FSU: Essential to local economy

By Jeffery Seay
Editor in Chief

With an annual budget that tops $1.3 billion, FSU packs an economic wallop twice that of the City of Tallahassee and five times that of Leon County. Aside from adding to the intellectual capital of Florida’s capital city, the booming economy of FSU— a city within a city— helps ensure that local commerce also thrives.

“We want people to appreciate how important Florida State University is to Tallahassee economically,” said FSU President T.K. Wetherell. “We know we bring nominal utility rates in the state,” Wetherell said. “If Florida State wasn’t here, it is from an economic standpoint.”

For instance, Wetherell pointed out, the amount of federal- and state-funded grants currently generated by the FSU faculty annually has topped $180 million.

Those grants not only bring dollars into Tallahassee, they bring people here who are coming to conduct research projects who will stay in hotels and eat in restaurants,” Wetherell said. “This grant population is up about 13 percent.”

Wetherell added that FSU is one of the few institutions of higher education that is enjoying an increase in its contracts and grants program, while other institutions have been hurt by cutbacks in federal and state spending.

As Tallahassee’s main consumer of natural gas, water and electricity, the university will pay $25 million in utility bills this year alone. That amount is a full 10 percent of Tallahassee’s utility revenue.

“I think most people realize Tallahassee has one of the highest utility rates in the state,” Wetherell said. (Continued on page 2)

Coolidge shares new passion with ‘And So Is Love’

By Cindy Anne Mooy

Singer Rita Coolidge made her first solo album in 1977, 40-plus albums ago, but the Florida State alumna’s latest CD feels like it’s her first. The two-time Grammy winner, who’s been singing since she was two in her father’s church and pledges to keep singing until three days after she’s buried, has turned onto the musical path she’s been jazzed to take all her life.

The Delta Lady has been found, waiting, in her niche: jazz. And she vows never to leave it. “Since I’ve wanted to do this forever, now that I’ve finally got my foot in the door, you think I’m gonna let it close?” Coolidge said. “Nooo! I’m right where I want to be.”

Her 12-song CD debut on Concord Records, “And So Is Love,” is purely Coolidge’s famously sultry, smoky voice accompanied by a small, stellar jazz combo (her old A&M Records boss, Herb Albert, plays trumpet on one cut). The reviews are music to her ears: “One of the classiest female pop vocalists of the 1970s,” wrote a Toronto Star reviewer, “Coolidge’s warm, honey-soaked voice caresses lyrics as though she wrote them herself— one of the earmarks of a true vocalist,” and from CD Review, “The clarity of her voice has only improved over the last 35 years and is now complemented by a rich tone perfectly suited to (the material).”

Coolidge agrees her voice is richer today, but moreover, “I believe the greatest difference is coming from a richer place,” i.e., the life experience she pours into each note of classics such as “Cry Me a River,” “More Than You Know” and “Come Rain or Come Shine,” interpreting lyrics with an understanding even a younger Coolidge could not.

That she’s wanted to be a jazz chanteuse “all her life” may not be literally true, but it’s darn close. How about since age 3? That’s when little Rita living in “really country rural” Tennessee, first heard “Why Don’t You Do Right?” on a 78-rpm record an aunt brought from Nashville. Coolidge has had Peggy Lee fever ever since: “I would sit at home while my brothers and sisters were in school and listen to Peggy Lee sing.”

Pretty good taste for a 3-year-old. While contemporaries, notably, Carly Simon and Rod Stewart, have gone on record delving into the American Songbook, Coolidge notes that her new release is pure jazz. But all are reaching out to an audience hungry for good taste.

“I know if I’m going to buy records, it’s not going to be the stuff that’s on the front rack,” she said. “I don’t even know who these children that sing in their underwear are. I’m looking for songs and for singers. That my peers, people I’ve grown up with, are making really great music, appeals to me. I’m sure there are millions my age, 50s and 60s. It’s a huge audience; and finally record companies are paying attention.”

Pay attention to Coolidge’s CD cover: That’s what 60 looks like in 2005, folks, and she’s just getting started. This summer, she’s preparing for concerts at Lincoln Center (Continued on page 2)
From pop to blues, talented Coolidge easily switches genres

(Continued from page 1)

and supporting the community through our utility costs at more than $2 million a month, the utilities rate would be even higher for those people who remain.

The sum of FSU’s annual payroll and the money it spends on construction — a combined sum of $1 billion — are two examples of ways the university strengthens and adds to the wealth of the community.

The university’s student population also helps. “Out of our 39,000 students, we only house about 4,600 on campus,” Wetherell continued.

“That leaves well over 30,000 students living somewhere around this community. Besides the money they pay in rent, our students subscribe to the newspaper, they have home telephone and cell phone accounts, and bank accounts. In short, they bring resources to Tallahassee in many ways. If they were not here, obviously, those resources would go away.”

And then there is the obvious: football weekends. “Our football fans who show up every Labor Day weekend have a $15-million economic impact on Tallahassee. And every other football weekend will produce between $6 million and $8 million. That’s a lot of money, and it’s something to be proud of.”

Wetherell pointed to other events that bring people and their spending power to bear on Tallahassee. These include the annual Seven Days of Opening Nights festival of the fine and performing arts, Parents Weekend and academic conferences that bring groups of scientists to Tallahassee.

“Even during June, July and August, when Tallahassee is basically deserted, we have our three-day orientation programs running for all of our incoming freshmen. Here again, we’re filling up motels, restaurants and the like,” Wetherell said. “We have an impact that goes beyond just football weekends.”

President Wetherell on Westcott Plaza.

University provides myriad economic building blocks

By Dave Fiore

What would Tallahassee be like if Florida State did not exist?

That was the question posed by the FSU Center for Economic Forecasting and Analysis in researching the economic effects of FSU on its hometown.

“Sometimes, it is easier to understand the impact of something by looking at what it would be like without it,” said Tim Lynch, director of CEFA. “So that’s what we did.”

The economy is like a group of building blocks, according to Lynch.

“There are blocks for state government, the private sector, higher education and other government entities,” he said. “We took out one of the blocks (in our analysis), and the pile got smaller. Statistically, if you sucked up FSU and put it somewhere else, Tallahassee would implode. It would shrink by one-third.”

A team of researchers led by Lynch, CEFA Assistant Director Julie Harrington and hospitality Professor Mark Bonn, who is the Dedman Professor in Services Management at the FSU Dedman School of Hospitality, began gathering information and crunching numbers to determine exactly what FSU means to Tallahassee and surrounding areas in terms of economic impact.

The researchers concluded that to understand the full impact of FSU on the local economy, one must look at three separate, but related, issues — FSU’s ability to attract visitors, its power as an economic engine and how it improves the quality of life for local residents.

Whether it is to watch a football game, attend a play or participate in a conference at the National High Magnetic Field Laboratory, the main beneficiaries were shoping-related venues ($84.39 million), restaurants ($65.06 million), even entertainment locations ($24.71 million), grocery stores ($20.43 million) and lodging ($19.89 million).

Those dollars generated more than $196 million in wages and supported 13,251 jobs for local residents and students.

Bonn says the bottom line is not hard to interpret.

“When people are coming to the university to use or see something here, you cannot discount the importance of the economic value they provide,” he said. “Florida State is feeding the visitor industry in Leon County to the tune of 30 cents for every dollar.”

Lynch said one should think of FSU as an industry.

“Think of it as a factory that makes widgets. The workers live in homes, (the factory) produces tremendous economic activity, and it has a large demand for goods and services. FSU is a gorilla in terms of demand and generates lots of economic activity without the pollution or adverse side effects. FSU is a green industry.”

According to statistics gathered by CEFA, FSU is indeed a major consumer of city-provided resources. FSU purchases represented 7.02 percent of the total revenues of the city’s electric system in 2004. Over the past five years, FSU consumed an average of 9.6 percent of the city’s gas and 2.7 percent of its water. In all, Florida State has paid the City of Tallahassee more than $75 million for utilities since 1999.

As an employer, FSU represents 6.7 percent of the employed population of the city, with 5,865 employees in 2004. But when one factors in the number of working students — whom Lynch calls the silent population because they are non-ethnic economic contributors and the number of jobs supported by FSU-related visitors, the number swells.

“About one-third of the working population in Leon, Wakulla and Gadsden counties have jobs because of FSU,” Harrington said.

And even though FSU does not pay taxes on the land it occupies, its faculty, staff and students paid $24 million in personal property taxes in 2004 — 25 percent of what the city collected last year.

As an economic engine, FSU is a powerful entity. The City of Tallahassee’s 2005 operating budget is $579 million; by comparison, Florida State’s projected budget for 2006 is $1.7 billion.

“To put that in perspective, there are 25 countries that have Casas Dominos Products equal to FSU’s budget,” said Harrington. “It also is approximately equal to the budget of the country of Honduras, which has 7 million people.”

The marriage of FSU and Tallahassee is unique, according to Lynch. “Florida State brings together a rich cultural and academic heritage with a high-quality and relatively small community with wonderful environmental resources,” he said. “It is a marriage of fact and fancy, reality and virtualness. It is one of the best-kept secrets in the country, but people are starting to find out.”

Local residents have year-round access to campus sporting events, concerts, art galleries, seminars, professional development and lifelong learning opportunities — many of which are free.

Tallahassee also ranks as one of the most tech-savvy cities in Florida and boasts a population that is better educated — almost double the number of college graduates — than the state average.

And while Tallahassee does not have a reputation for providing high salaries, its median family income is 6 percent higher than the national median. More than 47 percent of FSU faculty members earn between $65,000 and $100,000 a year.

Why do so many FSU graduates never leave Tallahassee or come back at their first opportunity?

Lynch calls it the rubber band effect.

“There is a very high quality of life here. People want to be here — and once they leave they want to come back,” he said. “FSU makes that a reality.”

As the crowd at Doak Campbell Stadium roared its approval, FSU student Kyle Doney, a member of the Seminole Boosters, said, "I think it’s tremendous. Sometimes, it is easier to understand the impact of something by looking at what it would be like without it," said Tim Lynch, director of CEFA. “So that’s what we did.”
Tallahassee's Innovation Park, it is torsal students working at the lab in faculty, staff, graduate and postdoc- reason. With the world's most pow- erful magnets and more than 300 faculty, staff, graduate and postdoc- toral students working at the lab in Tallahassee's Innovation Park, it is the only facility of its kind in the Western Hemisphere — and one of only nine in the world.

While making a significant impact in many areas of science by generating the highest magnetic fields to conduct research, the magnet lab also is a part of what makes the research component of FSU such an important contributor to the local economy.

Research-related activities at FSU attract large federal and private grants and are a constant source of new business ventures. They provide mil- lions of dollars in salaries for local residents, who, if not for FSU, would be living elsewhere.

“The people who come here earn above-average wages, they are educated, and they buy homes,” said FSU Vice President for Research Kirby Kemper. “They are exactly the kind of people we are trying to recruit to Tallahassee.”

The FSU Office of Research provides support services for research and creative activities within the university community and beyond. But, according to Kemper, some of the office’s most important projects do not require the use of test tubes, supercomput- ers or lab rats.

“Our job is to work on basic research ideas and then to turn them over to large companies for manufacturing,” Kemper said. “We produce new things — everything from models in education to how to take better care of babies to the highly technical products.”

A perfect example of the kinds of research conducted at FSU can be found in a rural community just outside Tallahassee, according to Kemper.

“In Gadsden County, there is a high infant-mortality rate. We looked at how mothers can take better care of themselves and their infants,” he said. “It has a huge eco- nomic impact. If there are fewer mothers having babies weighing 2 or 3 pounds, the community ben- efits tremendously.”

Kemper said the ideas for research projects are generated in-house. “Someone gets interested in a problem. They ask a question such as, ‘Can I make an impact in Gadsden County by sit- ting down with moms and devel- oping a nutritional program?’” Kemper said. “As long as we devel- op the program, we step aside and someone else takes over. In this case, it was the social workers working with the moms.”

To make the research activities more accessible to those they are designed to serve, the Office of Research rents property throughout Tallahassee to house its 20 research centers. Examples include a creative writing center and the Center for Early Childhood Intervention.

The Office of Research also is doing its part to stimulate econom- ic development.

“We have the research centers to bring people to town,” Kemper said. “Some teach, but the majority do research projects. The Center for Advanced Power Systems brought 35 jobs to Leon County — the kind of people we are trying to attract. Five are faculty, and the rest are full- time researchers.”

The Center for Advanced Power Systems, an offshoot of the magnet lab, focuses on advanced power technologies with particular emphasis on transportation sys- tems, as well as traditional utility systems.

Within the Office of Research is the Office of Intellectual Property Development and Commercialization, formerly the Office of Technology Transfer. As the name implies, this office was created to take the results of good research to the marketplace — an area in which FSU has an impressive track record.

Successful transitions include a major cancer-fighting drug, a robot, microscopic images of popu- lar cocktails, books designed to assist expectant and new mothers, and multimedia material to demon- strate to students the effects of smoking on their bodies.

The most famous product originating from research done at FSU is, of course, the cancer-fight- ing drug Taxol®. The resulting company, Taxolog Inc., is headquar- tered in Fairfield, N.J., with an addi- tional state of the art facility in Tallahassee. The company employs 40 executive and scientific profes- sionals.

Taxolog has obtained exclusive rights to the entire taxane intellectu- al-property portfolio of FSU Professor Robert A. Holton, whose research yielded the semi-synthetic process by which Taxol®, the first taxane anti-cancer agent, is com- mercially manufactured. Holton’s research has resulted in more than 70 patents protecting the methods of preparation, composition and use of taxanes. Holton is the Matthew Sussen Professor of Chemistry and Biochemistry at FSU.

Another example is the Pacifier Activated Lullaby (P.A.L.), which uses patented audio-feedback technology developed by Professor Jayne Standley. It has been shown to improve the instinct to suckle in low-birth-weight infants. The product was devel- oped into a commercial product by Healing HealthCare Systems and will be marketed and distributed by Ohmeda Medical Inc., a division of G.E. Medical. Standley is the Ella Scoble Opperman Professor of Music at FSU.

According to John Fraser, director of Intellectual Property Development and Commercialization, faculty members have created at least 12 local start-up companies. He said the cumulative effect of creating and nurturing small compa- nies can have a tremendous effect on a local economy. “One example is nanoStrata, a new company that just got $15,000 from Innovation Park to help make its small robotic devices that sell for $17,000 each,” Fraser said. “That’s not much, but if you put more and more companies like this together, it begins to add up.”

Fraser said the university receives about $180 million from external sources each year for research — with 80 percent of that coming from the federal govern- ment.
ECONOMIC IMPACT OF FSU

By Dave Fiore

Six Saturdays each fall, more than 80,000 people descend on Florida's capital city to watch a football game. They bring enthusiasm. They bring plenty of garnet and gold. But most importantly for the local business community, they bring their wallets.

In fact, led by the fall pilgrimages of the Seminole faithful to Doak Campbell Stadium, visitors to FSU in 2004 left their mark on the Tallahassee economy by spending more than $252 million.

They stayed overnight, they shopped, they ate out and they went to other local attractions before heading home. Football fans love to make a weekend out of it, and Tallahassee businesses are the beneficiaries.

FSU Director of Athletics Dave Hart said that while impressive, the numbers don’t tell the entire story.

“Sometimes, value can’t be quantified, especially in terms of exposure and repeat business,” he said. “People often eat at the same restaurants and stay at the same hotels every time they come into town. The city and the entire region come to life on football weekends.”

While the parade of motor homes and flagging car flags draws the most attention, the fact is that FSU attracts out-of-town sports fans all year.

“The numbers for basketball and baseball — as well as the other sports — are impressive, too,” Hart said. “But these sports are not as visible as football. So they aren’t as easy to quantify.”

FSU’s athletics program is now generating more than $252 million in annual revenue. It attracts more than 87,000 people to TCC and more than 80,000 people to Doak Campbell Stadium, according to Hart.

“With a wide range of products available at dozens of local retailers and even a few stores dedicated to selling nothing but Seminole gear, merchandising opportunities are putting dollars right in the hands of local business owners,” Hart said.

As much as FSU athletics contributes to the local economy, the program is dependent on many of those same fans and alumni for its own survival. Hart said that because there is no state funding for athletics for public institutions, it is mandated by law to maintain a balanced budget.

“We have to work hard to provide the best possible experience for our fans,” Hart said. “Because we have become so accustomed to that success, when we now finish a season 9-3 and play in a New Year’s Day bowl, we are faced with the shock of reality. It is never easy. When Bobby Bowden came to FSU, he was not worried about winning rivalry games. His motto was simple: ‘Beat everybody.’”

Even without top-five finishes, the faithful have been just that.

By Sarah Broz, Editorial Assistant

Military Leadership in the British Civil Wars, 1642-1651 The Genius of

The Tallahassee Democrat has celebrated its 100th anniversary. Ensley traces the newspaper’s history, from its founding as a weekly paper in 1905 to its purchase by Knight Newspapers in 1965 and its modern day growth.

Wave Goodbye
Ruby Grace Forth (B.A. ’84)
Book Surge LLC

Wave Goodbye” is set in the early days of the development of Northwest Florida. It includes interesting tidbits of the region’s history.

The Incredible Water Show
Debra Fraizer (B.S. ’76)
Harcourt Inc.

This book introduces the water cycle to young children, along with facts about water conservation. Fraizer presents this information through a play-within-the-book drama about the scientific properties of water.

Consider it Done!: Ten Prescriptions for Finishing What You Start
Stanley E. Hibbs, Ph.D. (B.S. ’69)
Illuniverse Inc.

Learn 10 simple prescriptions to get and stay motivated, focus, manage time effectively and overcome excuses.

Fat is Not Your Fate: Outsmart Your Genes and Lose the Weight Forever
Susan Mitchell

Catherine B. (S.B. ’77, M.S. ’79, Ph.D. ’82) and Schuster

Nutrition experts Christie and Mitchell have refined a scientifically based diet plan that is designed to help a person lose weight. This is achieved by stressing the importance of a personalized nutrition plan tailored to suit the needs of an individual’s particular genetic makeup.

Walton County and the War Between the States
Marjorie Morrison Moylan (B.M. ’44)

Moylan pieces together the history of Walton County and its people during the Civil War, including letters and pictures from the era.

Gods, Genes and Consciousness: Nonhuman Intervention in Human History
Paul Von Ward (B.A. ’61, M.S. ’62)
Hampton Roads Press

This book claims to analyze all types of reported nonhuman consciousness. It reveals a generic category the author calls “Advanced Beings.” The book covers sacred texts, myths and legends, and contemporary reports that show how all intelligent entities fit in the natural universe.
Coley elected to fill her late husband’s House seat

By Bayard Stern
Managing Editor

FSU alumna Marti Coley will never forget the 2005 Florida legislative session. David Coley, her husband, had just won his first seat as a representative in the Florida House in November. In December, the freshman lawmaker was diagnosed with liver cancer. At age 43, he lost his brief battle, and passed away in March.

“I was in such a fog, I couldn’t really believe what was happening,” Marti Coley remembered. “I’d been with David 25 years, and we’d been married 23. I was thinking, ‘What now? Where does my life go from here?’

From grief, Coley found strength — and the answer to her question about what to do. She would run to fill her husband’s District 7 seat. (District 7 covers Calhoun and Liberty counties and includes parts of seven others.)

“The Legislature held a memorial service for David, which was very touching,” Coley said. “When we got home that night, the three of us (Coley, her oldest son and daughter) were sitting in my room, and we felt so drained emotionally and physically. All of a sudden, Vance looked at me, and I could see the panic on his face. He said, ‘Mom, who is going to finish Dad’s term?’ Then, my daughter Kristin, looked at me very matter-of-factly and said, ‘Well, in my opinion, there is only one person who needs to finish his term.’ I just kind of looked at her. She said, ‘Mom, I think you need to.’

“We had all worked as a family very hard on the campaign trail with David,” she said. “It was fun as well, and we spent a lot of time together. David had really involved us all in so much of the process.”

Coley, a native of Blountstown, Fla., also found support for the idea from her late husband’s political colleagues and friends.

“Speaker Allan Bense called me,” Coley said. “I was so grateful for the confidence that he placed in me. I asked if he thought I could do this, and he said, ‘Yes, definitely.’”

A day after a Republican, announced her candidacy on April 25. On June 14, she defeated Carl Joaquin Duncan, a Democrat, who also had run against her husband.

“David loved the political process that occurs in the Capitol and all the other aspects of it,” Coley said. “He was an aide over the years to the Florida Legislature and he developed such a strong reputation for helping anybody. I want this office to stand for things that he believed in because I’m doing this for him, but now it’s my office. So when people call here for help, we need to do everything we can to help them, and we do that. This has given me something to focus on, and it’s been good for my family.”

Coley already has been assigned to the committees her husband had worked on: Civil Justice, Transportation and Economic Development Appropriations, and Utilities and Telecommunications. In addition, she appealed to Bense to put her on an education committee because of her decades of teaching experience. He agreed and assigned her to the important House PreK-12 Education Committee.

Coley has been teaching since 1985. After a brief stint in Thomasville, Ga., she moved to Marianna, Fla., and began teaching at Malone High School. She has taught college-prep English classes at Chipola College for the past 16 years.

“I think of myself as a teacher, not a politician,” she said. “Being a teacher, you have to learn to work with many kinds of people. Basically, there is a similarity there with politics. You have to learn to listen and figure out what’s best for everyone and decide what works. But being a representative impacts many more lives, and I think education will be a big focus for me. It’s so important and we’ve made a lot of progress, but I do think there is always room for improvement.”

Coley is determined to focus on more education. She says she will be a steward of the environment, a strong supporter of the military, and work for tax cuts.

“David was passionate about economic development,” she said. “He worked very hard as an aide to bring business to Jackson County.”

Coley graduated from FSU as an English education major in 1984.

“FSU was a great experience for me and I enjoyed my classes,” she said. “I took American literature with Dr. (David) Kirby, and he was instrumental in helping me polish my writing. That education allowed me to become a teacher.

“I hope it’s reassuring to everyone to know that I didn’t run for David’s office just to sit in his seat. I’m here to work. My personali ty is that I’m here to do everything that I can to make this a better district for everyone.”

Three Grads Made Good to be honored at Homecoming

FSU’s Homecoming events bring alumni, parents and students together to celebrate with familiar Seminoles traditions that include the always-popular Homecoming Parade, the Ito Wows and, of course, the football game itself.

Perhaps the most distinguishing Homecoming tradition is to recognize those “Grads Made Good” who have left their mark on society in a meaningful and lasting way. This year, the FSU chapter of Omicron Delta Kappa has selected alumni from the areas of world trade, athletics and banking: James Bacchus (J.D. ’78, Law), Dianne Murphy (Ph.D. ’80, Physical Education) and Gene Taylor (B.S. ’69, Finance).

James Bacchus
James Bacchus (J.D. ’78) is chairman of the Global Trade Practice Group of Greenberg Traurig, PA. He leads the international law firm’s worldwide practice on trade policies, remedies, negotiations, disputes and other international trade issues. In particular, he offers legal, political and strategic advice to worldwide clients of the firm based on a unique combination of experience and expertise on the many issues related to the global rules for trade and commerce of the World Trade Organization. Bacchus is a former judge on the highest international tribunal of world trade, a former member of Congress and a former special assistant to the U.S. trade representative in the Executive Office of the President.

Bacchus recently returned to Greenberg Traurig after a leave of absence while he served as the chairman of the Appellate Body of the World Trade Organization. The seven-member court of final appeal in international trade in Geneva, Switzerland — hears final appeals in international trade disputes involving the 95 percent of world commerce conducted by the 146 countries and other customs territories that are members of the WTO.

M. Dianne Murphy
M. Dianne Murphy (Ph.D. ’80, Physical Education) is Columbia University’s director of intercollegiate athletics and physical education. Prior to that, she was the director of athletics and recreation at the University of Denver.

Earlier this year, Murphy was named the Women’s Basketball Coaches Association Administrator of the Year and the National Association of Collegiate Directors of Athletics General Sports Turf West Region Athletic Director of the Year for 2003-04.

She holds a bachelor’s and a master’s degree from Tennessee Technological University.

For Homecoming events, visit www.fsu.edu/~FSUalum
Parker makes winning decision trading baseball for business

By Scott Atwell

Dick Howser thought Derek Parker had a future in baseball. After suiting up in 1979, however, as a scholarship first baseman in Howser’s only season as FSU’s head baseball coach, Parker traded in his bat for more books.

“I realized there were athletes who were a lot better than me who weren’t succeeding in pro baseball,” Parker said. “I’ve always been good at analyzing, and what I figured out was that my time would be better spent in the classroom.”

In the baseball vernacular, it was a home-run decision. Today, Parker is chief executive officer of Cortex Companies, considered the premier developer of luxury lifestyle communities in the Florida Keys, with more than $600 million in pending sales.

“It’s hard to describe the satisfaction of creating a tangible product that you oversee from start to finish, and can be proud of for years to come,” Parker said.

And it all began with a sacrifice fly. Giving up baseball. As a full-time student, Parker honed in on his accounting major and added a second in finance. Soon after graduating in 1982, he passed the state exam to become a certified public accountant, returning to his hometown of Key West with a job and a goal: to acquire at least one piece of real estate each year.

“I noticed the prices of property in Key West and the Keys were far below those in other desirable markets,” he said. “I knew if I could maintain my goal, it would lay a foundation to give me financial freedom later on — the freedom to do what I really wanted to do.”

By 1996, Parker had betted his goal. Tired of the 80- to 100-hour work weeks of tax season, he decided that freedom was in reach. He sold his half of a successful CPA practice, moved to Tampa and launched into semi-retirement to find what he really wanted to do. Before long, Cortex Companies was up and running.

Working from Cortex headquarters in Tampa, Parker is in charge of all financial and accounting matters relating to the company, which has waterfront developments from Key West to Boca Grande. The complexities are as long as the geography.

Derek Parker, today, and as a Seminole player.

“On the front end of a new development, numerous third parties can be involved during a due-diligence period,” Parker said. “Oftentimes, depending on the financing structure, it could lead to the formation of a half-dozen companies to carry out the objectives, which brings in a myriad of legal and financing considerations.”

Fortunately, Parker’s CPA practice had exposed him to a number of diverse clients who had development interests. That experience was tethered to the firm foundation of his studies at FSU.

“Every day, I rely on everything from rudimentary accounting tasks to complex calculations of present value and internal rate of return that I learned in college,” he said.

The single-minded decision to focus on one goal now allows Parker to balance many. Along with wife Kim, he stays busy keeping up with sons Clayton and Tyler. The latter, at age 13, has become something of a baseball talent, consistently making all-star rosters.

“At this stage in his career, he’s better than I was in almost every respect,” Parker said. “My goal for him is to be a student-athlete at one of the major universities, preferably FSU.”

Clayton, meanwhile, shows an aptitude for mechanical endeavors such as architecture, and his dad already is eyeing him for a spot on the company roster.

The apple, as they say, doesn’t fall far from the tree.

Alumni Association rolls out multifunctional Web community

Who says there is no free launch? When it occurs, shouldn’t it be widely known so everyone who wasn’t succeeding in pro baseball can join in the opportunity? Parker said.

And wouldn’t it be great if all alumni could give their e-mail forwarding address. All of this comes to you in the quiet moments when the fury at work has subsided and you need a quick refresher on your alma mater.

“State of the University” update.

Alumni Association has a new look and feel these days. The FSU Alumni Association is pleased to announce the “launch” of its Web-based alumni community, and we want you as participants, not just part of the audience or as casual observers like Web services of old.

Working with Harris Connect’s Internet Services — the market leader in providing comprehensive Internet solutions to hundreds of alumni associations, institutions and corporations worldwide — the FSU Alumni Association has a new look and feel these days. If you can’t wait any longer, just see for yourself and go to www.alumni.fsu.edu.

Our Internet solution is to reload. While we have maintained a sometimes information Web presence in the past, we knew that many of our alumni yearned for more. Now, the Alumni Association pages can open doors, reunite classmates, register participants and give you a permanent e-mail forwarding address.

Among the features we are incorporating into the new look is an Online Directory. It will allow you to search for other alumni using specific criteria. It should prove a great way to bring together, through the security of electronic contact points, professionals in the same region, state, heck even those in your same building, who are Seminoles through and through. Think of it as a dinner party with some good conversation.

Wondering what your old roommate is doing out there in Seattle, Wash? You may be able to catch up before you contact him or her by reading the class notes. As we get word of success stories (even marriages and births) we will post it, but for the first time, all alumni can post their updates directly to the Association’s pages! While there are some restrictions that will limit autobiographies, wouldn’t you like to know about the climb on Mt. St. Helen’s or the sailboat trip on the sloop John B?

Alumni can scan the pages of their local Seminole clubs to see if the Bobby Bowden Foundation to give me financial freedom later on — the freedom to do what I really wanted to do.”

By 1996, Parker had betted his goal. Tired of the 80- to 100-hour work weeks of tax season, he decided that freedom was in reach. He sold his half of a successful CPA practice, moved to Tampa and launched into semi-retirement to find what he really wanted to do. Before long, Cortex Companies was up and running.

Working from Cortex headquarters in Tampa, Parker is in charge of all financial and accounting matters relating to the company, which has waterfront developments from Key West to Boca Grande. The complexities are as long as the geography.

Derek Parker, today, and as a Seminole player.

“In the baseball vernacular, it was a home-run decision. Today, Parker is chief executive officer of Cortex Companies, considered the premier developer of luxury lifestyle communities in the Florida Keys, with more than $600 million in pending sales.

“It’s hard to describe the satisfaction of creating a tangible product that you oversee from start to finish, and can be proud of for years to come,” Parker said.

And it all began with a sacrifice fly. Giving up baseball. As a full-time student, Parker honed in on his accounting major and added a second in finance. Soon after graduating in 1982, he passed the state exam to become a certified public accountant, returning to his hometown of Key West with a job and a goal: to acquire at least one piece of real estate each year.

“I noticed the prices of property in Key West and the Keys were far below those in other desirable markets,” he said. “I knew if I could maintain my goal, it would lay a foundation to give me financial freedom later on — the freedom to do what I really wanted to do.”

By 1996, Parker had betted his goal. Tired of the 80- to 100-hour work weeks of tax season, he decided that freedom was in reach. He sold his half of a successful CPA practice, moved to Tampa and launched into semi-retirement to find what he really wanted to do. Before long, Cortex Companies was up and running.

Working from Cortex headquarters in Tampa, Parker is in charge of all financial and accounting matters relating to the company, which has waterfront developments from Key West to Boca Grande. The complexities are as long as the geography.

Derek Parker, today, and as a Seminole player.

“In the baseball vernacular, it was a home-run decision. Today, Parker is chief executive officer of Cortex Companies, considered the premier developer of luxury lifestyle communities in the Florida Keys, with more than $600 million in pending sales.

“It’s hard to describe the satisfaction of creating a tangible product that you oversee from start to finish, and can be proud of for years to come,” Parker said.

And it all began with a sacrifice fly. Giving up baseball. As a full-time student, Parker honed in on his accounting major and added a second in finance. Soon after graduating in 1982, he passed the state exam to become a certified public accountant, returning to his hometown of Key West with a job and a goal: to acquire at least one piece of real estate each year.

“I noticed the prices of property in Key West and the Keys were far below those in other desirable markets,” he said. “I knew if I could maintain my goal, it would lay a foundation to give me financial freedom later on — the freedom to do what I really wanted to do.”

By 1996, Parker had betted his goal. Tired of the 80- to 100-hour work weeks of tax season, he decided that freedom was in reach. He sold his half of a successful CPA practice, moved to Tampa and launched into semi-retirement to find what he really wanted to do. Before long, Cortex Companies was up and running.

Working from Cortex headquarters in Tampa, Parker is in charge of all financial and accounting matters relating to the company, which has waterfront developments from Key West to Boca Grande. The complexities are as long as the geography.

Derek Parker, today, and as a Seminole player.

“In the baseball vernacular, it was a home-run decision. Today, Parker is chief executive officer of Cortex Companies, considered the premier developer of luxury lifestyle communities in the Florida Keys, with more than $600 million in pending sales.

“It’s hard to describe the satisfaction of creating a tangible product that you oversee from start to finish, and can be proud of for years to come,” Parker said.

And it all began with a sacrifice fly. Giving up baseball. As a full-time student, Parker honed in on his accounting major and added a second in finance. Soon after graduating in 1982, he passed the state exam to become a certified public accountant, returning to his hometown of Key West with a job and a goal: to acquire at least one piece of real estate each year.

“I noticed the prices of property in Key West and the Keys were far below those in other desirable markets,” he said. “I knew if I could maintain my goal, it would lay a foundation to give me financial freedom later on — the freedom to do what I really wanted to do.”

By 1996, Parker had betted his goal. Tired of the 80- to 100-hour work weeks of tax season, he decided that freedom was in reach. He sold his half of a successful CPA practice, moved to Tampa and launched into semi-retirement to find what he really wanted to do. Before long, Cortex Companies was up and running.

Working from Cortex headquarters in Tampa, Parker is in charge of all financial and accounting matters relating to the company, which has waterfront developments from Key West to Boca Grande. The complexities are as long as the geography.

Derek Parker, today, and as a Seminole player.
Gerald B. Cope Jr.

Gerald B. Cope Jr. knew when he was a student at the FSU College of Law that someday he wanted to be a judge. Armed with an undergraduate degree from Yale University, he was well prepared and motivated to make it happen.

“It was always a goal of mine to be a judge,” he said. “It was definitely one of the possibilities in the back of my mind before I left law school.”

In 1988, that goal was realized when he was appointed to Florida’s Third District Court of Appeal. This year, he is serving as the court’s chief judge.

“Being a judge seems to fit my personality,” Cope said. “In law practice, you are serving as an advocate, but as a judge, you are a public servant, and being a public servant has always appealed to me. When you are a judge, you are asked to make sure justice is done. It is one of the highest and most rewarding forms of public service.”

After Yale, Cope moved to Tallahassee and took a job with the Division of Youth Services at the Florida Department of Health and Rehabilitative Services (now the Florida Department of Children & Families). After five years serving in administrative positions, he applied to law school.

“At the time, it made sense for me to study in Tallahassee. It was a young law school, so I was in around the ninth graduating class,” Cope said. “It fit in well with my plans.”

In hindsight, Cope said he is pleased with the decision to stay in Tallahassee. “My time at the law school was excellent,” he said. “There was a great faculty who provided a strong legal education. It was a very talented faculty and a talented group of students as well.”

At FSU, Cope served as editor in chief of the Florida State University Law Review, where he worked with Matthew Stevenson, who now is the chief judge of the Fourth District Court of Appeal.

Cope was born in Orangeburg, S.C., in 1946. In 1961, his family moved to Melbourne, Fla., where he grew up. He is married to Carol Soret Cope, an attorney and author, and they have a daughter, who also is an attorney.

Cope said their shared profession provides for interesting conversations when the family gets together. Since being appointed to the bench, Cope has maintained a busy schedule of professional development and service. He has served on the Appellate Court Rules Committee since 1988, and has participated in other Bar-related activities and the American Inns of Court. He also received an LLM degree from the University of Virginia School of Law in 1992 and has published extensively.

Cope considers being named chief judge a great honor. “I am very appreciative for the opportunity to lead this court,” he said.

And while he has been making rulings on tough cases from the bench for 18 years, he still is troubled by the realities of family law. “Those are the toughest kinds of cases to rule on,” he said. “Dealing with child custody or cases where there’s a need for support or a divorced spouse is hard. Those cases can be quite difficult and troubling.”

His advice to lawyers with an eye for the bench is to maintain a high standard of professionalism. “If you want to be a judge, participate in litigation — be in court as much as you can,” he said. “And build a reputation for integrity and honesty, just as you would with any job.”

Most people would be surprised at the mechanics of how an appellate court works, according to Cope.

“A lot of people are accustomed to seeing trial courts on television. In the appellate court, we are hearing appeals after the trial phase is over,” he said. “Our analysis is strictly a legal analysis based on the record of the trial, the attorneys’ briefs and where they believe an error was made. There is no jury box and no testimony. We sit in rotating panels of three judges, which is a different setting to hear from the lawyers. It also makes the proceedings faster.”

Cope has been on the FSU Law School Alumni Board since 1989 and returns to campus for meetings whenever he can.

Carolyn Fulmer

Carolyn Fulmer received her bachelor’s degree to be an English teacher, got a master’s in university administration and started a doctoral program in educational technology — all before taking her first class in the law.

Today, she is the chief judge on Florida’s Second District Court of Appeal.

“I was getting my master’s in higher education — or university administration — at FSU at the same time my best friend was attending the FSU law school,” Fulmer said. “His moot court partner was the man I married.”

After working a year at Spring Hill College in Alabama, she returned to Tallahassee to get married and entered the doctoral program at FSU.

“So I realized that the jobs I was training for were mainly in foreign countries, so I decided to go to law school to attend one course in criminal law because my job as a research associate allowed me to take it for free,” Fulmer said.

She got an “A” in the course, discovered her love for the law, and the rest is a matter of public record.

After graduating from the FSU College of Law with honors, the Jacksonville native served as assistant county attorney for the Polk County Commission until she was appointed to the County Court of Polk County by then-Gov. Bob Graham in 1981.

Fulmer said that although she enjoys it, becoming a judge was never a specific career goal.

“I knew I wanted to have a family, so I did not seek work in private firms because I wanted to have fairly regular office hours,” she said. “I wanted to be a wife, a
strict Courts of Appeal

Florida State Times

By Rob Petrie

October 2005

9

mother and a lawyer.”

As it turned out, being a country attorney prepared Fulmer for the bench as well as anything she could have planned.

“When you are a lawyer for local government, you deal with contract law, unemployment, med- ical malpractice — a very broad variety of legal issues,” she said. “When I was a county and circuit judge and cases would come up, many times I would have already seen something similar. I was very grateful for that experience.”

The mother of two said she is pleased that she has been able to stay in Polk County throughout her career.

“Lakeland is a wonderful place to raise children,” she said. “The city has a well-run government, and the lawyers in Polk County throughout the years.

On the bench, Fulmer found her career enjoyable. “I thoroughly enjoyed the job,” she said. “It was rewarding to see that justice was being done.”

Fulmer has found one area to be increasingly frustrating. “Criminal sentencing has become so complex that it takes an inordinate amount of time to get through all the case law. It has become overly complex in a needless manner,” she said. “It’s not that ruling on the actual cases before us is more difficult, it just requires more time than it should. There is never enough time, but you do the best you can.”

Fulmer found time to serve as a faculty member of the Florida Judicial College and the College of Advanced Judicial Studies, and is a member of the Florida Court Education Council. Her Bar activities included serving on The Florida Bar Foundation.

In recent years, her civic activities have included the Polk Museum of Art, the Polk Theatre and the Leadership Lakeland Program. Fulmer said she still has great fondness for FSU, and she returns to campus whenever possible.

“I was unusual because I loved every minute of every year, but law school cured me of that. I was saturated by the time I finished,” she said with a laugh.

“I thoroughly enjoyed the friendships and professional relationships I made — many of which I still have.”

W

hen a high school trombone player named Matthew Stevenson came to the FSU campus to participate in a state band contest, he knew that someday he would go to school there.

What he didn’t know is that he would continue on to law school and one day become the chief judge of Florida’s Fourth District Court of Appeal.

Matthew Stevenson

When a high school trombone player named Matthew Stevenson came to the FSU campus to participate in a state band con- test, he knew that someday he would go to school there.

What he didn’t know is that he would continue on to law school and one day become the chief judge of Florida’s Fourth District Court of Appeal.

He says it was love at first sight.

“After visiting, I fell in love with Tallahassee and with the campus and its warmth and charm,” Stevenson said. “I was in the marching band in high school and then played in the Marching Chiefs at FSU.”

Stevenson also joined the Tau Kappa Epsilon fraternity, but not just for the social benefits.

“There were a lot of friendships that I gained there, but I real- ly liked the work projects we did, too,” he said. “We helped tutor elementary school students in Marianna, Fla., helping the kids learn to read. I really appreciated living on such a vibrant campus in a small town.”

“I thoroughly enjoyed the academic work too,” he said. “I was looking for volunteers, and I knew I didn’t want to actually box, so the safest course for me was to refereeing.”

Stevenson works with the U.S. Amateur Association and the Golden Gloves, the primary feeder system for the sport’s Olympic pro- gram.

While he said he is grateful for all who have played a role in his success, none has been more important than his wife of 23 years, Dianne.

“She has been my encourager, my reality-tester and my sounding board,” he said. “I could not have done it without her.”

The Stevensons are the parents of three children.

Matthew Stevenson’s love affair with FSU has not waned over the years.

“I return to FSU every chance I get,” he said. “I try to attend one or two football games a year, and I follow the team always.”

“I think it is significant because of the history of the state and the court,” he said. “It is a sign that progress is being made. I hope it is an inspiration for people of col- or that they can do this or some- thing even greater. I always try to work hard, but there is also luck involved. I am blessed and lucky to be a named chief judge.”

To be named chief judge is awe-inspiring, according to Stevenson, because of the nature of the court and what it represents.

“This is the court of last resort in the fourth largest state in the most powerful country in the histo- ry of the modern world. Our judi- cial system is looked at as a model,” he said. “This is largely an adminis- trative position — I have no more influence on votes — but it is a large responsibility to ensure that our resources are being used effec- tively.”

As chief judge, Stevenson is used to making important judg- ments, but not all of them are from the bench.

For the past 12 years, he has used his discernment and wisdom to make split-second decisions as a referee for high school football games, and just recently got back in the ring to referee and judge ama- teur boxing matches.

“I got into boxing in the Navy,” he said. “I was assigned to a ship, and the captain wanted to establish a boxing program. He was looking for volunteers, and I knew I didn’t want to actually box, so the safest course for me was to refereeing.”

Stevenson works with the U.S. Amateur Association and the Golden Gloves, the primary feeder system for the sport’s Olympic pro- gram.

While he said he is grateful for all who have played a role in his success, none has been more important than his wife of 23 years, Dianne.

“She has been my encourager, my reality-tester and my sounding board,” he said. “I could not have done it without her.”

The Stevensons are the parents of three children.

Matthew Stevenson’s love affair with FSU has not waned over the years.

“I return to FSU every chance I get,” he said. “I try to attend one or two football games a year, and I follow the team always.”

“I think it is significant because of the history of the state and the court,” he said. “It is a sign that progress is being made. I hope it is an inspiration for people of color that they can do this or some- thing even greater. I always try to work hard, but there is also luck involved. I am blessed and lucky to be a named chief judge.”

To be named chief judge is awe-inspiring, according to Stevenson, because of the nature of the court and what it represents.

“This is the court of last resort in the fourth largest state in the most powerful country in the histo- ry of the modern world. Our judi- cial system is looked at as a model,” he said. “This is largely an adminis- trative position — I have no more influence on votes — but it is a large responsibility to ensure that our resources are being used effec- tively.”

As chief judge, Stevenson is used to making important judg- ments, but not all of them are from the bench.

For the past 12 years, he has used his discernment and wisdom to make split-second decisions as a referee for high school football games, and just recently got back in the ring to referee and judge ama- teur boxing matches.

“I got into boxing in the Navy,” he said. “I was assigned to a ship, and the captain wanted to establish a boxing program. He was looking for volunteers, and I knew I didn’t want to actually box, so the safest course for me was to refereeing.”

Stevenson works with the U.S. Amateur Association and the Golden Gloves, the primary feeder system for the sport’s Olympic pro- gram.

While he said he is grateful for all who have played a role in his success, none has been more important than his wife of 23 years, Dianne.

“She has been my encourager, my reality-tester and my sounding board,” he said. “I could not have done it without her.”

The Stevensons are the parents of three children.

Matthew Stevenson’s love affair with FSU has not waned over the years.

“I return to FSU every chance I get,” he said. “I try to attend one or two football games a year, and I follow the team always.”
One might ask ‘What’s in a name?’

A fellow named Adam Joshua Smargon has a lot of free time and one peculiar passion, which prove enjoyable to students of college athletics. Smargon has compiled and regularly updates a list of thousands of American college sports icons, mascots and nicknames.

Likewise, colorful Saturday afternoon television images of the Purdue Boilermakers, the Richmond Spiders, the Arizona State Sun Devils, the Carolina Tar Heels, Nebraska Cornhuskers, Penn State Nittany Lions, the Maryland Terrapins and the Thundering Herd of Marshall are found nowhere else in all of college athletics.

Princeton’s Tigers are not unique — there are 44 college teams bearing the name Tigers — but the Harvard Crimson is one of a kind, as are the celebrated Elis of Yale. The Furman Paladins stand alone, as do the Keydets of VMI, the Hawaii Rainbow, the Akron Zips, the Wichita State Shockers, Minnesota Golden Gophers and the Toledo Rockets. The Indiana Hoosiers, the Texas Christian Horned Frogs and the Virginia Tech Hokies all have been opponents of the Seminoles.

We Division I schools are very, very serious about our symbols, but many colleges and universities sport charmingly unique team names, mascots that are endearing to the fans. Who would not want to cheer for the Cal-Santa Cruz Banana Slugs, or the Cal-Irvine Anteaters? And what name could Converse University in Lancaster, Pennsylvania sport other than the Cheetahs? Likewise, Brooklyn College boasts 13 teams, the most popular being the Cobras.

To make the Smargon list, which runs more than 50 single-spaced pages but is not comprehensive (“Nor even close to it,” he says), the subject college or university must be located in the United States, and must be a member of an athletic division within the NCAA or the NAIA, which governs small colleges.

Some of the most enduring and best-known college sports icons are unique. There’s only one Fighting Irish, only one Sooners and only one Orangemen, although Syracuse bent to the pressures of political correctness and changed their symbol to simply “Orange.” The Texas Longhorns are unique, as are the Kansas Jayhawks, the Wake Forest Demon Deacons, Georgia Tech’s Ramblin’ Wreck and the Arkansas Razorbacks.

To Division I schools are very, very serious about our symbols, but many colleges and universities sport charmingly unique team names, mascots that are endearing to the fans. Who would not want to cheer for the Cal-Santa Cruz Banana Slugs, or the Cal-Irvine Anteaters? And what name could Converse University in Lancaster, Pennsylvania sport other than the Cheetahs? Likewise, Brooklyn College boasts 13 teams, the most popular being the Cobras.

To make the Smargon list, which runs more than 50 single-spaced pages but is not comprehensive (“Nor even close to it,” he says), the subject college or university must be located in the United States, and must be a member of an athletic division within the NCAA or the NAIA, which governs small colleges.

Some of the most enduring and best-known college sports icons are unique. There’s only one Fighting Irish, only one Sooners and only one Orangemen, although Syracuse bent to the pressures of political correctness and changed their symbol to simply “Orange.” The Texas Longhorns are unique, as are the Kansas Jayhawks, the Wake Forest Demon Deacons, Georgia Tech’s Ramblin’ Wreck and the Arkansas Razorbacks.

Likewise, colorful Saturday afternoon television images of the Purdue Boilermakers, the Richmond Spiders, the Arizona State Sun Devils, the Carolina Tar Heels, Nebraska Cornhuskers, Penn State Nittany Lions, the Maryland Terrapins and the Thundering Herd of Marshall are found nowhere else in all of college athletics.

Princeton’s Tigers are not unique — there are 44 college teams bearing the name Tigers — but the Harvard Crimson is one of a kind, as are the celebrated Elis of Yale. The Furman Paladins stand alone, as do the Keydets of VMI, the Hawaii Rainbow, the Akron Zips, the Wichita State Shockers, Minnesota Golden Gophers and the Toledo Rockets. The Indiana Hoosiers, the Texas Christian Horned Frogs and the Virginia Tech Hokies all have been opponents of the Seminoles.

We Division I schools are very, very serious about our symbols, but many colleges and universities sport charmingly unique team names, mascots that are endearing to the fans. Who would not want to cheer for the Cal-Santa Cruz Banana Slugs, or the Cal-Irvine Anteaters? And what name could Converse University in Lancaster, Pennsylvania sport other than the Cheetahs? Likewise, Brooklyn College boasts 13 teams, the most popular being the Cobras.

To make the Smargon list, which runs more than 50 single-spaced pages but is not comprehensive (“Nor even close to it,” he says), the subject college or university must be located in the United States, and must be a member of an athletic division within the NCAA or the NAIA, which governs small colleges.

Some of the most enduring and best-known college sports icons are unique. There’s only one Fighting Irish, only one Sooners and only one Orangemen, although Syracuse bent to the pressures of political correctness and changed their symbol to simply “Orange.” The Texas Longhorns are unique, as are the Kansas Jayhawks, the Wake Forest Demon Deacons, Georgia Tech’s Ramblin’ Wreck and the Arkansas Razorbacks.

Likewise, colorful Saturday afternoon television images of the Purdue Boilermakers, the Richmond Spiders, the Arizona State Sun Devils, the Carolina Tar Heels, Nebraska Cornhuskers, Penn State Nittany Lions, the Maryland Terrapins and the Thundering Herd of Marshall are found nowhere else in all of college athletics.

Princeton’s Tigers are not unique — there are 44 college teams bearing the name Tigers — but the Harvard Crimson is one of a kind, as are the celebrated Elis of Yale. The Furman Paladins stand alone, as do the Keydets of VMI, the Hawaii Rainbow, the Akron Zips, the Wichita State Shockers, Minnesota Golden Gophers and the Toledo Rockets. The Indiana Hoosiers, the Texas Christian Horned Frogs and the Virginia Tech Hokies all have been opponents of the Seminoles.

We Division I schools are very, very serious about our symbols, but many colleges and universities sport charmingly unique team names, mascots that are endearing to the fans. Who would not want to cheer for the Cal-Santa Cruz Banana Slugs, or the Cal-Irvine Anteaters? And what name could Converse University in Lancaster, Pennsylvania sport other than the Cheetahs? Likewise, Brooklyn College boasts 13 teams, the most popular being the Cobras.
Great Escape!
The Perfect Place For Your Next Golf Outing
Featuring the finest facility, golf course conditions & customer service in Tallahassee

- 18-hole Championship Golf Course (Par 73 - 7,143 yards)
- Unique five-par-5 layout
- PGA Professional Staff
- Tif-Eagle Greens provide excellent putting surfaces
- Excellent course layout
- Challenging for better golfers, user friendly for less experienced players
- Conveniently located
  - 2.5 miles from Airport,
  - 3 miles from Tucker Convention Center,
  - 2 miles from FSU Campus
- Owned & operated by Florida State University

 DON VELLER
 SEMINOLE
 GOLF COURSE & CLUB

(850) 644-2582
www.seminolegolfcourse.com

Discover the Cooperative DIFFERENCE

As a member of the FSU Community*, you are eligible for membership in our member-owned credit union.

Credit unions are not-for-profit cooperatives designed to help members make the most of their money. That means earning more on your savings and paying less interest on what you borrow.

If you're not already a member, stop in and see what Florida State University Credit Union is all about. It is a benefit you can't afford not to use.

The Champion's Choice
1-877-GO-FSU-CU
www.fsuCU.org

*Membership at Florida State University Credit Union is open to all members of the FSU Community. The FSU Community includes FSU students, alumni, faculty, staff, boosters, and individuals who work for a company that conducts business with or for FSU. Family members of current Florida State University Credit Union members and HarborChase residents and staff are also eligible for membership.

Remember Us?
When you were at FSU, we were OSCEOLA HALL.

Today, we're OSCEOLA VILLAGE. Although fully renovated and freshly decorated, you can still sense the PRIDE that has existed for decades.

Now, your children can LIVE THE TRADITION, too.

OSCEOLA VILLAGE
Residence Hall
Are you a former resident? We'd love to see your old photos! Email us your memories at osceolavillage@boothliving.com.

Toll Free: 1-888-999-1621
500 Chapel Drive • Tallahassee, FL 32304
(850) 222-5010 • Fax: (850) 561-0269
www.boothliving.com
Got News?
To submit items for Alumni News Notes, e-mail kharvey@mailer.fsu.edu. Please write “Alumni News Notes” in the subject heading of the e-mail.

1972
Victoria A. Emmons (B.A.) was named vice president of public affairs and marketing at Regional Medical Center, San Jose, Calif.

Miranda Franks Fitzgerald (B.A., J.D.’78) moderated a panel of land use experts on the new growth management law that took effect in Florida on July 1. She is an attorney with Lowndes, Drosdick, Doster, Kantor, and Reed, P.A.

1974
Dr. Thomas J. Zaydon Jr. (B.S.) was elected president of the Miami Society of Plastic Surgeons.

1975
Candice E. Clemenz (B.S.) has been named dean for undergraduate programs at Virginia Tech’s Pamplin College of Business.

Lewis F. Collins Jr. (B.S.) was elected president of the Federation of Defense and Corporate Counsel at its annual meeting, San Diego, July. Collins is a partner in the law firm Butler, Pappas, Weihmuller, Katz, Craig, LLP in the Tampa office.

John C. Elbin (B.S.) was appointed chief financial officer for Marsh Supermarkets, Indianapolis, Ind.

Harris K. Solomon (B.S., J.D. ’78) is a partner with the Fort Lauderdale law firm of Brinkley, McNerney, Morgan, Solomon and Tatum, LLP. He has been elected president of the Boys’ and Girls’ Clubs of Broward County, Fla.

1980
Katie Pipkorn Kenney (B.S.) has joined the staff as a senior account executive of Ralph Simpson and Associates, a Winston-Salem, N.C., public relations and marketing firm. Kenney is the former brand marketing development manager at Lowe’s Companies Inc.

1982
Scott A. Thomas (B.A.) has been elected to a two-year term on the board of directors of Court Appointed Special Advocates. CASA trains volunteers to ensure that abused and neglected children have a voice in juvenile court. Thomas is a partner in the litigation department at Tydings and Rosenberg LLP, Baltimore, Md.

1986
David Reynolds (M.M.) was named head of the music department at South Dakota State University. Reynolds is a trumpeter and was a member of the U.S. Army Band.

Benjamin L. Crump (B.S.) received the Affiliate Chapter of the Year Award at the 80th annual National Bar Association convention on behalf of the Virgil Hawkins Florida Chapter. The National Bar Association is the largest African American voluntary bar association.

1992
Daniel B. Davis (B.A.) has joined the law firm of Jones Walker as an associate in the litigation practice, Baton Rouge, La.

1996
Seaman Reed Zatlow (B.S.) completed U.S. Navy basic training, with honors, at Recruit Training Command, Great Lakes, Ill.

Sgt. Eric R. Hughes (B.S.) has departed on a scheduled deployment in support of Operation Iraqi Freedom. Hughes is a member of the Marines 8th Communication Battalion, II Marine Expeditionary Force, home based at Camp Lejeune, N.C.

1974
L. Ross Heck Jr.

William Ross Heck


Heck was a professor of accounting at FSU from 1959 to 1988. He specialized in tax law and received Florida’s Outstanding Educator Award in 1986, which was given by the Board of Governors of the Florida Institute of Certified Public Accountants. He was named Distinguished Accounting Alumnus in 1986 by Auburn University. He served on the editorial board for the Florida Certified Public Accountants.

Heck received a Doctor of Philosophy degree from Louisiana State University and earned his bachelor’s and master’s degrees from Auburn University. He served with the U.S. Navy in World War II and was honorably discharged as chief yeoman. He was recalled to active duty during the Korean conflict and received numerous military awards.
Charitable bequests: A reflection of your values

If you’re like most people, your first concern when planning your estate is to provide for your family members. But if your children are already financially secure, or if you don’t have any children, you might consider making a gift to FSU.

Charitable giving through a bequest in a will or trust is the traditional way that Americans choose to support a worthy cause beyond their annual contributions. In return for your charitable bequest gift, your estate receives an estate tax deduction that is dollar for dollar.

Of course, you may not want to leave everything to charitable organizations. Instead, you can bequeath a sum of cash or a particular asset. If you want to make certain a beneficiary of an existing or new life insurance policy.

Percentage of your estate: Your gift might be stated as a share or percentage of your estate — or the remainder of any trust you’ve created.

Specific asset: You could leave to us a valuable object or a parcel of real estate that you know could be especially useful to us.

Residuary Bequest: You could include a gift that is equal to all of the assets that are left over after all other costs and bequests have been honored. Or, you might choose to leave a percentage of your residuary estate to FSU. By making a residuary bequest, you retain control of your assets up until you (and your estate) no longer need them.

For certain assets you bequeath, it is imperative that you change the beneficiary designation form. Here are some examples:

Retirement plan assets: You could name us as beneficiary of a portion (or all) of your qualified plan or IRA.

Like your family members who may be named as beneficiaries of your 401(k) or 403(b) plans, the FSU Foundation Inc. does not pay income taxes on the proceeds. Therefore, the entire amount comes to the university.

Life insurance: You may designate the FSU Foundation Inc. as the primary or contingent beneficiary of an existing or new life insurance policy.

Ways to Give

A charitable bequest to FSU may be expressed simply in terms of a specific dollar amount — a very desirable means for many donors. There are several other ways to give that could be more appropriate in your circumstances:

- Percentage of your estate: Your gift might be stated as a share or percentage of your estate, or the remainder of any trust you’ve created.
- Specific asset: You could leave to us a valuable object or a parcel of real estate that you know could be especially useful to us.
- Residuary Bequest: You could include a gift that is equal to all of the assets that are left over after all other costs and bequests have been honored. Or, you might choose to leave a percentage of your residuary estate to FSU. By making a residuary bequest, you retain control of your assets up until you (and your estate) no longer need them.
- Retirement plan assets: You could name us as beneficiary of a portion (or all) of your qualified plan or IRA.
- Life insurance: You may designate the FSU Foundation Inc. as the primary or contingent beneficiary of an existing or new life insurance policy.

IN MEMORIAM

Madelyn McDuffie Baldy (B.S.’31), Margaret Daillard Borland (B.A.’32), Mildred Yearly Hodges (L’1’33), Jessie Wilder Thacker (B.A.’35), Marjorie Dickens Tully (B.S.’35), Annie L. Rollins (B.A.’36), Ruth Murray Torbert (B.S.’36), Madalaine Weeks Dorman (B.M.’37), Eleanor Ruff Roberts (B.S.’38)

Louise Watson Clifford (A.B.’41), Elizabeth Giersch Watt (B.A.’42), Myrtle Harlow Mercer (B.A.’43), Pearle “Polly” Stanfill Belford (B.S.’44), Charlotte Rose Falkow (B.S.’44), Marynthia Hatchett Taylor (B.S.’47, M.S.’52), Annie Belle Dais Bozeman (B.A.’48), Jennie Marry Krol (B.S.’48), Erna “Betty” Dickson (B.A.’49), James Samuel “Coach” Pavy (B.S./P’, M.S.’50)


Jeanne A. Anderson (M.S./’70), Nancy L. Hovater (B.A./’70), Karen Moscha Knowlton (B.S./M’, William McKinley “Mack” Morgan Jr. (B.S./’73), Dr. David Unwin (B.S./’79)

John Donald Willis (B.S./’80), Karen LaNeve DeFrancoe Sanderson (M.S.W./’81), Marlin D. McDaniel (’83), Teresa Hill Clayton (B.S./’83), Lilah Berul Cassidy (B.S./’87), Howard Gilbert Hartsfield (B.S./’87), Edward A. Cobham Jr. (J.D./’89), Hal Gregory McCray (B.S./’89)

Gary Austin Graves (B.A./’91), John P. Brennan (’92), Gregory P. Grant (’93), Larry J. Langston Jr. (B.S./’95)

Steven J.S. Nolan (M.B.A./’02), Jayson Lee Huffman (B.A./’04), Zara A. Abrams (’05), Stephen P. Best (B.A./M’, Lindsay J. Layer (’05), Robert Alan Pack (’05), Daniel E. Roman (’05)

Benjamin H. Carroll, Bruno Jensen, Robert L. Thornton, Helen L. Woodyard

Correction

Harry E. Ramsey (M.S. ’61), was mistakenly reported as deceased in the August 2005 edition of In Memoriam.
Professors to build odor-scrubbing ‘bio-filters’ at landfill

By Libby Fairhurst
FSU Media Relations Office

...funded through a 2005-06 grant from the Florida Department of Environmental Protection, one of several awarded annually to help cities and counties increase recycling, reduce solid waste and conserve natural resources.

In fact, the DEP gave the Chanton-Abichou design top scores for innovative use of technology, cost-effectiveness, transferability and community support — earning Leon County one of only seven such awards approved by the Florida Legislature.

Wayne Hochwarter
FSU Media Relations Office

Feeling pangs of conscience about the hours you spend at work instead of home with the family? You’re far from the only one. Research by an FSU management professor shows many U.S. workers feel guilty that their jobs don’t allow them to spend as much time at home as they would like.

Wayne A. Hochwarter, an associate professor of management in the FSU College of Business, gathered data from 700 employees across several industries to determine the role that guilt has on work and health outcomes. Findings from this research show that almost 50 percent of all respondents either agreed or strongly agreed with the statement “I feel guilty about the time I am unable to spend with my family due to work.”

Further, such guilt was associated with:
- Increased job-related distress
- More general anxiety
- More negative attitudes
- Unrealistic, and often distress-inducing, expectations of oneself
- More physical pain at work
- Higher rates of burnout
- Fewer close relationships

Not surprisingly, women and those responsible for the care of dependents reported more guilt.

In most two-couple U.S. households, both parents are employed. Further, American employees work more hours each year than their counterparts in all other industrialized nations, including Japan and Germany. The fact is that parents are working more than at any other time in history, causing many dependents to be at home without supervision for several hours per day. It has been documented that crime, unwanted pregnancies and substance abuse increase dramatically when children are left unattended.

“The current economic picture does not support the possibility of either parent spending less time at work and more time at home,” Hochwarter said.
Chances are you have a strong connection to Florida State University – a connection built on fond memories and sustained by your interaction with other alumni, faculty and friends of the University.

It’s this sense of connection that is fueling the University’s largest ever fundraising effort, FSU CONNECT. With the ultimate goal of raising $600 million, the Campaign recently surpassed the $543.5 million mark. This support will help FSU realize its goal of funding:

- 876 Undergraduate Scholarships
- 278 Graduate Fellowships
- 150 Professorships
- 37 Endowed Chairs
- 46 Programs
- $121 Million for Construction

Make your gift online today at www.fsuconnect.com

FSU represented my first big challenge. It was a test. Passing this test prepared me for a future that I would never have expected. It also represented a door to the wonderful possibilities that have grown in my life. It is my pleasure to pass this key to future Seminoles from all over the world.

Jane Marks, B.S. in Arts and Sciences
FSU student’s account of life as a soldier in Iraq is best seller

By Jill Elish
FSU Media Relations Office

FSU student John Crawford thought he was beginning a new chapter in his life when he got married in 2002, but his story took a dramatic turn when he learned on his honeymoon that his Florida National Guard unit would be deployed to Iraq.

What followed was 12 months patrolling the streets of Baghdad and a critically acclaimed book documenting the experience.

“The Last True Story I’ll Ever Tell: An Accidental Soldier’s Account of the War in Iraq,” was published this month by Riverhead Books, a division of the Penguin Group.

The book, which debuted at No. 21 on the New York Times Best Sellers list, is a collection of short stories that chronicle the transformation of a group of mostly naïve college students to men hardened by the realities of war.

“The book is an honest, truthful account of soldiers in Iraq,” Crawford said. “They’re regular people put in an extraordinary situation. It’s a cliché to say these are people at their best and their worst, but that’s what it was.”

At their best, the soldiers were loyal, brave and heroic. At their worst, they were bored, angry and fearful. But the soldiers persevered despite being ill-equipped in a hot, dangerous and dirty place.

“You can’t just put someone to work 24 hours a day, 365 days a year,” he said, explaining the frustration that led the soldiers to get into some of the situations detailed in the book. “No one could do that.”

Crawford, now 27, joined the National Guard after serving a stint with the Army’s 101st Airborne Division. He thought it was a good way to pay for college, and he enrolled at FSU. He was just a few credits shy of earning a degree in anthropology when his unit was called to serve.

Crawford’s deployment began in Kuwait in February 2003, and he and his unit crossed into Iraq on the first day of the invasion. Baghdad fell more quickly than anyone imagined, but Crawford’s unit stayed on to patrol the streets after most of the other soldiers involved in the invasion were sent home.

“We knew we were going to take part in the invasion, and after that, we thought we’d go home,” he said. “But they kept extending the date and it went on and on. We could never get comfortable because we kept thinking we were going home and then it wouldn’t happen.”

Bored one afternoon, Crawford borrowed a friend’s laptop and began writing a short story. A journalist who was embedded with the unit read the story and sent it to a friend who was an agent. Before he knew it, he had a contract, a big advance and no idea how he would ever produce a novel. Instead, he wrote a series of non-fiction pieces that are placed roughly in chronological order. He finished writing the book about three months after returning to Tallahassee in February 2004. He completed his commitment to the National Guard in October of that year.

So far, reviews have been great, with words like “powerful,” “raw” and “compelling” used to describe his work. He has already done interviews with Terry Gross from National Public Radio’s “Fresh Air” and Jon Stewart from “The Daily Show.”

“One day I was watching ‘The Daily Show’ and the next day I was on it,” Crawford said about how much his life has already begun to change since the book was published.

He is busy promoting the book, but he hopes to complete his bachelor’s degree at FSU and maybe one day even pursue a doctorate.

The Palatka, Fla., native said he always loved writing, but he thought of it as a hobby rather than a way to earn a living. Now, not surprisingly, the first-time author is pondering future writing opportunities.

Although the book title suggests otherwise, his Iraq experience may not, in fact, be the last true story he ever tells. This spring Crawford plans to go to Afghanistan as a civilian to write about the continuing war efforts there.

Find out how you can save on auto and home insurance with Group Savings Plus

How will you spend your savings?

If you’re not a member of our Group Savings Plus program, then you’re not taking advantage of the group buying power of the Florida State University Alumni Association. So you could be paying too much for auto insurance. $327.96 too much!” Just think what you could do with that extra money.

With Group Savings Plus, FSU alumni will enjoy:

- A group discount of up to 10% off our already competitive rates on auto and home insurance
- Additional savings based on your age, driving experience and more
- Convenient payment options
- Rates guaranteed for 12 months, not six
- 24-Hour claims service and Emergency Roadside Assistance

Call now and see just how much you can save. Then start spending your money on something a bit more exciting than auto and home insurance!

For a free, no-obligation rate quote, please call 1.866.427.1113 or visit www.libertymutual.com/lm/fsuAA.

*Figures based on a March 2005 sample of auto policyholder savings when comparing their former premium with those of Liberty Mutual’s group auto and home program. Individual premiums and savings will vary.
**Discounts, credits and program features are available where state laws and regulations allow and may vary by state. Certain discounts apply to specific coverages only. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify. †Service applies to auto policyholders and is provided by Cross Country Motor Club of Boston, Inc., Boston, MA or through Cross Country Motor Club of California, Inc., Boston, MA. Coverage provided and underwritten by Liberty Mutual Insurance Company and its affiliates, 175 Berkeley Street, Boston, MA. © 2005 Liberty Mutual Insurance Company. All Rights Reserved.