinking about higher education and student experiences," Parsons says. "My son and daughter both chose to come to Elon, and it's been a transformative experience for them as well. So I decided to invest in the future of Elon at a time when I can see its transformative nature and success firsthand."

Faculty and staff who are interested in learning more about funding an estate gift can contact Sanford in the Institutional Advancement office.

"If a faculty or staff member is interested in making an estate gift, we can discuss ways to set up the gift that will be mutually beneficial to the donor, to the donor's family and to Elon," Sanford says. "We know that people just want to give back and make a difference."

Physical Plant Moves

Elon's Physical Plant office has begun the moving process from Elon West to the former Barringer's warehouse on 803 W. Haggard Ave. This will allow Elon West to be renovated for academic purposes.

The old physical plant location provided 23,000 square feet of space. In the new building, the physical plant staff will occupy 33,000 square feet of space. With the expanded space, the physical plant's warehouse will be larger and it will help to consolidate equipment that is currently stored in Gibsonville. In addition, the new facility will have a loading dock, which will make shipping and receiving for the physical plant more efficient and safer for staff working on the dock.

The moving process is on schedule and is expected to be completed around mid-April. The physical plant staff will host an open house for the campus community to tour the new facility, which has been named the McDonald Building.



Faculty/staff members of the Order of the Oak*

- Mrs. Lucille S. Andes
- Mr. Barry A. Bradberry
- Ms. Faye D. Conally
- Dr. J. Earl Danieley
- Mrs. Helen A. Ellington
- Dr. Herbert W. House Jr.
- Dr. Steven D. House
- Dr. Johanna H. Janssen
- Dr. Leo M. Lambert
- Ms. Linda Lashendock
- Dr. Paul Parsons
- Ms. Susan M. Patton
- Mrs. Beatrice T. Sanford
- Ms. Vickie L. Somers
- Dr. Jerry Tolley
- Dr. Jo Watts Williams

*There are others who wished to remain anonymous

Namibia trip has profound impact on Arcaro, Nelson

By Cathy Hefferin

In January, **Tom Arcaro, professor of sociology and director of Project Pericles, and Carolyn Nelson, associate director of university relations for design,** accompanied a group of 11 Elon students to Namibia, Africa. The trip was the culmination of three years of work by the Periclean Scholars Class of 2006 on their mission to make both local and global communities aware of the issues surrounding the spread of HIV/AIDS in Namibia.

The climax of the trip was an international summit on the problem of HIV/AIDS in Africa, organized by Elon's Pericles Scholars and Namibian university students. The Future Leaders Summit on HIV/AIDS received coverage in the African press, as well as attracting the attention of CNN International.

The CNN story was featured on the program "Inside Africa" in early February. The CNN crew interviewed two Periclean Scholars, as well as Arcaro.

Although this was his 15th study abroad trip with Elon students, Arcaro says this trip was different in a lot of ways. "I learned how powerful firsthand experiences are for making an impact on students. The thrill of watching them being interviewed by CNN was just surreal," he says.

In addition to the summit, the group made several outreach visits to AIDS orphans. At one small village, they showed "A Measure of Our Humanity," the documentary produced by the Project Pericles group, to the headman and village residents. "The students had all seen it," says Arcaro, "but to show it in the middle of Namibia sitting on a dirt floor under a thatched-roof hut was incredible." Arcaro says the appreciation expressed by the native people was wonderful.



Tom Arcaro, director of Project Pericles, and (l-r) Periclean Scholars Colleen Clark and Jonathan Aleshire were interviewed about the HIV/AIDS summit by the Namibia Broadcasting Corporation. Photo by Amber King, Periclean Scholar.

Arcaro says it was "extraordinarily exciting" to accompany the students to Namibia after studying the country with them in the classroom. "It was just every professor's dream — that extremely satisfying capstone experience," he says. "It was beyond words in terms of how fulfilling it was."

Since HIV/AIDS awareness in Namibia was the project of the 2006 Project Pericles class, most of whom are getting ready to graduate, will this be the last trip to Africa?

"For me, I've learned not to ever close doors," says Arcaro. "I don't have any trips planned. But I know that my connection to Namibia is not over, and the connections for my students are not over. I can see some of us returning there in the future."

Nelson utilized the trip to fulfill a longtime dream — to care for infants affected by AIDS at Baby Haven, a grassroots orphanage in Windhoek for babies who are born HIV positive. Nelson began her mission of mercy before leaving for Africa by offering to create an original piece of artwork for her friends who donated \$25 or more to Baby Haven. She also gathered donated baby clothes and art supplies for the children. In total, she collected \$5,300 in cash, 100 percent of which went to Baby Haven and other centers that provide care for orphans and vulnerable children in Namibia.

Following are excerpts from Nelson's e-mails during the trip:

January 11:

I had some inkling before I came to Africa that there would be a different kind of love here and that sometime during the three weeks, I might discover it and have a taste. But from the beginning, love has been heaped on a platter and served up everywhere we go.

On our first day, we tour Katatura, the low-income black section of Windhoek, and within that section, there is another area called Soweto where the destitute and dying live...Children come running out of cracks between houses to wave and grin and have their picture taken. Adults wave. Morning glories grow up the fences made out of junk, roofs are held to the "houses" by rocks, old shoes, sticks, anything with any weight that has no other use. The place is splashed with colors like magenta and purple, orange and teal, yellow and blues, even in the poorest parts where it's limited to a door or a window or watered down like a watercolor wash. And I am at odds with myself because this place represents such hardship and it is so beautiful. Now, after a week, I see it is the perfect introduction to Africa.

January 14

We have spent the last three days in Etosha with 20 OVCs (orphans and vulnerable children) and four caregivers. These children cannot be so different from our own, but they are. They were all frozen with fear on the first day but by last night, they were all laughing and playing soccer and volleyball and eating more delicious food than they have ever seen in their lives. Imagine your own child giggling and multiply it by 20. Erastus and Hortensia came on this trip frozen in fear like the blackest stone. Both have lost their parents, live with grandparents and have been horribly abused. I tried to make them laugh, but at first they refused to even look me in the eye. Today they laughed. Erastus stuck stickers on his nose, surely the

silliest thing he has ever done. And they all packed home foot-high sandwiches loaded with butter, sugar, jelly and anything else left on the table after breakfast.

Your donations have been given to Erastus and Hortensia and Fillemon, to Ludwinia, the beautiful mother of eight and caregiver of six additional orphans. Her husband is ill and will be dying soon of AIDS, and she is HIV positive. They have no income. You have given money to Loide, mother of six, who cares for village orphans as well as her sister who also suffers from AIDS. The money is gone and they all know that my friends are the ones who have cared for them.

January 23

I spent yesterday at Baby Haven. When I arrived, Agnes had a group of about 20 children preparing for balloon day celebration next Saturday. They will write messages on balloons and send them to parents in heaven. The children gave us a mighty concert, singing in incredible harmony as loud as 50 people. "Jesus jinga jinga jinga..." Mercy is a 1-year-old and was born to an alcoholic mother. She is given to shrieking and long bouts of rocking herself so when she fell asleep in my arms, I gave myself a huge pat on the back. She has been cleared for adoption and has parents waiting for her. She's tiny, dainty and beautiful. The other babies are plump, big-eyed and all have runny noses.

Around lunchtime, we piled in Agnes's car and her husband drove us all over Soweto delivering soap. This was an entirely different experience from our visit there two weeks ago. Instead of traveling in a big white safari bus, we were in a beatup brown Toyota and low to the ground so we saw all the garbage that had been invisible before and all the odors seeped through the windows. There were no throngs of children following us and waving. No one waved at all.

The first stop was down a gully of a road to a jumble of plastic pieces that made a house less than six feet square. There were so many scraps and pieces piled around the "building" that you couldn't tell which piece was the door. No one was home. The baby who lives there suffers from liver disease and Agnes wanted to prepare her for a trip to the hospital on Monday, but she had already been taken away.

At the second stop, we met an old grandmother who was caring for a small girl named Paulia whom I guessed was about 4, but was 8. She never spoke. She crawled up in Agnes's lap and rode with us to the next stop to visit another of Agnes's success stories.

Melanie is a 10-year-old not much bigger than Paulia. Melanie was malnourished and nearly died as a baby. She has big, beautiful eyes, skips around like a fairy and has AIDS. She was nibbling an ear of corn and dancing.

The next success story was a 2-year-old boy we found hovering in the doorway of another tin shack. Agnes sent his small sister off to find their mother and about five minutes later, a beautiful young woman with perfect hair and a stylish leopard-skin print dress came running up to the car. The boy had stayed at Baby Haven for some time but had been returned to his mother when she was well enough to care for him. I am still not sure I call this a success story. But I cannot judge.

And so the day I dreamed of for years, of holding sweet babies that no one loves, was not that at all. These babies are



Carolyn Nelson, associate director of university relations for design, makes friends with some of the Himba children in Namibia. Photos by Amber King, Periclean Scholar.

loved. Loved by someone if not their mothers. They didn't need me to love them. Selfishly, I felt disappointed but only for minutes. Instead, I was given a glimpse into the depths of Soweto. I hate what I saw but I saw the truth. The "art" that I saw two weeks ago caved in to squalor and stink and it is massive. Massive. But beautiful mothers and children live there also. I have no idea what to do with this information. It leaves me so bewildered.

Feb. 7

I am obviously home safe, and rested at last. The trip lasted 36 hours and included one 19-hour plane ride. It didn't affect me so much going, but coming home was like being smacked with a knock-out punch. My experiences still bubble and the children continue to call me back.



Nelson holds one of the babies from Baby Haven, an orphanage in Windhoek for HIV positive babies whose mothers suffer from AIDS and are too ill to care for them.



Andy Angyal, professor of English, led a discussion group on “God’s Creation and Climate Change” for the Terra Nova Society on campus Feb. 16.

Brooke Barnett, associate professor of communications, is co-editor of a new book titled *Communication and Law: Multidisciplinary Approaches to Research*. Barnett and co-editor Amy Reynolds bring together scholars from law and communication to talk both generally and specifically about the theoretical and methodological approaches one can use to study the First Amendment and general communication law issues.



Nim Batchelor, associate professor of philosophy, wrote an article that was published in the December 2005 edition of *Teaching Philosophy* journal. His article was a review of *The Blackwell Guide to the Philosophy of Law and Legal Theory*.



Barry Beedle, professor of physical education, and Christie Mann, a 2005 Elon graduate and doctoral student in the physical therapy program, presented their research study at the Southeast Chapter of the American College of Sports Medicine Conference Feb. 10 in Charlotte. Their presentation was titled “A comparison of two warm-ups on joint range of motion.”



Lee Bush, assistant professor of communications, was quoted in a Jan. 13 story in the *Triad Business Journal*. The article featured the plans of a Triad entrepreneur to establish a magazine that would help sell products that appear in television shows.



Jeff Clark, professor of mathematics, presented a paper titled “Using History to Make Differential Calculus Come Alive” Jan. 12-15 at the Joint Mathematics Meetings in San Antonio, Texas. He also participated in a technology retreat with the senior staff of the Mathematical Association of America Feb. 10-11.



An op-ed column by **Pranab Das, professor of physics**, appeared in the Feb. 17 edition of the *Winston-Salem Journal*. Das’ column focused on two initiatives from the science and religion community and how the courage to admit mistakes can help society grow stronger.



Tina Das, associate professor of economics (left), **Casey DiRienzo, assistant professor of economics** (center), and **John Burbridge, dean of the Martha and Spencer Love School of Business** (right), have had their paper, “Does Diversity Impact Competitiveness? A Cross Country Analysis,” accepted for publication in the *Journal of Global Competitiveness*.



Mayte de Lama, assistant professor of Spanish, has published a chapter in a book titled *Leading Ladies: Mujeres en la literatura hispana y en las artes*. de Lama’s chapter, “El falo: Fascinación y repulsion en tres relatos de Marina Mayoral,” studies three short stories of the Spanish writer Marina Mayoral.



Tom Erdmann, professor of music and education, had his article, “Enrico Rava: ‘Playing with Jazz,’” published in the March 2006 issue of the *International Trumpet Guild Journal*. His articles on Eddie Daniels and David Demsey were published and featured on the front cover of the March/April 2006 issue of *Saxophone Journal*. Erdmann also judged the North Carolina State Finals of The National Championship of High School A Cappella Competition Feb. 18.



Peter Felten, director of the Center for the Advancement of Teaching and Learning, is co-author of an article that appears in the new volume *To Improve the Academy, Volume 24*. The article, titled “Practicing What We Preach: Transforming the TA Orientation,” reflects on the process of applying principles from cognitive science research to a major teaching center program. Felten co-authored the article with former colleagues from Vanderbilt’s Center for Teaching.



Felten and several other faculty and staff members led sessions at the 2006 Lilly South Conference on College and University Teaching, held Feb. 17-19. The other Elon faculty participating included



(right, clockwise) **Ashley Holmes, lecturer in English**, **Sophie Adamson, assistant professor of French**, **Rebeca Olmedo, assistant professor of Spanish**, **Scott Windham, assistant professor of foreign languages** and **director of the Language Media Center**, **Kim Eke, senior instructional designer**, and **Cheri Crabb, senior instructional designer**.



Paul Fromson, associate professor of psychology, has had an article accepted for publication in *Social Behavior and Personality*. The article, scheduled to run later this spring, is titled "Self-discrepancies and Negative Affect: The Moderating Roles of Private and Public Self-Consciousness."



Also, Fromson's article, titled "Evoking Shame and Guilt: A Comparison of Two Theories," has been accepted for publication in an upcoming edition of *Psychological Reports* journal.



Heidi Frontani, associate professor of geography, gave an invited talk Jan. 25 at the Duke Marine Lab in Beaufort, N.C. She discussed the social aspects of marine protected area management in coral reef zones. She also wrote an article titled "Conflicts in Marine Protected Area Management" published in the spring 2006 issue of the peer-reviewed magazine *Focus on Geography*.



Above (l-r), **Eric Hall, associate professor of sports medicine**, **Paul Miller, associate professor of sports medicine**, **Elizabeth Bailey, instructor of health education**, **Stephen Folger, associate professor of physical therapy education**, and **Stephen Bailey, associate professor of physical therapy education**, presented original research with students at the 2006 Southeast American College of Sports Medicine Annual Conference in Charlotte, N.C.



The Jan. 20 edition of *The News & Observer* of Raleigh carried a column by **Rosemary Haskell, professor of English**, titled "Between mines and battlefields, passages."

Earl Honeycutt, professor of business administration and marketing

(left), recently had two of his articles accepted for publication. "The Service Recovery Paradox: Justifiable Theory or Smoldering Myth?" was accepted by the *Journal of Services Marketing*. A second article, "An Integrative Examination of Undercover Selling," was accepted by the 2006 American Marketing Association (AMA) Educators' Conference that will be held in Chicago in August. **Sharon Hodge, assistant professor of business administration** (right), was a co-author on the second article.



The journal *Academic Exchange Quarterly* has accepted an article titled "Service Learning Abroad and Global Citizenship" by **Kim Jones, assistant professor of anthropology** (left), and **Judy Esposito, assistant professor of human services** (right), for spring 2006. They also facilitated a panel of faculty and students who have had service learning and study abroad experiences at the North Carolina Campus Compact (NCCC) conference, held at Elon Feb. 15.



Deborah Long, associate professor of education (left), and **Mark Rumley, director of school outreach programs** (right), presented a session at the National Association of Year-Round Education's (NAYRE) national

conference, held in San Diego, Calif., in late February. They were joined by co-presenter Cathy Rumley, principal of North Graham Elementary School, to discuss how Elon teacher candidates' field placements have become transformative experiences.

Ernie Lunsford, professor of foreign languages, has received a \$15,000 grant from the University of North Carolina at Chapel Hill for spring semester to continue his work with an interdisciplinary team at UNC to create a multimedia program designed to teach Spanish to health-care professionals. The program, named "¡A Su Salud! (To Your Health!)," will include a dramatic series on DVD, online exercises and a textbook.



A book review authored by **Lance Massey, instructor of English**, appears in the winter 2006 issue of *Pedagogy*, a Duke University journal devoted to issues of teaching in English studies. Massey reviews David W. Smit's *The End of Composition Studies*, which argues for the radical revision of how writing is taught and administered in U.S. universities.



Kevin O'Mara, associate professor of business administration, recently presented a paper titled "Developing a Taxonomy for Mass Customization" at the 2005 Mass Customization and Personalization World Conference. The paper outlined four unique strategic positions for utilizing a mass customization strategy and addressed the competitive implications associated with each position.

Another paper by O'Mara, titled "Integrating a 'Live Case' into an MBA Curriculum," will be presented at the Academy of Business Education conference in San Antonio in April.





Becky Olive-Taylor, associate director of academic advising and coordinator of tutorial services, led a roundtable discussion on pursuing doctoral work in higher education administration with two colleagues at the National Academic Advising Association (NACADA) conference in October in

Las Vegas. Olive-Taylor and Dana Basinger of Samford University conducted an evaluation of Berry College's First-Year Experience program in Mt. Berry, Ga., Jan. 18-19.

Jaime Orejan, assistant professor of leisure and sport management, has written an article for the *SMART (Sport Management and Related Topics) Journal*. Titled "The History of Gaelic Football and the Gaelic Athletic Association," the article is published in Volume 2, Issue 2.



Orejan's research posted paper, titled "Como se dice...An Investigation of the Need for Cultural and Language Education in the Sport Industry," has been accepted for presentation at the Research Consortium Sport Management, Recreation and Leisure Poster Session in April. Orejan co-wrote the paper with Andy Gillentine of the University of Miami and Bernie Goldfine of Kennesaw State University.



Toddie Peters, Distinguished Emerging Scholar and assistant professor of religious studies, delivered the Founders Day address during Spring Convocation Feb. 7 at Elmhurst College. Her address was titled "With Eyes Ever Forward — Examining the Challenges of Globalization."

Dave Powell, associate professor of computing sciences and business administration (left), presented a paper he co-wrote with **Joel Hollingsworth, instructor of computing sciences** (right), titled "Experiential Learning: The



Key to Teaching Software Development." Powell made the presentation Feb. 14 at the International Conference on Software Engineering in Innsbruck, Austria.



Larry Rhodes, sports turf manager in the physical plant landscaping department, recently passed a series of examinations and qualifications to become a certified sports turf manager. He became the 59th person in the nation to receive this certification from the Sports Turf Managers Association, joining

an exclusive group of experts who represent the NFL, Major League Baseball, colleges and universities.

A review written by **Jane Romer, associate professor of foreign languages and education**, was printed in a recent edition of *The French Review*. Romer's review of "Le Dernier Montaigne," by Géralde Nakam, appeared in the *Review's* October 2005 issue.



Mike Salmond, assistant professor of digital art, gave a guest lecture Jan. 18 at his undergraduate college, The University of Plymouth in the United Kingdom. He discussed his most recent artworks, shows and research into video games as art.

Salmond also discussed his work during a Feb. 22 talk at Rutgers University's Mason Gross School of the Arts.

Chris Smith, associate director of the Elon Career Center and director of employer relations (left), and **David Magee, director of the Career Center** (right), were part of a team that presented at the Southern Association of



Colleges and Employers (SACE) annual conference in Miami in December. Smith and Magee were joined by Britt Carter, senior vice president and general manager of Fleishman Hillard International Communications and a member of the Love School of Business Board of Advisers. Their presentation was titled "Strategic College-Employer Relations: Building Multi-Level Mutually Beneficial Relationships."



A review of *And That's the Way of It*, a new book by **Bird Stasz, associate professor of education**, appeared in the Jan. 15 edition of the *Maine Sunday Telegram*.

A paper by **Michael Strickland, English lecturer and director of the Writing Across the Curriculum program**, and **John Reilly, assistant professor of chemistry**, has been accepted for presentation at the Writing Across the



Curriculum (WAC) Conference at Clemson University in May. The title of the paper is "Writing Component for the Second-Semester, Physical Chemistry Course."



Barth Strempek, associate professor of business administration, presented a paper, titled "Academic Benefits, Practical Issues: Assessment of an Integrated Entrepreneurship Program," at the annual meeting of the United States Association for Small Business and Entrepreneurship (USASBE) in Tucson, Arizona

in mid-January. The paper presents a complete assessment of the results of the Elon Enterprise Academy Program conducted during 2001-2004.

George Troxler, dean of cultural and special programs, received the God and Service Award at the Elon Community Church Feb. 12. The award recognizes service to youth in the community by a member of the church and is presented jointly by the church and a local youth organization.



Program for Ethnographic Research and Community Studies (PERCS) launches at Elon

By Lee Bush, assistant professor of communications

The Program for Ethnographic Research and Community Studies (PERCS), a multi-disciplinary program for promoting and teaching ethnographic research, launched March 1 at Elon. Dedicated to the use and teaching of unique methodologies for studying the social and cultural dimensions of human interactions, PERCS will provide resources for faculty, students and researchers to further the use of ethnographic study as a means of understanding our communities and our world.

PERCS will serve as a clearinghouse of information on the proper use of ethnography through a series of self-guided modules, a database of archived ethnographic research, ethical guidelines for ethnographic methodology, a collection of books on ethnography, and a series of workshops and lectures on ethnographic methods and topics. Resources and information can be accessed through the PERCS Web site, www.elon.edu/percs, as well as through the PERCS office located in the Department of Sociology and Anthropology. PERCS steering committee members will also be available for classroom lectures and discussions, and the group has compiled a list of courses at Elon in which students can receive training in ethnographic methodologies.

“Ethnographic research is a unique method for assessing and addressing problems and needs within organizations, communities

and entire geographic cultures,” says **Tom Mould, assistant professor of sociology and general studies** and **coordinator for PERCS**. “Through PERCS, our goal is to gather all of this information into one place, and provide any resources that teachers and researchers would need to utilize ethnography in their field of study.”

For example, Mould says that ethnographic study brings with it its own unique set of challenges and issues in interacting with communities. By compiling ethical guidelines, release forms and teaching modules, PERCS helps ensure that researchers are conducting ethnography properly and following ethical guidelines. Mould says the program also will make it easier to design ethnographic approaches by providing researchers with examples of other ethnographic studies.

Ethnography involves the immersion of a researcher in a particular group or community through participation, observation and qualitative interviewing techniques

Often misused and easily misunderstood, ethnography involves the immersion of a researcher in a particular group or community through participation, observation and qualitative interviewing techniques. The goal is to examine the culture from an insider’s perspective and then interpret those findings for outsiders to foster understanding among and between different cultures and communities. Examples of the use of Ethnographic research by PERCS steering committee members include:

- The study of coal-mining communities in Southern Virginia – **Ken Hassell, Department of Art**
- The study of the struggles of Brazilian female public health care workers – **Kim Jones, Department of Sociology and Anthropology**
- Documentation of the stories of Hurricane Katrina survivors – **Alexa Darby, Department of Psychology**
- The study of transgendered people, as well as research on physique competitors – **Ann Bolin, Department of Sociology and Anthropology**

“It’s important to note that PERCS is a multi-disciplinary program,” says Mould. “That’s why the PERCS steering committee includes faculty from a variety of fields in both the arts and sciences as well as the professional schools. PERCS is a resource for engaged learning across all fields of study.”

For additional information on the PERCS program, visit the PERCS Web site at www.elon.edu/percs or contact a PERCS steering committee member. The steering committee includes Tom Mould, Kim Jones, Ann Bolin and Lisa Marie Peloquin from the Department of Sociology and Anthropology, Bird Stasz, Department of Education, Clyde Ellis, Department of History, Ken Hassell, Department of Art, Alexa Darby, Department of Psychology, and Lee Bush, School of Communications.

NEWS & NOTES



Matthew Valle, associate professor of business administration, has been notified that his article on leadership in the public sector has been included in the sixth edition of *Contemporary Issues in Leadership*, published by Westview Press.

Carrie Whittier, director of Greek Life, was recognized as the Outstanding Greek Professional for 2005 during the Mid-American Greek Council Association (MGCA) conference, held recently in Chicago. The award is presented to one professional each year who exemplifies professionalism and leadership in their work with fraternity and sorority communities.



Alexander Yap, associate professor of business administration and computing sciences, has written a paper titled “Evolution of Online Trading Systems: Assessing Critical End-User Requirements.” The paper was accepted for inclusion in the proceedings at the 44th Association of Computing Machinery (ACM) Southeast Conference in March.

Jamane Yeager, reference/electronic access librarian, has been elected to a two-year term as chair of REMCO (Roundtable for Ethnic Minority Concerns), a division of the North Carolina Library Association.



What's the buzz about detox?

By Cindy Novak, RN, BSN, wellness coordinator

In the year 2006, we have the most advanced and sophisticated health care that the world has ever seen. The costs have become astronomical! Is there less illness and disease? Are people healthier? Not really.

Have you ever wondered why there are so many people who have cancer, diabetes, heart disease or some other chronic disease? As modern medicine improves, we seem to get sicker and sicker. If you are relatively healthy and want to stay that way, then you need to take a more active role in helping your body stay clean of the number one proposed cause of disease: toxins.

One summer I visited New York City during one of their infamous garbage strikes. You can imagine the smell! The trash, piled high up on the sidewalks, was in a state of decomposition and just bubbling with parasites, bacteria and other nasty bugs. The same happens within your body when toxins accumulate and are not disposed of. This accumulation, researchers now believe, is at the root of heart disease and is the moving force behind illness.

Toxins are constantly being produced during normal processes like digestion and cellular respiration. In addition to coping with the natural production of toxins within the body, your body also has to deal with a constant bombardment of industrial waste products. The EPA reports that in 2002, 24,379 U.S. facilities released 4.79 billion pounds of toxins into the air. Of these, 72 million pounds were known carcinogens. (If you want to find out about toxic wastes released into your neighborhood, visit <http://tinyurl.com/2pudh> and enter your zip code.) These toxins have a negative impact on health, even before birth. A study in New York City shows that genetic material in fetuses still in their mothers' wombs is damaged by air pollution (Env Hlth Persp., 6/04). Fetal susceptibility to DNA

damage from air pollution, including motor vehicle emissions and secondhand smoke, has important implications for cancer risk and developmental problems.

Unhealthy Process

Toxic buildup is an unhealthy process; some suggest that it can lead to cancer. When cells are stressed long enough, either the nucleus, cytoplasm or membrane may malfunction in response to the toxicity. If the cell reproduces and makes other cells that are all malfunctioning in similar ways, a small growth may form. If the process continues long enough, it may progress to unchecked abnormal cell growth, i.e., cancer. For instance, researchers at the A.B. Hancock Jr. Memorial Research Center at

Vanderbilt University in Nashville have identified a type of DNA damage caused by chronic inflammation as a probable risk factor for colorectal cancer. When the body experiences oxidative stress, molecules called free radicals are produced, and these free radicals can damage cells and cause inflammation

What Can You Do?

The least you should do to defend yourself is to drink filtered water, eat organic foods, use air filters and include green plants and trees in your living environment which are natural filters of air. I know you have heard about the importance of drinking water every day to stay hydrated, but here is another reason — water is a crucial detoxifying agent because if you don't give your kidneys enough water, they will suck it out of the material in your bowels. Your kidneys need the water to hold toxins in solution and get them out. Without enough water, toxins are reabsorbed into the body. You should drink half your body weight in ounces of water every day.

Other natural ways to support the removal of toxins from the body are herbal cleansing formulas designed to support the body's seven channels of toxin elimination: the bowels, blood, skin, kidneys, lymphatic system, lungs and the liver. Usually these formulas include herbs and botanicals that assist the body's natural cleansing system. Many natural health practitioners recommend seven-channel cleanses at the beginning of each new season. Cleansing formulas may include fiber, essential fats, digestive enzymes and probiotics, all of which can help the body cope with its constant job of toxin removal. Herbs like Triphala, red clover, dandelion, artichoke leaf, turmeric and milk thistle also aid in toxin removal, plus lifestyle habits like exercise and stress reduction. Dannon has come out with a new brand of yogurt called Activa which has one billion probiotics in each carton. Detox teas which include many of the herbs discussed are a good way to support your natural cleansing systems.

Liver Cleansing Juice Drink

- 2 organic apples, washed with seeds removed (leave peel)
- 5 organic carrots, scrubbed well with green tops removed (leave skin)
- 1 small organic lemon, washed
- 1 small handful dandelion greens, washed
- 1 ounce fresh beet.

Cut the apples, carrots, beet and lemon into pieces that go easily into your juicer. Drink immediately upon juicing for greatest nutritional benefit.



HUMAN RESOURCES CORNER

Spring is right around the corner and it's time to start thinking about summer vacations!

Do you plan on taking your family to a theme park this year? Don't forget, the Human Resources Office has discount tickets to a number of parks, including Busch Gardens, Kings Dominion, Sea World, Tweetsie Railroad, Universal Studios and Wet 'n Wild Emerald Pointe in Greensboro.

Travel information is also available, including travel routes from Autopilot, the Carolina State Travel & Tourism Guide with a free calendar of events, and a hotel reservation network.

In addition, before you start out on vacation, you can buy new tires for your car, work off those excess winter pounds and get a tan — all at a discount. For more information, go to www.elon.edu/hr/disc_opp.htm.

A whole new mind – leadership and the conceptual age

By Mary Santiago, professional development specialist

Daniel Pink, author of *Free Agent Nation*, has published a new book that addresses head on what it takes for individuals and organizations to be truly successful. Pink acts as prophet when he predicts some of the changes that are occurring in our society and organizations that are a result of the transition from the information age to the “conceptual age.” The skills necessary for success in such an age are identified in the competencies Pink designates as Design, Story, Symphony, Empathy, Play and Meaning.

What does this new conceptual age require of leaders and their organizations? How will this be different from the past? In the information age, the knowledge worker reigned supreme, and the skills that were most highly prized were analytical problem solving and other more linear left-brained thinking competencies. In the new conceptual era with its more complex social and economic challenges, organizations with people who have developed what Pink calls right-directed skills will thrive. Some of the competencies under the umbrella of right-directed thinking include inventiveness, creativity, empathy and the ability to recognize subtle patterns and develop solutions that synthesize paradoxes. A brand new world is emerging, according to Pink, and organizations that expect to do more than just survive need to be tuned into what it will take to be effective in a highly diverse, global world.

The power of Pink’s argument comes from his approach. He shows us the research upon which he bases his ideas in a very left-directed fashion through references to studies and objective findings. He employs the two sides of the brain as a conceptual framework to prove his case that either way of thinking by itself is not sufficient. What we need is a blend of the two into an innovative way of approaching everything, from the design of new products, to the retention of high-talent employees, to anticipating the needs of future students.

The six essential aptitudes that will be critical competencies in future organizations are:

Design

In a world where consumerism is rampant and we can purchase just about anything we want, how does an organization make its product or service both useful and appealing to the aesthetic sensibility of its potential customers? Part of the answer to this question lies in fostering the development of the design principles of innovation and fresh perspective to create something truly unique. The other question that Pink poses is “How do we bring more beauty and aestheticism into our organizations and our world to make both better places to be?”

Story

What is it about storytelling that is so magical? Do you remember “story time” after lunch in grammar school? How about the stories told around the campfire when your family went camping in the mountains? Did you sit at one of your grandparent’s feet to listen to the story of the life they had lived? Why do we retain information so much longer when it’s relayed to us in the form of a story? Pink points out that organizational storytelling can have a powerful impact on the imparting of values to new employees and stories can inspire people to accomplish extraordinary goals.

Symphony

The simple definition of Symphony is the ability to detect patterns, put together seemingly unrelated parts and come up with a solution that is a synthesis rather than an analysis. Synthesis is about seeing the big picture. How can we start to see sometimes hidden

relationships between components when solving problems and figure out how to combine known elements in a totally unique way? Pink recommends that we improve our MQ, our metaphor quotient, to help us better understand the imaginative nuances that are largely communicated via metaphors. Think of what the simple phrase “velvet sweatshop” conjures up when describing an organization.

Empathy

Pink says that empathy is the “ability to imagine oneself in someone else’s position and to intuit what that person is feeling.” How does being able to understand what others are going through help improve organizational life? Empathy can play a part in cultivating strong bonds and relationships that make a big difference when an organization experiences major challenges or significant changes. Empathy can also have an impact on talent retention and customer loyalty. The active listening skills, upon which empathy depends, are on the top 10 list for leadership competencies in the future, especially in the fields of medicine and law.

Play

Pink quotes Pat Kane who, in his book *The Play Ethic* in 1998, said, “Play will be to the 21st century what work was to the last 300 years of industrial society — our dominant way of knowing, doing and creating value.” What does a playful attitude do for us as innovators? Levity helps us free our minds to look at inventive patterns of thought instead of trying to win by getting credit for our ideas and demonstrating other ego-driven behaviors. Creativity, innovation and humor seem to go together. Fostering playful attitudes in the workplace can have surprising results in terms of better ideas and unique practical applications.

Meaning

Why is meaning so important to us now? Pink cites Robert William Fogel, the Nobel laureate economist, who has referred to this moment in history at the “Fourth Great Awakening,” a shift from materialism to values that incorporate quality of life, self-expression and life balance. In surveys, more and more people say that it is important to them to make a positive difference through either the work that they do or the volunteer activities they participate in within the context of their communities. How will organizations of the future respond to this expressed need?

Pink’s focus on “high concept; high touch” in his Six Essentials is reminiscent of the book *Megatrends* by John Naisbitt. In 1982, Naisbitt predicted that it would be critical for organizations to provide a counterbalance for people by emphasizing human connection and contact in the face of an ever increasing focus on high tech. Pink broadens this argument and makes a convincing case for the employment of all of the brain’s assets in developing “a whole new mind.” By bringing both left- and right-directed thinking into play, Pink claims, organizations will be able to deal more strategically with the greater complexity of our times.

What also sets Daniel Pink’s book apart from other books about future trends and their impacts on leaders and organizations is the fact that he ends each of the chapters on the six essentials with a rich collection of exercises and resources. This is an ideal book to use in leadership retreats or book discussion groups since it includes practical suggestions for developing the six competencies and applying them immediately.

A Whole New Mind written by Daniel Pink (Riverhead Books, a division of Penguin Group Inc. New York, 2005)

Happy Birthday!

March 28

Polly Cornelius
Darryl McIntyre
Michael Shepherd
Darla White

March 29

Karlan Barker
Corrado Corradini
Paul Fromson
Jim Hawkins
Travis Loy
Mary Tendler
J.W. Thompson

March 30

Michael Jefferson
Joseph Meredith
Janet Myers
Nick Schroeder

March 31

Amy Hadwin
Chris Sweat

April 1

Cynthia Fair
Mary Jo Festle
Catalina Guerrero
Tim Peeples
Richard Russell

April 2

Carl Bodsford
Stephen Byrd
Ed Eng
Art Fadde
Patti Gross
Judy Henricks
Ben Lloyd
Melissa Potter
John Reilly
Warren Ruggiero
Thomas Tiemann
George Troxler

April 3

Patricia Bason
Judy Bowes
Maxine Claar
Brant Touchette

April 4

Rebeca Olmedo

April 5

Michele Gregoire
Jonesi Guzman Mora
Carolyn Moore
Audra Spears

April 6

Jimma Causey
John Guiniven
Sarah Hickman
Stephen Russell
Shannon Tennant

April 7

Joseph Cole
Audrey Ramsey

April 8

Kathy Smith

April 9

David Bragg
Judy Hamler
Diane Saylor

April 10

James Carson
Christopher Eyl
Amy Leonard
Janice Ratliff
Fredrick Rubeck
Larry Waller

April 11

Jeremy Cook
Clay Hassard

April 13

Jo Boone
Catherine King

April 14

Susan Morris

April 15

Deb Bryan

April 16

Gerry Francis
Pete Lembo

April 17

Trip Durham
Beverly Goodwin

April 18

Ronnie Hensley

April 19

Neil Bromilow
Jimmy Crawford
Heidi Frontani
Gail Key

April 20

Loura Burnette
Hobie Howe
Charles Whiffen
Suzan Zuljani-Wasik

April 21

Andy Angyal
Becky Olive-Taylor

April 22

Janie Brown
Billy Crayton
Cindy Duke
Will Mackin
Celeste Richards
Jerry Williams

April 23

Nancy Harris
Alan Matthews

April 24

Heather Ahn-Redding
Clarence Gilley
Kim Jones
Tony Trisciani

April 25

Kate Colussy-Estes
Ernest Wilson

April 27

Ernest Lunsford
Janet Warman

April 28

Jeff Blythe
Brian Chandler

April 29

Kenneth Herron
Cheryl Loy
Carolyn Miles

April 30

Pam Brumbaugh
Jeff James

May 1

Dianne Ford

May 2

Vicky Faw

May 3

Jeffery Brenner
Scott Buechler
Michael Flannery
Linda Loy

May 4

Charles Irons
Prudence Layne
Brian O'Shea

May 5

Fabrice Dharamraj
Chad Spigel
Deborah Tobias-Murphy

May 6

Gwendolyn Blue
Paul Crellin
Peter Tulchinsky

May 7

Melinda Gibbons
Randy Glass
Ashley Hairston

May 8

Tallulah Shaw

May 9

Mitch Counts
Jodi Emond
Steven Hunter
Ray Johnson
Tripp York

May 10

Syretta Robinson

May 11

Mona DeVries
Dixie Fox
Vickie Somers

May 12

Frank Bernhardt
Clementine Pinnix

May 13

Mark Albertson
Gerald Gibson



Congratulations to the newest members of the Elon community:

Kerstin Sorensen, assistant professor of political science, and Mary Lynne, Mackenzie and Griffin are celebrating a new addition to their family, Sylvie Eva Sorensen. She was born July 4, 2005, in Guatemala City, and came home on Feb. 1, 2006.

Dottie Barr, switchboard operator, and **Tracy Barr**, groundskeeper, are the proud grandparents of Anderson James Schuster, who was born Jan. 27 to Tracy-Lynn ('94, G'05) and Greg Schuster.

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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). Please send your comments and story ideas to Cathy Hefferin (chefferin@elon.edu).