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UT Medical Center receives national award for patient satisfaction efforts NATIONALLY RECOGNIZED BY

By Jon Strunk

UT Medical Center leaders accepted the 2012 Press Ganey Success Story Award on behalf of all UTMC employees at Press Ganey's annual National Client Conference earlier this month in Washington, D.C.

"This is an outstanding achievement that is only possible when a team of extraordinary people work together every day for something larger than themselves," said Dr. Jeffrey P. Gold, chancellor and executive vice president for biosciences and health affairs, and dean of the College of Medicine and Life Sciences. "Thanks to the efforts of all at UTMC, people in northwest Ohio have access to some of the best care available."

Dr. Scott Scarborough, provost and executive vice president for academic affairs, spoke to representatives from hundreds of health-care organizations about the initiative he led while UTMC senior vice president and executive director.

"I've moved over to Main Campus, but I'm so proud of the staff and how far we've come as an organization in such a short amount if time," Scarborough said. "They have worked diligently, especially during the last two years; to be recognized in this way suggests that what they're doing is really paying off."

UTMC was one of only nine awardees this year out of the 170 facilities that submitted information about quality



improvement initiatives. Press Ganey is the health industry's recognized leader in health-care performance improvement and works with more than 10,000 healthcare organizations and 2,600 hospitals nationwide.

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UT Board of **Trustees discusses** budget

By Meghan Cunningham

he University of Toledo is estimating a need to adjust the fiscal year 2013 budget in response to increased operating costs. A projected \$13 million shortfall, or

1.6 percent of the \$797.6 million University budget, could need to be trimmed, and University administration is looking into possible areas to absorb the additional costs, primarily through re-engineering and consolidation, David Dabney, chief financial officer and vice president for finance, told the UT Board of Trustees last week.

The shortfall is projected in response to a combination of a reduction in state support, increases in labor costs, and the University's decision to tighten enrollment standards to ensure its students are prepared

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Identity heft: Assistant professor's research assigns weighty role to consumer self-concept

By Cynthia Nowak

"I shop therefore I am." - Barbara Kruger, American artist

"When it comes to predicting consumer choices, things get complicated." - Dr. Stanford Westjohn, UT assistant

professor of international marketing

he complications of our hopped-toshop consumer culture don't faze him. Now in his fourth year as a faculty member, Dr. Stanford Westjohn continues to conduct research that investigates what he calls consumer-level phenomena, offering insights on what drives people's buying behaviors.

"Part of what I've looked at are issues of identity and how they play roles in an international marketing context," said the assistant professor of international marketing who teaches in the College of Business and Innovation. "I'm able to draw on a good body of psychological and sociological research that's been done on identity - how we define ourselves, about



BRAND OF EXCELLENCE: Dr. Stanford Westjohn stands by a famous consumer brand.

the selves we want to become, and how it all influences our purchasing habits."

Take the conspicuous consumer we've all seen (or been), he said: "the 300-pound guy walking down the street wearing a basketball jersey and basketball shoes.

He's clearly not a player, but in his mind he identifies with the sport - maybe he once played or plans to play, or he's just an avid fan.

"He sees himself as part of a community of ball players. Being involved

Transforming the student experience, one encounter at a time

By Cynthia Nowak

's the same story, whatever the workplace. A new quality-improvement initiative is rolled out amid much fanfare, with goals, timelines and vision statements. Yet it fails.

Reasons are easy to find, said Ioan Duca, UT chief experience officer: "Many studies have been done on why good intentions to improve an organization's quality don't always translate into the results they wanted.

"There may be a lack of good strategy, or unrealistic expectations, or a lack of ownership among employees. Luckily, those are problems that can be successfully addressed."

Duca, who's heading up the University's own initiative called "Our University ... Our Journey" to transform the student experience, said he is energized by that kind of challenge. And, he added, the

25 faculty members recognized for positive impact on students

By Tobin J. Klinger

The University of Toledo is home to hundreds of excellent, award-winning faculty members, but a new grouping of 25 are being recognized for going above and beyond by the most important constituents of all: their students.

The 2012 winners of the Student Impact Awards have been selected based on personal nominations highlighting ways they have positively influenced students through enthusiasm, knowledge, dedication and creativity.

"It was inspiring and refreshing to read the nominations about the great faculty members we have at The University of Toledo," said Paulette Bongratz, Student Government president. "These individuals make our education life-changing."

In all, 152 faculty members were nominated via 200 submissions.

"These are outstanding faculty who have proven in the most substantive way that they understand how to live out our university-wide commitment to student centeredness," President Lloyd Jacobs said. "Each is an exemplar and there is no greater validation of this fact than to hear it from a student." The University of Toledo is home to hundreds of excellent, award-winning faculty members but a new grouping of 25 are being recognized for going above and beyond by the most important constituents of all: **their students**.

THE STUDENT IMPACT AWARDS WINNERS ARE:

- Lee A. Pizzimenti, Law
- Dr. Snejana Slantcheva-Durst, Educational Foundations and Leadership
- Dr. Willie McKether, Sociology and
- Anthropology
- Dr. Brian Patrick, Communication
- Susan Rowe-Finley, Engineering
- Karen Hoblet, Nursing
- Dr. Jackie Layng, Communication
- Amy O'Donnell, Management
- Robert Imbur, English Language and Literature
- Michael Hiser, English Language and Literature

THE UNIVERSITY OF

• Dr. Glenn Lipscomb, Chemical and Environmental Engineering

- Dr. Stephen Christman, Psychology
- Kelly Moore, Law
- Dr. Jerry Van Hoy, Sociology and Anthropology
- Cheryl Wessel, Foreign Languages
- Dr. Page Armstrong, Honors
- Norma Flores, History
- Dr. Vivian Moynihan, Physician Assistant Studies
- Don Isenhath, Marketing
- Dr. Oleg Smirnov, Economics
- Dr. Steven Peseckis, Pharmacy
- Michael Bartell, Communication
- Larry Cook, Economics
- Barbara Miner, Arts
- Beth Eisler, Law

Student experience

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other UT employees who are planning the journey are expecting success.

"Our Journey ... Our University" is a three-year effort to build on existing strengths in service to UT's students while creating a renewed sense of mission for every staff, faculty and administrator, Duca explained. "We're all in service to our students. Sometimes it's easy to lose sight of that, especially when you consider how demanding everyone's job is today.

"We're here to help our students successfully find their places in the world." To prepare the ground, the Student

Experience Steering Body, co-chaired by

Duca and Tony Urbina, director of iCare University, helped identify and organize leaders from all areas of The University of Toledo into seven action teams, each with responsibility for one part of the student experience.

There are scores of moments that define the student experience, noted Dr. Scott Scarborough, provost and executive vice president, who serves as one of the executive sponsors of the initiative. "From that first campus visit to finding a parking place to taking an examination, the student experience that will be remembered is made up of one-on-one encounters." That means every employee of the University has the opportunity to create a positive, memorable student experience, added Dr. Kaye Patten Wallace, senior vice president for the student experience, who also serves as an executive sponsor.

"The student experience goes beyond classrooms and offices," she said. "Transforming the student experience is a journey in which everyone, from custodians to vice presidents to office staff, is already playing a part.

"This initiative will help make that journey central to everything we do."

A campus-wide email will introduce "Our Journey ... Our University" to the UT community, and a monthly e-newsletter will include profiles of community members as they work with students, along with tips, advice and stories from other colleges and universities.

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"Creating the best student experience at UT is already implicit in our core values," Duca noted. "This initiative will bring a new energy and a new focus to what we do every day.

"In three years, we'll all be amazed at what we've accomplished."

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UT Medical Center

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"For the community, it's important to see that an organization of this kind is committed to treating the patient as an individual and ensuring that they have as positive an experience as they can possibly have," said Patrick Ryan, chief executive officer of Press Ganey, during his visit to UTMC earlier in the year.

"We still have a long way to go, and we're looking forward to the next level of our work to get there, but it's nice to have someone recognize you along the way," said Ioan Duca service excellence officer for the University. "We still have a lot of work to do to get to where we ultimately want to be."

UTMC leaders say the hospital now plans to begin a concept called "Team Care," which will bring physicians, residents, medical students, nurses and nurse management together to provide more team-based patient care.

"This is not about any one person; this is not about any one particular charge," Duca said. "This is about the UTMC family."



Success Story Award

Allen Memorial Hospital, Waterloo, Iowa Blessing Hospital, Quincy, III CHRISTUS Santa Rosa Health Care. San Antonio, Texas

National University Hospital, Singapore

Cornerstone Health Care, High Point, N.C. Emory University Hospital, Atlanta, Ga. Hudson Valley Hospital Center, Cortlandt Manor, N.Y Memorial Hermann Emergency Centers, The Nebraska Medical Center, Omaha, Neb. Oakwood Heritage Hospital, Taylor, Mich. Scripps Health, San Diego, Calif University of Toledo Medical Center, Toledo, Oh



SIGN OF SUCCESS: Dr. Scott Scarborough, provost and executive vice president for academic affairs, left, and Dr. Jeffrey Gold, chancellor and executive vice president for biosciences and health affairs, and dean of the College of Medicine and Life Sciences, pointed to UT Medical Center's listing on the 2012 Press Ganey Success Story Award winners during the company's recent annual National Client Conference in Washington, D.C.

Identity heft

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in basketball is part of his identity and influences his purchases."

In his most recently published research, Westjohn took a similar concept of community identification — in this case, whether a consumer identifies more strongly with a global or a national community.

For the study, his team mocked up several pairs of advertisements for popular brands. One Nike ad paired the famous swoosh with a "uniting the human race" slogan; the other featured a "Team USA" approach. The iconic Coca-Cola bottle was central in graphics offering either a worldview sentiment or one specific to America. McDonald's offered either national or global consciousness with those fries.

Participants' preferences on each paired ads were collected. A subsequent survey measured the degree to which they identified themselves primarily as a citizen of the world or as an American first.

The results, Westjohn said, confirmed his expectations: "The more strongly a person identified himself with either community, the more the identification corresponded to the advertisement preferences."

The implications for businesses are real, he added. Consumer identifications do exist, which may in turn influence the way a company positions its advertising to reach a target market.

Westjohn took the study one step further by assessing participants according to the Five Factor Model used by many psychologists, according to which five genetically determined core dimensions openness, conscientiousness, extraversion, agreeableness and neuroticism - define personality.

"Identifications seem to be largely culture-based — what we learn growing up. Since the 'big five' personality traits are genetic, though, it's rather discomforting to think of inborn traits influencing our choices," he noted.

His research showed openness and agreeableness playing roles, with the former predicting a participant's responsiveness to a global-message ad, and the latter inclining an individual to prefer a national theme.

Westjohn, who worked in the business sector before entering academia, is mindful of his research's ultimate utility in the marketplace. "Understanding personality traits adds to the richness of the process, but the implication for business is how identity can drive behavior or attitudes," he said. "That's why the research on identification will be of more use.

"We all have so much emotional investment in how we identify ourselves. It's no wonder that things get complicated."

In memoriam

Paul L. Arndt, Toledo, a former part-time instructor of marketing, died Nov. 2 at age 73. The 1962 UT alumnus received a bachelor's degree in business administration. Arndt was a member of the UT Presidents Club and the Rocket Club.

Bobby B. "Bob" Clark, Toledo, a UT police officer from 1968 until his retirement in 1997, died Nov. 12 at age 80.

Jo Ann Ford, Toledo, a former UT employee, died Oct. 30 at age 65.

Richard (Dick) Haberstock, Waterville, Ohio, a former volunteer at MCO, died Nov. 14 at age 82.

Florence E. Kirian, Toledo, died Nov. 5 at age 92. She was an accounting clerk at the Maumee Valley Hospital and later at the Medical College of Ohio from 1951 until her retirement as a clerical supervisor in 1976. She volunteered at the hospital as a member of the Satellites; she was a finance officer for the auxiliary.

John Kutsch Sr., Oregon, Ohio, a respiratory therapist at UT Medical Center, died Nov. 3 at age 58. He joined the MCO staff in 2003.

Chester W. Operacz, Holland, Ohio, who retired as a locksmith from the University, died Nov. 8 at age 93.

For breaking news, go to utnews.utoledo.edu

University to offer two new pharmacy programs

By Samantha Watson

The University of Toledo soon will have two new degree programs one undergraduate and one doctoral — for students in the College of Pharmacy and Pharmaceutical Sciences.

The two new programs, a bachelor's degree in cosmetic science and a doctoral degree in experimental therapeutics, have been in progress for years. Both have been approved, and the college aims to have them up and running by fall 2013.

The program for a doctoral degree in experimental therapeutics was approved in late August after it went through many changes and revisions, including approval by the Ohio Board of Regents as well as by UT committees and offices.

The process started several years ago, when faculty members felt there was a gap within the College of Pharmacy and Pharmaceutical Sciences. The college already had a doctoral program for medicinal chemistry as well as a pharmacy doctoral program, but faculty members wanted another unique program.

Faculty members began inviting colleagues from other institutions to seminars to share ideas. With their input, the experimental therapeutics program was developed.

"What we liked about the concept of experimental therapeutics is that it really is

a bridge between our two standing doctoral programs," said Dr. William Messer, professor and chair of the Department of Pharmacology. "We have these efforts to design new therapies, and clinical efforts to provide those therapies to patients, but there was a gap in doctoral training in the middle."

Once the idea was established, the proposal was written and revised by faculty in the Department of Pharmacology. During this time, the College of Pharmacy and Pharmaceutical Sciences moved from Main Campus to Health Science Campus, which required the proposal to change as well.

"The whole process I think strengthened the proposal," Messer said. "It aligned our program with what's happening here on the Health Science Campus. It fits nicely with the efforts that are going on, not only within the College of Pharmacy and Pharmaceutical Sciences, but within the College of Medicine and Life Sciences as well."

With this program, students will combine research on diseases that include cancer, diabetes, Alzheimer's, rheumatoid arthritis, and work in a clinical setting. They will be able to see how the laboratory work directly applies to the disease being treated.

The catalog for the program is being finalized for fall 2013. The college faculty

and staff are recruiting students with a strong background in pharmacology.

"As we're recruiting students, we have a real opportunity to have an impact," Messer said. "We're looking for the best students who are motivated and want to make a difference."

While the doctoral program should be ready next year, the undergraduate program has been approved by the College of Pharmacy and Pharmaceutical Sciences and is making its way through the Faculty Senate and the UT program committee. Meanwhile, students are lining up to switch into the program.

With this program, UT will become the second school east of the Mississippi River that offers such a curriculum.

"I'm very enthusiastic about the program," said Dr. Ken Alexander, professor of pharmacy practice. "The enthusiasm is based on the fact that there's a need and nobody is fulfilling that need."

It has taken Alexander more than 18 months to shepherd the program to its current adoption.

UT already had undergraduate pharmacy programs in place, but what was lacking in order to create a cosmetic science major was the business component. That component was requested by the industry to produce graduates who are ready for the expanding cosmetic market.

"By being a school of pharmacy, which is already training students in formulation and product development, and which has the biology and chemistry components, the only missing piece was the business aspects of the industry," Alexander explained. "The students have to understand that the cosmetic industry is not just formulation; it's a business that requires the formulator to make sure that they are fitting the market to the needs of the people."

Any student who will have taken the prerequisite chemistry, biology and anatomy, and physiology courses can enroll in the program. However, beginning in the third year, only 45 students will be able to continue with the program due to limited lab space. This will make the program very competitive.

UT also hopes to establish a graduate program for cosmetic science in the future, making it the fourth school east of the Mississippi River with this offering. Graduate programs for cosmetic science generally only enroll between five and 10 students on average.

For more information on the College of Pharmacy and Pharmaceutical Sciences and its degree programs, visit utoledo.edu/ pharmacy.

Chancellor joins national medical education board

By Samantha Watson

Dr. Jeffrey P. Gold, chancellor and executive vice president for biosciences and health affairs, and dean of the College of Medicine and Life Sciences, is helping to expand The University of Toledo's influence on national medical education.

Gold has been appointed to the Accreditation Council for Graduate Medical Education Board of Directors, which oversees the accreditation of almost 9,000 residency education programs in the United States. As a board member, Gold will work to ensure that the council uses the most effective methods to evaluate graduate medical education.

"I am honored to be selected to serve on the Board of Directors for the Accreditation Council for Graduate Medical Education," Gold said. "This is recognition for The University of Toledo Medical Center and an opportunity to impact the future of graduate medical education at institutions across the country.

"Graduate medical education is vital to the future of health care in this country as the physician work force continues to age and the demand for health care grows," he said. "It is important work to identify opportunities to improve the education for future health-care providers."

Gold was elected to serve as a board member at the council's annual meeting in September, beginning his first three-year term. When this term is up in September 2015, he will be eligible for reappointment for a second three-year term.

As a board member, Gold will have many responsibilities, including serving

on the Committee of Requirements and the Finance Committee.

Along with being a member of the council's board, Gold serves on more than 50 professional committees and more than 100 national organizations, volunteer boards and health councils. He also was recently elected to the American Medical Association's Council on Medical Education and the Liaison Committee on Medical Education, and has served as president of the Thoracic Surgery Directors Association.

"The continuity with my ongoing work with the Liaison Committee on Medical Education, accrediting American Medical Schools, will provide unique and valuable perspective," Gold said. "I look forward to this challenge."



Gold

Trustee/professor emeritus addresses loss, pain and life in new book

By Brian Purdue

"Now who would have ever thought of writing a letter to a dead person?"

So begins *With Whom Shall I Talk in the Dead of Night*, the recently released book by Dr. S. Amjad Hussain, a chronicle of one man's struggle with pain and sorrow following the loss of his wife.

The book is comprised of a collection of letters that Hussain wrote to his wife, Dottie, after her passing in 2006 as a method of healing and comfort to work through the struggles of losing the most important person in his life.

With some of his most intimate thoughts and emotions written out, Hussain had never intended for the collection of letters to be to be published. It wasn't until he shared the letters with a few of his and his wife's closest friends that the idea of publication emerged as a possible way to help others experiencing similar hardships.

"There are many different ways that one may work through hardships," Hussain said. "For me as a writer, it was the letters. It might be something entirely different for someone else. It's about finding something that will bring you comfort and healing, but there are no shortcuts or easy ways to do it."



Hussain

New difficulties and detailed memories associated with daily activities such as watching television, cooking and cleaning are among the many topics addressed in the letters that Hussain wrote. Over the course

> of the book, he learns to operate individually in a world that was for a long time a great partnership.

Readers of the book mustn't limit themselves to trying to understand his own pain while reading the letters, Hussain said. Instead, he believes that while some might read the book and use it to find comfort and

peace in the midst of grieving as he did, others could see it as a memoir of one man and his personal struggles through an extremely difficult situation.

His hope is to inspire people to find their own best way to overcome pain in life and encourage to persevere those who are experiencing hard situations.

For Hussain, this perseverance came with writing and continual support from many friends and family members, including his three children, Tasha, Qarie and Monie, all of whom are extremely close and have supported each other and their father.

Hussain, who was appointed to the UT Board of Trustees in 2007, is professor emeritus of thoracic cardiovascular surgery at the UT College of Medicine and Life Sciences, where he has been a volunteer faculty member for 33 years.

He also is a columnist for Toledo's daily newspaper The Blade and a number of other publications.

A prolific writer, Hussain has addressed many diverse subjects, including religion, culture, history and geopolitical issues in the Middle East and South Asia. This is his 14th book.

With Whom Shall I Talk in the Dead of Night is published by The University of Toledo Press. For more information or to order a copy for \$22.95, visit utoledopress.com/With_Whom.html.

Library database brings international recognition to University

By Brian Purdue

riters and editors from all over the world are utilizing the Instructions to Authors Database, a resource maintained through the Mulford Library that has been attracting international attention and praise.

The database serves as a resource for writers by providing direct links to publishers' and organizations' information about submitting written works to more than 6,000 health-science journals.

It began as a simple list of web links in 1996 by Mulford Librarian Sheryl Stevens, now the coordinator of cataloging services. With assistance from Mulford Librarian Jim Stevens, the database is searchable and constantly is updated by Mulford staff with assistance from UT Information Technology.

Since its inception, the journal has assisted authors who are trying to present their work, according to Gerald Natal, digital services librarian, who maintains the Instructions to Authors Database.

"The Instructions to Authors Database is a good example of the UT Libraries reaching out beyond the confines of the University and having an impact globally," Natal said. "I have received and recorded correspondence concerning the database from Austria, Australia, England, Estonia, Finland, France, Germany, India, Ireland, Japan, Spain and all over the continental United States."

Natal has received a number of requests from authors asking permission to include Instructions to Authors Database in published works on Internet resources and welcomes any comments and suggestions, both for the database itself and possible additions of journals.

For more information on the Instructions to Authors Database and other resources offered by the library, visit utoledo.edu/library/mulford.

With Whom Shall I Talk In the Dead of Night

S. AMJAD HUSSAIN

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NEWS

Budget

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for the academic rigors of a college education, UT leaders said.

The fiscal year 2013 budget reflects a \$7.6 million reduction in state subsidy, but also a \$15 million investment in state capital dollars used to fund routine maintenance and an \$8 million savings due to strategic position control. Because many of these cost-saving measures in the current budget were financed with one-time dollars not available in the coming year, the University is projecting a \$36 million shortfall for fiscal year 2014. That budget process is beginning and will include input from across the University.

UT already has committed to no increase in tuition and fees for the 2013-14 academic year and also is offering a 25 percent housing discount for current full-time freshmen living on campus this year who return to live in the residence halls next year as sophomores.

In other business, the board approved a constitution for a University Council that

the trustees have designated as the principal body for shared governance at the institution. Composed of representatives of faculty, students, staff, alumni and administrators, the University Council will allow key stakeholders to provide input to the Board of Trustees on matters relevant to the strategic goals of UT.

Trustees also approved 2012-13 Distinguished University Professors: Dr. Robert M. Blumenthal, professor of medicinal microbiology and immunology; Dr. Charlene M. Czerniak, professor of science education; Dr. Paul W. Erhardt, professor of medicinal chemistry; Dr. Carol A. Stepien, professor of ecology; and Dr. Gretchen E. Tietjen, professor of neurology.

Dr. Ali Fatemi, Distinguished University Professor of Mechanical, Industrial and Manufacturing Engineering, and Susan R. Martyn, Distinguished University Professor of Law and the Stoepler Professor of Law and Values in the College of Law, received the honorary title in April.

Deadline approaching for Dr. Martin Luther King Jr. Scholarships

By Samantha Watson

Dr. Martin Luther King Jr. was a man who inspired more than just his generation. His actions and words have lived on long after his death, and The University of Toledo celebrates his legacy with a scholarship in his honor.

The Dr. Martin Luther King Jr. Scholarships provide UT African-American students with up to \$4,000 in funds for school. Those who are interested must turn in the application to the Office of Financial Aid before Monday, Dec. 17.

Students must be in an undergraduate program, but can be part-time or full-time as long as they have completed at least 30 semester hours. Applicants will be required to write two essays, as well as provide two letters of recommendation, including one from a faculty member.

For the two essays, one will discuss the student's career objectives, personal goals, academic achievements, civic and community service, and any financial circumstances. The other will explain what King's legacy means to the student.

Students must be U.S. citizens and have a 2012-13 FAFSA on file with the Office of Financial Aid. Selection of students is based on grade point average, professional goals, civic and community service, extracurricular activities, financial need and an interview.

Applications are available here at http:// utole.do/mlkscholarshipapp or in Rocket Solution Central in Rocket Hall Room 1200.



Photo by Dr. William Ivoska

UT REMEMBERS: About 400 attended the eighth annual Veterans Appreciation Breakfast and Resource Fair in Savage Arena on Veterans Day. Remarks by local dignitaries slated for Veterans' Plaza were moved inside due to rainy weather. The event that promotes camaraderie, education and remembrance was hosted by the University in partnership with the American Red Cross of Greater Toledo, Block Communications Inc., Lucas County Commissioners and the Lucas County Veterans Service Commission.

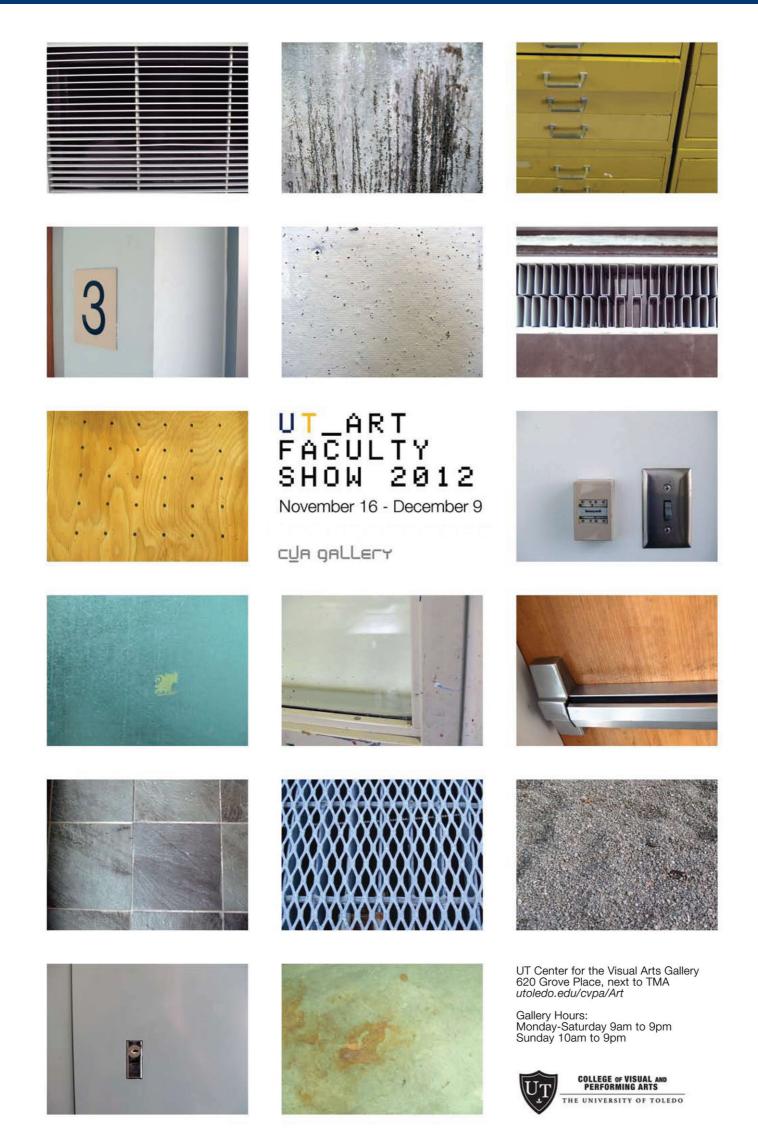


Photo by Daniel Miller

CUTTING IT FINE: Doing the honors at the ceremonial ribbon-cutting event at the U.S. Department of Veterans Affairs Toledo Community Based Outpatient Clinic on UT's Health Science Campus were, from left, Dr. Clinton Greenstone, associate chief of staff, Ambulatory Care, VA Ann Arbor Healthcare System; Dr. Eric Young, chief of staff, Ambulatory Care, VA Ann Arbor Healthcare System; UT President Lloyd Jacobs; Dr. Thomas Gross, clinical director, Toledo Community Based Outpatient Clinic; Susan Meade, retired nurse manager, Toledo Community Based Outpatient Clinic; Susan Meade, retired nurse manager, Toledo Community Based Outpatient Clinic, The 66,000-square-foot facility was built on land purchased from the UT Foundation and replaced the existing clinic located on Glendale Avenue that the Ann Arbor Veterans Integrated Service Network leases from the University. The Veterans Affairs Ann Arbor Healthcare System has had a location in Toledo since 1978. The new center opened in September and offers veterans new and expanded services. The clinic also provides opportunities for a closer relationship with the VA and new clinical training experiences for medical student rotations and resident education.

ARTS

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Work of faculty member displayed in London exhibition

By Angela Riddel

an Hernandez, one of The University of Toledo Department of Art's newest faculty members, had work in an exhibition on display in the Shizaru Gallery in London, England, between Oct. 10 and Nov. 23.

His art was in excellent company among works from Andy Warhol, Cindy Sherman and Ed Ruscha. The exhibit titled "Bad for You" explored the

relationship between art and vice.

"Artists explore these many themes through various moralistic viewpoints. Some works celebrate, disregard and revel in what is seen as being 'bad,' whilst others raise alarm and aim to forewarn the consequence of a life of decadence," according to the exhibit's website, shizaru.com/exhibition/bad-for-you.

In September, Hernandez held his first solo show, "Genesis," at the Kim Foster Gallery in New York. "Genesis" refers to the artist's visual dialogue between religion, mythology and pop culture. The word "genesis" can refer to the literal definition, the biblical book of the same name, as well as the video game system Sega Genesis. Notions of all three as well as other ideas are incorporated into his work.

Hernandez's art is often referred to as "high pastiche." He combines a variety of disparate elements

in his work but does so in a unique way that is artistically sensate.

Beth Rudin DeWoody, one of Forbes top 200 art collectors in the world, attended his show and bought two of his multimedia works, "Colecotari Invasion" and "Destruction of Atega Intelari." DeWoody also was the curator for the London exhibit "Bad for You," and chose another of Hernandez's works, "Wall Fragment With Flying Transport," for the show.

Hernandez, UT assistant professor of art, received a bachelor of fine arts in 2000 from Northwest Missouri State in Maryville and a master of fine arts in 2002 from American University in Washington, D.C. He is represented by Kim Foster Gallery in New York City.

His work also has been presented in numerous galleries, including solo shows at Kim Foster Gallery in New York, Madhouse Gallery in Toledo, the Fine Arts Gallery at Mott Community College in Flint, Mich., and Kresge Gallery at Lyon College in Batesville, Ark., and in group exhibitions at the Toledo Museum of Art and many other places.

Hernandez was selected for an Ohio Arts Council Individual Excellency Award in 2011.



IN THE GALLERY: "Wall Fragment With Flying Transport" by Dan Hernandez, UT assistant professor of art, was one of the works featured in the "Bad for You" exhibition in the Shizaru Gallery in London, England.



NOW PLAYING: Poseidon (Jeffrey Burden II) stands behind Ceyx (Junfeng Hou) in this scene from "Metamorphoses." Performances of the play that features a collection of Ovid myths knitted together by Mary Zimmerman will continue Wednesday through Sunday, Nov. 26 through Dec. 2. Curtain time is 7:30 p.m. except on Sunday, when the show will start at 2 p.m. Tickets are \$12 for general admission; \$10 for faculty, staff, alumni and seniors; and \$7 for students. They can be purchased online at utoledo.edu/boxoffice, by calling 419.530.2375, or by visiting the Center for Performing Arts Box Office.



Photo by Daniel Miller

POETRY READING: Nationally acclaimed poet Susan Deer Cloud recently talked about and read some of her works during a visit to Main Campus. A Métis poet and fiction writer of Blackfoot, Mohawk and Seneca heritage, she is the author of five poetry books, including *Braiding Starlight* (2010), *The Last Ceremony* (2007) and *In the Moon When the Deer Lose Their Horns* (1993). Deer Cloud also edited two anthologies: *I Was Indian* (Before Being Indian Was Cool): An Anthology of Indigenous Poetry (2009) and Confluence (2006). The poetry reading was part of UT's celebration of Native American Heritage Month.

ARTS



GET TICKETS AT THE DOOR General Admission \$10 | Students & Seniors \$5 | Children under 10 – \$3



International Education Week



Photos by Daniel Mille

NOW THAT'S ENTERTAINMENT: UT alumnus Rui Li played traditional Chinese bamboo music during the International Coffee and Tea Tasting. The event was part of International Education Week.





URBAN PROBLEM-SOLVER: Dr. Janice Perlman, an independent scholar, gave a talk titled "The Urbanization Nexus: Mega-Cities/Mega-Change" as the keynote address during International Education Week. She is the founder and president of the Mega-Cities Project, a transnational nonprofit working with a stated goal to "shorten the lag time between innovation and implementation in urban problem-solving." She reviewed the principles for linking the local with the global, and the importance of creating urban ecological sustainability. Perlman is the author of *Favela: Four Decades of Living on the Edge in Rio de Janeiro* (2010) and *The Myth of Marginality* (1976).

BUSTING A MOVE: Akeem Bale from Nigeria showed off some dance steps at the International Village. Part of International Education Week, the event held in the Student Union Auditorium featured International Student Association members showcasing their cultures by serving food and performing.



AND THE BEAT GOES ON: Krissna Bokarel played a damaru drum on a stick from his native country of Nepal at the International Village.

RESEARCH

Cellular research yields body of knowledge to fight disease, disorders

By Cynthia Nowak

Think of them as cellular building blocks — which determine whether or not you'll become blind.

Every cell in your body possesses a centrosome. Every centrosome contains a pair of centrioles, each built from a cylindrical array of 9 microtubules. And extending from each cell are hair-like protrusions called cilia.

For more than 100 years following their discovery, these universal cellular subunits have been considered a sort of family, each with roles essential to life.

Dr. Tomer Avidor-Reiss, associate professor in the Department of Biological Studies, turns that family picture upside down.

"From my point of view, centrosomes, centrioles and cilia are the same," he said. "It's like the stages of life in which you begin as an infant, grow into a child and later into an adult. It's the same with these cellular structures, which are stages of development."

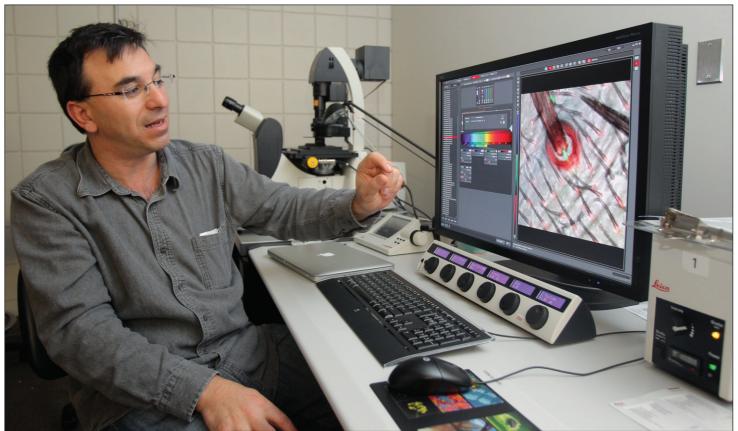
Avidor-Reiss, who came to the UT College of Natural Sciences and Mathematics this year from Harvard University, is utilizing a newly renovated research laboratory in Wolfe Hall to study these long-mysterious organelles — cellular components with specialized functions.

"For many years, centrosomes were thought to be critical for cell division, orchestrating how chromosomes move; we know now that's a mistake," he noted. "Centrosomes play a part in that, but their vital role is cilia formation."

Cilia have their own areas of biological primacy. Cells without cilia, or with defective cilia, are linked to disorders that include blindness, kidney disease, male infertility and developmental abnormalities such as microcephaly.

As Avidor-Reiss explained it, "Within the cell, centrosomes are big structures. Cilia are kind of a compartment for rent, which evolution will fill with necessary functions, depending on whatever species is renting. In the fruit flies [Drosophila melanogaster] we work with, cilia provide the capacity to feel and smell. Other organisms use cilia to see or move. Whatever the biological context is, the organism through evolution will modify the cilia to its need."

Today, Avidor-Reiss' team is focusing on a group of proteins that seem to affect



hoto by Daniel Miller

FOCAL POINT: Dr. Tomer Avidor-Reiss demonstrated the capabilities of the University's new confocal microscope by examining the cellular structures that become apparent in a single hair from a fruit fly.

the centrosome. If the researchers' hunch is correct, the proteins also may regulate cilia formation. "Once we can discover what these proteins do, we hope to connect that discovery with some aspect of human health," he said.

Such basic research — also called pure research — is performed in the hope that it may someday be applied to developing a disease treatment or cure.

Cancer is one such disease. In centrosome research, Avidor-Riess explained, scientists have identified a major difference between a normal cell and a cancer cell: too many centrosomes in the cancer cell.

"So people like me notice the difference in the cells, and ask if we can use that information to kill the cancer cell. Most cancer drugs today are helpful but crude; they're killing the patient as they kill the cancer. The next phase of drugs should be specific to the cancer cells."

His group's last published paper centered on their discovery that by regulating a particular protein in the amorphous pericentriolar matrix surrounding the two centrioles, they could create a larger centrosome — a phenomenon that seems to pose few problems for a normal cell. But what about cancer cells, with their abnormal number of centrosomes?

They plan to explore, he said, whether activating those larger centrosomes in cancer cells could drive the cells into a reproductive dead end.

Another project centers on his group's discovery of a heretofore unknown structure in *Drosophila* sperm: in fact, an embryo centriole. "We think it is important in fertilization, and it is possible that even human sperm may have this structure. Mutations in it might explain human infertility," Avidor-Reiss said.

"It could not have been identified before because the necessary tools didn't exist."

One of those tools sits in his laboratory now: the confocal microscope purchased by the University, a half-million-dollar piece of technology that advances the department's capabilities several levels. "It allows us to look into very complex tissue, where you must be able to focus and gather information from one focal plane. That's what a confocal microscope does best," he explained. "It's really a beautiful machine with high sensitivity and resolution. We are able to see two centrioles in a row and the transitions where the connection is made to the cilia.

"We'd always tried to do it at Harvard, but didn't succeed."

Despite its nomenclature, the work of Avidor-Reiss and his group may well prove to be anything but basic, as science continues to uncover internal structures of biology that were hidden until this moment.

The UT scientist agreed. "Cilia and centrosomes may well represent a new type of biology, one that goes beyond cell division and simple sensory function. Only recently, the importance of centrosomes and cilia in the nervous system has become evident, and new studies have connected ciliary defects to neuropsychiatric disorders.

"If we have learned anything from the past, it is that future research into centrosomes and cilia is likely to hold many more surprises."

OPINION

OP-ED **PAving the way for victory**

By Kate LeMasters, Ashley Pagnatta and Bridget Rumer

ave you ever heard the term "PA" and wondered what that meant? On The University of Toledo Health Science Campus, there is small group of students — 87 first- and second-year students on campus and 35 third-year students on rotations — that make up the Physician Assistant Program. The master's degree program was founded in 1996. Physician assistants, also known as PAs, are midlevel providers who collaborate with physicians in order to provide quality health care to patients in primary care and other subspecialties.

Last year the UT Physician Assistant Program was granted government funding from the U.S. Health & Human Service Health Resource & Service Administration in order to expand the class over the next five years. The goal of this program is to increase the number of certified PAs in primary care. The program itself is 27 months long, and each student participates in 15 months of didactic education and 12 months of clinical rotations. The students participate in eight four-week clinical rotations: primary care, pediatrics, internal medicine, obstetrics and gynecology, long-term care, emergency medicine, surgery and an elective of choice such as orthopedic and dermatology. At the end of their rotations, UT PA students do an eight-week rotation in either primary care or internal medicine.

As PA students, we believe it is important to reach out to the community to promote health care and to give support to local organizations. The J.D. Michaels Physician Assistant Student Society held its sixth annual Race for Victory in September. This 5K run and 3K walk was held on the UT Health Science Campus, and 100 percent of the proceeds were donated to the Victory Center, a nonprofit organization that provides free services to cancer patients and their families in northwest Ohio and southeast Michigan. The center's purpose is to nourish and comfort the body, mind and spirit during the fight against cancer through services that include massage therapy, yoga, reflexology, guest lecturers and support groups.

More than \$4,000 cash and gifts were donated this year and were presented in October to the Victory Center.

"We can't begin to thank The University of Toledo physician assistant student organization for putting on a fabulous race for victory this year. It was definitely one of the best yet," said Dianne Cherry, executive director of the Victory Center. "All the money raised will stay right here in



Students in the UT Physician Assistant Program posed for a photo at the sixth annual Race for Victory in September.

northwest Ohio to help cancer patients and their families through their difficult journey by providing free services like massage, Reiki, yoga, nutrition classes, support groups and much more. We are so grateful!" There were more than 150 participants at the race this year, and the top male and female runners were John Weston with a time of 20:56 and Emily Sykes at 20:59.

As physician assistant students, it is our goal to continue to help cancer patients

"PAve the way toward victory" against their illness through this annual event.

LeMasters, Pagnatta and Rumer are secondyear physician assistant students.



OPINION

Letter

Nana's Flowers of Hope, the team of family and friends that walked to defeat amyotrophic lateral sclerosis (ALS) last month at ProMedica Flower Hospital in honor of Diane Hymore from the President's Office, had a very successful fundraising event and gathering.

Of approximately 1,500 assembled the day of the walk, 115 were members of the Nana's Flowers of Hope team; this included Toledo Mayor Mike Bell and UT President Lloyd Jacobs. It was a sea of blue and gold as team members walked the course and also gathered before and after the walk

The final tally of funds raised for Nana's team was more than \$13,000. Our team's success was due to the help and support of so many community members, staff at The University of Toledo and

ProMedica, and the wonderful network of Diane's family and friends she is so very fortunate to have.

A special thanks goes out to Dr. Jacobs, Doug Collins, UT director of facilities, and his staff, and Doug's brother, Jim Collins, ProMedica Flower Hospital supervisor of facilities, and his staff.

We also want to thank a group of people without whose help we would not have enjoyed the success we did. Larry Burns, UT vice president for external affairs, and his staff in the Marketing and Communications offices assisted in the creation of promotional materials for the walk and our fundraisers. Lynn Brand and the Satellites Auxiliary volunteers helped with the mum and bake sales, and Mario Toussaint, director of food and nutrition on Health Science Campus, and his staff made sure we had a great location for the special cookies we sold that day.

Letters/opinion-editorial columns

Members of the Nana's Flowers of Hope team posed for a photo before the Walk to Defeat ALS in October. The team participated in honor of Diane Hymore, director of senior administration operations and longtime executive secretary to President Lloyd Jacobs.

> Diane's nephew and niece, Matt and Katie Yarder of Yarder Manufacturing, designed our wonderful team shirts and donated the shirts for all walkers. Fred Reese and his print shop staff donated the printing for materials used in the fundraisers. Faculty members Daniel Thobias and Arturo Rodriguez and students from the College of Visual and Performing Arts created the beautiful commemorative flag that was signed by the walkers and others to be presented to Diane.

A special thanks also goes out to all of our students from UT's Blue Key National Honor Society and Alpha Chi Omega who helped and supported Nana's Flowers of Hope volunteering at the mum sale, bake sale and the walk itself.

A highlight of the walk was the surprise visit of Diane's mother, LaVie Whitehair. LaVie's flight to

and from Ft. Myers, Fla., was made possible by the generosity of Bill Logie, retired UT vice president of administration, who covered the travel expenses so she could participate in the walk.

The walk was only successful because of everyone's help and kindness, showing Diane that the community is beside her and supporting her through her struggle with ALS. Again, thank you to everyone for their support and kindness to Diane, her family and the team that represented her.

The 2013 Walk to Defeat ALS tentatively is being planned to take place on The University of Toledo's Main Campus. More details will follow. If you are interested in helping with the event, please contact Toni Blochowski or John Adams at Toni.Blochowski@ utoledo.edu and John.Adams@utoledo.edu.

Toni Blochowski. assistant to the chancellor for the UT Academic Health Center Corp.

UT News welcomes letters and guest

clarity, accuracy and space. For author

verification, we ask that you include

editorial columns. We may edit for

John Adams. enrollment management

your name and daytime phone number.

Wednesday to be considered for next

week's issue; op-eds must be received

Letters must be received by noon

UT senior director for early outreach

by noon Tuesday for consideration. Submissions may be sent to tobin. klinger@utoledo.edu or vicki.kroll@utoledo.edu. UT News

may not be able to print all letters and columns received due to space limitations.

NEWS

Medical student wins Tylenol Future Care Scholarship

By Casey Cheap

Arissa Watson, a first-year student in the UT College of Medicine and Life Sciences, is getting some help from a nontraditional source for her education.



Watson recently received the Tylenol Future Care Scholarship, a \$5,000 grant that is available to students pursuing careers in the medical field.

According to

Watson

Tylenol's parent company, McNeil-PPC Inc., the scholarship is part of a \$250,000 overall grant that was distributed among 40 students nationwide.

"The scholarship is aimed at anyone going into a health-related field," Watson said. "I actually stumbled upon it when I did a Google search for scholarships."

She said more than 25,000 applicants nationwide applied for the scholarship. In order to apply, students had to write an essay that described the experiences or persons contributing to their plans to pursue a medical career.

Watson knew she wanted to be a doctor at a young age because she saw the struggles

and experiences her mother had with breast cancer. Watson knew immediately that she wanted to help others someday.

"I want to contribute and give back. I want to someday give patients the excellent medical treatment my mother's physicians gave her."

In addition to her mother, Watson said her own pediatrician had a significant affect on her life, providing a role model as she was growing up.

"She is still my mentor. She was my pediatrician, but she is still my friend. Even when I was little, she would still discuss with me the pros and cons of becoming a doctor."

Watson said that despite the rigors and stress involved in becoming a doctor — and the hard work of medical school in general — it was reaffirming to see her pediatrician helping people on a daily basis.

"My short-term goals are to graduate from medical school with highest honors while becoming actively involved in extracurricular and service programs. I then hope to be accepted into a competitive reconstructive/plastic surgery residency and become a highly skilled surgeon. Long term, I have always dreamed of opening up my own practice."

In the past, the Tylenol Future Care Scholarship has donated more than \$8.7 million to more than 6,700 students pursuing their education. By Samantha Watson

The American Psychological Association is the largest scientific and professional organization representing psychology in the United States, with more than 137,000 members.

One of those members is Michelle Roley, a native of Logan, Ohio, and a second-year psychology graduate student at The University of Toledo. She was selected to serve a two-year term on the association's Society for Clinical Child and Adolescent Psychology's Graduate Student Advisory Board, and began that role in July.

Roley serves on the programming committee, one of three subcommittees within the advisory board. In this position, she has the opportunity to help design new programming for students who are interested in clinical child and adolescent psychology.

Most of the programs designed will be used specifically at the association's national conferences, such as the one next fall that will be held in Honolulu. Roley also is helping to develop a column on the division's website, where graduate students can learn more about career paths of clinical



undergraduate Roley students. The graduate students work to provide insight and support to the undergraduate students as they work toward their career goals.

"I'm looking forward to being able to connect people at all levels of their training, with the goal of increasing knowledge and visibility in the field," Roley said.

For more information on the Society for Clinical Child and Adolescent Psychology, visit clinicalchildpsychology.org.



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Photo by Daniel Miller

FINAL FOUR: The four finalists in the College of Law's 41st Annual Charles W. Fornoff Appellate Advocacy Competition posed last month with the panel of three judges. They are, from left, Carl Peterson, Monica Solt, Judge Patricia A. Gaughan of the U.S. District Court for the Northern District of Ohio, Chief Judge Alice M. Batchelder of the U.S. Court of Appeals for the Sixth Circuit, Justice Terrence O'Donnell of the Ohio Supreme Court, Alexandria Heinonen and Samuel Harden.

UT alumni groups collecting hats, mittens for elementary school students

hile UT alumni and friends are out shopping for the upcoming holidays, alumni organizations are asking for their help to make an immediate impact on a child by picking up some extra winter weather clothing.

The fourth annual hat and mitten collection drive for area elementary schools has kicked off, and donations will be accepted through December.

Each year the drive seeks donations of mittens and hats in youth and small adult sizes. School supplies, such as pencils, pens, paper, hand sanitizer and tissues, also will be accepted and used to help students during the remainder of the school year.

Donations can be dropped off to Driscoll Alumni Center Room 2001 Monday through Friday from 8:15 a.m. to 5 p.m. throughout November and December.

The collection drive is sponsored by the Judith Herb College of Education, Health Science and Human Service Alumni Affiliate with participation from the Engineering Alumni Affiliate; Languages, Literature and Social Sciences Alumni Affiliate; the Latino Alumni Affiliate; and the Natural Sciences and Mathematics Alumni Affiliate.

The hat and mitten drive is in addition to ongoing collections of books, puzzles, flashcards and games throughout the year to be donated to the Toledo-Lucas County Public Library system during the school year. Donations of preschool, primary or teen books in fairly good condition can be dropped off in Driscoll Alumni Center Room 2014.

All donations will benefit students of area elementary schools.

For more information, call the UT Office of Alumni Relations at 419.530.2586 or visit toledoalumni.org.

Satellites' poinsettia orders due Nov. 28

ake your holidays bright: Order a poinsettia from the Satellites Auxiliary.

The poinsettias range in price from \$5 to \$17 and are available in a variety of colors, including red, white, pink, blue with gold, and marble. The plants vary in size from 4.5 inches to 8.5 inches and by the number of blooms.

Order forms must be received by Wednesday, Nov. 28.

The poinsettias will be available for pickup on Health Science Campus

Tuesday, Dec. 4, from 11 a.m. to 3 p.m. in the Four Seasons Bistro. The pickup date for Main Campus is Thursday, Dec. 6, from 11 a.m. to 3 p.m. in the Rocket Hall Lobby. For pickup, all poinsettias will be foiled and sleeved with care tags.

Payment options for the poinsettias include checks (payable to Satellites of UT Medical Center), cash, departmental requisition for Main Campus and payroll deduction for Health Science Campus. Payment is due at the time of pickup. The Satellites Auxiliary is a group designed to promote education, research and service programs; provide support of patient programs in accordance with the needs and approval of administration; conduct fundraising events; and provide volunteer services.

For more information on the annual poinsettia sale, contact Lynn Brand, president of the Satellites, at lynn.brand@utoledo.edu.



Orders must be received by **Wednesday**, **November 28**, **2012** to the attention of: Satellites Auxiliary of UTMC, c/o Volunteer Services, Room 75 Dowling Hall, Health Science Campus or MS 1048 Fax: 419.383.3206, E-mail: lynn.brand@utoledo.edu

Size	Style	Cost	Red	White	Pink	Blue with gold	Marble*	Jingle Bell*	TOTAL
81⁄2"	Triple Plant (12-21 blooms)	\$17		n/a	n/a	n/a	n/a	n/a	\$
6½"	Single Plant (4-8 blooms)	\$10**							
41⁄2"	Single Plant (1-4 blooms)	\$5				n/a			
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UT employees may schedule graduate photos

aculty and staff or members of their families who will graduate from UT in December may contact the University Communications Office if they wish to have a photo taken and published in UT News.

Call Laurie Flowers at 419.530.2002 to schedule an appointment before Friday, Dec. 14. Photos will appear in an upcoming issue of the paper.

Join women's organization and help make a difference

By Samantha Watson

The University Women's Commission, which supports women at The University of Toledo both educationally and professionally, is looking for new members.

Since 1981, the commission has made significant changes at UT; these include recognizing 138 outstanding women, establishing Apple Tree Nursery School, and providing scholarships to undergraduate women. The main goal of the commission is to support women at UT and help them flourish professionally.

Although there is a large focus on women, anyone can join the commission

and support the scholarships and awards the organization gives. The organization awards two or three scholarships to undergraduate women annually; 100 percent of the membership fees go toward those awards.

membership fees go toward those awards. The Outstanding Woman Awards

recently were named after Dr. Alice Skeens, founding dean of the College of Languages, Literature and Social Sciences. Skeens passed away in November 2011 and was a recipient of the award herself in 1988.

Students, faculty and staff of any gender can join by registering online at utoledo.edu/commissions/uwc/

membership.html. Member fees are \$25 for faculty and staff, and \$10 for students, and are tax deductible.



this season Give the GIFT of ART



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