



William & Mary

ALUMNI MAGAZINE
FALL 2009

TO YOSEMITE AND BEYOND

Geology 310 on the Road

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The *William and Mary Alumni Magazine* is published by the Alumni Association four times per year through the generous support of alumni and friends. Voluntary subscriptions can be made by check payable to the William and Mary Alumni Association and sent to: Alumni Communications, P.O. Box 2100, Williamsburg, VA 23187.

Printed by United Litho, Ashburn, Va.

Views expressed in the *William and Mary Alumni Magazine* do not necessarily reflect the opinions of the William and Mary Alumni Association, the College of William and Mary or the editorial staff.



Can't-Miss Homecoming

If there is only one weekend on campus you can't afford to miss, it's Homecoming. Our staff works hard to make things run as smoothly as possible, but none of it can happen without thousands of excited alumni returning home. It's a weekend full of old friends, new memories and the special place that is William and Mary.

As you can see from the brochure sent to you several weeks ago, the 2009 edition of our College-wide celebration will offer even better ways to connect and have fun. There is plenty to do all weekend, including a *really* big football game with James Madison University. Who could forget the dramatic play-off semifinal game under the lights in 2004? This year, it's time to turn the tables. We need to be out in force to support the Tribe.

Make sure you visit www.wmalumni.com, where you can register in advance and see an updated list of your classmates who have already registered to come. But don't wait for your friends to sign up. Get on Facebook or on your reunion site and urge them to join you. Be sure to check the Web site often for new events. Then, meet everyone at the Alumni House when you arrive on campus for coffee and maybe some shopping. The Gift Shop has been undergoing a transition with the help of some interested alumni, and I think you will like the new look and the new merchandise.

By Friday, things will be in full swing. The Academic Symposium now offers a number of academic tracks, so you can explore a topic in depth with our experts. President Reveley will be the keynote speaker for the symposium, so I hope everyone will come to listen to his plans for William and Mary. I know he is interested in this being more of a conversation than a lecture; he wants to hear from alumni and this is your chance. Then, live music at the Friday Night Fest here at the Alumni House is becoming a tradition, so I encourage you to bring the family and join in the party.

Saturday is always the heart of the Homecoming experience. The Homecoming



Parade begins its march at 9 a.m., and we've taken steps to make this one better than ever. It is the 80th anniversary of the Homecoming Parade and we are planning some surprises, including a float that will remind all alumni from the '40s, '50s and '60s of those long hours stuffing toilet paper into chicken wire. Then, bring your kids to the Children's Carnival before the game and have their faces painted in green and gold. It's up to you to teach them the fight song. The Classes of '85-'95, '96-'06 and the Young Guard will tailgate together in Crim Dell Meadow, and the Class of 2004 Reunion will be at the Alumni House. After the game, come enjoy the postgame tailgate, catered by Chick-fil-A — hopefully after a victory!

The Saturday Night Bash is the biggest William and Mary party of the year, so don't miss that either. 14 Karat Gold will fill up the room with great music, and there will be plenty of food and drink to go around. Remember, the Bash is not just for reunion classes — Homecoming belongs to all of us *every* year, not just every five years.

On Sunday morning — if they didn't party too hard the night before — the Class of 1979 will enjoy their own private brunch, thanks to their efforts in the Class Brunch Challenge, registering the most members of their class on my1693 — congratulations to them.

There is something for everyone at Homecoming, so please come. Renew your ties to this wonderful College. William and Mary is for your lifetime.

KAREN R. COTTRELL '66, M.ED. '69, Ed.D. '84
Executive Vice President
William and Mary Alumni Association

FROM THE BRAFFERTON

William and Mary Words to Live By

This is the College's 317th academic year. At its threshold, many words were spoken to our new students. These freshmen, undergraduate transfers, and new professional and graduate students came with powerful credentials. They were chosen from record-breaking pools of applicants across our five schools. Here are three of the most heartfelt and insistent messages our new students heard.

First, welcome! You have been very carefully chosen from a great host of talented applicants and come to us already accomplished, with great potential. Individually

“Individually and collectively, you are now cherished members of the William and Mary community, both during your time on campus and for a lifetime.”

and collectively, you are now cherished members of the William and Mary community, both during your time on campus and for a lifetime. Until you shuffle off your mortal coils, William and Mary will be an important and proud part of your identity.

Second, connect and stay connected to your *alma mater*! E.M. Forster began his

novel *Howards End* with the epigraph: “Only connect.” “Only connect” is the refrain of the song that William and Mary sings these days to our new students as we welcome them into a College family centered in Williamsburg and now extending across the United States and beyond, over 85,000 strong.

Third, William and Mary people are stewards of a magnificent inheritance. The privilege of participating in this inheritance carries with it responsibilities. We are charged to build on the foundation that we have inherited from those who labored to create it over three centuries, often at great personal sacrifice. We are charged in our time to do our

part to ensure the College's continued service to the larger good and its continued preeminence among colleges and universities.

The speaker at Opening Convocation on Aug. 28, 2009, was James B. Comey Jr. '82, LL.D. '08, vice president of the Alumni Association. Mr. Comey has stayed faithfully connected to his *alma mater* and been a true steward of his inheritance from it. He knows what has sustained the College over the generations and made it one of the country's iconic institutions.

Let me quote how Jim Comey ended his remarks at Convocation. His words to William and Mary's new students were powerful. They speak to us all:

“[T]oday you add your light to the beacon that has always lit the way for this nation, this school that produced those who literally designed this country, but also those who have long nurtured and protected it.

“And this isn't about long-gone people in powdered wigs. You can look to any corner of American life today and see members of the family you have just joined. They are in visible roles, leading our most important institutions or dominating the arts and entertain-



ment; or they are in countless less visible, but equally vital roles — teaching, healing, inventing and helping.

“Your membership in this family will change your life. But the nature of this family, this Tribe, is a gift, purchased for you at huge personal and financial cost by those who went before. As a new member of the family that has always guided the life of this great country, you have obligations to which you must be faithful.

“Your first obligation is to never, *ever* fail to help a fellow member of the Tribe and to look for ways to advance those who follow you. Hire them, recommend them, mentor them, protect them. Those ahead will do the same for you. It is a shared obligation that lasts a lifetime.

“Your second obligation is a solemn duty to give back some of what will come to you by virtue of membership in this remarkable Tribe. Contributing your time, your talent, and even your money to this family is a matter of honor as important to this College as the Code. Those who follow you depend upon you.

“Never forget that.

“The long line of patriots and servants that began at this spot 300 years ago now stretches down and includes you. By joining that line, you have made it better.

“Welcome to the Tribe. I am honored to call you sisters and brothers.”

We should emblazon Jim Comey's words on the portals of the campus and stamp them on every William and Mary heart. Read them again!

W. TAYLOR REVELEY III
President, College of William and Mary



Web exclusive:

Watch the Convocation speech of James B. Comey Jr. '82, LL.D. '08 at www.wmalumni.com/?comey_vid

W&M

AROUND THE WREN



“Those Who Follow You Depend Upon You”

The Class of 2013 Joins the Tribe at Opening Convocation ~ BEN KENNEDY '05

If you want the best education on the planet, you came to the right place.” ~ Provost Michael Halleran, speaking at his first Convocation as the College’s top academic officer on Aug. 28, set the tone for William and Mary’s 317th academic year. Despite the typical late-August threats of rain and humidity — both of which showed up in force — 1,600 new students, including the Class of 2013 and others, filled the Wren Courtyard for the beloved ceremony. ~ Senior class president Alyssa Wallace '10, with her junior and sophomore counterparts above her on the balcony, unveiled the bright yellow “Class of 2013” banner, which will hang at the Wren and in the Sadler Center until graduation. ~ President W. Taylor Reveley III later spoke of the day’s theme: the lifelong connection each student and alumnus has with the College. ~ “We are stewards of a magnificent inheritance at the College,” Reveley said before introducing the Convocation speaker, James B. Comey Jr. '82, LL.D. '08. ~ Comey, who spoke at his senior Candlelight Ceremony 27 years ago, recalled his speech then about William and Mary’s place in the “real world” rather than the unreal one. ~ “My perspective has not changed much from decades of living in the supposed ‘real world,’” said Comey, currently vice president with Lockheed Martin and vice president of the Alumni Association Board of Directors. “I still think William and Mary is part of that real world — except it’s a much more important part of that world than I knew in 1982.” ~ But the College is different because there is time and space to explore and examine beliefs, he said. Most of the “real world” doesn’t afford time to reflect and allow oneself to change. ~ “William and Mary is something of an island,” said Comey. “On this island, there are people who will poke you and prod you and demand that you give a hard scrubbing to your ideas, beliefs

and conclusions. It's a place where people will insist that you actually listen and understand."

Membership in the Tribe, Comey said, comes at "huge personal and financial cost by those who went before." He ended his speech by giving every new student two instructions on faithful membership.

First, he said, the William and Mary family should always assist fellow members however it can.

"Your second obligation is a solemn duty to give back some of what will come to you by virtue of your membership in this remarkable Tribe," he said. "Contributing your time, your talent and even your money to this family is a matter of honor as important to this College as the Code. Those who follow you depend upon you."

"Welcome to the Tribe," he concluded. "I am honored to call you sisters and brothers."

Reveley returned to the podium to present the President's Awards for Service to the Community to sociology professor David Aday and senior Mallory Johnson '10. Each received \$500 to donate to the charitable group of their choice. Aday, also special assistant to the provost, contributed half his

"You feel that strong sense of community here and it's just a great feeling, walking through and being introduced to the entire campus."

award to the Student Organization for Medical Outreach and Sustainability (SOMOS) in the Dominican Republic, and half to Students for Healthy Communities in Nicaragua. Johnson, an active member of Project Phoenix in Petersburg, Va., contributed her award to that effort.

For the first time, new students received green and gold class pins to symbolize their membership in the Tribe, courtesy of the Alumni Association. The freshmen then poured through the Wren Building into the College Yard to the overwhelming applause of their upperclass counterparts. The welcome exceeded many freshmen's expectations.

"I wasn't expecting it — I thought we were supposed to walk through the building and then go our ways," said Maggie Southwell '13. "I didn't realize there'd be a whole crowd of people waving."

"I did not expect this whatsoever — it's so overwhelming," said Peter Garrambone '13. "You feel that strong sense of community here and it's

just a great feeling, walking through and being introduced to the entire campus."

Even the seniors were affected by their last Convocation as undergraduates.

"I remember when I was in their shoes, just three short years ago," said Lamar Shambley '10. "I'm really excited for them and to see all the amazing things they will do for our school."

"In a few months, I'm looking forward to walking the other way," said Bailey Thomson '10. "I don't think we'd be the family that we are if we didn't welcome our new members in the way that we do."



Left: Students listen to President Reveley welcome them to the College. **Top:** Class presidents Kobie Gordon '12 and Mike Tsidulko '11 unfurl the freshman class banner. **Above:** A William and Mary family with the Alumni Gift Shop's new banner.

Class of 2013 Includes Gorilla Researcher, Shag Dancer and Magician

Boosted by record applicant pools, William and Mary welcomed one of its most accomplished and diverse groups of new students this fall.

"William and Mary continues to attract marvelous new students," William and Mary President Taylor Reveley said. "They come with powerful credentials and compelling backgrounds. We look forward to their becoming stellar new members of the W&M family."

The undergraduate applicant pool was the College's largest ever with more than 12,100 students applying — a more than 70 percent increase over the past decade and a 4 percent increase over last year. Seventy-nine percent of enrolling students who provide high-school rank finished in the top 10 percent of their class. Twenty-five percent of this year's freshmen are students of color.

"The extraordinary caliber of this year's undergraduate applicant pool made our selection process very difficult," said Dean of Admission Henry Broadus. "We're very excited about their potential."

William and Mary's graduate and professional schools also saw increases in applications. Nearly 5,000 people, a record and a 9 percent increase, applied for one of 213 spots

in the newest class at the William and Mary Law School.

That success was repeated across campus. In Arts and Sciences, graduate applications increased 14 percent. Applications to the full-time MBA program at the Mason School of Business rose nearly 9 percent. Graduate applications also rose at the School of Education (17 percent) and the VIMS' School of Marine Science (17 percent).

The Class of 2013 brings together students with a variety of backgrounds and experiences. The freshman class of roughly 1,400 students includes a professional magician, someone who personally researched the Congo mountain gorilla, and a student who biked 3,100 miles cross-country. They also include a national champion trampoline gymnast, the youngest licensed sailing captain in Connecticut, someone who presented an original paper on the Georgia sea turtle at the National Zoo's Conservation and Research Center, a nationally competitive shag dancer, and someone who has eaten the heart of a cobra. The new class includes 55 international stu-



dents and 151 first-generation students. Sixty-four percent of all new students, including freshmen and transfers, come from Virginia, and this year's undergraduate student body is 65 percent in-state.

"We are very happy with this group of entering students," said Earl Granger '92, M.Ed. '98, associate provost for enrollment. "They have excelled academically and they also bring to campus a wide range of backgrounds and talents. We look forward to their contributions to the campus community over the next four years, and the years that follow."

—Brian Whitson, W&M News

[WILLIAM AND MARY] BY THE NUMBERS

4 *Forbes* listed William and Mary the fourth-highest among public universities and 33rd on its list of "Best College Buys" in this year's *America's Best Colleges*. The College ranks 48th overall among all universities, including public and private schools. William and Mary is one of just 23 universities to make *Forbes* top-100 lists in both quality and value. It was the highest public non-military academy on the list. In the magazine's ranking of "Best Business Schools," the Mason School of Business ranked 49th.

6 In the latest undergraduate rankings in *U.S. News & World Report*, William and Mary tied for sixth with Brown University in a new national listing of the "Best Colleges for Undergraduate Teaching." The College ranked 33rd overall among all public and private universities and remained sixth-best among all public schools. The College ranked 33rd among the nation's leading universities despite coming in 88th for financial resources — the lowest financial ranking of any of the top 50 national universities.

36 Graduating seniors from the Class of 2009 who have joined Teach for America's Teaching Job Corps total 36, making W&M the seventh-highest producer of TFA volunteers in its category. Last year, 28 graduates joined TFA. Earlier this year, the College was again listed as one of the top producers of Peace Corps volunteers, ranking fifth among medium-sized schools, with 46 undergraduate alumni and two graduate alumni currently serving with the Corps.

13,000,000 The College's new Web site has received nearly 13 million hits since Dec. 1, including over 1 million unique visitors, who spend an average time of three minutes on the site. The W&M blogs have had about 315,000 hits and about 39,000 unique visitors in the same period. Since Aug. 1, 2008, more than 80 sites from the College of Arts and Sciences have been redesigned, receiving 174,000 unique visitors since December.

College Ranks High in Princeton Review Survey

William and Mary's faculty, libraries and undergraduate happiness rank among the best in the country, according to the latest survey by Princeton Review. The College's "green rating" also improved, increasing from a score of 84 last year to 90 (on a scale from 60-99) in the Princeton Review's latest review of environmental sustainability efforts at colleges and universities.

The rankings list William and Mary seventh in the category of "Best College Library," which is up from the eighth spot a year ago. The College is ranked eighth in the category of "Professors Get High Marks," and 14th in the "Happiest Students" category. William

and Mary was not listed in the top 20 of those categories last year.

The numbers are part of the Princeton Review's 2010 version of its annual guidebook, *The Best 371 Colleges*, which includes William and Mary. The Princeton Review rankings are based on surveys of more than 122,000 undergraduates across the country. Though the Princeton Review does not rank the schools individually (from 1 to 371), each one is profiled in the guidebook and surveys are used to rank top 20 schools in 62 individual categories. In addition to the green rating, William and Mary's academic and admissions scores improved one point each to 92 and 98, respectively.

[NEWSBRIEFS]

Glover Named Assistant to the President

Dr. W. Fanchon "Chon" Glover M.Ed. '99,



Chon Glover

Ed.D. '06 became the full-time assistant to the president for diversity and community initiatives on Aug. 1. In this role, she will work on the Strategic Plan's second challenge, which focuses on

diversity and on building community generally. Glover has been an assistant to the last three College presidents on diversity and served as a liaison between the administration and the student body. Since 1996, Glover has also worked as director of multicultural affairs and most recently as the interim assistant vice president. Glover is a graduate of Presbyterian College, where she earned her B.S. in sociology and worked as her *alma mater's* first director of minority affairs and student volunteer services.

Interviews Available for Legacy Students

A lifelong connection to William and Mary does not start when you enroll, it starts when you apply. During Homecoming on Friday, Oct. 23, legacy students who are high school seniors have the opportunity to interview at 1 p.m., 2 p.m., 3 p.m., or 4 p.m. at the Office of Undergraduate Admission on Jamestown Road. At 4 p.m., all high school legacy students and families can join current students and the dean of admission for an

Admission Conversation Hour. Register at www.supersaas.com/form/W&M_Admision/Homecoming_Conversation. For more information or to request an interview, contact Wendy C. Livingston '03, M.Ed. '09, senior assistant dean of undergraduate admission, at wcbegl@wm.edu.

Mascot Search Continues

William and Mary President Taylor Reveley tasked a committee of alumni, students, faculty and staff to find a new mascot. Terry Driscoll, director of athletics, chairs the



committee, which received 839 mascot suggestions during the official submission period. The goal is to choose a mascot by late winter-early spring.

W&M Receives Grant to Study High-Risk Drinking

The School of Education has received a two-year, \$276,804 federal grant to study high-risk drinking and behavior among college students. The grant is provided by the U.S. Department of Education's Office of Safe and Drug Free Schools. The College's School of Education is one of 20 recipients across the country to receive the grant. The project will focus on solutions to prevent and reduce high-risk drinking among college students. The funds awarded from this grant will sup-

port a variety of substance abuse programs and research activities on the campus of William and Mary. Funded projects include prevention and education programming in collaboration with the fraternities and sororities, continued research in this topic area, and collaboration of key stakeholders with an interest in substance abuse outreach efforts on campus.

Greenhouse Gas Emissions Reduced 16 Percent Since 2002

William and Mary has reduced its carbon emissions by 16 percent per square foot of building space since 2002, according to the College's first official greenhouse gas



John Swaddle

inventory released in late August. The inventory, completed by Environmental Science and Policy Program Director and Biology Professor John Swaddle and Lauren Edmonds '11, points to efficiency improvements to the on-campus power plant as the largest source of greenhouse gas emission reductions. The inventory resulted from their work on the Committee on Sustainability (COS). The reduction averages to 2.5 percent per member of the College community. To learn more about sustainability at W&M and the Committee on Sustainability, visit www.wm.edu/sustainability.

Governor Appoints William and Mary Alumni to Board of Visitors

Virginia Gov. Timothy M. Kaine appointed **Dennis H. Liberson '78** and **Michael Tang '76** to William and Mary's Board of Visitors (BOV) in early September. In addition, Kaine reappointed **John Charles Thomas** and **Jeffrey B. Trammell '76** to second terms on the College's governing body. The two new board members will replace former Rector Michael K. Powell '85, D.P.S. '02 and Barbara B. Ukrop '61, who both stepped down from the BOV this summer following two terms.

"We are absolutely delighted that Messrs. Liberson and Tang will join our board. As alumni of the College who have long been active in its life, Dennis and Michael bring a powerful sense of William and Mary and its potential. They also bring practical wisdom rooted in their significant experience in business and in the not-for-profit world," says President Taylor Reveley.

The governor's appointments were also applauded by the William and Mary Board. "We are pleased to be advised that Gov. Kaine has reappointed John Charles Thomas and Jeff Trammell for a second term on the Board of Visitors," says Rector Henry C. Wolf '64, J.D. '66. "And, it is most gratifying to have



Liberson '78



Tang '76



Thomas



Trammell '76

world, Liberson launched a new company, Bluewildlife Photography, which is devoted to underwater photography and wildlife and environmental conservation issues. His underwater images have been featured on Web sites and magazines, including *Nature's Best*, *National Wildlife* and *Scuba Diving*.

Last year, Liberson's photography was showcased in an exhibit at William and Mary's Sadler Center. He currently serves on the Virginia Institute of Marine Science Council and has been a generous supporter of the College's Environmental Science and Policy program and campus sustainability efforts.

Tang, who lives in Chicago, received his bachelor's degree in economics from the College. He comes to the William and Mary Board of Visitors with a tremendous

amount of business experience. He is chief executive officer of National Material and vice chairman of Tang Industries. Both are holding companies involved in various businesses, including steel, aluminum, automotive, aerospace, pharmaceuticals, office furniture and wind energy. Previously, Tang practiced in a private law firm in Phoenix and with the Navajo Tribe.

Thomas is a partner at Hunton and Williams law firm in Richmond where he is chief of the appellate practice group and also handles general litigation, mediation and arbitration. In 1983, he was appointed to the Supreme Court of Virginia where he served for seven years. Thomas, who received his bachelor's degree with distinction and his law degree from the University of Virginia, also lectures at the U.S. Military Academy at West Point.

Thomas was first appointed to the BOV in 2006. He currently serves as chair of the committee on student affairs and is also a member of committee on buildings and grounds and the committee on administration.

Trammell is president and founder of Trammell and Company, a consulting firm in Washington, D.C., which advises corporations on external affairs. He previously served as managing director of Hill and Knowlton, a worldwide communications firm, and was a senior advisor to former Vice President Al Gore during the 2000 presidential campaign. He has served on a number of boards, including that of the Human Rights Campaign and an advisory board to the U.S. Holocaust Memorial Museum. Trammell received his bachelor's degree in history from William and Mary and his law degree from Florida State University. He is also a former board member of the Greater Washington, D.C., chapter of the William and Mary Alumni Association.

Trammell was appointed to the BOV in 2005. He currently serves as chair of the committee on strategic initiatives and is a member of the executive committee, the committee on administration and the Richard Bland College committee.

—Brian Whitson, W&M News

"As alumni of the College who have long been active in its life, Dennis and Michael bring a powerful sense of William and Mary and its potential."

Dennis Liberson and Michael Tang, both of whom are alumni of the College, joining the board and continuing their service to the College in a new and important role." He adds, "The entire board extends its appreciation and deep gratitude to former Rector Michael Powell and Bobbie Ukrop, whose tireless efforts on behalf of William and Mary can never be underestimated."

Liberson, of Great Falls, Va., graduated from William and Mary with a bachelor's degree in economics and government. After receiving his master's degree in labor and industrial relations from Michigan State University, Liberson went on to a successful 23-year career in human resources, serving most recently as executive vice president of human resources and corporate real estate for Capital One. After retiring from the corporate

amount of business experience. He is chief executive officer of National Material and vice chairman of Tang Industries. Both are holding companies involved in various businesses, including steel, aluminum, automotive, aerospace, pharmaceuticals, office furniture and wind energy. Previously, Tang practiced in a private law firm in Phoenix and with the Navajo Tribe.

Tang previously served on the boards of both the William and Mary Foundation and the Mason School of Business Foundation. He is currently a member of the board of trustees of the University of Chicago Medical Center and the Field Museum of Chicago, and is a member of the advisory board for RAND's Center for Asia Pacific Policy, as well as serving on the executive committee of the Chicago Community Trust. In addition

Murder, He Wrote

Paul Collins M.A. '93
Chronicles the Rise of
Yellow Journalism

~ TOM NUGENT

As soon as he learned how William Randolph Hearst had exploited the bizarre murder of Willie Guldensuppe back in the summer of 1897, Paul Collins M.A. '93 knew it was the perfect subject for his next book.

Poor Willie — the hapless victim of a brutal love triangle — had been chopped up into numerous pieces that were later found bobbing along with the tide in New York City's East River. Lurid and grotesque, the murder gained huge fame in the Big Apple — especially after Hearst decided to use it to pump up circulation at his recently launched New York *Evening Journal*.

"Hearst was locked in a circulation war with Joseph Pulitzer," says Collins, the author of five earlier nonfiction books that have been widely praised by the critics in recent years. "The two publishers were fighting it out, and their battle would eventually give birth to what became the 'yellow journalism' of the early 20th century.

"What Hearst did with that murder was just amazing. He put a dozen different reporters on it and he called them his 'Murder Squad.' He gave them all badges and guns — and he offered a \$1,000 reward for any reader who could solve the crime. Day after day, his reporters were combing the city looking for clues, and the readers were snapping up the paper as soon as it hit the newsstands."

In the end, says Collins, the Murder Squad actually managed to identify the killer, who was subsequently arrested and convicted. Capitalizing on this, Hearst's paper ran a monster-sized headline on the



front-page: *MURDER MYSTERY SOLVED BY THE JOURNAL!*

For Collins, the garish episode provided a perfect introduction for the kind of writing challenge he enjoys most: the struggle to discover historical patterns and cultural trends that lie hidden beneath the events of the past.

"If you look at the way newspapers changed during the war between Pulitzer and Hearst, it's really fascinating to see how what we now call yellow journalism became

such a powerful force," says the author over a cup of coffee at Darwin Café, a popular hangout for writers and artists in Portland, Ore.

"As a writer, the first thing I always ask myself is: Does this topic really interest me? Does it trigger my curiosity and make me want to know more about what might lie beneath the surface? When I first came upon these historical materials about the newspaper wars of the early 20th century, I realized that this was an area of American history which fascinated me, and which also had the

potential to fascinate a lot of readers.”

Like Paul Collins, the judges who hand out the high-profile Guggenheim Fellowships each year were convinced that the story of the Hearst-Pulitzer newspaper wars has huge potential — which is why they awarded Collins a major grant last April to proceed with the reporting and interviewing that will eventually bring the Hearst era alive. (The Guggenheim Fellowships average about \$43,000 per recipient.)

“Obviously, I feel very fortunate that I’m now going to be able to proceed with this exciting project,” says Collins, who also teaches writing as an assistant professor of English at Portland State University. “I get a great deal of satisfaction from spending long days in the archives, digging around in original sources — what the scholars refer to as the ‘primary documents’ — in search of the kind of detail that can bring history alive.”

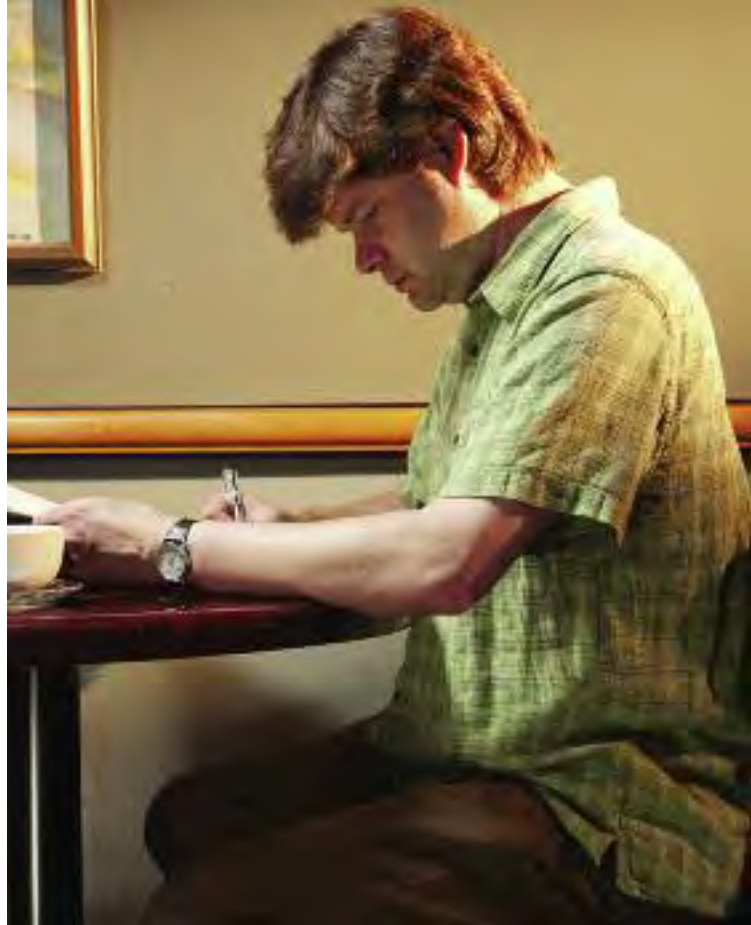
In recent years, Collins has authored non-fiction books on topics ranging from daily life in a Welsh village dominated by antiquarian booksellers (*Sixpence House*, 2003) to the fascinating history of William Shakespeare’s first volume or “folio” of plays (*The Book of William*, 2009). [See sidebar.]

Interestingly enough, Collins says that his

pendant for “digging into the obscure and unnoticed” aspects of history actually began to develop as the result of a graduate assistantship job at William and Mary.

“I was working on my master’s in English in Williamsburg in 1991,” he recalls, “and my graduate assistantship supervisor happened to be [Associate Professor] Richard Lowry. Well, I’m afraid I didn’t do a very good job. When Lowry assigned me to Xerox the table of contents of a number of 19th-century literary magazines — such as *Harper’s* and the *Southern Literary Messenger* — I started reading the minor, obscure writers who were in the old magazines. I became so fascinated by all these figures nobody had ever heard of that I never did finish the Xeroxing!”

After earning his master’s, Collins tried



writing fiction for a while, but soon discovered that he preferred telling nonfiction stories based on his powerful knack for original research. In 2001, his writing career got a major boost with the publication of the commercially successful *Banvard’s Folly: 13 Tales of People Who Didn’t Change the World*, and he’s been turning out one highly praised book after another ever since.

Married to local artist Jennifer Collins and the father of two children, Paul says he’s having “an absolute blast” as a writer living in Portland, where he spends his days teaching, doing research, making regular appearances on NPR’s *Weekend Edition* as a “literary detective” — and occasionally sitting down to gab with fellow writers and editors in the friendly confines of the Darwin Café.

“The more I dig around in the archives of American history,” he says, “the more I realize that there are treasures to be found in these realms. If you’re patient enough, and careful enough, you’ll eventually come across stories like the story of William Randolph Hearst and the German murder victim who helped him launch his war with Joseph Pulitzer.

“For me, there’s no joy quite like the joy of getting into the back rooms and the basements where the treasures are — and just digging to my heart’s content.”

The Wide-Ranging Works of Paul Collins

At the relatively youthful age of 40, author Paul Collins has already published five highly readable nonfiction books on subjects that range from the life and times of “Peter the wild boy” (a feral child who roamed the Black Forest in the 18th century) to daily life in a thoroughly odd-seeming Welsh village whose quirky name suggests a gourmet sandwich (Hay-on-Wye) to the lugubrious lives of 13 doomed losers who bungled their chances of fame and fortune and wound up as obscure nobodies who did *not* change the world.

Described by critics as a writer who’s both “viscerally funny” and “intellectually engaging,” Collins has won kudos for his understated, tongue-in-cheek prose style — and also for his willingness to take on such unlikely topics as the controversial 18th-century disposition of Tom Paine’s bones (they got lost en route to London, apparently, and are still missing) and the utterly wrong-headed quest of one of America’s greatest 19th-century explorers (John Symmes) to prove that the earth is hollow (he failed, since it isn’t).

For lovers of the offbeat, the unusual and the eccentric, here’s a quick checklist of the Collins oeuvre to date:

Banvard’s Folly: Thirteen Tales of People Who Didn’t Change the World (Picador, 2001)

Sixpence House: Lost in a Town of Books (Bloomsbury, 2003)

Not Even Wrong: A Father’s Journey Into the Lost History of Autism (Bloomsbury, 2004)

The Trouble With Tom: The Strange Afterlife and Times of Thomas Paine (Bloomsbury, 2005)

The Book of William: How Shakespeare’s First Folio Conquered the World (Bloomsbury, 2009)

Why College Costs so Much

~ ROBERT ARCHIBALD, *Chancellor Professor of Economics* and
DAVID FELDMAN, *Professor of Economics*

Is higher education special? This question may seem awkward for an alumni publication. Of course higher education is special, particularly the one provided by the College of William and Mary! But what if you want to understand why college costs have gone up so much over the past 60 years? Do you look for the causes in the special features of higher education? For most of the people who study higher education, the answer is yes. The devil really does lie in the details of how the academy works, and they don't paint a very flattering picture. The culprit is a dysfunctional market for higher education filled with increasingly dysfunctional institutions that gold plate their amenities while engaging in wasteful prestige competitions and increasingly wasteful faculty research.

Before going further, we should look at the facts about higher education costs. Starting in 1947 and lasting until 1970, the cost of providing a higher education consistently rose more rapidly than the inflation rate. During the 1970s the cost surge stopped. College costs moved up, but at basically the same rate as the overall price level. In the early 1980s, the cost of college started to surge again, and this has persisted to the present day.

While universities are probably not the most efficient operations in the economy, we don't think their inefficiency is the driving force behind the long evolution of cost in higher education. For one, none of the inefficiency stories can account for the decade-long pause in the upward trajectory of inflation-corrected higher education costs during the 1970s. There is no evidence of higher education becoming more functional during this decade and then suffering a relapse.

In addition, a proper analysis cannot simply focus on higher education. Colleges and universities are part of the larger economy, and like firms in other industries they have to react to changes in the economic and techno-

logical environment. In our research we have looked outside the academy to see if there are other industries whose cost history over the past 60 years looks very much like higher education's. In fact, there are many, and they include such familiar faces as physician services, hospital services, legal services and life insurance services. Perhaps the most striking example is dental services, whose cost history moves almost in lockstep with higher education.

Like higher education, these are all services, and economists have long known that service prices tend to rise faster than goods prices. Since 1947, the average price of services rose more than tenfold. Manufactured goods prices have risen as well, but much more slowly. Starting with David Ricardo in

Is Higher Education Special?

the early 19th century, economists have understood why this is so. Labor is just "an input" in manufacturing. In services, and for personal services in particular, the labor itself is the service. Manufacturing has figured out how to get a ton of steel or an auto with much less labor. For many services this has proved much harder to do. Yet higher education is not technologically stagnant, as anyone who has been back to his or her *alma mater* after a decade or two can testify. But new technology tends to improve personal services, or make them different to fit new needs rather than saving labor time.

Starting around 1980, the wages of the college-educated began to rise dramatically compared to people with less formal education. Technological change over the past century has steadily pushed up the demand for educated workers, but starting in the 1980s growth in demand began to outstrip supply.



Robert Archibald (left) and David Feldman

Like the offices of doctors, dentists and lawyers, among others, higher education is an industry whose main service provider and whose primary support staff are highly educated, and these industries cannot easily change this unless they become less personal. This is a core reason for the rapid increases in the cost of higher education.

What can we do about rising costs? First and foremost, don't panic. The driving force of our story is the differential between rapid productivity growth in manufacturing and slow productivity gains in services. But productivity growth anywhere in the economy is a good thing. This creates the national income that pays for college and other services, while still leaving more left over for other things.

Yet affordability remains a concern, in large part because of the very same forces that are pushing up the cost of college. As the wages of the well-educated have risen, the less well-educated and less-skilled find themselves falling farther behind. Reforming and streamlining the financial aid process has to play an important role in leveling the playing field.

Our academic institutions are certainly special places, but there isn't much that is special about their cost structure. Colleges and universities are firmly part of the broader national and global economy. Clear thinking about college cost must put academia in this larger context.

*Robert Archibald is Chancellor Professor of Economics and David Feldman is Professor of Economics. They look forward to the publication of their book, *Why Does College Cost So Much?* in 2010.*

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ALUMNI SPIRIT

Clockwise from left: Jessica Zappia '07, Suzan Edwards '06 and Jessica Anderson '08 work for CENTRA Technology in D.C.



It Takes a Tribe to Survive in This Job Market

Career Network Links Jobseekers and Employers ~ SYLVIA C. GURGANUS

In today's tight job market, it seems everyone is looking for a way to get ahead. Through a growing partnership between the William and Mary Alumni Association and the College's Career Center, countless alumni just might have that needed edge. ~ "The Alumni Career Network serves several purposes," says Katie Gillespie '03, assistant director of Alumni Programs. "First, it allows alumni to give back to the school through mentoring or providing internships. It also allows alumni to look for jobs and post jobs they need to fill." ~ Gillespie coordinates the Alumni Career Network by working closely with the Career Center. ~ "A network of this caliber wouldn't be possible without the resources of the Career Center," she notes. ~ The Alumni Career Network, powered by Experience™, gives graduates free access to an online, exclusive network of William and Mary alumni and employers who offer job opportunities to graduates from the nation's top universities. ~ "Our partnership with the Alumni Association brings together resources, services and programs designed to serve alumni, as well as to engage them in supporting students and fellow alumni," says Mary Schilling, director of the Career Center. "This collaboration strengthens our response to alumni and students facing a challenging job market. Even in a good economy, alumni involvement is crucial to the effectiveness of our efforts." ~ Jessica Zappia '07 quickly learned the value of the network when she landed her first long-term job. She had already experienced the power of networking when she moved to Spain to search for a job after graduation.

"I contacted our tutor from the year I lived in the College's Spanish House because she was then living in Spain," she says. That contact helped her land a three-month job working for a study abroad organization.

Upon her return to the States, Zappia knew the best way to find a job would be to turn again to the William and Mary network. "I signed up for the alumni career list-serv and saw a job posting from Suzan Edwards '06, who was looking for an event planner for CENTRA Technology Inc." Within weeks, Zappia received a job offer and started her career with the Washington, D.C.-based government consulting firm.

The position Zappia took had been the one Edwards held before being promoted. When Zappia was promoted, she also turned to the Alumni Career Network to fill her shoes, interviewing several soon-to-be graduates and eventually hiring Jessica

Anderson '08. "This one position should have a William and Mary plaque outside the office door," she notes with both pride and laughter. "It has given William and Mary a huge reputation within the company."

Zappia encourages other alumni to utilize the career networking services. "I never thought it mattered where you went to school, but I was wrong," she admits. "It does. Career networking through the Col-

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Kevin Davis '87, a director in Navigant Consulting Inc.'s disputes and investigations division, has been recruiting William and Mary graduates for years. His company's D.C. office, made up of about 200-250 staff members, currently employs about 30

William and Mary graduates, hiring two to three each year. Of those alumni, seven hold management positions. Davis comes to campus about six to seven times during the academic year for Career Center recruitment activities.

"William and Mary graduates prove to be very successful early in their careers," he says. "They have a work ethic that William and Mary instills in them, a desire to succeed and a strong sense of loyalty that allows them to grow through the ranks."

As an alum himself, Davis is proud to give back to the College. "It's always good to see people from your *alma mater* be successful. It puts a smile on your face," he says.

Gillespie stresses that all alumni, regardless of career path or degree, can benefit from the Alumni Career Network. She also encourages alumni to get involved by helping students accomplish their career goals. Schilling agrees.

"When students are searching for career advice and support in their chosen career field, it's especially encouraging to find a number of alumni who have generously volunteered to give back to the College by supporting students," says Schilling. "Alumni mentors also become a valuable resource for the Career Center staff in providing internships, externships and career expertise for programs and events on campus. Without question, alumni support is the most important and valuable resource we can offer our students."

"Our goal with the Career Network is to make it easier for alumni to get involved," adds Gillespie. "After all, in business, it takes a Tribe to survive." And it doesn't hurt to know you're connecting with someone who shares your world-class education — not to mention a love for the Cheese Shop, strolls down DoG Street, football at Zable Stadium and the glorious beauty of William and Mary's campus.

To start increasing your career networking power, log on to my1693 by visiting www.wmalumni.com. For more information, contact Katie Gillespie '03 in the Alumni Programs office at 757.221.1171 or Sandy Turnage in the Career Center at 757.221.3236.

W&M Alumni Career Network



On July 29, 2009, around 60 people gathered at Rosa Mexicano in Union Square, New York City, during a networking reception for undergraduates and alumni working in the finance and banking industry. The event was spearheaded by Rhian Horgan '99 and supported by the Business School, the Career Center and the Alumni Association. Pictured left to right are David Tong '10, Jack Mayer '09, John Harras '10, Tyler Steel '00 and Horgan.

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Freshman Ice Cream Social

On Aug. 25, over 600 freshmen and transfer students came to the Alumni House for the Freshman Ice Cream Social to enjoy free Bruster's ice cream and *Rock Band* on a giant projection screen. While alumni from the Williamsburg chapter distributed the ice cream, SAC student volunteers gave away free "Class of 2013" water bottles.



D.C. Alumni Attend Gold Cup

William and Mary is one of the original participating schools at the Virginia Gold Cup Races. W&M partnered with Tulane and Denison universities for another successful event in May 2009. Over 100 alumni attended the event located in Great Meadows, Va. Pictured l-r: Laura Kittel '07, Lauren Blaine '06, Jessica Gladysz '06, Elizabeth Hinman '07 and Cameron Isaacs '07.

Meet the New Staff Members at the Alumni Association



Elizabeth Tran joined the William and Mary Alumni Association in June 2009 as the data integrity manager. She is responsible for data benchmarking, surveying

and data auditing. Tran was born in Vietnam and moved to the States with her family when she was 2 years old.

She grew up in Newport News, Va., and currently resides there with her husband and their two daughters. Tran graduated from George Mason University with a bachelor of science in decision sciences and management information systems in 2003. She enjoys shopping, reading and traveling.

Prior to joining the Alumni Association, Tran was the solicitation production manager for the Fund for William and Mary. She then left the Fund to work for Newport News Public Schools as an end user support specialist.



Katie McCown '09 joined the William and Mary Alumni Association in July 2009, as the program assistant, part of the College's Washington, D.C., office.

Specifically, McCown works as the Alumni Association liaison to the Greater Metro Washington D.C. Alumni Chapter, which consists of close to 15,000 alumni. She also works as the program assistant for the W&M in Washington program.

McCown graduated from the College with a bachelor's degree in history and English. While at William and Mary, McCown was actively involved with Colorblind, the Undergraduate Honor Council, Mortar Board and her off-campus job at the Fat Canary restaurant.

She is looking forward to strengthening ties between alumni in Washington, D.C., and the Alumni Association, and to helping students learn more about D.C. and the W&M in Washington Program.



Rhiannon Redding joined the Alumni Association in August 2009 as the executive assistant to the executive vice president.

Redding recently moved to Williamsburg from Michigan

with her husband, Ryan. A love of history brought them to the area, along with a strong desire to leave behind Michigan winters.

Redding graduated from Western Michigan University in 2003 with a degree in public relations and a minor in journalism. Prior to joining the Alumni Association, Redding was employed for six years with Powers Distributing Co. in Lake Orion, Mich. She began in the marketing department and later joined the management team as the office manager/executive assistant.

She enjoys movies, music and getting lost in a good book, and has recently learned to play golf. She is a concert fanatic and has attended well over 50 shows, including several Dave Matthews Band and Kenny Chesney concerts.

[BOARDNOTES]

The 2009 Alumni Association Board of Directors Nominees

The William and Mary Alumni Association Board of Directors is responsible for developing policy and steering the course of the Association. The Board meets twice annually. Any William and Mary alumnus/a who has given in the last fiscal year, 2008-09, to any fund at the College or the Alumni Association in any amount is eligible to vote for three of the following six nominees. Results will be announced at the General Meeting during Homecoming and published in the Winter 2009 issue of the *William and Mary Alumni Magazine*.

Cristina Lambert Breslin '01
Jersey City, N.J.



Breslin is manager of global university relations at Tyco International, where she is responsible for undergraduate and graduate recruitment strategy and execution across the company's core businesses in the U.S., China and India. She has also worked for Merrill Lynch, where she was vice president of U.S. sales and trading campus recruiting. At William and Mary, Breslin was the treasurer of Kappa Kappa Gamma sorority, a record-holding member of the swim team, and secretary for the Student Athletic Advisory Council. She served as secretary, treasurer, and most recently president of the Northern New Jersey chapter of the Alumni Association and she has been involved with the New York Auction.

R. Edwin "Ed" Burnette Jr. '75, J.D. '78
Lynchburg, Va.



Burnette is currently a judge in the General District Court for the 24th Judicial Circuit of Virginia. As a lawyer, he focused on civil litigation, and was listed in *The Best Lawyers in America*. He has served as president of the Virginia State Bar and chair of a number of its committees. A recipient of the first Citizen Lawyer Award from the William and Mary Law School, he has served as president of the Law School Association and adjunct professor of law. As a

student, he was a member of Lambda Chi Alpha; as an alumnus, he has served with the Alumni Admission Network and class reunion planning committees. He is married to Barbara Burnette.

Martha McGlothlin Gayle '89, J.D. '95
Bristol, Va.



As president of The United Company Charitable Foundation, McGlothlin-Gayle is responsible for the philanthropic arm of one of Virginia's largest energy companies. She has also served The United Company as associate corporate counsel and historian, in addition to legal clerkships and work as a legal associate throughout Virginia. As a student, she was a member of Delta Delta Delta sorority and was president of the Speaker's Forum in law school. Since graduation, she has served as a class reporter and has obtained an M.B.A. from the University of

Tennessee. Her community involvement has included serving on boards for the Marshall-Wythe School of Law, the Fund for William and Mary and her undergraduate and law school class reunions. She is married to Albert Lloyd Gayle M.B.A. '95 and they have four children.

Timothy J. Mulvaney '91
Richmond, Va.



As controller for Media General Inc., an \$800-million multimedia company, Mulvaney is responsible for the 23-person corporate finance department, which provides reporting and analysis of the company's finances. He began his career in public accounting with Ernst and Young. He has served as president and board member for the Virginia Chapter of Financial Executives International. For the Fund for William and Mary, he was co-chair of his 15th Reunion Class Gift Committee, and a mem-

New Subcommittee on Board Elections

As part of its continuing effort to ensure best practices, the Alumni Association Board has asked its vice president, James B. Comey Jr. '82, LL.D. '08, to lead a subcommittee considering whether any changes to the Association's election procedures are appropriate. The Board has not decided whether changes are necessary, but has charged the subcommittee with considering whether the current procedures best serve the alumni community and ensure an outstanding and representative Board.

The subcommittee will report to the full Board in March. If the Board decides that the current procedures best serve alumni, no action will follow. If the Board concludes that changes are warranted, any proposed change will be submitted to alumni for a vote. The alumni body will decide how they would like their Board selected. In the meantime, the Board welcomes ideas or suggestions at alumniinfo@wm.edu.

ber of his 10th Reunion Gift Committee. Mulvaney has participated as one of the past and present co-hosts of the 85/95 Homecoming tent. He is married to Andrea Williams Mulvaney '91, and they have three daughters. He is "Wampum-bearer" for his daughters' Y-Papoose tribe.

Julie Rogers Murawski '99
Summit, N.J.



Murawski serves as director of marketing for J.H. Cohn LLP, a top-15 accounting and consulting firm. Her areas of expertise include strategic marketing, branding, event management and communications.

As a student, Murawski was a member of Kappa Kappa Gamma sorority, an orientation aide and an Admission office assistant. Since graduation, she has been involved with the New York Auction; the Northern New Jersey Alumni Chapter, which was named "Most Improved Chapter" during her term as president; and served as chair of the Chapter Presidents Council. She has also worked with Career Services on a student marketing symposium and an annual trip to New York for the Marketing Club. She is married to David Murawski '98.

Michael R. Smythers Jr. '93
Arlington, Va.



As assistant vice president for government affairs at BNSF Railway Co., Smythers works with the legislative and executive branches of the U.S. government on freight railroad industry policy and regulatory matters. In government, he has also worked in the White House as special assistant to the President and in the office of the Secretary for the Majority in the U.S. Senate. He is currently pursuing a J.D. degree from the George Mason University School of Law. He is married to Erin Fitzgerald Smythers '93 and they have three children.

Marsh Receives Alumni Service Award

In honor of a lifetime of commitment to the College and sustained excellence in his professional life, John Marsh '55 received the 2009 Alumni Service Award at a June 25 ceremony at the Alumni House. Marsh was a member of Phi Beta Kappa and known on campus as a "first-rate student and a kind and considerate person, easy to get to know and fun to be around." He graduated and went on to the Yale University School of Medicine, where he was a member of Alpha Omega Alpha, the medical honor society.



John Marsh '55 and Carol Butters Marsh '54

While at Yale, John married Carol Butters '54, a devoted alumna and current class reporter. The Marshes have three children: David, Virginia and John. He finished his residency at Harvard and worked in Maryland and Utah before joining the faculty at the Yale School of Medicine in 1967. John served a variety of roles at Yale, eventually as the director of the gastrointestinal cancer unit. His work in cancer research earned him the Lifetime Achievement Award from the Connecticut Oncology Association in 1998.

In 1999, he and Carol moved back to Williamsburg and became involved with the College's Christopher Wren Association, as John continued his medical pursuits as an adjunct professor at the Medical College of Virginia. John was chairman of the activities committee for his 50th Reunion in 2005. In 2006, the Marshes renewed their marriage vows at the Wren Chapel, 50 years exactly to the day and time of their wedding.

The Alumni Service Award is given to a William and Mary alumnus or alumna who has demonstrated unwavering commitment and fierce devotion to their *alma mater*. Recipients demonstrate their Tribe Pride with volunteer activities for the College's alumni chapters, service to their community and achievement in their professional lives.

—Ben Kennedy '05

Nominations for Service Awards

Each year, the W&M Alumni Association recognizes individuals for their exceptional service to the Alumni Association and College through their involvement in alumni chapters, clubs and constituent alumni organizations.

The **Alumni Service Award** and the **Young Alumni Service Award** are given on the basis of service, loyalty, commitment and leadership. The Young Alumni Service Award is specific to those alumni ages 25 to 35 and recognizes significant contributions in the early stages of alumni affiliation.

The selection of recipients for 2010 will be made at the March meeting of the Alumni Association Board of Directors.

The deadline for nominations is Jan. 1, 2010. You may download a nomination form at www.wmalumni.com or contact the office of the executive vice president at 757.221.7855.

W&M

TRIBE SPORTS

Tending the Net

Chris Norris '95 Named
2009 Coach of the Year

~ BEN KENNEDY '05

When the qualifying teams for the 2009 NCAA men's soccer tournament were about to be announced, Tribe head coach Chris Norris '95 had no idea how things would turn out.

"Not having been in the [tournament] mix for a few years, we really didn't know what to think or expect," he says. "There were times where we thought our season was probably done, and then there were other times where we thought we might have a decent shot."

Men's soccer had fallen to George Mason in the CAA Tournament and was counting on an uncertain at-large bid. Like the football team waiting through the entire selection show for an at-large bid they did not receive — but probably deserved — Norris and his team turned on the TV expecting a few commercial breaks before learning their fate.

It turns out, they were announced first.

"It was one of those things that kind of redefined our season and changed our perspective on things," says Norris. The Tribe went on to win the first-round game (held on-campus for the first time in 17 years) and came up just short in overtime in the second round to No. 1 Wake Forest. Now, as the 2009 Alumni Association Coach of the Year, Norris sees the upcoming season as another chance to succeed.

The coach himself has seen Tribe soccer from all sides of the ball for nearly 20 years. As a student, he played defender for coach Al Albert '69 from 1991-94 and returned as an assistant coach in 1995. When Albert retired in 2004, Norris took over as head coach. Taking over after Albert's three-decade reign over the pitch wasn't easy, but in time, it came naturally.

"Any new coach, in whatever sport you get into, can't foresee everything that's going to potentially get in the way of achieving that kind of success," says Norris. "There's a learning curve to being a head coach. I feel very comfortable in the position that I'm in now, knowing what I know."

His soccer journey began at age 6 in elementary school physical education class. After a few years of youth soccer

— Dad was his first coach — Norris got invited to a select team at age 8 and “the rest is history.”

“Ultimately, when I was old enough to really conceive that this was something I could do for a long period — maybe even go to college to try and continue, it was never a doubt for me that this was what I wanted to do,” he says. Today, he says, soccer is much more visible to the young sports fan. “I can remember waking up and taping games on the public television station — the only games we could get were the German Bundesliga,” he says.

As a player, Norris got to know success with a number of accolades. The team Rookie of the Year his freshman season, Norris went on to make the All-CAA team twice and the NCAAs twice, picking up a Coach's Award and Most Valuable Player on the way. Norris still calls himself “the stereotypical William and Mary soccer guy,” though. Growing up in Fairfax, Va., and playing on one of the region's top club teams will do that.

“I came down to William and Mary and ended up having a pretty good career,” he says. “I didn't at that point dream of being here my entire career, but the timing was great. I had some opportunities to stay — I've always loved this place.”

Any player is apt to remain dedicated to

his *alma mater* — Tribe soccer alums still contact him and revel in the team's success — but Norris takes it to a different level. “When I first became head coach, I wanted to do a lot,” he says. “I don't want to say I tried to do everything, but as much as I could.” Since those first seasons, Norris has learned to utilize his staff more and collaborate with each coach to make the team better. It doesn't hurt, Norris says, to have phenomenal student athletes and a dedicated and talented coaching staff.

The 2008 season is no easy act to follow, though. Despite that close loss to Wake Forest, Norris refuses to paint this year as merely a chance to improve on last season.

“It's always much more fun when you're going into a season and you feel as if the pieces are in place,” he says. “You know you have the talent, you hope you have the experience and the leadership. ... I'm excited to get working again.”

Norris makes use of set pieces in his coaching, to ensure that the team has a good plan in place in various situations. By simulating game situations — playing with a lead or playing from behind — the coach ensures

details don't get left out of the process.

“[The players] know that I'm going to be very analytical about things and really spend a lot of time thinking about everything,” he says. “Regardless of what the outcome of their career is, I want them to be in the best position possible to succeed in life after college.”

And if life after college means being the next Tribe men's soccer coach?

“I hope to have a long career here,” Norris says. “I hope that someday, like Al was able to do with me, that there will be a protégé that comes along — but I hope that it's not for a little while.”



Coach Chris Norris '95



Rep. Wittman Dons Green and Gold

Congressman Rob Wittman (R-Va.) gave a nod to Tribe faithful on June 17 as he wore a William and Mary uniform in the Annual Roll Call Congressional Baseball Game. Wittman serves Virginia's 1st District, which runs from Poquoson to northern Fauquier County and includes Williamsburg. Representatives from across the country get to wear the baseball uniform of their choice for the game. This was Wittman's first year in the game and he chose the green and gold No. 8 uniform of the Tribe. The game between teams of Republicans and Democrats is played each summer for charity.



**Tribe
TAILGATE**

W&M at Richmond
Saturday, November 21, 2009
10 a.m. - Noon
Cost \$20 per adult and \$10 for children ages 4-12

Menu
10 a.m. Buffet
Tomato and Broccoli Quiche, Grilled Asparagus, Fresh Fruit, Rosemary Roasted Potatoes and Link Sausages
11 a.m. Additions to Above Buffet
Char-Grilled Burgers, David's "East Virginia BBQ"
Smoked Smithfield Pork, Country Style Cole Slaw and Assorted Brownies and Cookies

Coffee, Hot Chocolate, Sodas, Beer and Wine.

Register online at
www.wmalumni.com/?tribetailgates09

[SPORTSBRIEFS]



D.J. McAulay '10

Tribe Upsets U.Va., 26-14

A powerful defensive performance led William and Mary to a massive upset of the University of Virginia in Charlottesville on Sept. 5. The Tribe last beat U.Va. in 1986.

B.W. Webb '13 won numerous conference and national accolades in his first collegiate

game, scoring a touchdown on one of his three interceptions. The Tribe started the season 2-0, moving from preseason No. 14 to No. 7 by week two.

W&M Welcomes New Assistant Coaches

New faces abound at William and Mary Hall this fall, where five new coaches will begin



Critzler '97

work with Tribe student-athletes: Kevin Snyder, fresh off a 1,000-point career at Williams College, will be the new director of men's basketball operations. U.S. Developmental Women's Lacrosse Team member Sarah Dalton will join the Tribe lacrosse staff. **John Critzler '97** returns to campus after coaching high school and college volleyball for more than a decade. All-American Joyce

D'Arcy will lead the diving team with six years of coaching experience. Finally, All-Ivy League player Erin Rewalt will coach the guards for women's basketball.

Tribe Standouts Named to CAA Anniversary Teams

In August, the Colonial Athletic Association (CAA) released their 25th Anniversary teams in each major sport — Tribe players appeared on several lists. Sixteen of the 25 men's cross country honorees ran for William and Mary,



Davis '05

while eight were named for women's soccer. Five players each appeared on lists for both volleyball and men's soccer. **Anna Davis '05** earned a spot on the CAA's field hockey team.

New Tribal Fever Club Gains Momentum

Starting this fall, the Zable Stadium sidelines will be packed with members of a new group: the Tribal Fever. Made up primarily of current undergraduates, the group's members will serve as the student-run fan club for Tribe Athletics. Membership for students is \$10 yearly and includes a T-shirt, premium seats at games, opportunities to travel to away games and contests.

"I wanted more people to come out to games and show off their Tribe pride," says co-founder and president Chase Hathaway '10. A dedicated and visible fan of the green and gold, Hathaway was asked by the Athletics department about ways to improve the fan's experience at games. By spring, an action plan had been drawn up and a focus group of student-athletes and campus leaders came up with the Tribal Fever.

Their Web site, www.thetribalfever.com, makes their goal clear: "to create and maintain a culture of school spirit centered around athletics events and expanding into the College community as a whole." The group also seeks to increase the connection between students and student-athletes.

"We want people to start to view sports games as ways to support your friends, your peers, your classmates and your school," says Hathaway.

The first year of the Tribal Fever will focus on football and men's and women's basketball. The initial push was to recruit students to travel to the football season opener against Virginia in Charlottesville, which met with tremendous success. Thanks to support from the Student Assembly, the Tribe Club and other sponsors, the Tribal Fever was able to offer students a ticket to the game and a round-trip bus ticket for only \$5. Needless to say, the tickets sold out.

Alumni are encouraged to join the Silver Club for \$20, which includes the same T-shirt and membership to the Tribal Fever e-mail list, offering the latest updates from the club.

"As much as this is a sports fan club, this is about far more than sports," Hathaway says. "This is about our

school — this is about William and Mary — and this is about being proud of the 317 years we've been around."

And what about students who aren't sports fans at all?

"Then you're not watching the game because you love the game," says Hathaway. "You're watching the game because you love your school."

—Ben Kennedy '05

For more, visit www.thetribalfever.com, join the Facebook group or follow @thetribalfever on Twitter.



W&M

ARTS AND CULTURE



Animating Life

Jennifer Levonian '99 Creates a Moving Narrative With Her Art ~ MELISSA V. PINARD

When Jennifer Levonian '99 was a little girl, her father showed her how to make a different kind of home movie than the average family vacation video. They made amateur claymation films. This type of curiosity fueled her desire to learn as she went through school and eventually ended up at William and Mary. ~ "I heard William and Mary was a brain fry," says Levonian. "It sounded challenging and that was appealing to me." ~ Her sophomore year she decided to declare art as her major, partially because of her love of painting watercolors at Lake Matoaka. She received a strong background in art history and in technique, but there was not a lot of experimental painting in the classroom. She saved that for her dorm room, where she pursued her passion for watercolor and collage. ~ In 2006, Levonian graduated from the Rhode Island School of Design (RISD) with her master's in fine arts in painting. She created watercolor paintings that were narrative, but she knew something was missing. Her last winter at RISD, she took a class in animation to fulfill her requirements. This class inspired her to turn her watercolors into animation. She cut up her paintings and made stop-motion films to give her narrative a context, a pace and more depth. ~ "It was so much more fun," she says. "It reminded of what it was like to be a kid and making work." ~ But unlike most animation, her work is not intended for children. Levonian deals with themes that revolve around adult-

hood, and her storylines are based on different experiences — primarily autobiographical. Currently, however, she is collaborating with a poet friend on a project called *The Lemon Ice King* about a water ice stand in Queens.

“Animation is such an accessible medium because everyone knows how to watch and appreciate animation,” says Levonian. “I make dozens of painted backdrops and puppets, photograph them with a digital camera, upload the images to my computer, and then edit them in Final Cut Pro.”

She has also used Williamsburg as a topic for her art. In one animation, *Smells Like English Boxwood* (2007), macaws invade the town and management decides to cover up the parrots by pretending that they belong there and are historically accurate. Her inspiration came from an essay she read on the efforts that Colonial Williamsburg goes through to avoid modernity seeping into the site. “What if there was an element that they couldn’t control?” she asks. “I think Williamsburg is hilarious as a backdrop for college students with coming-of-age stories.” College alumni will enjoy the familiar references to Mama Steve’s Pancake House as well as drawings of the Sunken Garden.

Far from the ‘Burg, Levonian enjoys the art scene in Philadelphia. “It’s a small world, so we are a pretty tight-knit community,” she says. “It’s a really good place to be an emerging artist. The space here is really cheap and you can afford a nice big studio.”

She recently received a grant from the Pew Foundation for \$60,000 that’s only available to Philly-area artists.

“It’s the largest individual artist grant in the country that you apply for without being nominated and there are no strings attached,” she says.

Having held some gallery shows and now awarded a sizeable grant, Levonian hopes



for continued success as an artist.

She has, however, had a colorful employment history. “I have sold subscriptions to *Sierra Club* door to door, waitressed a lot, worked as a Spanish interpreter and translator, and taught bilingual second grade.”

Currently, she works at University of the Arts as a full-time liberal arts tutor and academic counselor, where she has one-on-one sessions with students all day long.

She has three shows coming up in the late winter and early spring. One of them is at the Fleisher/Ollmon Gallery, Feb. 25-March 27, 2010. The director of that gallery in Philadelphia, coincidentally, is William and Mary alumna Amy Adams ’95. Levonian will have another show at the Wexner Center for Video at Ohio State University in January or February 2010 and, in April 2010, she will be part of a three-person series on narrative animation at the Philadelphia Museum of Art.

During those shows she will be featuring some of her latest work, including *Mexilan-*



Top: Jennifer Levonian works in her studio in Philadelphia. **Above:** A still from Jennifer Levonian's 2007 animation *Smells like English Boxwood*.

dia, the working title for her latest piece based on her experiences in Mexico. Once again, Levonian is influenced by real life. In March, she married Daniel Sujo, a Mexico native, and she traveled with him there to meet his family.

Her passion for language and art has enabled her to find a way of communicating through a medium that combines elements of her life’s education, including those moments watching over her Dad’s shoulder as he taught her that even pieces of clay can come to life through film.

Web exclusive:

To view Levonian’s work, visit
www.wmalumni.com/?fall09

[BOOKNOTES]

CURRENT EVENTS

The Gods of Diyala: Transfer of Command in Iraq (Texas A&M University Press, 2008) by Capt. **Gregory M. Tomlin '01** and Caleb S. Cage, is a detailing of the two men's service with the U.S. Army in Iraq. Rather than a policy-focused approach, Tomlin and Cage use their on-the-ground experience to detail the occupation of Iraq. Their work attempts to encompass the many facets of war, from training Iraqi security forces to the nature of democracy and mourning fallen comrades. The cover of the book features Capt. Terry Grider, a current student at W&M Law School.



EDUCATION

Susan Wise Bauer M.A. '94, Ph.D. '07 and Jessie Wise outline a traditional approach to homeschooling in *The Well-Trained Mind: A Guide to Classical Education at Home* (Norton, 2009). Jessie Wise, frustrated with unchallenging traditional classes, took her children out of school and taught them herself. Her daughter, Bauer, is an accomplished author in her own right as well as a professor of writing and literature at the College; this third edition marks the 10th anniversary of the original book. Dividing the guide up into the Grammar Stage, the Logic Stage and the Rhetoric Stage, Bauer and Wise explore the skills, lessons and timing parents must employ to educate their children.



FICTION

Novelist **Beth Groundwater '78** takes Claire Hanover, the gift-basket-designing heroine of her previous novel, to the ski slopes in *To Hell*

in a Handbasket (Five Star, 2009). The sequel to *A Real Basket Case*, Groundwater's book tells the story of Hanover's vacation to Colorado going awry. As her family members get drawn toward mysterious peril, Hanover gets caught up in the intrigue as well. Groundwater's first book was nominated for a 2007 Best First Novel Agatha Award.



Joe Riippi '05 takes three disparate storylines and weaves them together in *Do Something! Do Something! Do Something!* (Ampersand Press, 2009). Coming from the Pacific Northwest, North Carolina and New York City, Riippi's characters struggle to find meaning in the confusing landscapes within them and on the outside. In his — and the publisher's — first novel, these characters search for stable footing in the contemporary world.



Nancy Rue M.A.Ed. '78 and Stephen Arterburn's Sullivan Crisp novels continue with *Healing Waters* (Thomas Nelson, 2008), a tale of one woman's struggle with her family and her faith. As the woman and Crisp, a psychologist with his own baggage, come closer together, they begin to learn the way to heal their wounds. Rue is the co-author of two other Sullivan Crisp novels in the Women of Faith series: *Healing Stones* and the upcoming *Healing Sands*.



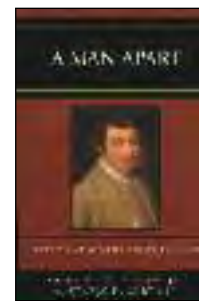
HEALTH

Fit at Fifty and Beyond: A Balanced Exercise and Nutrition Program (DiaMedica Publishing, 2009) is a comprehensive guidebook by **Michael Gloth '79, M.D.** and Rudy Speckamp designed to help the boomers as they enter their 50s. Combining lessons in changing your diet and maintaining an age-appropriate exercise routine, *Fit at Fifty* also includes helpful tips on managing the mental components of healthy living. The book also includes helpful recipes from Speckamp, an award-winning chef.



HISTORY

A Man Apart: The Journal of Nicholas Cresswell, 1774-1781 (Lexington Books, 2009), edited by **Harold B. Gill Jr. '55, M.A. '59** and George M. Curtis III, is a transcription of the journal of one immigrant to America at the outset of the American Revolution. Cresswell came to Virginia and settled in what is today Loudoun County, but was swept into the conflict. Gill's and Curtis' detailed footnotes explain the obscure details of the 18th-century journal without interfering with the text itself. The result is a narration of one man's struggle to survive between the forces of his native England and the patriots of his new home.



A photographic history of one of William and Mary's former branch colleges, *Christopher Newport University* (Arcadia Publishing, 2009) shows the people and places associated with the Newport News, Va., institution. **Sean Heuvel '02, M.Ed. '05**, a CNU faculty member, collected photos and

conducted research for the volume, covering academics, student life, sports and more. CNU was part of William and Mary from 1961 until 1977, at which point it became an independent college. Heuvel's book tells this story as well as showing the rapid growth of the following 30 years.

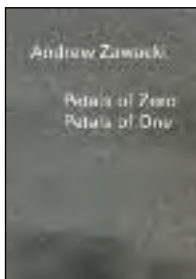


An exhaustive account of one New England county's pre-Revolutionary militia, **Kyle F. Zelner's Ph.D. '03** *A Rabble in Arms: Massachusetts Towns and Militiamen during King Philip's War* (New York University Press, 2009) examines the often-complicated fortunes of the early colonies. Zelner's book is equal parts military analysis, sociology and explorations of early Colonial town life with extensive tables of data appending the text. Zelner's meticulous research makes *A Rabble in Arms* a real wealth of details — not about the legends who engineered the Revolutionary War, but the men who fought it.



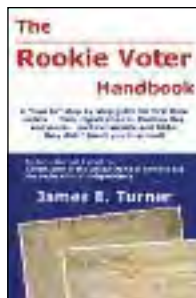
POETRY

Andrew Zawacki '94 has written a collection of poems titled *Petals of Zero, Petals of One* (Talisman House, 2009). The book itself is divided into three sequences. The first sequence, titled "Georgia," deals heavily with the state where Zawacki now lives and teaches. Overall, Zawacki continues a postmodern tradition in the vein of writers such as Louis Zukofsky and Jack Spicer. Harrison DeSales of the *Boston Review* writes, "Andrew Zawacki is a poet of startling, exhilarating capacity. ... Zawacki's vital talent is bewitching."



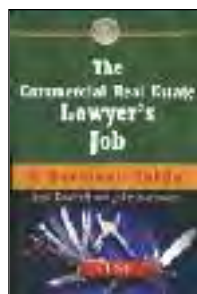
POLITICS

James E. Turner M.B.A. '77 compiles important advice and texts into *The Rookie Voter Handbook* (Forecast Golf Group, 2008). Turner originally wrote the handbook to help his son Matt as he neared his first trip to the polls, and then decided to publish the information he had collected. The book contains the full text of the Declaration of Independence as well as the Constitution and exposes the first-time voter to numerous issues and questions that will arise in the voting process. With the youth vote taking on new importance since the 2008 elections, *The Rookie Voter Handbook* may prove valuable in the 2009 gubernatorial elections in Virginia.



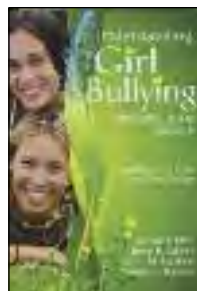
REFERENCE

In *The Commercial Real Estate Lawyer's Job: A Survival Guide* (ABA Books, 2009), **John Antonacci '97** and Brad Dashoff explain the complex rules of their field. Tackling specialties like debt and equity financing, mezzanine loans and investment trusts, the authors examine the various types of real estate transactions a lawyer may encounter. *The Commercial Real Estate Lawyer's Job* also provides the reader with tips for the newcomer and sample letters and forms for a variety of situations.



SELF-IMPROVEMENT

Understanding Girl Bullying and What to Do About It: Strategies to Help Heal the Divide (Corwin Press, 2009) provides educators and professionals with ways to detect and plans to counteract the destructive effects of "relational aggression." Written



by **Jered B. Kolbert Ed.S. '95, Ph.D. '98**, Julaine E. Field, Laura M. Crothers and Tammy L. Hughes, the book details an entire curriculum on the topic, as well as important information and checklists for parents and teachers. *Understanding Girl Bullying* is a helpful tool for counselors handling a difficult problem.

In trying economic times, millions of Americans have been struggling with their own unemployment or that of a loved one. **Philip H. Page Jr. '93** approaches the topic in *Getting Up Again: Surviving Unemployment and Pursuing Destiny* (Kingdom Living Day By Day, 2009). In his book, Page uses his own experience with unemployment and debt to provide valuable advice to other people in similar situations. Rather than merely provide job hunting tips, *Getting Up Again* uses a spiritual and practical angle to inspire readers to get on their feet again.



SPORTS

Chronicling a single memorable season, *A Whole New Ballgame: The 1969 Washington Senators* (Pocol Press, 2009) by **Stephen J. Walker '84** is a tale of one summer of baseball amidst social upheaval and war. Led by manager and legend Ted Williams, the Senators were a welcome relief in Washington in the time of civil rights riots and Vietnam. Walker interviewed 16 players from the team, including slugger Frank Howard, also known as the "Capital Punisher." With baseball back in the nation's capital, *A Whole New Ballgame* is a way to relive bygone days on the diamond.



The Alumni Magazine features recently published books by alumni and faculty, as well as works by alumni painters, sculptors, musicians and other artists. Please send any publicity materials, books and samples to: William and Mary Alumni Magazine, P.O. Box 2100, Williamsburg, VA 23187. Due to limited space, it may be several issues before a review is published.

GIFTS AT WORK

A Generous Year

College Receives Record Gifts that Benefit Faculty and Students Across Campus

By the time William and Mary's fiscal year had ended on June 30, 2009, it was clear that the College's alumni and friends had made a combined, unprecedented commitment — raising a record \$50.8 million for William and Mary. The previous single-year record was \$49.3 million in the last fiscal year of the Campaign for William and Mary, which ended June 30, 2007.

"To raise more money last fiscal year than in any prior year in William and Mary's long history is quite remarkable, especially amid the worst economic downturn since the Depression and during a time when we were not in a campaign," said President Taylor Reveley. "It reflects a powerful commitment to the College on the part of its alumni and friends, as well as very hard work by our development people and alumni volunteers. This bodes well for the future."

In fact, the funds raised during the fiscal year are already hard at work, making a difference in the scope of work faculty and students are able to undertake.

For example, a recent gift by Williamsburg residents Werner and Mary Anne Weingartner to the Weingartner Global Initiative supports a two-year Weingartner Professorship in International Studies, which was recently awarded to Associate Professor of Government Michael J. Tierney '87, M.A. '88.

"Thanks to the Weingartner Professorship, I have been able to hire research assistants to do more with different projects than I otherwise would have been able to do," says Tier-



Nearly \$51 million was raised in support of William and Mary during fiscal year 2008-09. These gifts, made possible by the extraordinary generosity of alumni and friends to the College, are helping students today and will continue to do so in the future.

ney, who this summer was able to employ two William and Mary undergraduates at the College's Institute for the Theory and Practice of International Relations.

The students — Peter Bergen '10 and Ashley Ingram '11 — spent the summer collecting data on bilateral foreign aid administered by governments that do not submit their data to the Organisation for Economic Cooperation. This effort often required Ingram and Bergen to make phone calls to foreign officials in countries like Russia at times like 2 a.m.

"Talking to foreign governments helped me develop a voice and improve my general communication skills," Bergen says. "Some of

the officials in these countries want to talk to you, others immediately hang up. I had to learn how to most effectively approach in each situation."

Ingram and Bergen's work is part of the ongoing Project Level Aid in Development (PLAID), a groundbreaking interdisciplinary project to create a Web-accessible database on development finance.

They have also had the opportunity to do in-depth individual research. Ingram, an economics and sociology major, is examining why aid cutoffs occur in certain countries. This will help her better understand the current situation in Madagascar, where she is traveling this fall.

"Madagascar had been so dependent on foreign aid," Ingram says. "Under their new interim government, the United States, the European Union and the World Bank have cut them off. How development work occurs in this crisis will definitely be related to the work I've done this summer."

There are other research efforts underway involving collaboration among faculty and students that have the potential to make an impact on the world.

In 2008, Ted Dintersmith '74 funded five



Weingartner Associate Professor of International Relations Michael J. Tierney '87, M.A. '88 (left) was able to hire two research assistants — Peter Bergen '10 and Ashley Ingram '11 — who made significant contributions to the PLAID project and were able to gain in-depth international development experience.

faculty-mentored undergraduate summer research projects. These Dintersmith Fellows inspired the William and Mary Honors Fellowships, which were launched in March 2009, allowing donors to select a project to support and then follow the research via student blogs.

The range of these summer research endeavors has been wide. Chemistry Major Rebecca Mikulas Allred '10, for example, worked on "Optimizing Energy Transfer via Single Molecule Fluorescence Microscopic Analysis." Women's studies major Annie Brown '10 researched the topic "Indian Cosmo: Globalization and the Middle-Class Indian Woman."

And Daniel Villarreal '10 worked on "Closing the Communication Gap Between Mathematics Professors and Undergraduates."

Each of these research projects — as well as the nine other Honors Fellowships projects — are chronicled by detailed blogs created and maintained by the students. Their research can be followed at the Process for



Brooklynd Saar '09 (right), one of the first Dintersmith Fellows, successfully synthesized chemical compounds known as dithienylethenes. Her faculty mentor was Associate Professor of Chemistry Elizabeth Harbron (left).

Undergraduate Research Web site by selecting "Dintersmith and Honors Fellowships" at <http://research.wmblogs.net/>.

"I am grateful for the 57 individual donations that helped successfully launch this effort on behalf of senior honors research at the College," said Joel Schwartz, the director of the Charles Center who is overseeing

the Honors Fellowships program. "This summer we fully funded 12 research projects — six through endowment and six through contributions of all sizes to our new Web fundraising site. Undergraduate research is at the core of what makes William and Mary both unique and excellent."

Schwartz's comments are echoed by Sean Pieri, vice president for university development.

"Daily, we seek resources that support the ongoing development of the liberal arts experience — high-quality teaching, research and learning — at William and Mary," Pieri said. "Donors' commitments today ensure the success of the College tomorrow."

Of the nearly \$51 million received during fiscal year 2008-09, the College received \$20.9 million in annual funds; \$19.8 million in endowment funding; \$7.9 million for capital projects; and \$2.1 million in gifts-in-kind. The overall total represents a 40 percent increase from last fiscal year, which was \$35.3 million.

— John T. Wallace

Annual Giving Keeps College Running

Of the funds raised during fiscal year 2008-09, \$20.9 million represented annual gifts to help support otherwise unmet needs in William and Mary's operating budget — from increasing financial aid in response to the growing needs of students, to helping maintain facilities, to supporting academic and athletic programs.

"There's a strong demand to attend the College. And in an economy like ours, more students need financial aid," says Vice President for Finance Sam Jones '75, M.B.A. '80. "We spend unrestricted annual money the year we collect it to provide that aid, to support alumni activities, to help pay for all sorts of operating expenses, to offset state cuts."

Programs also benefit from annual gifts.

"If we didn't have the annual fund, we wouldn't be able to compete in our league the way we do," says Head Football Coach Jimmie Laycock '70. "The Fund pretty much drives our whole program."

Scholarships for student-athletes constitute a big part of the funding the football program relies on each year. Discovering talented football players who also happen to be talented students is another challenge, and annual funds pay for the recruiting trips to find them.

"Annual giving is the key to keeping our operation running," said Sean



Annual gifts help fuel the College — and Tribe football, a program that receives no state funding.

Pieri, vice president for university development. "These dollars help fuel the operating budget and help move the College forward and enable it to prepare the brightest minds to make a difference in the world."

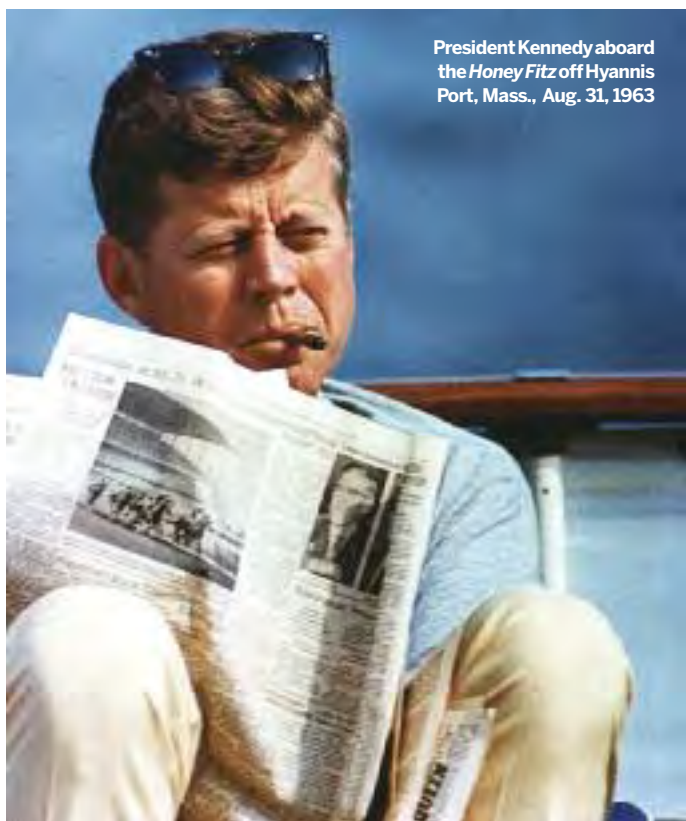
To learn more, visit www.wm.edu/ag.

— John T. Wallace

Audiovisual Archivist Laurie Austin '00
Helps to Keep JFK's Legacy Alive

In the Public Eye

BY RACHEL SAPIN '08



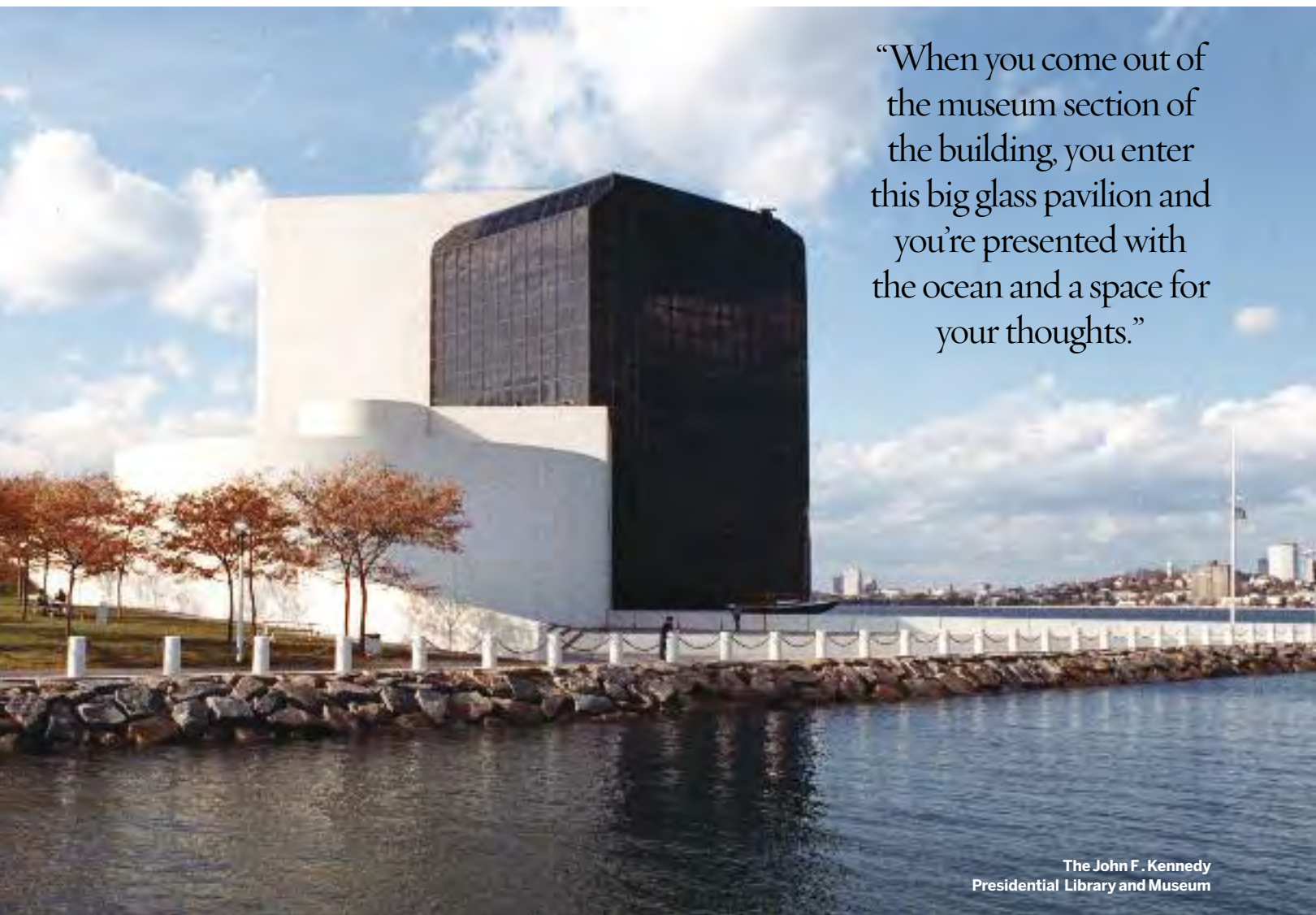
President Kennedy aboard
the *Honey Fitz* off Hyannis
Port, Mass., Aug. 31, 1963

When Eunice Kennedy Shriver — sister of President John F. Kennedy and founder of the Special Olympics — died on Tuesday, Aug. 11, 2009, the first place most media outlets turned for archival photographs and film footage was the John F. Kennedy Presidential Library and Museum.

And that meant many long hours for Laurie Claing Austin '00, a former history major at the College who has worked as an audiovisual archivist for the Kennedy Library for the past five years.



PHOTO: CECIL STOUGHTON/JOHN F. KENNEDY PRESIDENTIAL LIBRARY AND MUSEUM



“When you come out of the museum section of the building, you enter this big glass pavilion and you’re presented with the ocean and a space for your thoughts.”

The John F. Kennedy
Presidential Library and Museum

PHOTO: ALLAN GOODRICH/JOHN F. KENNEDY PRESIDENTIAL LIBRARY AND MUSEUM

“It was very hectic starting the previous Friday afternoon, when the news broke that Mrs. Shriver had been hospitalized and her entire family was with her in the hospital. We had some inkling several months ago that she was unwell, so we were at least emotionally prepared for it,” Austin remembers.

While the John F. Kennedy Presidential Library and Museum houses materials related to various Kennedy family members and ancestors, it is, first and foremost, a memorial to the nation’s 35th president and an invaluable resource for scholars and the general public alike. It is one of 13 presidential libraries administered by the National Archives.

Located at the tip of the Columbia Point peninsula in Dorchester, Mass. — overlooking Boston Harbor and the city skyline — the Kennedy Library building itself is a powerful symbol of Kennedy’s presidency. Designed by I.M. Pei and opened to the public in 1979, its architecture is modern, ambitious and inventive. The first thing you notice when you enter the building is a glass-and-steel pavilion that measures 80 feet long by 80 feet wide and 115 feet high; the pavilion offers visitors a spectacular view of the harbor.

“President Kennedy was very attached to the sea,” says Austin.

“When you come out of the museum section of the building, you enter this big glass pavilion and you’re presented with the ocean and a space for your thoughts.”

The Stuff of Legend

Austin’s work has allowed her to learn hundreds of details, large and small, about the presidency, administration and family life of one of the 20th century’s most legendary figures — once she even helped a researcher find pictures of JFK riding only in Cadillacs. “The great thing about working in my field is that you learn something new and often obscure every day,” she says. “Ninety-five percent of what I do here involves providing reference on our collection.”

Overseeing a constantly growing collection of audio, visual and textual materials is no simple task. The library’s audiovisual holdings currently include around 400,000 still photographs, 7.5 million feet of motion picture film and 11,000 reels of sound recordings.

“We get new materials all the time,” she says. “It’s stuff that comes not only from Kennedy family members, but also from people simply cleaning out their grandmother’s attic. We recently received photos from a man who took pictures of JFK for his campus

newspaper when he was a student. If it's unique or out of the ordinary, we'll take it."

Austin gained much of her current knowledge of the collection through experience. She had two internships with the library to learn her way around the stacks of film reels, photos and finding aids that her department houses before she was hired on full time. In her first internship, she assisted a staff member who handled the library's photo requests, and her second internship involved transferring a collection of American political films dating from the 1940s through the 1960s from 16mm film to video.

That second internship provided her not only with experience working with the collection, but also with primary materials for her master's degree work in public history at Northeastern University. In her master's thesis, she specifically looked at how American political candidates were using TV even before the Kennedy-Nixon debates.

"A combination of factors contributed to the 1960 election being the beginning of the 'Television Age' in politics, as opposed to the 1950s," she explains. "The most important is that Eisenhower was far too popular for TV to have made much of a difference. But that's not to say the [1950s] candidates didn't try to experiment with it, and the 1960 candidates learned important lessons from their predecessors' efforts."

Austin's academic background has proved useful and often necessary when it comes to appropriately cataloguing the boxes of "stuff" the library regularly receives from donors. "History research skills are essential in this job, which has made my undergraduate and graduate degrees so valuable," says Austin. "We often receive boxes of film, sound recordings and photos with no real identification. A prior knowledge of what was going on historically during the time the materials were created can be the foundation you need to know where to look and figure out what they are."

Austin didn't always plan on having a career in history; she entered the College aspiring to become a lawyer. "My goal was to be the first woman chief justice of the Supreme Court," she remembers. It was an introductory course in art history with Professor James D. Kornwolf that changed her life forever. "I had no intention of being an art history minor until I took his survey," she says. "Once I took Professor Kornwolf's art history class, I loved it and took more. I think that William and Mary gave me the background, and provided me with the intellectual curiosity to want to learn more and to follow my path."



"History research skills are essential in this job, which has made my undergraduate and graduate degrees so valuable."

Sleuthing Skills

With her penchant for intellectual exploration, Austin is a natural at handling researchers' requests, however out of the ordinary they are. "Our researchers can range from production companies, television shows and news media, to academics, Kennedy buffs and average Joes," she explains. "We also get requests from Kennedy family members, members of Congress, and other government agencies."

A notable request for Austin's reference skills came from the producers of *Mad Men*, an AMC series set in the 1960s that follows the lives of men and women at a competitive advertising agency on Madison Avenue. Austin provided producers with audiovisual materials relating to the Kennedy/Nixon campaign and the Kennedy administration that were sprinkled into episodes over the course of the first and second seasons. "Their season two finale was set during the Cuban Missile Crisis," she explains. "All of the radio broadcasts on the crisis occurring throughout the show came from us."

The requests can be especially difficult to satisfy when they are broad or obscure, which is often the case, according to Austin. "Many of the requests we have are the kind that are not terribly concrete," she says. "For example, a researcher may ask, 'I'd like photos of President

Kennedy looking like his back is hurting.' First of all, there's no specific date or occasion that this person has requested, and that doesn't matter in the least to him. But that's how we have our photos organized, so I have to figure out approximately when President Kennedy's back was hurting, and see if we have any photos around that time that demonstrate that visually.

"There's a tremendous amount of detective work and following your nose involved, which is what doing research is all about," she says. "Ultimately, the obscure requests can be the most frustrating, but also the most gratifying if you can actually find what the researcher has requested."

Living History

Earlier this year, Austin helped video journalist Ann Silvio of the *Boston Globe* put together online media components to the *Globe's* recent book about Sen. Edward M. Kennedy, *The Last Lion*; Austin is listed in the credits in each of the seven parts. That experience proved to be just a preview of the work that lay ahead as Sen. Kennedy neared his last days.

"I've had seemingly endless requests from members of the media, production companies and publishers for the past several months," Austin says. "I worked very closely with Kunhardt Productions on their program 'Teddy in His Own Words,' which aired originally on HBO in July."

Just two weeks after Eunice Shriver's death, on Aug. 25, her younger brother Teddy passed away. As Austin assisted the major networks on their special programming, the historian found herself in the midst of history-making events, providing her with indelible memories.

"As the public learned that the senator would lie in repose here, our parking lot filled with media trucks, cables were strewn in all directions, scaffolding was set up to accommodate video cameras, and helicopters hovered overhead. Meanwhile, my colleagues and I were fielding phone calls and e-mail requests from media outlets ranging from local newspapers to European and Asian magazines.

"On the day that the senator's body was moved from Hyannis Port to Boston, the military honor guard moved into our staff lunch room down the hall," Austin continues. "They became our neighbors for 48 hours, and they were a pleasure to have. Their ceremonial changing of the guard every hour was truly a beautiful sight.

"On Friday, I was the staff photographer, and I was in awe to see the thousands of people who waited patiently to pay their respects to Sen. Kennedy and his family. I went to the roof and took photos of the line, which had formed as far as you could see. There was such a current of uplifting positive emotion that it was genuinely heartwarming.

"It was exhausting and emotionally drain-

ing, but I would not have wanted to be anywhere else and I counted myself fortunate to have been a part of it."

Looking Forward with Hope

When asked what her favorite Kennedy material is out of the large collection the John F. Kennedy Presidential Library and Museum hosts, Austin pointed to a speech President Kennedy gave to the students at Amherst College in October of 1963; it was one of his last public appearances. "He talks about the importance of the arts and I find that really important in my life," she says. During the speech, Kennedy said, "The nation which disdains the mission of art, invites the fate of Robert Frost's hired man, the fate of having 'nothing to look backward to with pride, and nothing to look forward to with hope.'"

It seems the same can be said of history. Perhaps that's why Austin's interest in history extends far beyond being able to efficiently reference and appropriately catalogue it. "What happened in the past is really important to what is happening today," she says. "That's not to say that the past repeats itself because that I think is not true, but I think that learning about the past can help inform our choices today." ■



Top: Members of the public pay final tribute to Sen. Edward M. Kennedy as his body lies in repose at the John F. Kennedy Presidential Library and Museum on Aug. 27, 2009. **Above:** The Kennedy family, U.S. Embassy residence, England, July 4, 1938: (l-r) Eunice, John, Rosemary, Jean, Joseph Sr., Edward, Rose, Joseph Jr., Patricia, Robert, Kathleen.



BRIDGING THE GAP

THE VETERANS SOCIETY OF WILLIAM AND MARY IS HERE TO HELP

BY BEN KENNEDY '05

NOT MANY KNOW IT BY ITS REAL NAME, BUT THE SERVICE-
MEN'S READJUSTMENT ACT OF 1944 CHANGED THE FATE OF
THE WORLD WAR II GENERATION AND THE AMERICA THEY
CALLED HOME. MORE COMMONLY KNOWN AS THE G.I. BILL, THIS
UNPRECEDENTED LEGISLATION WENT A LONG WAY TOWARD HELPING
VETERANS ACHIEVE THEIR HIGHER EDUCATION GOALS. SOME HAVE
CALLED IT THE MOST IMPORTANT BILL OF THE 20TH CENTURY.

The new G.I. Bill — technically the Post-9/11 Veterans Educational Assistance Act of 2008 and sponsored by Virginia Sen. Jim Webb — became law on Aug. 1, providing significant financial support to returning servicemen and women. Even with that, today's veterans still face a different set of challenges in higher education; the William and Mary Veterans Society exists to help veterans meet those challenges and excel in the College community.

In January of 2007, the Veterans Society was formed by a group of

nontraditional students who had served the country in the various branches of its military. On April 30, 2009, the Society met to commemorate the greater William and Mary community's fallen soldiers in their third annual Moment of Remembrance, honoring siblings, friends and fellow veterans alike in front of a Sunken Garden dotted with hundreds of American flags. The ceremony is a somber but inspiring way to ensure the military's sacrifice is not forgotten, even on a campus surrounded by military installations.



Flags cover the Sunken Garden during the third annual Moment of Remembrance, April 30, 2009

GETTING THERE

The first thing though, is to get the veterans to come to campus. One of the Society's objectives is to make sure returning veterans recognize W&M as a feasible option for them.

"Me, for example, I didn't take the SAT and my high school grades weren't that great," says Lance Zaal '09, past president of the Veterans Society and an ex-Marine who served in Iraq. "There are many others who felt intimidated [by W&M]. What we like to do is help the other students who are thinking about applying to William and Mary and let them know that it's not impossible to come here."

Jeremy Stout '12 is not your typical transfer student either. On the one hand, some of his transfer credits come from Hawaii Pacific University; on the other, he spent four years as a Marine in Iraq.

"I wasn't very focused in high school — I couldn't afford college," he says. "I decided that I could serve for four years in the military and have my college fully paid for when I got out. It gave me life experience and time to figure out what I wanted to do. It shifted my focus in a serious way."

Stout spent his first tour of duty in Haditha, Iraq, as an infantryman. He returned for a second tour in Fallujah as part of a scout sniper platoon. Upon returning to the U.S., he applied himself and did very well at Hawaii Pacific and John Tyler Community College. He decided to submit applications to a number of schools including William and Mary — his "longshot" choice for a psychology degree.

"I actually got accepted to all the schools I applied to," he says. "In my mind, there was no question: William and Mary was the school for me."

Thanks to the new G.I. Bill, returning veterans like Stout have the opportunity to attend college — while having some or all of the financial burden borne by the government in return for their dedicated service. The new bill offers grant money to qualifying veterans in an amount equal to the most expensive in-state rate, per credit hour, although not all veterans qualify for the full amount, depending on criteria deter-

mined by Veterans Affairs. For in-state students qualifying for 100 percent of the Post-9/11 G.I. Bill money, that's enough for tuition. There are, of course, out-of-state veterans and graduate students for whom that doesn't cover the full tuition rate, and William and Mary's participation in the Yellow Ribbon program offers up to \$2,000 per year, an amount then matched by Veterans Affairs. The new G.I. Bill also covers the \$3,840 in student fees in percentages equal to the qualified tuition rates. The Veterans Society itself has also sponsored its own scholarship.

"It's a burden off my shoulders," says Stout. "I don't think I would have

done as well as I'm doing now right out of high school. I care about my grades because what I had to do to get to this point was pretty difficult. Once you have that kind of motivation, it forces you to really work harder."

NAVIGATING THE PROCESS

According to Associate Dean Kim Van Deusen of the Admission Office, nine veterans are slated to enroll for the fall 2009 semester; a nearly twofold increase from previous years. Thanks to the Common Application, she says, military service is no longer only self-reported — it has dedicated space on each application.

"This may sound like a such a small change, but I believe it's the right step in letting veterans know that we encourage their applications to W&M," says Van Deusen. "What's more important — that their background is significant and we want to hear their story in the admission process."

Beyond the application, the Veterans Society works to address the specific concerns of their nontraditional students. For example, the Society helps with housing recommendations for veterans, whether they are single, married or have a family. Their Web site, www.veteranssociety.org, states: "It doesn't matter what they need, we are here to help."

Stout, having previously navigated the admission process, was able to help a fellow veteran and prospective student in his 30s by putting the student in touch with the people who had already assisted him.

"I just shared with him," Stout says. "He was very grateful for that. That's really what it's all about. It's about a Society that, when a veteran comes to this school and has any kind of trouble, uses our experience to help him out as much as possible."

Once they are accepted, Veterans Society members begin the main thrust of their project. Unlike veterans programs at other universities, Zaal says, the W&M Veterans Society strives to increase student-veteran

“ I DECIDED THAT I COULD SERVE FOR FOUR YEARS IN THE MILITARY AND HAVE MY COLLEGE FULLY PAID FOR WHEN I GOT OUT. IT GAVE ME LIFE EXPERIENCE AND TIME TO FIGURE OUT WHAT I WANTED TO DO. IT SHIFTED MY FOCUS IN A SERIOUS WAY. ”

“I ADORED MY FRIENDS, BUT I NEEDED A GROUP OF PEOPLE WHO COULD UNDERSTAND WHAT I HAD BEEN THROUGH AND WHY LIFE WAS DIFFERENT FOR ME. ... THE VETERANS SOCIETY OFFERS A NETWORK OF PEOPLE WHO DESIRE THE SIMILAR CAMARADERIE THEY EXPERIENCED IN THEIR FORMER CAREER.”

relations and ease the transition back to civilian life. For Veterans Day 2008, the Society set up a paintball arena in the Sunken Garden and the winners donated the prizes to charity. The event also included performances from the Queens Guard, musical and multicultural groups and information from campus groups highlighting their contributions to the armed forces. Just another step, Zaal says, in linking the world of the average student with the experiences of student veterans.

“We realize that these students are younger and may be inexperienced — they’re still important relationships,” says Zaal. “By encouraging other members to get out there and participate in other campus activities and events and things like that, [veterans] will feel more welcome.”

ESPRIT DE CORPS

That said, the Society also seeks to provide an outlet for veterans to continue the unique camaraderie and common bond of military service. The sacrifices made in combat, they say, may not be fully understood by the average student — nor the motivations. The Society’s ability to share the common bonds of military service is a major asset.

“That’s what it’s really about; the comradeship,” says Stout. “Because we have our own unique experiences as veterans. We’re just there to lean on, when it comes down to it.”

Jessica Watson ’07, a past Society secretary and founding member, was a married student whose husband was living in Virginia Beach while she was attending classes at the College. After her service with the Marine Corps, Watson didn’t initially feel entirely at home on campus.

“A social life in the Marine Corps was not a series of social events,” she says. “It was constant teamwork and extreme dependability — because one’s life depends on it.

“I adored my friends, but I needed a group of people who could understand what I had been through and why life was different for me,” she says. “The Veterans Society offers a network of people who desire the similar camaraderie they experienced in their former career.”

“They have a language amongst themselves when they’re serving in the military,” says Lizabeth Allison, professor of biology and a faculty liaison to the Society.

“They get used to not talking that way [in civilian life] and they miss having that kind of rapport.”

A PLACE IN HISTORY

Today’s Society is the latest military heritage group to trace College veterans’ history. The Association of 1775 was an active constituent group of the William and Mary Alumni Association from 1991 until around 2004. Now, Zaal says, the Veterans Society also hopes to have a robust alumni community to complement what the Society is already doing for current students. He encourages alumni veterans to visit www.veteransociety.org and sign up for membership in efforts to expand and enrich the W&M veterans network.

“We hope to just share stories and to share experiences. I know some of us find it interesting to see what past veterans have done once they left William and Mary,” he says. “I think that definitely widens our membership and our support base. We’d also like to have greater participation from alumni in the organization. That’s why it is really more than a student organization.”

Despite their unique needs and uncommon shared history, Stout says that today’s veterans don’t come to the College to receive any sort of special treatment based on their service.

“William and Mary is a hard school; it’s a very traditional school and there’s no reason it should be easier [for veterans],” he says. “We came here for that challenge. And to take away from that challenge is to take away from William and Mary.” ■



Left: Society members Sean Ellis '08, Lance Zaal '09, Albert Hodges '09, Professor Emeritus Jim Griffin and Angela Osborne '09 at the Williamsburg Potato Drop food bank fundraiser. **Right:** Members of the Veterans Society listen to Professor John Miller speak at the 2008 Moment of Remembrance.

AN OUT OF CLASSROOM EXPERIENCE

BY MELISSA V. PINARD



Remember those hot, sticky summers when your parents made you and your siblings pile into the back of the station wagon, heading out for a long trek to see the great West? Well, for nearly four decades, geology students at William and Mary have made a similar kind of road trip — with their professors instead of parents — by signing up for the Regional Field Geology course, aka Geology 310.

Professor Gerald “Jerre” Johnson organized the first unofficial field trip in the early 1970s, and in 1976 it became a credited course known as Geology 310. During the past four decades, nearly 400 William and Mary undergraduates have signed up, with class sizes ranging from a dozen to over 30 students. The course has sparked everything from long-term research interests to wilderness survival skills, leading many students to fall in love with geology — and in some instances with each other; but those secrets remain just that.

In the early years, sleepy-eyed students would wake up the day after graduation and drive out West in two short days in a caravan. The rules of the road were strict but simple, says Johnson. “No drugs, no drinks and no electronic devices,” he says. “In the van they could read, sleep,

think, talk, sit there and look out the window, but no electronics,” he says. “For the most part, the kids accepted this very well.”

Jerry Samford ’77 and his wife, Ann Markel Samford ’77, both professional geologists, were on the first official trip in May 1976. Jerry doesn’t remember the rules, but he does remember driving in a six- or seven-car caravan nonstop until they reached Lees Ferry at the edge of the Grand Canyon.

“We were so excited to be out of the car that most of us grabbed our sleeping bags to sleep out under the stars until it started pouring,” he recalls. “Everybody told us it didn’t rain in the Grand Canyon.”

Samford says in many ways they were just winging it because they were the first to do it, but the experience was a vital part of any



Traversing the plateaus of southern Utah: the epic journey of Geology 310's crew, summer 2002. Photo by Chuck Bailey '89, M.A.Ed. '91



Above: Professor Jerre Johnson discusses beach processes on a brisk day at the Bay of Fundy, Nova Scotia, in 1977. **Right:** Students ponder the high desert in northern Arizona in 1987.



geologist's education. "You can't replace physically touching these rocks and cliffs with pictures in a book," he says. "You can't appreciate the magnitude of the Grand Canyon unless you are standing in the middle of it."

"It was pretty special to be able to go out West and see what we had studied in books so graphically presented in the rocks," says Ann Samford. She remembers Johnson having cooking contests with the students. "He had a tremendous energy and certainly made it fun."

Johnson says it was his own experience on a field trip as a geology student that served as a catalyst to start the program. "A lot of the William and Mary students had never gone out of the state," he says. "The first few days could be quite stressful, like in the Army — you have to shape up the kids."

Although he jokes about some of the discipline stories — even deserting one student for an hour to teach her a lesson about responsibility — Johnson loved watching the students' curiosity and personalities grow. He continues to keep in touch with many of them.

"You can't appreciate the magnitude of the Grand Canyon unless you are standing in the middle of it."

now a professor of geology at the College. He took over the primary responsibility for the field trips in 1997 from Johnson, although several members of the department have escorted the trips over the years.

As a student on the 1987 trip, Bailey recalls that his compatriots brought fossils from the Virginia coastal plain and put them "into" the rocks in western Colorado [much older rocks with very different fossils] to be discovered by W&M students.

"Much confusion ensued," he says with a laugh.

While Professor Johnson may not have been a big fan of the students' rock and roll, Bailey says he gets cranky when students dally

"A lot of the students have gone on and become well-known in their fields in spite of us," he says with a smile.

One of those students, Chuck Bailey '89, M.A.Ed. '91, is

too long at restroom stops, keeping the class out of the field.

"In 2001, Professor Greg Hancock and I co-led the trip," says Bailey. "We had 22 students on the trip and two vans, which Greg and I piloted. The group had gotten into a pattern of the same people riding in the same vans day after day, so one morning we let the students load up in their normal vans, then we switched vehicles. Lots of students were out of sorts and unhappy campers."

But the trip is more than just learning how to travel and adjust to camp life, it is about learning geology first-hand. Jessica Ball '07, currently a graduate student in volcanology at the State University of New York at Buffalo, went on three trips — two as a student and one as a teacher's assistant (TA).

"A typical day would depend on where we were. When we camped out West in Texas or on the Colorado Plateau, for example, we'd usually get up around sunrise, cook breakfast, and put together our lunches," she says. "If we had a specific project for the day, the professors would discuss it and give us directions, and make sure we understood what the goals of the project were. If this involved groups of students, one of the trip TAs or the professors would go along with the group. We might get dropped off in one spot with topographic maps and compasses and asked to identify rock types or structures, and to take measurements and make a geologic map of a specific area."

"Field journals are a really important part of any field trip, and everyone, including the TAs and professors, should be keeping track of what they're experiencing on a trip," Ball adds. "A typical field book entry would include a date, a precise location, weather conditions, which can affect the appearance of an outcrop, a purpose and goals

"So one morning, we let the students load up in their normal vans, then we switched vehicles. Lots of students were out of sorts and unhappy campers."



Above: The 1998 field class awakes among the red rocks of southern Utah.
Right: The 2006 field class sits on an active lava field in Hawaii.



for the day's work, and detailed observations and interpretations about the geology being studied that day."

Now that there have been nearly 40 years of trips, the professors are more prepared for what problems may arise. During the course, which meets once a week during the spring semester, the professor will teach first aid and field behavior: "We also reenact what could happen or what has happened in the field," says Bailey.

Stories range from hospital trips for sprained ankles to the time the crew woke up to six inches of snow in western Colorado during the first week of June. The students learn a lot about survival skills and what it is like to live outside.

Perhaps the most significant outcome of the course, however, is the long-term research it has spawned. For many years, Professor Johnson took students to Fish Lake on the High Plateaus in Utah to illustrate glacial landforms. Professor Bailey continued to visit that field site during the late 1990s and early 2000s. In 2002, Caroline Webber '03 and Bailey started a research project to understand the origin of Fish Lake and its valley. This initial research grew into a multiyear project (supported by National Science Foundation and U.S. Geological Survey grants) that has now involved nine W&M undergrads and an alumnus, Professor Scott Harris '88 at the College of Charleston. The results from this faculty/student research collaboration have documented the paleoenvironmental and landscape history of central Utah during the past 30 million years.

The trip started out as a bargain, with all expenses totaling around \$250-\$300 according to Johnson, and has remained one over the years. In 2008 and 2009, the course fee was only \$600, which paid for vehicles, gas and camping fees, plus the students are encouraged to bring around \$200 money for food.

"The department subsidizes the trip with donations from alumni and grant recovery funds," says Bailey. "We don't want the trip cost to keep students from going. We hope to be able to keep it affordable for students in the future."

"Field courses are a great way to learn

important skills in geology," says Ball, "but they're also a great way to make friends and to get to know your peers and professors better. I'm still in contact with people I met on my very first trip, and it helps you feel more comfortable with your classmates during the school year when you've already spent time with them outside of school."

Most trips end up covering more than 7,000 miles by the time they return to Williamsburg. Although the Colorado Plateau region is a regular destination, in the past few years the course has added new loca-

"Field courses are a great way to learn important skills in geology, but they're also a great way to make friends and to get to know your peers and professors better. I'm still in contact with people I met on my very first trip."

tions. In 2005 and 2007, Professor Brent Owens led trips to the Big Bend region in western Texas. The 2006 trip, led by professors Bailey and Linda Morse, spent 10 days on the Big Island of Hawaii examining volcanoes and witnessing active lava flows cooling to rock. The 2009 trip was led by Professor Greg Hancock to California and visited the Sierra Nevada, Death Valley, the San Andreas Fault and the coast. In 2010, the class will study coastal environments in the Bahamas.

The geology department hosts several trips within Virginia each year, but it is the Regional Field Course that allows most students an experience west of the Mississippi that they haven't had before.

"Most of these students haven't spent much time outside," says Bailey. "At the end of the trip, beyond what they experience as far as science goes, I hope they feel more comfortable with their abilities in the great outdoors." ■

Web exclusive:


For a student's perspective on Geology 310, go to www.wm.edu/as/geology/features/traversing-the-colorado-plateau.php

STRAIGHT UP

Anshuman Vohra '00 brings the sexy back to gin

By Melissa V. Pinard





Some claim that, during a recession, two types of businesses continue to do well — those that sell anything to do with exercise and those that sell alcohol. Anshuman Vohra '00 started his entrepreneurial adventure before the economic downturn, but he is betting on his Bulldog Gin surviving and thriving.

In 2006, Vohra, a finance major at the College, left his job as a vice president at Carl Marks Advisory Group to put the finishing touches on launching his own business. Prior to that position he worked as an investment-banking analyst at J.P. Morgan's global mergers and acquisitions group and then at Harbor Hills Partners as a principal. "I always wanted to be an entrepreneur," he says. "I became even more excited about it when I decided on the product and had established a vision for it."

It all started over lunch with a colleague when they were discussing potential business ideas and gin came up, which happens to be Vohra's favorite distilled beverage. He began the business plan, although his friend decided to stay in the finance industry.

One of the first things he did was to contact distilleries telling them about his idea to create a new gin that would become as popular as vodka. "I wanted a product that was premium, authentic, lighter tasting, stylish, edgy, and emotionally appealing to the younger consumer," says Vohra.

A 250-year-old distillery in England understood his mission and returned his e-mail. The result of that collaboration was Bulldog Gin, which launched in January 2007 in the north-east United States and in Western Europe in 2008.

Although he still spends 80-100 hours a week working, some of that (perhaps more than he would like to disclose!) includes time at his favorite watering holes in New York, Barcelona and London. "So it's not the worst thing," he says. "I don't really consider it work."

What makes Bulldog Gin different is its smoothness and the botanicals of choice. Of course there is the juniper, but it is also balanced with licorice, lavender, lotus leaves, poppy and Dragon Eye (a cousin of the lychee fruit that has long been heralded as an aphrodisiac in China). The flavor lingers softly, but doesn't taste like your grandfather's gin.

"There was a time 30 or 40 years ago that gin sales exceeded vodka sales in the U.S.," Vohra says. Most vodka enthusiasts, he explains, don't realize that gin is its cousin only with added flair. "In essence it is vodka infused with juniper berries and other botanicals and that's how it becomes gin."

Over the last two to three years, there has been a flurry of interest



in gin, which Vohra attributes to over-saturation in the vodka market, the emergence of several newer brands of gin and the renaissance in the "cocktail culture." The Bulldoggin.com Web site features an array of cocktails that can be made with Bulldog. For those who like a less adulterated beverage, there are recipes for the dirty martini. Of course there is always the classic gin and tonic, which has a fun history — it was the drink of choice for British soldiers in India because tonic water contains quinine, known for its antimalarial attributes. The tonic water was so bitter back then that the soldiers started adding gin. Whether truth or fiction, the classic drink continues to live on.

Other little-known facts are that the world's best per capita premium



“STARTING YOUR OWN COMPANY ISN'T FOR THE FAINT OF HEART. YOU NEED A BIT OF A STOMACH FOR RISK AND MUST BE RESOLUTELY FOCUSED AND COMPLETELY RELENTLESS.”

gin market is Spain. Some of the finest juniper in the world is grown in Spain, while the largest gin market by volume is the Philippines.

Although Spaniards may not need to be convinced, the U.S. audience is a different story. Perhaps the biggest obstacles are misconceptions and preconceived notions about gin. What is the greatest misconception? “That it’s too harsh and pungent,” says Vohra. “But Bulldog is delicious, and I believe it’s the smoothest and most mixable gin because of its exotic mélange of botanicals and delicately balanced finish.”

His sleek bottle design and hip and elaborate Web site make it easy to promote to the younger set. Bulldog’s numbers are up 50 percent from last year, which were up 50 percent from the year before. To create the Bulldog image requires a lot of marketing and promotion. A hundred percent of the profit goes back into marketing, says Vohra, “if not more!”

Bulldog currently employs 10 staff people — six sales people, chief marketing officer, marketing associate, corporate development officer and Vohra.

“I manage a lot of international distribution, liaise with the sales people, coordinate the supply chain, and am actively involved with the marketing and PR,” he says.

Vohra’s dream becoming reality was due in large part to the relationships he cultivated at William and Mary. His first investors were alumni, including friends from the Tribe tennis team who invested “without batting an eye.”

“It makes me feel amazing that I have gotten that kind of allegiance from William and Mary people, some I don’t even know. It’s very flattering as I often get calls/e-mails from alumni asking me about Bulldog and if/how they can invest in the company,” he says.

Born in India, Vohra moved to the United States in 1992 to play competitive tennis and attend high school at the famed Nick Bollettieri Tennis Academy in Bradenton, Fla. He went on to represent William and Mary in NCAA Division I tennis.



“It was a great combo of academic excellence and athletics,” he says. “I felt very well-prepared to be a banker and I attribute a huge portion of that to my education and experience at William and Mary.”

Vohra is very proud of his William and Mary degree and continues to stay involved with the school as a mentor and a member of the Business Partners Roundtable. He is also very involved with alumni efforts in the New York City area. To students who want to start their own business, he suggests spending three to four years working somewhere else to acquire transferable skills and a level of maturity that is also essential.

“Starting your own company isn’t for the faint of heart. You need a bit of a stomach for risk and must be resolutely focused and completely relentless.”

One thing he would do differently, he says: “Since I have a much better understanding of the liquor industry now, I would have raised more money than I did to start with to get the word out sooner. Instead, we’ve chosen a controlled, deliberately gradual expansion. I did the best with what I had and so far so good.”

“It’s a sexy business,” he says, but it also involves sacrifice. There isn’t the salary or benefits — as well as some of those conveniences you don’t think about. “Once at J.P. Morgan, my keyboard broke and in five minutes two guys showed up to fix it,” says Vohra. “Here, I am the tech help for all the employees.”

Vohra knows consumption habits don’t change overnight, but is optimistic that Bulldog will become to gin what Absolut is to vodka. In 10 years, Vohra hopes to be bigger than Tanqueray, which is the No. 1-selling gin in the U.S. currently.

“I want to build a brand that has legs that will be sold in and enjoyed by consumers in many parts of the world. I want Bulldog to be one of the preeminent brands on the shelf.”

And that’s why his e-mail address is topdog@bulldoggin.com. ■

A Royal Connection:

During the English reign of William and Mary, home production of gin was encouraged. Some sources claim that one reason for this was the fact that drinking gin was safer than drinking water. Another factor, of course, was that production and distribution of gin was relatively cheap.



[COLLEGECLIP]

When the New Deal Came to William and Mary

Times were very tough around the country in the early fall of 1933. As his ill fortune multiplied, one Oklahoma farmer said, "It seemed like the Depression had pups on our doorstep." Twenty-five percent of America's workforce was unemployed and another 25 percent worked only part time. President Franklin D. Roosevelt was alternately regarded as savior or dictator. The organizations he began, known mostly by their acronyms, touched everyone's life — National Recovery Administration (NRA), Public Works Administration (PWA) and Civilian Conservation Corps (CCC) — and Williamsburg was not immune.

On Sept. 10, 1933, the fall semester at William and Mary began pretty much on schedule with 2,665 students enrolled. The football team had settled in during late August to sweat out two-a-day practices. *Flat Hat* stories opined about sorority rushing. Mrs. Eleanor Roosevelt visited the campus, and Sen. Alben Barkley addressed a gathering of the Sons of the American Revolution.

Around the country, the impact of the New Deal's huge federal stimulus was being felt slowly, but began to reach the comfortable sanctuary of the campus in the form of several new buildings, a football stadium and a splendid open-air amphitheater, all constructed by Civilian Conservation Corps workers. They arrived a month after school opened and quickly set up disciplined rows of white tents on the freshman baseball field and went to work. They later moved to 10 wooden dorms and a mess hall on the western edge of the campus (near present-day Yates Hall).

CCC Company No. 2303, consisting of 82 young black men and their two white officers, arrived in town on Oct. 20, 1933, with little advance notice. In addition to room and board, they received medical care and were paid \$1 per day; an additional \$25 per month was sent to their families. Their work clothes came from World War I surplus. The contingent was part of a national conservation and employment program involving half a million men ages 18-25, which lasted the better part of seven years before being disbanded by Congress in 1942.

Company 2303 had traveled to Virginia from their training camp in



Squirrel Point in 1937

Montana's Kootenai National Forest. Their base camp was named SP (State Park) 9 and their mission was to turn part of the College's extensive wooded area near Lake Matoaka "into a beautiful park."

By the time the College unit had finished its work, the primeval forest had been transformed into extensive parkland that covered 500 acres of hiking paths, bridle trails and picnic areas. William and Mary students assisted in some aspects of the project, and various classes helped design bridges as well as biological plantings.

Among the other projects completed by the CCC was a large open-air arena called Players' Dell that seated about 300 people and was subsequently used for the production of Shakespeare and other plays, including a historical drama about the 17th-century "Jamestown brides" that was presented during College President John Stewart Bryan's LL.D. '42 inauguration ceremonies on Oct. 20, 1934. *The Common Glory* became another of the recurring shows, and offered opportunities for William and Mary drama students.

New Deal contributions to the College included major grants and loans from the PWA, which enabled the construction of the Taliaferro Hall dorm, the Marshall-Wythe building, a student activities center, and an athletic stadium (now Cary Field) that was discreetly characterized as an amphitheater. Much of this funding was eventually paid back, partly through student fees.

By October 1934, when President Roosevelt appeared in person during Bryan's inauguration, the CCC had come and gone. Then, like today, big dreams in tough times brought new campus landmarks — and prized jobs in a hostile economy.

—Charles M. Holloway



Boathouse on Lake Matoaka in 1935

[ALUMNEWS]

Andrew Sugerman '93: Bringing Magic to English Language Learning

What better way to learn the English word for “hair” than with the assistance of Ariel, Disney’s famous *Little Mermaid*? Students at Disney English, the extracurricular English language learning program run by **Andrew Sugerman '93**, have the whole Disney library at their fingertips to help them learn to speak the original language of Ariel and her friends.

Using technological tools such as touch screens and projection, three Disney English centers have launched this year in Shanghai, for children aged 2 to 12. Sugerman, as general manager and senior vice president for English Language Learning for the Walt Disney Co., oversees the project and says there are plans to expand all over China and possibly beyond.

There is a huge market for English Language Learning (ELL) programs; according to Sugerman, it is estimated to be a \$2.1 billion industry in China alone, and an \$8 billion consumer market worldwide.

“We took a look at the ways in which kids learn language — traditional ways, using books, white boards, teacher interaction — and the view was that Disney really could bring a lot more magic to what has been a pretty traditional industry,” said Sugerman.

For the unit in which the English words relating to hair are taught, Sugerman said that Disney English teachers show the *Little Mermaid* clip where Ariel brushes her hair with a fork. Subsequent activities feature Ariel and other characters from the movie.

“It really gives them a way to take in the language in a way that they just can’t get by looking in a book and repeating a word over and over again,” said Sugerman.

The program reaches kids at a critical age, he added, noting that the optimal time for a child to learn a language is before the child turns 7. Sugerman is all too aware of this himself. Living and working in Shanghai with his wife, **Sarah Jane Bikosky Sugerman '92**, and his two kids, he has been trying to learn Chinese in his spare time but calls his command of the language “recreational.”

Sugerman came to Disney English in 2007, viewing the opportunity as the perfect combination of his various interests in busi-

ness, education and interactive entertainment. After getting his undergraduate degree in business from William and Mary, he obtained an M.B.A. from the University of Chicago and worked for a few years in accounting for Arthur Andersen. He then went on to three years in management consulting, during which time he did a lot of work in publishing and consumer services.

“From that,” said Sugerman, “I ended up getting into emerging Internet-based or digital publishing types of services, and helped create new businesses.”

One such business was an online English Language Learning program for adults, which introduced him to the ELL industry and led him to the fledgling Disney English program.

“It’s been really nice to come to work and build a business that has a positive impact on the world and on the people that use the program,” said Sugerman. “I really thought that, given Disney’s experience in developing amazing programming for children, the

opportunity to bring that to life in the English Language Learning medium was fantastic.”

There are non-language measurements of the program’s success of which Sugerman is particularly proud. “We saw that children are really coming out of their shell, really developing a strong sense of self-confidence and independence, and being able to really find their own voice,” he said.

Disney English doesn’t give only Chinese children the opportunity for a unique learning experience. The program’s teachers are recruited largely from the United States and often are recent

college graduates attracted to the challenge of teaching a language to non-native speakers. Many of the teachers themselves don’t speak Chinese and are learning as they go along.

The feedback from everyone involved in the program so far has been resoundingly positive. Sugerman is not surprised.

“When we started doing focus groups, one of the things we heard from parents was the view that no one speaks the language of children and connects with kids better than Disney,” said Sugerman. “And it’s true. It’s really an amazing opportunity to bring that to life.”

—Brittney Pescatore '07



Andrew Sugerman '93 of Disney English (back row, center) and Dr. Jun Liu, member of Disney English Advisory Board (back row, far right), join trainers and kids for some fun before a class begins.

Deb Boykin '76, M.Ed. '82

~ Assistant Vice President for Student Affairs/
Director of Residence Life

Hometown: Military child, lived up and down the East Coast

Family: Husband Jim Goggin M.Ed. '82 and daughters Corey, 25, and Brady, 23

When did you decide that a career in student affairs was the right fit for you? Immediately, I knew it felt right for me. I have never had a boring day, although there have been days when I would have actually welcomed being bored. I may not interact with students every day, but I know what I do impacts their experience here.

What is your most significant achievement at William and Mary?

Being a part of building the Jamestown complex from start to finish and seeing how those two residence halls have really changed the character of the campus. It is such a difference from when students lived in the Dillard complex and had to ride the Green Machine to campus.

How is residence life different at William and Mary? We have a very strong freshman year experience program here. Orientation, academic advising, Convocation — all the things the freshman year experience is supposed to be — we have been the model of that for years. Students quickly feel like they belong here and most of that happens in the residence halls. On the last day of classes, seniors go back to “toast” their freshmen halls because that is where they often feel their strongest connections. The RAs we hire and train are amazing, and they are the ones who build that community.

What was the biggest rule change since you were a student? Alcohol. It was not uncommon for there to be keg parties in freshman halls on move-in day. Now kegs aren't even allowed on campus. The drinking age changed from 18 to 21 and the focus on health and safety increased.

What about other differences in the way students live today compared to the past? Students used to bring big desktop computers and elaborate stereo systems. Now things are smaller. But some things don't change. Students still bring stuffed animals, favorite books, and pictures of family and friends.

What's your scariest moment as director of residence life? Some of the scariest moments for me have been the fires like the one in Jefferson Hall in 1983 or Preston Hall in 2005. The outpouring of support and donations from the community to the students was overwhelming.

Do you have any hobbies? I enjoy fitness but I am an ugly jogger. Seriously, I don't have a very pretty gait, but I don't care because it feels good to be out and moving.

Interview by Melissa V. Pinard



PHOTO: SKIP ROWLAND '83