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About the cover...

Jerry Halsey Jr., president of Burrow-Halsey Realty Group, puts on hole #10 green at Sage Meadows. Watching is Paul Pickens, regional marketing manager for Staffmark, and Margaret Holloway, business sales manager for Ritter Communications. As a result of the College of Business’ Spring Swing, scholarships have been established in the names of all three firms. (Story on page 2.)
I’m becoming increasingly intrigued with the idea and process of visualization.

Valuable a quality as it is, it seems our society has lessened the significance of the gift of vision through so much overuse. Today, it’s almost as if we make casual reference to someone being a man or woman of vision, when truly, so few people really have it.

But there are distinct differences in the gifts of vision and visual thinking and the idea of visualization, the latter being much more of a learned technique than an intrinsic quality.

Vision is the ability to see the big picture. It’s a unique gift that allows people to take existing pieces of a puzzle and see the different ways they might fit together. Visionaries are dreamers.

Visual thinkers can see the whole of a given situation. They can randomly move from one complex situation to the next focusing on details so many of us might overlook.

But visualization is altogether different. It is an active, preplanned attempt to imagine the details of success. We use visualization by calling our senses into play to help us formulate clear, vivid images of successful outcomes. It is a process practiced by many athletes who aspire to perform well. As a part of this process they can actually see themselves cross the finish line, carry the ball across the goal line or drain the 75-foot winding putt from just off the green. Research has shown that well practiced visualization can have positive effects on our desired outcomes.

Today, in the Advancement unit at Arkansas State, we are visualizing success five years into the future and beyond. As this issue of Foundation News goes to press, we have just celebrated our nation’s birthday, and it reminds us of another significant birthday coming up soon. ASU’s Centennial Celebration will begin shortly. Our centennial class will enter ASU as freshmen in just a few weeks. We are beginning to see and plan all the great activities that will happen over the next four to five years as they build toward a 100-year celebration like none we have seen before.

As we think about this exciting time, we can see our friends joining with us, we can hear the crowds cheer and we can feel firm handshakes of renewed acquaintance and developing partnerships. As much fun as it is to visualize, we can only imagine how good the actual experiences will be.

Here at the onset of ASU’s Centennial Celebration I invite you to join with us in the process of visualization. Consider your own ASU experience and how it has brought you to where you are today. Then, begin to think about your role in the process of your university’s move into a second century of teaching, research and service.

The opportunity is there for us all. Can you see it?

Steve Watkins
“The companies who have underwritten our tournaments believe in supporting some of the best and brightest students in Arkansas.”
- Alan Decker, deputy director, Delta Center for Economic Development

“Spring Swing,” a golf tournament benefiting Arkansas State University’s College of Business, is proving to be a “hole in one” for the college’s scholarship program.

The tournament, which finished its third year on May 6, has produced three endowed scholarships within the college, all named in honor of corporate sponsors of the tournament, and brought an existing scholarship within the College of Business to the endowment level.

“The companies who have underwritten our tournaments believe in supporting some of the best and brightest students in Arkansas,” said Alan Decker, deputy director for the Delta Center for Economic Development and coordinator of the golf tournament. “We wanted to recognize their commitment to ASU by naming these scholarships in their honor.”

The Burrow-Halsey scholarship will benefit a junior, senior or graduate-level student majoring in finance with a real estate emphasis at Arkansas State. Jerry Halsey, president of Burrow-Halsey Realty Group and an ASU alum, said his firm is pleased to have a scholarship established with their company’s name attached.

“ASU provides a growing workforce to companies like ours,” Halsey said. “We have recruited some talented employees from the university, both graduates and current students.”

“Staffmark has placed a number of ASU graduates throughout Arkansas, Tennessee and Mississippi,” said Paul Pickens, Staffmark regional marketing manager. “As a graduate of ASU, I’m pleased on both a personal and professional level to support the College of Business through this event.”

The Staffmark scholarship is available to students majoring in management, with an emphasis in human resources. Staffmark is a human resources company that provides permanent and temporary staffing throughout the United States.

“The College of Business is a great resource,” said Margaret Holloway, business sales manager with Ritter Communications, another of the tournament’s sponsors. “Our company has been a part of Northeast Arkansas for more than a hundred years, and ASU has been around more than 90. We happily partner with ASU because it makes for an all-around better community.”

Continued on page 3
The “RED” Beans & Rice lunch on April 1 raised more than $2,100 to be added to the General Academic Scholarship Fund. Great food, music and a visit from RED, Arkansas State University’s spirit character, all contributed to a fun time.

“We couldn’t have been more pleased with the support and turnout for the lunch,” said Steve Watkins, ASU director of University Development. “From those who supported the effort with their cash and in-kind gifts, to the volunteers who served and to the hundreds who purchased tickets to give their support to the ASU Foundation’s General Scholarship Fund, it was a tremendous first-year event.”

The office of University Development planned and coordinated the event. More than 400 tickets were sold, and 100 percent of the proceeds went to the General Academic Scholarship fund.

The event was sponsored by Riceland Foods, W R Foods, Sodexo, Food Giant, the Design Shoppe, PepsiAmericas and Tabasco.

All ingredients and supplies for the event were donated. Additionally, area businesses donated red-themed prizes that were awarded during the lunch. The grand prize, a night’s stay courtesy of the Red Apple Inn at Heber Springs along with a six-piece set of red luggage from JC Penney, was awarded to Patti Nesmith of Jonesboro.

“We can’t wait for an even better event next year,” Watkins said.

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Continued from page 2

The Ritter Communications scholarship will benefit a senior-level student at Arkansas State who is majoring in management information systems, with an emphasis in telecommunications.

In addition to the three scholarships that have been established through the tournament, a fourth scholarship, the Dan Hoyt Human Resources Scholarship Endowment, was brought to the endowment level through proceeds from the tournament. The scholarship was established in 2000 by the Northeast Arkansas Chapter of the Society for Human Resources Management to honor the career and leadership of Dr. Dan Hoyt, emeritus professor of Management and coordinator of the College of Business internship program, who served ASU from 1976 until his retirement in 2000.

Decker said the tournament averages between 80 and 90 participants each year. He said the tournament’s success, in part, can be attributed to the strong support of its sponsors, which this year included Burrow-Halsey Staffmark, Ritter Communications, Tiger Commissary Services, Regions Bank and Nestlé. He said Outback Steakhouse has been an important sponsor each year, providing steak dinners for participants and staff working the event.

“We are fortunate to have a business community that is most supportive of our mission,” Decker said. “We are grateful for the support they’ve shown Arkansas State University and the College of Business.”

“Our community is so lucky to have ASU right here at our back door,” Holloway said. “We should all give back to the community through our support.”
The first time Jake Morse met his future wife June Bridger, they built something—a snow “woman” on the lawn of Arkansas State’s Wilson Hall in the winter of 1959.

“I had seen June on a previous occasion, at the East Park restaurant on Nettleton Avenue,” Jake explained. “She was wearing this black dress and caught my eye. So when I met her later at the Wigwam in the basement of Wilson Hall, I struck up a conversation with her. Then I asked her if she wanted to go out and build a snowman.”

It was a foretelling of what their life would become—a partnership in building. They built a marriage, family, successful businesses, and a life of giving to their church and community. Now they’ve given back to Arkansas State University by fully endowing the Morse Family Scholarship.

“We believe it’s important to help in any way we can,” June said. “This is just one way to give back.”

June grew up in Jonesboro; Jake in Osceola. The couple raised three daughters who all earned bachelor’s degrees at ASU: Margie, who majored in physical education; Marcia, who majored in English; and Melissa, who majored in marketing and management. Additionally, both of June’s parents attended Arkansas State.

June earned her degree in journalism, Jake in accounting. Jake finished his degree as a non-traditional student at the same time Melissa was at ASU. June also came back as a non-trad, earning her certification to teach as well as taking graduate degree courses.

While they both started their careers as teachers, Jake went on to a career as an engineer and entrepreneur. He founded Marliss Industries, named after the couple’s daughters, which was a manufacturing enterprise that promoted no-till farming equipment. The Morses sold Marliss and later formed the Morse Company, which manufactures and bottles Fasweet, an artificial liquid sweetener, and AquaClear bottled water. They also bottle specialty water for customers across the United States.

June, meanwhile, made a difference for many years as the executive director of the United Way of Greater Jonesboro and then as coordinator of alumni relations for the ASU Alumni Association. She now serves on the staff of the NEA Clinic Foundation, where she is a certified volunteer coordinator for the medical foundation’s Hope Circle.

The Morses are active members in their church, and volunteer a great deal of their time to their Rotary clubs. (Jake is a member of University Rotary and recently served as District Governor for Rotary District 6150. June is a member of Jonesboro Rotary.) Rotary has allowed them the opportunity to travel across the country and throughout the world, again helping others with tasks like immunizing children against polio.

But they had a desire to do something more to help their alma mater.

“ASU has been so important in the lives of our entire family,” June said.

They chose to establish the Morse Family Scholarship to help non-traditional students studying in any discipline at ASU, not only because they knew firsthand the challenges a non-traditional students faces, but because they saw the need for more support of non-trads at ASU through scholarships.

“Because we’ve had such good experiences at ASU we wanted to do something permanent,” Jake said. “This scholarship allows us to do that and honor our wonderful daughters at the same time.”
“ASU has been so important in the lives of our entire family.”
A West Plains, Mo., couple has made a gift to Arkansas State University to establish a fully endowed accounting scholarship in the College of Business.

James and Sharon Lott Sanders are both accounting alumni of ASU. Both grew up in Benton, in central Arkansas. Although they knew one another, the couple didn’t start dating until the day after Sharon graduated from ASU.

“I was determined to get a college degree,” Sharon said. “My older brother and sister went to another college in the state, but I wanted to go some place where I’d meet new people.”

“I chose Arkansas State because it was such a good value,” James said. “The cost here versus the cost at other schools was substantially less, and I liked the campus.”

The couple was active in Greek life on campus, and remembers the many activities available to students during the 1960s.

“The Reng Center opened the year before I came to the campus,” James remembered. “There were movies and bowling, and pool in the Wigwam.”

“The concerts were great,” Sharon noted. “I can remember seeing Ray Charles and Dionne Warwick perform. That’s a great memory.”

The Sanders also remember professors like Nancy Hagler and Shirl Strauser, who they say provided them with an “excellent education.”

Like other male students of the day, James was active in ROTC and a member of the Scabbard and Blade. Following graduation, he went into the military. He was awarded a Silver Star for valor in Viet Nam, and his name is on the ASU Heroes Monument, where ASU pays tribute to ROTC alumni who have distinguished themselves through heroic service, government service and outstanding representation of the university.

The Sanders have several relatives who’ve attended ASU. James said they started suggesting ASU early on as they raised their two sons. Jason is an ASU grad who now teaches history at El Dorado. Cory is currently enrolled...
at ASU and works for Federal Express. Because they’ve been able to see firsthand the unique challenges faced by non-traditional students through their sons’ educations, the Sanders wanted to assist other non-trads in their educational quest.

“We’ve worked hard throughout our careers and have been rewarded,” James said. “We wanted to help others who are working hard for their education.”

The Lott Sanders Scholarship will assist upper-level non-traditional students in the College of Business pursuing a degree in accounting.

The Sanders continue to be actively involved at Arkansas State. They are season ticket holders to ASU athletic events, and enjoy football, basketball and baseball games.

The couple each earned an accounting degree at ASU. James has his own accounting practice in West Plains, while Sharon is an analyst for a company that handles logistics for the U.S. Department of Defense.

The Sanders plan to continue to add to the scholarship they’ve established in the College of Business. Married 34 years, they say they believe they got a good education at Arkansas State University.

“We wouldn’t be where we are today if it weren’t for ASU,” Sharon said.

“The university is moving in the right direction,” James said. “We’re excited about what’s happening at ASU."

You can support ASU anytime by giving online: http://support.astate.edu

A successful run in the New York City Marathon by an Arkansas State University alumna has brought a scholarship named in her mother’s memory to the endowment level.

Jonesboro native Debbye Turner is a doctor of veterinary medicine and a contributor to the “Early Show” on the CBS television network. Her mother Gussie Turner, who died in 1994, was a long-time academic counselor at Arkansas State, and advised and mentored hundreds of students during her ASU career.

A scholarship was established by friends, colleagues, former students and family members after Gussie Turner’s death, but had not yet reached a level from which a scholarship could be awarded.

For some time, Debbye had considered running a marathon. Since her term as Miss America 1990, she said she had gained some weight and knew she needed a healthier lifestyle. Her mother’s health was a contributing factor to her early death.

“Over the years, I gained a lot of weight,” Debbye said. “I love to eat! The richer, fattier and sweeter, the better! I had no discipline about my eating habits, or very little anyway, and no real fitness regimen. That was a recipe for disaster.”

Turner trained for eight months before the 26.2 mile marathon, starting with runs of 2.5 to three miles in length. Then Nov. 7, 2004, the day of the New York City Marathon arrived.

“Finally the start time came,” she said. “With 36,000 runners, it takes a while for everyone to actually get across the starting line. I started my real run about 10 minutes after the gun went off. I can’t express fully how exciting this was. The views of the city were spectacular and the spectators along the way were extraordinary. There were two million of them, and they were cheering and yelling words of encouragement. What a gas!”

The run was no picnic, however. Plagued by cramps, Turner finished the marathon in a little more than six hours.

“I never cramped while training. Not even once, so go figure,” she said. “I guess that is how life is sometimes. We prepare, practice, train and still life throws a curve at us. It’s not the curve that is the issue; it’s how we handle it! I had never experienced this before but I refused to let the cramps get the best of me. The race goes not to the swift nor to the strong, but to he who endures to the end, so endure!”

Debbye Turner endured to finish the New York City Marathon. She had asked friends and fans to support her in her run by making a gift to the Arkansas State University Foundation for the Gussie Turner Memorial Scholarship.

Thanks to that support, the scholarship has reached endowment level. Turner said while she still misses her mother, she is excited about the legacy of hope, excellence and determination that the scholarship will bring to others.

“I ran the 26.2 miles through the five boroughs of the Big Apple to symbolize the principles my mom taught me; to run the race of life with faith in Jesus, character and perseverance. I live those principles every day.”

Persons interested in making a gift toward the Gussie Turner Memorial Scholarship may send a check, made payable to the ASU Foundation, P.O. Box 1990, State University AR 72467. Please designate “Gussie Turner Scholarship” in the memo section of the check.

On the web: www.debbyeturner.com
A desire to help young Arkansans succeed has led Regions Bank to make a major gift to the Arkansas State University Foundation.

Regions has donated $100,000 to ASU to establish a scholarship endowment to benefit outstanding students from Arkansas’ Delta region.

“We at Regions Bank are very pleased and excited about making this scholarship endowment gift to Arkansas State University,” said Jack Fleischauer, Regions’ regional chief executive officer. “Because of our interest in ASU, Regions Bank wanted ASU to have a significant gift the university could manage and used to help attract young people into the university.”

The gift was presented to ASU President Dr. Les Wyatt and Board of Trustees President Mike Medlock by Fleischauer and Larry Worsham, president and CEO of Regions Bank of Northeast Arkansas in February during a ceremony in Little Rock. Both Fleischauer and Worsham are ASU graduates.

“Arkansas State University, and the generations of students who will benefit, are grateful for Regions Bank’s generosity and for its vision for Arkansas’ future,” Dr. Wyatt said following the ceremony.

Fleischauer said the bank became interested in supporting higher education several years ago when Regions’ predecessor in Arkansas, First Commercial Corp., and its CEO, William H. Bowen, supported a national advisory board of successful Arkansans who lived throughout the country. He said the board met annually to examine major issues facing the state, and education was a frequent topic.

“These great minds who loved Arkansas would get together and...
bring their talents to bear on various issues,” he recalled. “Because they saw the need to help promising young students meet the high cost of higher education, the board contributed frequently to a scholarship fund that was administered by the bank. We annually awarded scholarships to young Arkansans attend Arkansas universities and colleges, both public and private.”

Fleischauer said the bank continued to administer the fund even after the advisory board ceased to operate, but recently concluded that institutions of higher education, including ASU, would be in a better position to process applications and make awards to outstanding students.

“Because of our interest in ASU, Regions Bank wanted ASU to have a significant gift the university could manage and use to attract young people into the university,” he said.

“Northeast Arkansas is so important to our company. We have talked with President Wyatt about how ASU can utilize these funds as an incentive for quality students from the Delta to pursue their higher education at ASU.”

“Arkansas State University is of such vital importance to Northeast and eastern Arkansas,” Worsham noted. “We are very proud that our company recognizes that and is showing its support for scholarships.”

A community focused bank with local leadership, Regions Bank currently offers full-service commercial and retail banking from more than 680 offices, as well as a 1,700-ATM network across 15 states.

Chi Omega alumnae dedicated a gift to Arkansas State University during a ceremony as a part of Homecoming festivities on October 16, 2004. The Chi Omega Fountain is a distinctive water feature built to the west of the Student Union, and sits just north of the Administration Building on the Jonesboro campus.

A ceremonial groundbreaking to mark the start of construction on the new Cooper Alumni Center was held on a rainy April 28 at Arkansas State University. The 20,000 square foot center is being named in honor of ASU alums Darrell and Charlotte Pugh Cooper, who made a $2 million gift toward construction of the center. Located by the lake, which some may remember as the site of the old pavilion near Indian Stadium and the Convocation Center, the new center will be residential in style, with an exterior of brick and natural stone, a wide expanse of glass facing the lake, and terraced walkways sloping down to the water. Digging the ceremonial dirt are (from left): Tony Pardew of Olympus Construction, ASU President Dr. Les Wyatt, Darrell Cooper, Charlotte Pugh Cooper, Beth Smith, ASU director of Alumni Relations, and Bob Earwood, president of the ASU Alumni Association.
State Farm Insurance recently presented its second major gift toward a scholarship endowment at Arkansas State University.

The gift of $5,000, combined with the company's gift in 2004, raises the State Farm Insurance Scholarship endowment fund to more than $9,000. Eventually, the endowment will provide scholarship to students majoring in finance or insurance in the College of Business.

Dr. Len Frey, interim dean of the College of Business, acknowledged the gift on behalf of the university and expressed gratitude to the company's representatives for their generosity.

"This is a time when higher education has received less support from other sources, make private support like this gift from State Farm more crucial," Frey said.

Black said the group of State Farm agents in the Jonesboro area came to State Farm's management and asked them to support Arkansas State University.

"The world opens up to students when they come here," she noted. "It's an important time in their lives. ASU graduates are employed or affiliated with State Farm at the agency, employee and executive level. These associates contribute every day to the success of our organization and the communities in which they live."

State Farm is the leading insurer of home and automobiles in Arkansas and in the nation, according to company spokesman Gary Stephenson, external relations specialist for Arkansas, and also a '76 ASU alumnus.

The College of Business at ASU includes the academic departments of Accounting and Law, Computer Information and Technology, Economics and Finance, and Management and Marketing.

About 500 students earned bachelor's and master's degrees through ASU's College of Business programs during the last year.
Markham Howe is a man on a mission—the mission of Arkansas State University.

As director of University Relations for the last three years, Howe has made it his mission to convey to others that ASU is a great place to receive an education.

"Here are our strengths," Howe said. "We are a friendly campus. We foster a caring environment for our students, and we have some great academic programs taught by some really good faculty. We have a superior product here."

Howe first came to Arkansas State when its last name was still "College." A member of the Marching Indian Band, he said band director Don Minx, along with dean of students Robert Moore, had a profound impact on his life. He graduated in 1961 with a bachelor's degree in agriculture.

His second "stretch" at ASU began in 1994, after a career as a public relations professional with Arkansas Power and Light. While one of the department’s professors was on sabbatical leave from the College of Communications, Howe served as an instructor in public relations for three years.

"I had served as a volunteer instructor for one day a semester for several years," Howe noted. "I had to re-learn public relations to teach it. It was a wonderful experience."

Howe came back to ASU in 2002, and promotes the university through marketing, advertising and public relations. He also oversees internal and external communications, and provides communications counsel to the executive staff. But in doing those things, he remembers the focus of his mission.

"I try to talk with a student every day about how to make this university a better place," he said. "Because students will speak their minds—so I try and keep my ear to the ground."

Howe said in marketing the university, he's been pleased to see how alumni and friends have stepped up their support of ASU, especially through charitable gifts.

"I was lucky enough to receive a scholarship my first semester at Arkansas State. I believe in giving. As alumni, what we learned here prepared us to be successful beyond college and to grow intellectually; it's now our turn to help carry on that tradition of helping others, because we were helped."

Howe said he enjoys the challenges of bringing the message of this university to the public.

"Working for my alma mater is a wonderful experience; I have a passion for this place. I've met some of the finest people I've known here at Arkansas State."

"I believe in ASU. We'll have more challenges to come, but we'll knock those in the head, too."

Markham Howe
A woman of firsts
Ruth Couch makes a difference at ASU Beebe

For more than 32 years, Dr. Ruth Couch made a difference in the lives of countless students at Arkansas State University’s Beebe campus.

Although the vice chancellor for academic affairs and professor of English has now retired, she has continued her commitment of service to ASU Beebe by establishing the Dr. Ruth Couch Scholarship Endowment to aid students with their college education.

“You can make a difference in the life of a student,” Couch said. “I learned that from my mentors. Scholarships help.”

Couch grew up in southern Arkansas at Magnolia. The daughter of farmers, she came to her love of learning early.

“My mother was very influential,” she said. “I did share a love of literature and poetry with my father. When I was in the 10th grade, I remember having trouble understanding a poem we were studying in class at school, and my father explained its meaning to me. My parents instilled a love of learning in me.”

Ruth Couch is a woman of many “firsts” at ASU Beebe. She was the first full professor at the institution. She was the first woman with a doctorate and the first woman to serve as a vice chancellor.

The Beebe campus has seen many changes during Couch’s tenure. A student population of about 600 when she started has now increased to more than 2,600. The Arkansas State Technical institute has been established, and four-year degree programs have been instituted.

“Dr. Couch has helped carry the university in the right direction,” said Dr. Eugene McKay, chancellor of ASU Beebe. “She served the longer in the office of vice chancellor than any other person. She’s dependable and trustworthy, and has always cared about the students.”

McKay said Couch was also an evaluator for the North Central Association Higher Learning Commission for more than 22 years. In 1991, she wrote a book of poetry, “This Land of Legend.”

McKay told a humorous story of a time when Couch was on her way to a meeting in Jonesboro when she had a flat tire outside of Augusta. Luckily, he said, a pair of deer hunters stopped and changed her tire for her. When the men wouldn’t let Couch pay them for their kindness, she reached in the trunk of her car, pulled out and handed them a copy of her book.

“I bet there’s some good stuff in that,” McKay remembered the deer hunter saying.

Couch continues to write in her “retirement.” She is working on autobiographical writings as she teaches a class in autobiography to a group that meets at the senior citizens center in Beebe.

She also is serving part-time as executive director of the Beebe Chamber of Commerce. Additionally, she is a PRAXIS assessor in the public schools. (PRAXIS measures proficiency in the basic skills of reading, writing and mathematics.)

“PRAXIS assessment is an interesting process,” Couch said. “I’m seeing many of my former ASU students who are shining like stars across central Arkansas.”

The scholarship endowment will assist students of any major attending ASU Beebe who have completed at least one semester. Couch hopes her assistance will have a positive influence.

“Somebody that had the initiative to start will, through this endowment, have the encouragement to continue,” she said.

“This endowment continues Dr. Couch’s commitment to serve ASU Beebe,” McKay said. “She has shown great dedication to the university and given so much of herself, and we are very grateful.”
More opportunities to promote beneficial interaction between academic programs is one of the main advantages of a new administrative appointment at Arkansas State University.

Dr. Greg Phillips will assume responsibilities as dean of three academic colleges at ASU on July 1, the beginning of the new fiscal year.

Phillips, who has served as dean of the College of Agriculture at ASU since 2003, also will assume duties as dean of the College of Sciences and Mathematics, and dean of the College of Engineering.

The three colleges will maintain their separate identities and continue to pursue their individual missions, but also will engage in more cooperative activities between departments.

"I am honored to be selected to serve as the Dean for the Colleges of Agriculture, Engineering, and Sciences and Mathematics," Phillips said. "This is an exciting challenge for me personally as well as for the campus as a whole."

Dr. Susan Davis Allen, vice chancellor for Research and Academic Affairs, made the announcement.

"We are excited about the possibilities of expanding interdisciplinary research and teaching under the new college structure," she said. "Three colleges with one dean is an innovative administrative structure that will enhance our growing interdisciplinary research and teaching efforts, including interfaces with the Arkansas Biosciences Institute, while maintaining the history and character of each college."

She explained that the idea of three colleges with one dean came out of a series of discussions with faculty groups about prospective interim dean candidates in the College of Sciences and Math.

"The more we talked about it with various groups, the more advantages and possibilities faculty brought forth. A common comment was 'the more I thought about it, the better I liked it.' "

She also believes that more benefits for students are yet to come.

"What may be more important in the long run are the discussions about potential interdisciplinary classes and advising that have already begun."

While saving money is not the primary motive, the new administrative structure will cost less than appointing two additional full-time deans. Instead, Allen said an associate dean will be appointed from within the faculty of each of the three colleges.

The dean of the College of Sciences and Mathematics, Dr. Hector Flores, announced in February that he would be leaving ASU to accept a similar position at Texas State University. The interim dean of the College of Engineering, Dr. Rick Clifft, has been serving in that capacity since the death of Dr. Al Mink.

"One of the main advantages of this three-college structure is the opportunity to build new interdisciplinary programs utilizing the intellectual resources of the three colleges," Phillips said. "Another opportunity will be capitalizing on the strengths of each college to help improve the other colleges."

For example, he said engineering has a strong assessment program; Sciences and Mathematics has strong research and graduate education programs,
and Agriculture has strong undergraduate instruction and service programs.

"By sharing the expertise of each college in these areas of strength, all three colleges should become stronger in all of these areas," Phillips added.

He also acknowledged that each college has unique missions and disciplines, so an associate dean in each respective college will help provide leadership.

"This will ensure that we focus on the priorities of each college as we grow. We anticipate that our alumni and constituencies for each college will continue to enjoy specialized attention and programming," Phillips continued.

Another aspect to consider is the critical role the university plays in regional economic development.

"The university is responsible for developing a well-trained workforce, and research at the university can be the source of innovations to support new knowledge-based industries," Phillips continued. "I look forward to working with the faculty in these three colleges, in collaboration with ABI and other campus units, to nurture economic development and community development to the benefit of Arkansans."

"I look forward to working with the faculty in these three colleges, in collaboration with ABI and other campus units, to nurture economic development and community development to the benefit of Arkansans."

-Dr. Greg Phillips

During the past few years, ASU has moved toward developing programs that have an interdisciplinary approach. One of the first examples was the doctoral program in environmental sciences, through which faculty in the natural and physical sciences often work closely with agriculture faculty.

More recently, the Arkansas Higher Education Coordinating Board approved a doctor of philosophy in molecular biosciences degree program for ASU. If approved by the Higher Learning Commission (HLC), it will be ASU’s fourth doctoral degree.

This interdisciplinary doctoral program will involve several departments across campus (chemistry, agriculture, biology and others), using modern disciplines in applied science and research. Much of the research will be focused on plant biotechnology, particularly researching plants for health benefits.

Another example is the new bachelor’s degree program in forensic science, which involves faculty from the Colleges of Humanities and Social Sciences, and Sciences and Mathematics. This interdisciplinary program was approved by the ASU Board of Trustees, and has been submitted for approval by the state Higher Education Coordinating Board.

Phillips holds a doctorate in philosophy in crop science with a major in plant genetics and breeding and a minor in plant physiology from the University of Kentucky. He also completed his undergraduate studies with honors from the University of Kentucky.

Dr. Phillips came to ASU with more than 20 years experience at New Mexico State University at Las Cruces, where he served as professor of agronomy and horticulture, and was the director of the interdisciplinary Molecular Biology Program.

He is the editor-in-chief of the journal “In Vitro Cellular and Developmental Biology-Plant,” and also serves as the editor of the journal “Plant Cell Report” and two other publications.

During his career, Phillips has secured approximately $6 million in research funding through national, international and regionally competitive grants.

The Foundation News is published twice yearly by the division of University Advancement at Arkansas State University. We welcome your ideas about the ways in which we might better serve you with information about Development project highlights, or about information related to opportunities for charitable giving to the ASU Foundation.

Call or write to us with your comments and suggestions. You may write to Diana Monroe, University Development, Arkansas State University, P.O. Box 1990, State University AR 72467, call toll-free at 1-888-225-8343, or send email to dmonroe@astate.edu
# Upcoming Events

## July

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Independence Day holiday</td>
</tr>
<tr>
<td>27-29</td>
<td>Summer Children’s Theatre, various performances, Fowler Center Drama Theatre</td>
</tr>
</tbody>
</table>

## August

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Summer Commencement, 7 p.m., Convocation Center</td>
</tr>
<tr>
<td>20</td>
<td>Watering Hole, 9 a.m., Residence Halls, (870) 972-2586 for more information</td>
</tr>
<tr>
<td>22</td>
<td>Fall term begins</td>
</tr>
</tbody>
</table>

## September

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>ASU v. Missouri @ Kansas City (home game), 11 a.m. (Alumni Tailgate before game)</td>
</tr>
<tr>
<td>5</td>
<td>Labor Day Holiday</td>
</tr>
<tr>
<td>5-10</td>
<td>Paint the Town Red</td>
</tr>
<tr>
<td>10</td>
<td>ASU v. Tennessee-Martin @ Jonesboro, 6 p.m., Faculty-Staff Appreciation Day, Legislative Day, Honor 1975 Undefeated Football team, Paint the Stadium Red Day</td>
</tr>
<tr>
<td>17</td>
<td>ASU v. Oklahoma State @ Stillwater, 6 p.m., Chamber of Commerce Goodwill Tour</td>
</tr>
<tr>
<td>23</td>
<td>Tom Tiratto Concert, 7:30 p.m., Riceland Hall, more information at <a href="http://support.astate.edu">http://support.astate.edu</a></td>
</tr>
<tr>
<td>24</td>
<td>ASU v. Florida Int’l @ Jonesboro, 6 p.m., Family Day, Band Day</td>
</tr>
</tbody>
</table>

## October

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ASU v. Louisiana-Monroe @ Monroe, 6 p.m., Travelin’ with the Tribe-Tailgate before game</td>
</tr>
<tr>
<td>7</td>
<td>Quarterly Report</td>
</tr>
<tr>
<td>10</td>
<td>Mark O’Connor, 7:30 p.m., Fowler Center Series, Riceland Hall</td>
</tr>
<tr>
<td>15</td>
<td>ASU v. Louisiana-Lafayette @ Jonesboro, 6 p.m., Scout University, Take-a-Kid to the Game Day</td>
</tr>
<tr>
<td>20</td>
<td>Delta National Small Prints Exhibition, 10th Anniversary, Bradbury Gallery</td>
</tr>
<tr>
<td>21-23</td>
<td>Homecoming— for a list of activities visit <a href="http://www.astatealumni.org">http://www.astatealumni.org</a></td>
</tr>
<tr>
<td>22</td>
<td>ASU v. Florida Atlantic @ Jonesboro, 6 p.m., Homecoming</td>
</tr>
<tr>
<td>25</td>
<td>Brazilian Guitar Quartet, 7:30 p.m., Fowler Center Series, Riceland Hall</td>
</tr>
</tbody>
</table>

## November

<table>
<thead>
<tr>
<th>Date</th>
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</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>ASU v. Middle Tennessee @ Murfreesboro, 4 p.m.</td>
</tr>
<tr>
<td>12</td>
<td>ASU v. Troy State @ Jonesboro, 2 p.m., Senior Day</td>
</tr>
<tr>
<td>19</td>
<td>ASU v. Army @ West Point NY, noon</td>
</tr>
<tr>
<td>24-25</td>
<td>Thanksgiving holidays</td>
</tr>
<tr>
<td>26</td>
<td>ASU v. North Texas @ Denton, 1 p.m.</td>
</tr>
</tbody>
</table>

## December

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Holiday Spectacular, 2 p.m., Riceland Hall, Fowler Center</td>
</tr>
<tr>
<td>12</td>
<td>Three Irish Tenors, 7:30 p.m., Fowler Center Series, Riceland Hall</td>
</tr>
<tr>
<td>16</td>
<td>Fall Commencement, 7 p.m., Convocation Center</td>
</tr>
</tbody>
</table>
Let Tom Tiratto and his orchestra take you on a stroll down memory lane with his fabulous tribute to the man we knew as ‘Old Blue Eyes.’ For ticket information, you may visit our website at: http://support.astate.edu/tiratto.htm or call (870) 972-3940 or 888-225-8343.

Proceeds will support educational and professional development opportunities for ASU faculty.