KSU military symposium considers 21st century threats

By Neil B. McGahee
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Terrorism remains the number one threat to world security according to civilian and military experts who spoke at a military symposium on February 23 hosted by Kennesaw State and the U.S. Army War College's Strategic Studies Institute.

More than 150 people attended the second annual event which included keynote addresses by former German defense minister Karl Theodor zu Guttenberg and F. William Smullen III, Colan Powell's chief of staff from 2001-2003, and director of national security studies at Syracuse University.

While both men tried to reassure the audience that security threats can be effectively thwarted, each warned about the dangers of old and emerging security threats such as terrorism, piracy, famines, pandemics and climate change as potential risks for the 21st century.

"Paint a picture of the global and national security landscapes and you quickly notice that the challenges we face today seem to be interconnected," Smullen said. "We face threats today that can quickly become global concerns that were once unthinkable."

In addition, while threats from Al Queda may seem to have lessened, Guttenberg and Smullen said that we still need to be on guard.

"Al Queda has changed and we must too," Guttenberg noted that pirates attacked more than 439 ships and held 802 people hostage in 2011. In 2012, 37 ships have been attacked and 159 hostages taken. In 2010, a South Korean tanker fetched a $10 million ransom.

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Another threat includes:

- Piracy, which threatens commercial shipping and in turn, has a chilling effect on commodity prices and contributes to regional insecurity. Zu Guttenberg noted that pirates attacked more than 439 ships and held 802 people hostage in 2011. In 2012, 37 ships have been attacked and 159 hostages taken. In 2010, a South Korean tanker fetched a $10 million ransom.

- Climate Change

By Robert S. Godlewski
rgodlewski@kennesaw.edu

It was history in the making as a record-setting crowd of nearly 5,000 packed the Convocation Center on Feb. 9 to celebrate the debut of the Kennesaw State Owls new fight song.

Unveiled at the start of the game against local rival the Mercer Bears, the lyrics to the fight song include references to the surrounding area ("From the mountain we bring spirit, heart and victory"); the region ("All through the Southland all know our might"); and a commitment to academics.

"This is the beginning of a new tradition at Kennesaw State," said Vaughn Williams, KSU's director of athletics. "I tell our students to think about this moment 15 or 25 years from now when you come back here as alumni. Think about this moment, this time. When you come back to a reunion here and see us doing the cheer at basketball games and football games, remember you were here, you were part of it."

The song is the brainchild of Harry Price, director of KSU's school of music, who approached Williams shortly after he was hired as athletic director last April. Price enlisted the aid of his former Virginia Tech colleague and composer James Sochinski, who has written songs for other universities.

"A school needs a fight song," Price said. "I think it’s going to catch on."
Career fair connects 700 students with employers

by Robert S. Godlewski
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Take more than 60 employers offering jobs, mix thoroughly with 700 students searching for employment or internships, bake for four hours in the James V. Carmichael Student Center and the result is the 2012 KSU Spring Career Fair, a premiere networking event designed to help Kennesaw State students find jobs.

The career fair was brimming with well-spoken, perfectly groomed students in their best business attire hoping to impress recruiters from companies including Disney, the Georgia Aquarium, Enterprise, Coca-Cola and Apple.

“We expected 500 to 600 students, but we set a new record with about 700,” said Karen Andrews, director of the KSU Career Services Center. “This was a very time-effective exercise for all concerned, for students and employers. We had a good variety of employers, more than 60 companies who recognize the quality of our graduates.”

Aluma Jenna Wright returned to her alma mater as a recruiter for Frito-Lay.

“As a district manager, I’m looking for people who are self-motivated and very professional,” she said. “This has been a very worthwhile experience.”

In addition to the recruiters attending the fair, Lori Trahan, an assistant director of the Career Services Center, said she is able to draw from a database containing some 5,000 recruiters.

“Altogether, we have some 12,000 in our database when you factor in our students, alumni and other networking connections,” she said. “Our database contains employers who may have a full-time or part-time position or may want to offer a co-op or internship. We have a lot to choose from.

“We even have a San Francisco-based firm, mCircle Network Security, coming for the first time,” said Trahan.

“They know we have an excellent computer science program.”

KSU sales competition draws Fortune 500 companies

By Aixa M. Pascual
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More than 500 undergraduate and graduate students from the top sales programs, representing 65 universities from the U.S., Canada and Belgium, participated in Kennesaw State’s 14th annual National Collegiate Sales Competition — the largest and oldest collegiate sales competition in the world.

Every March for 14 years, recruiters from many Fortune 500 companies have descended on Kennesaw State University’s Michael J. Coles College of Business looking to hire their next sales stars. As sponsors of the National Collegiate Sales Competition, these companies, including Disney, the Georgia Aquarium, Enterprise, Coca-Cola and Apple.

“Some 75 percent of the students participating get hired at the competition,” Loe said. “A record number scored. The top 16 advance to the semifinals, then four finalists compete in the championship round.

“New York Times editor shares tips on reporting

by Guy Bailey
gbailey@kennesaw.edu

New York Times Foreign Editor Greg Winter shared his ideas on reporting foreign news with Kennesaw State students, faculty and staff during a presentation sponsored by the KSU American Democracy Project.

Winter, a 10-year veteran covering sub-Saharan Africa and Central and South America said he uses a formula to decide which stories will be covered on his turf.

“Several rules of thumb are used to decide what is covered,” he said. “First is math. How many people are affected by an event? Second — economics — how much money is at stake? Third — environment — how large an area is affected and how critical is it to the ecosystem? Fourth — impact — how sweeping are the ramifications of an event and how does it impact political and social dynamics within a country, or between countries. Does it have geopolitical significance? Ultimately it comes down to news judgment.”

Winter acknowledged there were biases in their coverage.

“We apply criteria to ensure a fair way of treating stories but I admit that a fundamental bias runs through our coverage and that is the inherent value of human life and human welfare,” he said. “This cuts across the political spectrum; it is an inherent, humanist bias and means we place a special attention to certain issues such as human welfare.”

The American Democracy Project (ADP) is a multi-campus initiative focused on higher education’s role in preparing the next generation of informed, engaged citizens for our democracy. The project began in 2003 as an initiative of the American Association of State Colleges and Universities (AASCU), in partnership with The New York Times. The goal of the American Democracy Project is to produce graduates who are committed to being active, involved citizens in their communities.

Campus Notes

Science seminars focus on recent developments

ScienceTalk, a spring seminar series sponsored by the College of Science and Mathematics, focuses on recent developments in those fields. In addition to presentations by KSU faculty, speakers from Emory, Clemson, Colorado State and Southern Methodist universities present papers according to the interests of Ron Mansen. Seminars meet at 3:30 pm every Thursday in CL 1008 through the end of the semester.

KSU vice president honored by national education magazine

Aretha Perry-Johnson, KSU vice president for external affairs, was named one of “25 Women Making a Difference,” in higher education in the March issue of Diverse: Issues in Higher Education. Perry-Johnson previously served as an associate vice chancellor for the University System of Georgia Board of Regents. She is also project director of the University System’s nationally recognized African-American Male Initiative. To read the entire story, please visit www.diversesection.com

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First students inducted into Noyce II program

by Robert S. Godlewski
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The first cohort of experienced STEM (science, technology, engineering and mathematics) professionals was inducted into Kennesaw State's I-IMPACT Noyce II program, a part of just eight similar programs in the country, in February.

The I-IMPACT program, short-hand for the Initiative to Inspire and Mentor Physics and Chemistry Teachers, is designed to place highly qualified individuals as science teachers in grades 7-12, with an emphasis on chemistry and physics.

“Kennesaw State has taken another step toward increasing the number of STEM teachers with the establishment of the I-IMPACT program,” said Greg Rushion, the director and principal investigator of the program. “Our goal is to find people who are working or have worked in the science professions, who have the academic qualifications to enter a teacher-prep program, and who want to teach.”

The program is a partnership between Kennesaw State, the National Science Foundation, the American Chemical Society and the Metropolitan Regional Educational Service Agency that recruits academically qualified career-changers to join KSU’s MAT science program. It is funded by a $2.84 million grant from the National Science Foundation and $1.4 million from KSU. Teaching Fellows are initially eligible to receive $10,000 toward the cost of the 14-month program, according to Rushion.

“The scholarship pays for the student to pursue a master’s degree, while simultaneously earning teacher certification,” Rushion said. “Then for the next four years, candidates earn an additional $10,000 a year as a stipend along with an additional $5,000 for supplies and travel expenditures while they work in high-needs school districts.”

KSU, Southern Cal collaboration explores homelessness

by Neil B. McGahee
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“Welcome to the place you never want to end up,” a man told students from Kennesaw State University (KSU) and the University of Southern California (USC) who were touring Skid Row, downtown Los Angeles’ homeless community.

KSU and USC teamed up for a six-month exploration of the social issue of homelessness through each school’s Leadership Exchange program. The program includes two immersion weekends, one in Atlanta and another in Los Angeles. Southern Cal students will visit Atlanta’s homeless communities during spring break.

“We accept about 15 students each year,” Josh Hunt, KSU’s leadership Exchange director, said. “We focus on social issues like homelessness to teach leadership skills such as advocacy, networking and problem solving. It’s a way for students to advocate for issues they’re passionate about while learning how to make a difference.”

“I don’t know what I was expecting, but I wasn’t expecting this,” said Adriana Lee, a sophomore nursing major at KSU. “It’s really eye-opening to see people in this condition. In Atlanta, you see homeless people, but it is nothing like Skid Row. I am really more grateful for all that I have, and I now have more compassion for the homeless. I want to get involved and see what I can do as a young person to help out.”

Before the tour, the students met Los Angeles Police Officer Deon Joseph, a 17-year veteran of the Skid Row area. Joseph gave them statistics, pictures and stories about Skid Row, but it wasn’t until they entered the community that they understood the reality of his presentation.

The students were overwhelmed by the stench of urine, the piles of discarded clothing on the sidewalks and the street littered with garbage. But after several blocks, conditions deteriorated from bad to worse to deplorable, eyes welled with tears and jaws dropped.

The Southern Cal students visited Kennesaw State in March to get a close look at Atlanta’s homeless population and the efforts being made to alleviate that community’s problems.

Lewis co-curates High Museum exhibit devoted to golf

By Jennifer Hafer
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“There has never been a show like this,” Lewis said. “The challenge of this show was that it wasn’t a history exhibit, it’s an exhibit about fine artists taking up golf as a subject. Most of the works in this exhibit have never been seen in the United States before, and some have never left the Royal and Ancient Golf Club of St. Andrews. It’s been an exciting project that we hope will attract diverse audiences who love golf and art.”

Michael E. Shapiro, the High’s Nancy and Holcombe T. Green Jr. director, said, “Dr. Catherine Lewis was chosen to co-curate ‘The Art of Golf’ exhibition at the High for several reasons. She is a well-known scholar in the field, she’s an experienced curator, and she was, fortunately for us, here in Atlanta. She has been writing on golf for more than 15 years and knew many of the works that are included in the show.”

Lewis has written five books on golf and some of the most famous men to ever play the game, including “Bobby Jones and the Quest for the Grand Slam,” “Considerable Passions: Golf, the Master’s and the Legacy of Bobby Jones,” and “Don’t Ask What I Shot: How Eisenhower’s Love of Golf Helped Shape 1950s America.”

Executives share success secrets at Lessons in Leadership forum

by Ginger Sinton
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Character, integrity and optimism were just some of the characteristics that contributed to their career successes, said panelists at the Michael J. Cole College of Business Executive MBA’s Lessons in Leadership held Feb. 23 at the Cobb Energy Performing Arts Centre.

Paul Lopez, lecturer in the Cole College Executive MBA program, moderated the panel of seasoned leaders themed “Accelerate Your Leadership Plan.”

“Given today’s tough competitive conditions, what is the top characteristic you look for in an employee you would hire or promote?” Lopez asked.

“Empathy is your greatest challenge to successful leadership!” John Dwyer, senior vice president of customer experience at AT&T Mobility, said teamwork and collaboration are critical elements in today’s competitive marketplace.

“My task is to motivate the team so it’s important to get the right people,” he said. “I feel most alive at the moment we mobilize around a crisis. Remain calm and show confidence. Have faith in yourself. As a leader, there is no better time than when it all lines up; everyone in the room feels it.”

Patricia Falotico, vice president of global sales center transformation with IBM, said a collaborative influence contributed to her career success. She said that integrity is a key characteristic that IBM looks for in an employee — “all of the basic values that we hold true at IBM.”

Cyril Turner, president of Delta Air Lines’ global services, added optimism to the list.

“You have to be optimistic in order to get great results,” he said. “Don’t lead small. Work beyond your authority.”

Betty Siegel, president emeritus of Kennesaw State University, agreed that optimism is one of the most important ingredients to business.

“Enroll others in your vision,” she said. “We should engage in invitational leadership.”

Lessons in Leadership is an annual event sponsored by the Executive MBA program of the Cole College of Business, which was recently recognized by CEO Magazine and Bethlehem as a top executive MBA program.
Kennesaw State students work as promoters, agents for local artists

by Aixa M. Pascual
apascual@kennesaw.edu

A select group of Kennesaw State students will get a first-hand look at the inner workings of the music industry.

More than 90 would-be music execs enrolled in the Joel A. Katz Music and Entertainment Business Program will have the chance to promote and market local music artists by building fan bases through social media. “This is a wonderful learning lab for our students,” said Keith Perrioe, associate director of the program. “This project will give students hands-on experience in the music and entertainment industry, working with heavyweights such as Sony. They will be doing the job that agents, managers and promoters do. This is as real as it gets.”

Week after week, the students will be producing video clips, booking the acts at local venues, pitching local and national media and using social media to launch campaigns. They will meet with the artists and post weekly blogs chronicling their progress throughout the semester.

“This is a win-win situation for everybody involved,” said Brad Todd, an entertainment industry executive who founded PlayPro Media. “The artists are getting a consulting team with professionals who have years of experience in the industry.”

Kennesaw State State students work as promoters, agents for local artists

by Aixa M. Pascual
apascual@kennesaw.edu

Kennesaw State University Professor Jeffrey Stepakoff has exploded onto the national literary scene, recently being named an “exciting new author” by Reader’s Digest.

Stepakoff’s sophomore offering, “The Orchard,” is the lead title in “Select Editions,” an anthology of four new fiction novels by bestselling authors as well as rising new stars. Other titles included are Lee Child’s No. 1 New York Times Bestseller “Worth Dying For.”

Barbara O’Neal’s “How to Bake a Perfect Life” and David Rosenfelt’s “On Borrowed Time.”

“It’s thrilling to be included in this kind of company,” said Stepakoff, assistant professor of film & TV writing. “These are literally some of the world’s biggest authors. I was surprised and humbled to get the call they wanted to include ‘The Orchard’ in ‘Select Editions.’”

Stepakoff’s first book, “Fireworks Over Tuscany” was released last year.

Recovery community offers support to Kennesaw State University students

by Aixa M. Pascual
apascual@kennesaw.edu

After a stint in rehab and working a 12-step program, Jason Callis knew grad school would be challenging. But at Kennesaw State, Callis, 29, has found a supportive environment for Young Adult Addiction and Recovery’s collegiate recovery community. The community, launched in 2008, has allowed him to make lifelong friends and flourish academically while gaining sobriety.

Teresa Johnston, director of KSU’s Center for Young Adult Addiction and Recovery, is president of the newly formed Association for Recovery in Higher Education. More and more universities are following KSU’s footsteps and launching their own programs, including the University of Michigan and Penn State, which have created recovery programs in the last year.

College can be a difficult environment for young people who have faced addiction and/or substance misuse. The recovery community at KSU offers a social model of support to enable students to have a full, mainstream college experience while remaining abstinent from addictive behaviors. “It’s about bringing together recovery principles and academic principles,” said Johnston. “Recovery is about insight, commitment, readiness and motivation, and so is college.”

“Eating disorders, gambling addictions and substance dependence are prevalent in our society and we are losing precious resources. College offers hope and a more joyful life, and students in recovery are part of that dynamic as well.”

The recovery community at KSU now serves 52 students, up from 36 two years ago, Johnston said.

Student essayists share joys, challenges of study abroad

by Robert S. Godlewski
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Kennesaw State study abroad students were honored by the Education Abroad Office for their essays describing the joys and challenges of international education.

“Almost a thousand Kennesaw State students participated in international study programs last year, and we’re seeing more and more students wanting to take advantage of this wonderful opportunity to broaden their education every year,” said Dan Paracka, director of the Education Abroad Office. “We congratulate these individuals on their accomplishments. They are at the heart of everything we do.”

Although each essay winner studied in a different country, they shared many of the same highs and lows that come with international travel. Each said they returned a little wiser in the ways of the world and with plenty of great memories that will last a lifetime.

First-place winner Johanna Leskinen taught science to ninth grade students near Cape Town, South Africa.

“The kids mumbled to each other with the characteristic clicks and drops of the Xhosa language most of the time,” she wrote. “So we spent those first few sessions communicating with confused glances as I flailed my arms around and scribbled pictures on scraps of paper.”

Eddy Hallmark, the second place winner, got a good look at the benefits of social entrepreneurship when he traveled to a Guatemalan village.

“When we arrived, we were greeted by Paola, the local Mayan entrepreneur. Her social entrepreneurship provides needed products, such as eyeglasses and water filters, to the local people and it allows local entrepreneurs, like Paola, to earn income for their families.”

Third-place essayist Kayleigh Palmer offered a humorous take when she traveled to Peru.

“Growing up, my parents always encouraged me to get out of my comfort zone,” she wrote. “On May 31, 2011, I not only left my comfort zone but my comfort planet and my comfort universe.”

To see the complete essays and student photos, please visit http://kennesaw.edu/studyabroad/essay_contest_new.html.