

# KENNESAW STATE UNIVERSITY

M A G A Z I N E

Spring 2010



*Football Exploratory  
Committee Considers the*

# Options

INSIDE

Advancing by Degrees

Going Global Update

Weathering the Recession

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#### ON THE COVER

President Daniel S. Papp has launched an exploratory committee led by legendary UGA football coach Vince Dooley to study the viability of starting a football program at KSU. If the committee decides that football is a go, KSU could field a team as early as 2013. Committee members include (l-r) Papp, Richard Siegel, Dooley, Theodore Parrish, Thomas Keane and Nancy King.

 Throughout this publication some feature articles have an accompanying "world globe" icon, which designates the university's commitment to globalization.

*Kennesaw State University Magazine* is published three times a year by KSU's Office of University Relations, a department of the Division of External Affairs.

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# President's *Message*



Dear Friends of Kennesaw State University:

With each edition of *Kennesaw State University Magazine*, it seems we have more impressive news of the institution's growth, accomplishments and successes to share. We are breaking new ground on several fronts – in our core academic mission, in athletics and in our commitment to global learning and engagement.

KSU's faculty continues to motivate and inspire our students with their expertise and leadership and reflects positively on the university's aspiration of becoming one of the nation's best learning-centered comprehensive universities. This issue profiles and features faculty members who are making strides in their fields of dance, health and fitness, drug abuse, behavioral health and small business development.

In athletics, the good news emanates from many fronts. In this issue, we also focus on a new partnership with the Atlanta Beat Women's Professional Soccer Team, which began its first season this spring in a new KSU facility – the only professional women's soccer-specific stadium of its kind in the world. Another story explains the workings of a newly formed exploratory committee – headed by legendary University of Georgia football coach Vince Dooley – that is charged with answering

questions on the feasibility of KSU football. This issue also allows us to pay tribute to KSU head mens basketball coach Tony Ingle, a newly published author who recently achieved a milestone as the "winningest coach" in KSU basketball history.

We also have been fortunate to have a constant stream of developments related to global learning and engaged citizenship. We are highlighting several noteworthy initiatives, from an innovative program providing learning communities and international travel for the brightest of our first-year scholars, to an expanding internship-abroad program, to a partnership between the Confucius Institute at KSU and Georgia's Bright from the Start to teach Chinese to preschoolers.

With the support of our alumni, friends, students and staff, KSU is seizing opportunities that allow us to grow, thrive and achieve the kind of distinction you will read about in these pages.

Sincerely,

**Daniel S. Papp**  
President, Kennesaw State University

# Campus *Briefs*

## Board of Regents Approves New KSU Graduate Programs

The Board of Regents of the University System of Georgia approved a dual Master of Business Administration/Master of Science in Information Systems degree program and offered new options for those pursuing a doctorate in educational leadership.

Coles maintained its accreditation with the Association to Advance Collegiate Schools of Business International (AACSB), a sought-after stamp of approval bestowed upon the best business schools in the world. Less than 5 percent of the world's business schools have earned AACSB International accreditation.

To maintain its accreditation, the college must undergo a rigorous review by academic leaders of peer business schools every five years. The college's accounting program also maintained its accreditation.

The Accreditation Board for Engineering and Technology (ABET) renewed the accreditation of the computer science and information systems programs at the College of Science and Mathematics. This designation – which certifies that accredited programs have met established quality standards set by professionals in a particular field – sets KSU's programs apart from others in the state.

The ABET is the recognized accrediting agency for college and university programs in applied sciences, computing, engineering and technology. The ABET accredits about 2,900 academic programs at 612 institutions of higher learning.

## King Day Celebration Features Noted TV Actor Hill Harper

Actor, author and activist Hill Harper urged an audience of more than 600 KSU students, administrators, faculty and staff to honor Martin Luther King Jr. by transforming dreams into "magnificently lived" reality as "active architects of our own lives."



Actor Hill Harper spoke at KSU's annual Martin Luther King Jr. memorial observance.

"We must be careful that we don't edit and delete our own dreams," Harper urged the overflow crowd attending KSU's annual M.L. King Day celebration. "Like Dr. King, we have to speak to our dreams publicly as we build a foundation for what it is we want."

The appearance of Harper, star of the CBS drama "CSI: New York," signaled an expansion of black history programming at Kennesaw State. More than 20 black history events were scheduled through April.

"This year is an important milestone for KSU's observance of the Martin Luther King holiday," said Nicole Phillips, associate director of Student Development for Multicultural Student Retention Services. "Hill Harper is one of the most notable speakers ever invited for the university's annual celebration. Programs such as the King celebration, Black history and other cultural events help facilitate the university's trajectory towards supporting and enhancing the diversity of the KSU community."

## Goizueta Foundation Awards Grant to KSU for Hispanic Retention

KSU was awarded a \$660,000 grant by The Goizueta Foundation to develop strategies aimed at improving the retention and graduation rates of Hispanic students at the university.

Bain & Company, a global management-consulting firm, worked closely with KSU officials to develop a business model for addressing the recruitment, retention, progression and graduation of Hispanic students, who represent about 5 percent of the university's 22,380 students.

"KSU is strongly committed to recruiting – and graduating – a diverse student body, and we need to do a better job of attracting and retaining Hispanic students," said President Daniel S. Papp. "This generous grant from The Goizueta Foundation will allow us to invest our time and resources to find out how we can be more successful both at recruiting more Hispanic students and in making sure they graduate."

Kennesaw State has had a moderate degree of success recruiting Hispanic students, with enrollment growing to 864 students, a 120 percent increase from fall 2001 to fall 2008. Applications also have grown steadily through the years as the university's profile has risen, but Hispanic students still represent a small percentage of KSU's overall student population.

## New Health Sciences Building Named Prillaman Hall for Trustee, Wife

The new \$60 million Health Sciences Building was named in honor of longtime KSU Foundation trustee Bob Prillaman and his wife, Lil.

Prillaman, a retired senior vice president for Caraustar Industries, has served on the KSU Foundation board of trustees for 25 years. He is also a trustee emeritus of the WellStar Foundation.



Prillaman Hall, the new home of the WellStar College

"Bob's contributions to this institution are immeasurable," President Daniel S. Papp said. "Perhaps most significantly, he brought WellStar Health System and Kennesaw State University together in addressing the region's health care needs."

The 192,000-square-foot building will house the WellStar School of Nursing, allowing the university to increase its nursing graduates from about 185 a year to about 250. Currently, only one in nine qualified applicants is accepted due to space constraints.

Prillaman Hall is slated for completion this summer.

## KSU Student Wins National Foreclosure.com Competition

More than 1,000 current or college-bound students nationwide answered the call during the 2009 Foreclosure.com scholarship program, submitting essays of 1,000 words or more on "How to Solve the Foreclosure Crisis."

Andrew Dewar, a KSU senior, won the \$5,000 top prize.

"It's been thrilling to hear the news. I'm so thankful that Foreclosure.com put this together," said Dewar, a former business owner. "I have had some personal experience with foreclosure. So this was just a natural extension of trying to solve my own mini housing crisis."

"Being an adult student and father, there are a lot of costs that come with going back to school. So the \$5,000 will pay for at least an entire semester. It's huge."

To read Dewar's winning essay visit <http://www.foreclosure.com/scholarship>

## Board of Regents Approves New KSU Master's Degree for Teachers

The Board of Regents of the University System of Georgia approved a new master's degree in instructional technology to be offered by the Bagwell College of Education at KSU to prepare educators to effectively use educational technologies in the classroom.

"Technology is profoundly, and quickly, changing what we learn and how we learn," said KSU Provost Lendley Black. "Educators at all levels must be prepared to utilize digital tools and resources in order to maximize student learning. With this new master's, we will take the lead in filling that gap in technology instruction."

Over the past 15 years, Georgia, like many other states, has invested tens of millions of dollars in educational technologies but there remains a substantial gap between the promise of technology and the way it is being used in schools.

The new program builds on an existing concentration in instructional technology offered in the Ed.S. and Ed.D. programs and benefits from the resources of KSU's Educational Technology Center. Graduates are eligible to teach at the master's level in the state of Georgia a T-5 pay grade. Twenty-five new students will be accepted each year.

## KSU, Ritz Chamber Players Celebrate NAACP Centennial

Elegantly dressed guests celebrated the 100th anniversary of the founding of the National Association for the Advancement of Colored People (NAACP) with a black-tie performance by the Ritz Chamber Players, the nation's first chamber ensemble of black classical musicians.

After opening the concert with a stirring rendition of "Lift Every Voice and Sing," the black national anthem, the ensemble performed a variety of standard classical compositions and contemporary works by African-American composers.

The concert, sponsored by KSU's Division of External Affairs and the Cobb County branch of the NAACP, culminated a yearlong nationwide centennial celebration.

Kennesaw State's affiliation with the NAACP Cobb County Branch began when former university President Betty Siegel arrived at the university in 1981. In 1994, a student chapter of the NAACP was established and has since grown to 77 members.



The Ritz Chamber Players, featuring African-American musicians, performed at the Dr. Bobbie Bailey & Family Performance Center in January.

"Kennesaw State University is strongly committed to diversity and inclusion," said President Daniel S. Papp. "KSU has had a long-standing partnership with the NAACP Cobb County Branch, and this partnership has strengthened diversity efforts at KSU. We were proud to collaborate on this very special evening recognizing the centennial of the NAACP."

## KSU Classes Offered at Paulding County Site

Kennesaw State expanded its educational outreach into northwest Georgia this semester, offering seven upper-level courses in leadership, history, management, criminal justice, ethics and business law at the Paulding County Instructional Site in Dallas.

The expansion, a collaboration between KSU and Georgia Highlands College, is in response to a University System of Georgia study that concluded that cooperative efforts between two- and four-year USG institutions would best address

Georgia's needs for academic outreach in growing, underserved areas of the state.

Ken Hill, a lecturer in First-Year Programs in the University College, was appointed to the faculty-in-residence post.

Kennesaw State students may register at the Paulding site using Owl Express, but prospective students must complete the university's admissions and enrollment process, including an online application form.

## Social Media “Unconference” Features Obama Presidential Campaign Adviser

Entrepreneurs, small business owners and new media pros mingled with marketing, public relations and human resources people at SoCon10, the Southeast's premiere social media and social networking conference.

The event, hosted by KSU's Center for Sustainable Journalism, featured keynote speakers Dan Siroker, former analytics director for the Obama presidential campaign, and Carol Kruse, vice president of Global Interactive Marketing at The Coca-Cola Company.

"This year's conference was aimed at having all attendees learn, share and network – and they did so," Leonard Witt, executive director of the Center for Sustainable Journalism, said. "In one three-hour period, there were more than 1,100 Tweets from SoCon10. Three years ago, many participants had never heard of a blog. Last year, Twitter was the hot topic. This



Former Obama adviser Dan Siroker spoke about using social networks in the presidential campaign.

year people know about the tools so we are focusing on how to best use them to enrich your business, your nonprofit and yourself."

## Comings & Goings



**Karim Ismaili** was named associate dean of KSU's College of Humanities and Social Sciences. Prior to his new post at KSU, Ismaili was chair of the criminal justice and criminology department at Ryerson University in Toronto and taught criminal justice at St. John's University in New York City and Radford University in Radford, Va. His areas of teaching, research and scholarship include criminal justice policy and analysis, penology,

criminological theory, crime and inequality, and post-9/11 crime and security developments. Ismaili earned a bachelor's degree in criminology from Simon Fraser University in Burnaby, British Columbia, a master's in criminology from the University of Cambridge in England and a doctorate in political science from the University of Western Ontario.



**Ed Rugg**, accreditation liaison and director of KSU's Center for Institutional Effectiveness, retired after a 35-year career in higher education. Rugg came to then-Kennesaw College 28 years ago as executive assistant to President Betty Siegel. Fewer than 5,000 students were enrolled then and the college had just been elevated to four-year status. In

1986, he was named vice president for Academic Affairs, a position he held for 16 years, and in 2002 he assumed his current position.



**Lendley C. Black**, provost and vice president for Academic Affairs was appointed chancellor of the University of Minnesota-Duluth. Black came to KSU in 2002 as vice president for academic affairs and was appointed provost in 2006. As the university's chief academic officer, he led the transition of KSU into a doctoral granting university. During his tenure, 10 new undergraduate and 13 graduate programs were added including

four doctoral programs. A native of Memphis, Black earned a bachelor's degree in English from the University of Tennessee-Martin, a master's in theatre from the University of Connecticut and a doctorate in theatre from the University of Kansas.



**Lana Wachniak**, associate dean of KSU's College of Humanities and Social Sciences, retired in December after 21 years. Wachniak previously served in three administrative capacities at KSU — as director of the Center for Excellence in Teaching and Learning; chair of the Department of Sociology, Geography, Criminal Justice and Anthropology; and interim chair of the Bagwell College of Education. She also taught criminal science and sociology. Wachniak began her teaching career at Georgia Southern University, where she was the first female recipient of the distinguished teaching award.

# Lasting Legacy

Uncovering Tuskegee Airmen's story sets new flight plan for student exhibit curators

white pilots, they faced continued segregation and isolation.

"They were fighting a two-sided war," said Jessica Edens, a senior for whom work on the exhibit has inspired the pursuit of a graduate degree in public history. "One of the airmen said he was treated better as a prisoner of war in Germany than he was after returning to the U.S."

As curators, public history students must learn content, process and context, according to Dickey. "I set them loose to do research and they had to come up with a plan for the exhibit — a big idea and the thematic components. They had to learn who the Tuskegee Airmen were, the background of Tuskegee's training program and the context for Jim Crow America, what it was like and what the environment was for it."

The story unfolded as students pored through documents collected last summer. In addition, the class spent a day researching the archives at the Tuskegee Airmen National Historic Site in Tuskegee, Ala.

"It's every curator's dream to have a story as compelling as the Tuskegee Airmen," said Jay Lutz, a senior majoring in public history who also is committed to museum work. "The work has really inspired me and confirmed how important the work of the curator can be."

The airmen attending the opening praised the exhibit as an important project to capture their experiences.

"We hope the exhibit will be replicated by other institutions ... and will reach not just the youngest population, but the total population," said Val Harper, an original member of the Tuskegee Airmen.

So far, demand for the exhibit has been so great that a duplicate of the 10-panel exhibit was produced for touring. During February and March, both exhibits were fully booked at regional venues and at the Intrepid Sea-Air-Space Museum in New York. **K**



A squadron of Tuskegee Airmen pose in front of a P-40 Warhawk fighter plane.

# KSU's Got the BEAT

State-of-the-art soccer stadium opens

By Aixa M. Pascual

**A**midst grand opening festivities on a sun-soaked afternoon, the Kennesaw State University Soccer Stadium – home to the Owls women's soccer team and the Atlanta Beat Women's Professional Soccer team – opened its doors the first Sunday of May.

Close to 2,000 people, including students, staff, faculty and members of the community, attended the opening of the 8,300-seat stadium. A festive atmosphere permeated the grand opening, which featured live music, soccer drills, raffles and appearances by the Owls and Atlanta Beat soccer players. Soccer players of all ages kicked balls and played impromptu games on the stadium's turf.

The Atlanta Beat is leasing the \$16.5 million stadium from the KSU Foundation in a partnership that will allow both the collegiate and professional women's soccer teams to play out their entire seasons in the arena. The KSU Soccer Stadium is the only facility of this size in the nation designed specifically for women's soccer.

The stadium, funded in large part by KSU student fees, is an impressive addition to the university's athletics and campus-life facilities. It is part of the KSU Sports & Recreation Park, which opened in fall 2009 with facilities for intramural and club sports.

"With this new stadium, our students and student-athletes can pride themselves in having an athletics facility that is best-of-the-best," said President Daniel S. Papp. "We are honored the Atlanta Beat selected KSU's stadium as its home, and that our women's soccer team also will be able to practice and play on a field that will be the envy of women's collegiate soccer teams across the nation."

Support from the university's students and student



(l-r) Atlanta Beat's Katie Larkin and KSU's Savannah Duet.



President Daniel S. Papp and Fitz Johnson

organizations, especially the KSU Student Government Association, was critical in making the stadium a reality. Seating in the stadium, which sits in a bowl and has three sides of stands, can be almost doubled to 16,300 seats by adding temporary field seats.

Over the next few months, the area around the stadium, part of 88 acres acquired by the foundation in 2008 and 2009, will be developed into soccer fields, an intramural field, a track, and nearly 5,000 feet of nature and hiking trails.

Beginning this fall, the Division I Owls will play their women's soccer home games in the stadium during the August to November season. With an 11-7-0 record in 2009 and two Atlantic Sun Conference championship wins in the last three seasons, the team is poised for more successes.

Construction of the stadium was aided by the leasing partnership KSU forged last year with the newly launched Atlanta Beat, whose season will run from April to August. The Atlanta Beat also will manage the stadium's operations and events, which will include festivals and concerts.

About two years ago, Atlanta Beat owner T. Fitz Johnson searched all over metro Atlanta, scouring numerous college stadiums and municipal venues, trying to find the perfect facility for his soon-to-be-launched Women's Professional Soccer team. But he could not find the perfect home for the Beat.

The Atlanta Beat played FC Blue Sky in the first game played at the new stadium.

Then, through his acquaintance with Rob King, the KSU women's soccer head coach, Johnson started talking to university officials. After months of discussions, he had an opportunity to partner with a university wanting to create from scratch a large stadium whose lockers would be built specifically for female soccer players. The facility, according to Johnson, has an "absolutely fabulous design."

"This is the only women's soccer-specific stadium of this size in the world," he said.

"The stadium is setting a new standard in Women's Professional Soccer and we are the envy of every other team in the league."

Johnson sees the stadium as a tool to attract top teams to play at KSU, as well as a magnet for top soccer talent. "We can build that program," he said. "We can also attract talent. It's a great recruiting tool. There's nothing that's going to compare to this."

Johnson, who has played soccer as a child in northern Virginia and coached his twin daughters' teams for many years, is investing a minimum of \$2.5 million to get the Atlanta Beat off the ground.

The 18-member team is the newest in Women's Professional Soccer, the highest level of the women's professional game in North America. Women's Professional Soccer began play in 2009 with seven teams and was expanded in 2010 to include teams in Atlanta and Philadelphia.

Over the past year or so, out of a suite in an office park not far from campus, Johnson and his management team

have been busy building the team, securing sponsorships and selling season tickets.

"The players are the best players in the world," Johnson said.

The entrepreneur has also been working to garner grassroots support from high school soccer clubs and the community, because those efforts will

be critical in ensuring the team's success this time around. A previous women's professional soccer league, the Women's United Soccer Association, suspended operations in 2003. WPS operates under a different business model, Johnson explained.

"It's our home," Johnson said of the new stadium, "and Kennesaw State's women's soccer's home." **K**



KSU President Dan Papp (center) had plenty of help cutting the ribbon to open the stadium.



## BY THE NUMBERS: NEW KSU STADIUM

**70**  
Miles of electrical wire

**180**  
Days in construction schedule

**1,500**  
Light fixtures

**7,835**  
Feet of railing

**8,325**  
Number of seats

**15,187**  
Tons of concrete

**101,000**  
Cubic yards of dirt moved

Source: KSU Foundation



Ivan Pulinkala, dance professor in the College of the Arts, started KSU's dance program in 2005.

## Brave New

# Worlds

*KSU's Pulinkala bridges the worlds of academia and the arts*

By Jennifer Hafer

**L**ike a grand jeté, the dance program in the College of the Arts has made great leaps forward since its inception in 2005, but rather than a grand finale like in many ballets, the curtain on the dance program is still rising.

From its humble beginnings in a plus-size classroom with low ceilings at KSU Center, the dance program graduated to a studio in the Student Recreation Center, and this fall, the program will move into an 8,000-square-foot facility at Chastain Point that boasts one large instructional studio, one small practice studio, dance offices, showers and a student lounge.

"We had 20 dance minors in 2005, and in 2008, we had more than 140 dance minors," said Ivan Pulinkala, founding director of the program. "Students were asking for a dance major, which we started in 2009. We have 62 dance majors; we stopped counting minors."

Pulinkala came to KSU to build the dance program shortly after arriving in the United States 10 years ago from his native India with nothing more than two pieces of luggage and a love for dance.

"I moved to the U.S. leaving behind a performance career, my family and essentially my entire past life to further my education in dance," he said. "I jumped on a plane and headed west to a country I knew very little about. Everything that did not fit in my luggage was left behind and I set out to make a life for myself in a whole new world where I knew absolutely no one."

After earning an M.F.A. in dance from Mills College in Oakland, Calif., Pulinkala moved to New York City to study under nationally and internationally known teachers and choreographers before coming to KSU in 2005.

"At KSU, I saw a great opportunity to develop a dance

program," he said. "There are not many dance programs in Georgia, and the administration has a strong commitment to support dance. I believed the dance program was poised for success."

Although still in its infancy, the dance program has already garnered regional and national recognition. In 2008, the KSU Dance Company won top honors at the regional American College Dance Festival held at the University of Florida. Their performance, "Incubus," was one of 29 dances selected out of a national pool of 430 to be performed at the National American College Dance Festival held at the Arthur Miller Theatre in New York City.

"A strong work ethic and high standards are the things we aspire toward and try to instill in our students," Pulinkala said.

With its "scholar-artist focus," the dance program seeks to bridge the worlds of academia and professional arts.

"Traditionally, professional dancers, especially ballet dancers, entered the professional arena at 18, which meant they didn't go to college and that trend is changing nationally," Pulinkala said. "The art form, even in ballet, has a more intellectual component, and a lot of dancers have realized a professional dance career is very short – like a professional athlete."

Courses include dance composition, history, criticism, kinesiology and pedagogy, along with African, tap, musical theater and social dance. Concentrations in the program include ballet, modern and jazz.

"We want to develop dancers, choreographers, arts administrators and dance journalists," Pulinkala said. "Graduates who can serve the field creatively and intellectually. This program is going to explode on this campus and into this community in a big way." **K**



# The Bigger Question

***Study of suburban methamphetamine abuse results in few answers***

**By Jennifer Hafer**

**T**he “after pictures” are generally the same. Sad, haunted, empty eyes; open sores on their faces; tooth decay and eventual loss.

These are the images that come to mind when methamphetamine use is talked about by law enforcement or shown on television.

But the reality is very different, according to KSU sociology professor Miriam Boeri. There is the beautiful young girl who wants to stay skinny, alert and energetic; the struggling single mother balancing the demands of work and home; and the working-class man who earns his living doing hard labor. These are also the faces of meth.

“There’s no one type of meth user,” Boeri said. “The typical meth user looks like your next-door neighbor.”

For the last four years, Boeri has conducted a number of studies on meth use and meth users. She and her research assistants go out on the streets, and into bars and drug houses to interview users to learn their perspective on drug use. “We have been fighting a war on drugs for 40 years, and we are not winning,” she said. “If anything, it’s gotten worse and worse, especially with methamphetamine.”

Some of Boeri’s research is funded by the National Institute of Drug Abuse, a subsidiary of the National Institutes of Health. Her first meth research grant was a two-year, \$180,900 grant, followed by a second, two-year grant totaling \$367,000. She also recently received a \$201,000 stimulus grant to research older drug users.

“We as a society recognize drug abuse as a health problem as shown by the source of my funding – the National Institutes of Health,” Boeri said. “A lot of the money we use keeping drug users in prison could be used for treatment. Treatment is cheaper than jail, where we have to give them health care anyway, so why not give them treatment – good treatment instead? A lot of these people aren’t criminals, they’re just drug addicts.”

In her first study, Boeri sampled 35 women and 65 men, 18 and older, to study meth use in the suburbs. While drug abuse is typically associated with urban environments, meth is the drug of choice among suburbanites, Boeri said.

“Meth use is much more prevalent in the suburbs, than in the city,” she said. “In this area, it’s a white person’s drug typically.”

The difference between a suburban user and an urban drug user is a matter of community resources, Boeri added.

“There are different kinds of blighted areas in the suburbs,” she said. “Users out here don’t have access to the kind of resources available in the city, such as health clinics with staff who are trained in drug use issues. Suburban users need help, too. We shouldn’t wait until they hit rock bottom and say, ‘go to treatment for three months,’ and think that’s going to solve the problem. It’s not.”

As part of her grant requirements, Boeri posts her findings on an open source Web site, PubMed, so the information can be shared and used by other researchers. She also publishes her research findings in peer-reviewed articles and gives professional presentations. This spring she traveled to Liverpool, England to give a presentation on her findings.

As Boeri continues to compile and disseminate statistical data about meth users, there are larger questions that dog her: Why are there so many drug users; and what’s wrong with society that addicts feel they have to use? **K**



Miriam Boeri’s research is funded by the National Institute of Drug Abuse.

# Family Ties

*In good times or bad, family businesses tend to perform better than other companies*

By Aixa M. Pascual

The tough economy has been rough on businesses large and small.

But chances are that family-owned businesses, regardless of size, are performing much better than most.

"While the past year may have been a down year, family-owned businesses are doing pretty well," said Kristi McMillan, director of the Cox Family Enterprise Center at the Coles College of Business. "Right now is a great time for family businesses."

Family business is the business of the Cox Family

Family-owned businesses come in all shapes and sizes. They can be large or small, and they can be publicly owned or privately owned. In fact, 60 percent of all companies in the U.S. are family controlled and one-third of Fortune 500 companies are family-owned, according to the Cox Family Enterprise Center at the Coles College. Their impact on the economy is significant: family-run businesses account for more than half of the nation's Gross Domestic Product and they employ 60 percent of workers in the U.S. They also represent more than three-quarters of all new jobs created and 65 percent of all wages paid.

Enterprise Center, one of world's most renowned academic centers of its kind. Launched in 1987, its executive director, Joe Astrachan, is a top scholar in the field and is frequently tapped for his expertise by *The Wall Street Journal* and other prominent publications.

On the cutting edge of global family business education and research, the center offers the only Executive M.B.A. program in the world for families in business. Last year, the center was selected as the home of the new academic periodical *Journal of Family Business Strategy*.

With the economy perhaps on the verge of recovery, KSU Magazine went to the experts to find out how family-owned businesses – defined as any business where a family can effectively control its strategic direction, whether directly or more subtly – have fared in the recession. With family businesses representing a majority of all U.S. public companies and employing nearly two-thirds of workers, their fortunes will be critical as the U.S. economy recovers.

In good times or bad, family businesses tend to perform better than companies that are not owned by family, McMillan explains. And in tough times like these, they have overall weathered the rough times better. Wal-Mart Stores Inc., a family-owned business and the world's largest retailer, has posted stellar results in the past year or so by improving on productivity and inventory management even as consumers have tightened their belts. Though the U.S. car industry is in deep trouble, Ford, another family-

Family-owned businesses include household names such as: Chick-fil-A Inc., Ford Motor Co., Hilton Hotels Corp., Hyatt Hotels Corp., Ikea, Johnson & Johnson, Publix Super Markets, Wal-Mart Stores Inc.

And others such as Aldi, the German discount grocery store that is taking Europe and the U.S. by storm; SC Johnson, a five-generation family company whose brands include Pledge, Ziploc and Windex; and Loews Corp., a conglomerate whose businesses include luxury hotels, commercial property-casualty insurance and natural gas production.

owned business, reported a 24 percent increase in vehicle sales in January; last year, Ford Motor Co. posted its first full-year U.S. market share increase in nearly 15 years.

"Family businesses are focused on their long-term performance and not on quarterly returns, so they can sort of buckle down in a tough economy," McMillan says. "And they have the strategic advantage of making decisions more quickly. They don't have to go through committees to make important decisions."

In difficult times, many family businesses are focused on raising money, keeping employees motivated, planning ahead for inflation and finding new customers, Astrachan said.

Family businesses are generally more conservative, which means they are not loaded with debt nor make risky investments. And while in a recession many companies lay off workers to cut costs, family businesses tend to lay off fewer people because they treat their employees like family. "Their employees are more motivated," says McMillan. "When the recession does turn around, they still have a skilled labor force."

Torsten Pieper, a research fellow at the Cox Family Enterprise Center, says, "I haven't heard of one family business where their first answer to tough economic times was to lay off people. Layoffs are usually a last resort in family business. Research shows that layoffs hardly ever improve financial performance, very often they impact a company in a negative way."

Pieper says that many family businesses last through generations, which has made them resilient.

"This is a bad recession, but if you've been around for six generations, you've seen worse," Pieper says. "Some companies I have worked with in Germany are well over 250 years old. They've endured

major wars and revolutions. They look at this recession and say 'So what? We have lived through worse times.'"



Joe Astrachan is executive director of KSU's internationally recognized Cox Family Enterprise Center.



Teacher Fangly "Fran" Tan leads a class learning Mandarin Chinese at West Cobb Prep.

# East-West Connection

Confucius Institute and Georgia Pre-K language instruction partnership expands

By Sabbaye McGriff

The familiar childhood classics "Frère Jacques (Are You Sleeping)" and "Happy Birthday to You" may never have been sung with as much expression as when a group of 20 enthusiastic preschoolers at the West Cobb Prep Academy in Marietta, Ga. were heard singing them in Mandarin Chinese.

After just three months of Chinese language instruction made possible by a first-of-its-kind partnership between the Confucius Institute at Kennesaw State University and Bright from the Start: Georgia Department of Early Care and Learning, the four- and five-year olds exude confidence in their nascent skills. They recite numbers from 1-100, days of the week, months of the year, animals, genders, body parts, shapes and colors. With little prompting, they follow instructions given exclusively in Chinese by their teacher, Fangly "Fran" Tan, a master's student at Yangzhou University in China who works under a two-year contract with KSU's institute.

"It's something many of them can't do yet in English," said Bose Imoukhuede, owner of the culturally diverse early learning center, which also offers instruction in Spanish and French. "They have picked up Chinese so fast, and the parents are very impressed; more of them are requesting that their children take Chinese."

The two Chinese language classes at West Cobb Prep were among the first seven classes launched at three preschools in Cobb and Hall counties in October. By year's end, the partnership will offer 17 classes serving 340 preschoolers in Cobb, Whitfield, Hall and Fulton counties.

The rapid expansion of classes offered under this new partnership reflects a national trend toward an increased interest in Chinese language instruction in schools even as foreign language at U.S. schools is diminishing.

No one is keeping an exact count, *The New York Times* recently reported, but calculations based on a federally funded survey by the Center for Applied Linguistics suggests that 1,600 public and private schools are teaching Chinese, up from 300 a decade or so ago. In addition, the College Board reports that Chinese has replaced German as the third most-

tested advanced placement language, behind Spanish and French.

One reason Chinese language instruction is flourishing is due to the efforts by China's Office of the Chinese Language Council International (Hanban), which funds 282 Confucius Institutes throughout the world, like the one at KSU, which are designed to promote Chinese language and culture. In addition, the organization has been responsible for sponsoring hundreds of American school administrators and educators on visits to schools in China.

The seed for the partnership between the Confucius Institute at Kennesaw State University and Georgia's Bright from the Start department was planted when Special Assistant to the President for External Affairs Arlethia Perry-Johnson introduced Ken Jin, the executive director of the institute at KSU, to Georgia's commissioner of early care and learning, Holly Robinson, in January 2009.

"Promotion and support of Chinese language education in Georgia is a top priority for the Confucius Institute at Kennesaw State," Jin said. "This collaboration with Bright from the Start is a very exciting initiative that will benefit Georgia's children for many years to come."

According to experts, another main impetus for the surge in Chinese language instruction are parents like Shamikia White, mother of West Cobb Prep student Elijah, who believe that fluency in Chinese can help open doors later in life.

"I was very intrigued by it," White said. "Elijah's very excited, and he's teaching it to my 7- and 2-year-olds. The rate at which he's learning is amazing. My 7-year-old has been studying Spanish for a while, but Elijah is much more advanced. I'd really like him to continue with Chinese after preschool." **K**



Elijah White, a West Cobb Prep student, draws Chinese characters.

# Tackling Football



**“There is this great passion for football in the South”**

Former University of Georgia football coach Vince Dooley is leading an exploratory committee to assess the possibility of a KSU football program.

# Is it in KSU's Future?

A committee led by legendary coach Vince Dooley will submit its recommendation this fall

By Aixa M. Pascual

Last December, KSU President Daniel S. Papp launched a 33-member committee to look into the viability of starting a football program. The Football Exploratory Committee is working, by way of several subcommittees, to produce a final report by early fall. If it does decide that football is a go, KSU could have its own team as early as 2013.

Perhaps as exciting as the formation of the exploratory committee was the announcement that it would be led by legendary coach Vince Dooley, who has one of the most impressive coaching records in college football. As head coach at the University of Georgia (UGA) for 25 years, he led the Bulldogs to 201 victories, 20 bowl games, six Southeastern Conference (SEC) championships and the 1980 national championship. He was inducted into the College Football Hall of Fame in 1994. As UGA's athletics director from 1979 to 2003, he built one of the most successful athletics programs in all of college sports, winning national championships in men's tennis, golf, baseball and women's gymnastics, leading UGA to more SEC championships than any other school in the 1980s.

Dooley has loved football since an early age. He started playing in the streets of Mobile, Ala., before the age of

5 and enjoyed listening to football games on the radio. He liked basketball too and studied at Auburn University on an athletics scholarship, which, he says, gave him an appreciation for a college education. His intellectual curiosity led him to pursue a master's in history while coaching at Auburn. He has coached college football in the South for more than half a century.

Two months into his new job at KSU, Dooley sat down with *KSU Magazine* to talk about his days at UGA, his retirement and the challenges of launching and maintaining a football program.

#### **What have you been doing since you retired as UGA's athletics director in 2003?**

I've probably been as busy as I have ever been. I've been asked to do as many things but I don't have as many excuses to say no. It's very difficult to think in terms of being officially retired when you have been living and working in a state with a relatively high profile for 40 years. So I get asked to do a lot of things, appearances, speaking engagements and charity work. In addition, I've written a couple of books – one on football and the other one, which I just finished and will be out in the spring, on gardening. I have been around a university practically all my life, 40

years at Georgia and then 16 years at Auburn (before that). The good thing about living around a university is that if you have a curiosity about anything you can satisfy it, so I have traditionally audited a lot of classes in history, politics, art history, leadership and horticulture. Writing the gardening book has taken a lot of my time. I'm a person who's always been busy.

#### **What has the Football Exploratory Committee done since it was launched in December?**

I've been really intrigued with the great enthusiasm that all of these people have. It's a 33-person committee with four subcommittees. There's good leadership and a lot of interest and enthusiasm in doing a fair study. We have had two meetings of the full committee [as of February]. We've got a very inquiring committee. I will be attending the subcommittee meetings that I can. I have also attended a session of each of the subcommittees and, again, I was very impressed with how each member has embraced the project.

#### **You are also doing some fundraising for the KSU Foundation, right?**

Right now it's more exploring to see the potential for fundraising in the community, with the alumni. We've got to be able to report on the interest of the community, the alumni, the faculty and the students. There must be good interest in order to move forward. And as part of testing that interest is the potential for fundraising. Which sort of leads back to one of the very basic questions, and that is finance. It's a financial challenge to have football. There are many, many benefits to having football at a university. But there's no question that it's expensive, it's costly. The other big issue is Title IX, which also ties with finances because in order to have football it will be necessary to add at least one, or perhaps two, women's sports over a period of time and that is costly as well. So finance is the No. 1 issue that has to be addressed.

#### **Why is football so expensive?**

First of all, you've got a large number of people participating. You've got the expenses of start-up costs, you need to have a dressing room, a weight room, a training room, and there's got to be a practice facility. There's got to be coaches that are hired, salaries involved, staff. And eventually you've got to get a stadium. Those are among the many issues that need to be addressed.

#### **What do you think of the new soccer stadium KSU is building?**

It's very, very exciting; it will be a great asset and there is some discussion that the stadium has the potential to be enlarged as a possibility for a football stadium. The field would have to be adjusted somewhat but that's a minor issue considering the issue of more than doubling the stadium in terms of seating. In order to have football there are certain requirements the NCAA has and part of it is to show an interest and show that there's enough support for football, and that is reflected in the attendance.

#### **What made the Bulldogs such a formidable football team?**

We were very competitive. We were able over a long period of time, for 25 years I was the coach, to have a consistency of winning and at times reaching that goal of a championship, which we did. That program I thought was solid. I was also the athletics director for 25 years and I'm very proud of the overall sports program that we established and is being built upon at Georgia now. I was at Georgia for 40 years, 25 years as the coach, 25 years as the athletics director, with some of those years overlapping.

#### **Which job did you like best?**

Early in my career I liked the coaching and then as I retired from coaching there was the challenge of building a complete sports program. I enjoyed the administrative part of it.

#### **How would you describe your coaching philosophy?**

To be fundamentally sound in all phases of the game and to have a well disciplined team that plays together and has a great fighting spirit. Regardless of the talent, if you have a team that plays together and never gives up the fight, you've got a good chance of being successful. And the more talented you are and still have those traits then you have a chance to be champion, which we have on occasion.

#### **What elements need to be in place for football to be successful at a university?**

Once a decision is made to have football, that in itself is the start of having a successful program. By that I mean you have the support of the students, you have the support of the faculty, you have the support of the staff, you have the support of the community. It's important to hire a good football coach who runs a program that produces success

and that is also a program that is respected for the integrity with which it is run.

#### **Why is community support so important?**

This is a growing area. There's a lot of people and a lot of potential. Look at the University of Georgia and Georgia Tech, they have had football for hundreds of years and there are so many established supporters of those programs, many in this area. But I've found they can also be supportive of another program. A case in point would be Georgia Southern, where you have many of them in that local area that are supporters of Georgia Southern but they are University of Georgia supporters as well. So you can have in this immediate area, Cobb County and the adjacent counties, where you have a lot of Georgia and Georgia Tech supporters who are also supporters of the KSU Owls. You've got a lot of them that have overlapping loyalties because (KSU would not be) a competitor.

#### **How would football enhance KSU's reputation?**

It would enhance the brand, the name, of Kennesaw State because of the publicity that naturally comes from having a football team, from the media and TV. Football brings together the community spirit as well; it gives students a source of pride. American football has this incredible popularity compared to other sports.

#### **Is football viable at KSU?**

The very fact that there is a committee studying it shows that it needs to be explored. It has reached a point, with the growth of this university and the location that it's in, that the time has arrived for exploring the possibility of

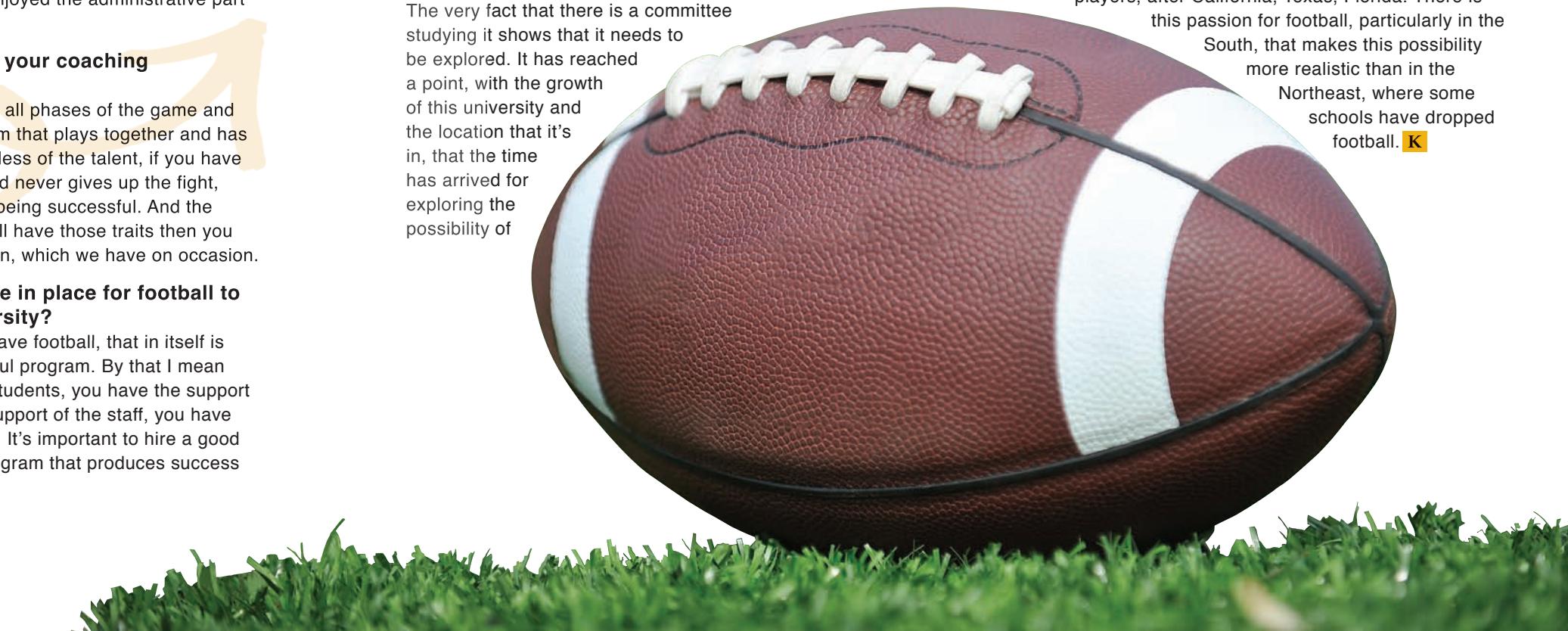
football here. If it's determined that that's the direction to go, just from afar, the prospects might be to aim toward a I-AA program, a competition at a level that's just below Division I-A. It's called the championship subdivision, as opposed to the bowl subdivision, which is UGA and Georgia Tech. The I-AA championship subdivision is Georgia Southern, Georgia State. There are probably five schools in the Southeast that are looking at the possibility of football, some have already started, at that level.

#### **How much will it cost to launch football?**

You have to have two things: one is student support [student fees] and you would have to raise a certain amount of start-up money for facilities, about \$15 million. To sustain the program, we don't know yet how much it would cost, but as I see it from afar, we are talking about a gradual increase of the budget from year to year, \$3-plus million the first year, then \$5 million the second year, etc.

#### **A few universities have been shutting down their football programs. Is this the right time to launch a football program at KSU?**

But they're not in the South. There is this great passion for football in the South. If Kennesaw State was located up in Maine, I wouldn't be a part of the study because I know the passion for football in the state of Georgia. Georgia has become the fourth state at producing college football players, after California, Texas, Florida. There is this passion for football, particularly in the South, that makes this possibility more realistic than in the Northeast, where some schools have dropped football. **K**



# Advancing by Degrees

*KSU launches first Ph.D. program*

By Aixa M. Pascual

This fall, Kennesaw State University will begin offering its first Ph.D. program. Though the university already offers three professional doctorates – the Doctor of Education in Leadership for Learning (Ed.D.), the Doctor of Business Administration (D.B.A.) and the Doctor of Nursing Science (D.N.S.) – the first Doctor of Philosophy program marks a milestone for KSU, and, says Provost Lendley Black, “puts us in a new category.”

The new Ph.D. in international conflict management is an interdisciplinary program that draws from courses in international affairs, anthropology and foreign languages. It is the first such doctoral program in the state and one of a few in the U.S. The program is designed to train scholars, educators and practitioners so they can help shape the way global conflicts are resolved. The program, Black explains, will attract top candidates from universities throughout North America because “of the uniqueness of its interdisciplinary approach.”

Black sat down with *KSU Magazine* to talk about KSU’s first Ph.D. and what it means for the university.



Provost Lendley C. Black

## What is the significance of KSU now being a Ph.D.-granting institution?

Having the Ph.D. allows KSU to reach a new level as a doctoral-granting university. The Ph.D. is the highest academic degree offered in U.S. higher education, and it signifies a high level of research activity.

## Kennesaw State already offers three professional doctoral programs. Why did it choose to launch a Ph.D. rather than another professional doctorate?

The University System of Georgia is interested in having KSU, Georgia Southern University, the University of West Georgia and Valdosta State University become more robust doctoral-granting universities. As a result, we have been encouraged to offer more doctoral programs. In addition, a few years ago these four universities were asked to submit proposals for a Ph.D. From those proposals, KSU and Georgia Southern were selected to be the first of the four to offer a Ph.D.

## How is a Ph.D. different from a doctorate?

The Ph.D. requires more detailed work in research methodology, and it requires a dissertation that has a strong theoretical, as well as a practical, focus. Professional doctorates are generally more applied, although they also require sound research methodology and training.



Future commencements will include hoodings of Ph.D. candidates.

## Why did KSU choose international conflict management as its first Ph.D. program?

We chose this discipline for several reasons. First of all, we have long-standing excellence in our master’s program in conflict management and in the work of our Center for Conflict Management. Second, we were most ready to offer a Ph.D. in this area because of the strength of the faculty in conflict management and related areas, such as political science, public administration and geography. And finally, there is less duplication with our USG sister universities in the field of conflict management than in other programs we may have chosen.

## Does KSU have plans for adding more Ph.D. programs?

No other Ph.D.s are being planned at this time, although other professional doctorates, such as computer science, are in the planning stages.

## How much demand do you think there will be for KSU’s new Ph.D.?

We anticipate that the demand for this rigorous program will be very strong. Already we have received many expressions of interest based solely on people hearing about our proposal. Now that we can advertise the new degree interest will be even greater.

## What does it mean for a university to offer Ph.D.s, and how will this impact KSU’s reputation?

In part, there is a perception that top universities offer the Ph.D. Hence, this puts us in a new category. However, KSU’s Ph.D. in international conflict management is a unique program, with very few like it offered in the United States. I am confident that within a short period of time the excellence of this program and the success of our graduates will contribute greatly to KSU being known as a national university with outstanding academic programs. **K**

# Owl Country

## Athletics Briefs



### Basketball Draws Record Crowd, Wins Over Rival Mercer

A record Convocation Center crowd of nearly 2,400 cheered the Kennesaw State men's basketball team to a thrilling, 66-63, win over in-state rival Mercer, helping the Owls qualify for the Atlantic Sun Conference Tournament in their first year of eligibility.

"We couldn't have won this game without our crowd," said

head coach Tony Ingle. "The crowd was incredible and it was an unbelievable environment."

On the women's side, a pair of one-point wins over Mercer and the University of South Carolina Upstate helped push KSU into the A-Sun women's tournament for the first time. Both programs were ineligible for the tournament during the National Collegiate Athletic Association's (NCAA) four-year reclassification period as KSU moved to Division I.

### Nagy Places Sixth Among Top Amateurs At Jones Cup Invitational

After competing at one of golf's biggest stages last summer, the U.S. Open, KSU junior Matt Nagy earned a sixth place finish at the prestigious Jones Cup Invitational.

The event, which took place at the Ocean Forest Golf Club on Sea Island, Ga., featured 81 of the top amateur golfers in the world, including reigning U.S. Amateur champion Byeong-Hun An, U.S. Mid-Amateur champion Nathan Smith and several members of the United States Walker Cup team.

"Playing in the [U.S.] Open last year put me up against the top players in the world," Nagy said. "That experience allowed me to come into a tournament like this and feel like I belonged there and that I could win."

"I am extremely proud of Matt and his performance at the Jones Cup Invitational," said KSU men's golf coach Jay Moseley. "He beat some of the best amateur golfers in the world. I strongly believe this is only the beginning of great things to come for Matt and our entire program."

### Whitlock Inducted Into Softball Hall of Fame

Kennesaw State's head softball coach Scott Whitlock added another accolade to his long list of recognitions as he was inducted into the Georgia Dugout Club's Softball Hall of Fame earlier this year.

Tonya Carlisle of Cherokee High School, Tonya Sebring of Etowah High School and Lisa Chapman of Kennesaw Mountain High School and president of the Georgia Dugout Club paid tribute to their former coach as they introduced Whitlock.

After an introduction by his former players, Whitlock was visibly emotional as he thanked his former players with hugs, smiles and tears before his speech.

Whitlock thanked family, friends, assistant coaches and players, but he also expressed his appreciation at being inducted into the Hall of Fame and talked about the responsibility of being a coach.

"I share this honor with every coach in this room," Whitlock said. "We [coaches] have an unusual existence. Coaching is not our job, it's our lifestyle; it is who we are. Always take those five letters [coach] seriously and never take it for granted because to a student, it means a great deal. It means stability and consistency, and for some it's the only

time they get that."

Whitlock, one of college softball's winningest coaches in the country, is the youngest member of the National Fastpitch Coaches Association Hall of Fame. He was a member of the United States National Softball Team coaching staff and is a two-time NCAA Division II national champion.

### Former Owl Soccer Star Turns Pro

Former KSU soccer star Rebecca Nolin earned a spot on the 2010 Atlanta Beat roster, the first KSU student-athlete to play professional soccer.

"I was thrilled to hear that she had made the Beat's final roster," said KSU head coach Rob King. "The WPS is the top women's professional soccer league in the world and to have our former captain competing at that level is truly amazing."

Nolin, known as Rebecca Hall when she played for KSU, was team captain and a four-year starter from Windsor, England, and was a member of the 2003 NCAA Division II National Championship squad and the Owls first NCAA Division I team.

"This is a dream come true for me," said Nolin. "I am so thankful for everyone who has helped me and supported me including Coach King, who opened so many doors for me. There isn't a coach in college who takes such a caring interest in his players and their future."

# Above the Rim

With a new book and a winning streak, Coach Tony Ingle soars to new heights

By Sabbaye McGriff

For KSU men's basketball coach Tony Ingle, this season's two matchups against the Owls' arch rivals, the Mercer University Bears, was like a page ripped right from his recently released autobiography, "I Don't Mind Hitting Bottom, I Just Hate Dragging."

Much like the life story Ingle reveals in the book, the Owls muddled through the ups and downs and high court drama of both games, alternately taking advantage of opportunities and struggling, but ultimately persevering with heart and faith to a triumphant end.

Ingle, the winningest coach in the history of KSU men's basketball, has hit his stride. He is fulfilling his dream of becoming an NCAA Division I head coach and someday taking the Owls to the NCAA tournament. But it has not always been that way.

Overcoming adversity is a central theme of Ingle's book. As a child, he grew up in the public projects in Dalton, Ga., and experienced failure early on in school as a result of absences related to a series of surgeries he endured from birth to age 13 to correct a facial deformity. Through high school and later as a student at Dalton Junior College, he had a chance to show his stuff on the basketball court, but a knee injury sidelined his hoop dreams of playing college basketball.

Certain that his playing days were done, Ingle returned to school, graduating from Huntingdon College in Montgomery, Ala., and discovering his passion for coaching young people while working part-time as physical director for the local Boys Club. He parlayed his success there into his first job as an assistant coach at his old high school, which had merged with another Dalton high school. After ascending the ranks of high school and college basketball coaching over the next 15 years, Ingle landed the job as an assistant coach at Brigham Young University. Despite five NCAA tournament appearances and two Western Athletic Conference championships during his eight years at BYU, he was fired as interim-head coach after a



Tony Ingle, KSU's winningest basketball coach, wrote an autobiography.

dismal 0-19 season in 1998-99. He spent the next three years working odd jobs trying to provide for his wife and five sons, who encouraged his return to coaching.

"I had to round up the change to send my resume to Kennesaw State," Ingle said of the days he was down and out in Utah. "My sons were in high school, involved in athletics and had active lives. But they said they'd rather see me coaching again than stay there and play in their own games. That's how selfless and devoted to my happiness they were."

Four years later, Ingle was back on top, leading the Owls to its first NCAA Division II national championship. He presided over the university's four-year transition to Division I.

A devout Mormon, Ingle has strong faith that a Division I championship is within his grasp. "I never pray for victory," he said. "Instead I pray that no one will be harmed, that people will play their best. To get the victory, you've got to deserve it."

It's a lesson he teaches all the young people he coaches and those who hear the motivational speeches that are at the core of his book: "Have faith in God, belief in yourself, the courage to continue, the spirit to serve and endure to the end." **K**

# Campaign Update

**Overview of some of the major gifts received by the KSU Foundation over the past few months:**

## **KSU Awarded \$8.9 Million Grant**

Kennesaw State was awarded an \$8.9 million grant from the U.S. Department of Education to establish an innovative K-12 teacher preparation program in high-need urban schools in Cobb County. The five-year grant, the largest ever awarded to KSU, will support the Teacher Quality Partnership (TQP), an initiative of the university's Bagwell College of Education and seven schools in the Cobb County School District, one of the largest school districts in the state.

## **Goizueta Grant Aims to Improve Hispanic Retention and Graduation Rates**

Kennesaw State University has been awarded a \$660,000 grant by The Goizueta Foundation to develop strategies aimed at improving the retention and graduation rates of Hispanic and Latino students at the



university, which have the potential for replication by the University System of Georgia's 34 other institutions.

## **Health Sciences Building Receives \$100,000 Gift**

Longtime KSU supporter and comprehensive campaign co-chair Bob Prillaman and his wife, Lil, have donated \$100,000 to the Health Sciences building. The facility, currently under construction, will house KSU's WellStar School of Nursing, the largest program of its kind in the state. Prillaman, a retired senior vice president at Caraustar Industries, was elected to the Kennesaw State University Board of Trustees in 1983 and has played an integral role in the growth of the university. The Prillamans have supported the university over the years with scholarships.

## **Gift in Honor of Former Faculty Member to Help WellStar College**

Longtime Kennesaw State supporters Betty and Tom Phillips have established an endowed scholarship to recognize outstanding student performance and provide financial support. The scholarship is primarily for students enrolled in the Wellstar College of Health and Human Services. Tom is a trustee board member of Wellstar Health Systems.

## **KSU Alum Establishes Endowed Scholarship**

Steven L. Lovig, Psychology '95, established an endowed scholarship to support male students who are returning to KSU to pursue their college degree in any field of study. Lovig is an adjunct professor in the Coles College of Business.

## **College of Humanities and Social Sciences Unveils Donor Wall**

*First college-level donor recognition features art installation*

**By Sabbaye McGriff**

The College of Humanities and Social Sciences donor recognition wall was unveiled earlier this year in the Social Sciences Building atrium.

The "Intersection of Cultures," a vivid mixed-media art installation depicting icons, symbols and designs from the cultures of each continent, and the wall it adorns pay tribute to financial contributors who support the college, the largest of the university's seven colleges. To date, 12 donors have been recognized for giving more than \$3.5 million for scholarships, endowed chairs, a digital media lab, the Center for Sustainable Journalism and support of various programs.

"It is fitting that we honor our supporters with this unique and artful representation of the diversity and intersection of cultures," said College of Humanities and Social Sciences Dean Richard Vengroff. "These donors provide the margin of excellence that helps move some of our programs from very good to outstanding."

The 5 foot by 5.5 foot art installation was designed and created by assistant art professor Maria Sarmiento and 17 students in her fall 2008 3-D design class. Its seven triangular panels – representing the seven continents – are arranged loosely around a dimensional wire rendition of the globe. Its use of only recycled material is consistent with the building's certified green design and construction.

The donor wall also displays bronze plaques that designate "donor giving societies" differentiated by the levels of giving.

The honored donors are: the Harnisch Foundation; Shaw Industries; Jennifer A. Maxwell; the Robert D. Fowler family; the AT&T Foundation; the John & Mary Franklin Foundation Inc.; Anthony and Jackie Montag; Cobb Housing Inc.; the James M. Cox Foundation; the Shaw Family Foundation; and Montag & Associates.

"We think it is a great step forward to localize donor

**KENNESAW STATE**  
*the new faces of  
the campaign for our future*



"The Intersection of Cultures," a mixed-media artwork adorns the College of Humanities and Social Sciences donor wall.

recognition this way," said Karen Paonessa, assistant vice president, for University Development and Foundation Programs. "This way, the donors are remembered for the areas of interest with which they are most associated or most passionate about." **K**



# Cream of the Crop

By Neil B. McGahee

International and intercultural learning opportunities are hallmarks of a Kennesaw State University education. In 2007, a five-year Quality Enhancement Plan (QEP) was launched to provide more visibility to the university's mission of preparing students to be leaders in an increasingly global society and creating a campus culture that assures appreciation of diversity. Since then, each new semester has presented KSU students greater opportunity to expand their global awareness and competencies: new degrees in international business and policy management; a Global Engagement Certification program; an invigorating 27th "Year of" country study focusing on Korea; the opening of a Confucius Institute that is already breaking new ground in teaching Chinese language and culture; and formal partnerships with more than 40 universities in 23 countries. Thousands of KSU students have traveled to nearly every part of the world, participating in study abroad programs. Expanding international internships and a new Presidential Emerging Global Scholars program are giving KSU's best and brightest a unique window on the world.

At the midway point, KSU Magazine continues its QEP update with a look at some of the initiatives preparing students for their roles as global citizens.

Last fall, not even two months into her freshman year of college, Marlee Cox traveled to Brazil with 20 of her classmates. The 10-day trip to the city

Global scholars program attracts top high-school students to Kennesaw State

of Salvador, part of a new learning community for high-achieving first-year students, gave Cox the chance to meet Brazilian college students, visit a community learning lab that provides educational and business instruction and visit a program that teaches effective farming methods in rural communities. Their travels, she says "changed the way we view the world."

"We partnered with students from the University of Unijorge in Salvador, Brazil," said Cox, who plans to major in art. "They view access to education as a privilege and a way to improve their community, no matter how impoverished. I came home with a renewed commitment to my education and my own community."

Cox and 41 freshmen are in the inaugural class of the President's Emerging Global Scholars program (PEGS), an initiative designed to attract local high school students from the top 5 percent of their graduating class to KSU. Many of these high performing students could have their choice of schools; they chose KSU because PEGS offers them something unique, something no other school in Georgia offers – tailored learning communities, extensive international travel, undergraduate research opportunities and mentoring.

PEGS students are grouped in cohorts and follow one of two tracks – one for science and math majors and another for all other majors. Every student begins with a class that teaches students to think strategically about important global issues. The goal is to prepare the students to be globally competent citizens.

In addition, each cohort must participate in a learning community that includes a global leadership freshman seminar.

"This is the first step in providing mentors and trying to connect internships with long-term goals," said Brian Wooten, director of the Center for Student Leadership. "We want to



Megan Sheasby (left), Kalah Henderson, Davey Frederick, Katie Montelin, Emily Holler, Marlee Cox and Patricia Cox visited a nearby waterfall.

really push them to stretch themselves. If they have a dream of working for the United Nations, we want them to consider maybe working an internship at an overseas embassy."

PEGS offers students the opportunity to study other cultures and consider concepts from a global perspective while participating in joint-service projects, said Nancy Prochaska, associate professor of management and entrepreneurship and a PEGS faculty fellow. "The purpose," she said, "is to give students a global perspective so they develop with a heightened awareness of the differences in the world."

The PEGS program arose from President Daniel S. Papp's interest in providing opportunities for students to thrive at KSU and to prepare them to make them strong candidates for prestigious scholarships such as the Rhodes, Truman and Goldwater, Wooten explained.

After evaluating other universities whose students regularly win these scholarships, Wooten said they discovered distinct similarities among the candidates. Nearly all students recorded a grade-point average of 3.7 or higher; they took a leading role in conducting research; they had extensive international travel experience; and they developed leadership skills by working with mentors. The PEGS program was created to provide these opportunities.

When deciding where to go to college, Cox, the freshman, was wowed by the PEGS program.

"I grew up around Kennesaw, so I really was determined to get away from home for my college years," she said. "I applied to several out-of-state schools, but after I received a letter describing the PEGS program, I decided KSU was the place for me." **K**

### **Study Abroad Options Include Internships, Exchange Programs**

KSU offers many other opportunities for students to take advantage of internships abroad. This semester, Emily Dolezal, education abroad adviser in the Institute for Global Leadership, has placed four KSU students in international internships.

"One student is working for a non profit in Uganda, helping with community development and promoting the local handicrafts they are selling," she said. "Another student works in community development in Guatemala. We have an international business major working for Glock GmbH, a German firearms manufacturer, in its Uruguay office. And our intern in Germany is a foreign language intern."

For students who wish to immerse themselves in other cultures, the International Student Exchange Program (ISEP) coordinates student exchanges for one semester or an entire academic year in a number of different countries.

"Students take courses in their major at 42 eligible overseas universities, participating in classes with the host institution's students and faculty," said KSU's ISEP director Michele Miller.

During academic year 2008-09, ISEP placed students in 22 countries, including Brazil, United Kingdom, France, Trinidad and Tobago, Japan, China, India, Russia and Sweden. This semester, 10 students are participating in exchange programs in France, Thailand and Spain.

# Right Place, Right Time

*KSU professors' comparative U.S./Brazil study of obesity in sync with national focus*

**By Sabbaye McGriff**

**A**s First Lady Michele Obama tackles the growing epidemic of childhood obesity in America, two KSU professors are leading a consortium of four U.S. and Brazilian universities to identify the environmental and cultural factors that make Americans more prone to obesity and Brazilians to be healthier and leaner.

Under a four-year, \$200,000 federal grant, Department of Health, Physical Education and Sport Science professors and consortium co-directors Mitchell Collins and Bernie Goldfine have created semester-long exchange programs to analyze lifestyle and environmental factors that may contribute to the disparity. The goal is to train future health professionals to more effectively address obesity.

Collins, the project's principal investigator, said it's not enough to know that Americans eat more and exercise less. "We must also understand why this is so — what's really going on in the environment that causes this? Students are making observations based on day-to-day living in the host country and they are discovering pretty substantial cultural differences."

For example, Brazilian students marvel that Americans sit in their car at a bank's drive-through window or grab a bite on the run — not the cultural norm in Brazil, but done routinely in the U.S. Brazilians view dining as a social occasion, taking their heaviest meal together at midday, compared to the American tendency to eat a large meal at the end of the day.

At the same time, American students in Brazil have had to acclimate to healthier practices, like walking everywhere. "Every one of the American students has lost weight," Collins said.

In the next phase of the project, Collins said students and faculty will examine public policies that affect obesity. For example Brazilian policy deems soda and snack machines in public places undesirable.



Bernie Goldfine (left) and Mitchell Collins, associate professors in the Health, Physical Education and Sports Science department lead a consortium of U.S. and Brazilian universities researching cultural and environmental factors that make Americans more prone to obesity.

"The job the vending machine is doing means someone is out of work," Collins said. "If you eliminate the vending machine, you assure that someone has a job pouring a drink or serving food. At the same time, you reduce the chance for a person to grab quick snacks. That's good public policy." **K**

# Rising Star

Nick Ayers' *meteoric ascent* in Republican political circles may not be over yet

By Jennifer Hafer

**W**hen the Republican establishment told then-gubernatorial candidate Gov. Sonny Perdue he couldn't beat an incumbent Democrat in Georgia, a handful of college Republicans believed he could.

At the time, Kennesaw State University alum Nick Ayers was a 19-year-old freshman serving as chair of the College Republicans – a post that would serve as the beginning of Ayers' rapid rise in the world of Republican politics, culminating eight years later in his current position as executive director of the Republican Governors Association (RGA).

"I always felt somewhat responsible for interrupting Nick's academic career by calling him into political service," Perdue said. "But, as accomplished and respected as he has become nationally, Nick persevered and sacrificed to make his academic degree a priority. I am confident that KSU will be as proud as I am of this young alumnus in the years ahead."

Ayers was the second person Perdue hired during his first campaign for

governor. He only had two semesters of classes under his belt when he resigned his position at a Mableton bank ironically owned by Roy Barnes, the incumbent governor and Perdue's opponent.

"The campaign resembled the 'Bad News Bears' more than a group of professional consultants," Ayers recalled. "But, we won, so there you go."

Although he was always interested in politics, Ayers had never actively engaged in a political campaign before the Barnes – Perdue race.

"I had always followed politics," Ayers said. "From the time I was five, I would rather watch the news than cartoons."

In 2001, Ayers and his fellow College Republicans set out to boost their numbers on campuses across Georgia. That year, Ayers attended a Perdue campaign event in Athens where 600 supporters gathered, challenging the conventional wisdom of the time that a Republican couldn't win the governor's mansion.

"Back then, Democrats controlled almost everything in Georgia," Ayers said. "Georgia was the last state in the country to elect a Republican governor."

After the rally, Ayers met privately with Perdue in an empty hangar at a private airport where Perdue shared with him his vision for Georgia.

"For me, it was a no-brainer," Ayers said. "The next day, I withdrew from my classes, left my job at the bank and called Sonny. I told him I'm changing everything for you – a guy I just met yesterday!"

By the time Perdue's re-election campaign rolled around, Ayers was tapped as the campaign manager overseeing a \$30-million re-election apparatus.

"Nick seems to have been born with an ability to think strategically and manage details," Ayers' former political science professor Kerwin Swint said. "I knew he would do something special, probably in the world of politics and I fully expect him to manage a successful presidential campaign someday."

After Perdue's re-election, the governor became chairman of the Republican Governors Association, naming Ayers the association's executive director. Traditionally, the executive director's post was a one-year appointment, rotating in and out with the chairman.

During his first year as executive director of the RGA, Ayers authored a four-year plan for the organization, including a



Ayers and Mississippi Gov. Haley Barbour discuss procedures at a Republican Governors Association meeting.

budget and fundraising goals. Wanting to see Ayers plan come to fruition and hoping to bring some continuity to the group, as well as win back the majority of governor's mansions, the next two chairmen asked Ayers to stay on as executive director. "When I took over the RGA, it was not considered a serious political committee," Ayers said. "It was viewed more like a trade group. Today we have more cash on hand than the Republican National Committee, and I'm really proud of that." After successfully orchestrating crucial GOP wins in gubernatorial contests in Virginia and New Jersey in 2009 – and spending more than \$13 million – the RGA ended the year with \$25 million in the bank.

"I did not believe we would win back control of Congress before regaining control of the governorships," Ayers said. "Last year we boosted the number of Republican governors from 22 to 24, so the four-year plan is already working." As for whether Ayers himself would ever run for public office, the Austell native simply keeps his options open.

"It's not that I'm against running for public office, it's just that if it's meant to be, it's meant to be," he said. "The main thing for me right now is to do what I've been asked to do, which is win races, and what I've learned is, if you do the job you're asked to do, there will be plenty of opportunities on the horizon." **K**

When Georgia Gov. Sonny Perdue became chairman of the Republican Governors Association, he named KSU alum Nick Ayers the executive director.

# Class Notes

# Class Notes

## 1980s

**Judith Larsen Barban's** (Music, '81) first novel, "Poplar River," won the Southeastern Writers Association's "You Are Published" Contest, a nation-wide contest and is available at online book retailers. She considers this the beginning of her post-retirement career as a writer. She lives in Tega Cay, S.C.

## 1990s

**Randy Weiner** (Finance, '90) was elected chairman of the Marietta school board.

**Michael Maguire** (Political Science, '92) received the Army Bronze Star for combat operations in Iraq.

**David A. "Spiro" Amburn** (Political Science, '94) was named chief of staff for the newly elected Georgia House of Representatives speaker, David Ralston. He lives in Woodstock.

**Gregory Harris** (M.P.A., '94) was named campus police chief at Johnson C. Smith University in Charlotte, N.C.

**Karla G. Harvill** (M.B.A., '94) was named president-elect of the Georgia Chapter of the Public Relations Society of America. She is the director of internal communications for Pilgrim's Pride Corp. and lives in Acworth.

**Stephen J. Blanchard** (Nursing, '95) completed his doctorate in nurse anesthesia practice.

**William "Mark" Goddard** (Marketing and Professional Sales, '96) was named chairman of the Cherokee County Chamber of Commerce for 2010. He lives in Canton.



## 1990s

**Jennifer Govert** (Biology, '96) is a sales representative with Merck Pharmaceuticals in Boca Raton, Fla. She was named Ms. Palm Beach County 2010.

**Becky Peters** (Theatre/Communication, '98) and her theatre company Wondering Souls, completed its first tour. They performed a 90-minute version of Shakespeare's "The Winter's Tale" at 13 venues in Washington D.C.

**Cedrick B. Anderson** (Management, '99) completed a research and evaluation project for the Department of Defense through T & T Consulting Services Inc. He lives in Marietta.

## 2000s

**Nancy L. Walden** (Management, '00) of Woodstock, was promoted to vice president for human resources for Project Time & Cost Inc.

**Greg Mausz** (M.B.A., '02) was hired by J.P. Turner & Co. as the national director of training and development for their Institute for Advisor Growth. He lives in Roswell.

**Ruth Forrester** (Biology, '04) completed her master's in environmental health at Fort Valley State University and is a civilian environmental planner at Eielson Air Force Base in Alaska.

**Shelley Lauzon** (Psychology, '04) is pursuing a master's in community counseling at Argosy University in Atlanta and will graduate in 2011. Her field of interest is substance abuse and her goal is to become involved in the judicial system.

# Class Notes

# Class Notes

## 2000s

**Gerald Moore** (M.B.A., '04) of Madison, Ala., was named business operations support manager at the Tennessee Valley Authority's Brown Ferry Nuclear Power Group.

**Sarada Rath** (M.B.A., '04) was named team leader for Fidelity Information Services in Bangalore, India.

**Carolyn Norman** (Information Systems, '05) is working toward her master's in information systems at Marist College in Poughkeepsie, N.Y.

**Patrick Sheehan** (Management, '05) and his wife, Cheryl, welcomed a son, Liam Michael, in December 2009. The Sheehans live in Columbus, Ohio.

**Akin Ayemobola** (Accounting, '06) was promoted to finance manager in the Cardinal Health office in Chicago. He received his M.B.A. from Southern Polytechnic State University and passed two parts of the C.P.A. exam.

**Brandon Bryson** (Political Science, '06) was recently admitted to the Georgia Bar and is an associate attorney at Vaughan & Evans, L.L.C. in Cartersville.

**Willy Bolander** (Professional Sales, '07) is completing his doctorate in marketing at the University of Houston and recently had a paper published in the *Journal of Marketing*, one of the top outlets for marketing research.

**Andrew Hammons** (M.B.A., '07) a Coles College of Business advisory board member, was named the principal in charge of the Seattle office of Ryan, Inc.



## 2000s

**Cody Williams** (Communication, '07) was named an account executive at Dynamex Logistics in Dallas, Texas.

**Curtis Barnett** (Psychology, '08) is pursuing a spot on the U.S. taekwondo team for the 2012 Summer Olympic Games.

**Heather Blevins** (Human Services, '08) graduated from the 2009 Cherokee Leadership Program through the Cherokee County Chamber of Commerce and was named to the Cherokee Leadership Steering Committee for a three-year term. She lives in Woodstock.

**Ryan Brantley** (Management, '08) and **Julia Stokes** (Management, '08) announced their engagement. They live in Alpharetta.

**Brian Stewart** (Management, '08) is a second lieutenant in the U.S. Air Force and serves as a satellite command and control officer at the Milstar Satellite Constellation in Colorado Springs.

**Elizabeth Stott** (Communication, '08) got a job with Cox Media working with television commercials airing on Cox Cable across the United States. She lives in Atlanta.

**Endia Bass** (Communication, '09) of Duluth, recently accepted a position as a human resources manager with Lowe's and is pursuing a master's in organizational leadership at Brenau University.

## KSU Alumnae Win Prestigious Education Awards

Milken Foundation recognizes exceptional teachers and administrators in each state

By Neil B. McGahee

**A**lthough the reason for the hastily called school assembly was not really clear, Marietta teacher Susan Grigg did not give it much thought. It did seem odd that Georgia Superintendent of Schools Kathy Cox was attending. Then she heard her name called, cheers exploded from the students and her colleagues pushed her toward the stage.

Grigg, (M.Ed. '03), was one of two KSU alums named in December as the Georgia winners of the prestigious 2008-09 Milken National Educator Awards, a \$25,000 prize presented by the Milken Family Foundation of California that recognizes two exceptional school teachers or administrators in each state. Andrea King, (M.Ed. '04) was also a recipient of the award.

"It was a total surprise," Grigg said. "This award is a really special one. Many educators call it the "Oscars of the teaching profession."

Grigg, coordinator of the International Baccalaureate Primary Years Programme at Sawyer Road Elementary School, was recognized for "demonstrating exceptional instructional practices that yield positive results in student achievement." The citation lauded her work with the school's Oceaneer Theater Company, "which gives students an opportunity to perform in a real theater in front of their peers, families, and community. Her dedication and intimate working relationships with teachers has led students' scores to improve in every subject."

King, who spent eight years working with gifted and special-needs students at DeKalb County's Rock Chapel Elementary School was lauded for "her creative ways of teaching and out-of-the-box thinking that have led to



Susan Grigg, a KSU alum, is a 14-year veteran of the classroom.



Andrea King spent eight years teaching gifted and special needs children in DeKalb County schools.

positive results in the classroom. She has the ability to effectively teach children from diverse backgrounds and has been proactive in changing inappropriate student behavior at lunch by teaching proper table etiquette."

She has since left the classroom to pursue a doctorate in curriculum and instruction.

"Andrea King and Susan Grigg are the kind of teachers that make Georgia proud," Cox said. "They combine high expectations, innovation and loving support to help their students achieve at the highest level possible." **K**

### Alumni Legacy Society

The Kennesaw State University Alumni Legacy Society is a new alumni initiative created specifically for KSU families. The Legacy Society offers alumni families – alumni who are related to each other or to current students – another way to connect through continued involvement with the university.

"Legacy Society members are special guests at university-related events such as the Homecoming concert," said Alumni Affairs specialist Caryn Young. "We plan to add other events through the year."

The Society's goals is to reach out to future alumni, establish closer relationships between the university and alumni parents, improve involvement in alumni activities and encourage parents and relatives to support KSU through the Kennesaw Fund.

"I was a student when it was just Kennesaw State College and I have seen it grow by leaps and bounds over the years," said Diane C. Hart. "I graduated in 1988 and have been a Cobb County educator for the last 22 years. I was so excited when my youngest son, Jake Hart, also applied to KSU. I have always been a fan of KSU, but I'm most impressed with its ability to grow and yet remain a caring, nurturing environment for students with various needs." For more information contact Young at 770-423-6333 or [cyoung48@kennesaw.edu](mailto:cyoung48@kennesaw.edu).

**Submit information for  
Alumni Notes to the KSU  
Alumni Association at  
[ksualumni@kennesaw.edu](mailto:ksualumni@kennesaw.edu)  
or to the following address:**

**Office of Alumni Affairs  
Attn. Class Notes  
Kennesaw State University,  
1000 Chastain Road  
MD 5600, House 56  
Kennesaw, GA 30144**

### STARS (Student Alumni Recruitment Society)

The Kennesaw State University Alumni Association, in conjunction with the Office of Admissions, has created the Student Alumni Recruitment Society (STARS) to promote KSU traditions to cultivate leadership, interest and enthusiasm, which will result in a stronger, more unified alumni body once they graduate.

STARS members are eligible for annual scholarships and have access to alumni for mentoring as well as trustees, association board members and university officials. STARS members can serve as marshals at commencement ceremonies. And, STARS gain valuable experience planning and running campus activities.

To apply for STARS membership, students must maintain at least a 3.0 grade-point average. Participation in KSU organizations and other leadership activities are also considered when choosing candidates for the program.



STARS members (l to r) Denae McArthur, Ali Kamran and Marissa Cieply volunteer at a reception.



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#### ***KSU Remembers Haitian Earthquake Victims***

Hundreds of KSU students, faculty and staff gathered on the Campus Green in January for a candlelight vigil remembering the estimated 230,000 lives lost after a 7.0 magnitude earthquake rocked Haiti. The quake, the most powerful to hit the Caribbean country in a century, left nearly 2 million Haitians homeless. The KSU community responded with donations of food, supplies and clothing – more than 16 boxes – and nearly \$1,500 in cash.

Heading the efforts was KSU's Haitian Student Alliance, which enlisted the Haitian Alliance of Atlanta to airlift the supplies, said Catherine Odera, assistant director of International Student Retention Services. The funds were divided between Doctors without Borders and entertainer Wyclef Jean's relief foundation, Yele Haiti.