

The biannual news magazine for 155,000 IUPUI alumni worldwide

IUPUI

MAGAZINE
SPRING 2012

INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS

SUPER BOWL & IUPUI

**MORE THAN A GAME,
A LONG-TERM PARTNERSHIP**

Fitness Zone

promoting health, wellness
pg. 12

BEAUTIFUL MUSIC

students make their mark
pgs. 23, 28

BASEBALL FOUNDATION

helps families fight cancer
pg. 14

SECTIONS



SUPER BOWL 3



FEATURES 8



NEWS 2



ATHLETICS 30

Welcome to *IUPUI Magazine*, the alumni publication celebrating the men and women whose careers and accomplishments highlight the impact our campus has on our world. Share their success stories in these pages, online and in video (at magazine.iupui.edu), and now via digital devices.

IUPUI Magazine is published biannually by IU Communications.

THOSE INVOLVED IN PRODUCING *IUPUI MAGAZINE* AND *IUPUI DIGITAL MAGAZINE*:

Creative director:	Ric Burrous
Video coordinator:	Josh Normington
Art Director:	R. Brian Smith
Web Developer:	Ashley Callahan
Photography:	John R. Gentry, Brian Drumm, Purdue University, IU Kelley School of Business Indianapolis, William Denton Ray, Barbara Zech, Barbara Stahl, Jeffrey Rouse, Whitney Coleman, Ryan McDaniel
Writers:	Ric Burrous, Michael Schug, David Hosick
Copyeditor:	Joanne Lovrinic
Project Managers:	Eleanor Berman and Suzanne Vick

IUPUI MAGAZINE

IUPUI Magazine is published for alumni of the schools of Indiana University–Purdue University Indianapolis. The IU Alumni Association (IUAA), the Indiana University Foundation (IUF) and the IUPUI Office of External Affairs are partners in the publication.

OFFICE OF ALUMNI RELATIONS

Stefan Davis
Chief Enrichment Officer, IUAA
Associate Executive Director, IUAA
Indiana University
Advancement Center (Indianapolis)
340 W. Michigan St.
Indianapolis, IN 46202
Phone: 317-274-8828
Toll-free: 866-267-3104
Fax: 317-274-5064
On the web: alumni.iupui.edu
Email: alum@iupui.edu

ALUMNI ADVISORY COUNCIL

OFFICERS:
Jeannie Sager, '03, President
David H. K. Nguyen, '06, Secretary-Treasurer
Casey Reagan, '99, Past President

MEMBERS:

Mary Ann Davis, '76
Ed Brizendine, '90
Rob Forste, '71
Kentin Gearhart, '91
Pete Hunter, '10
Tiffany Kyser, '03
Jacob Manaloor, '03
Robert Scheele, '07
Richard Schilling, '89
Diane Spaulding, '72
Terri Talbert-Hatch, '92
Stephan Viehweg, '85
Greg Wright, '87
Dheevana Reddy, student, SOAR

OFFICE OF EXTERNAL AFFAIRS

Amy Conrad Warner (MS '00, BA '83)
Vice Chancellor for External Affairs

Jennifer Boehm (PMC '03)
Director, Community & Government Relations
355 North Lansing Street
Indianapolis, IN 46202
Phone: 317-274-7400
Fax: 317-278-0898
On the web: www.iupui.edu
Email: extaff@iupui.edu

INDIANA UNIVERSITY FOUNDATION

Dee Metaj
Vice President Indianapolis
Indiana University
Advancement Center (Indianapolis)
340 W. Michigan St.
Indianapolis, IN 46202
Phone: 317-274-3711
Fax: 317-274-8818
On the web: <http://iufoundation.iu.edu>
Email: iuf@indiana.edu

IU COMMUNICATIONS

Valerie Peña
Associate Vice President
Branding & Marketing
IU Communications
Capital Center
251 N. Illinois St., Suite 300
Indianapolis, IN 46204
Phone: 317-274-7711
317-274-7722
Fax: 317-274-5457
317-278-8722
On the web: <http://communications.iu.edu>
Email: iupuicm@iupui.edu

INTERCOLLEGIATE ATHLETICS

Phone: 317-278-JAGS (317-278-5247)
On the web: www.iupuijags.com



VIEW ADDITIONAL CONTENT **ONLINE** OR DOWNLOAD THE NEW **DIGITAL APPLICATION**



**CAMPUS
NEWS**

IUPUI HONORED FOR COMMUNITY SERVICE EFFORTS

IUPUI and IU Bloomington each earned a spot on the 2012 President's Higher Education Community Service Honor Roll recognizing substantial civic engagement and outreach efforts by faculty, students and service-learning staff.

IUPUI was among 14 campuses recognized as an honor roll finalist among the 642 college and university campuses so designated.

The Corporation for National and Community Service oversees the honor in collaboration with the

U.S. Departments of Education and Housing and Urban Development, Campus Compact and the American Council on Education. Selection factors include the scope and innovation of service projects, how deeply service learning is embedded in curriculum, commitment to long-term campus-community partnerships and measurable community outcomes as a result of the service.

For a full list of recipients, visit:
www.nationalservice.gov/about/initiatives/honorroll.asp.

TRAINING, MEDIA SKILLS HELP TORNADO VICTIMS REBOUND

Garret Walton, an IUPUI journalism student from Salem, Ind., turned his academic training into a helping hand for the Indiana Department of Homeland Security (IDHS) this spring by using his journalistic and social media skills to reach out to victims of the tornadoes that swept through southern Indiana March 2. Walton, whose family, relatives and friends live throughout the storm-ravaged area, was already using social media to collect donations of needed items and driving them to southern Indiana every weekend following the tornadoes. Julie Vincent, a public relations instructor in the IU School of Journalism at IUPUI, answered an IDHS request for help by providing Walton's name.



IUPUI DIGITAL MAGAZINE

The newest format of the magazine honoring our alumni, students, faculty and staff will feature a different — and in several cases enhanced — look at the same stories and photography featured in the print version of *IUPUI Magazine*, plus the web version of each issue of the magazine found at magazine.iupui.edu.

Find directions to access the digital version of the Spring 2012 issue at the magazine website and other sites throughout the IUPUI web domain.

BARNETT APPEARS ON 60 MINUTES

Mathematics whiz Jake Barnett, the 13-year-old IUPUI student who has been acing college math and science courses since he was eight, was featured this winter on a segment of the popular CBS news magazine *60 Minutes* in a feature hosted by veteran newsman Morley Safer.

When he learned Barnett was fascinated with astronomy, Safer asked him if he wanted to be an astronaut. But Barnett — who could probably calculate how much fuel it would take to get to his favorite planet, Saturn — told Safer he would rather run things from the ground. “Not an astronaut — that’s like, too dangerous,” Barnett told Safer. “I’m going to be the guy controlling the astronauts. If anyone’s an astronaut, it’s going to be my brother” Wesley, one of his two male siblings.

Barnett’s unique talent is enabled by his ability to remember any numbers he wants. The boy can name 200 of the infinite numbers of pi all because he memorized them in a few hours. But that doesn’t mean he is not creative. His mind overflows with new physics problems and theories he often writes down on walls and windows. Does his head ever get cluttered? “Not at all. I remember math and numbers. I don’t remember other things,” he told Safer, laughing. “If someone asked me where something is in the house, I tell them ‘I don’t know.’”



FOR ADDITIONAL
UP-TO-DATE NEWS VISIT:

newscenter.
iupui.edu



'LOST' SHAKESPEARE PLAY OPENS CAMPUS CENTER THEATER

A campus theater years in the making and a play years in the re-making took center stage this April with performances of the much-anticipated play as the inaugural show in the state-of-the-art theater at the IUPUI Campus Center.

The IU School of Liberal Arts at IUPUI and Hoosier Bard Productions presented the “lost” play *The History of Cardenio*, by William Shakespeare and his younger contemporary John Fletcher, re-created and re-imagined by Florida State University Professor Gary Taylor and directed by IUPUI Associate Professor Terri Bourus. *The History of Cardenio* was inspired by episodes in the literary masterpiece by Miguel de Cervantes, *Don Quixote*, first translated into English in 1612.

IUPUI FARES WELL IN GRAD RANKINGS

IUPUI graduate programs in business, fine arts, law and medicine again ranked among the top programs in the nation, according to the new ratings published in the 2013 edition of *U.S. News & World Report's Best Graduate Schools*, released in March.

The IU Kelley School of Business Master of Business Administration part-time program at IUPUI moved up to ninth overall and fifth among public universities, while the legal writing program at IU Robert H. McKinney School of Law ranked ninth, the fourth consecutive year it has been in the top 10 in the national survey. The Indianapolis law school was ranked 41st among public institutions and 89th overall.

Two other IUPUI-based schools and programs cracked the top 50 in their fields. The IU School of Medicine moved into the top 50 for research, up to 48th from 51st a year ago, and stayed at 24th for primary care. The Master of Fine Arts program at the Herron School of Art and Design ranked 45th overall and 20th among public universities.



NOBEL LAUREATE VISITS IUPUI

Leymah Gbowee, one of three women to receive the 2011 Nobel Peace Prize for her efforts to end Liberia’s second civil war, discussed peace and women’s rights in West Africa during an appearance in February at the IU Robert H. McKinney School of Law on the IUPUI campus.

Gbowee is the founder of the Liberian Mass Action for Peace, which helped end Liberia’s second civil war. She shared the 2011 Peace Prize with Liberian President Ellen Johnson Sirleaf and with Tawakul Karman of Yemen.

SUCCESS

FOR THE LONG HAUL

IUPUI HELPS EXTEND SUPER BOWL'S REACH

For two weeks, in the heart of an unseasonably warm Hoosier winter, media stars the world around descended on Indianapolis and praised the local efforts behind Super Bowl XLVI. Hundreds of thousands of visitors swarmed downtown Indy, enjoying the best the city has to offer; millions more watched on TV and on-line as the social and entertainment events unfurled.

And a few even watched the game on NBC-TV — a record 111.3 million, making the game the most-watched program in American TV history.

Members of the Super Bowl Host Committee were thrilled with the hustle and bustle in the Super Bowl Village and beyond; they were ecstatic with the TV ratings and all the praise. But the committee had higher aspirations: they didn't just want the city to shine in the media spotlight. They wanted Indy to turn Super Bowl momentum into a long-term benefit for the community.

To do that required detailed planning, community support and a boatload of creativity. The outcomes?

- The city and the NFL built the Chase Near Eastside Legacy Center, a dazzling new facility on Indy's near eastside (story, page 12). The center, home of the Fitness Zone, is dedicated to health and wellness, but also serves as a hub of community activity based at Arsenal Technical High School.
- The NFL and the committee staged the Super Cure to expand the assets in the world's first — and to date only — repository of healthy breast tissue, to bolster research efforts in the battle against breast cancer (story, page 17).
- The committee commissioned a sculpture of Indiana basketball legend John Wooden to grace the new Georgia Street Plaza, a three-block tourist attraction that connects Bankers Life Fieldhouse on the east with the Indiana Convention Center on the west (story, page 18). The sculpture was part of the committee's efforts to expand the city's public art profile, along with the "46 for XLVI" murals project (story, page 6).

And IUPUI is part of each of those amenities and events. Students from the IU School of Physical Education and Tourism Management operate the Fitness Zone. The Indiana University Melvin and Bren Simon Cancer Center on the IUPUI campus hosts the Susan G. Komen for the Cure® Tissue Bank. Dr. Jeffrey Rouse, the artist behind the Wooden sculpture, is a graduate of the IU School of Dentistry at IUPUI. And many of the artists who contributed to the 46 for XLVI project are connected to the Herron School of Art and Design at IUPUI.

The New York Giants may have taken home the championship trophy, but Indy's residents may enjoy the ultimate prize from this year's game: a brighter, richer future.





On campus ...

(a) Nearly 300 IUPUI students, staff and faculty volunteered for the event; (b) Chancellor Charles Bantz (3rd from right) was among the volunteers; (c) IUPUI volunteers staffed University Place Hotel, the game week home of the New England Patriots; and (d) Blue, official mascot of the Indianapolis Colts, was one of the Super Cure (related story, page 17) "volunteers."



DAX THOMAS SUPER BOWL INTERN

IUPUI's partnership with the Indianapolis-based Talent Alliance gave IUPUI student Dax Thomas a once-in-a-lifetime opportunity during Super Bowl XLVI.

Thomas (above left) and Ivy Tech student Karen Royal (above right) were selected from of a host of Talent Alliance applicants to join Team UT (students from the University of Tennessee Knoxville) at this year's Super Bowl in Indianapolis.

Team UT has become a traditional part of each year's Super Bowl; this year's game was the fifth consecutive Super Bowl in which the student interns have taken part. Team members learn how to plan, prepare and carry off a large-scale sporting event.

Thomas and Royal spent three days of intensive work behind the scenes of Super Bowl XLVI at Lucas Oil Stadium. Thomas is a junior in the IU School of Physical Education and Tourism Management (PETM) at IUPUI, studying sports management.

(Middle photo, left to right) PETM Dean Jay Gladden, Thomas, Royal and Dr. Fritz Polite of Tennessee-Knoxville.

(Bottom photo) Thomas and Polite listen intently during a planning meeting.





IDADA TURF features Herron

Art and athletics intersected during the Super Bowl celebration at the TURF exhibit at the IDADA Art Pavilion in the historic Indianapolis City Hall building in the heart of downtown.



IDADA (Indianapolis Downtown Artists and Dealers Association) staged TURF to intrigue visitors to experience these artistic visions of city artists of all ages and backgrounds on their own 'turf', including several with connections to the IU Herron School of Art and Design.



Among those Herron people involved: alumnus Nick Allman (upper left), faculty member Lesley Baker (creator of center work) and alumnus Michael Lyons (lower left), plus IU School of Informatics faculty member C. Thomas Lewis (upper right). Abbey Chambers (lower right), a Herron academic advisor, is the president of IDADA.

For more about TURF, visit: www.idadaartpavilion.com



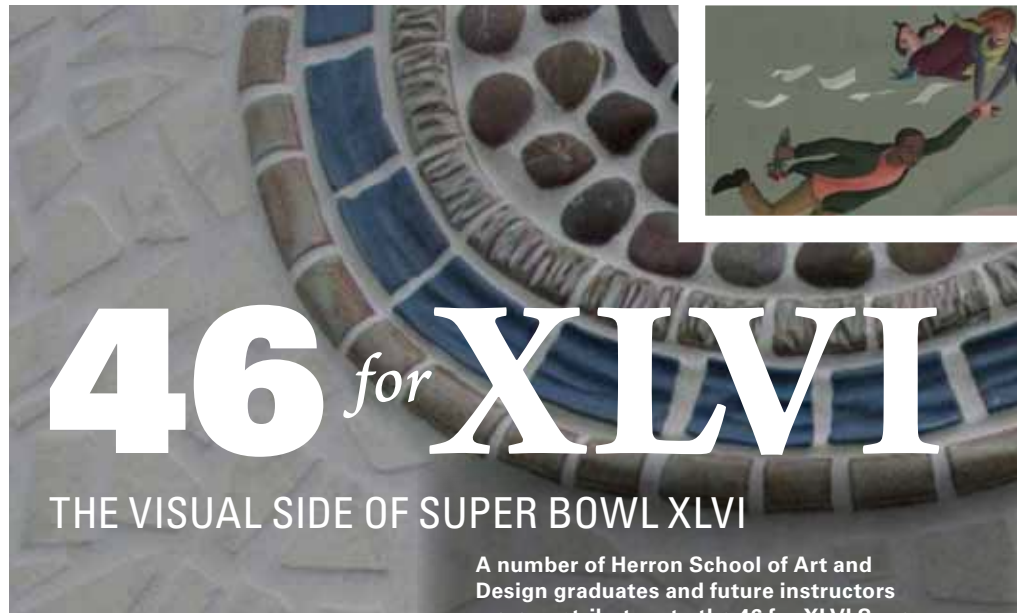
Lasting Impact

(a) Students helped the Super Cure breast tissue collection achieve success; (b) A 5K-run helped kick off the Chase Near Eastside Legacy Center (related story, page 12); (c) So did a community health fair; (d) The Fitness Zone, operated by IUPUI students and staff, will make a lasting impact on neighborhoods near Tech High School.



In the Village

(a) IUPUI mascots Jinx and Jawz were rock stars during a trip to the Super Bowl Village; (b) The two soared down the popular zip line high above the Village; (c) They even made a new friend in NBC's Jenna Wolfe; (d) Dancers from the Pokagon Band of Potawatomi, an educational partner of IUPUI, performed in the Village.



A number of Herron School of Art and Design graduates and future instructors were contributors to the 46 for XLVI Super Bowl murals project that was part of Indianapolis's Super Bowl XLVI presentation.

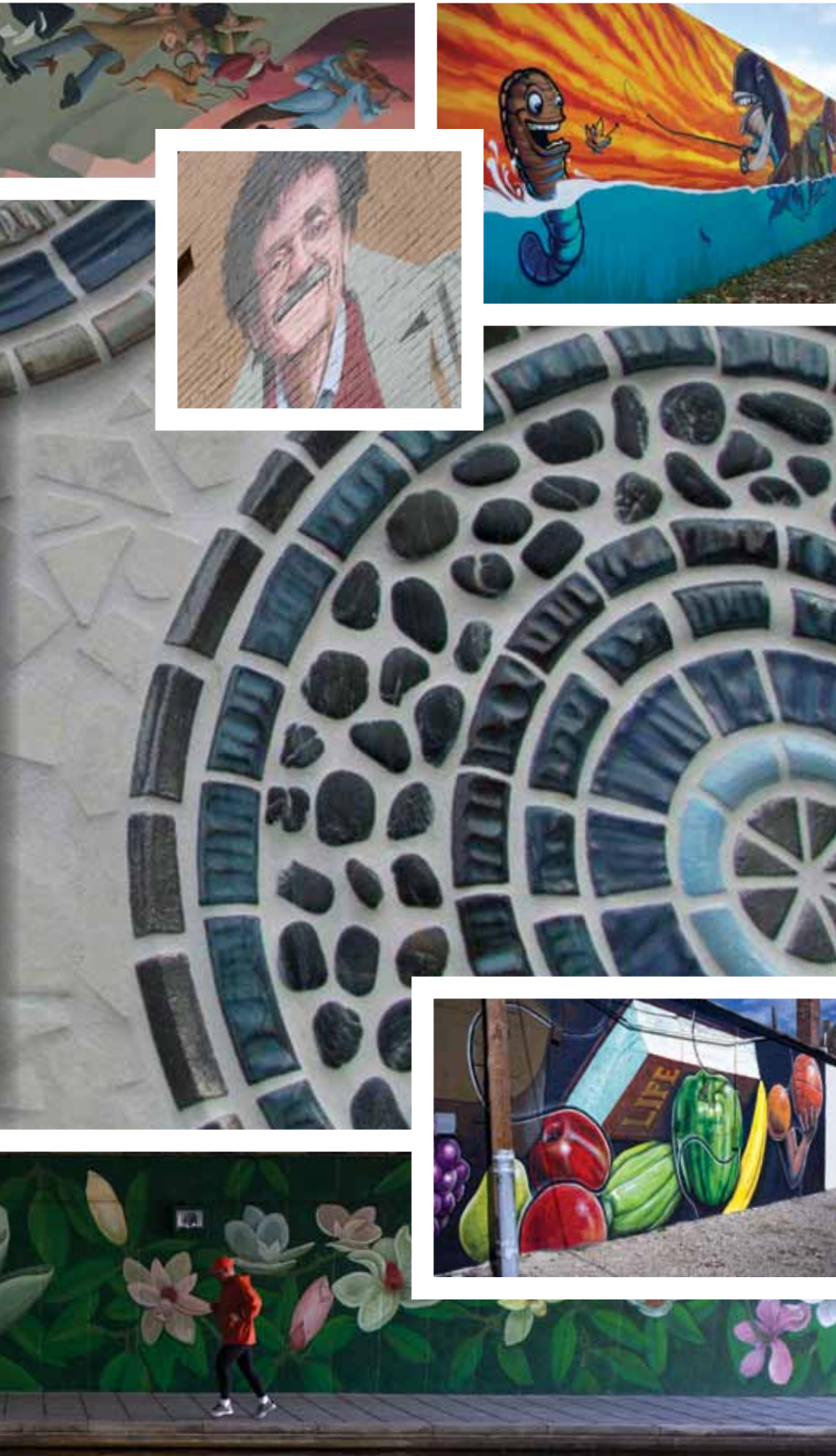
The Herron-connected muralists helped add color and public art to Indianapolis for the Super Bowl celebration, but also for long-term beautification of the city's downtown. The artists included:

- Pamela Bliss (Kurt Vonnegut mural, above right)
- FAB Crew (Benjamin Long and Daniel Thompson, upper right)
- Michael Jordan (lower right)
- William Denton Ray (left)
- Amy Rheinhardt (top center)
- Barbara Zech (center)
- Barbara Stahl (bottom)

Another artist with IUPUI ties, IU School of Education graduate Clayton Hamilton, also contributed two murals to the project.

To learn more about the 46 for XLVI project, check out the website: www.artscouncilofindianapolis.org/murals/





The Village & the NFL

(a) IUPUI alumna Lynda Sayyah was one of the stars on the Pepsi Stage during concerts in the Village; (b) ROTC students from IUPUI ran a booth in the NFL Experience to raise funds; (c) Campus volunteers helped register guests at the prestigious "A Taste of the NFL" at Gleaners Food Bank; (d) The volunteers also helped serve guests at the popular event.

BIG DREAMS

SUPER BOWL GIVES SUPER OPPORTUNITY

BY RIC BURROUS

NFL players and teams can spend years working hard to earn a trip to the Super Bowl. But they aren't the only folks who want to be part of the "big game" — it's a dream they share with people like IUPUI graduates Sheila Bradley and Casey Springer.

Bradley and Springer — and a host of other IUPUI graduates, students, faculty members and staffers — culminated their dream Feb. 5 when the New York Giants beat the New England Patriots in Lucas Oil Stadium during Super Bowl XLVI.



FEATURES





Left, Casey Springer (left) and Sheila Bradley oversee distribution of equipment for Super Bowl volunteers. Middle, Bradley displays her regulation NFL helmet, autographed by NFL Commissioner Roger Goodell. Right, Springer supervises workers preparing for the distribution of volunteers' uniforms.

For two weeks, Indianapolis was the mecca of the sporting world, flooded with visitors both famous and unknown, players and spectators alike, all wanting to be part of the world's biggest one-day sporting event. And, thanks to people like Bradley and Springer and those other volunteers, Indianapolis now occupies a special place in the memory banks for those thousands of people who swept into downtown Indy and the Super Bowl Village to share the experience of a lifetime.

Different paths

In many respects, Bradley and Springer are very different. Bradley works full time at the Indiana Sports Corporation (ISC) as the director of volunteer services; she's worked dozens of high-profile sporting events in the city, and was part of the Super Bowl host committee's preparations from the time Indy learned in 2008 that it would host Super Bowl XLVI. Springer, on the other hand, had to walk away from her first post-college, full-time job, accept an unpaid internship with the host committee, and work hard enough to earn a full-time job during the crucial months leading up to the game.

But there are similarities. Both hold events management degrees (Bradley in 2003, Springer in 2010) from the IU School of Physical Education and Tourism Management (PETM), and

earned separate degrees at IUPUI: Bradley an associate's degree in general studies in 2002, Springer a BS in business from IU Kelley Indianapolis in 2007. And both are passionate about sports, particularly about the extraordinary experiences they and other IUPUI-connected folks shared during the run-up to Super Bowl XLVI.

Bradley coordinated volunteer registration, assignments and communication for the Super Bowl, and her experience with such major events as the NCAA Final Four men's and women's basketball tournaments, the FIBA World Basketball Championships and many, many more helped her realize early on what the host committee would face.

The host committee "knew the Super Bowl would be like the Final Four on steroids," Bradley laughs. Constant changes and updates by the NFL, plus other factors like the potential 2011 lockout that could have delayed the city's Super Bowl, meant the committee had to be nimble in handling surprises.

What didn't surprise Bradley was the local offer to help. "We knew once people heard, they'd want to volunteer," Bradley says. "That's just the way it is in this community — people love to pitch in, love to do their part. There is a lot to that old phrase 'Hoosier hospitality.'"

Springer, on the other hand, "left a great job at Cummins to take the

internship. But I wanted to be part of this so much," she says. And though she "blew through my entire savings" in just six months before landing the full-time gig, the risk was worth it. "We became a family almost immediately, because we were all working toward the same goal," she adds. "When you spend 20 hours a day with one another, it's hard not to feel that way. I'll love these people forever."

'Super' effort

As head of the Super Service volunteer program, Springer worked closely with Amanda Cecil of PETM, who helped devise the effort that drew rave reviews from visitors and media around the world for the simple catchphrase "Have a Super Day!" But Springer knows that the phrase would have been just a slogan if it hadn't been backed by hard work from volunteers determined to make each person's visit special.

Springer believes that "Super Service" mentality will roll on in the city's future. "Any business convention, NCAA Final Four or other major events will tap into that same service-oriented mindset," Springer says. "It's part of who we are, and it was really cool to help make that part of our culture."

Cecil believes Springer's skills and knowledge were a big part of the "Super Service" success story. "Casey has such a great personality and confidence that we (the host



for more information:
download the digital version or
visit us at magazine.iupui.edu

committee) just let her make things happen," Cecil says. "The way she was proactive and handled the day-to-day details allowed the rest of us to focus our time on the content of the program. She far exceeded any expectations we had for the role she had!"

The PETM faculty member also was amazed at Bradley's ability to "manage the chaos" that goes with any event that spans many days and sites. "It takes a special kind of person to do that and make it look so effortless," Cecil says. "But Sheila has done it all before, just never on such a big stage. It was a little like going from piloting a small boat on a medium-sized pond to captaining a big ship in a raging hurricane! And she pulled it off!"

Springer and Bradley credit technology that played a pivotal role in the Super Bowl success, including the use of social media. "From the very beginning, our marketing committee wanted to be the most connected Super Bowl ever, and I think we achieved that," Springer says. "Our Twitter feed was *huge*, even though most of us had never tweeted before."

Technology enabled the volunteer street teams to provide visitors with up-to-the-minute instructions, directions and guidance, or a "database of truth," as Springer refers to it. The committee oversaw 555 street team members in 13 locations scattered throughout the Super Bowl Village

and downtown Indy. "Our control center operated most of them, and that's where I wound up spending most of my time," she says, providing everything from directions to wait times for restaurant seating to alerts about overflowing trash cans.

Both women credit their time at IUPUI with developing the type of "can-do" mentality that permeated the committee's Super Bowl efforts. In fact, Bradley says, the campus, the city and the Sports Corporation share that passion. "We constantly look for ways to move forward, to improve, to do things better," she says. "The key is to build strong relationships, and that's at the heart of everything we do."

Memorable moments

For Bradley, the immediate future has already begun, with the Big Ten men's and women's basketball tournaments behind the ISC, and dozens of other events in the next few months and years. "I found my niche," she says. "This is what I look forward to every day. It's never stale!" Her husband Anthony and her three children — a daughter already in the working world, one son at Purdue and the other at Hamilton Southeastern High School — enjoy her work, even when she makes them pitch in, especially her sons. "I'd make the boys come in and help out. In our house, you *have* to volunteer!" she laughs.

Springer has her own personal "Super Bowl" moment coming: she is marrying fiancé Spencer Dell in September. Like her, Dell is a Columbus native, and like Springer, he is ready for the world to slow down a bit, even though she admits she's not sure what job comes next. "I really didn't prepare myself for the 'after,'" she chuckles. "We were going so hard for so long, then suddenly, it was over! It's not a normal job. You have to be a certain kind of person."

Still, the long hours and hard work were worth it all, especially since the committee tried to make sure that the volunteers — and the committee members themselves — set aside time just to be part of the fun, whether going to parties, special events or even down the now-renowned zip line.

Both women got to attend the event they wanted most. Springer got to see the *Late Night with Jimmy Fallon* show, while Bradley attended the Patty LaBelle concert in Super Bowl Village. And each came away thrilled.

Bradley still smiles at her LaBelle experience. "I was surrounded by a sea of people at the show's climax. Fireworks were going off, music was all around us, people were so excited, and I found myself crying like a baby," she says softly. "That moment was *exactly* what we'd worked so hard to create." ■



Sarah Shore-Beck (**above**) oversees the campus's involvement with The Fitness Zone in the Legacy Center in her role as director of the PARCS (Physically Active Residential Communities and Schools) Program in PETM (**see story, right**). In the Fitness Zone (**clockwise from upper left**), PETM students consult with near eastside residents about fitness regimens, oversee workouts (**upper middle and right**), oversee classes in Zumba, yoga and Pilates, and help people on the road to recovery from such physical setbacks as strokes and heart disease.



Legacy of Heal

IN THE FITNESS ZONE, IUPUI STUDENTS MAKING A DIFFERENCE

BY RIC BURROUS

Eli Manning and the Giants have long since carried the Lombardi Trophy back to New York City, but Indianapolis's near eastside has its own memorable highlight from Super Bowl XLVI: the Chase Near Eastside Legacy Center.

Located on the campus of Arsenal Tech High School a few blocks east of downtown Indianapolis, the center is a collaboration of NFL Charities, Indy's Super Bowl Host Committee and a host of other supporting organizations and companies. The John H. Boner Community Center oversees the Legacy Center, which features The Fitness Zone, a facility managed and staffed by the IU School of Physical Education and Tourism Management (PETM) at IUPUI.

The Zone was created to provide a low-cost, high-impact site for workouts, training and therapy to serve families living nearby, and the PETM faculty and students who work with patrons say it's already a hit.

Jay Gladden, the school's dean, believes the Legacy Center can become "a dynamic teaching laboratory that deeply engages students in the improvement of community health." From his perspective, the chance for students to connect theory to practice and use

physical activity to improve people's health is an invaluable teaching aid.

Sarah Shore-Beck oversees the school's PARCS (short for Physically Active Residential Communities and Schools) program, the umbrella over both the Legacy Center and a similar program at George Washington Community High School. She's a regular at The Fitness Zone, and is excited about the early returns she's seen.

"Our goal was to have 400 members by the end of the first month, and we really exceeded that," Shore-Beck says. "We had an overwhelming response — we got to more than 800 members in that month."

Brian Culp is one of the PETM faculty members who has helped get The Fitness Zone off to a fast start, and he's amazed at how quickly the facility has made its mark. "The NFL has never done anything quite like this," Culp marvels. "It's a big, big deal — it's not just a place for our kids to learn, but it's part of these neighborhoods and our school — and it's for everyone!"

The IUPUI students run fitness classes (like Zumba dancing or group exercise), oversee personal training sessions, and more. The school also runs the Ability Activity Clinic to help people recovering from strokes, heart attacks or other



th


health issues, and to assist adults managing lives with Down syndrome.

Gladden is excited about another feature the school offers: physical assessments for patrons that help identify needs, goals and workout plans. "Regular assessment will help us modify existing programs, and create new ones that are needed," the dean says.

That type of growth is important to the future of the Legacy Center and The Fitness Zone, Shore-Beck believes. "We want to make the center all-inclusive," she says. "We want to provide more programs all the time, to help this community."

For Culp, the sense of community is more than just a gathering place for neighborhood residents. It is expanding to include IUPUI students, too. "You see it in the way people who come here and our students relate to one another," he says. "We have kids who have never had anyone reach out to help them who draw cards for our students in appreciation of what they do. That means a lot to our students — they are not just serving this community, they're becoming part of it." ■



 for more information:
download the digital version or
visit us at magazine.iupui.edu

THE FITNESS ZONE

CANCER SU



PITCHING IN AGAINST CANCER

Christmas changed forever for Alex Paluka on Dec. 26, 2001. That day, his mother Gail lost her hard-fought six-year battle with breast cancer, forcing 14-year-old Alex, his older brother Adam and his father Tony, to find a new path forward.

For Alex — now 25 and a senior in sports management in the IU School of Physical Education and Tourism

Management (PETM) at IUPUI — that path revolved around baseball.

"Baseball was my rock when my mom was sick," he says. "That was my time away from being a 14-year-old dealing with adult stuff. Baseball let me be me."

But he has bigger plans for baseball's role in his life. He has launched The Cure Baseball (TCB), a nonprofit

organization which will raise funds for families facing challenges caused by cancer, as the Paluka family faced a decade ago.

At the heart of TCB will be a summer collegiate team that plays exhibition games against other summer teams to raise funds for families in the community hosting each game, to



EX-PLAYER USES PASSION FOR BASEBALL TO HELP SUPPORT RESEARCH, VICTIMS

BY **RIC BURROUS**

raise awareness about the disease and research efforts, and to provide “just a normal family evening” for families facing any form of cancer. “I can’t tell you how important moments like that can be to families,” says Alex. “You cherish those moments when you can just be normal.”

First steps

The Cure Baseball isn’t Paluka’s first foray into the fight against cancer. When he played for a college summer team in Utica, N.Y., he got the team’s permission to organize a fundraiser to help a local family. “I got this itch

to give back to the community, to honor my mom,” Paluka says. The team agreed, but told him he’d have to do the legwork. “We raised almost \$7,500 for two families,” he adds. Even more than the money, that night raised his awareness about what might be possible, and planted the seed that grew into TCB.

The foundation is the first long-range idea that grabbed his attention the way the sport did. “When I was younger, I felt like I had to make things happen *right now*, or it wasn’t worth it,” he admits. “But this time, I did my homework. I took 15 months to

develop a business plan. I met with people who helped me make it more realistic, more achievable. And now I believe this is what will be my life’s work.”

IUPUI was the right place for the organization to come together, Paluka believes. Not only did he learn how to manage an organization through PETM, but he also had ready access to such IUPUI-based assets as the Center on Philanthropy at Indiana University and the Indiana University Melvin and Bren Simon Cancer Center.

The philanthropy center provided knowledge about running philanthropic

organizations, while the cancer center visit to where his mother was once a patient solidified his determination to fight against all forms of cancer, not just breast cancer. "While touring the Simon Cancer Center, I learned that if my mother had come down with the disease in the last year or so, her survival chances would have been much greater," Paluka says. "Once, that would have made me crazy, mad at the unfairness. Now, it energizes me. It helps me realize that every dollar we raise will help get us where we all want to go: a cure for cancer."

His visit to the Simon Cancer Center also affirmed his belief that his organization's donations will be focused primarily on university-based research programs. "That's where I believe the cure for cancer will come from," Paluka says.

Personal touch

Researchers hold the long-term key to the goal he wants most: a world free of cancer. Because of his own family's experiences, Paluka knows the importance of the personal touch of an organization like TCB. "There was nothing I could do to save her, but I **can** do something for others," Paluka says. "This past Christmas was 10 years for me. Am I done grieving? No. But I hope my story will help families realize there are people

out here willing to put an arm around you, talk with you, and understand."

The traveling team is expected to start playing in 2013. Already, though, fund-raisers like a 5K run in May and a season-long effort called Intentional Walks Campaign are helping. People can pledge money for each intentional walk issued in a major league game this year. "Can you imagine if just 1,000 people had pledged a nickel for each intentional walk last year in the big leagues, it would have raised more than \$60,000," Paluka says.

Each game, each donation keeps alive the memory of Gail Paluka for her youngest son. People "tell me that what we're doing is amazing, that it will make a difference, and ask how they can help," Paluka says.

That personal touch is important to him. Like a lot of children, he had no idea until his mother was gone how many lives she had touched. "I've heard from so many people who knew her," he marvels. "Sorority sisters, former co-workers, friends, all of them passed along their memories of her. It's like I got to know her in a different way. I didn't hurt less, but it helped me understand her."

Helping restore a bit of normalcy to a cancer victim's family life is a vital part of the fight, Paluka believes.

Through chemotherapy and radiology, "my mother put her body through hell just to get a little more time with her family," he says. "That's part of what I hope to give other people — the time to be with and love **their** families!"

Paluka doesn't play competitively anymore, but his passion for the game now fuels an even bigger venture. "The man always needs baseball more than baseball needs the man," he says. "Playing baseball taught me how to handle failure, and I've failed to do a lot of things I once thought about doing. But most of all, it taught me that you have to pick yourself up each day!" ■

To learn more about The Cure Baseball, visit the organization's website at: www.thecurebaseball.org/
Or check out the Intentional Walk Campaign at: <http://intentionalwalks.com/>



super cure, super help

EVENT MEETS ITS GOAL TO RAISE FUNDS, AWARENESS

BY **MICHAEL SCHUG** AND **RIC BURROUS**

During Super Bowl XLVI, the New York Giants, the New England Patriots and their legions of fans in the Lucas Oil Stadium stands sported a sea of red, blue and white, the predominant colors for both teams.

But for the NFL and Indianapolis Super Bowl Host Committee, the unofficial color of this year's event might just have been pink: the color most commonly associated with the worldwide fight against breast cancer.

Thanks to a unique initiative called Indy's Super Cure, the drive against the disease gained new tools for researchers to study, more funds to support scientific inquiry, and a heightened sense of awareness for thousands of people in Indy and potentially millions of people who followed the biggest sporting event in the world.

The event, held the weekend before Super Bowl XLVI at the Indiana University Melvin and Bren Simon Cancer Center on the IUPUI campus, drew nearly 700 women of all ages and ethnic groups to provide healthy breast cancer tissue for researchers, more samples than the Susan G. Komen for the Cure® Tissue Bank (KTB) usually collects in a year. The IU Simon Cancer Center is the home of KTB, the first and only healthy breast tissue bank in the world.

Dr. Anna Maria Storniolo, co-director of the tissue bank and professor of clinical medicine at the IU School of Medicine, was impressed with the public support. "I'm overwhelmed by the tremendous response," she says. "In a typical year, about 500 women take time to donate a precious piece of

themselves. In one weekend, a year's worth of donors showed up. It's still amazing to me, but it demonstrates the determination of women to contribute to finding a cure for breast cancer."

Samples from women without breast cancer allow researchers to explore differences between populations, offering a better understanding of the disease. By getting nearly 46 percent of the donations from minority groups, Indy's Super Cure achieved one of its major goals, to provide researchers with a more representative cross section of the nation's population groups.

Indy's Super Cure also increased awareness and exceeded a \$1 million fundraising goal for the tissue bank. Awareness increased through considerable news coverage as well as grassroots efforts to reach targeted populations. In fact, more than 1,900 women are now on the tissue bank's interested donor list. More than \$1.5 million was raised for the tissue bank by individuals as well as sponsorships, table sales, and a silent auction at a November gala.

Tiffany Olson, chair of Indy's Super Cure, believes the initiative was a vital next step in the effort to eradicate the disease. "I can't think of a better way to use the platform of the Super Bowl to make a difference that could positively affect the lives of people around the world," Olson says. ■

For more about the IU Simon Cancer Center, visit: <http://www.cancer.iu.edu/>
 For more about the Komen Tissue Bank, visit: <http://komentissuebank.iu.edu/>



Fast facts about breast cancer

Every 13 minutes, a woman's life is taken by breast cancer

One in eight women will get breast cancer

Breast cancer is the leading cause of cancer-related deaths in women ages 15 to 54





WOODEN IN BRONZE



FIRST PUBLIC ART ON GEORGIA STREET SITE

BY **RIC BURROUS**

Visitors to the Georgia Street plaza that served as the site for the Super Bowl Village this winter will find a new, yet familiar figure to greet them: UCLA basketball coach John Wooden, captured in bronze by sculptor Jeff Rouse as one of the Super Bowl Host Committee's public art legacy projects.

Rouse is a working artist, but also is a maxillofacial surgeon trained at the IU School of Dentistry on the IUPUI campus. He earned his DDS in 1980 and his master's in 1983, and also studied sculpture in bronze at the Herron School of Art and Design.

Rouse, who lives in New York City, learned about the project from Christel DeHaan, who owns at least one of the artist's creations. He explored the opportunity with Mark Miles, chairman of the board of the 2012 Super Bowl Host Committee, and others behind the Super Bowl, and caught their attention.

"Jeffrey impressed us at every turn with his amazing vision and his inspiration for what could be achieved," Miles noted during the unveiling ceremony on Georgia Street. It didn't hurt that Rouse "is a Hoosier at heart."

Casting Wooden in bronze "was a rare privilege for me — to create an image of such an iconic person, one driven by his passion, his intensity and his talent," Rouse says.

The project was a dream come true, but not without its challenges. "I started work last September 7, and I knew it was going to require a lot of work," he says. "I'd been working a lot of 11-hour days in the studio, and even then, so much had to go exactly right in order to be done on time."

Wooden was renowned not only as a coach, but as a teacher and passionate advocate of education. And Rouse sensed that spirit during the creative process. "I can't tell you how many times I sensed his divine intervention, frankly," Rouse says with a chuckle. "Every time one little thing had to go right the first time, it did."

Indeed, the work pace was so frenetic that Rouse himself "never saw the piece assembled together until just two weeks before the unveiling," the dental graduate says.

Rouse's goal was to capture the different eras of Wooden's life and career. The sculpture depicts Wooden in a huddle, on one knee, surrounded by five players, each wearing different sneakers to represent each era.

The first player captures Wooden's own playing career (circa 1930s) at Martinsville High School and Purdue University, which earned him one of two spots in the Naismith Basketball Hall of Fame. The second player represents his early coaching years (South Bend Central High School, then Indiana State). The third and fourth players focus on his first NCAA championship team (the 1964 UCLA Bruins) and the last of his 10 title-winners (the 1974 Bruins). The last player of the group envisions the future.

Rouse is hopeful that the Wooden sculpture — the first of many expected to populate the Georgia Street plaza — will "grab the attention of visitors to this wonderful site" as they walk past. ■

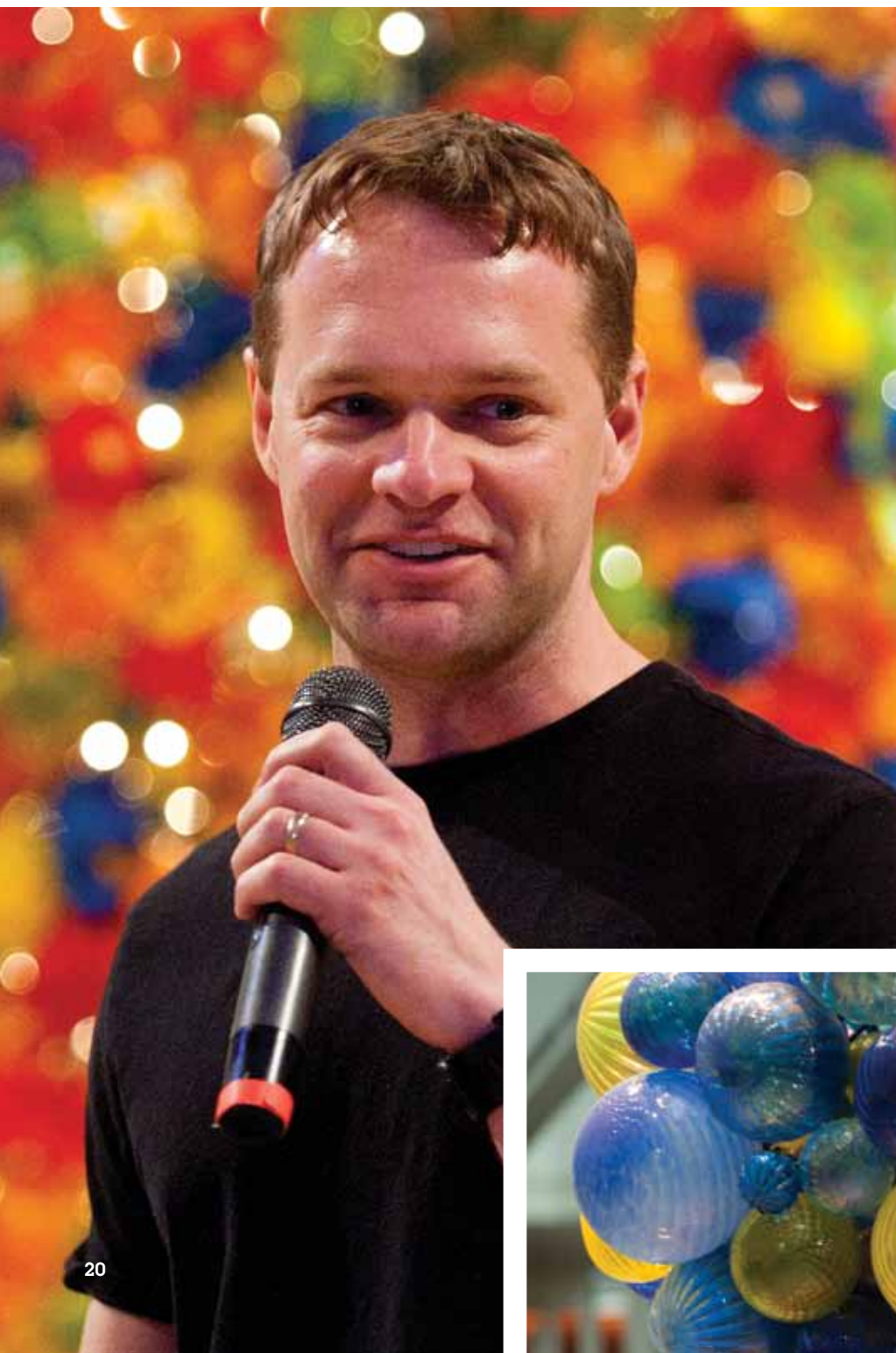
MAN ON A MISSION

OPENING UP ART TO NEW AUDIENCES

BY **RIC BURROUS**

Nate Heck is a man on a mission, a mission with vision — to open the doors of the world of art to students of all ages, from grade school to post-graduate life. And, backed by his web-based program *ArtRageous with Nate*, the elementary school art teacher has a vehicle custom-designed to help young audiences explore that world.

Heck, an art teacher at Mt. Comfort Elementary School in Hancock County, picked up his master's degree in educational technology in 2008 from the IU School of Education at IUPUI, and also teaches at the School of Education. But his passion for teaching is most evident in *ArtRageous*, which has already produced one 22-minute webisode on French painter Georges Seurat. He is now hard at work on a new segment on renowned glass-blowing artist Dale Chihuly, whose *DNA Tower* has graced Mills Atrium in the Van Nuys Medical Sciences Building for nearly a decade. Chihuly also has a piece on display at The Children's Museum in Indianapolis.



Why feature Dale Chihuly in his program? "He's extremely famous," Heck says, "and he made glass an art form. Because of his trailblazing, art — and a new type of artist — moved from factories into studios."

Besides, he notes, kids are fascinated with the process of blowing glass and turning it into something beautiful and memorable.

And, for Heck, that's the primary reason he launched the show, with help from friends and others who share his mission. "Our goal with *ArtRageous* is to interest kids and get them into the doors of museums and art galleries," he says.

In a difficult era for public education, Heck has been frustrated by limitations placed on teaching such subjects as art and music, as well as divisions between fields. "These subjects are intertwined," Heck insists. "One doesn't exist without the others!"

Just as importantly, he wants *ArtRageous* to carve a new path.

"Showing a child a painting or a picture of artworks doesn't cut it," he says. "I want them to experience it, to get a sense of the scale of the work, to see it live, even touch it."

That's what *ArtRageous* is designed to do: let his pupils and viewers not only see a finished project, but get to know the artists, who they were, what their lives were like.

Heck is "always researching artists, trying to figure out their human side," he laughs. "Did they take cream or sugar in their coffee? Did they have a job? If you get to know what their lives were like, maybe it tells you more about how their vision shaped their work."

Heck has big dreams for *ArtRageous*; he'd like to take it national, and is working on an iPad app for his project. But to achieve those lofty goals, he needs funding — lots of funding. "We're always looking around for possible grants, like from the Endowment for the Arts and places like that," Heck says.

He comes by his penchant for teaching naturally; both of his parents were educators and eventually school principals. "I've always loved connecting with kids, presenting information and letting them explore new worlds," he says, adding with a chuckle that "as the father of three kids, I know kids want hands-on experiences. I also desperately want my kids — and others — to be more innovative." ■

Nate Heck discusses his *ArtRageous* project at the ArtsGarden in downtown Indianapolis (**far left**), which school children created to pay homage to glass-blowing artist Dale Chihuly (**lower right**). Chihuly's creation *DNA Tower* (**bottom of left page and right with Heck**) is located on the IUPUI campus.



for more information:
download the digital version or
visit us at magazine.iupui.edu



RITE OF PASSAGE

MEDICAL STUDENTS CELEBRATE NEXT STEP

Nearly 300 fourth-year students in the IU School of Medicine took the next big step on the way to their professional dreams March 16, during the annual National Match Day 2012, learning where each will tackle the next phase of their training.

The students each received a bright red envelope containing their fates during the event at the IUPUI Campus Center in one of the final gatherings of the 290 students who are winding up their preparation at the medical school.

Match Day is the culmination of four years of medical school and the first step toward specialized residency training in each student's chosen career path. To celebrate the moment, this year's class chosen theme was a luau, complete with inventive costumes and props, and even a limbo event at the after-party.

Students from throughout the state, across the nation and around the world were part of the festivities, which

combine excitement with anticipation, joy and even an occasional tinge of disappointment. Students can request their preferred residency position, but there are no guarantees since scores of other medical students also may seek the same spot.

The soon-to-be medical graduates accepted residency positions in 34 different states, including Indiana. Approximately 38 percent will remain in state for the next phase, including 69 who will remain on the IUPUI campus at IU Health facilities (University Hospital, Riley Hospital for Children or other IU Health sites), at Eskanazi (formerly Wishard) Health Center or the Roudebush VA Medical Center.

More than 40 percent will enter primary-care programs, including internal medicine, family medicine, pediatrics, obstetrics/gynecology, primary internal medicine and combined internal medicine-pediatrics. ■

ALUMNI LEADERSHIP DINNER



Tonja Conour Eagan, Stephen A. Brinegar and Karen M. Yoder (from left) joined the ranks of Hine Medallion recipients this winter during the annual Alumni Leadership dinner. Hine Medallions, named for former Chancellor Maynard K. Hine, honor significant contributions in support of IUPUI and its alumni programs.



TAYLOR SYMPOSIUM

Dr. Sheryl E. Allen (below) of the IU School of Medicine was this year's recipient of the Joseph T. Taylor Excellence in Diversity Award, presented at the 27th annual Taylor Symposium. The symposium annually tackles urban issues in a community-focused forum.



NEW WORLDS TO **EXPLORE**

MOBILE APPS, MUSIC REPLACE HOOPS
IN GRAD STUDENT'S HEART

BY **RIC BURROUS**





Whitney Coleman is no stranger to records and recording: she broke plenty of the former in her high school and college basketball careers, and has been turning the music she writes and sings into audio and video recordings since she was a seventh grader.

The IUPUI graduate student, who is seeking a Ph.D. in informatics, doesn't play organized basketball these days. She has new worlds to conquer: one academic (creating a mobile application that unites her interests in athletics, health care and learning) and the other personal (her budding musical career that includes a game-day concert in the Super Bowl Village).

Both pursuits excite the slender 24-year-old as much as her basketball career did. Coleman was a high school basketball star in California, good enough to earn a place on the adidas™ All-America team, and then set multiple records while starring at the Rensselaer Polytechnic Institute (RPI) in upstate New York.

The opportunity to create mobile applications for digital devices in fields that intrigue her is compelling, but so is the chance to perform the music that tells her story with passion. "School is my main priority," Coleman says, but she tries to perform as often as she can in Indianapolis-area clubs, and her Super Bowl game-day concert in the Super Bowl Village remains a major highlight. "I always thought of music as a hobby that I seem to do really well," she adds. "It wasn't until I moved to Indianapolis that I've gotten the attention of larger audiences. That makes a (music) career a potential reality."

Pathway to IUPUI

Music is part of what drew the former California student to Indianapolis. Coleman enjoys electronic music, and she and an RPI ensemble performed online with Scott Deal and the IUPUI Telematics Ensemble. Deal is an IUPUI faculty member in the music technology program, part of the Purdue School of Engineering and Technology at IUPUI.

As she explored what IUPUI was and what it had to offer, Coleman found herself drawn to informatics. She realized the school could connect "to other fields that interest me," like human computer interaction (HCI), which revolves around such fields as computer science, behavioral science, psychology and others. "The cool thing is that it can be applied to anything, as long as the human-to-computer aspect is the focus," Coleman says. "I've always been interested in improving people's lives; I believe my research in HCI can do that."

Her ties to IUPUI also grew because of a personal connection with Kenneth Durgans, the assistant vice chancellor for diversity, equity and inclusion at IUPUI, and with doctoral student Jasmine Viera, who also pitched the joys of downtown Indy life to Coleman. "After I heard that, I was sold!" Coleman laughs.

The academic work has been demanding, but Coleman enjoys the challenge. Joe Defazio, an informatics faculty member who works closely with her, calls Coleman "a very creative, thoughtful student — always looking for ways to improve her work" and use the lessons she has learned.



Whitney Coleman is comfortable in many worlds, including information technology (left) and with faculty advisor Joe Defazio (upper right), modeling (center), or singing on stage at venues such as The Jazz Kitchen in Broad Ripple.



She's already co-authored two research papers — including one with Defazio — and has been involved in other projects, as well. But her current passion is researching and planning a mobile application for personalized learning, aimed at college athletes who want to enhance their performance in competition.

Expressing herself

Music has become an important means of self-expression for Coleman, who writes her own songs. "I usually write tunes based upon current emotions and situations in my life, so the lyrics just help express the story that I felt in the chords," she says.

She started writing music early on. "I think my first one was in the seventh grade, when we were supposed to read a book, then do a presentation," she recalls. She didn't want to do a regular presentation, so she enlisted the help of her father, Gregory Coleman, to do a music video in which she sang the story line and the video captured it all. Her writing picked up a notch just before college when a major injury knocked her off the court. To fill the time, she started "writing music more seriously. That's when I really learned how to play piano and record my own music," Coleman says.


On stage, she has easily shed any early shyness. "I definitely have a fearless attitude that I believe comes from my faith in God," she says. "I believe that same faith helps me feel comfortable to show personality and charisma when I'm on stage, as well."

She finds performing empowering, "as if I'm not in control, but in a good way," Coleman says. It helps that her family — her father and mother Marian, sisters Kim and Tiffany and brothers Greg Jr. and Brandon — loves hearing her sing. "I still feel like I'm in grade school, though, when they ask me if my homework was done before I did a show," she laughs. One key lesson her parents taught: "always look to help people and be appreciative of the good in your life," she says, a lesson that still shapes her life.

That's one reason she serves as the youth choir director in the New Zion Tabernacle Church in Indianapolis. "I'm able to mentor the youth and share with them the word of God," she says, though "it seems in most cases they wind up teaching me."

Coleman inherited at least some of her musical talents from her father, who played guitar professionally, including for Sister Sledge. He is now a contractor for JPL (Jet Propulsion Laboratory), while her mother is an air quality analysis and compliance supervisor, both in California.

Coleman may have left her playing career behind, but she still finds the game has lessons to offer, whether she's in the classroom or on stage. "Basketball taught me about adversity, failure, perseverance and success," she says. "I find myself relating a lot of things I face today to things I learned on the court." ■

 for more information:
download the digital version or
visit us at magazine.iupui.edu



Digital Cool

GRAD STUDENT USES WIKIPEDIA TO PRESERVE ACCESS TO 'LOST' EXHIBITS

BY **RIC BURROUS**

Lori Phillips didn't join IUPUI's museum studies program to invent new ways to increase access to the beauty, the knowledge and the cultural impact of past museum collections. Things just worked out that way for the graduate student in the IU School of Liberal Arts and a group of passionate cohorts.

But the Virginia native and a cadre of digital cadets around the world are looking to harness the power of Web giant Wikipedia to restore broader access to exhibit content that has been moved out of the public eye and into storage areas, to open up those stories to a new generation of people — many of them young students — who never got to experience them when they graced museum floors.

The 28-year-old Phillips is doing her part to achieve that goal by serving as the Wikipedian-in-Residence at the Children's Museum of Indianapolis, the world's largest such facility. She is determined to increase access to the information and collections that once were reserved for physical institutions like galleries, libraries, archives and museums — GLAMs to insiders — to create a digital world of exploration through Wikipedia that will preserve knowledge for future generations, such as her four-year-old son Teddy.

Student project opened door

Phillips didn't envision herself as a Wikipedian, but a project through museum studies' collections care and management course opened a new door. She and classmates wrote 40 articles about public art on the IUPUI campus. "We had to research the provenance for each piece, outline their condition, name, the artist, and so forth," she says. Phillips "was inspired by the premise that Wikipedia could be a platform highlighting public artworks 'hidden in plain sight.'" The students' work was featured in *The Chronicle of Higher Education*, a noteworthy achievement; that led to a second project at the Indiana State House, which garnered more attention for the program and its students.

The work whetted her interest in Wikipedia, which Phillips says has the informal but ambitious goal "to gather the sum of all human knowledge and make it available online." That appeals to both her love of history and of teaching; she once trained to be a teacher while attending George Mason University near Washington, D.C.

The public art project led Phillips to a growing global initiative known as GLAM-Wiki, made up of volunteer Wikipedians who assist cultural institutions in sharing research with Wikipedia.



The project involves such prestigious institutions as the British Museum and the Smithsonian. Because of her work at the Children's Museum, Phillips has emerged as a leader in this now-popular project, initiating best practices that have been implemented around the world. "I've never been the 'cool kid' that got a lot of attention before," she laughs.

At the Children's Museum, Phillips gets to combine both passions. She and other volunteers track down printed information, images and research from past exhibits (such as a newspaper or magazine review), and turn it all into Wikipedia articles. Her volunteers have included MAP (Museum Apprentice Program) students, 13- to 18-year-olds who do project-based work related to the Children's Museum. "The MAP students are enthusiastic about sharing the museum's resources through Wikipedia, where they know people all over the world can see their work. They take the project very seriously," she says.

The MAP youths "have created five substantial Wikipedia articles about the museum's iconic objects," Phillips says proudly. Those new articles helped launch QRpedia codes throughout the museum, digital signage posted within museum exhibits. Visitors use digital devices to scan the QR codes, downloading Wikipedia articles that have greater depth than the signage can offer.

The articles "allow children in China or teens in Thailand to learn about Bucky the Teenage *T. rex* (a popular feature in The Children's Museum's Dinosphere) or glass-blowing artist Dale Chihuly's *Fireworks of Glass*," Phillips says, referring to Chihuly's dazzling multi-story glass sculpture within the museum.

Preserving culture

The Wikipedia initiative is increasingly important in an era when *Encyclopaedia Britannica* just ended more than two centuries of printing encyclopedias. "Wikipedia has the ability and the desire to help us share our collective knowledge, and the cultural resources held in museums should be part of that information," she says.

Wikipedia's desire to play that cultural role is obvious. But the organization's open nature — anyone can contribute — has created public perceptions that Wikipedia information is open to question, if not doubt. That's like nails on a chalkboard to Phillips. "A lot of people don't realize how heavily Wikipedia articles are vetted," Phillips says. "All Wikipedia content has to come from a third-party source,

and it is cited on the website. And any Wikipedian will tell you that you shouldn't cite Wikipedia as a source; it's a tool to use to check out the other sources listed."

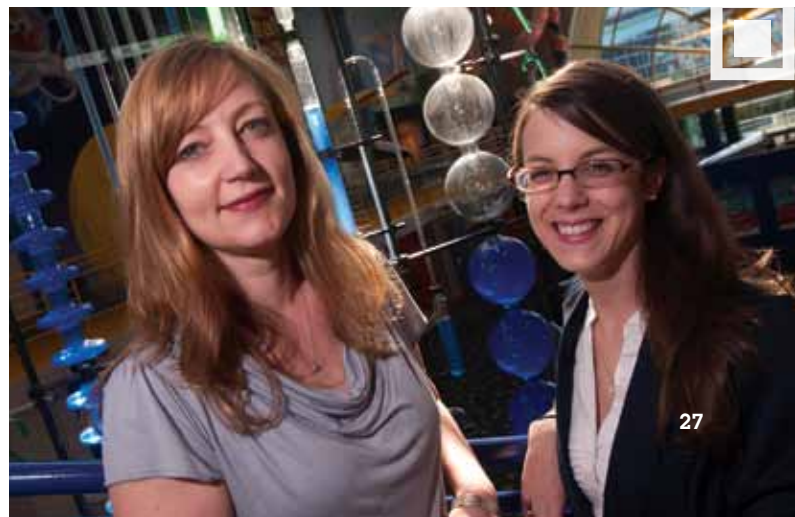
For Phillips, work in a digital age is filled with challenges, but even more excitement. "It's exciting to have been on the ride from the start of the GLAM-Wiki initiative," she says. "It's been incredible to work alongside Wikipedians all over the world who are as passionate as I am about sharing cultural knowledge on this global platform"

Her current work "is not the path I expected my museum studies career to take," Phillips says. "But it combines all that I'm most passionate about: I'm able to work within museums to educate others, and share historical and cultural resources on a digital platform."

Her work has earned Phillips a new role, as well. She is the 2012 U.S. Cultural Partnerships Coordinator for the Wikimedia Foundation, the umbrella organization of which Wikipedia is a part. Phillips is helping build an infrastructure for American cultural institutions to collaborate with Wikimedia.

For her work, Phillips has traveled to such U.S. cities as San Francisco, New York City, Austin and Washington, D.C., and to London and Israel abroad. "That part of it has been exciting," she admits with a smile. But in the virtual world she and other Wikipedians are helping to construct, that's just a drop in the 'cyber bucket.' ■

Lori Phillips has developed digital information for visitors to the Children's Museum through the use of QR codes (**opposite page in front of the carousel, and above at the Treasures of the Earth exhibit**). The digital option allows visitors to link to Wikipedia sites that provide more detailed information than can be contained in the plaques displayed beside exhibits. Above right, Phillips checks out the terra cotta soldiers in the museum. Below, Phillips is shown with her boss, former IUPUI employee Angela McNew, now the director of websites and emerging media for the Children's Museum.



Ryan McDaniel works on a song in his home studio (right), where he created his current iTunes song *Naïve*. Left, a promotional photo captures the urban feel that McDaniel and his team wanted for the video for *Naïve*.



MUSIC OPENS LINES OF COMMUNICATION

BY RIC BURROUS

The Power

At Brebeuf Jesuit Preparatory School in Indianapolis and later at IUPUI, the most beautiful music that Ryan McDaniel could imagine was one of his basketball shots whispering softly through the net.

These days, the Indianapolis native is making music of a different kind: an intriguing blend of rhythm-and-blues and pop in his new single *Naïve*, a sound that already has earned McDaniel recognition from audiences locally, regionally and even nationally through the Black Entertainment Network.

For the Brebeuf graduate, who will pick up his degree in communications studies from the IU School of Liberal Arts at IUPUI this spring, it's the latest step toward his career dream — becoming a successful musical recording star. A journey begun at age six when he started classical piano lessons has carried him from Indy to Los Angeles, including a brush with his idol, Grammy-winning artist Stevie Wonder.

McDaniel may look like he could still hold his own on the court against close friends and NBA stars Eric Gordon and Jeff Teague, but he isn't naïve about the road in his chosen career, despite his initial success. "Music careers are built on hard work," he says. "There are no shortcuts."

Song came quickly

McDaniel wrote his hit song — available on iTunes — in short order. "I was sitting around one day playing (the keyboard), and in 10 minutes I had a sound I liked," McDaniel says. "The words were coming to me as I went along; overall, it probably took about an hour, start to finish."

That doesn't mean *Naïve* remained unchanged. "I'm such a perfectionist that I mixed the song seven or eight times, and tweaked the song for two weeks or so," McDaniel says. "But I kept coming back to the original sound I heard that first day." The next step was creating a music video. McDaniel enlisted Indianapolis-based video director Kassim Norris to shoot it, and they filmed in Chicago "to create that kind of gritty, urban feel we wanted," McDaniel adds.

Like most fledgling musical artists, McDaniel has a limited budget. But Norris needed musical content to show off his video skills, just like McDaniel needed video expertise. Such relationships are common on the Indianapolis music scene, the IUPUI senior says. McDaniel supports his dreams, for instance, by doing background vocals for other performers, arranging songs or engineering recording sessions, as he did for the O'Jays on their 2010 Christmas CD.

A communications studies degree might seem an odd choice to some to prepare for a recording career. Not McDaniel. "It gives me more options," he says. "Music is all about communicating with an audience; why not learn skills that help me be a better performer?"

His knowledge plus his affinity for social interaction has helped build word-of-mouth for his career. "Social media and the Web have changed the music industry forever," he says. "Social media is really free advertising, to get people talking about who you are and what you do." With roughly 4,000 Facebook friends and closing in on 1,000 followers on Twitter, McDaniel is following the new trend in music. "To



of Song

for more information:
download the digital version or
visit us at magazine.iupui.edu

people who work with (music) labels, that's what matters these days, even more than how much they like your music. All they want to know is your numbers!"

Career crossroads

Ironically, a basketball injury may have changed his life. "The summer before my senior year (at Brebeuf), I got a stress fracture in my back, and the doctors wouldn't let me do **anything** related to basketball," McDaniels says. "I had to sit out for six months, and it was driving me crazy. Making music kept me going." When healthy, he tried to continue both careers, but found himself at a crossroads. "I couldn't do both basketball and music and do them well," McDaniels says. "To be good, you have to commit yourself. And by then, I knew that music was my path."

Wonder remains "my all-time favorite, a legend," says McDaniels, who says Wonder's versatility is a big part of the lure. "He moves so easily from one type of music to the next. That's what I'd like to do."

The music superstar was part of McDaniels's most nerve-racking moment. "I got a chance to perform in the Los

Angeles area, and the promoter saw I was doing a Stevie Wonder song," McDaniels recalls. "He said Stevie sometimes goes to clubs to see new acts, and might be in the crowd. I told him 'yeah, right, that'll happen.'"

Only the promoter turned out to be a prophet. Host Tony Rock — comedian Chris Rock's brother — opened the show "by saying 'Stevie Wonder's in the audience.' All I could think was I was doing one of Stevie Wonder's songs in front of him! What if I messed it up?" But the song went well, and McDaniels got a chance to meet his idol. "He couldn't have been nicer — that was a real thrill!"

McDaniels's mother and manager, Pat McDaniels, remembers that night well. "I was in bed asleep when I got a call from Ryan. At that hour, I thought something terrible had happened. Instead, he was so excited he was practically shouting into the phone!" she laughs.

McDaniels sees both of his passions, basketball and music, as two sides of the same coin. "I always felt you do what you can to inspire and motivate as many people in life as possible, to make their lives better or more enjoyable," he says. ■

'IT WENT TOO FAST'

CHEN NI CAPS CAREER WITH 2ND NCAA CROWN

BY RIC BURROUS



When Chen Ni added her name to the roster of IUPUI alumni a year ago at commencement, it was a familiar feeling for the native of Qingdao, China. After all, she practically owns the women's diving section of the Jaguars' athletics record book.

The graduate student in the IU School of Education at IUPUI capped that career in mid-March when she captured her second NCAA individual championship, winning the women's 10-meter platform competition, which gave the diminutive diver both of IUPUI's NCAA crowns, and earning her third All-America honor at the same time.

In the process, she became just the fifth woman to earn multiple NCAA diving titles, and did so in comeback fashion, moving into first place on the second of her five dives in the finals. Ni held on with solid performances on the rest of her dives to add the 2012 title to the one she earned in 2010 as a sophomore.

For Ni, the title was a fitting finale to her IUPUI career. "There is the different feeling between this time and the last," she says. "The first

time, all I could think about during the meet was to win. This time, I wanted to enjoy the competition and show the audience my best dives."

Ni believes she was mentally stronger and more technically proficient during her second title run. That should serve her well when she tries out for the 2012 U.S. Olympic team in June in what she knows "will be my last step before I am done with the sport."

The championship came with a stark realization for her. "I have a lot of feelings for IUPUI, many wonderful memories," she says. "It makes me a little sad that I am done with a great four years. It went too fast!"

Her academic training in the School of Education has led her in a new direction professionally. Where once she hoped to teach kindergarten-age children, she now hopes to teach at the university level. "During the past years, I found out I wanted to research elementary education even more than teach young kids in the class, because I feel I will be of more help to them," Ni says.

THREE JOIN JAGS HALL OF FAME

A golfer, a basketball standout and a long-time face behind the scenes of IUPUI athletics joined the Jaguars Athletics Hall of Fame this winter during induction ceremonies at Scholars Hall in University Place Hotel and Conference Center.

Bill Kulsrud, who served as the faculty athletic representative to the NCAA from 1993 to 2007, was honored for his meritorious service to the Jags. Two graduates from the Purdue School of Engineering and Technology — Justin Wenger (men's golf) and Martin Reedus (men's basketball) — were honored for their athletic prowess, bringing the total number of Hall of Fame members to 54.

Kulsrud joined IU Kelley School of Business, Indianapolis in 1979 and was a member of the 1987 Pan American Games committee. He is the fourth person inducted for work off the court or field in support of the athletics department.

Reedus (B.S. 1990) starred during a three-year playing career that featured more than 1,100 points and the third-highest assist total in school history.

Wenger (B.S. 2007) earned first-team Academic All-America honors for his stellar work in the classroom. He is the third men's golf star added to the Hall of Fame in the past three years, and was a key member of IUPUI's 2005 NCAA Tournament team.



SCHOLARSHIP HONOR

Jaguars soccer standout Perez Agaba has earned an NCAA Postgraduate Scholarship to continue his graduate studies. Agaba will graduate this spring from the biomedical engineering program in the Purdue School of Engineering and Technology at IUPUI and is considering graduate school or medical school in the U.S. before he ultimately returns to his native Uganda. His academic career is one of the most honored in IUPUI history; he is a two-time Academic All-American and was a first-team Lowe's Senior CLASS All-American this past fall. On the field, he was a second-team All-Summit League standout as a senior.

COACHING AWARD

Men's assistant golf coach Colby Huffman is the 2012 PGA "Teacher of the Year" for his leadership, use of teaching aids, impact on junior golf and teaching in both small and large groups.

JAGS WIN SUMMIT GOLF TITLE

Led by individual champion Michael Davan, the Jaguars won the Summit League men's golf championship in Nevada this spring, the program's first league championship and first NCAA Tournament berth since 2006. Davan won "most valuable player" honors in the tournament after shooting a 205 (eight under par), breaking both the Summit League and school record for a three-round score. Ben Engle took second at 207, including a first-round 62, also a league and school record.

GIVING HELP, GIVING HOPE

BY **DAVID HOSICK**

Marketing students in the IU Kelley School of Business Indianapolis gave new meaning to learning in partnership with the community as they executed a marketing plan to raise awareness and money for homelessness in central Indiana.

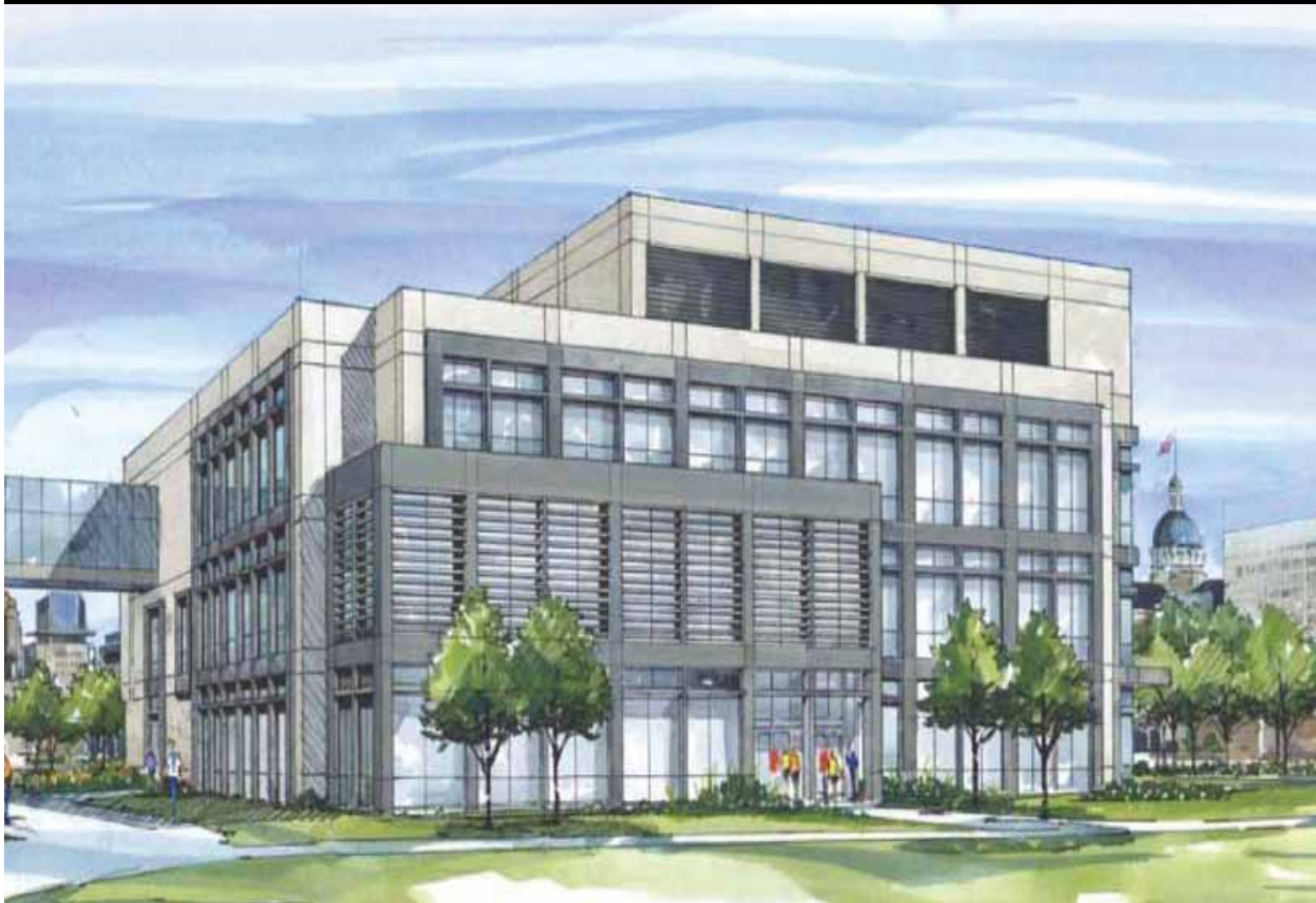
The experience left a lasting impression on both the students and Professor Kim Saxton. Their engagement and commitment impacted the cause, but also provided real marketing lessons students can't learn from a textbook. "These students got firsthand experience at doing research with a target audience. Now, they are better prepared to design effective promotions in the future," says Saxton, a clinical assistant professor of marketing at Kelley Indianapolis. They also learned how much effort goes into such projects and got a taste of realizing a goal, Saxton notes.

Homeward Bound, held in December 2011 at the Indianapolis City Market, is an annual walk and demonstration to draw attention to the individuals and families who live without homes. In Indianapolis alone, it is estimated some 3,000 children were homeless at some time in the past year. The Kelley student effort raised more than \$48,000 and encouraged hundreds of individuals to participate in the walk.

The effort resonated with students and opened their eyes to opportunities they had not considered. "This project has really encouraged me to look into the nonprofit sector," said Fatima Hussain, who did public relations for the project. Experiential learning opportunities at Kelley Indianapolis remain key to the success of future business students. IUPUI recently was ranked third in the nation as an "Up and Coming University" due in large part to the campus's focus on student learning by doing.



BUILDING FOR THE FUTURE: NEW RESEARCH FACILITY PLANNED



"... to conduct the vital research that transforms our world and enhances our lives, then faculty and students must have the facilities and the space to support learning and research."

—IU President Michael McRobbie, on the need for the new Science and Engineering Laboratory Building at IUPUI.

A major effort to bolster research in the fields of science and engineering was launched in late March when Indiana University and IUPUI broke ground on a new facility in the heart of campus. The Science and Engineering Laboratory Building will be built in two phases, the first a 35,880-square-foot building located just south of the Science Building, just east of University Library and north of Eskenazi Hall, home of the IU Herron School of Art & Design.

The research center is expected to take 18 months to complete and will feature space for biomedical engineering, psychobiology and renewable energy research programs. The second phase will include

space for teaching labs, meeting rooms, more laboratories and administrative offices for the Purdue School of Science.

The groundbreaking ceremonies included presentation of the President's Medal for Excellence to Glenn Irwin, Jr., M.D., chancellor emeritus of IUPUI and dean emeritus of the IU School of Medicine.

Above photo from left: IUPUI Chancellor Charles R. Bantz; Irwin; Irwin's daughter Ann Schiffli; and IU President Michael A. McRobbie.

IUPUI

**INDIANA UNIVERSITY
PURDUE UNIVERSITY
INDIANAPOLIS**

Office of Alumni Relations
340 West Michigan Street
Indianapolis, IN 46202

Non-Profit
U.S. Postage
PAID
Berne, IN
Permit #803



**EXCELLENCE AS SIMPLE AS 1-2-3
IUPUI: WHERE IMPACT IS MADE, EVERY DAY**

Veteran driver Blake Diester, a junior in the Purdue School of Science at IUPUI, roared to victory in the 2012 Purdue Grand Prix go-kart race in West Lafayette, giving the Indianapolis campus its third consecutive Grand Prix championship and fourth in the past five years. Diester led

a 1-2-3 finish for IUPUI in the race, followed across the finish line by the official IUPUI Motorsports cars driven by Wayman Brown (second) and Patrick Nirschl (third). Diester won the pole during qualifying, and then led 152 of the 160 laps in a dominating performance.