

COLLEGE OF LITERATURE, SCIENCE, AND THE ARTS

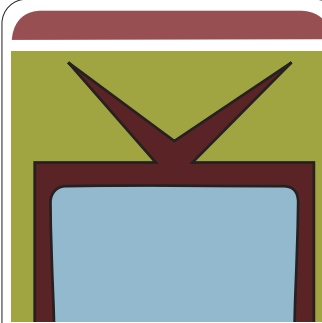
Spring 2007



Average time workers spend commuting per year: 100 hours



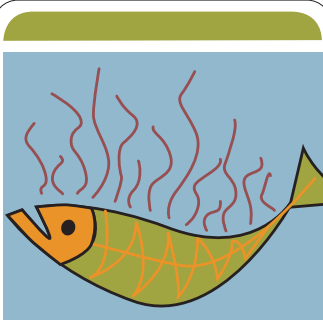
Age of life on Earth:  
 $10^{17}$  seconds



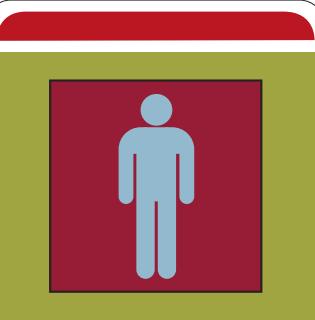
Average time a person spends watching TV per day: 2.6 hours



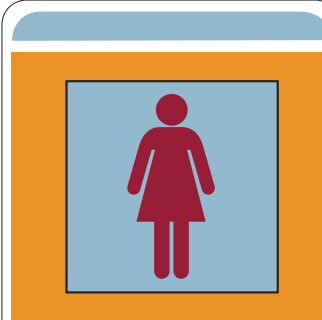
Average time a person spends dreaming per night: 2 hours



Time it takes for the nose to transfer a smell to the brain:  
.005 seconds



Average time a man spends in the bathroom: 45 seconds



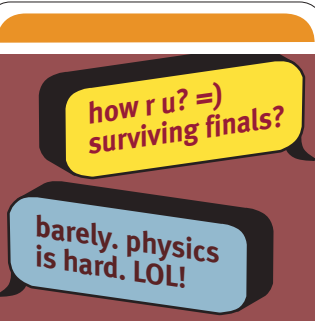
Average time a woman spends in the bathroom: 79 seconds



Average life of a light bulb:  
9,000,000 seconds



Average time a person spends consuming food at home per day:  
39 minutes



Average time teens spend online per month: 26 hours, 48 minutes



Average time elementary school kids spend on homework every night: 78 minutes



Average length of a college football game: 3 hours, 21 minutes

# TIME

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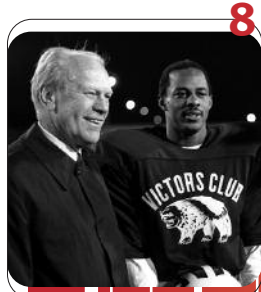
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## dean's notes



**Arthur F. Thurnau**  
Professor, History,  
and Dean  
Terrence J. McDonald

## The College We **Aspire** To Be

THIS HAS BEEN a semester of deep irony here in the College.

On the one hand, in January we celebrated the 20th anniversary of Martin Luther King Jr. birthday observances with a week-long set of programs for faculty, staff, and students. Our guest speaker for these events, former Congressman and head of the NAACP, Kweisi Mfume, told us our MLK events were the most impressive he had seen in his many visits to campuses all across America.

On the other hand, we are working to make the changes necessary to comply with the terms of the recently approved referendum in the State of Michigan, Proposal 2. This measure, which passed in November, amends the Michigan constitution to ban public institutions from giving preferential treatment to groups or individuals based on their race, gender, color, ethnicity, or national origin.

The irony here is that the proposition forbids us from offering assistance to groups historically underrepresented in the College or in certain areas of our curriculum. Of course we will obey this law in good faith. We have all—especially President Coleman—said this from the beginning. But it would be naïve to think that these changes do not pose significant challenges for all of us. Society calls upon us to prepare a generation of students who can thrive in a diverse environment, but this measure requires us to ignore important types of diversity in constructing our student body, faculty, and staff.

One could argue that the passage of Proposal 2 has removed some of the tools we have used to achieve our goal of diversity; but in the spirit of turning adversity into opportunity, one could also argue that the passage of this proposal will stimulate us to find more ambitious, enlightened, and creative means to achieve our goal. The face of the

University of Michigan and the College of LSA won't suddenly change because of one referendum. We are as committed as we have ever been to making this a diverse campus.

We have long known that diversity is required for LSA to be the best College it can be. The College's commitment to diversity stretches back to its early admission of women and students of color in the 19th century, and our long-standing view—validated now by much research—has been that diversity of persons enriches the education of our students, improves our intellectual life together, and enhances our decision-making.

Surveys of our graduating seniors indicate that they find the diversity of our student body to be one of the things that enriched their education here. Corporate recruiters have indicated that the ability of our students to appreciate diversity has made them more desirable to companies competing in an increasingly diverse world.

As we move into this new and challenging epoch, we have many resources. President Coleman has created a campus-wide task force, Diversity Blueprints, to develop fresh, innovative approaches to sustain and enhance diversity at UM. We will work together vigorously within the opportunities and constraints of state and federal law to be the place we aspire to be: one that welcomes, supports, and learns from diversity.

History will judge the wisdom of the passage of Proposal 2. Long ago it validated our commitment to diversity.

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Editor  
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University of Michigan  
Suite 5000  
500 South State Street  
Ann Arbor, MI 48109-1382  
734.615.6509  
lsamagazine@umich.edu

**Terrence J. McDonald**  
Arthur F. Thurnau Professor,  
Professor of History, and Dean,  
College of LSA

**Peggy Burns**  
Assistant Dean for LSA  
Advancement

**Lara Zielin**  
Editor

**Rebekah Murray**  
Assistant Editor

**Patricia Claydon**  
Art Director and Designer,  
Ballistic Design

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*Julia Donovan Darlow*, Ann Arbor  
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\*Includes discrimination based on gender identity and gender expression.

# Running the Gamut

IN 1871, James Burrill Angell became UM's president and instituted changes that transformed the face of the campus. During his 38-year presidency, he expanded the range of classes available to students to include modern languages, history, and science. He also established new schools in political science and forestry. And then he did what students for generations would thank him for: He implemented the elective system that allowed students to choose more than half of their own courses.

These days, what students study and pursue in the College of LSA runs the gamut. Our "Michigan Four" students (p. 34) certainly exemplify this. For the past four years, we've chronicled their journeys through the College, and now they're seniors preparing to graduate. As they get ready to leave campus, their degrees, as well as what they're preparing to do after graduation, are as diverse and creative as they are.

What's perhaps most remarkable in this issue is the unique ways alumni are putting their degrees to use. In our article on entrepreneurs (p. 44), you'll find LSA graduates who didn't let a down economy or a skeptical public stop them from becoming successful business owners. These LSA grads prove that no matter what the "state of the State" is, there's always a place for liberal arts majors with an education that facilitates creative problem solving.

Even off the clock, LSA graduates do astounding things. We asked alumni to send us their most unique "pastimes" and the responses were incredible. We had a hard time narrowing it down to the seven you'll see throughout this issue. I wanted to start it off, however, with Kevin Wurster ('83) whose pastime is motocross. Because of his age, Kevin's not a typical competitor in the field, but he says he doesn't let that bother or stop him. He says his UM education taught him to always question the status quo—a theme that resonates in this issue and with LSA faculty, students, and alumni everywhere.

## Lara Zielin, Editor

### PASTIMES

#### O.I.O KEVIN WURSTER ('83) — MOTOCROSS

As an airline pilot, Kevin needs to stay healthy to fly, but even *he* admits that he puts his health at risk every time he leaps off 80-foot jumps on his bike as he competes in motocross — or off-road vehicle racing. "But for me," says Kevin, "the exhilaration of the sport outweighs the risks." Kevin is one of only a handful of major U.S. airline pilots who actively compete in the sport of motocross. And, at 45 years old, he acknowledges he's competing with riders half his age. "But I relish the moments when I can perform at this level," he says. "If UM taught me anything, it taught me to challenge myself and exceed expectations."



LSAletters

Let us know what you think!

We welcome your thoughts, opinions, and ideas regarding *LSAmagazine*. All correspondence should be sent to: Editor, *LSAmagazine*, Suite 5000, 500 South State Street, Ann Arbor, MI 48109-1382. You can also email us at [lsamagazine@umich.edu](mailto:lsamagazine@umich.edu). Letters may be edited for length and clarity, and may be published in the magazine and/or on our website. Please include your name, address, and graduation year.

**Your Fall issue is stunning—in content, graphics, and layout.** Congratulations on producing a superb magazine loaded with easy-to-access content—because of the graphics—and easy-to-comprehend material—because of the assorted and lively writing styles of the authors. Applause to all involved.

ELIZABETH LUKAS ('47)

**I read about Dory Gannes' Yatima Project in the *LSAmagazine* (Fall 2006).** I would like to make a contribution to this project. Please tell me how to designate a check, to whom I can send it, and where.

DAVID RAND BISHOP, JR., ('54, M.A. '61)

*Editor's note:* LSA senior Dory Gannes is expanding her work in Africa, and is now helping to build an orphanage in Olevolos Village, Tanzania. For information on contributing to her effort, please see [www.personal.umich.edu/~dgannes](http://www.personal.umich.edu/~dgannes).

**I was disappointed in the misleading photo you chose for your "Tracking the Face of Terrorism" article in the Fall 2006 edition (p. 32).** The article highlights the deadly effects of terrorist networks and especially the role women play in helping carry out terrorist attacks. The photo shown, however, is not of a deadly terrorist attack and its aftermath of human destruction, but of a Palestinian woman "suffering from fatigue" carried by a man walking around an Israeli road block. The photo neither matches the contents of the story nor focuses on the true victims of that day's terrorism—the 19 Israelis who lost their lives.

ROD LOEWENTHAL ('92)

**I enjoyed the "Surf, Blog, Vote" piece in the fall *LSAmagazine* issue (p. 24).** As the former Director of Internet Strategy for Gary Hart's exploratory organization in the 2004 presidential race, I saw first-hand how technology and its use can change the face of politics. We launched what *Wired News* and political analysts called the "first true weblog to be put up by

a politician," and it quickly became one of the most widely read sites in the world. What happened next was that Howard Dean's campaign launched their own blog, too. And through that, Dean gained the additional momentum that allowed his anti-war stance to attract attention and shape the debate. Other Democratic candidates then began talking more outwardly about their opposition to what was happening in Iraq and the money started flowing in online. Campaign contributions hit a new high due to the "untapped" online donors. This is when journalists were essentially forced to be online in order to adequately cover the beat of the campaigns. It happened gradually, as all media changes do, but many of these changes happened because young techies—a group not typically involved in politics—decided to get involved.

SARAH GRANGER ('96)

**I just wanted to thank you for making me so famous!**

Everyone is emailing me about the "Citizens of the World" article (Fall 2006, p. 42). My professors have emailed me and were very happy to see it, and even some professors that I didn't know but who had previously come to Muscat, Oman, have also emailed me to try to meet up and talk about their experiences in Oman. Thank you for giving me this opportunity to talk about citizenship and my country, Oman.

SALIM A. AL-JAHWARI ('06)

**CORRECTION:**

Page 36 of the Fall 2006 "Citizenship" issue should have listed Enoch Brater, the Kenneth T. Rowe Collegiate Professor of Dramatic Literature, as having received the Distinguished Faculty Achievement Award. We regret the error.

PASTIMES

**02.0 ALICE PRATT HERBER ('60)—  
HAND-WRITTEN CORRESPONDENCE**

With email, cell phones, and faxes, Alice Herber's pastime could be considered a lost art. "My pastime is corresponding with friends and relatives," she says. "Over the years, the number of recipients has grown to over 500. I send birthday and anniversary cards, and, of course, Christmas cards. I'm still

corresponding with my kindergarten teacher, who turned 98 years old this year. The written word is a pleasure I share with others. As I travel throughout the states, visiting friends and relatives, I have yet to find the need of a motel for an overnight stay. We reconnect, as if it were yesterday, since we've kept in touch for so long."





“Frances and I have always been committed to a liberal arts education, especially history,” says Kenneth. “We could think of no better way to demonstrate our commitment than to provide financial support for the Institute for Historical Studies.”

The Eisenbergs’ gift will provide the resources to attract renowned historians and scholars to the University, creating unparalleled educational opportunities and supporting ground-breaking historical research. Through a variety of programs, seminars, and lectures, the Eisenberg Institute will enable students, faculty, and the broader community to interact with distinguished lecturers and international

scholars. It will also sponsor outreach activities for teachers of history at the pre-college level.

LSA’s Department of History, long ranked among the top five programs in the country, is one of only a handful nationwide that offers historical expertise spanning the globe and the ages. The department is nationally recognized for the excellence of its teaching and research and for producing new historical knowledge that expands traditional conceptions of history.

“We are tremendously grateful to Frances and Kenneth Eisenberg for their transformative gift to the Department of History,” says Dean Terrence J. McDonald. “The Frances and Kenneth Eisenberg Institute will propel this already nationally ranked department into the forefront of its field and will enrich the University community immeasurably. This gift will create a legacy for decades to come.”

To date, LSA has raised more than \$268 million to continue the tradition of outstanding teaching and research. The Eisenberg gift moves LSA nearer to its fund-raising goal of \$300 million during the University-wide \$2.5 billion Michigan Difference campaign.

*Gail Flynn is a writer for LSA Development, Marketing and Communications.*

# A Historic \$5 Million

by Gail Flynn

## HISTORY IN THE MAKING

(Top) John F. Kennedy’s campaign stop in 1960 on the steps of the Michigan Union. Frances Aftel Eisenberg was part of this historic moment, as one of the “Kennedy girls” with their signature white straw hats.

(Bottom) Frances and Kenneth Eisenberg.

IN 1960, PRESIDENTIAL CANDIDATE John F. Kennedy spoke to UM students from the steps of the Michigan Union, mentioning his vision for what would later become the Peace Corps. For Frances Eisenberg (née Aftel) (UM ’64), seeing Kennedy during his campaign tour was a chance to see history in the making.

History has always been a passion for both Frances and Kenneth (’64) Eisenberg, who recently gave \$5 million to name and support the Frances and Kenneth Eisenberg Institute for Historical Studies. This is the largest gift that LSA’s Department of History has received in its 150-year existence. The son of a successful businessman, Kenneth chose to major in history, rather than business, as an undergraduate at UM in the early 1960s. Now Chairman and CEO of Kenwal Steel Corporation, he says that throughout his life, he has found that studying the events of the past has been the best preparation for the future and an excellent way to expand his capacity to think critically.





# The Residential College at 40



## THE RC'S INFLUENCE ON ITS ALUMNI EXTENDS BEYOND GRADUATION

OVER THE LAST 40 YEARS, LSA's Residential College (RC) has produced greats in a variety of fields, such as NFL football star Dhani Jones ('00); renowned professor of bioethics Pamela Sankar ('74); and actress and Hollywood casting agent Pamela Rack Guest ('72), who helped discover actress Julia Roberts.

No matter who they are or what year they graduated, curiosity and out-of-the-box thinking are the common threads that connect RC graduates. A snapshot of a few RC grads reveals the lessons that are helping them succeed in their careers, sometimes in unexpected ways.

For Tom Robinson ('81), managing director of Manhattan-based I-Grace Company, a high-end residential construction business, the RC provided a foundation for an alternative career. "I didn't set out to be a builder," he says, especially since the typical degree choice for a person in his position would be engineering or construction management. Yet, for

Robinson, his RC courses in art, photography, logic, and philosophy gave him an aesthetic sense for artistry and quality enhanced by a degree in creative writing and literature.

"What helped me the most," he says, "was the RC's interdisciplinary approach, the variety of classes I was able to take in many different areas."

These skills, he says—more than the ability to crunch numbers—are invaluable when working with affluent clients. "It's easier to find someone with an aesthetic sense and train them for the financial side of the job than the other way around," he says. "The RC gave me sophistication," a quality he desires for both himself and his luxurious homes.

It was the dedication of her professors that Emily Hughes ('90) recalls from her time in the RC. Now, as an associate professor of law at Washington University's School of Law in St. Louis, she attempts to emulate their style.

"My RC professors were role models for excellent teaching," she says. "They knew me individually and, because of that, they understood my strengths and weaknesses, and thus they knew what I needed to work on, often before I knew myself. Part of this was because of the small class sizes, but I think more of it was because of their devotion to teaching."

Hughes tries to show that same devotion in her own classroom.

"Even in my larger classes, I try to find ways to make the class feel smaller and to empower students to take charge of their learning, rather than passively receiving a lecture or defensively being drilled," she says.

She also incorporates RC values and pedagogies

### RC SNAPSHOTS

(Top) An RC graduation procession.

(Bottom) RC students receive drawing instruction.





in her lesson plans. “Social justice as a part of education is a value that the RC instilled in me, and now that I’m teaching my own classes, when I construct a syllabus or think about how to approach a subject, I consider how social justice helps me view the subject in a new or different way.”

After his time in the RC, Matt McDermott (’93) finds he also looks at things in new ways. “The RC helped spur my imagination early on,” he says. Now, as a professional metropolitan community organizer in Chicago, visions are crucial. “In organizing we say, ‘if you can’t imagine it, you can’t organize it.’”

So what is it about the RC that still helps him today?

“The RC is, very simply, a strong community where people go to know each other well and support each other, and it treats the politics and controversies of the day as an opportunity for discussion and learning. Both of these are also important elements of good organizing—building strong relationships and learning from the work you do through evaluation and critical thinking.”

*Freelance writer Nancy Davis contributed to this story.*

## 40th Anniversary Events

From October 18–21, 2007, the RC will celebrate its 40th anniversary by inviting its eclectic mix of graduates back to East Quad.

Everyone with a connection to the RC—alumni, current students, parents, staff, and faculty past and present—is invited to join the RC40 festivities. “Anyone who feels a connection to the RC in any way is encouraged to participate,” says Craig Regester, RC Alumni Coordinator.

The RC40 agenda will be packed with all things RC including:

- Open-mic sessions for music, poetry, politics;
- A panel discussion on the state of the RC and liberal arts education in the 21st century that will include LSA Dean Terrence J. McDonald;
- An interactive and participatory RC Art Gallery exhibit;
- An alumni showcase;
- Food and dancing at a gala celebration party.

For more information call the RC at 734-647-9960 or visit their website: [www.rc.lsa.umich.edu](http://www.rc.lsa.umich.edu).



**Don Cameron**  
CLASSICS

**Homer Neal**  
PHYSICS

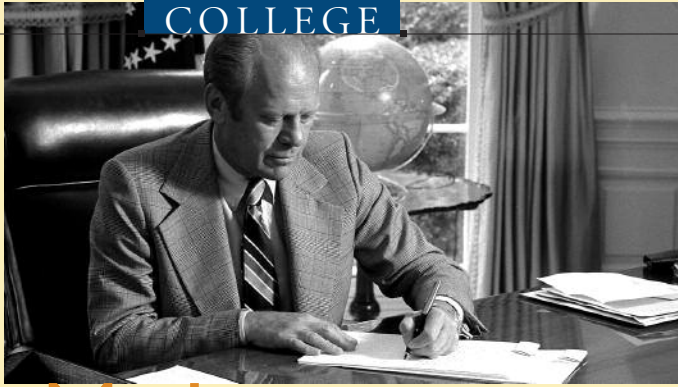
**Rebecca Scott**  
HISTORY

# Take your seat among the legends and be a part of Michigan history forever.



Make a gift of \$1,000 to the LSA Fund and receive an assigned seat, a deed of sponsorship, recognition on the Donor Wall, and a timeless legacy.

Contact the LSA Fund office at 734.615.6630 for more information on how you can become an Angell Hall seat sponsor.



# The Michigan President

WITH THE DEATH THIS PAST December of 93-year-old Gerald R. Ford, alumnus and 38th president of the United States, the University of Michigan lost not only a respected statesman but a dedicated supporter, fundraiser, educator, and football fan.

In 1931, Gerald R. Ford ('35) left his hometown of Grand Rapids, Michigan, and arrived in Ann Arbor with \$200 in his pocket—a \$100 scholarship for UM tuition and \$100 worth of wages. To continue to pay his college expenses, Ford held various part-time jobs including one at the university hospital where he waited on tables for medical interns and cleaned the nurses' cafeteria.

While a student at UM, Ford spent a lot of time at the Big House. He played center as the football team enjoyed consecutive, undefeated national championship seasons in 1932 and 1933. Ford was voted the Wolverines' most valuable player in 1934. He also played in a college all-star game in January 1935 for the benefit of the Shrine Crippled Children's Hospital. His jersey, number 48, was retired in 1994.

Ford graduated from the College of LSA in 1935 with degrees in economics and political science. He received contract offers from both the Detroit Lions and the Green Bay Packers but declined to play in the National Football League, deciding to pursue a degree in law instead. To pay for law school at Yale University, Ford took a job there as the boxing coach and assistant varsity football coach. He did attend UM's law school for one summer, before graduating from Yale.

After his illustrious political career, including 25 years as a Michigan congressman and nearly three years as president, Ford came back to Ann Arbor and taught several political science courses as a visiting LSA professor. Even after his death, Ford's name lives on in Ann Arbor. The Gerald R. Ford Presidential Library was established in 1981, and in 1999, UM's Institute of Public Administration was renamed the Gerald R. Ford School of Public Policy.

UM President Mary Sue Coleman says that not only was Ford an ardent Michigan football fan, "he was equally passionate about interacting with students on issues of public policy and world affairs. He could hold a group of young people with rapt attention about his discussions with legendary world leaders."

Continuing his legacy at UM was important to Ford. "There may be no greater honor than to have a school bear your name," he said in a prepared statement at the dedication of the Ford School's Weill Hall. "Such recognition means all the more when it comes from an institution that you love, and when it is dedicated—not to me personally—but to the cause of public service to which I have devoted most of my life."

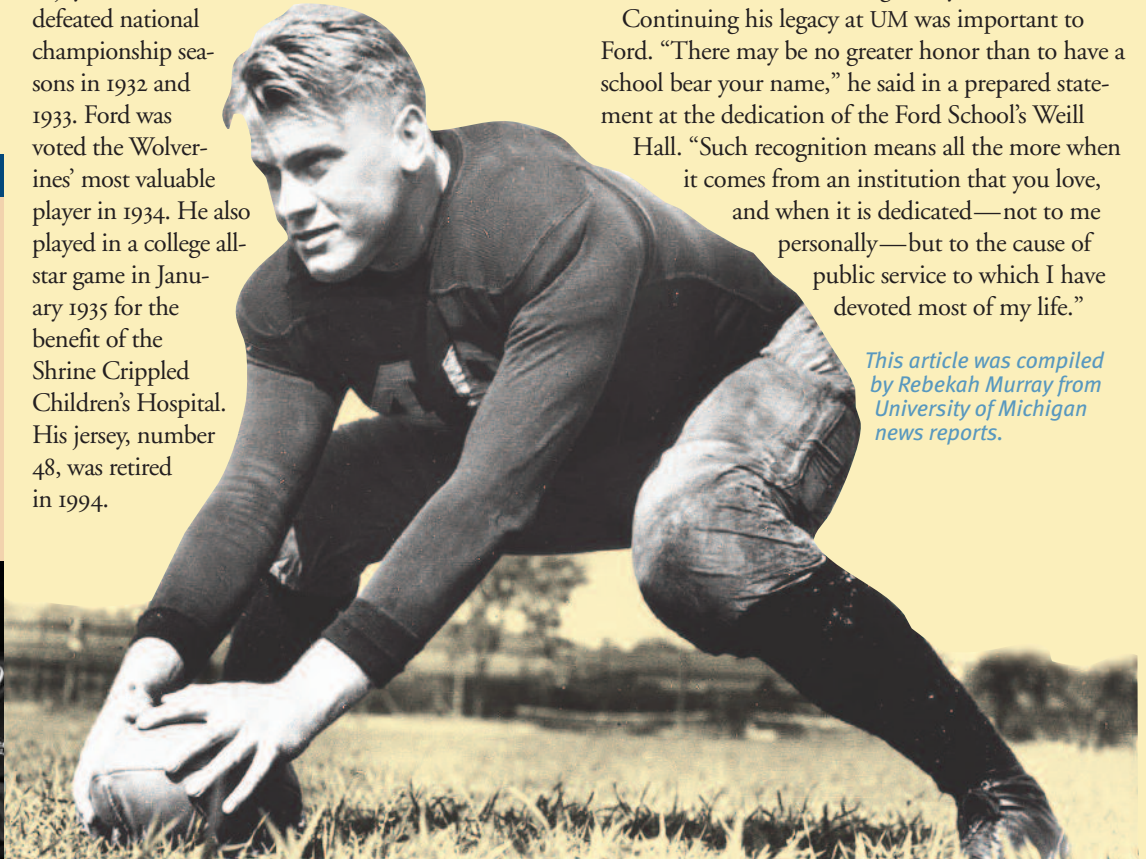
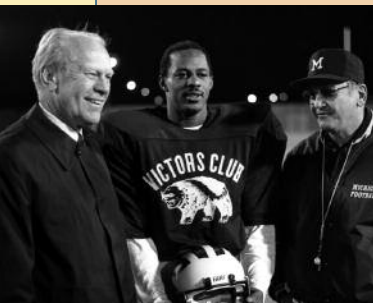
*This article was compiled by Rebekah Murray from University of Michigan news reports.*

## IN FOND REMEMBRANCE

(Top) President Ford in the Oval Office, September 8, 1974.

(Bottom left) Former President Ford visits the University of Michigan football team and its coach, Bo Schembechler, November 11, 1982.

(Bottom right) Gerald Ford on the football field at the University of Michigan, 1933.





### North Quad Designs Approved

UM's Board of Regents recently approved the schematic design of the North Quad living/learning complex, presented by the architectural team of Robert A.M. Stern Architects and Einhorn Yaffee Prescott.

The first residence hall to be built in more than 40 years, the North Quad residence tower will face Huron Street and the Rackham green, with suite-style rooms for 460 students. North Quad's academic tower will house LSA's Department of Screen Arts and Cultures and Department of Communication Studies, along with the School of Information. LSA's Language Resource Center and Sweetland Writing Center, along with three TV studios, a cyber café, media-intensive classrooms, and exhibit space, will be housed in space that is common to both the academic and residence towers.

Pre-construction demolition activities have already commenced, with construction expected to begin on the \$175 million, 360,000-square-foot project this summer. Completion is scheduled for the summer of 2010.



### Wireless in LSA

Dean Terrence J. McDonald has launched a \$1.5 million expansion of LSA's wireless network to bring wireless ethernet to all classrooms, departments, laboratories, and faculty offices in the College within two years. Wireless networks are currently available in about 20 percent of LSA. Expanding UM's wireless network throughout LSA will enable students, faculty, and staff to use their laptop computers and other mobile devices to connect to the network without having to search for limited cable connections.



### The Elephant Family Tree

A new fossil of a pig-sized tusked creature was found by an international team that included LSA's William J. Sanders, an assistant research scientist in the Museum of Paleontology. This animal represents a missing link between the oldest known relatives of elephants and the more recent group from which modern elephants descended, Sanders says.

### Serving the Community

LSA students have historically been active in the community and, today, student community participation rates are extraordinarily high, says Jeff Howard, an associate director for service learning at the University of Michigan Ginsberg Center. A recent survey of current participation levels concluded that more than half of all UM students are involved in the community on a regular basis. Through service-learning classes, student organization projects, work-study jobs, and individually arranged efforts, more than 140 student organizations are involved in community service, Howard says, and more than 300 course sections involve students in the community.

### LSA Alumna Named 2007 Marshall Scholar

Lyric Ingrid Chen ('06), a graduate with a bachelor's degree in political science and economics, has won a prestigious Marshall Scholarship to study comparative politics at Oxford University. The California-born Chen, who was also a finalist in the Rhodes Scholarship competition, says she plans a three-pronged career combining academic research with legal aid practice and policy to help change the conditions impeding justice for the citizens of China. Following her year at Oxford, she plans to return to the United States to attend law school.

### Community Programs on Commercial TV?

Locally owned commercial television stations too often leave the majority of the community programming to the public television stations, a new study says. The finding is contrary to the notion that local station owners are more likely than large network-owned operations to broadcast informational programming, such as local public affairs, says Michael Yan, an assistant professor of communication studies and the study's lead author.



# WHAT TIME IS IT ANYWAY?

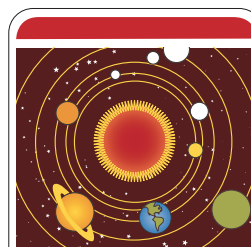
Five LSA researchers discuss the challenges and pleasures of working with, grappling with, and trying to measure **TIME**.



One blink of the eye =  
.33 seconds



Age of the Earth =  
 $2 \times 10^{17}$  seconds



Age of the universe =  
3 to  $4.5 \times 10^{17}$  seconds

(Opposite page) © Dave Teel/Corbis; (this page) illustrations by Patricia Claydon

by Karl Leif **BATES**

# PHYSICS

**W**E ARE FIXATED ON THE FOURTH DIMENSION, cluttering our everyday conversation with references to it; obsessively measuring, counting, and checking it; and all the while mourning its loss. But we never really seem to understand time.

We sense it having variable speeds. It can even be said to stand still during a car crash or other sudden trauma. Whether measured objectively by a small chamber of excited Cesium-133 gas aboard a satellite, or a quartz crystal oscillating quietly on your wrist, time does indeed march on.

Unlike the three dimensions of space, time really isn't subject to shrinking or warping—though it does slow a tad if you find yourself in the exceptional circumstances of traveling at 99 percent of the speed of light or tumbling into a black hole.

The constancy of the time dimension also makes it a bedrock variable that ties together almost all scientific pursuits and academic disciplines. Part of what defines researchers in the academy, in fact, is how they view time.

## + Femtoseconds (Biophysics)

You may think your life is moving fast, but you have no idea. When biophysicist Jennifer Ogilvie uses the word “eventually,” she’s talking about mere thousandths of a second.

“Many of us think of biology as a long time

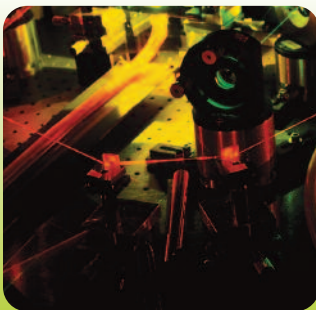
scale,” as in the millions of years in evolution, says Ogilvie, an assistant professor in the Department of Physics and an assistant research scientist in UM’s Biophysics Research Division. However, many crucial chemical transactions that sustain life begin in quadrillionths of a second. (That’s  $10^{-15}$  or 0.000000000000001 second, called a femtosecond.)

Ogilvie can actually see this trillionth of the blink of an eye, using finely tuned lasers that are pulsed to work like a strobe light. One of her photo subjects is a protein called rhodopsin that catches a photon of light in 200 femtoseconds in the weird, rubbery world of molecular inner space at the back of your eye. Rhodopsin makes the catch by twisting gently, starting the cascade of signals that lead to vision in your brain.

“Fast means efficient,” Ogilvie says. In a bacterium that is catching light for photosynthesis, the heat and vibration created by the photon’s impact can radiate away in a billionth of a second and be lost, she says. So, the photosynthetic complex has to catch the photon, harvest its energy by converting it to something else, and then store it—in hundredths of trillionths of a second.

“We take sort of a movie of these things,” she says during a tour of her Randall Building lab. Each heavy steel table top is crammed with a Rube Goldberg maze of mirrors and prisms to tweak the laser beam this way and that before delivering it to the target

femtoseconds



### Biophysics

A femtosecond is all the time it takes for certain molecules to perform vital functions. In order to see these functions, scientists use lasers, which pulse light and can produce a series of snapshots that, once strung together, show the reaction in progress.

femtoseconds

days

### Psychology

The term circadian comes from the Latin *circa*, or “around,” and *dies*, or “day.” A circadian cycle was initially discovered in the 1700s by the French scientist Jean-Jacques d’Ortous de Mairan, who studied the movement of plant leaves.

# HISTORY

molecule. “The ‘shutter speed’ determines what you can see,” she says, just like photographing sports.

## + Days (Psychology)

Circadian rhythm. Whether you know its proper name or not, you know just how fundamental this day-night cycle is—and feel it acutely—when you travel a half day west or east.

At the middle of the human brain, parked just above the spot where the optic nerves cross, there’s a pea-sized area that keeps track of one’s biological time. This little collection of cells, the suprachiasmatic nucleus (SCN), delivers a daily set of signals, via nerves and bloodstream, indicating it’s time to be wakeful, or time to be sleepy. “It’s the SCN’s fault when you wake up five minutes before the alarm,” says Theresa Lee, Chair of the Undergraduate Psychology Program in LSA and a researcher of the circadian rhythms that mark time in our bodies.

The SCN can’t keep time entirely on its own. It takes its cues from light. “The clever thing is that in every living organism there are cells that do this,” Lee says. Iguanas actually have a skin-covered hole at the top of their skulls to let daylight shine directly into their brains. “In any multicellular organism, you have this business going on,” Lee says. “It’s very deep-seated and ancient.”

Circadian rhythms are so fundamental to our well-being that messing with them harms your health. Night workers, like nurses and cops, tend to

have suppressed immune systems and more heart troubles. To succeed, they must carefully control their exposure to real daylight to stay healthy and in sync, but even then they suffer. Nocturnal hamsters have the opposite problem. “They’ll starve themselves to death rather than work during the day,” says Lee, who has studied the circadian rhythms of several rodent species. Humans may not starve on the night shift, but they will make stupid mistakes. The Exxon Valdez oil spill and the nuclear accidents at Three Mile Island and Chernobyl all happened between 2:00 A.M. and 5:00 A.M., Lee notes. But that’s just the brain. There are clocks just about everywhere else in the body too; the SCN is only the boss.

The circadian rhythm requires the daily light cue to stay adjusted to the changing length of days throughout the year, Lee says. But even without cues, the system is so firmly established that a laboratory rodent or a human deprived of all sense of the day-night cycle still has a circadian rhythm of wakefulness and sleepiness, Lee says. Without the daily calibration, however, the cycle slowly drifts away from a 24-hour day.

## + Centuries and Millennia (History)

“Time is a container, and history is what it contains,” says Thomas Trautmann, a professor of history. Yes,



days

centuries



### History

The study of history used to stretch back to the dawn of man when man’s beginning was believed to be 6,000 years ago. These days, scientists mark the dawn of man in millions of years, not thousands, so historical studies now focus almost exclusively on written history.

centuries

# GEOLOGY

“The bottom dropped out of history, and its beginnings disappeared into an abyss of time.”

but how big a container are we talking about? Indian history contains many cycles at 4.3 million years each. Literal interpretations of the Bible set the dawn of man at just about 6,000 years ago. It seems that one's perception of history can be almost as subjective as the perception of time itself.

“People have broken their heads trying to explain time for many, many years,” Trautmann says. “Discussions of time in theoretical physics and philosophy have become so complex that it's sometimes hard for ordinary people to understand them.”

Trautmann marks a distinct event when everything changed for Western history. After many generations of intellectual acrobatics attempting to make other cultures' time histories somehow fit with the Biblical timeline, the whole exercise fell apart in the 1860s, Trautmann says.

When explorers carefully broke through the stalagmite floor of the Brixham Cave in England and found human remains and primitive tools mingled with the remains of animals long-extinct, “the bottom dropped out of history, and its beginnings disappeared into an abyss of time,” Trautmann says. This was happening just as Earth scientists were finding Biblical time un-

tenable and Charles Darwin had published *The Origin of Species* to explain biological diversity. Humankind suddenly had a new historical reckoning to deal with, which folks are still arguing about in the United States.

This awakening to a new scale of time also changed the organization of the university, Trautmann notes. The history department began to focus on written history, whereas anthropology entered into deeper human “pre-history,” and the cosmologists ventured off into time that was almost unimaginable. “Time scale means everything,” Trautmann observes. “Changing the scale of time affects what you study.”

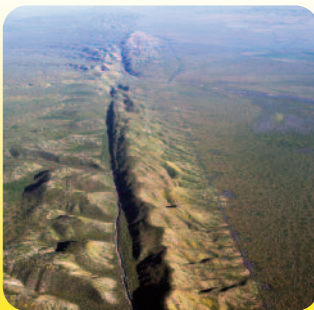
## + Millions of Years (Geology)

To the Earth, which celebrates its 4,500,000,000th birthday this year (give or take), your lifetime is mere nanotime.

“We measure time in a very self-centered way,” by hours, weeks, and years, says Ben van der Pluijm, a professor of geology and the environment, and Director of UM's Global Change Program. The century, a good human lifespan, seems like a pretty reasonable benchmark to us.

But if you can get past the human conceit and try to embrace geologic time, the world takes on an entirely different appearance, van der Pluijm says. “Earth behaves like a liquid over geologic time—al-

millions of years



### Geology

The San Andreas Fault bisecting the Carrizo Plain in San Luis Obispo County, California, is a strong visual of plate tectonics. The difference in terrain on either side of the fault line is a result of the fault's lateral movement through the millennia.

millions of years

billions of years

### Astrophysics

Scientists recently located the most distant known galaxy in the universe, an estimated 13 billion light-years away. Researchers said the discovery of the galaxy was akin to finding evidence of our own galaxy's ancestors on the evolutionary tree of the universe.





## ASTRO

beit a very sticky and slow-moving liquid.” Sure, it feels plenty hard if you fall off a ladder, but over the span of what we call geologic time—millions of trips around the sun—the Earth is flowing and wobbling, its surface rising and falling, its rocks melting and thrusting. The impressions left in this gelatinous ball by heavy glaciers just 10,000 years ago are still apparent.

Let’s say you spun the globe much too fast, like a kid in the library. H.G. Wells imagined what it would look like in *The Time Machine* (1895):

*(T)he sky took on a wonderful deepness of blue, a splendid luminous colour like that of early twilight; the jerking sun became a streak of fire, a brilliant arch, in space; the moon a fainter fluctuating band; and I could see nothing of the stars, save now and then a brighter circle flickering in the blue....*

*Presently I noted that the sun belt swayed up and down, from solstice to solstice. Minute by minute the white snow flashed across the world, and vanished, and was followed by the bright, brief green of spring....*

*The whole surface of the Earth seemed changed—melting and flowing under my eyes.*

Seen in fast-forward or rewind, the Earth is a very violent, dynamic place, says van der Pluijm. The continents beneath our feet are in constant motion, creeping at about the same pace that your finger-

nails grow—centimeters per year. So to create something as wide as the Pacific Ocean at this pace it takes time—lots and lots and lots of time.

So strange is this perception of time for humans, that it even took geologists 50 or 60 years to accept the notion of plate tectonics: the shifting, crashing, rising, and sinking of huge parts of the Earth’s surface. “Geologists perceive change the same way as other people,” van der Pluijm says. “They just couldn’t get their minds around the enormous effect of slow but persistent change.” In the historically focused science of geology, “there’s never a rush,” van der Pluijm adds. “We usually have a few million years to study something.”

## + Billions of Years (Astrophysics)

“The beginning of time was  $10^{-43}$  seconds after zero,” Fred Adams says, using up three more precious seconds to say so.

That was about 13.7 billion years ago. “Still, we’re much closer to the Big Bang than we are to the... whatever.” That whatever—the end of the universe—is, by Adams’ calculations, a googol of years away:  $10^{100}$  years, not yet cause for alarm.

For Adams, a professor of physics and theoretical astrophysicist, units of time with all these zeros are just another important ingredient in the rich stew of numbers used to describe the universe. This is a guy who measures a parsec (a little under 19 quadrillion miles) in centimeters.

The perception of time “gets in the way of our careers and everything, just like everyone else,” Adams says. “But time isn’t in play in physics equations.”

It does become a bit abstract, though, he acknowledges. “The further you go away from the physics of everyday experience, the harder it becomes to do experiments and know what’s going on,” Adams concedes. “We know the sun will come up tomorrow, but we’re a little less certain about it becoming a red giant.

“A million years is a pretty short time for a dinosaur guy,” Adams says. “But if you’re a hominid guy, the difference between a million years old and a half-million is pretty big.” As for history, “a million years is beyond history.” ■

*Karl Leif Bates is a writer specializing in science communications.*

## TAKE A FEW MILLION NANOSECONDS FOR THESE TIME NUGGETS

### GLACIAL PACE

14 kilometers per year, max

### LIGHT YEAR

9.5 trillion kilometers

### OLD AS DIRT

4.5 billion years

### NEW YORK MINUTE

950 million nanoseconds

### TEA TIME

5:00 P.M.

### TEE TIME

8:30 A.M.

### THE BLINK OF AN EYE

.33 seconds

### AN ENTIRE SEASON OF FOX’S TV SHOW *24*

Less than 17 hours

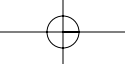
### A LONG TIME AGO IN A GALAXY FAR, FAR AWAY



billions of years

(Left) © Tom Bean/Corbis; (right) © NASA/STScI/CNP/Corbis

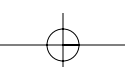




(Opposite page) Illustration by Patricia Claydon

You can't change the fates. But in literature, folklore, movies, and more, humans have used "time narratives" as a way to explore what might be, what might have been, what never will be, and what never was.

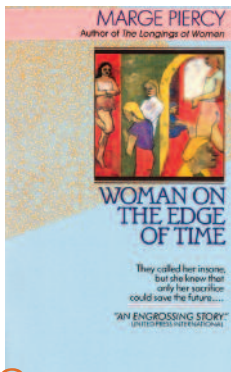
# FANTASIES OF TIME



# mythic

**W**HEN H.G. WELLS WROTE OF A MAN climbing into his time machine—first in a newspaper serial in 1888 and then in the 1895 novel suitably titled *The Time Machine*—Wells had invented a marvelous device to tell a powerful social parable. Since then, the time machine’s mechanical and rhetorical power has been harnessed countless times to great effect in high-brow and low-brow narratives, from the best fiction of Robert Heinlein to *Bill and Ted’s Excellent Adventure*.

Even though the 11th century Old English poem “The Wanderer” tells readers, “wyrð bið ful araed,” or “fate is fully fixed,” humans continue to resist this notion, shaping and twisting the line of time in narrative tales that take eight basic forms.



## + The Dream or Vision

Protagonists in this type of time fantasy might choose their own fate with the help of a divine ally who grants them the power to see through time in a dream. In the Bible, Joseph has futuristic dreams and interprets the dreams of others, eventually the Pharaoh’s, to foretell famine. Joseph’s power saves lives and helps his career. Charles Dickens employs a dream-travel sequence abetted by frightening spirits in *A Christmas Carol* to show old Scrooge how he might change his own fate by mending his mean ways—before it’s too late.

## + The Long Sleep

A long sleep that allows one to merely skip a part of the timeline is more personal accident than divine intervention, but it too affords a glimpse of a fictional future. Rip Van Winkle’s generational snooze allows irony and commentary, as does *Looking Backward*, by Edward Bellamy, an 1888 utopian novel depicting Boston in the year 2000. Bellamy’s vision, enabled by temporal displacement, was so powerful as to inspire hundreds of “Bellamy Clubs” throughout the United States to pursue his critique of capitalism.

The manipulation of time, as in these three novels, allows the authors to explore a world different from their own.

## + The Time Machine

H.G. Wells and many other contemplators of time travel warn that fate is not only fixed but potentially fearsome. As Wells used the time machine to explore how social classes pampered by privilege or tortured by servitude might evolve differently, he also showed how people of different ages respond very differently in the face of fate. Wells’ Very Young Man immediately sees the promise of learning directly from Homer and Plato, or collecting a killing on today’s investments hereafter. Wells’ older, more established men, a doctor and a psychologist, quickly dismiss these notions as not worth pursuing. The plot also offers a vision of a desolate beach in the furthest future that undercuts the utility of any human intervention.

## + Alternate Histories

Narratives using this manipulation of time show us not only how we could improve, but also what a slim chance it was that we arrived where we are. In the novel *The Man in the High Castle*, Philip K. Dick explores a world in which the Axis won World War II. In that world, a man named Mr. Abendsen (literally “son of twilight,” or “a dreamer”) writes a book in which the Allies win World War II, integrate the military, and instigate the decay of racism in the United States. Published in 1962 during the throes of America’s Civil Rights Movement, Dick uses this distorted mirror-within-a-mirror to show us how differently things might have turned out, had we learned from the recent past and seized the opportunities before us.

## + Branching Time

Try as humans will to change fate, they inevitably follow the best path they can. In classic Greek drama, the Delphic Oracle predicts that Oedipus will kill his own father. Despite Oedipus’ best efforts to avoid such a fate, that’s precisely what happens, literally at a crossroads, in a mythic moment of road rage. In the novel *Woman on the Edge of Time* by Marge Piercy (’57), readers view two alternative futures, one utopian, one dystopian, through the eyes of Connie Ramos, a woman we know to be mentally

# machine



## Sci-fi Quiz

TEST YOUR SCI-FI PROWESS WITH THESE SHORT QUESTIONS. ANSWERS ARE PRINTED AT THE BOTTOM.

- On *The Jetsons*, the 1962–1963 animated television series, what was the name of the family dog?
- In the 1985 film *Back to the Future*, Marty McFly, played by Michael J. Fox, uses a car to travel back and forth in time. What kind of car is it?
- Orson Welles' radio adaptation of H.G. Wells' classic novel *The War of the Worlds* frightened many listeners into believing an actual Martian invasion was in progress. On what date did the broadcast take place?
- What 1959–1964 CBS TV series was the first successful science fiction series intended primarily for an adult audience?
- What Michigan-born actress played the role of Mindy McConnell in the sitcom *Mork and Mindy*?

Astro

A De Lorean, specifically the De Lorean DMC-12

October 30, 1938

*The Twilight Zone*

Pam Dawber

ill. Whether it's a mirage or not, Connie decides to fight for the future she believes in, knowing she'll probably fail.

### + Rate Control

The moral in this type of story is that you can't deform physical nature and expect human nature to thrive. Joe Haldeman's book *The Forever War* is a Vietnam War parable in which time-traveling soldiers can protect us, but can never be one of us. The recent movie *Click* carries a similar warning about exercising God-like power over time. Interestingly, Adam Sandler's "rewind" button on the universal time remote doesn't allow one to change the past, only to revisit it.

### + Repetition

For good or ill, humans always seem to hope for second chances in time. And it's a myriad of second chances—or living the same day repeatedly as a special kind of purgatory—that allows TV weatherman Phil Connors (Bill Murray) in the movie *Groundhog Day* to outgrow his narcissistic disdain for everyone and everything. The repetition compulsion is broken only after Phil learns to appreciate, and even to love, his fellow humans. In the book *Replay* by Ken Grimwood, the protagonist dies in 1988 only to awaken in 1963 as a teenager,

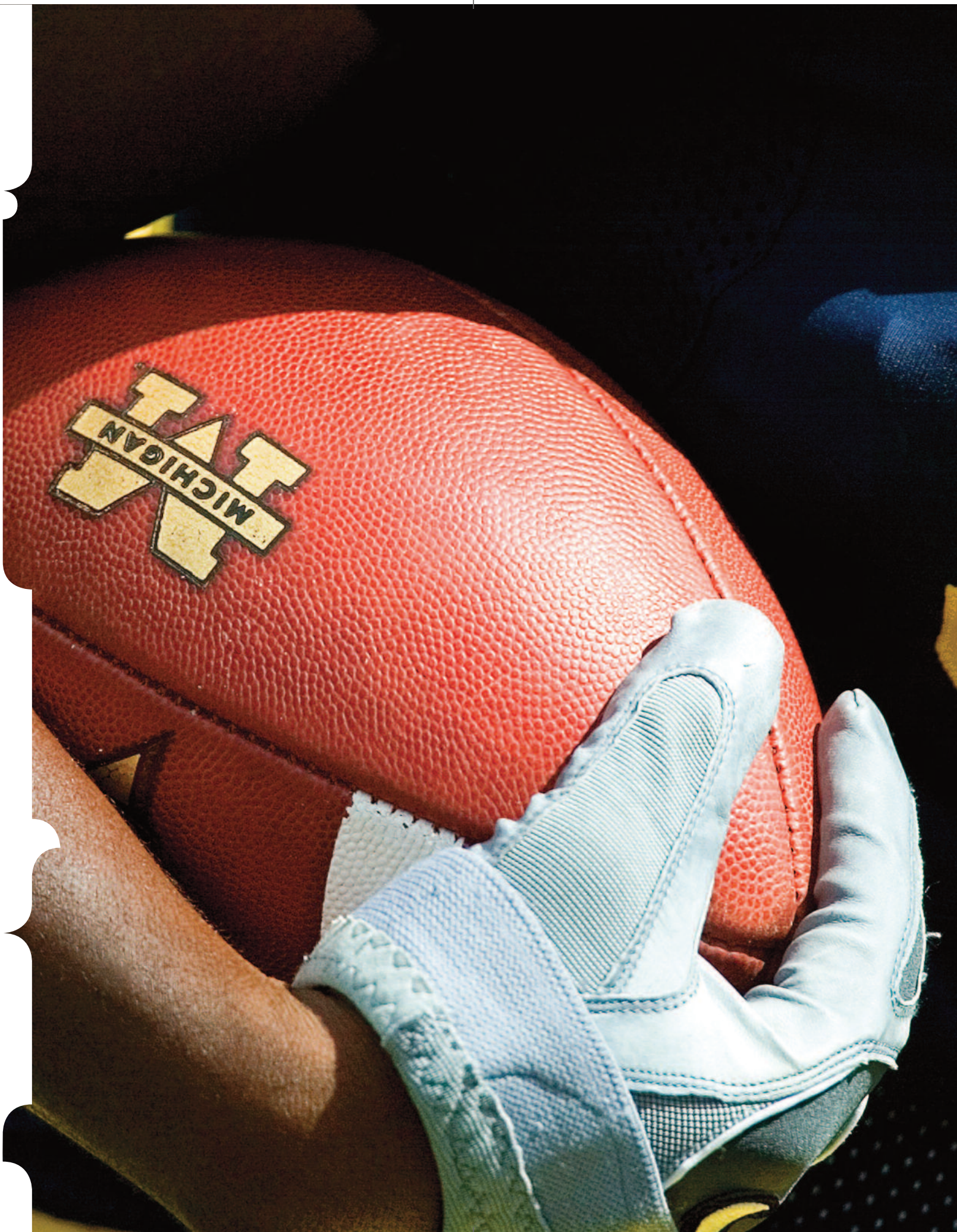
but with his future memories intact. Cycling through ever-shortening post-mortem reprieves, he tries to make his life work well, but his ultimate vision of success eludes realization.

### + Mythic Time

In mythic time, everything fits, nothing decays, all promises remain fresh. Time is no longer linear; truth is eternal. From prehistory to the present, the greatest fantasy of time is for time to supercede itself. The brothers Grimm set fairy tales "in the old days, when it was worth wishing for something." The village of Brigadoon, in the musical of the same name, disappears for a century at a time, only reappearing for one day, to prevent time from altering it. But if anyone steps outside the fantasy, it is ruined. The ultimate enlightenment and peace of Buddhist Nirvana has no time. Like all temporal tinkering, and like Shakespeare's *A Midsummer Night's Dream*, mythic time responds to those who "mortals be." 📖

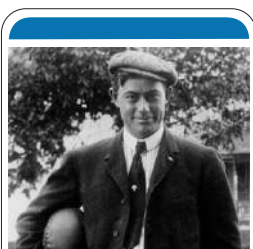
*Eric S. Rabkin is an Arthur F. Thurnau Professor and Professor of English Language and Literature.*

“H.G. Wells and many other observers of time travel warn that fate is not only fixed but potentially fearsome.”



PIGSKIN  
 Fielding Yost. Fritz  
 Crisler. Bo Schembechler. They are  
 University of Michigan football greats, but their  
 legacies extend beyond the college arena: All  
 three men changed the very way the  
 game was played.  
 PIONEERS

(Opposite page): Scott R. Galvin, UM Photo Services  
(this page) courtesy of the Bentley Historical Library



**Fielding Yost**  
1871–1946



**Fritz Crisler**  
1899–1982



**Bo Schembechler**  
1929–2006

by John U. BACON

# Yost

## + Fielding Yost: The First Big Man on Campus

WHEN SOMEONE ASKED FAMED SPORTSWRITER Ring Lardner if he'd ever had the opportunity to talk with Fielding Yost, Michigan's pioneering football coach and athletic director, Lardner replied, "No, my mother taught me never to interrupt."

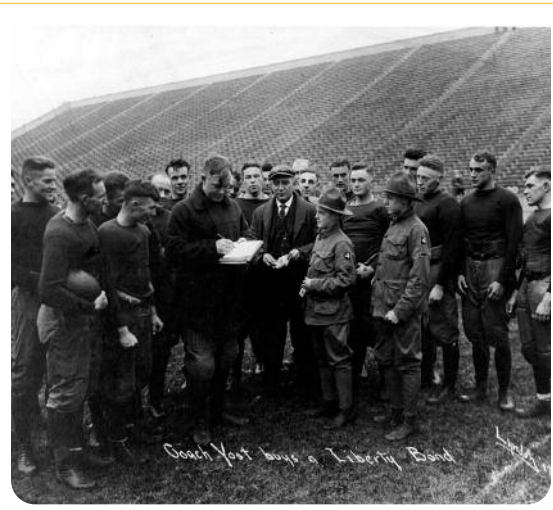
Yost's ego was almost superhuman, but so was his charm. His ambition was grand, but so was his vision. Yost's most prominent quality, however, had no counter force: his love for "Meeshegan," as he pronounced it, and all it could be.

Yost earned a law degree and ran four highly profitable businesses, all while coaching at Oberlin, Kansas, Nebraska, and Stanford "on the side." Yost's roaming ended in 1901, when Michigan made him an offer he could not refuse: \$2,300, a professor's salary, which made him the nation's first professional football coach.

When Yost got off the train in Ann Arbor, he literally ran up the hill to campus (they didn't call him "Hurry Up" for nothing) where he met a reporter and arrogantly predicted, "Michigan isn't going to lose a game." Then he backed it up for 56 straight contests while outscoring opponents 2,821 to 42—records that will never be eclipsed.

Yost invented the position of linebacker, the no-huddle offense, the quick kick, and, yes, the forward pass, which he unveiled against Minnesota in 1910. Michigan's two bombs not only secured the Little Brown Jug, they also transformed the game from a plodding rugby match to an exciting battle of strategy and athleticism, one that spectators could enjoy from the stands—or, decades later, on TV.

While Yost's immodesty ran counter to the norm, he didn't smoke, drink, or swear, and, in the words of his Nebraska boss, "Yost teaches only straight-forward, legitimate football." That was no small compliment in an era that saw 18 players die on college football fields in 1905 alone. The situation was so grave, President Teddy Roosevelt met with college presidents in an attempt to save the



game by creating the National Collegiate Athletic Association (NCAA).

Yost took a renegade sport and made it respectable, even admirable, during its crucial early years. Yost argued that, when properly coached, football developed character in ways the classroom could not. "It is very evident that a dullard can never play football properly," he wrote in his best-selling 1905 book on football. "These same rules, properly carried out, bring success in after life." Although it's now a hoary cliché, when Yost first wrote that, it was a novel idea that helped football survive its critics.

As Michigan's athletic director from 1921 to 1941, Yost transformed the college game from a glorified intramural circuit into a well-run public spectacle, the country's greatest attraction. Perhaps most importantly, he built a foundation for Michigan athletics with such foresight it remains intact today, inspiring countless universities to follow suit.

"We've got the first field house ever built on a campus," said Don Canham, who served as Michigan's athletic director from 1968 to 1988. "We've got the first intramural building. We've got the largest stadium in the country. That was no accident. That was Fielding Yost."

## + Fritz Crisler: Three Little Words

Fritz Crisler finished what Fielding Yost started: football's power shift from East to West and from private to public universities.

Crisler played and coached at the University of Chicago—which he attended on an academic scholarship—for Amos Alonzo Stagg. In describing his favorite player, Stagg said, "Balance, judgment, dependability, and loyalty are his predominant characteristics. In my talks to young people, I have often used him as an illustration of these qualities well-supported by eloquent mental gifts."

(Top) Fielding Yost, surrounded by his UM football players, buys a Liberty Bond in 1917.

(Bottom) Tom Harmon and Fritz Crisler holding a UM jersey in 1940.





# crisler

After a successful stint as Minnesota's head coach, Crisler accepted Princeton's invitation to coach its team in 1932, making Crisler the first non-alumnus to lead one of the "Big Three"—which also included Harvard and Yale. "To be perfectly honest," he said, "I was flattered as hell that Princeton came after me, a corn-fed yokel. What really clinched the decision for me, though, was the obvious fact that all business, publicity, and prestige faced east in the early 1930s."

Six years after arriving in Princeton, however, Crisler decided the game's epicenter had moved

westward, so he moved with it. "Michigan presents such a far-reaching opportunity," he wrote to Princeton, "that it was difficult for me to do anything but accept." When Crisler arrived in Ann Arbor in 1938, his alma mater, Chicago, was just a year away from dropping football altogether. A decade later, the Maroons' spot in the league would be filled by Michigan State. By mid-century, therefore, the shift from eastern private schools to mid-western state schools was complete.

Crisler's work was not done, however. They say necessity is the mother of invention, and sometimes



## Seconds on the Clock

WHEN IT'S DOWN TO THE WIRE IN A UM FOOTBALL GAME, SECONDS MATTER. HERE ARE A FEW OF THE GAMES AT WHICH UM FOOTBALL FANS HELD THEIR BREATH COLLECTIVELY, PRAYING FOR A WOLVERINE VICTORY THAT WOULD DEFY THE ODDS.

### Just Under Two Minutes: **UM vs. the University of Chicago**

**NOVEMBER 24, 1898**  
UM trailed Chicago 11–5, with the conference title on the line and less than two minutes left on the clock, when unheralded substitute Charles Widman took a hand-off and dashed 65 yards to the endzone. The extra point gave Michigan the win, the title, and—because musical composer Louis Elbel was among the 1,400 fans at Chicago's Marshall Field—the greatest fight song in college sports: "The Victors."

### Less Than a Minute: **UM vs. Alabama**

**JANUARY 2, 1988**  
In the Hall of Fame Bowl, UM faced fourth down with three yards to go and less than a minute left. With Bo in the hospital, assistant coach Gary Moeller opted for a decidedly "un-Bo-like play": a pass from Demetrius Brown to John Kolesar in the endzone. It worked; UM secured a precious 28–24 bowl victory.

### 15-Second Drives: **UM vs. Michigan State**

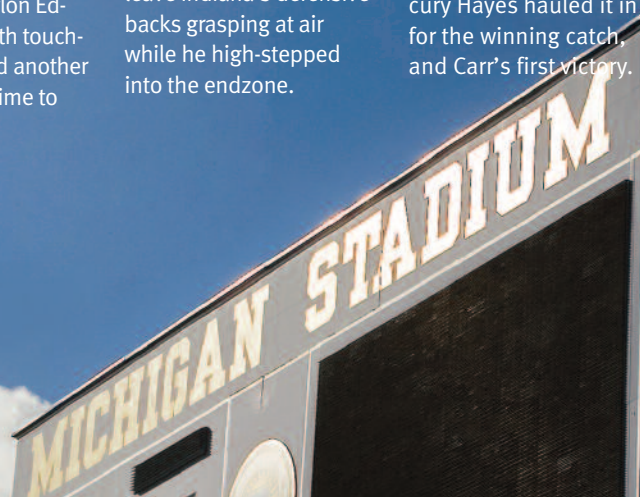
**OCTOBER 30, 2004**  
The game looked over when the 12th-ranked Wolverines trailed the Spartans 27–10 halfway through the fourth quarter. But UM rallied to create arguably the most exciting comeback in Michigan history, scoring a field goal and two lightning-fast touchdown drives to send the game into overtime. UM receiver Braylon Edwards caught both touchdown passes and another in the third overtime to seal the victory.

### Six Seconds: **UM vs. Indiana**

**OCTOBER 27, 1979**  
The 10th-ranked Wolverines were trailing Indiana with the ball on Indiana's 45 yard line and just six seconds left in the game. Quarterback John Wangler faked a hand-off to draw in the Hoosiers' linebackers, then found freshman Anthony Carter cutting across the middle. Carter caught the ball, then made two savage cuts to leave Indiana's defensive backs grasping at air while he high-stepped into the endzone.

### Just One Last Play: **UM vs. Virginia**

**AUGUST 26, 1995**  
Lloyd Carr was named Interim Head Coach just days before this opening game. With UM trailing 17–11 in the fourth quarter with time left for only one last play, it looked like Carr might lose his first game—until Scott Dreisbach tossed a perfect pass to the corner of the endzone, where Mercury Hayes hauled it in for the winning catch, and Carr's first victory.



“From 1969 to 1989, no one won more regular season games than Schembechler, but his greatest contribution to the game occurred off the field.”

it's actually true. In 1945, Crisler's roster had been depleted by the war effort, leaving him with a bunch of callow teenage kids. The problem was, the Wolverines were scheduled to face the top-ranked Army squad, boasting two Heisman Trophy winners, at Yankee Stadium. Knowing his team was facing disaster, Crisler desperately looked for a loop-hole in the rule book, and he found one: Before World War II, players could enter or leave the game only once per quarter, but in 1941, anticipating player shortages, the NCAA ruled players could come and go “at any time.”

“Those three little words changed the game,” Crisler said. He divided his team into “offensive” and “defensive” units, creating the sport's first specialists. Crisler's team narrowly lost to Army, but his strategy caught on fast. Two years later, *Time* magazine featured Michigan's Bob Chappuis on the cover, with a story inside extolling Michigan's platoon system. Crisler completed the creation of the game we know today.

### + Bo Schembechler: By the Book and Out of the Box

When Crisler stepped down as athletic director in 1968, former UM track coach-turned-business millionaire Don Canham confessed, “I think the average Michigan alumnus was saying something to the effect of, ‘Who the hell is this track coach to take Fritz Crisler's place?’”

They soon learned. Canham got the department out of the red, refurbished its crumbling facilities, and started selling out the Stadium, thanks partly to his innovative marketing methods. Canham knew, however, that his success as Michigan's athletic director depended entirely on hiring a great football coach—but when he selected Bo Schembechler in 1969, *The Detroit News* ran the headline, “BO WHO?” Eleven months later, after Schembechler's team dismantled number one-ranked Ohio State, 24–12, in the greatest upset of the decade, everyone knew who Bo was.

From 1969 to 1989, no one won more regular season games than Schembechler, but his greatest contribution to the game occurred off the field. Bo was a by-the-book coach during the sport's most corrupt era, one in which Oklahoma accommodated players who'd been charged with sexual assault, shooting teammates, and selling cocaine; Arizona State looked the other way until its players were busted for widespread steroid use; and the entire Southwest Conference imploded under its own endless scandals. In contrast, Schembechler would send a player home from the Rose Bowl for missing curfew.

Schembechler started each season with a team meeting where he laid out everything the players needed to know to become a true Michigan football player, including this timeless quote from Fielding Yost.

“I ask *no man* to make a *sacrifice*. On the contrary! We ask him to do the *opposite*. To live clean, come clean, think clean. That he stop doing all the things that destroy him physically, mentally, and morally, and begin doing all the things that make him *keener, finer, and more competent*.”

“We used this a thousand times,” Schembechler said. “It says it all. You don't *sacrifice* to play football. When we ask you not to drink, smoke, or carouse—it's not a *sacrifice*, we're just asking you to do what you should be doing anyway.”

As many games as Schembechler won—234 total, finishing fifth on the all-time list, just four behind his mentor Woody Hayes—Bo refused to engage in the kind of sleight-of-hand used by some of his peers. And that—more than Yost's forward pass or Crisler's platoon system—is the most important contribution these Michigan men gave to the game they have dominated for over a century: the principle of values over victory. ■

*John U. Bacon ('86, M.A. '94) is an award-winning sports writer and a lecturer in the Program in American Culture in the College of LSA. He co-authored a forthcoming book, Bo's Lasting Lessons: A Legendary Coach Teaches the Timeless Fundamentals of Leadership, which details the philosophy of Glenn Edward “Bo” Schembechler, and is due out in August 2007 from Warner Books.*

Sources: *Bo's Lasting Lessons*, by Bo Schembechler and John U. Bacon; *A Legacy of Champions*, by John U. Bacon, et al., and numerous interviews with Bo Schembechler and Don Canham.

# Remembering Bo

by John U. Bacon

Sports writer and UM lecturer John Bacon recalls what it was like to befriend UM's great football coach, Bo Schembechler, and how it felt to lose him on November 17, 2006.

ALTHOUGH I KNEW BO HAD CHEATED DEATH FOR YEARS—his cardiologist called him “a miracle”—his unequalled energy fooled me into believing he might live forever. Even as I write this, I'm still a little stunned. He was such a towering figure in Ann Arbor and on the UM campus that his absence is all the more disquieting.

I first interviewed Bo 10 years ago for a book I was writing on Fielding Yost, and followed up a few months later with a large feature on Schembechler in “retirement.”

(Rarely had the word fit so poorly.) Somehow, we hit it off, and a year later he asked if I wanted his papers. I couldn't believe he was serious, but when we pulled the U-Haul up to his storage facility and loaded 16 large boxes filled with his correspondence, his meeting agendas, and his game plans—an inch thick for an Indiana game, and two inches for Ohio State—well, it didn't take a genius to realize he had given me a gold mine.

From those boxes came the idea for our book on leadership, but it took me five years to convince him to do it.

“Bacon, nobody cares what I say, because no one

remembers who I am.”

Bo was a hard man to argue with, even when you knew you were right.

Among many other things, Bo will be remembered for burnishing Michigan's rich tradition of athletic excellence and integrity. One of the first stories he told me took place when he arrived in Ann Arbor in 1969. At the time, the athletic department was struggling to fill 40,000 empty seats, get out of debt, and fix its crumbling facilities.

Even the football program had to scrape. No fancy football buildings back then; the players and coaches got dressed on the second floor of Yost Field House. They sat in rusty folding chairs and hung their clothes on bent bolts in the wall.

Bo's assistants started complaining. “What the hell is this? We had better stuff at Miami,” the university in Ohio where Bo coached previously.

Bo cut that off right away. “No, we didn't,” he said. “See this chair? Fielding Yost sat in this chair. See this spike? Fielding Yost hung his hat on this spike. And you're telling me we had better stuff at Miami? No, men, we didn't. We have tradition here, Michigan tradition, and that's something no one else has!”

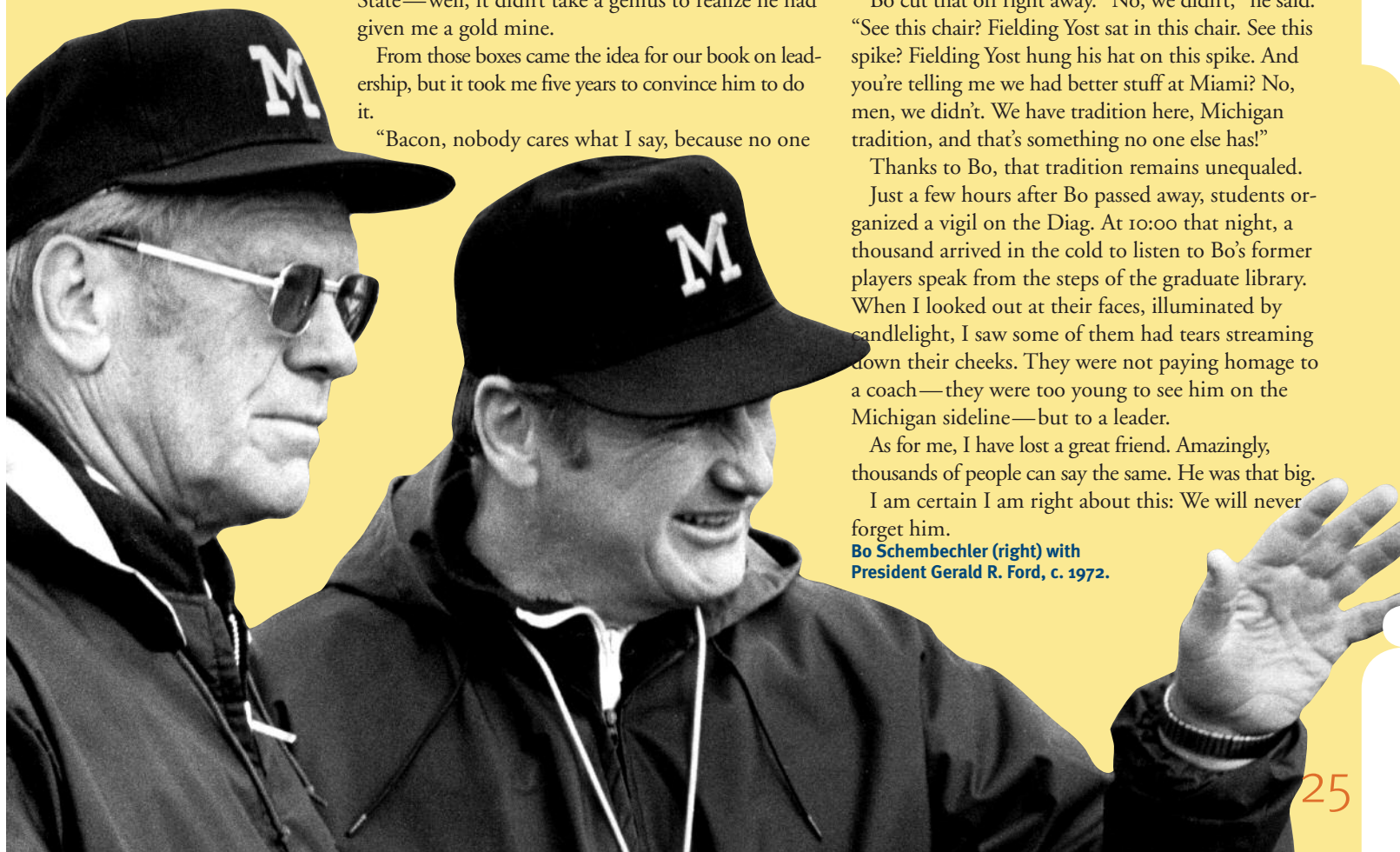
Thanks to Bo, that tradition remains unequalled.

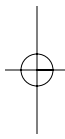
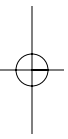
Just a few hours after Bo passed away, students organized a vigil on the Diag. At 10:00 that night, a thousand arrived in the cold to listen to Bo's former players speak from the steps of the graduate library. When I looked out at their faces, illuminated by candlelight, I saw some of them had tears streaming down their cheeks. They were not paying homage to a coach—they were too young to see him on the Michigan sideline—but to a leader.

As for me, I have lost a great friend. Amazingly, thousands of people can say the same. He was that big.

I am certain I am right about this: We will never forget him.

**Bo Schembechler (right) with President Gerald R. Ford, c. 1972.**





# SHRINKING THE FUTURE

Does using technology warp  
your  
sense  
of time?

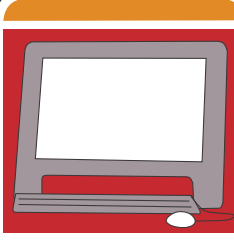
Scott  
Campbell of  
LSA's Department  
of Communication  
Studies has the 411.




(Opposite page and this page) Illustrations by Patricia Claydon



Average time spent per day deleting spam messages:  
2.8 minutes



Average time spent online per day by a U.S. family:  
3.6 hours



Average length of a cell phone conversation:  
3 minutes, 15 seconds

by Scott CAMPBELL

# modern

**M**OBILE PHONES. THE INTERNET. Blackberries. Laptops. Wi-Fi. Such technologies keep people networked, wireless, mobile, and increasingly accessible. They also may be causing people to experience life at “warp speed,” according to scholars who argue the immediacy of information and communication ushers in the future much faster<sup>1</sup>.

But is this a good thing? Is living this way healthy? More and more researchers are investigating this, looking at the crossroads of time and technology. The results of their work are yielding compelling insights into the ways technologies can help as well as hurt us.

## + Can You Hear Me Now?

UM senior Sam Puri will pull out his mobile phone if you ask him what time it is. And he’s among a growing number of people who increasingly rely more on their mobile phone than their watch to coordinate with others. As UM senior Tommy Kuntze explains, “All you have to do is call your friends and say, ‘hey, where are you? Let’s meet at such-and-such location.’ One friend calls another until everyone meets at some place.”

These mobile communication practices depict how use of the technology is “softening” time. This means that the rigidness of time’s restrictions and boundaries lessens in our efforts to coordinate with others.

With cell phone use so widespread, the “softening” of time is happening more and more frequently, and it certainly isn’t limited to college campuses. In a professional setting, for example, two colleagues might schedule a 2:00 P.M. meeting. Then one of them calls to say she is running late, which softens the meeting time to around 2:00ish. Often there is no “late” and no meeting time whatsoever, because the same colleague might simply call when he or she is half an hour away.

Richard Ling in LSA’s Department of Communication Studies characterizes this phenomenon as micro-coordination.

“Micro-coordination and the softening of time is a double-edged sword,” Ling says. “On the one hand, technology is giving you the freedom to accomplish things whenever you want, wherever you want. But the faster humans get things done, the more they’re adding to their plates. For example, someone might be able to conduct a meeting while

driving and picking up laundry, but then instead of resting or enjoying the time off, that same person might fill it with more activities—additional work, perhaps, or signing the kids up for piano lessons.”

The mobile phone isn’t the only technology reshaping humans’ sense of time. Any technology that facilitates direct access to communication, information, products, or services has the potential to “compress time.” For example, the technology that enables people to check themselves out at the supermarket ideally reduces lines and “flattens” the entire experience of purchasing one’s groceries and getting out the door. In many areas of life, people accomplish in moments what it used to take hours, weeks, even months, to do—whether it’s shopping, receiving test results, conducting research, or hearing late-breaking news.

Some scholars argue that when technology enables users to experience more things faster, it ushers in the immediate future and causes people to live at a much faster pace. Simply put, people want what they want, when they want it. And they are increasingly able to get it, too.

## + Give It to Me Yesterday

When technology’s use causes the future to become an immediate entity, some researchers argue that humans run the risk of caring less about tradition, less about the distant future, and more about instant gratification. Socially, this raises great concern, because it presents the risk of everything becoming expendable and consumable, with less regard for history as well as the generations to come. Some theorize that an increasingly faster pace of life comes with a hefty price, including degradation of the family, the environment, and personal well-being.

To be sure, technologies create new problems as they solve old ones. Automobiles get people from point A to point B, but greenhouse gases are wrecking the ozone layer; homes are larger and newer, but urban sprawl can deplete a city’s downtown and harm the environment; and mobile phones help keep employees connected at their jobs, but this has been linked to decreased satisfaction with family life<sup>2</sup>.

But all is not lost.

Although it may not always seem like it, technologies do not take on a life of their own. They are

# technology



## Our High-Tech Past

IN THE 1970S AND 1980S, THE FIRST — AND SOME MIGHT SAY, CLUNKY — ITERATIONS OF MANY OF THE TECHNOLOGIES WE USE TODAY CAME TO MARKET. HERE'S A LOOK BACK AT THE GEAR THAT HELPED LAUNCH CELL PHONES, IPODS, PLAY STATIONS, AND MORE.

### PERSONAL COMPUTERS

Apple came out with the first personal computer in 1976. IBM followed in 1982 with the IBM PC, or “personal computer.” For around \$2,000 you could get 64 kilobytes of memory and floppy disks that were actually floppy.



### VIDEO GAMES

Before Xbox 360 and Wii, there was Atari. With its single-button joysticks and 2-D animation, users became hooked on Pong, Jungle Hunt, Pac-Man, and more.



### MOBILE PHONES

With names like Razr and Slice, mobile phones today are designed to be sleek and small. But the first ones were anything but discreet, could cost as much as \$4,000, and weighed pounds, not ounces.



### HOME MOVIES

Today, Netflix ships DVDs to your door, and you can TiVo any show you want when you're not home. But it was the VCR, or videocassette recorder, that first ushered in the notion of “home entertainment.”



### PORTABLE TUNES

In 1979, Sony introduced the first Walkman, and suddenly people could load their cassette tapes, plug in their headphones, and take their music with them wherever they went.



deeply situated in and subject to social context. In Japan, for example, it is much less acceptable to talk on the mobile phone while on public transportation than it is in most other societies. In fact, on many Japanese trains and buses, phone use is explicitly forbidden. Some might argue the same custom in the United States would be a welcome change.

Just as perceptions and uses of technology are constructed at a cultural level, they are also shaped through interactions at the personal level. This is exactly what I found in a study of my own: that close friends and family members construct shared attitudes and uses of mobile phones. In other words, the ways people think about and use technologies rub off on one another in distinctive ways, leading to distinctive uses of technologies that can even contradict their design. Text-messaging is a fantastic example of this. Mobile phones, with their awkward keypads, small screens, and 160-character limit, were never meant for extensive texting. Regardless, the social needs of young people have led to the emergent phenomenon of the “thumb culture.”

It is important to keep in mind that just as technology is a social construct, so too is time. Daylight savings is a clear example of how people manipulate time. In addition, time can be bought, saved, spent, and enjoyed. It can also be lost, wasted, killed, and resurrected. Technology affords us the ability to experience the various dimensions of time in new

ways, but it is human action, values, needs, surroundings, and circumstances that put these affordances into action.

There is an abundance of research that supports this position. Originally, Internet scholars thought that the amount of time one spent online was the key to understanding the extent to which it leads to alienation or increased connection with others. In reality, it's more about how, rather than whether or how much, one uses the technology that matters. This may seem intuitive, but surprisingly it's a principle that is continually rediscovered as we come to understand the role that information and communication technologies play in our lives.

So what can be done about technologically mediated life at warp speed? Some would have us log off, hang up, and slow down. But this doesn't seem to fit with social needs—at least not those in the United States. According to a recent study conducted by UM's Department of Communication Studies, most Americans say that information and communication technologies have simplified their lives. Eighty percent reported this to be the case with the mobile phone. So, in an increasingly mediated world, it seems that moving backward is not going to happen (unless we are talking about bell bottoms and clogs). The trick is moving forward at a pace that allows us to appreciate what was and what is, as well as what will be. ■

*Scott Campbell is Assistant Professor and Pohns Fellow of Telecommunications in the Department of Communication Studies. Dr. Campbell has published numerous articles and chapters on the social implications of new communication technologies, and is co-editing a book titled *The Reconstruction of Space and Time through Mobile Communication Practices*.*

<sup>1</sup> See for example, Bertman, S. (1998). *Hyperculture: The Human Cost of Speed*. Westport: Praeger Publishing.

<sup>2</sup> Chesley, N. (2005). “Blurring the boundaries? Linking technology use, spillover, individual distress, and family satisfaction.” *Journal of Marriage and the Family*, 67, 1237–1248.

# FACULTY



## All That Jazz

> TWO LSA PROFESSORS  
SHARE NOTES ON JAZZ  
AND OUR TIMES

by Davi Napoleon

IN THE 1950s, when the Cold War raged and civil rights struggles ensued, the U.S. State Department sent interracial bands abroad to try to portray a perfect America. Louis Armstrong, Dizzy Gillespie, and Benny Goodman were among those who went to Eastern Europe, Africa, Asia, and the Middle East to play for the people and create an image of a culturally advanced, integrated country.

Dizzy Gillespie, left, with snake charmers in India.

In *Satchmo Blows Up The World: Jazz Ambassadors Play the Cold War* (Harvard University Press, 2004), LSA Professor of History and American Culture Penny M. Von Eschen tells the story of these musicians, who often marched to their own drummers instead of State Department directives. They let it be known that America had not successfully desegregated its schools, and they were quick to admit that jazz is an international art.

On tour, American musicians jammed with local musicians and learned. Dave Brubeck took ideas from satyr players in India; Duke Ellington incorporated Middle Eastern rhythms into his work. And in Pakistan, Gillespie raised questions about just who “the people” are, refusing to perform until everyone who wanted to hear the music was admitted, not just those who could afford the expensive tickets. The State Department tours, which began in 1956, ended in 1978. They began again just after the September 11 attacks.

Although musicians can be unpredictable, the State Department may understand something about the nature of jazz when it looks to music to cast a spell that can change the way people see



themselves and their times. And it's not a phenomenon limited to government-promoted performances.

Paul Anderson, LSA Associate Professor in American Culture and the Center for Afroamerican and African Studies, says jazz and representations of jazz in films and literature create a longing for earlier times, even times that may never have been. "Jazz is often used to create dreams of lives you could have—idealized visions of romantic, sophisticated, and soulful lives," says Anderson.

Some jazz experts analyze the music. Others tell the story of the players. These two LSA professors look at the relationship between the music, the people who make it, and our lives and times. Both focus on the 1950s and '60s. Von Eschen's recent book explores how musicians affected international relationships. Anderson's forthcoming book, *Hearing Loss: The Dreamlife of American Jazz*, looks at how jazz affects our feelings. "One might say that Penny's work is about jazz and the external and political world, while mine is about jazz and the world within, the internal and introspective and imaginative dream life," Anderson reflects.

"When scholars write about jazz, especially the vanguard of African-American jazz, they usually write about its progressive, forward-looking aspects," he says. "And that makes sense. But the music is also imbued with a great sense of its own past. Even as radical musical innovations in jazz have rushed listeners headlong into the future, the lyricism of jazz can also take us back into a shadow life or sideways into a dream life."

Anderson suggests this happens because we have a personal relationship to recordings we heard earlier in our lives. When we hear them again, we rehear ourselves. "The music puts you into a spell," he says

—so much so that listeners go back not only to their own past but to times well before it.

The 2005 film *Good Night and Good Luck*, for instance, uses music of the early 1950s not just to evoke the period in which the story is set but to create nostalgia for it.

But certainly the musicians who toured during the 1950s and '60s were anything but nostalgic for an America with a history of violating the civil rights of African Americans, among other grievances. The international and irreverent music these musicians played challenged authoritarianism—both of the power-holders in the United States and those who ruled elsewhere. "People struggling with new democratic forms of government and people in dictatorial countries identified deeply with, and shared the musician's appreciation for, freedom," says Von Eschen.

When the U.S. government resumed its State Department jazz tours in 2002, again to show a model of democracy, new groups of musicians proved once more that jazz is an international music that "can't be deadened by the politics around it," says Von Eschen.

Perhaps most musicians would say they perform to communicate with each other and with audiences, to express feelings rather than to change them, to be part of the world rather than a catalyst for change in it. These researchers suggest that jazz does more than it sets out to do, in reality and in our imaginative life.

*Davi Napoleon, ('66, M.A. '68, Ph.D. '88), is a theater historian and a journalist specializing in the arts.*

“Jazz is often used to create dreams of lives you could have—idealized visions of romantic, sophisticated, and soulful lives.”

## PASTIMES

### 03.0 MARIE VERHEYEN ('87)—CAVING

Marie wrote about her passion for “the underground landscape,” and although it made some of us claustrophobic just reading about it, Marie expressed a deep affection for the activity. “I love the solitude and stillness that occurs when I turn off my light and experience the total darkness of the cave,” she says. “The only

noise I can hear is my own heartbeat. Squeezing through the tight passages and clambering over rock ledges adds a physical challenge. This picture was taken as I was crawling through a lava tube cave in Maui last year. Even with the hard hat, jeans, and Kevlar gloves, I was bruised and scraped at the end of the day.”





## Studying Wisdom

by Katie Gazella

**ONE OF THE WISEST PEOPLE** Jacqui Smith ever met was a physically frail 103-year-old woman. She was wracked with osteoporosis and lived in a Berlin nursing home, surrounded by residents who had dementia or were physically ill.

She listened to a classical music show on German Classic Radio (Deutschlandfunk), and every day, the one-time professional singer and translator wrote a letter to the broadcaster. Please play this song by Schubert, she would write, or this work by Bach or Chopin. Then she would listen for her requested songs to be played on the air. Later in the day, she would go outside to the bus stop, where she waited with mothers who were picking up their children after school.

“She was keeping her mind mentally active. She was having a conversation with the broadcaster through her letters. At the bus stop, she had people to talk to, people who knew her,” says Smith, a professor of psychology in LSA, and a research professor at the Survey Research Center and Research Center for Group Dynamics, Institute for Social Research.

“I think that was an extremely wise strategy,” Smith says. “She knew the world doesn’t come to you, so she reached out.”

The wisdom that can accompany age has long been an area of study for Smith, who recently came to UM after serving as a researcher with the Berlin Aging Study, a sweeping examination of Berlin

residents ages 70 and older. While acknowledging that wisdom is an elusive concept, Smith and her fellow researchers have defined it as “knowledge about the fundamental pragmatics of life.”

In less scholarly terms, a wise person may be someone who has maintained the psychological vitality that allows her to keep managing her own life, even at an advanced age. A wise person also may be someone to whom family members and coworkers go for solutions and advice.

A key finding of Smith’s work is that, contrary to the old adage that with age comes wisdom, a great many older people never achieve wisdom-related knowledge.

“Many adults are on the way towards wisdom, but very few people display a high level of wisdom-related knowledge or behavior as we assess it,” says a recent manuscript by Smith and her frequent collaborator Paul B. Baltes.

Smith notes, “Many older adults do not have the wisdom about how to deal with old age. Some are fearful, depressed, and lonely.”

While she acknowledges that old age indeed can be a difficult time for many people, Smith would like future studies to focus on wisdom as a way of promoting a balanced picture of old age, “as potentially a period of psychological vitality as well as one of losses.”

“Getting older is not all downhill,” Smith says, “and it’s important that people understand that.”

*Katie Gazella is a media coordinator with UM Medical School Communications.*

### OLDER AND WISER

Men and women of West Berlin, ages 70 and older, were interviewed for a study on wisdom.

# FACULTY Books

LSA faculty publish some of the most topical, timely, and engaging books on the market today. We invite you to explore some recent titles by these renowned scholars, and we'll continue bringing you more faculty publications in future issues of *LSAmagazine*.

*The Crosses of Auschwitz: Nationalism and Religion in Post-Communist Poland* (University of Chicago Press, 2006) by Assistant Professor of Sociology Genevieve Zubrzycki. In 1998, ultranationalist Polish Catholics erected hundreds of crosses outside Auschwitz, setting off a debate between Poles and Jews about the memory of the former death camp, and crystallizing latent social conflicts.

*Practices of the Sentimental Imagination: Melodrama, the Novel, and the Social Imaginary in Nineteenth-Century Japan* (Harvard University Asia Center, 2006) by Assistant Professor of Japanese Liter-

ature Jonathan Zwicker. This book examines Japanese literary practices and reader expectations by exploring the relationships between and among Japanese literary works and texts.

*Uncouth Nation: Why Europe Dislikes America* (Princeton University Press, 2007) by Andrei Markovits, the Karl W. Deutsch Collegiate Professor of Comparative Politics and German Studies. To understand anti-Americanism since September 11, 2001, Markovits studies sentiments among European elites going back to at least July 4, 1776.

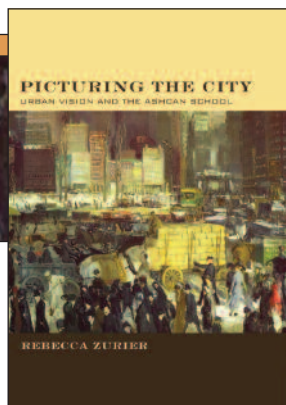
*The Medici State and the Ghetto of Florence: The Construction of an Early Modern Jewish Community* (Stanford University Press, 2006) by Associate Professor of History and Judaic Studies Stefanie B. Siegmund. This work is about Italian Jews, Christians, and the institutions and policies that organized their relationship in Florence.

## Picturing the City

URBAN VISION AND THE  
ASHCAN SCHOOL

Through a study of six artists, Associate Professor of History of Art Rebecca Zurier examines “real life” in New York City in the early 1900s, at a time when urban life, social mores, and reality itself were being redefined.

ago. Doorways alternate with shop windows displaying mannequins and wigs on disembodied plaster heads. Street-level signboards identify a gown shop, a manicurist, and a chop suey joint. Another sign advertises Curline, a product that “keeps the hair in curls,” for twenty-five cents. In front of the shops, a small cluster of men and women have stopped for a moment to look up. Stand behind them and follow their gazes to the object of their interest: not the mannequins in the showcase but an open window, between two second-story signboards, in which two



### excerpt

Picture this: a busy but unglamorous stretch of sidewalk along Sixth Avenue in New York City, about one hundred years

ago. actual people can be seen. A stocky blonde beautician (maybe the “Madame Malcomb” identified on the placard outside) is parting the tresses of a woman seated with her back to the street. You recognize the sample swatches of colored hair dangling from a line outside the window, the assistant’s hand holding out a jar, the rubber gloves that all indicate that the blonde is using harsh chemicals to bleach her client’s hair. You share the gathering crowd’s amusement in witnessing an intimate procedure that only the unsuspecting client’s hairdresser is supposed to know for sure, here carried out before an impromptu audience.

Three teenage girls lean together and giggle as they watch. One turns and looks back over her shoulder as if to check you out while also inviting you to take a look. And you do look—but not from the street or from a nearby el, as the girl’s line of sight would imply. Instead, you are in an exhibition of new American painting, and you are looking at *Hairdresser’s Window*, by John Sloan. . . .

Reprinted from *Picturing the City: Urban Vision and the Ashcan School* by author Rebecca Zurier, published by the University of California Press. © 2006 by the Regents of the University of California.

# STUDENTS

the student  
experience

## GENERATION NEXT



You first met Asha, David, Kalyn, and Isabelle in the spring of 2004. As first-year students in the College of LSA, they began to contemplate their futures and how they might channel their passions and goals. That effort took myriad forms as each of them journeyed toward graduation. Now, they are emerging from the academy confident, prepared, and ready to tackle the world —and graduate school. We take a look forward and backward at each of them in this last installment of Generation Next.

*by Julie Mallard*



Jessica R. Vurasek

# Asha Radhamohan

**THOUGH HER TASTE** and her fashion are more edgy these days, Asha Radhamohan will say she hasn't changed that much during her four years at UM, especially with regard to the career she came to UM to pursue: genetic engineering. "I've been interested in studying genetics for as long as I can remember," she says. "It's just something that I find extremely fascinating."

To pursue that fascination, Asha has logged long hours in the lab, hovering over cell cultures, test tubes, and microscopes. She also worked for seven months to complete an internship with Genentech, a biotech company in northern California. "Everyone there was so supportive, and they helped me learn more about medicine and preserving human life," says Asha. "Now, I am even more committed to curing diseases, and I want to be able to help as many people as I can."

During her second Genentech internship, which begins this summer, Asha will focus on formulations, testing solutions, and studying general classes of molecules. And while she is planning on getting a Ph.D. at some point, Asha says, "I would love to work for a place like Genentech after graduation. I have learned a lot about the type of work I would like to be doing in the future, like creating and testing different medicines. This really is research I care deeply about."

Though the Genentech work has delayed Asha's graduation date to December 2007, she doesn't mind. "I am glad for the time I've spent here, but I'm also glad to go other places and experience other things, too," she says.

Asha's willingness to step out of her comfort zone is a big personal change that occurred during her time at UM. So is her realization that she can't be "all academics, all the time."

"Nobody can just go to school or just work," she says. "We need extracurricular activities to help us grow." Asha's include getting in touch with her Indian heritage through Indian dance and potlucks, as well as volunteering to teach English and leading an extracurricular genetic engineering project through



2007



2004

the Michigan Synthetic Biology Team.

Of her four years at UM Asha says, "The University of Michigan experience is what you make of it. There are endless opportunities here, but you need to be a self-motivated individual in order to make those opportunities work for you."



2005



2006

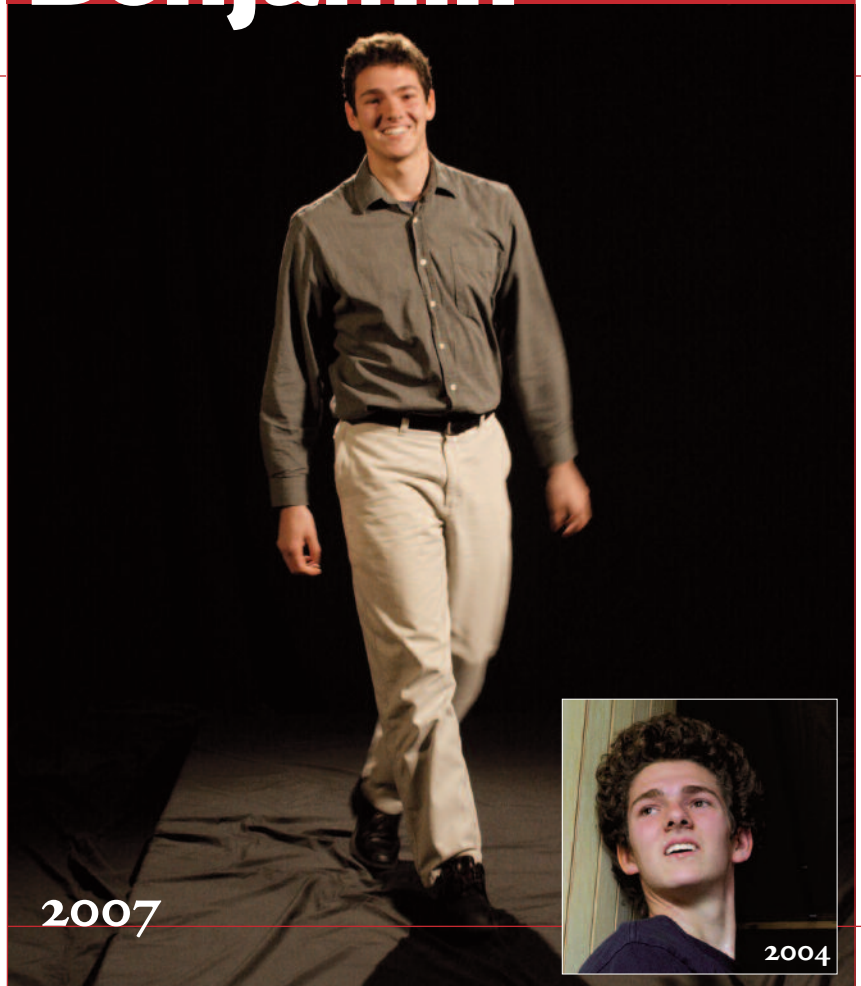
# David Benjamin

DAVID BENJAMIN WILL TELL YOU he came to the University of Michigan as a quiet, reserved teenager. But he will leave much differently. "I'm more confident now than I was when I first came to Ann Arbor," he says. "I worked hard at fixing the shyness I saw as a personality flaw." And he works at it still. "There are still times when I think of some way to start a conversation with someone and I have to ignore my instinct to stay quiet," he says.

David might never have forced himself to overcome his inherent bashfulness if it hadn't been for a spine injury he suffered during his first year at UM while trying out for track and field as a javelin thrower. "My injury had a positive impact because it forced me to try new things," he says. "Without it, I might not have had time to become so involved with choir, Brazilian jiu-jitsu, and cooking," as well as a weekly gathering of friends for tea. Though the damage to his spine prevents David from ever throwing the javelin again, he is at peace with the outcome. "It's forced me to show initiative in all other areas of my life. Meeting people and doing things I'm not used to has affected my ability to appreciate life, and even my education, since I have seen more of life and experienced a greater variety of situations."

While polishing his people skills, David has kept busy pushing himself to the limits of personal academic achievement. "I sometimes challenge myself too much and have suffered a couple of rough semesters without much sleep because of it," he says. However, his strong appetite for physics has not diminished since he first walked into Randall Lab four years ago. He still wants to become a theoretical physicist, and he prides himself on hard work, challenging himself beyond limits he ever thought possible. It looks to pay off, at least as far as his GPA is concerned, since he will graduate with either high or highest distinction.

After graduation, David plans to attend graduate school in California or Boston to continue his edu-



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cation in physics while focusing more on renewable energy and working with solar power. When asked how he chose his academic vocation, David laughs and says frankly, "I enjoy physics, and it just so happens I'm relatively good at it."



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# Kalyn Wilson

ORGANIZATIONAL STUDIES, corporate law, sociology, and politics are a sampling of the academic disciplines Kalyn Wilson has embraced—and let go of—during her time at UM. Kalyn's course of study has taken several turns and detours, yet one thing hasn't changed: Kalyn has stayed ever-devoted to her religious beliefs and strengthened her bond with other students who share them. "Despite all of the changes I have made academically, the best decision I've ever made is to completely follow God," she says.

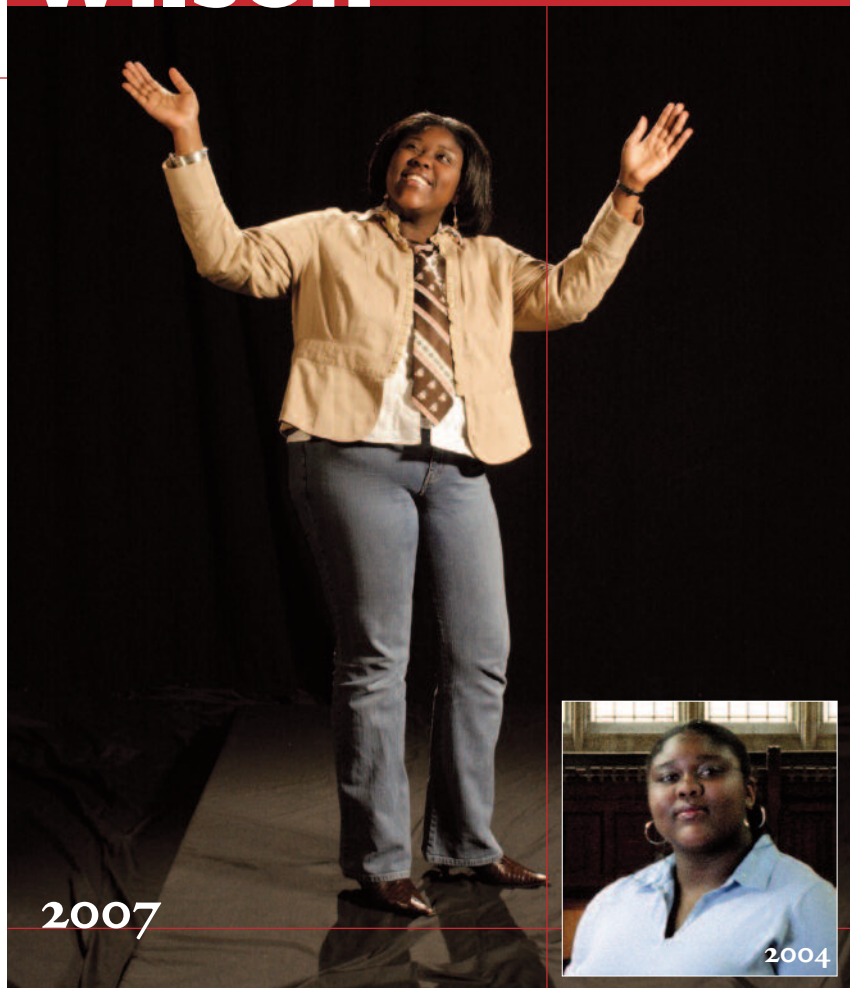
Kalyn's decision to fully embrace Christianity came after her first grueling semester on campus.

"I was on a bad path, and I decided I didn't want to be your typical college kid running from frat party to frat party, getting little if any sleep and trying to attend class at the same time. I realized that I didn't like the way I was living or the person I was becoming. So, it was time to do some reflecting."

Kalyn's contemplation eventually led to prayer and a deeper connection with the Christian faith. These spiritual discoveries became the cornerstone of her UM experience. By her junior year, Kalyn was working to start her own ministry, Sisters in Christ, that would help struggling people get their lives back on track. "Sisters in Christ will be a place that provides jobs, housing, and religious counsel to those in need," says Kalyn. "I plan on putting all of my energy into developing the Sisters in Christ Ministry after graduation."

Kalyn's post-graduation plans don't end there. She plans to travel, then go back to school for a master's in urban planning and international business. She says she would one day like to own a restaurant, a catering company, and a real estate business. She sees herself as a businesswoman and entrepreneur and plans to work hard at making a name for herself. "But all these things are a spin-off from my love for community development," she says, emphasizing that her main focus will always be helping others.

"I want to be able to share my life experiences with other people and provide them with guidance for their life's journey," she says. Eventually, Kalyn



hopes this will translate into establishing scholarships for future UM students.

"I am a different person than I was when I came to UM because of the diversity, enthusiasm, and endless opportunities here. More people need to receive an education like I did at UM. I hope to fund scholarships and grants for underprivileged teens in the future, because I want more kids to have the kind of education and experience that I've had."



# Isabelle Carbonell

ISABELLE CARBONELL WILL GRADUATE this year with the degrees she set out to pursue—a bachelor's in both environmental science and social science. Still, her time at UM, and most recently on last summer's trip as a videographer in Vietnam, gave her a chance to do some soul-searching and find out what she's most passionate about.

"I feel as though I really discovered myself in Vietnam," she says, "and once I left I knew for certain that film making and photography were a perfect fit for me." That Isabelle would set down a creative track for the future isn't altogether surprising because she's surrounded herself with the arts, and expression, since she arrived at UM. During her four years here, Isabelle has danced (as a first-year student she performed the Argentine tango at a cultural festival), acted with the Residential College Players, played the piano and mandolin (with a ska band and folk ensemble, respectively), exhibited her photography, and created an anti-war documentary.

After graduation, Isabelle plans to attend graduate school, where she will focus mainly on documentary film making and urban planning. Ideally, her next step would be to get her works profiled in both magazines and newspapers. But none of this will transpire until Isabelle curbs her eagerness to do more traveling.

"I'm going back to Vietnam," she says. For her next expedition with the student-run service organization Crossing Borders, Isabelle will not only return to Vietnam but explore other areas such as Haiti and the Dominican Republic. Isabelle's mission will utilize her degrees as she captures indigenous knowledge on food systems and how they differ from one culture to the next. "It will be an exchange," Isabelle says. "I can teach them about nutrition, and in return I'll receive a valuable life experience."

While conducting her work over the summer, Isabelle plans on taking time to tour the countries and learn as much about their cultures as she can. However, don't expect to find her on any guided tours. For Isabelle, her own explorations—with a camera in-hand—will ensure the richest experi-



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ence possible.

"I make every possible effort to encompass emotion as well as beauty in my artwork," she says. She hopes those who view her photography will be able to see, feel, and experience Vietnam.

No matter where her travels and goals take her, Isabelle knows UM has played a significant role in helping her plot her course. "Attending UM has been a wonderful experience for me. It's been an outstanding chance for growth and discovery."

*Julie Mallard is a staff member in LSA Development, Marketing and Communication*



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## SCHOLARSHIP SUPPORT



## Remember Your Roots



### WILPONS' SCHOLARSHIP GIFT GROWS OUT OF A HUMBLE BEGINNING

FRED WILPON KNOWS the difference a scholarship can make. He came to UM on a full baseball scholarship but, during his first season, an arm injury prevented him from playing. "Ray Fischer, the baseball coach, arranged for me to see the Dean, who provided me with financial aid," says Wilpon. "I'll never forget that.

"Going to UM made the biggest difference in my life. I'd never been away from home, never experienced people from a different part of the country. I even met my life partner, Judy ('58), at UM. None of it would have happened without UM providing me with help."

Wilpon is now Chief Executive Officer of the New York Mets, cofounder and Chairman of the board of

Sterling Equities, and cofounder and Chairman of the Brooklyn Baseball company, which owns the Brooklyn Cyclones, a minor league team. His passion for education, and his first-hand knowledge of the difference a scholarship can make, has prompted a recent \$3 million gift to the College of LSA, which will go straight to need-based scholarships through the Irene and Morris B. Kessler Presidential Scholars Fund, named in honor of Judy's late parents.

"Judy's parents encouraged all their children toward education," explains Wilpon, "and one of the reasons we're naming the scholarships after them is their love for the liberal arts. There are students at the university who are gifted academically but have needs financially, and I'm very proud that some of them will be Kessler scholars."

The timing of the Wilpons' \$3 million gift coincides with President Coleman's Donor Challenge for financial aid. Through the challenge, President Coleman is matching gifts to need-based undergraduate scholarships dollar for dollar. The President will match the entirety of the Wilpons' scholarship gift, raising the impact of their \$3-million commitment to \$6 million.

"The magnitude of this gift can't be overstated," says LSA Dean Terrence J. McDonald. "It will create the largest scholarship cohort in the College, with almost 30 students benefiting. We are deeply appreciative for the Wilpons' generosity."

In addition to their gift to the College of LSA, the Wilpons, through the Judy and Fred Wilpon Family Foundation, have given \$5 million to create a Sports Injury Prevention Center through the Division of Kinesiology and the Health System, and \$4 million to the Department of Intercollegiate Athletics toward the renovation of the baseball and softball stadiums, which will be named the Wilpon Baseball and Softball Complex in honor of the gift.

The Wilpons' gifts, totaling \$12 million, will have an enormous impact on the campus and beyond. "Our goal is to ensure that the kids who need help to become graduates of UM get it, and then to hope that they, in turn, become good citizens," says Wilpon. "I hope these students will remember their roots and help others one day, too. If you lose your roots, you lose a sense of your soul."

Portions of this story appear courtesy of *Leaders & Best*, Spring 2007.

As chairs of the Class of 1958, Fred and Judy Wilpon made their gifts, in part, to challenge their classmates to make celebratory gifts in honor of their upcoming 50th reunion. Classmates are encouraged to support the Class of 1958 Scholarship Endowment to help students with need; all gifts will be matched by President Coleman's Donor Challenge Fund. Even if you aren't celebrating a reunion this year, your gift can be matched by the President's Donor Challenge Fund by using the enclosed envelope and checking the box marked LSA Fund for Need-Based Student Support (311017).



## Unique Niche

Of the 1,000 student organizations on campus, here are three that showcase the creative ways some undergrads spend their free time.

by Breeanna Hare

### BOGGLE CLUB

After spending the day in a classroom, the last thing most UM students want to do is return to one, least of all to exercise their vocabulary muscles. But for the sake of playing Boggle, some students will sit for hours in hard plastic desks in Angell Hall—where they might normally take an English or history class—trying to master a word game first sold by Parker Brothers in the 1970s.

With 16 cubed lettered dice in front of them, players attempt to make words out of adjacent letters. There is a three-minute timer that keeps everyone on his or her creative toes. “It’s another type of thinking altogether,” says second-year Spanish major Kevin Vlach of the challenge to come up with unique words that often have unusual spellings.

Whether Boggle Club members have been playing with family for years, as the club’s president Alex Jacobson has, or joined recently to provide downtime in a hectic schedule, all the members agree that once you start playing Boggle it’s difficult to stop.

“I got into Boggle last summer. I was at my friend’s house, and she had an old Boggle board and we just started playing,” says second-year Chinese studies major Leyton Nelson. Since then, Nelson can be found every other Wednesday pacing his wits against the timer alongside approximately 10 other students.

Needless to say, the environment can get intense.

Yet Jacobson insists that the Boggle club is not focused on competition. The organization, which was born out of a group of Boggle-playing friends in South Quad residence hall, maintains a relaxed atmosphere, full of jokes and three-letter words. “We’re just getting together to have some fun; we don’t take ourselves too seriously,” says Jacobson.

### MICHIGAN ICE-CARVING TEAM

Similar to the 300-pound blocks of ice they carve, members of the Michigan Ice-Carving Team (MICT) can make this organization anything they want it to be.

“For some, it’s artistic training in a new medium, or a bridge to network with other groups and businesses, or a resume builder,” says fourth-year engineering student Eric Piazza, the team’s president.

And while creative talent is helpful, no artistic or sculptural experience is necessary to join. Ice carving is primarily an activity for those who are eager to learn—and love standing in the freezing cold for hours. The senior members, such as Piazza, are adamant that no junior member—someone who has just joined and doesn’t know the ins and outs of carving yet—attempts to start an ice sculpture without the proper training. Cori White, a second-year carver, received a lesson in Ice Carving 101: Know Your Power Tools.

The flame throwers, chisels, and chainsaws used in this hobby can be dangerous, yes, but they are also what yield the best results. “Learning to ice carve takes practice,” says White, “but once you get the hang of carving smaller chunks of ice with the tools you can create amazing things.”

Piazza, who has been carving for five years and has learned a lot of his techniques from expert chefs and international team captains at ice-carving competitions, sees the learning process as the reason to devote so much time to the organization.

“There is no feeling as good as being able to open someone’s perspective to the whole new world that is ice carving,” Piazza says. “For someone to think

“We’re just getting together to have some fun; we don’t take ourselves too seriously.”



something is impossible and then to teach them to do it is exciting. I try to give them the tools and basic techniques, and where they go from there is completely up to them. And let me say, some of the stuff these guys do is really spectacular.”

## ANIMANIA

Despite the mainstream popularity of Pokémon and Hello Kitty, the student animation film society, Animania, views itself as a niche organization since stereotypes persist about who anime lovers are. “There’s still this image of the dork sitting in the basement watching anime,” says Animania president and second-year political science major Neil Campbell. “But that isn’t a fair representation since anime is about a lot more than just ‘watching cartoons.’”

For Campbell and his fellow Animania members, the artistic expression in anime, or Japanese animation, is what separates American children’s cartoons from the complex storylines of Japanese animation.

“Anime has greater complexity than American cartoons. It’s more fanciful; the animator has no bounds,” Campbell explains.

The Animania group organizes film screenings once a month in the Modern Languages Building, and the screenings draw anime fans of all ages. While those in the United States might prefer human actors to tell complex stories, the Japanese respect animation as a visual art form that is just as capable of telling a great story as a live-action film. By offering the day-long screenings that are free to the public, the Animania club is working to showcase anime’s exemplary storytelling capabilities to the UM community, as well as the greater metro Detroit area. Campbell hopes this will also correct some of the false impressions about what anime is, as well as who anime viewers are. “Anime is about so many things—there is no broad philosophy that encompasses all of it. And even though it’s becoming more mainstream, there are still a lot of misconceptions.”

## BOGGLE CLUB

Year founded: 2006

Membership: 10–20

### DO YOU HAVE WHAT IT TAKES TO BE A BOGGLE CLUB MEMBER?

Typical Boggle club members have a love for words, but you don’t need a sesquipedalian (see if you can find that in a four-by-four board of letters) vocabulary to be a pro. Instead, Boggle is more about having a quick eye and the ability to pick out point-earning words under pressure.

## MICHIGAN ICE-CARVING TEAM

Year Founded: 2002

Membership: 15

### DO YOU HAVE WHAT IT TAKES TO BE AN ICE CARVER?

There’s a large time commitment that goes along with ice carving. One practice session can take as long as four hours. And while having an affinity for cold and ice makes day-long ice-carving competitions more comfortable, it certainly isn’t required. Bottom line: If you can lift a chainsaw, you can be an ice carver.

## ANIMANIA

Year Founded: 1988

Membership: 9

### DO YOU HAVE WHAT IT TAKES TO BE IN ANIMANIA?

Whether you prefer your animation to have an explosion-per-minute ratio or a complicated love story, the Animania group can provide. Bring your love for the craft of animation, and self-described animators are also more than welcome.

(Opposite page, left) Eric Piazza; (bottom, left to right) Mark Haines, Liz Parker, Sarah Kesler, Anna Musial, Marissa Falk; (right) Cori White and Eric Piazza.

(This page, top) Cori White; (bottom) Anna Musial; (middle) Neil Campbell; (right) Megan Madison.

Breeanna Hare is  
LSAmagazine’s intern.



# Tea Time at Martha Cook

## A 90-YEAR-OLD TRADITION CONTINUES

by Maryanne George

**OUTSIDE**, the Michigan weather is gray and damp, and a light mist envelops the campus as daylight begins to fade. But inside the Martha Cook Building, the gracious Gold Room is filled with warmth and conversation as residents and their guests gather on cozy couches and wing-backed chairs for Friday afternoon tea.

In an era when many students celebrate Friday at the local bar or at a friend's house with a boisterous round of beer pong, the women of Martha Cook gather for high tea—complete with a silver tea service and homemade scones—continuing a timeless tradition that has endured for more than 90 years.

The Martha Cook Building—UM's second-oldest residence hall for women, which opened in September 1915—is steeped in tradition, from the annual *Messiah* dinners to the seasonal dances and sit-down dinners.

The historic 144-bed residence hall, on South University Avenue next to the UM Law Quadrangle, was

built with a \$400,000 donation from law school alumnus William Cook, and named after his mother, Martha Wolford Cook. A later donation by Cook also funded the construction of the law school.

Constructed in the Collegiate Gothic style, the Martha Cook Building is a monumental four-and-one-half-story red brick and limestone building, embellished with leaded glass windows, a slate roof, teak paneling, and Cook's own Steinway piano. A Carrara marble statue of the Venus de Milo—a perfect replica of the original—draws a visitor's eye immediately down the long central corridor, flanked with tall windows overlooking the private garden.

William Cook's vision was to create a college home for women that would inspire both "sound scholarship and an appreciation of the finer things of life." The building's beauty and historical significance earned it a designation as a Michigan Historic Site in 1989.

It boasts loyal alumnae of "Cookies" spanning generations and a mailing list of more than 4,000.

Over the years, traditions have been reshaped by the generations of young women passing through Martha Cook. White gloves and tea skirts have given way to cell phones and jeans.

(Clockwise from top left) Jessica Roossien (left), Catherine Wethington (standing), Jennifer David (right); Maria Vitale; Kelly Chick (front), Karen Guy (right); Megan Beems (front), Catherine Cray (left), Sarah Jenkins (back); Claire Barker; Natalia Seromik (left), Danielle Sciatto (right); the Martha Cook interior; the Martha Cook garden.



## Mesozoic Makeover

THE UM EXHIBIT MUSEUM of Natural History's *Life Through the Ages* gallery contains seven dioramas of prehistoric undersea life by renowned museum artist George Marchand, and all of them are getting a makeover. "The dioramas are scientifically accurate, but their informational signage goes back to the 1960s," explains John Klausmeyer, the museum's Senior Exhibit Preparator. "We want to update the graphics and rewrite the text in a more modern, visitor-friendly way."

With the help of students from his LSA course, Museum Methods 406, Klausmeyer is updating the labels that accompany the dioramas. The students are surveying museum visitors on their experiences in the *Life Through the Ages* gallery to learn about the public's basic level of knowledge and misconceptions about the dioramas. The students are also working with experts in UM's Museum of Paleontology to ensure the scientific accuracy of all their work "down to the last semicolon," says Klausmeyer.

"The dioramas are a wonderful teaching tool, and it would cost a small fortune to have something as nice made today," explains Klausmeyer. "In updating them, our goals are two-fold. First, that museum visitors will find it easier to pick up information about prehistoric life as they view the dioramas, and second, that the students from my class will gain a better idea about what goes into producing successful natural history museum exhibits, and about communicating science to the public in general."

**(Top) Senior Exhibit Preparator John Klausmeyer talks to students about the dioramas.**

**(Bottom) Museum Methods 406 students (from left to right) Robin Grice, Kate Eshman-Wissman, Breanne Bloomquist, and Mya Gosling learn restoration and display techniques.**



But the tradition of Friday afternoon tea endures. Today, young women wear jeans and khakis to tea and accessorize them with fashionable high-heel pumps and silver lamé purses, a synthesis of tradition and contemporary style. Parents, professors, and boyfriends are among the welcomed guests.

"I remember the Friday teas very fondly," says LSA alumna Kathy Graneggen Moberg ('79), who is today co-chair of the building's autonomous board of governors. "They were very popular and a good way to convince people that Martha Cook was a friendly place. People would come expecting to see us wearing white gloves and they would find people sitting on the floor. These days the Gold Room is packed."

The women host several themed teas throughout the year, including the Holiday Tea in December and the campus-wide International Tea in March. At a recent tea, a pink and black theme was chosen by this year's tea chairwoman, Megan Beems, a second-year student studying cellular and molecular biology. The women dress in pink and black ensembles, and the raspberry tea complements the theme.

Thea Bude, a third-year student studying art history, sports pink and black lace pumps. She is seated near a window with a group that includes Alfred Lim, who is attending his first tea as a guest of the residents.

"It's nice to relax at the end of the week," says Lim, a third-year mechanical engineering student. "And there's nothing nicer than a hot cup of tea and scones."

Bude, who has come to the teas for the three years she has lived in the building, says she looks forward to it all week.

"People who don't know about it think we're crazy," Bude says. "I say at Martha Cook we're different."

Standing in the Gold Room, LSA alumna Anne Greashaber ('70), a member of the board of governors, reminisced about swapping her bell bottoms for a tea skirt—jeans were not allowed in the 1960s—before coming to Friday tea.

"The teas have been a phenomenon for a long time," Greashaber says. "The Martha Cook experience is not just about the building. It's also the people who choose to live here."

*Maryanne George is the public information specialist for the College of LSA.*

# ALUMNI

## Can't find a job? Create one



### LSA GRADS PROVE YOU CAN DO WHAT YOU LOVE, EVEN IN A DOWN ECONOMY

by Rebekah Murray

WITH SIX STRAIGHT YEARS of job losses in Michigan—and two more predicted—“this will be the state’s longest stretch of employment loss since the Great Depression,” says George Fulton (M.A. ’72, Ph.D. ’79), a research professor in LSA’s Department of Economics and the Institute of Labor and Industrial Relations.

However, some LSA alumni have decided that the current economy provides exactly the opportunities they need to become their own CEOs and create jobs in Michigan.

“I chose entrepreneurship over unemployment,” says Richard Sheridan (’80, M.S. ’82). He felt the effects of Michigan’s struggling economy in 2001 when he lost his six-figure salary and position as Vice President of Product Development for Tumbleweed Communications, formerly Interface Systems of Ann Arbor.

Sheridan says it was horrible timing. He was middle-aged and concerned about how he was going to provide for his wife and three teenaged daughters, especially with his daughters planning to attend college in the near future. Still, he says he had always dreamed of starting his own business. At the age of 14, he was designing his future company’s logo.

So in 2001, Sheridan, armed with an LSA bachelor’s degree in computer and communication sci-

ence, a UM master’s degree in engineering, and 20 years of experience, found three business associates to partner with him in creating Menlo Innovations, a service-oriented information technology company named after the location of Thomas Edison’s workshop: Menlo Park, New Jersey.

While the company began in Sheridan’s basement, six years later Menlo Innovations has grown to a staff of 16 and 32 contractors. They have an open-style brick-and-beam office in Ann Arbor’s Kerrytown Market and Shops that is reminiscent of a workshop rather than a corporate office. There are no offices or cubicles, just tables, desks, and chairs.

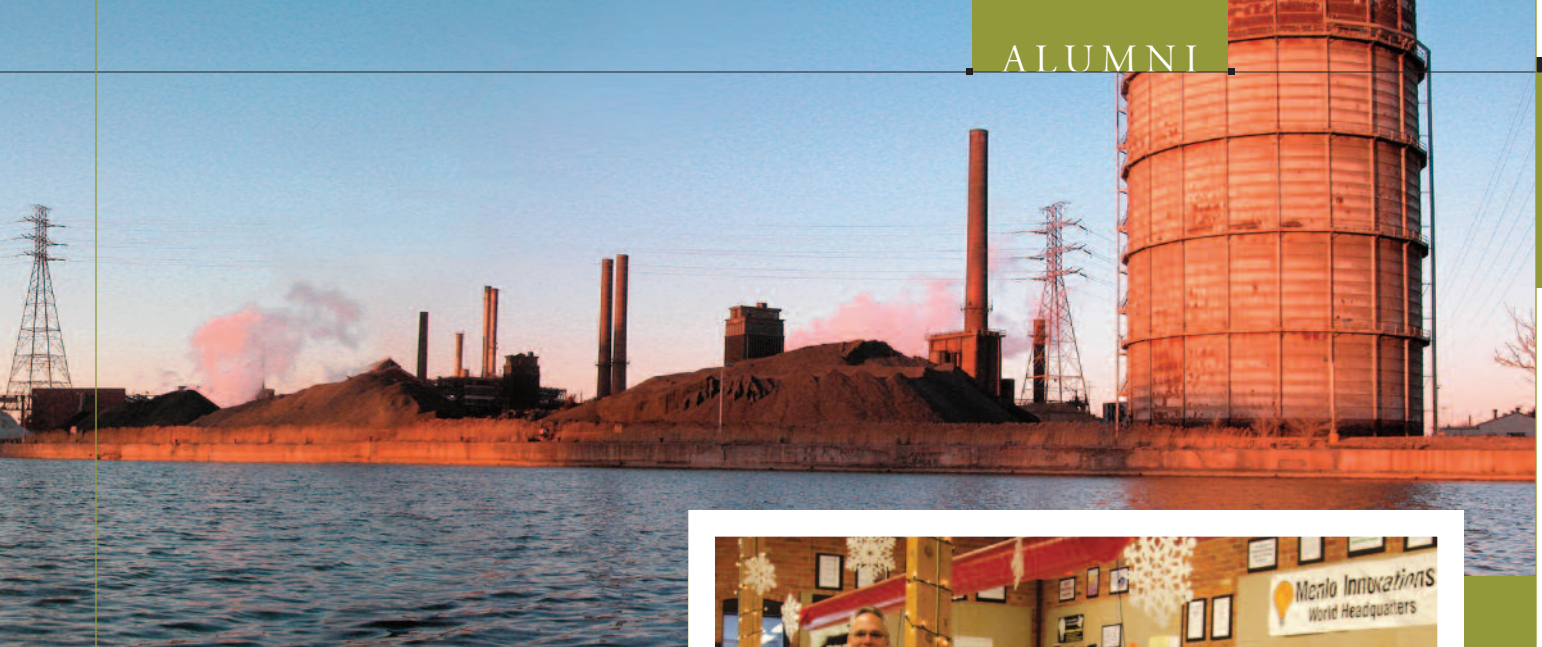
Starting his own company was “like getting another degree,” Sheridan says. He credits his liberal arts education with providing “the broad background I need as a CEO.”

Sheridan says he doesn’t just look for employees with an engineering degree either. “I look for people with great kindergarten skills, people who can get along, play well with others, and communicate.” Several Menlo employees are LSA graduates, workers that studied diverse subjects such as English literature, telecommunications, biological psychology, and Asian studies.

For Sheridan, taking an LSA public speaking course proved extremely useful. That’s because last year Menlo Innovations reached nearly \$3 million in sales, prompting people from around the world to seek Sheridan’s advice. He has been featured on the cover of *Forbes*, and dozens of other publications. People continually ask him, “How did you do it?”

It’s a mindset shift, he says. According to Sheridan, Michigan needs to change from an entitlement-

**The Ford Rouge Center on the banks of the Rouge River, just outside of Detroit, once employed more than 100,000 workers. Today it employs 6,000.**



based economy to an entrepreneurial economy. “For too long, some Michigan workers have sat back and said that somebody else needs to solve their problems,” he says. “Well, that isn’t going to happen anymore.”

LSA economists agree. “Unlike in other periods of downturns, we cannot look to the auto industry to solve Michigan’s problems,” says Joan Crary, an assistant research scientist in LSA’s Department of Economics.

Crary says employment data show that service-oriented industries are growing in Michigan, including health care, business and professional services, financial services, leisure and hospitality services, and private education.

## TAPPING INTO A GROWING MARKET

Judy Ravin (M.A. ’92) started her own business in the growing private education sector. As the president of Accent Reduction Institute, an Ann Arbor company acquired by Sheridan’s Menlo Innovations, Ravin says her goal is to help both foreign and native English speakers communicate globally.

“Everyone has an accent,” Ravin says. “It’s a speech pattern. My goal is not for everyone to sound the same but to help people master English pronunciation so we can eliminate the language barrier.”

In 2004, she created *Lose Your Accent in 28 Days*, a textbook and interactive CD that, with minimal publicity, received national attention. Now, with technology provided by Menlo Innovations, Ravin and her staff can work with people around the world teaching courses via the Web and virtual classrooms.

Ravin says partnering with Sheridan is “a powerful



(Top) Richard Sheridan at Menlo Innovations, an information technology company.

(Bottom) Judy Ravin at the Accent Reduction Institute.

“For too long, some Michigan workers have sat back and said that somebody else needs to solve their problems. Well, that isn't going to happen anymore.”

example of how two disciplines within LSA (computer science and history) can collaborate to create an amazing result.”

Ravin's business dreams have now materialized but, back in 1998, when she left her position teaching English as a Second Language at Eastern Michigan University, she heard over and over again, “you're crazy, how can you make a business out of accent reduction?”

It wasn't easy, Ravin admits, especially with layoffs and cost-cutting measures being applied throughout the state. Her business started in her basement, and she shared a computer with her two sons. Still, she knew there was a market for what she could provide and she knew she was qualified, having studied history

and French and completed a master's degree in history at UM.

“Studying at UM brought me in contact with a diverse population of students and faculty,” she says. “My history courses gave me an awareness and appreciation for people of all cultures, which is a rooting force for my work today.”

Now, revenues are up 500 percent and, in the last five months, her faculty increased from four to eight. She says clients attending her training sessions tell her “in three hours you've changed my life.” And with that as her motivation, Ravin says since becoming an entrepreneur, “I don't press the snooze button in the mornings anymore.”

In 2003, Richard Sheridan's work landed him on the cover of *Forbes*.

## FUELING THE DRIVING FORCE

The dreams of Michigan entrepreneurs are what some economists,

politicians, lobbyists, and business workers believe will be a driving force in the effort to reinstate a profitable Michigan economy.

“Entrepreneurs find a need and meet it,” Cray says. “With entrepreneurial innovation, products and services are more efficient and more cost-effective.”

Yet, it has been harder for entrepreneurs to fund new businesses in Michigan, Cray says, explaining that venture capital from private sectors has lagged behind that of other states.

Regent Emeritus Philip Power ('60) is working to change that. Last year he founded a “think-and-do” tank called The Center for Michigan, established to help develop a restructuring plan for Michigan's economy. One of Power's main objectives for his center is to grow entrepreneurial risk-taking in Michigan by increasing venture capital.

Power says he believes in the strategy of investing in a highly skilled workforce and growing the “knowledge-based” economy. Appeals to grow knowledge-based industries have been heard throughout Michigan, from speeches by Governor Jennifer Granholm to editorials in local newspapers. Yet what does it mean?

“This means producing lots more college grads to work at more companies like Google, as well as investing in growing sectors like health care, high-end automotive technology, and university-led research and development,” Power says.

Power is also part of an action team tackling the range of issues related to the recent Pfizer Inc. pull out from Ann Arbor. On the team is Rick Snyder ('77, M.A. '79, J.D. '82), Chair and CEO of Ardesta, LLC, an Ann Arbor-based venture capital firm.

“Pfizer's closing is, in the short-term, clearly a negative for Ann Arbor,” Snyder says. “But we now have the opportunity to take an area, as large as downtown Ann





Arbor, and work in entrepreneurs and innovative start-ups. It is my hope that in the long-term, the growth from these skill sets will more than make up for the negative impact of Pfizer's closing."

Snyder says it is up to entrepreneurs, venture capitalists, and groups such as Ann Arbor SPARK, an economic development organization whose board Snyder chairs, to mitigate the impact of Pfizer's pull out and be a catalyst for change. "After decades of decline, Michigan is now at an inflection point where we can move to the positive and be more aggressive in building the next generation of companies," he says.

One of those companies is Google. When Google arrived in Michigan last September, LSA alumnus Grady Burnett ('95) came back to Ann Arbor as the head of online sales and operations for Google AdWords, Google's advertising division, now located in McKinley Towne Centre on East Liberty Street.

"This region is rich with highly educated, diverse, and deeply talented people," Burnett says, "which was a factor considered as Google AdWords researched different location options."

Google was co-founded by an engineering alumnus, Larry Page (UM '95), in 1998. The company is expected to hire 1,000 workers for its Ann Arbor lo-

cation within the next five years.

UM President Mary Sue Coleman helped woo Google to Ann Arbor. Coleman and other university presidents in Michigan are reaching out to businesses, policymakers, innovators, investors, and the public to speed up university technology transfer, to make university resources more accessible, and to help attract new jobs to the state.

## WHAT'S ALWAYS BEEN THERE

For Sheridan, it was an unfortunate layoff that caused him to change his career path and create jobs in Michigan. Even so, he recognizes that it is people like himself—entrepreneurs, educators, and innovators—who will reinvigorate the Michigan economy.

"Look back through history," he says. "We've passed through the agricultural age, the industrial age, and the information age. People ask me, 'What's left?' I say it is what has always been there: innovation. Do you want to know what will drive the Michigan economy? It's imagination, creativity, innovation, and entrepreneurship."

*Rebekah Murray is the Assistant Editor of LSA magazine.*

# Educational Innovations

When it's time for LSA students to graduate, Dean Terrence J. McDonald knows the College will have prepared them to contribute innovation and expertise to a changing world. He says, "Our students must leave LSA equipped for highly competitive jobs and empowered

with the skills needed to succeed in their professions."

In order to accomplish this, the academy's curriculum is continually evolving. A sampling of the innovative programs available to better prepare LSA students includes:

### ● The Global Intercultural Experience for Undergraduates Program

sends small groups of undergraduates and faculty members to locations in the United States and around the world for three to four weeks of intercultural academic studies.

### ● Interdisciplinary concentrations

such as the Program in the Environment, a joint effort between the College of LSA and the School of Natural Resources and Environment, allow students to apply a liberal arts skill set to a broad range of problems and topics.

### ● The Michigan in Washington program

provides a chance for undergraduates to combine coursework with field research in an internship that reflects each student's particular area of academic interest.

### ● The Newnan LSA Academic Advising Center

gives students the opportunity to receive hands-on advising, in order to help them find classes and a concentration that fits their skills, interests, and goals. In its recent renovation, technology was upgraded in the center, allowing advisers to better assist students.

### ● The Undergraduate Research Opportunity Program

(UROP) integrates teaching and research. First- and second-year students are able to partner with faculty to conduct research, and UROP was recently ranked the number one program of its kind by *U.S. News & World Report*.

The number of LSA students with need is on the rise, especially transfer students.

I wanted to go to the UM and compete with the best but my family was going through financial troubles. Then I got the **Latricia Turner Scholarship**. The scholarship has made a profound impact on my life. I am majoring in economics and plan on attending graduate school for accounting. I believe that my future will be filled with great opportunities.

*Karl Wisla, LSA class of 2009*

I was pleased to establish a scholarship for deserving transfer students. I was privileged to attend Michigan on scholarship and wanted to offer the same opportunity to other students.

*Latricia Turner, LSA class of 1977*

Please use the enclosed envelope to make a gift for scholarships and financial aid.

All gifts to the LSA Fund for Need-Based Support made before December 31, 2007, will be matched by the Presidential Donor Challenge Fund. Inquiries may be directed to the LSA Fund, 500 S. State Street, Suite 5000, Ann Arbor, MI 48109, (734) 615-6376.



## Warm Up the Snake

Legendary director John Rich recalls his career behind the camera.

by Lara Zielin

JOHN RICH ('48, M.A. '49) says there are two things you need to be a successful director: strong legs, because you're always standing, and a strong bladder, because you never leave the set.

Rich is both humorous and qualified when it comes to talking about the film and television industries. Rich directed and produced some of TV's seminal shows, including *The Dick Van Dyke Show*, *All in the Family*, and *The Jeffersons*. His film credits include *Wives and Lovers* and *Roustabout*, starring Elvis Presley.

He shared some of the lessons learned in his career with UM students last fall. "I don't envy you, going into writing today," Rich said, speaking to Professor Oliver Thornton's television writing class, "but if I could tell you anything to help you succeed, I'd say write with conviction and don't become part of the mob."

By "the mob," Rich means the numerous writers on any TV show today, who often have roles similar to producers and, according to Rich, purloin control

over the creative process. "These days, the director is just a traffic cop," said Rich, adding that the sheer number of writers and producers on any set puts directors and actors in a show's backseat. This, he said, makes for bad television.

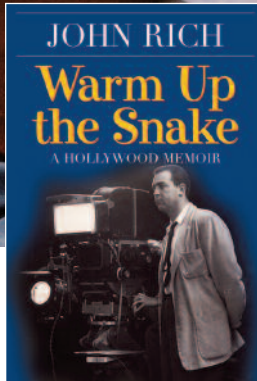
The solution? Forget the biz and "get a job at Starbucks," Rich joked with the students in the room. Then he added, seriously, "Don't be afraid to let others in on your process. Collaboration only makes things better. And do some mentoring if you can. There was a lot of that—giving a young person a leg up—back in my day."

Rich is still giving young people a leg up today with scholarship support to UM students through two Patricia and John Rich Dean's Scholarships, which provide significant funding for out-of-state students. Rich and his wife also endowed a \$1 million professorship at UM's Institute for the Humanities in 1991.

More than just offering support and advice, Rich is also quick to share his stories, such as what happened when Elvis wanted to do his own stunts on the set of *Roustabout* (he was hurt, of course, but came back to the set the next day), or what it was like to meet with Hollywood executives to discuss the pilot for the TV show *Barney Miller*. "Have you even heard of that show?" Rich asked, laughing at the students' blank looks.

Rich uses the same humor and recall in his new memoir, *Warm Up the Snake*. The title references how rattlesnakes literally had to be "warmed up" before they would wiggle or strike on the sets of westerns. Early in his career, Rich directed two such shows that occasionally called for snakes: *Gunsmoke* and *Bonanza*.

Lara Zielin is Editor of LSA magazine.



John Rich talks with students in a television writing class.

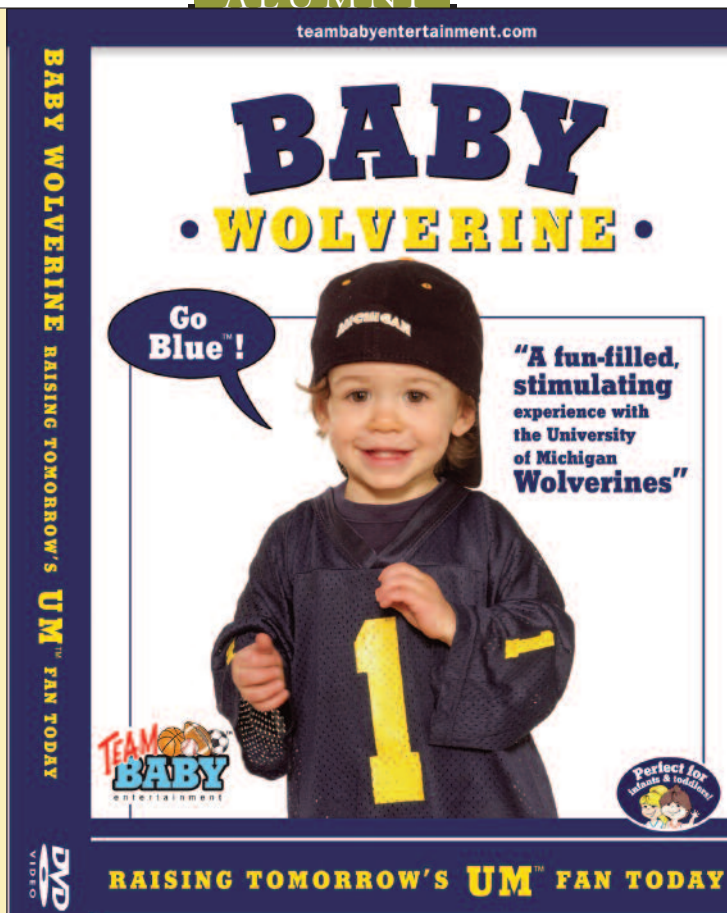
### PASTIMES

#### 04.0 EVE BUTTERLY ('88)—PYSANKY

Only one pastime submission we received was so first-rate that it was slated to appear in the White House. Eve Butterly wrote to us and explained: "My Grandmother Julia introduced me to the ancient Ukrainian art of pysanky (Easter eggs decorated with wax and dye) when I was a young girl. Every night, after I put

my daughter Julia to bed, I work on my eggs. My hobby has turned into a lucrative fine-art career. I love to create custom designs, and I will be featured on the HGTV program *That's Clever!* airing in 2007. My award-winning eggs are on display in a Dallas gallery, and one will represent the state of Texas at the White House this Easter."





## Team Baby

ELMO, BARNEY, AND NOW,  
A UM WOLVERINE

by Rebekah Murray

TODDLERS ARE NOW JUMPING and dancing to “The Victors” with the Michigan Marching Band, thanks to the

*Baby Wolverine* DVD created by alumnus Greg Scheinman ('97), founder and CEO of Team Baby Entertainment.

*Baby Wolverine, Raising Tomorrow's UM Fan Today* is one of 20 videos Team Baby Entertainment has produced for fans of NCAA athletics. *Baby Wolverine* includes officially licensed footage of a variety of UM sports. The goal, Scheinman says, is to encourage

family interaction while exposing children to basic skills such as counting and spelling with school-specific words, numbers, and images.

On the cover of *Baby Wolverine* is Scheinman's son, Auden, age two at the time. Auden served as the inspiration for the DVDs when Scheinman couldn't find a video that they both wanted to watch.

“I went to the stores looking for a children's video related to sports so that I would actually enjoy watching it with my son,” Scheinman says. “I was surprised there wasn't anything out there.”

In early 2005, Scheinman, armed with a bachelor's degree in communications and 10 years of experience working in film and entertainment, decided to fill this void. Since he lives in Texas, the first video created was *Baby Longhorn, Raising Tomorrow's UT Fan Today*.

“The response from children and parents was terrific,” Scheinman says, so Team Baby Entertainment was formed. Last year, the company was acquired by The Tornante Co., a firm started by Disney's former Chief Executive Officer Michael Eisner.

Since then, the company has expanded from only college sports to include professional teams with videos such as *NASCAR Baby*, with the voice of late-night talk-show host Jay Leno; *Miami Heat Baby*, with the voice of basketball coach Pat Riley; and *New York Yankee Baby*, with the voice of New York Yankees' owner George Steinbrenner.

Auden now has plenty of sports-themed DVDs to choose from. “He's really enjoyed the videos,” Scheinman says, “but now he's completely confused as to where he should go to college or what team to cheer for. He does know that when I say ‘go,’ he shouts ‘blue!’”

*Rebekah Murray is the Assistant Editor of LSAmagazine.*

### PASTIMES

#### 05.0 KAREN KATZ ('86)—COMIC BOOKS

Imagine Erin Brockovich with super powers and you have the idea underlying the comic book *Attorney Man* by Karen Katz. Only instead of X-ray vision and herculean strength, Attorney Man discovers he has the power to attract clients and listen. With a background in personal communications and law, Karen's comic helps

lawyers bring more to the table than legal-speak. “Sometimes lawyers take everything so very seriously and are myopic. This book is a lighter way to encourage attorneys to think like the businesses they serve, provide excellent service, and have some fun! It's the ‘must-have business development and sales story of the century!’”





## [ GIFT STORIES ]

LSA | MAKING THE MICHIGAN DIFFERENCE



The College has received many generous gifts to The Michigan Difference campaign. Each gift carries its own story. Here are a few recent ones.



## SISTER TO SISTER

AT THE UNIVERSITY OF MICHIGAN, Carol Boyd works to reduce prescription drug abuse by American teenage girls who use narcotics for health problems.

Carolyn Johnston studies social barriers hindering the distribution of HPV vaccines that can prevent cervical cancer around the world.

Nesha Haniff ('75, Ph.D. '83) travels to South Africa with UM students to educate women about protecting themselves from HIV/AIDS.

Lisa Kane Low (UM '84, Ph.D. '01) works with women in Honduras to improve prenatal care and reduce mortality rates among childbearing women.

But these UM researchers struggle to find adequate funding for their cutting-edge projects. Now, they are reaching out to others—particularly women—to help close this gap.

On October 13, 2006, women from across the country met in Ann Arbor to form the Sisters Fund. It is the first time in UM's history that a research fund, financed primarily by women, is being dedicated to women's health.

"The Sisters Fund is about people coming together to support projects that ordinarily would not get funded. These projects have the potential to change the lives of women, men, and families," says Boyd, Director of UM's Institute for Research on Women and Gender and a professor of nursing and women's studies.

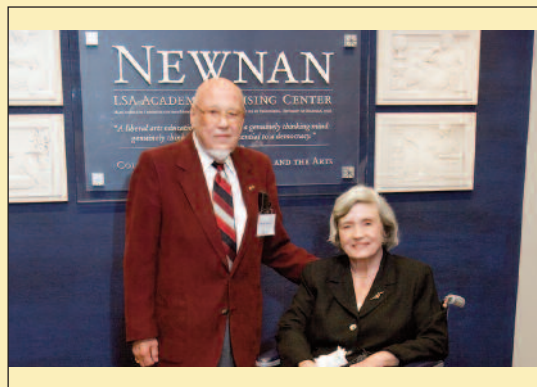
Dr. Susan Love, a founder of the breast cancer

advocacy movement and a nationally recognized expert on women's health, spoke at the kick-off breakfast for the fund.

"It is extremely difficult to get funding for innovative ideas in women's health these days," says Love.

"If women want to see societal changes in the areas of health care for women, equal career opportunities, domestic violence, and child care, they have to flex their economic muscles," says Ellen Agress ('68), co-chair of the Sisters Fund with Boyd and Barbara Osher. Agress is also a breast cancer survivor who lost her mother to the disease.

As women marshal their intellect and economic power, world-class UM researchers will continue to find



ways to improve women's health around the world.

## RENOVATING THE LIBERAL ARTS

IN 1997, Henry L. Newnan Jr. ('50) saw an article about academic advising in UM's alumni publication *Michigan Today*. It said students were becoming so focused on preparing for careers that they were spending less time studying the liberal arts.

Newnan, a retired industrialist who has a bachelor's degree in engineering, always wished he had spent more time studying the liberal arts, and he wanted to find a way to help future generations of students. His interest led to recent gifts totaling more than \$3 million. Utilizing some of these

Donations to the Sisters Fund can be sent to: The University of Michigan c/o The Sisters Fund, LSA Development, Suite 5000, 500 S. State Street, Ann Arbor, MI, 48109-1382. Donations are tax deductible.

**(Left) Dr. Susan Love, a surgeon and breast cancer researcher, spoke at a breakfast last fall to raise money for women's health research.**

**(Right) Henry and Yvonne Newnan**



funds, the College of LSA was able to renovate the Academic Advising Center.

The Newnan LSA Academic Advising Center was named in honor of Newnan's gift during a ceremony last summer. A plaque at the entrance to the center summarizes Newnan's philosophy about the value of the liberal arts.

"A liberal arts education is essential to a genuinely thinking mind; genuinely thinking minds are essential to a democracy," Newnan wrote.

The center, located on the first floor of Angell Hall, has undergone a complete renovation and expansion, from 11,000 to 15,000 square feet. Plasma screen televisions and 10 computers throughout the space help students access information quickly. Private offices enhance personal discussions between the center's 30 advisers and students. Royal blue carpeting and comfortable arm chairs create an inviting atmosphere.

"Henry was passionate about getting this done," says Esrold Nurse, Assistant Dean for Student Academic Affairs. "He really wanted to have some effect on students thinking about the broad education that we provide."

Newnan hopes that generations of students will benefit from his gift, and already it seems they are. The center has reported an increase in student traffic since the renovations were completed.

"With a little luck it will happen," Newnan says. "This is an issue that is close to my heart."

## A PERSONAL CONNECTION

THERE WAS A TIME when Johny Urgiles was convinced college wasn't for him. In the Brooklyn neighborhood where he grew up, it wasn't uncommon for kids to drop out of high school to work in construction.

Yet, at the urging of a few high school teachers, Urgiles decided to apply to college, specifically UM, and was admitted into the class of 2008. But paying for school posed another obstacle. "When my first year was up, I didn't know if I'd be able to return," says Urgiles. "Everything changed when I got a letter telling me I'd received the [James M.] Garten-



berg Memorial Scholarship."

James Gartenberg ('87), who for many years was president of the Alumni Club of New York, died in the September 11, 2001 attacks in New York. After his death, a scholarship was established that could benefit a UM student from one of the five boroughs of New York City.

The Gartenberg funds served as a stepping stone for Urgiles to find additional funds for his education. With similar initiative, he found an internship in Spain for the summer after his sophomore year, fulfilling his dream of traveling abroad.

Urgiles discovered that Gartenberg's sister, Julie, lived in Madrid, and they were able to meet face-to-face. "This was the first time I could thank, in person, someone with any relation to the scholarship, as well as James," says Urgiles. Then, at the start of his junior year, Urgiles met Adam Goldman, a key driver in raising the Gartenberg scholarship funds. In 2002, Goldman started the annual James M. Gartenberg Memorial Scholarship Golf Outing, which just celebrated its fifth-year anniversary.

"It was a pleasure meeting Johny and seeing firsthand how this scholarship is helping students," says Goldman. "We will continue to raise money and honor James by creating an opportunity for other students to benefit from an education at UM."

The personal connections to his scholarship funds are helping Urgiles think about the future. "I've been given so much help to get where I am," he says, "and now I want to go back to Brooklyn, maybe to teach.

"I will do something to give back," says Urgiles. "I have to."

Johny Urgiles (left) and Adam Goldman

## Identity Theft

by Gail Flynn

### TRUE OR FALSE?

- 1 Using the Internet makes people more vulnerable to identity theft.
- 2 Corporations and institutions are responsible for keeping personal information secure.
- 3 Most identity theft is committed by people who know their victims.

Answers: 1. False 2. False 3. False, although it's nearly 50 percent

NEARLY 10 MILLION AMERICANS are victims of identity theft each year and the number is growing, according to the Federal Trade Commission (FTC). Victims of this crime spend an average of 30 months and \$500 cleaning up their credit, but the costs for many are the loss of loans, jobs, educational opportunities, and sometimes even arrest for crimes they didn't commit.

In a May 2006 survey of the attitudes of American adults toward new technologies, conducted by the LSA Department of Communication Studies with support from the Constance F. and Arnold C. Pohns Endowment, "a majority of respondents reported that they were very concerned about identity theft over the Internet," says Michael Traugott, professor of Communication Studies.

### BEYOND ONLINE

Generally, the public believes that the greatest threat to personal information is a lone hacker or a ring of technologically savvy thieves who track their keystrokes and crack their passwords to gain access to sensitive data. In fact, FTC studies show that only about 10 percent of all identity theft occurs through the Internet. Online financial transactions actually may be safer than those conducted by telephone, mail, or even in person.

Although identity theft brings to mind the familiar Citibank commercials, such as "Thelma and Norma," nearly 50 percent of these incidents are perpetrated by someone the individual knows, such as a



roommate, ex-spouse, child, or coworker, rather than a stranger, says Virginia Rezmierski, an adjunct associate professor in the School of Information and the Ford School of Public Policy. Often these thefts occur because people don't realize the ease with which a credit card can be misused or a fraudulent credit application approved. One example of identity theft, Rezmierski says, was that of the UM student whose roommates used her credit card to buy porn, which they then sent to the student's home. They thought she would get into trouble with her parents, but didn't realize that they would also affect her credit record, cause her personal information to be shared with similar companies, and, in the process, commit a crime.

But the greatest threat to the security of personal information comes from perilous handling by companies or direct assaults carried out by an organized crime element. Rezmierski has found that public and corporate information systems are not set up to adequately protect people's personal information. "The security aspect is more of an afterthought brought about by necessity," she says.

## SECURITY BREACHES

Her research, funded by the National Science Foundation, demonstrates that people who have access to personal records usually are not sufficiently trained to be discerning about the information that they release. During her study, a major organization asked Rezmierski to test its security system. "Although the system administrator had asked me to do this and I had permission from the vice president, no notification was given to the staff, so no one else was aware of what I was doing," she says. "On the organization's website, I found the name of a director to use when I called the office to say that there was an IT problem, and I was cross-checking information. Any technically savvy person could supply believable reasons for needing the requested information. I found that 40 percent of the people I spoke to supplied me with passwords in their systems. These would have allowed me to gain further access to their personal and/or to company information. A few employees told me that they would have to check with their supervisors before releasing information, which is the correct answer.

"Another massive problem that I encountered in the study," Rezmierski says, "is that organizations routinely collect and have readily available more

personal information than is necessary or appropriate." Because information is routinely shared between financial and insurance institutions, marketing firms, corporations, and other organizations, individuals are not aware of the number of people who have access to their sensitive data. "We hear about three million bank account numbers being made vulnerable because of a missing laptop, or 95,000 Social Security numbers being left open. These breaches have financial ramifications for many organizations and individuals," she says.

Also, organized crime is able to set up "dummy" organizations that can gain access to personal information through legitimate channels, for instance by subscribing to data brokers.

## PROTECT YOURSELF

Some progress has already been made to secure personal information. Almost a decade ago, UM and other universities stopped using Social Security numbers as student or employee ID numbers. This number was designed only for tax purposes and is not appropriate as a general identifier because it makes personal financial information much more accessible to more people. Many medical insurance companies still use Social Security numbers as identifiers. "The customer must complain and start pushing back to get things changed," says Rezmierski.

The newest technology to offer opportunities for identity theft are the "fast pass" cards used for quick and convenient transactions at gas stations, toll booths, and other locations. These cards contain radio frequency identity (RFID) chips that transmit personal and financial information by radio frequencies. "Consumers don't think about what information is being transmitted by these devices or who is receiving it," says Rezmierski. "More information is often contained than is needed for the transaction and is usually sold to marketing or data aggregate companies to be passed along to other organizations. The convenience of these transactions makes them appealing, but also gives individuals less control over their own information."

Individuals can reduce their risks of identity theft by becoming informed. Students in one of Rezmierski's classes brought about the creation of a UM website, "Protecting Against Identity

# Ten steps to reduce your risk of identity theft

**1** When making a purchase or contribution by phone, state that the organization does not have permission to share your information. Ask them to flag your name. Also, check the privacy statement of your bank and other financial institutions to find out how your information is being shared and submit a Fair Credit Reporting Act Opt-Out form.

**2** Don't respond to any emails or phone calls that request information to verify your account. This practice is known online as "phishing," or by phone as "pretexting." Only give information if you have initiated the contact.

**3** Don't use the digitized signature pad for credit card transactions. The device records and stores your legal signature and makes it accessible to numbers of people. The sales clerk is required to permit you to sign the paper receipt. Also, write on your credit card signature strip that the clerk should request photo identification.

## Ten steps to reduce your risk of identity theft, *continued*

- 4 Keep your Social Security card, as well as any credit or identity cards that you will not be using, in a safe place, not in your wallet.
- 5 When signing release of information forms at medical or other offices, cross out information that you don't want to be shared. Don't assume that all information requested is really needed. Organizations amass information because it is easily stored in computer systems, but it also is more vulnerable.
- 6 If you are using wireless Internet in your home, be sure it is encrypted so your information is protected.
- 7 Don't use your mother's maiden name, your birth date, the last four digits of your Social Security number, or your phone number as passwords because they are easily accessible. Also, don't use your Social Security number as a password or an identification number except for tax or financial purposes.
- 8 Shred all documents that contain identification numbers, or personal or financial information that could be found by Dumpster divers.
- 9 Check your mail carefully for bills, tax information, and credit card applications and don't leave outgoing mail in unsecured home receptacles. Identity thieves might apply for credit in your name, or change your billing address to divert information and avoid detection.
- 10 Get a free copy of your credit report.

Misrepresentation and Theft," <http://identityweb.umich.edu>, to raise awareness about the problem and to provide information and tips.

Rezmierski advises, "Keep as much of your personal information as possible out of the generally accessible pool of information. People must be assertive about protecting their identity. They must take responsibility and not assume, wrongly, that organizations, institutions, or the government are assuming that responsibility."

*Gail Flynn is a writer for LSA Development, Marketing and Communications.*

**Editor's Note:** Since this article was written, Virginia Rezmierski received a letter from a home goods/clothing store chain saying that the company experienced an unauthorized intrusion into its computer system. Her information was one of a small number of customer names, addresses, and drivers' license numbers that were stolen from the company's database. Rezmierski says the store obtained her information as the result of an in-person transaction when she used either a personal check or a charge card. She regrets paying that way, saying that this wouldn't have happened to her if she had paid with cash.



## PASTIMES

### 06.0 JIM CLATWORTHY (’60, M.A. ’61, PH.D. ’70) —SMOKEJUMPING

“Smokejumping paid for my undergraduate education,” says Jim Clatworthy, who went on to explain exactly what smokejumping is. “The U.S. Forest Service Smokejumpers are the first defenders of wilderness area and also provide first aid for injured hikers or sportsmen. They also assist in wilderness rescues. “I’m a life member of the National Association of Smokejumpers and trained with them in Missoula, Montana, in 1956. In 2006, to celebrate the 50th anniversary of that class of smokejumpers, I organized a volunteer week-long

restoration project replacing rafters and installing a catwalk around the Double Arrow Lookout near Seeley Lake, Montana. Mind you, we’re all over 70 years old and we didn’t have a single accident or fall from the 20-foot tower.”





Where work is played.

## New Kids on the Block M

by Nikki Brand

A UM RECORDING LABEL is giving faculty, staff, and students the opportunity to record and distribute their music at a low cost and get broad exposure. That's great news, especially for faculty like Professor of Cello Anthony Elliott, who has recorded with other labels but says, "labels are really only interested in main-line performers like the Three Tenors or Yo-Yo Ma."

Under the Block M Records label, UM controls the recording, production, and distribution of music, but the artists retain a copyright interest in their recordings. They also attain a greater return on royalties for their music than they would through conventional record labels, says Mary Simoni, Associate Dean for Research and Planning for the School of Music, Theater and Dance and Professor of Performing Arts Technology. Simoni is essentially the executive producer of Block M Records.

"Block M Records will give me additional exposure, and the music is easy to access through iTunes," says Elliott, a cello soloist with major orchestras and winner of the Feuermann International Cello Solo Competition.

Block M Records is distributing Elliott's *The Complete Beethoven Sonatas and Variations for Cello and Piano*, music he had recorded at the Solid Sound studio in Ann Arbor with pianist Polina Khatsko. The recording also includes liner notes about the origins of the music by Steven M. Whit-

ing, Associate Dean for Graduate Studies and Associate Professor of Musicology.

Faculty member and vocal soloist Daniel Washington, Associate Dean for Faculty Affairs (Director of Minority Services) and Associate Professor of Voice, also turned one of his CDs, *Songs My Mother Taught Me*, over to Block M Records. He has a career that includes performances in prestigious operas, recitals, and oratorios. Washington said that not only will Block M Records increase exposure for UM artists, it will also benefit alumni and the university at large.

"Block M Records is good because it will give people around the world access to what happens at the University," he explains. "It will give people an opportunity to listen to music they might otherwise not have had the opportunity to hear."

But it's not just faculty artists who are recording with Block M Records.

Last September, UM students got the opportunity to win a chance to record by participating in the "New Music on the Block" competition. One of the winners was a first-year student in LSA's Residential College, Jack Stratton, whose music is being recorded by Block M Records and distributed through the Apple iTunes Music Store.

"My sound is just kind of a rock, funky sound," he says. "I generally play all of the instruments myself when recording. I guess what made my performance a little unique was that I didn't use any conventional drums—I just tapped on a table."

Stratton said the opportunity to record with Block M Records will give him a professional sound he hasn't had before.

*Nikki Brand is a freelance writer based in Flint, Michigan.*



BLOCK M

Jack Stratton (top left), Anthony Elliott (top right), and Daniel Washington (bottom), are recording artists with UM's Block M Records.



## Teresa Sullivan

TEXAS, TURKEY SOUP,  
MICHIGAN STATE, AND  
MORE: MEET UM'S NEW  
PROVOST

by Sheryl James

A SIMPLE GAME rests upon a small table in Teresa Sullivan's office. It resembles Chinese Checkers. Marble-sized pieces fill a wooden circular game board. They are made of different minerals. Small labels on each identify the mineral—"dolomie," "septaria"—which are French words because, Sullivan says, "this particular set was made in Madagascar, and they speak French in Madagascar."

The object is to jump marbles, as in checkers, until you end up with just one in the middle. But Sullivan's objective is far less strategic.

"When I was a graduate dean," in her previous job at the University of Texas System, "many of the students I saw had serious problems. They were often fidgety. So the grad student would sit there and fidget with this game, and it made it easier for them to talk to me."

A wine rack full of empty champagne bottles labeled, in English, with names and dates, sits nearby. This conversation piece represents the more euphoric part of the graduate student's experience, Sullivan says.

"When one of my doctoral students finished his or her dissertation, I pulled out a bottle of chilled champagne. I enjoyed it together with the student; the student got the cork, I got the bottle. I put his or her name and date on the bottle and then it went in the rack."

These Provost's artifacts, and a soon-to-follow story about Sullivan's passion for turkey carcasses, present suitable introduction to UM's remarkably down-to-earth new Provost and Executive Vice President for Academic Affairs.

Sullivan, who often punctuates scholarly, Southern-accented discussions with hearty laughter, oversees all of UM's colleges, including LSA. She came aboard in June, reaching a pinnacle in a far-flung career that brings new definition to the word "eclectic."

Her vitae is 26 pages long, single-spaced, and populated by titles of books, chapters, and scholarly articles that address topics such as bankruptcy, human longevity and intimacy, and young Catholics.

She has authored an award-winning Oxford University Press book on bankruptcy and consumer debt, and has become an expert on women's studies and on achieving student body diversity without affirmative action. She has won national writing and teaching awards, was a National Science Foundation Graduate Fellow, and was once a Mississippi

Homemaker of Tomorrow—which means that she can cook, too.

Her academic specialty, however, is labor force demographics, so her arrival is likely to benefit both the academy and the state's workforce. In fact, Sullivan already has begun to reinforce the road between Ann Arbor and Detroit.

"On my own this summer, I spent a lot of time researching the big three automakers," she says. "To me, the Michigan economy is something that's very important for us to understand. There's a problem there, but we're part of the solution to that problem. I think it's very important for us to pay attention to Detroit."

To drive that point home, in December she organized a field trip to Detroit for one of the Dean's Council meetings. The bus toured the downtown area, including Focus Hope, Detroit's storied civil and human rights organization. The final stop was lunch at UM's Detroit Office of Undergraduate Admissions on Woodward.

Sullivan acted as emcee on the field trip, introducing speakers from various southeast Michigan nonprofits and community groups. Her message: UM has a social conscience, and Detroit has plenty to offer. But she is quick to point out that UM is no savior, just a partner.

"I'm not assuming that we know what should happen. I'm assuming that people in Detroit, in many cases, need to tell us what needs to happen. But we've got to make those connections so we can listen and have a conversation."

## THE PATH TO PROVOST

Sullivan's projects stem from her lifelong passion for sociology. "I just found that intellectually, for me, sociology was the key that unlocked what I wanted to study," she says. "My first sociology course, I think I took as a junior. I just thought, 'Yep, this is it, this is what I'm supposed to do.' I can't really explain it more rationally than that."

Her path to Provost provides a fuller explanation. Sullivan was raised in Little Rock, Arkansas. Her parents, Gordon and Mary Elizabeth Sullivan, grew up poor on farms in Kentucky and Illinois; both of their families lost their farms during the Depression—one reason for Sullivan's expertise in who goes bankrupt and why. Sullivan's parents voluntarily joined the military during World War II.

"My mother was a triage officer in the Battle of the Bulge," Sullivan says. "She heard those dying soldiers in her dreams for the rest of her life."

Her parents met after the war, when both were attending college on the G.I. Bill. That opportunity sensitized Sullivan to the importance of such "outreach," she says, "because that expansion of college access through the G.I. Bill really laid the framework for the prosperity of the 1950s and '60s."

In the early 1960s, after Sullivan moved to Michigan, her father died. She was 11, and life suddenly got a lot tougher. Living on her mother's modest salary as a nurse, coupled with the Depression-formed values she grew up with, instilled in Sullivan an inability to throw anything out—including turkey carcasses.

So, after Thanksgiving last fall, the carcass went into the freezer, as it always does, until Sullivan found time to make turkey broth. "Eventually, I got the frozen turkey carcass out, and I started making turkey broth. I got up at 3:30 in the morning to check the stock. And then, later in the morning, I strained the broth and put it in the refrigerator to harden the fat and scoop it off.

"Why am I making turkey broth from scratch? Because of the way I was brought up." (The oldest of her two adult sons also shares the 1930s-era values. "He squeezes a quarter until the eagle screams," she boasts.)

## THAT LITTLE MSU DETAIL

The academically talented Sullivan was Jackson High School's class valedictorian in Jackson, Mississippi, in 1967. Several colleges, including Michigan State University, courted her with scholarships. Sullivan was torn—until her high school principal called her into his office.

"And he said, 'Terry, you can go wherever you want, and I know you'll get a good education wherever you go. But I just want you to know that nobody from this high school has ever gone to the Big Ten before.'"

She laughs uproariously. "So I made the decision to go to Michigan State."

Sullivan, who often punctuates scholarly, Southern-accented discussions with hearty laughter, oversees all of UM's colleges, including LSA.

“Let me tell you, the woman who gets up in the middle of the night to make turkey broth is going to be pretty careful with the budget.”

Nearly 40 years later, after Sullivan had married, raised two sons, and made her mark in Chicago and Texas, she thought that little MSU detail might be an issue with UM President Mary Sue Coleman, who came calling one day. It wasn't.

“I knew Teresa would be a great fit with the University of Michigan right away,” says Coleman. “She has the experience and credentials to do the job, certainly, but she also has a fantastic energy and, I found, an unrelenting commitment to higher education.”

Sullivan, whose husband, Douglas Laycock, is now a UM Law School professor, says she thinks what really sold Coleman was the Sullivans' homemade rum raisin ice cream.

“It was good,” admits Coleman, “but what was even better were Teresa's ideas, her background, and her experience. Already the University has benefited from her presence here.”

### SERVING THE PUBLIC MISSION

Sullivan has settled comfortably into her new hometown. She loves Ann Arbor, follows football avidly, sings in a church choir, and belongs to the Washtenaw Wanderers Volkssporting Club.

As for her job as Provost, she says she's delighted she didn't face a scandal or public relations mess when she started; rather, she encountered quite the opposite. She praises the quality of UM's staff, students, programs, and also what she calls a positive, can-do corporate culture. “Coming in from the out-

side to this Provost job, this was just about too good to be true. I haven't been disappointed,” she says.

Still, her approach in Ann Arbor has been similar to that in Texas: comprehensive, pro-active, and hands-on. Her staff has organized “Provost Prowls” to allow Sullivan to sit in classes, residence halls, museums, libraries, and student hang-outs. She has discovered her own favorite spot: The William L. Clements Library on South University, next to President Coleman's residence. “It was designed by Albert Kahn. It's just a little treasure room.”

Meanwhile, Sullivan has established a Student Advisory Council and is leading a multi-year space utilization initiative on campus. This may sound mundane, but it ties into what will likely be Sullivan's major challenge in the years ahead: helping UM adapt to the 21st century. While that encompasses issues such as e-communication, it focuses sharply on money.

And that again circles back to UM's role with the state. “The State of Michigan happens to be UM's largest donor, so it's really important that we keep good relationships with them, that people feel we are serving the public mission. We use the money wisely—but we really need that money.

“Let me tell you,” she adds, laughing, “the woman who gets up in the middle of the night to make turkey broth is going to be pretty careful with the budget.”

*Sheryl James is a freelance writer from Brighton, Michigan.*

## PASTIMES

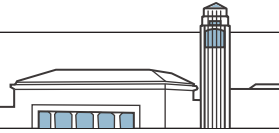
### 07.0 BRUCE BRUMBERG ('81) —FACTORY TOURS

Ever wondered how toothpaste gets into the tube, how the fortune gets into the fortune cookie, or how such big flavor gets into one small jellybean? Bruce Brumberg can tell you, since he and his wife have a passion for seeing products being made—from Boeing 747s to Ben & Jerry's ice cream to Harley-Davidson Motorcycles, they've traversed the United States to see how it's done.

“I am not an engineering or science guy,” explains Bruce of his pastime, “it's just a fascination with how things are made, a close-up view of well-known companies, and being immersed in a business world different from my own that sparked this interest. My wife and I, with help from our kids, have written a popular travel and business book about factory tours and company museums titled *Watch It Made in the U.S.A* (Avalon Travel Publishing, 2006).”



## big news on campus



### Cancer-Fighting Algae

Combining synthetic chemistry techniques with a knowledge of the properties and actions of enzymes, scientists have been able to produce an exciting class of anti-cancer drugs originally isolated from blue-green algae. This accomplishment is expected to make it possible to produce enough of the promising drugs for use in clinical trials. It was a scientific team led by David H. Sherman, a professor in LSA and the Life Sciences Institute (LSI), and LSI researcher Zachary Q. Beck that found the trick to turning the green gunk into gold—cancer-fighting gold.



### Clinton to Address Grads

On April 28, former President Bill Clinton will deliver the spring commencement address in Michigan Stadium to an audience of more than 40,000. Since leaving office, President Clinton established the William J. Clinton Foundation to confront some of the most pressing challenges of the 21st century, including HIV/AIDS, climate change, and the childhood obesity epidemic in the United States. Clinton and his wife, U.S. Senator Hillary Rodham Clinton, have visited UM's campus on prior occasions. In 1993, then-First Lady Hillary Clinton delivered the commencement address and received an Honorary Doctor of Laws Degree.

### College Coalition to Help the Economy

Last fall UM, Michigan State University, and Wayne State University announced a new collaboration called the University Research Corridor. Together, the universities plan to reach out to businesses, policy-makers, innovators, investors, and the public to speed up the process of transferring university technology to the marketplace, as well as making resources more accessible and helping to attract new jobs to the state.

### Searching for the Cause

UM researchers are leading a joint effort by 11 universities to gather and bank DNA samples from autism patients. The researchers are hoping to find the causes of autism, a developmental disability, in order to develop treatments and prevention strategies. Samples will be collected from 3,000 autism patients over the next three years.

### A Mistake to Pay Off Your Mortgage?

Nearly four in 10 households that pay off their mortgage early are making a mistake, says Clemens Sialm, assistant professor of finance at the Ross School of Business. Sialm says at least 38 percent of U.S. households that currently accelerate their home mortgage, either by making extra payments or by taking out a mortgage for less than the standard 30 years, would be better off investing the extra money in tax-deferred retirement accounts, such as a 401(k) or 403(b).

"When faced with the trade-off between paying off an extra dollar of mortgage and saving that dollar in a tax-deferred retirement account, households often choose an inferior strategy leading to large aggregate losses," Sialm says.

### Does He Love You? Maybe it's in His Face

Can you judge a man by his face? Many people believe they can. Social psychologist Daniel J. Kruger conducted a series of online experiments showing 854 male and female students versions of composite male faces that had been altered to look more or less masculine by adjusting, for example, the shape of the jaw, the strength of brow ridges, and the thickness of lips.

"It's remarkable that minor physiological differences lead people to pre-judge a man's personality and behavior," says Kruger, a research scientist at the School of Public Health and the Institute for Social Research. Men with highly masculine faces were judged more likely to get into physical fights, challenge their bosses, sleep with many women, and cheat on their partners. Those with more feminine faces were judged to be more likely to be good husbands, be great with children, work hard at their jobs, and be emotionally supportive.

### Diversity Blueprints

A new campus-wide task force, Diversity Blueprints, was created to develop fresh, innovative approaches to sustain and enhance diversity at UM. The group meets regularly to encourage brainstorming and creative thinking among all segments of the University community. Comprising administration, faculty, staff, students, and alumni, Diversity Blueprints will develop action plans to pursue the best ideas submitted.



LSA magazine continues its series documenting UM in the past and today.

## Commencement

# THEN

by Rebekah Murray

In 1912, when this photo of the Literary College's graduation exercises was taken (left), UM had already created commencement traditions, many of which last to this day.

Wearing academic gowns in 1912 was a relatively new experience for UM seniors. In 1894, students in the Literary College, now the College of LSA, told students in UM's law school and medical school about the English custom of wearing academic





# NOW

dress on important occasions. The law and medical students were not impressed. They served a notice that “anyone appearing on campus in such garb would be forcibly disrobed.” The graduating literary students wore the gowns anyway, and the custom soon caught on.

An outside speaker gave the commencement address in 1912, a practice begun in 1878. The June 26, 1912 address was delivered by an alumnus of the class of 1874, the Honorable Lawrence Maxwell, formerly the United States Solicitor General.

Over the years, UM has hosted famous and influential speakers such as President Lyndon B. Johnson,

President George H.W. Bush, First Lady Hillary Rodham Clinton, Supreme Court Justice Sandra Day O’Connor, Secretary-General of the United Nations Kofi Annan, and Michigan Governor Jennifer Granholm, among many more.

Now, UM awards degrees to about 3,500 undergraduate students at spring commencement, before an audience of more than 40,000. This year’s commencement address will be given by former President Bill Clinton on April 28, 2007, in Michigan Stadium.

*Rebekah Murray is the Assistant Editor of LSA magazine.*

This article was written with help from the following source: Wilfred B. Shaw, ed., *The University of Michigan: An Encyclopedic Survey* (Ann Arbor: University of Michigan Press, 1942).

# mary frances berry

A Ph.D. in history and a law degree from UM helped Mary Frances Berry prepare for her illustrious career as a public servant—and as a sometimes controversial figure. After all, not many people can say they’ve sued the president of the United States—and won—but Berry can and did when President Ronald Reagan attempted to remove her from the board of the Commission on Civil Rights because she criticized his policies. She can also say she’s had a tremendous impact on the state of civil rights in the United States, and the world. However, it’s likely she won’t say any of it in a conversation about her life. Instead of focusing on what she has accomplished in the past—whether it’s protesting South African apartheid and working to free Nelson Mandela in the mid-1980s, authoring several books, or holding positions such as Chairperson of the Commission on Civil Rights, Assistant Secretary of Education, or Chancellor of the University of Colorado at Boulder—Berry will talk about what she says still needs to be done to further the greater good. Today, Berry is the Geraldine R. Segal Professor of American Social Thought and Professor of History at the University of Pennsylvania, and it was from her office there that she spoke with *LSA magazine*.

**You grew up poor in Tennessee and often went without food, heat, proper clothes, and more. How did knowing such devastating poverty early on affect you later in life? How does it affect you today?**

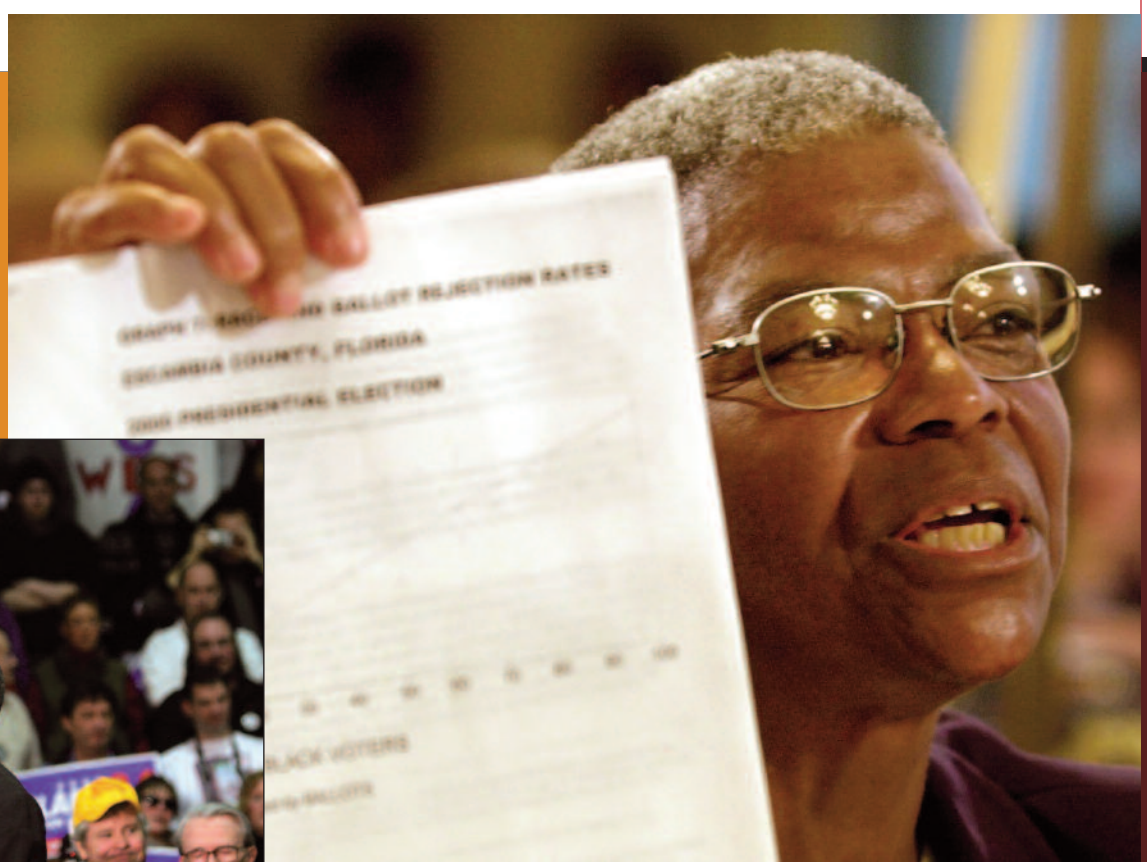
Growing up poor means I know what being poor is like. When people talk about poverty, I don’t have to say “I wonder what that’s like?” I also understand that people can be very hard working and still be poor, as my mother was. She worked many, many hours a day on behalf of my siblings and me, so I don’t ever assume that everyone who is poor is lazy, and that’s important.

**Your mother also encouraged you to “be over-educated,” or to get as much education as you could. What else was influential in your decision to get both Ph.D. and law degrees?**

My adviser at UM, a historian who taught legal and constitutional history, advised me that it would be worthwhile to obtain both degrees. He suggested that with only the law degree, I wouldn’t understand the historical context of the law, and with only the constitutional history Ph.D, I wouldn’t understand the ways the history was being applied. That was a “wow” moment for me. Today, for my own students in a course on the history of law and social policy, I select issues such as immigration policy, and we look at how that policy has developed over time and the litigation surrounding it—not just now but in the past as well.

**You say that civil rights matter to everyone, regardless of skin color. Can you explain why?**

The struggle for civil rights is the struggle to align the reality in our society with the promises in the great documents of our civil life: the Constitution



**(Right)** Mary Frances Berry, Chairperson of the U.S. Commission on Civil Rights, reports on the commission's findings before the Senate Rules and Administration Committee on June 27, 2001, in Washington, D.C. The commission was investigating the November 2000 elections regarding voter disenfranchisement.

**(Left)** Berry addresses supporters of 2004 Democratic presidential hopeful, former General Wesley Clark, at Pembroke Academy.

and the Declaration of Independence. These documents were produced in a time of great promise and, even if women and African Americans were not envisioned as equals at the time, the principles are sound. If the principles were applied, it would be a great realization of true democracy and freedom. However, in our polarized society, there are many people who refuse to acknowledge that we haven't overcome and remedied the past, that we haven't yet repaired or reconciled the past and provided equal justice for those who are the inheritors of injustice. What we do is explain it away, as if it's not a problem anymore. We refuse to admit that some people have benefited from slavery, Jim Crow, and the subordination of women, and have passed those benefits along to their children.

If we truly care about responsibility and accountability, we'll sit down and figure out how to support civil rights and remedies for discrimination. We should be putting our energies into that instead of working to undermine the very narrow, limited remedies enacted to date, such as affirmative action. In Michigan, for example, the public needs to better understand the importance of diversity to maintaining a competitive, world-class university. To be a leader, the University of Michigan must admit Latino and African American students who can do rigorous academic work, whatever their standardized test scores. That applies to white students, too,

some of whom don't do well on standardized tests but have great potential. A different yardstick measuring real potential must be used. Otherwise I fear for the future of the University.

**College campuses are where many of the great civil rights battles have taken place. However, some people argue there's increasing apathy among students today. Do you agree?**

Many of today's college students grew up in a time when, while bad things certainly happened, society had moved beyond taking collective action about most issues. However, since 2000 and the contested election, I think there are more students who have organized to protest the injustices in the world. The genocide in Darfur, sweatshops around the globe—protests about these topics are certainly taking place. I have also found that one of the great shifts is women students leading these protests. In the early days, in the 1960s, all the protests were led by men. But now, while many people engage in social efforts, women are the ones who have spearheaded today's social consciousness.

**Is one form of social action better than another?**

You need both an individual and a collective social consciousness, just as you need both intelligence and courage to save the world. If you have courage, it doesn't matter if you can't grasp the issues at hand; and conversely, if you're intelligent and understand all of it, yet you don't do anything about it, it doesn't matter.



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