Floyd to visit campuses

The campus communities are invited as Elson S. Floyd, recently selected to be WSU’s 10th president, participates in campus receptions in the coming weeks:

**Pullman:** 3:30-5 p.m., Friday, Feb. 3, Lighty first-floor atrium.

**Spokane:** 10:30 a.m.-noon Monday, Feb. 13, Consolidated Information Center 120.

**Vancouver:** 10:30 a.m.-noon Tuesday, Feb. 13, Student Services/Administration Building 129.

Diet/gene breakthrough

Finding that nutrients alter gene expression will impact dairy production and human health

**BY BECKY PHILLIPS**

**WSU TODAY**

In the first study to show that a specific nutrient could alter the expression of genes in the body fat of dairy cattle, John McNamara and Jennifer Sumner have raised the bar for animal production standards while adding to the greater understanding of human health issues.

McNamara, professor in the Department of Animal Sciences and (intercollegiate, multidisciplinary) Nutrition Program, and Sumner, his doctoral student and postdoctoral research associate, have demonstrated that chromium in the diet changes the metabolism of body fat in dairy cattle by stimulating the expression of certain genes while simultaneously decreasing the expression of others.

Though it had long been known that the mineral chromium is required in the diet for good health in both animals and humans, the specific role it played in fat metabolism and milk production had not been described.

**Adipose tissue is key**

For more than 20 years, McNamara and his team have been working to identify genetic factors related to efficient milk production in dairy cattle. Knowing that adipose (fat) tissue plays an active role in success-ful reproduction and lactation, they centered their studies on identifying the metabolic functions of body fat. One of their main goals was to identify cows that gained neither too much nor too little weight during early data and ideas.

**New world of nutrition**

Is it nutrigenomics ... or nutri-geneics? Either way, the goal of these emerging fields of nutrition is to optimize health — for both people and animals — through personally tailored diets. With the availability of biotechnologies developed in the genomic era, nutritionists can take the study of the relationship between genes, diet and health to a new level.

(See “Nutrition,” page 8)

Flexing those math muscles

Faculty are making some inroads introducing quantitative literacy

**Quantitative literacy** — the ability to use elementary math tools to interpret and manipulate data and ideas.

**BY HOPE BELL TINNEY**

**WSU TODAY**

Quick! Name a profession that doesn’t require quantitative literacy.

Trick question. There isn’t one.

According to Kimberly Vincent, clinical assistant professor of mathematics, naming a profession that doesn’t require quantitative reasoning is as impossible as naming one that doesn’t require verbal reasoning.

“It’s not just doing math,” Vincent said. “It’s thinking about what it means. It’s a habit of mind.”

In fact, the ability to use quantitative and symbolic reasoning is one of the Six Learning Goals of the Baccalaureate that were articulated by the President’s Teaching Academy and then approved by the Faculty Senate in April 2005.

Vincent and colleague Carolyn Smith beg- gan working in 2005 to lay the groundwork for a quantitative literacy program similar to WSU’s Writing Across the Curriculum. A handful of faculty members — including Beth Buysiere in English and Carol Anelli in entomology — attended a week-long workshop and created quantitative literacy projects to embed in their course curricula.

**Math skills recalled**

Anelli, whose Entomology 150 is a Tier 1 general education course, said she always taught quantitative literacy, along with the other learning goals, but the workshop encour-aged her to do more.

“I use insects only as a means to get them to think about other things,” she said, so with coaching from Vincent she beefed up a section (See “Math,” page 8)
WSU NEWS BRIEFS

Volunteers sought for brain science fair
Volunteers are needed for the annual Palouse Kid’s Judge! Science fair 9 a.m.-3 p.m. Tuesday, March 6, in Beasley Colli- seum, hosted by the WSU Neuroscience Program. Volunteers are needed to set up, guide the kids through the exhibits and tear down. No science background is necessary. Contact Bobbi Sauers, 335-7675 or bsauer@vetmed.wsu.edu, or stop by Wener 205 for more information or to sign up.

Teaching academy seeks nominations
The President’s Teaching Academy is expanding its mem- bership by 12. Nominees are sought who have a record of innovation and leadership in teaching excellence and educational scholarship. WSU faculty and administrators are invited to submit faculty member applications by Feb. 15. Nomination instruc- tions have been distributed to deans, chancellors, department chairs and directors. Questions may be directed to Denny Davis, chair of the Teaching Academy, 335-7993 or davis@davis.wsu.edu.

President’s, provost’s dialogues relocate
Dates and locations have been determined for the spring semester dialogues for President V. Lane Rawn and Provost and Vice President Robert Bates. All dialogues are for WSU faculty, staff and students. The provost’s dialogue will be at noon Tuesday, Feb. 20, at the President’s Art. The president’s dialogue will be at noon Thursday, March 22, in Todd Hall 268. The calendar of dialogues and video stream link can be found ONLINE @ www.wsu.edu/dialogues-forum.

Cillay assistant dean of CDPE
David R. Cillay, director of instructional development and technology for the Center for Distance and Professional Edu- cation, has been named assistant dean of CDPE. He will serve as a liaison with colleges and head CDPE efforts in new academic program development. He also will have a large role in setting pedagogical and instructional standards.

Nominate graduate women by Feb. 16
Nominations for the Harriett B. Rigas Award for a woman doctoral student and the Association for Women Faculty Members Award for a woman master’s student are due Feb. 16. Winners will be announced in April. Nomination forms are available ONLINE @ www.wsu.edu/awes/sawfawmaw.html. Contact Rita Whitcomb at rwhit- comb@wsu.edu, tskaer@wsu.edu, or by phone at 335-4668, for more information.

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Alumnus award nominations due Feb. 28
Nominations will be accepted until Feb. 28 for the Regents Distinguished Alumnus Award. First presented in 1962, the award is the highest honor bestowed upon a WSU alumnus. Visit ONLINE @ www.regents.wsu.edu/distinguished-alumni for more information and the nomination form.

Undergrad nominations due March 2
Nominations are due March 2 for Undergraduate Scholar Awards sponsored by the Faculty Association for Scholarship and Research and the WSU Chapter of the Sigma Xi Scientific Research Society. Winners will be announced in April. Applications should include: A letter of nomination from the faculty project advisor and an original research paper, proposal or portfolio. Submit them to Tom Brigham, campus zip 1048, by March 2. Contact him for more information at 335-6676 or brigham@wsu.edu.

Grad student conservation grants
The deadline is April 2 for graduate students to apply for awards through WSU’s Natural Resource Conservation Endowment Fund. Guidelines can be found ONLINE @ www.ogrdf.wsu.edu, or by contacting Rita Whitcomb at rwhit- comb@wsu.edu or 335-9661. Interdisciplinary and collabora- tive proposals are encouraged. Research should be oriented to practical application rather than theory.

Excuses excuses
Creative, and sometimes true, tales that students tell their profs
BY KELLY PETERSON
WSU TODAY INTERN

“Sorry I missed class, profes- sor, but I had to stay with my girlfriend while she was getting a facelift.” That is just one of many pathetic student excuses collected in a recent article in The Chronicle of Higher Education.

Other excuses in the article include missing class to remack 30 gallons of Jello-O for a wrestling competition (the first batch spoiled) and mising a paper inside a tiger mascot costume. As wild as the excuses are, students are at least being creative to explain or cover up their unlikely circumstances.

The best excuse Rachel Hal- verson, WSU associate profes- sor of German, ever heard was from a student who missed a week of class and returned with the explanation that he had mixed up night and day. An addition to computer games was the culprit.

“He had started playing one night, played through the night, went to bed the next morning and slept all day,” she said. “This pattern repeated itself for a week before he was finally able to break the cycle, sleep at night and attend my class during the day.”

Clay Mosher, associate professor of sociology at WSU Vancouver, also has heard excuses about students getting the days mixed up. One stu- dent’s e-mail to him said, “So, I will cut to the chase. My test is late. I thought the test was due Friday, today, but like the space-cadet I have been lately I had all my dates screwed up and missed the cutoff.”

Blaming the dog for missing homework is not new, but Mi- chelle Freeman, coordinator of environmental safety and health, once had a student miss a midterm because he recently had his dog spayed. The dog ripped open stitches and had to be taken back to the clinic. The student even brought a note from his veterinarian, she said. For some students, honesty is the best policy even when it comes to excuses. In the Chronicle, one student said, “I’m not interested in the subject of this seminar, and therefore unlikely to answer an essay or exam question on it. I didn’t really see the point in bothering to prepare for it.”

One excuse in Clifton’s col- lection is from a student who said, “I’ll be too sick to attend class on my birthday.” One student’s 21st birthday is Tuesday and his frat brothers are taking me out that night — so I’ll be very sick on Wednesday.”

For more unique student excuses — he was bitten by a shark, he had to donate his eggs to an aunt — see the article in The Chronicle of Higher Education ONLINE @ http://chronicle.com/weekly/v53/ u2/20000461.htm.

Carnegie selects WSU in effort to strengthen education doctorate
For a second time, the WSU College of Education has been chosen to help strengthen doctoral education in the country’s leading research universities. As part of the Carnegie Initiative on the Professional Practice Doctorate, the college will work along- side representatives of 19 other universities to create and improve Ph.D. programs. Those programs are designed to help school adminis- trators combine scholarly re- search with the practical demands of their jobs.

The college participated in the similar Carnegie Initiative on the Doctorate, which led to sweeping changes in its Ph.D. program.

One student said he missed class because he became addicted to video gaming all night, and slept all day, for a week

Volume 18, Issue 12
WSU Today is published biweekly on Thursdays during the academic year by WSU’s University Relations Office. It provides news and information to faculty, staff and graduate students statewide.

CONTACT US/SUBMIT IDEAS: Faculty, staff and graduate students are invited to submit ideas, information and photos for consideration.

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Five faculty honorees announced

Five faculty members have been named recipients of awards given out each spring by Washington State University in recognition of excellence in academic achievement. They will be honored publicly on Friday, March 23, as part of the annual World Class. Face to Face, a day-long celebration of the achievements of faculty and staff.

Kimberlee Kidwell, professor and scientist in the Department of Crop and Soil Sciences, earned the 2006 Marian E. Smith Faculty Achievement Award. The $5,000 award recognizes unusually significant and meritorious achievement in teaching during the academic year, including successful and innovative performance in instruction.

Kidwell conducts basic and biotechnology research in wheat genetics and since 1998 has introduced eight spring wheat varieties that have had a major impact on Washington’s agriculture. Her talents have also shown in another realm as she has volunteered to teach a course in the Department of Human Development (HD 205) called Communication in Human Relations.

The course has soared in popularity, climbing from 93 students to more than 400 students in two years.

J. Daniel Dolan, professor of structural engineering in the Department of Civil and Environmental Engineering and director of codes and standards for the Wood Materials & Engineering Laboratory, earned the Sahlin Faculty Excellence Award for Public Service for leading WSU’s efforts to improve building codes and design standards to make low-rise buildings safer to the public.

He helped write the U.S. residential building code and has been one of nine voting members of the technical update committee for this code since 2003. This code sets performance standards for all single-family homes, duplexes and townhouses in the United States.

The extensive scope and excellence of his program is enhanced by his active work with Engineers Without Borders. He advised student teams as they designed replacements for two school buildings destroyed by the tsunami in Sri Lanka, a well as a water supply system in a remote area of the Yakama Nation and a hospital building in Sudan.

Lai-Sheng Wang, professor in the Department of Physics and Astronomy and the Program in Materials Science, WSU Tri-Cities, received the Sahlin Faculty Excellence Award for Research, Scholarship and Arts.

He is a world leader in nanoclusters research. With his graduate students and colleagues, Wang created hollow nanoscale cages of gold atoms, the first known metallic equivalent of the buckyball.

He showed that the most stable form of gold clusters undergoes shape transformations, a finding that addressed a key issue in the fundamental cluster science: understanding the structural evolution of clusters from a single atom/molecule towards the bulk solid. This work also has potential applications in energy science.

During his 20 years in research, Wang has written or co-written more than 250 publications. His work has been featured in top journals, including Science and Nature, and has been recognized with several important awards.

Environmental risk
focus of address

Eugene A. Rosa, presenter of the 2007 Distinguished Faculty Address, will present “Characterizing Risk to Tame Uncertainty” at the Distinguished Faculty Address luncheon at 12:15 p.m. Friday, March 23, in the Kimbrough concert hall.

Rosa, a professor in the Department of Sociology, teaches courses on technology, risk and environmental management, and conducts research on environmental topics, particularly energy, technology, risk issues and global environmental change.

Environmental risk impacts and how they attempt to resolve social risk associated with environmental change.

Through his research, policy work and teaching, he has changed how people everywhere view environmental impacts and their consequences. His work warns of the risks emanating from various societal concerns ranging from nuclear power to global warming.

AWARDS & HONORS

- David Bahr, associate professor in the School of Mechanical and Materials Engineering, is the 2007 recipient of the Robert Lansing Hardy Award from the Minerals, Metals & Materials Society (TMS). The national award each year recognizes a metallurgist with "outstanding promise for a successful career" in the field of metallurgy and materials science and engineering.

- Linda Schoepflin, WSU summer session director, won the 2006 Distinguished Service Award from the Western Association of Summer Session Administrators. The group’s highest honor, the award recognizes her years of service to WASSA, its national organization and the WSU summer session.

- A team including WSU faculty and graduate student researchers has won the 2007 Integrated Pest Management (IPM) Team Award from the Entomological Foundation, a national nonprofit educational organization that encourages an interest in science and entomology. The Pacific Northwest Hybrid Poplar IPM Team, which includes John Brown, Doug Walsh, Eugene Hannan and Neal Kittelson, was formed after poplar producers requested help with pest management; the team’s solution of pheromone application is proving successful.

WEB SPOTLIGHT

Site welcomes ideas for AP staff spotlight

The Administrative Professional Advisory Council website provides administrative professionals with information and tools to help them succeed, such as: easy access to the AP handbook, answers to frequently asked questions about AP positions, and a link to sign up for the AP listserv. The site also offers an "APAC spotlight" to "submit a question" or suggestion.

Meeting notes, current agendas, news and announcements are posted online and can be accessed from the homepage of the site, ONLINE. People interested in suggesting a professional to showcase can e-mail apac@wsu.edu.
Terri Levien, center, WSU faculty member/preceptor, talks with students in the Drug Information Center at WSU Spokane. (Photo by Luke Rice)

BY BECKY PHILLIPS
WSU TODAY

"Take 94 senior pharmacy students times seven-week internships apiece ... that's about 656 rotations to be assigned, monitored, coordinated, and then there's the geographical tweaking to make it all work," said Luke Rice, the exceptionally organized coordinator for the Advanced Practice Experience Program (APE) in the College of Pharmacy. "The goal of the APE is to prepare pharmacists — at WSU Spokane, who oversees the program, APE — which grew out of a small pilot program initiated in 1970 by Keith Campbell, professor in the College of Pharmacy — is a statewide collaboration built on relationships with pharmacists throughout many regions.

"We are actively recruiting new faculty and clinics to partner with us all the time," said Rice.

At each rotation site, students are mentored by preceptors in either shared faculty or adjunct faculty positions. Shared faculty are employed half time by the College of Pharmacy and half time by a local pharmacy or clinic. Adjunct faculty volunteer their time to precept students while working full-time in the community.

"We are relying on many community pharmacists to teach our students the applied knowledge they will need to be effective in practice," Rice said. "This is when the light bulb goes on and students often learn the most." Most students complete their internships in Spokane or Yakima. Others are assigned to the Vancouver-Portland area, Tri-Cities or Pullman. Rotation selections are done by Rice using a lottery-based computer system that randomly assigns students to internship sites.

"We do consider student preferences," he said, "but this adds a fairness piece to it. In the end, most students get most of the internships they want." Popular rotation sites near Spokane include Eastern State Hospital, Elder Services-Spokane Mental Health, Holy Family and Sacred Heart hospitals, and the Drug Information Center at WSU Spokane. During the year, students complete core rotations in acute care, ambulatory care, community care and institutional care settings. They also choose three elective rotations where it is hoped they will explore new areas of interest — helping them become well-rounded, as well as tapping into network and career leads.

"By the end of senior year, students should have a pretty good idea of which direction they want to go career-wise," said Rice. "There are many practice areas and good opportunities for pharmacists right now."

STAFF SPOTLIGHT

Sharing stories to heal humanity

WSU staff member presents work on her Nez Perce history at conference for Tutu

BY MICHELLE GALEY
COLLEGE OF NURSING

How does telling its story help a family — or country — heal the wounds of generations? WSU staff member Robert "Robbie" Paul, whose doctoral dissertation attempts to answer that question, recently explored the issue alongside someone who would know — South African Archbishop Desmond Tutu.

Paul, Native American recruitment and retention coordinator at the WSU Intercollegiate College of Nursing, was asked to present her dissertation in Cape Town at a conference titled "Memory, Narrative and Forgiveness — Reflecting on 10 Years of South Africa's Truth and Reconciliation Commission." The conference was in honor of Tutu's 75th birthday.

"I was feeling, 'Hmmm, do I even belong here, a little girl from the reservation ... and what do I have to say?'" Paul recalled. But in retrospect, "It was really helpful to be there and learn from one another and share in the hope."

She also got to share a few minutes one-on-one with Tutu, a rare honor even at the conference.

"When I explained the gifts I brought him, he was really listening and looking," Paul said. "I just want to honor him and thank him. And I invited him to come to our country, to the Nez Perce.

A descendent of the Wallowa bands of the Nez Perce, who were led by Chief Joseph, Paul is pursuing her doctorate in educational leadership at Gonzaga and plans to graduate in May. Her thesis tells the story of five generations of her family — the upheaval in their way of life and professor of pharmacotherapy in the College of Pharmacy, WSU Spokane, who oversees the program.

The conference, "Memory, Narrative and Forgiveness — Reflecting on 10 Years of South Africa's Truth and Reconciliation Commission," is a statewide collaboration built on relationships with pharmacists throughout many regions. "We are actively recruiting new faculty and clinics to partner with us all the time," said Rice.

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Tuition cap welcomed with global challenge target

BY ROBERT FRANK
WSU TODAY

Gov. Chris Gregoire in her January State of the State address proposed a tuition cap for WSU and the University of Washington of 7 percent per year. She also proposed a 3 percent per year cap for other four-year state universities and a tuition freeze at the community colleges for the next two years.

WSU and the UW have embraced the proposal, which ties the cap on tuition increases to sustainable increases in state funding. The tuition plan is part of the governor's 2007-09 budget proposal. Gregoire's budget would fund the WWAMI program, expansion of the nursing program, increases in high-demand enrollment and initiatives in agriculture and bio-products.

Global challenge states are those in which international trade plays a dominant economic role and where higher education and research have been identified as critical factors to growth and vitality. Those states include Massachusetts, Connecticut, Maryland, Colorado, Virginia, New Jersey and California, as well as Washington.

Boehmke described Gregoire's proposal as "realistic" in that it aims to increase state funding levels over the long term. Her plan, Boehmke said, is based on the Washington Learns report, which compares Washington to seven other "global challenge states."

Global challenge states are those in which international trade plays a dominant economic role and where higher education and research have been identified as critical factors to growth and vitality. Those states include Massachusetts, Connecticut, Maryland, Colorado, Virginia, New Jersey and California, as well as Washington.

The 2006 Washington Learns report recommends that state funding of higher education be increased over the next 10 years to a point where Washington ranks in the 60th percentile compared to other "global challenge states."

Boehmke noted that Washington's funding levels are currently near the bottom among that group. Also of concern is the fact that Washington ranks last in terms of advanced degrees earned per capita and sixth in terms of bachelor's degrees earned per capita.

If approved, the proposal would provide a "realistic" in that the "state's economy is currently strong and operating with a surplus," he noted. Whether or not proposals by Gregoire and Washington Learns will be enacted will be determined by the state Legislature over the next several weeks or months.

For more information on the Washington Learns report, see ONLINE www.washingtonlearns.wa.gov/FinalReport.pdf
Professor's exhibit travels to Pullman, Spokane, Seattle

BY ROBERT STRENGE
WSU NEWS SERVICE

Simultaneous Pullman and Spokane exhibits of work by WSU Fine Arts professor emeritus and Palouse painter Gaylen Hansen will open Friday, Feb. 16. “Gaylen Hansen: Three Decades of Paintings,” will run through April 8 at the Museum of Art/WSU and through Aug. 5 at the Northwest Museum of Arts & Culture in Spokane. From Spokane, it will travel to the Seattle Art Museum for a fall showing.

A public walkthrough of the Pullman exhibit with the artist will begin at noon on Feb. 16. A free public reception and lecture by Hansen, 85, will begin at 6 p.m. that day in the Fine Arts auditorium.

The exhibit, organized by Museum of Art Curator Keith Wells, is a 30-year retrospective of the work of Hansen, who has exhibited his paintings in New York, Berlin, Singapore, Beijing, Los Angeles, Seattle and other cities across the United States. He is the recipient of the 1989 Governor’s Award from the State of Washington and the 2001 Flintridge Foundation Visual Arts Award.

Wells said the WSU exhibit will include more than 70 works that trace Hansen’s evolution as an artist.

“From his tenderly rendered narrative paintings of the 1970s to his bolder canvases in which his palette has become more vibrant, the compositions more complex, and the imagery more iconic — it’s all represented in the exhibit,” Wells said.

“Hansen has lived in rural eastern Washington since 1957 when he joined the faculty of Washington State College, and yet his paintings have been seen all over the world,” said Chris Bruce, museum director.

Hansen said he chronicles what amuses and interests him most — fly fishing, the surrounding rural land and the animals that populate it, and his environmental concerns.

A review by the Seattle Post-Intelligencer said Hansen “paints the human comedy as if it’s coming to a close.”

WSU produces trade book for exhibit

There will be a full-color trade book produced for this exhibit by Marquand Books of Seattle. The 120-page publication contains more than 100 color plates and includes an introduction and acknowledgements by Museum Director Bruce; text by Wells; and Hansen’s own commentaries on more than 20 individual paintings. The artist also pays tribute to cartoonist, WSU alumnus and fellow artist Gary Larson and provides a chronology highlighting important events and persons in his life.

www.wsutoday.wsu.edu February 2, 2007 • 5

Environment & imagery


Horseman & Buffalo, 1976

Blue Fish, 2006

Bison, Fish & Tulip, 1994

Fish Swimming through Tulips, 1990
**What’s Happening**

**February 2 - February 17**

### Exhibits

**Exhibits**

Video and photography from Western Bridge, a nonprofit space in Seattle for contemporary art. **March 10 through Feb. 21.** **10 a.m.-4 p.m.** Monday, Tuesday, and Thursday; **open until 7 p.m. Thursday.**

**Paintings**

By WSU Vancouver students. **Faculty compositions, 8 a.m.-9 p.m. Monday, Thursday, and 8 a.m.-5 p.m. Friday.**

**Idiocy**

A depicts the tragedy of the culture of New Zealand. **By Ted Shadbak, University of Washington, 7:30 p.m., Spokane Plaza.**

**Biotechnology**

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**Idio
Research administration series, ONLINE @ www.hrs.wsu.edu/RAS
Administration professional supervisory workshops, ONLINE @ hrs.wsu.edu/APS
Cash Handling, 10:30-11 a.m. Fri., Feb. 2, French Ad 2400, No fee.
JOBX Training, 10 a.m.—noon Monday, Feb. 5, Lighty 260. No fee.
New Employee Orientation, 9:30-10 a.m. Monday, Feb. 5, Speaker CUE 518. No fee.
Employee Benefits Orientation, 1:30-4 p.m. Monday, Feb. 5, Smith CUE 518. No fee.
Optika Web Training, 1:30—3:30 p.m. Tuesday, Feb. 6, Lighty 403. No fee.
Computer and Network Security, 1:30-4 p.m. Monday, Feb. 5, Speaker CUE 512. No fee.

Three new Vandal art exhibits

WSU recently began a series of television ads featuring the far-reaching impact of the university’s research. The ads are being aired on cable and major stations in Seattle and Spokane. They will run during prime-time viewing hours three times per week throughout the spring. Topics include:

- Taxol cancer treatment
- Bone replacement
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Economies of developing countries

In addition, the College of Veterinary Medicine has produced a new television commercial featuring a range of cutting-edge services offered by the college’s teaching hospital. Preview the ads ONLINE @ www.wsu.edu/IntegratedMarketing/campaign/index.html.

For more information on this event and others in the series, and to register, go ONLINE @ www.sgrl.wsu.edu/ld/index.asp.

Series helps faculty land and manage grants

The Faculty Development Series helps to facilitate with all aspects of successful proposal development and award management continues Thursday, Feb. 8, with presentations from faculty who have been on a Mission to DC.

For more information on this event and others in the series, and to register, go ONLINE @ www.wsu.edu/ld/index.asp.

New TV ads highlight life-changing research

Calendar ...

(Continued from page 6) Horticulture Club, 11 a.m.—2 p.m., greenhouse east of Lighty. Pots of hydrangea with primroses, poofs of tulips, and potted daffodils.

Film “A Ring and His Movie,” by Carlos Serr, Argentina, 1986, 7 p.m., CUE 202, free, part of 16th annual interna- tional film series, sponsored by the Department of Foreign Languages and Literatures.

Jazz concert, 8 p.m., Kimbrough concert hall.

Wednesday, Feb. 14

Business policies and pro- cedures, training series for departmental chairs/directors, 7-30 a.m., Holland and Terrell Libraries. See exhibits in the What’s Happening calendar for more information.

New TV ads highlight life-changing research

WSU recently began a series of television ads featuring the far-reaching impact of the university’s research. The ads are being aired on cable and major stations in Seattle and Spokane. They will run during prime-time viewing hours three times per week throughout the spring. Topics include:

- Taxol cancer treatment
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Nurses in business, second of three-part series, 4-6 p.m, College of Nursing, Spokane. $30 for series, RSVP to Karen Maloney, 509-335-7339 or maloney@wsu.edu.

Thursday, Feb. 15

Playwright lecture, Laura Novara and “The Golden Age,” 6-30 p.m., Daggy Hall, Jones Theatre.

“The Golden Age,” play for ma- ture audiences, 8 p.m., Daggy Hall, Jones Theatre.

Power breakfast, “The Power of Business,” 7-30 a.m., Seattle Sheraton, with keynote speaker Sally Jewell, CEO of REI, see ONLINE @ www.wsujobs.com.

Walkthrough with artist Gay- len Hansen, noon, Museum of Art/WSU.

Faculty reception wiith artist Gaylen Hansen, 4 p.m., Mu- seum of Art/WSU.

“The Golden Age,” play for ma- ture audiences, 8 p.m., Daggy Hall, Jones Theatre. $10 to free, reservations 335- 7236 or reservations@wsu.edu.

Friday, Feb. 16

Online auction begins in support of Northwest Public Radio. Concludes Feb. 22, see ONLINE @ www.nwpr.org.

Vandal Indoor, track and field, all day, U Dickie dome.

Power breakfast, “The Power of Business,” 7-30 a.m., Seattle Sheraton, with keynote speaker Sally Jewell, CEO of REI, see ONLINE @ www.wsujobs.com.

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Saturday, Feb. 17

McDonald’s Open, track and field, all day, U Dickie dome.

Women’s basketball vs. Wash- ington, 7:30 p.m., Beasley Coliseum, tickets 800-805-2789.

“The Golden Age,” play for ma- ture audiences, 8 p.m., Daggy Hall, Jones Theatre. $10 to free, reservations 335- 7236 or reservations@wsu.edu.

Strategic Update: Look for this special insert coming in the Feb. 16 WSU Today.

3 Three new Vandal art exhibits have opened at WSU Vancouver, including paintings (above) for WSU Vancouver student Jaclyn Humphrey. See Exhibits in the What’s Happening calendar for more information.

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Assistant professor, Mechanical and Materials Eng./Pullman.

To view full notice of filing, contact Gayle Landess, 335-8655.

Assistant professor, Human De- velopment/Vancouver. To view full notice of filing, contact Linda Duxelman, 335-5472.

Shared leave

The following employees have been approved for shared leave:

Thad Hathaway, Athletics

Kevin Ekstedt-Pearson, Facil- ities Operations

Malena Palmer, Housing & Conference Services

Cindy Martin, Housing & Con- ference Services

Jason Martin, Housing & Con- ference Services

For more information, contact Sally Wickizer, wickizer@wsu.edu.

Deaths

Get a grip

Funds let researchers test entrepreneur’s ‘bright’ idea

BY BILL LONDON
WSU TODAY

The traditional paper handling aid is that rubbery grip, often held on the fingertips to easily shuffle pages. But, with help from WSU researchers, the Washington entrepreneurs selling Tippi Fingertip Grip hope paper-shufflers will replace those gizmos with their brightly-colored “gripper” grips.

The Tippi Grip was created by a new company, VWP, Inc., that recognized the need for documentation of claims of product durability and effectiveness.

Philip Lorenzo, VWP’s owner, turned to WSU for assistance and was linked to Kip Findley, under-graduate research professor in the School of Mechanical and Materials Engineering, who is experienced in studying the mechanical properties of materials.

To fund the project, Findley and Lorenzo turned to the Washington Technology Center. A statewide economic development agency, it channels state, federal, and private resources to help Washington companies develop and commercialize products.

To complete the research, Findley turned to Cory Overman, a senior in mechanical engineering. Bringing students into the lab is the focus of Findley’s position; he was hired in May 2005 to involve undergraduate students in meaningful research.

The Tippi Grip project, testing primarily for durability, began in November 2006 and is expected to end in March or April.

“Cory will really benefit from this project,” Findley said. “This experience will help him understand the research process, which will help him decide about his own career options of graduate school or industry.”

“He will have an opportunity for hands-on research to build his ability to think critically. And, of course, he will earn money.”

Findley noted that if the product is proven superior, the company will further enter the market and ultimately hire more employees and boost the economy.

Projects like this provide training and skills for students, Findley said. They also can lead to further funding support for similar research efforts, and they continue to build productive research collaborations with industry that can result in publication and presentation of the research.

“The most important result of projects like this is the personal and professional satisfaction,” Findley said. “For me, it is very satisfying to work with students and get results.”

Math ...

(Check out the article)
of her course involving revised USDA food guidelines.

After looking at how insects fit into dietary require-
ments in other parts of the world, students looked at
their own diets. In one project they calculated how
many calories they typically consume, determined
their energy expenditure, looked at the guidelines and
then calculated how much they would have to in-
crease or decrease their food intake to be in line with
the Recommended Daily Amounts.

Students realized they were eating well as well as they
should, Anelli said. “They also realized there were math-
type problems that they had forgotten how to do.”

Need surprises students

Thomas Rotolo, associate professor and co-director of graduate studies in the sociology department, also took the workshop, even though he was a math major before he became a sociologist and teaches the introduction to statistics class for sociology majors.

“It was sort of preaching to the choir for me,” he

College competency lacking

In January, the American Institutes for Research, a behavioral and social science research organiza-
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puses, reporting that about 20 percent of students
pursuing four-year degrees had only basic quan-
titative skills. For example, the students could not
compare credit card offers or estimate if their car
had enough gas to get to the service station.

said, but the workshop has inspired him to include
more quantitative literacy in other classes. Students
are often surprised, and disappointed, to learn that
they need to understand numbers and symbolic rea-
sioning to be sociologists, he said, particularly if they
plan to attend graduate school.

“We get students,” he said, “to use the analogy of a math muscle.”

“I’m afraid if you haven’t used it in a while.”

Vincent, who is chair-elect of the quantitative lit-

eracy special interest subgroup for the Mathematical Association of America, said the quantitative literacy
movement is gaining momentum across the country,
at both the college and K-12 levels.

Many of the leaders in the field are private, liberal arts colleges, including Trinity College in Hartford, Conn., and Hampden-Sydney College in Va. But Vincent said large public research universities also are taking note.

Vincent’s exploratory work, including bringing speakers to campus and organizing the summer
workshop, was funded by an Undergraduate Teaching and Learning Improvement Initiative Grant from the Office of Undergraduate Education.

Now, she said, is trying to gauge if there is
institutional support for a campus-wide emphasis on
quantitative literacy across the curriculum. In the meantime, Vincent and Smith, a senior instructor in
the math department, are百家 to see feedback and feedback from students on how they could improve their
understanding of quantitative concepts.

“We’re here to help,” Smith said. “We just want folks to recognize the importance of bringing math into their curriculum.”

Small Grants, Big Impact

Get a grip

By Bill London

WSU Today

Funds let researchers test entrepreneur’s ‘bright’ idea.

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