

# Inventing Sara Blakely ‘Spanx’ entrepreneur launches foundation

By Bayard Stern  
Managing Editor

Starting with an idea born out of sheer necessity and a pair of scissors, Florida State University alumna, philanthropist and TV personality Sara Blakely invented, patented and now produces body-shaping undergarments and pantyhose she named “Spanx.”

With no business training or experience in the clothing industry, Blakely, a Clearwater, Fla., native, started Spanx in 2000 out of her Atlanta apartment with only \$5,000 in savings. Seven years have passed, and her business has flourished. It now boasts more than \$150 million in retail sales.

She said her FSU education and the relationships she formed during college helped her to succeed. Blakely was a member of the debate team at FSU when it won

the national debate championship, belonged to the Delta Delta Delta sorority, and earned a Bachelor of Science degree from the College of Communication in 1993.

“My experiences on the debate team taught me how to view issues from all angles, and this has helped me run Spanx,” Blakely said. “Almost daily I have to make big decisions where it’s critical to strategically think about both sides of all the issues.”

Blakely credits her college friends with helping her launch the business.

“A lot of my sorority sisters helped me out when I was starting,” she said. “They sent out tons of e-mails and talked about Spanx to anyone who would listen. We all went to many department stores and told people about it and modeled it. I believe this effort provided our first loyal network of

(Continued on page 15)



## FSU chemist uses light-activated molecules to kill cancer cells



By Barry Ray  
FSU News and Public Affairs

A key challenge facing doctors as they treat patients suffering from cancer or other diseases resulting from genetic mutations is that the drugs at their disposal often don’t discriminate between healthy cells and dangerous ones

— think of the brute-force approach of chemotherapy, for instance. To address this challenge, Florida State University researchers are investigating techniques for using certain molecules that, when exposed to light, will kill only the harmful cells.

Igor V. Alabugin is an associate professor of chemistry and biochemistry at FSU. He specializes in

a branch of chemistry known as photochemistry, in which the interactions between atoms, small molecules and light are analyzed.

“When one of the two strands of our cellular DNA is broken, intricate cell machinery is mobilized to repair the damage,” he said. “Only because this process is efficient can humans function in an environment full of ultraviolet irradiation, heavy metals and other factors that constantly damage our cells.”

However, a cell that sustains so much damage that both DNA strands are broken at the same time eventually will commit suicide — a process known as apoptosis.

“In our research, we’re working on ways to induce apoptosis in cancer cells — or any cells that have harmful genetic mutations — by damaging both of their DNA strands,” Alabugin said. “We have found that a group of cancer-killing molecules known as lysine conjugates can identify a damaged spot, or ‘cleavage,’ in a single strand of DNA and then induce cleavage on the DNA strand opposite the damage site. This ‘double cleavage’ of the DNA is very difficult for the cell to repair and typically leads to apoptosis.”

(Continued on page 15)





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## Remembering FSU President Emeritus Bernard F. 'Bernie' Sliger

By Jill Elish  
Assistant Director,  
FSU News and Public Affairs

Florida State University President Emeritus Bernard F. Sliger, who served as the university's 10th president, will be remembered as much for his easygoing nature and love of students as the forward-thinking leadership he provided during a long period of unprecedented growth at the university.

Sliger died Oct. 10 in Michigan. He was 83.

"Dr. Sliger was one of FSU's most outstanding presidents," said FSU President T.K. Wetherell. "He promoted higher academic standards and the growth of each faculty member, staff person and student. But for Bernie Sliger, FSU would not be the institution it is today. He was a special person with a unique combination of intelligence and enthusiasm. There will never be another Bernie."

Sliger served as president from 1977 to 1991 after serving four years as the university's executive vice president and chief academic officer. The popular leader was asked to return to the helm as interim president after his successor, Dale Lick, resigned in 1993. Sliger served in that capacity until Talbot "Sandy" D'Alemberte became president in 1994.

"Bernie was my friend before I worked for him," D'Alemberte said. "In all my dealings with him, I knew him as a very smart man without pretensions, rare enough around a university, but rarer still was his great humanity and love for people. He was a great president of FSU, a man without enemies, and everyone who knew him will be sad."

During Sliger's tenure, student enrollment increased by nearly one-third, the National High Magnetic Field Laboratory was awarded to FSU, and the uni-

versity acquired three supercomputers. He put the establishment of the FAMU-FSU College of Engineering high on his list of major achievements, and the acquisition of the Panama City Campus was also a point of pride. In addition, FSU rose to the pinnacle of intercollegiate athletics and joined the Atlantic Coast Conference; funding was approved for the multi-million-dollar University Center; and the idea for the College of Medicine was first explored.

Following his retirement, Sliger served at FSU as the director of the Gus A. Stavros Center for the Advancement of Free Enterprise and Economic Education and as a professor of economics.

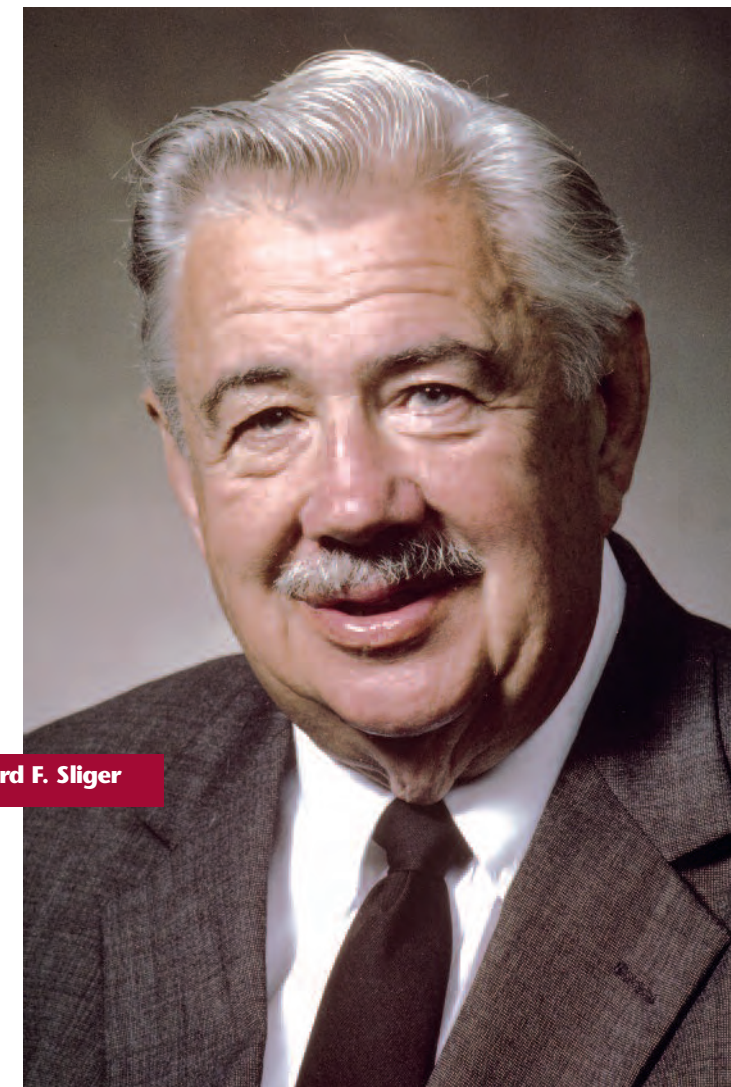
Earlier this year, FSU honored Sliger at its Heritage Day celebration with a special video tribute and the unveiling of a bronze statue of him created by FSU alumna Melinda Cooper.

Best known simply as "Bernie," Sliger was much loved by the university community. His self-effacing manner belied a keen intellect and a serious scholar highly regarded as an economist. Sliger was famous during his presidency for his walks across campus and his casual appearance — a linen shirt and trousers — that matched his easy-going manner with students, faculty and staff.

"He was probably the most amiable person I ever met," said Professor of Physics Emeritus and former Dean of the Faculties Steve Edwards. "He was extremely easygoing. Right away you felt like an old friend of his."

In fact, Sliger was widely regarded as a friend of students and faculty alike. He started the President's Ice Cream Social, a tradition that continues today as a way for presidents to spend time with students in an informal way.

"He had the students over to his backyard, and he'd play volley-



Bernard F. Sliger

ball or Frisbee with them and the students just loved it," Edwards said. "They were going to Bernie's house."

Edwards, who served on the Faculty Senate Steering Committee when Sliger first came to FSU as an executive vice president, remembered that meeting with the committee was one of the first things he did.

"It was obvious he was really a friend of the faculty, and he made that clear later when he became president," Edwards recalled.

"Making sure the faculty were taken care of was important to him. He understood the importance of faculty morale to the mission of the university as a research

institution."

He started the named professorships for faculty as a way to increase salaries and boost morale.

A native of Trout Creek, Mich., Sliger held three degrees — a bachelor's, master's and doctorate — from Michigan State University, all in economics.

Born Sept. 30, 1924, he began his educational career as an instructor in Michigan's Interior Township Schools in 1947. He taught at FSU, Michigan State, Louisiana State and Southern universities.

Sliger spent 19 years as a faculty member and administrator at LSU. He served a year as the state of Louisiana's secretary of admin-

istration and then organized the Louisiana Coordinating Council for Higher Education, becoming its executive director from 1969 to 1972.

An economist and scholar in the special field of economic theory and public finance, he frequently served as consultant to private and public commissions and organizations. Sliger served as chairman of Florida Gov. Reubin Askew's Economic Advisory Council in 1976-77 and was appointed by the Florida Legislature as a member of the Academic Task Force for Review of the Insurance and Tort System in 1986-88. He served as a member of the Board of Directors of the Federal Reserve Bank of Atlanta from 1983 to 1988 and was a member of the American College Testing Board of Trustees from 1981 to 1987, serving as chairman from 1985 to 1987.

In addition to dozens of state and local organizations, he served as a member of many national organizations, including the Southeastern Universities Research Association; Universities Research Association, Executive Committee and Board of Trustees; National Association of State Universities and Land Grant Colleges; American Council on Education, ACE Labor/Higher Education Council; International Association of University Presidents; Council on Competitiveness; and the Joint Council on Economic Education Board of Trustees.

In 1987, Sliger was appointed to a four-year term on the NCAA Presidents Commission. In 1989, he was named chair of NCAA Division I-A, chair of the Presidential Nominating Committee of the Presidents Commission and a member of the NCAA Special Committee on Cost Reduction. In 1990, he was named chair of NCAA Division I.

Sliger is survived by his wife, Greta, and four children.



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# Legendary Professor Emerita Hoffman receives honorary degree

By Libby Fairhurst  
FSU News and Public Affairs

For 75 years, Katherine Blood “Kitty” Hoffman has made contributions to the Florida State College for Women and Florida State University as a student, alumna, faculty member, administrator and benefactor. On Sept. 20, FSU conferred upon Hoffman an Honorary Doctorate of Science at the university’s annual Fall Meeting of the General Faculty. FSU President T.K. Wetherell, Provost Lawrence Abele and Dean of the Faculties Anne Rowe participated in the hooding ceremony. Hoffman is an FSU professor emerita of chemistry.

“We are deeply honored to present this honorary doctorate to Kitty Hoffman, who has been an integral presence at this institution for seven decades,” Wetherell said at the ceremony. “Beginning as a student at the Florida State College for Women, she became a tireless alumna and, for more than four decades, a distinguished faculty member and administrator. We all owe so much to this award-winning academician and teacher, gracious colleague and beloved mentor who has made countless contributions to the creation and preservation of our university’s great heritage.”

Rowe declared no one more



FSU Photo Lab / Michele Edmunds  
FSU President T.K. Wetherell, left, and Provost Lawrence Abele, place a doctoral hood on Katherine Blood “Kitty” Hoffman after conferring upon her an Honorary Doctorate of Science.

deserving of the recognition than Hoffman.

“Her selfless dedication to Florida State University is nothing short of legendary,” Rowe said.

Against the backdrop of the Great Depression, Hoffman’s tuition as a student at FSCW was paid with truckloads of oranges from her father’s Polk County groves. Hoffman earned free meals serving fellow students as a “Dining Room Girl” and, despite the long hours, also found time and energy to serve as president of the Student Government Association, captain of the baseball and

volleyball teams, write for *The Flambeau*, and earn membership in Phi Beta Kappa and numerous other campus and honorary organizations. In her senior year, her classmates chose Hoffman as the yearbook’s representative of “charm.”

Hoffman received her undergraduate degree in bacteriology from FSCW in 1936, earned a master’s degree from Columbia University, and was accepted to the medical school at Duke University. At that time, however, Duke required female medical students to remain single. Stung by what she

viewed as an unfair policy, Hoffman, who married in 1938, instead embarked on a teaching career. She returned to her alma mater in 1940 to begin a then-unconventional life as a wife, mother and professor — and in a scientific realm composed of very few women.

During her nearly 40-year tenure at FSU as a member of the chemistry department faculty, Hoffman wrote several textbooks and many articles, and was widely recognized for her scholarship and commitment to the advancement of her field. She won multiple awards for teaching; in fact,

students often described her as “the most wonderful teacher” they had ever had.

From 1967 to 1970, Hoffman also served as FSU’s Dean of Women, and then as president of the Faculty Senate from 1980 to 1982.

After Hoffman’s retirement from teaching in 1984, the chemistry department dedicated the Katherine B. Hoffman Teaching Laboratory in her honor. Subsequently, Hoffman and her husband, Harold, established the \$100,000 Katherine Blood Hoffman Endowed Scholarship in Chemistry. In 2002, the FSU Seminole Club of New York City created the Kitty Hoffman Service Award — and Hoffman herself was its first recipient.

Recognized as an energetic and effective alumna, Hoffman established the first FSCW alumni chapter outside the state of Florida, which originally was intended to assist members who were attending the 1938 World’s Fair in New York City.

During a remarkably productive retirement, Hoffman has served as a board member for the FSU Alumni Association and trustee for the FSU Foundation; chairwoman of the Emeritus Alumni Society; and co-chairwoman of FSU’s Sesquicentennial Celebration.

A. Brymer, an FSU hospitality professor and chairman of the Dedman School, which administers the PGM program.

A former FSU student, Farr served most recently as resort manager and director of golf for the Pine Needles and Mid Pines golf resorts.

## D’Alemberte participates in global seminar

Florida State University President Emeritus Talbot “Sandy” D’Alemberte served as a panelist during the 443rd session of the Salzburg (Austria) Global Seminar in September.

The seminar’s main focus was “An International Rule of Law: Balancing Security, Democracy and Human Rights in an Age of Terrorism.”

D’Alemberte and International Bar Association President Fernando Pombo were panelists for “Responding to the Consequences of Counter-Terrorism Policies: What is the Responsibility of the Legal Profession?”

The Salzburg Global Seminar brings together imaginative thinkers from different cultures and institutions to solve issues of global concern.

# Mellgren finds his passion — and ‘Shotgun Honeymoon’ — in music

By Dave Fiore

Students at Florida State University often discover their life’s calling during their years in Tallahassee, but not as many decide that calling is to be a rock star. And even fewer still actually go for it.

But with the release of his first CD on Sept. 11, Shotgun Honeymoon — the artist formerly known as Eric Mellgren — is well on his way to a life of bright lights and tour buses. The FSU graduate (B.S. ‘00, Marketing) currently is living in Los Angeles promoting his debut release, “Forgone Conclusion,” on the independent Broken Halo label.

After time writing songs and developing his unique sound at clubs in Miami and Orlando following graduation, Mellgren decided it was time to go for the big time, which meant moving to Los Angeles and finding a job.

“I was looking for anything to pay the rent,” he said. “But I was writing songs really quickly while crashing at a friend’s mansion on the beach. I waited tables and had a temp job at Skechers, but I was still playing and performing. I was still honing my sound, playing on my own and getting a band together.”

Becoming frustrated with his musical direction, in the spring of



2006, Mellgren called a friend back in Orlando for some help.

“I told him I needed a rebirth, and it has to happen now,” he said. “We came up with the name Shotgun Honeymoon, made a demo, shopped indie labels, got Aaron (Wilhelm, B.F.A. ‘97, Film Production) on board as my manager, and things really started rolling from there. Shotgun is my alter ego. It needed to say something different.”

The name came through a conversation about shotgun weddings, according to Mellgren, who said he has had so many nicknames, some of his friends don’t even know his name is Eric.

## Holmes caters to extreme sport enthusiasts with zip lines

By Dave Fiore

It’s a bird. It’s a plane. It’s ... Captain Zipline?

He may not be saving the world from nefarious evildoers, but Captain Zipline, aka Florida State University alumnus Monty Holmes, is providing thrill-seekers from around the globe with what he calls “the most exciting extreme sport in the world.”

Holmes (’73, Biology), 57, is the founder and owner of Lost Canyon Zipline Adventure Tours in Salida, Colo. The thrilling canyon tour includes more than 2,000 feet of cable on six different zip lines, some more than 150 feet above the canyon floor. A zip line is a pulley suspended on a cable that is mounted on an incline. His longest cable stretches more than 450 feet down into the canyon, enabling riders to reach speeds of 40 miles per hour.

The idea for creating a zip-line tour near his home in central Colorado was planted in 1982 during a trip to Costa Rica.

“At the time, there were a couple zip lines there,” Holmes

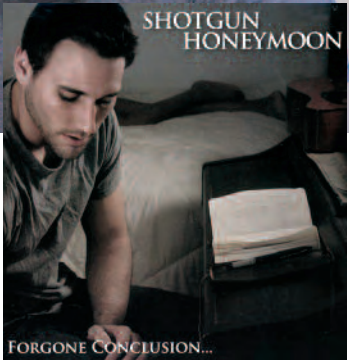
said. “After seeing the canopy tour concept and then watching movies with Sylvester Stallone, Arnold Schwarzenegger and Sean Connery zipping around, I asked myself, ‘Why should they have all the fun?’”

In 2005, Holmes returned to Costa Rica to explore a much more developed zip-line industry and rode a total of 35,000 feet of cable in research and development before returning home with a plan.

“I had 23 acres of property that included three mining claims and a canyon with lots of rough ground,” Holmes said. “My intention was to build cabins on the site, but I soon started laying out a zip-line tour at a time when there were no others in the United States, except on challenge courses.”

With a great respect for the land over which he was zipping, Holmes did his best in his design and execution of the tour to minimize his presence in the canyon.

“We make very little impact on the environment and keep our footprint very small,” he said.



“Most people at FSU knew me as Phil. Even my FSU buddies in L.A. call me Phil,” he said with a laugh.

“I use Shotgun Honeymoon as my stage name. I believe the mysteriousness of the name separates me from the crowd. It really fits me and my music.”

Mellgren said he is really excited about the recently released album.

“This is a once-in-a-lifetime

thing,” he said. “I never thought I would have an album released. It is a dream come true, but I am not stopping there. I am hard-working, and I want to get out on the road consistently. There is a tour in the works.”

Records and tours were not even on the radar for Mellgren just before coming to FSU, when he bought a guitar and a Nirvana songbook.

“I played soccer since I was 5 living in Madison, Wis., and continued after my family moved to Boca Raton (Fla.),” Mellgren said. “When I graduated from high school, I needed another outlet.

“The (rock bands) Stone Temple Pilots and Nirvana were big, and I grew fascinated with alternative rock and how they would take it down to the songwriter level with acoustic sets. One day, I said, you know, I’m just going to buy a guitar and teach myself to play.” And I did.”

Just a couple of years later at FSU, Mellgren was encouraged by his girlfriend, a member of the Delta Delta Delta sorority, to enter

the annual Tri-Dent Gent pageant. Even though he had never played in front of an audience before, he performed a song he had written — and he was hooked.

“I performed at the pageant in front of at least 300 people at the Late Night Library that night,” he said. “I said to myself, ‘I have to keep doing this.’ There was a 100-percent spark. I was pushed into something and was not sure if I was any good, but now I wanted to pursue it and see what happened.”

Life as an up-and-coming musician living in Los Angeles is not exactly glamorous, according to Mellgren, but having the support of friends and family makes it a lot easier.

“It has all been hard work, but I believed in myself and had friends and family who believed in me, too,” he said. “Living in L.A. is great for me right now, but I don’t think it is where I will end up. My whole family is back East, and we have a super-close family.

“And as much as I love it out here, if it were not for the friends I went to school with being out here, I would not be able to do it. It is just too tough.”

For more on the music of Shotgun Honeymoon, visit [www.myspace.com/iamshotgunhoneymoon](http://www.myspace.com/iamshotgunhoneymoon).



Monty Holmes

views of history-laden canyons and 14,000-foot mountain peaks, Holmes said his favorite part is the simplicity and freedom of the

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Seeking adventure is nothing new to the Kentucky native, who came to FSU as a pre-med student on a track scholarship. After receiving a high draft lottery number, Holmes took a break from college and traveled to the South Pacific, which included adventures in New Guinea, Australia and New Zealand.

So what’s next for Captain Zipline?

“I spent a lifetime reinventing opportunities and expanding limits,” Holmes said. “Life is still ahead of me, and I am looking forward to the next adventure.”



# McLeod delights in historical life of Mount Vernon



Foster Wiley

Stephen McLeod

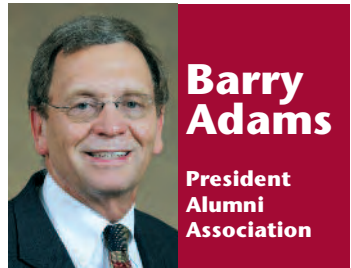
By Jeffery Seay  
Editor in Chief

After the throngs of tourists have gone and the gates have closed for the day, Florida State University alumnus Stephen McLeod can stand on the piazza of George Washington's iconic mansion, look out across the Potomac River and get a sense of what it might have been like to live at Mount Vernon in the 18th century.

As the assistant to the executive director of Washington's Mount Vernon Estate and Gardens, McLeod (M.A. '05, History), 42, is privy to many behind-the-scenes glimpses of Washington and the estate he called home.

## New board members bring talent, enthusiasm, commitment

We always approach the fall meeting of the National Alumni Board of Directors with anticipation. As with any volunteer board, there always is a point in time when new members are seated and a new "personality" emerges from the collective wisdom of new



and old views and experiences. Because they are tasked with representing all alumni while at the same time serving as a primary link for the university to more than 300,000 graduates around the world, it seemed like a good idea to write a short introduction for the *Florida State Times*.

I am excited about the backgrounds and dedication that each new board member brings to the table. The composite demonstrates the Association's desire to

have a diversity of alumni with a variety of careers and backgrounds that provide credentials and professional resources for the Alumni Association. In addition, the board has a national profile, so having alumni who are geographically dispersed around the country is most helpful. Ten members officially began terms in July.

•**Santanu Datta** (B.S. '89, M.B.A. '91, M.S. '91) of Durham, N.C., was named as an out-of-state Seminole club representative on the board. Holding a Ph.D. in health policy from UNC, Datta is an assistant research professor at Duke University and also is a health research scientist at the Durham V.A. Medical Center.

•**Jane Tronnier Fader** (B.S. '96), a resident of Jacksonville, Fla., is the director of communications for the World Golf Hall of Fame. She joined the Hall of Fame after working five years with CNN, which included media relations, CNN Interactive and CNN/Sports Illustrated.

•**Frank Hall** (B.S. '89) of Panama City, Fla., is a constituent

group representative for the Panama City Campus of FSU. Hall is the regional president of Vision Bank in Panama City and a graduate of FSU's campus there.

•**Thomas V. Hynes** (B.S. '80) is managing director of flight for American Airlines Operations in Miami. Hynes is a U.S. Navy veteran who once flew off the deck of the aircraft carrier USS Nimitz. In his current role with American, the Weston, Fla., resident oversees flight operations in the Caribbean and Latin America.

•**Patricia Sibley Kenimer** (B.S. '74) is president and owner of Media Solutions, one of the most successful firms in Atlanta and throughout the southeastern United States. A nationally known consultant and speaker on marketing, media buying and planning, Kenimer also has taught courses at Emory University, as well as the Atlanta Advertising Institute.

•**Michael J. Raymond** (Ph.D. '81) has been the director for comprehensive neuropsychology specialties at the John Heinz Institute of Rehabilitation in Pennsylvania

parts to Washington that we are able to showcase now, with specific galleries set aside for everything."

Of all of his duties, however, McLeod has the greatest enthusiasm for working with the estate's collections.

"I've always loved dealing with records and documents, and artifacts and objects," he said. "The provenance of 'Where did this come from? Why do we have it? How did we get it? Why is this significant? How does this help us tell the story?' is fascinating to me."

McLeod's journey to Mount Vernon began at FSU with the graduate-level Program in Historical Administration and Public History.

"I came back to graduate school after another career," he said. "I was fortunate enough to know by then what I wanted to do — work with cultural and historical resources. I think I had a really good educational experience at Florida State."

In satisfying the requirements of his academic program, McLeod went on his own and personally secured a one-semester internship with the National Trust (of England) in the spring of 2005.

"I worked specifically with the trust's Curatorial Directorate

at its central office in London, which has since moved," he said. "They allowed me a lot of different experiences to really see how a large institution like the National Trust functions."

After his internship with the National Trust and subsequent graduation from FSU, McLeod remained in England by qualifying for a six-month work visa and got a seasonal job working at Snows-hill Manor, a National Trust property in the Cotswolds, a range of hills known as the "Heart of England."

Today at Mount Vernon, McLeod can immerse himself in what fascinates him most — history. Presently he is overseeing the completion of a coffee-table book about the estate's two new facilities and preparing to write a biographical sketch about Princess Murat, a 19th-century Tallahassee woman who was the first vice re-gent for Florida of the Mount Vernon Ladies Association.

"I tend to view the world in a historical context," he said. "I always think about how a certain situation is the way it is because of what went before it. I just find it all terribly interesting. Not just facts and dates, but the people, the personalities that made it all happen. That is what makes it interesting for me."

ity involvement has included service on the FSU Career Center Advisory Board, as well as numerous civic organizations.

•**Karema Tyms-Harris** (B.S. '92, M.S. '05) is senior vice president of International Services with ADG Business and Governmental Consultants in Tallahassee. With nearly 20 years of experience in program design, marketing and communications strategies, Tyms-Harris specializes in international business development, client retention and special events. She previously was the state of Florida's chief protocol officer.

The 10 new board members bring the National Board of Directors to its full strength of 36 and will serve under an executive committee led by Board Chairman **Thomas Woodruff** ('65) of St. Petersburg, Fla.; Chair-Elect **Maury Kolchakian** ('75, J.D. '78) of Tallahassee, Fla.; Vice Chair **Donald Eddings** ('68) of Tampa, Fla.; Secretary **Jeffrey Hill** ('69) of Fort Lauderdale, Fla.; and Treasurer **Laurel Moredock** ('78) of Jacksonville, Fla.

# Bridging the gap: FSU office helps turn research into reality

By Dave Fiore

On the campus of Florida State University, innovative ideas and creative thought abound within the hallowed halls and laboratories of academia. Meanwhile, in the outside world, a never-ending need for pioneering, practical and income-generating new products and services continues to grow.

The space that separates these worlds is affectionately referred to as the "Valley of Death" by those who have dared to traverse it. Safely bridging the gap over this valley is the purpose of the FSU Office of Intellectual Property Development and Commercialization, more commonly referred to as Tech Transfer.

"We build the bridge between the university and the business world," said John Fraser, executive director of the Office of Intellectual Property Development and Commercialization and assistant vice president for Research and Economic Development.

"There exists a gap of cultures, motivations and time horizons, and we provide the skills to build that bridge. We focus on three main steps — education and interest building, licensing, and administering the deal."

The reason the office is so important to the university, according to Fraser, is that its staff is helping faculty members who are trying to find their way in an unfamiliar environment.

"We are business folk, and we know what contract negotiations are all about," said Fraser, who also is the immediate past president of the global Association of University Technology Managers. "We create partnerships. We sit with the faculty and the company while they are talking and help determine what each side wants to do. We also will write the term sheet, which is a list of elements of the potential relationship, such as the start and finish dates, funding, allowing publication, the budget, and getting rights of first refusal."

The three-person staff also includes Jack Sams and Gus Ray. "Jack worked with IBM in the 1980s, where he was the leader of the team that acquired DOS from Microsoft for IBM in the initial IBM PCs," Fraser said. "Gus is an MBA whose job it is to finance research partnerships. They both play very important roles in this process."

Some of the most well-known examples of technology making

the jump to private industry from FSU are the Cocktail Collection neckties by Michael Davidson, derived from original microphotographs of popular drinks as seen under the microscopes of the National High Magnetic Field Laboratory; and chemistry and biochemistry Professor Robert Holton's development of the synthetic cancer drug Taxol, which the National Cancer Institute described as the most important cancer drug in 15 years when it was introduced in 1993.

An example of a project with immense potential is the Pacifier Activated Lullaby (P.A.L.), which was developed by Professor Jayne Standley of the FSU



FSU Photo Lab / Michele Edmunds

John Fraser

tection, includes books, films and music created by FSU faculty. It is an increasingly important area of interest, he added.

One example is the FSU Center for Prevention and Early Intervention Policy, which, under the leadership of Mimi Graham, has developed, copyrighted and distributed a series of popular guides and handouts to help home visitors — experienced, "grandmotherly"-type paraprofessionals — encourage expectant families and help ensure healthy, happy children.

"It all started with a Healthy Start grant in 1997, and we soon discovered that when home visitors were working with these low-income, at-risk families, they were literally just visiting — talking about the weather," Graham said. "We are talking about moms who bring babies home without a crib or diapers or formula. New moms, teen moms and low-literacy parents just don't know about this stuff."

After translating their research and applying it to the curriculum, researchers at the Center for Prevention and Early Intervention realized that it was useful for any first-time family, according to Graham. Today, the curriculum is used throughout Florida and in Tennessee, Ohio, Virginia, New York and Oregon, as well as in Paris, France. The process of crossing the "Valley of Death" wasn't easy, Graham said, but with help from the Office of Intellectual Property Development and Commercialization, her center was able to make it.

"John provided such wisdom on how to run a small business within the university," Graham said. "He saw the value in our work and how it could help people. We also received tremendous support over the years from (former and current vice presidents of research) Ray Bye and Kirby Kemper."

"Today, people from all over the world know this as the FSU curriculum," Graham said. "And since 1999, it has generated \$5.5 million in total sales — and a new curriculum has just been released."

Deep in the science labs of FSU, Yun-Hwa "Peggy" Hsieh is working on yet another signif-

icant breakthrough in the production of antibodies that disclose the presence of dangerous and prohibited genetic tissue in animal foods.

Before coming to FSU, Hsieh developed the antibody that identified the presence of specific proteins that cause mad cow disease. Last year, after receiving a GAP award from the FSU Research Foundation, she made significant progress in developing additional antibodies that led to a four-year

grant from the U.S. Department of Agriculture. "In many countries, they use beef and pork blood as a supplement in sausage and soup products because of its protein qualities and because it is so inexpensive," Hsieh said. "If it contains the dangerous proteins, it can cause a number of fatal diseases that affect the central nervous system."

She also is developing antibodies that will identify exact species of fish to curb the common and often dangerous practice of switching fish species at the wholesale level for profit. The commercialization of Hsieh's work in these areas currently is in negotiation through the Office of Intellectual Property Development and Commercialization, which means safer eating for the world's consumers is close behind. And that, Fraser said, is good news for all involved, which is always the goal.

"Our true mission is to help the private sector produce products, based on FSU creative work, that save lives, improve the quality of life in patients, and increase global competitiveness," he said. "That's what this is all about."

To learn more, visit [www.techtransfer.fsu.edu](http://www.techtransfer.fsu.edu) and click on "Product Showcase," or visit [www.research.fsu.edu/foundation/gap/index.html](http://www.research.fsu.edu/foundation/gap/index.html) and click on "GAP Funding."



Jayne Standley

Scott Brower



# Young FSU alumni demonstrate growing generosity

Can you remember where you were Saturday night, May 9, 1980? Coach Bowden and I were in Atlanta at the downtown Marriott at the annual Bobby Bowden Banquet.

At around 8:45 in the evening I was telling jokes and preparing to introduce



Coach Bowden. About the same time in Richmond, Virginia, young Eric Carr entered the world.

And just before the start of this football season, Eric Carr became Florida State's youngest Golden Chief, making a 10-year pledge of \$6,000 per year. The 27-year-old Carr is a veterinary medical consultant living in Jacksonville.

Eric Carr is not the youngest Golden Chief ever. That honor goes to Chad Henderson of Tallahassee who joined that elite donor circle in 2005, at the age of 26.

All of this is important because it represents a shift in generations supporting our Seminoles. The explosion in student en-

rollment that began in the 1970s has not just produced more Seminole graduates; it has produced numbers of young alumni who are remarkably prosperous and generous in their financial support.

When the Golden Chiefs were created in 1976, it was unthinkable that men and women under the age of thirty would have the means to join.

In 1997, our first "Micco" (\$1 million) donation was made by a Pensacola couple already retired from business. But just two years ago, 37-year-old Tampa insurance executive Lance Barton stepped up to the "Micco" ranks. Someone else will likely break that youthful mark very soon.

For nearly three decades, Florida State University has been producing vast legions of young, aggressive entrepreneurs bound for success. Some of this phenomenon is due to our location. Every hard-working Seminole optimist in sight is engaged in firing Florida's hot economic engines.

Another portion of our success comes from our having been the "Second Sons" in our state. In old Europe, the first son in a family inherited everything. Daughters inherited only if there were no sons, and the second sons were generally left to choose between the military or the priesthood.

But many of those Second Sons were

ambitious; many burned with the passion for success. The most adventurous among them sought their fortune in America, where their talents and their energies could carry them to whatever heights their imaginations could reach.

The American Ideal was crafted in the spirit of those Second Sons. And I believe that much of our university's success proceeds from that same, unique spirit. While another school may proudly sing "We are the Boys," Florida State's Alma Mater just as proudly proclaims, "Here, Sons and Daughters Stand."

It's interesting that our university and the Seminole Tribe of Florida have traveled different, yet parallel paths to great achieve-

ment. We make much of the word "Unconquered" because the Seminoles never gave up, never surrendered. It's good to be unconquered, but that term could also suggest that they merely survived.

However, the Florida Seminoles didn't just survive. Fifty years ago, the Tribe officially adopted its corporate charter and began to make serious use of its inherent economic power. Florida State University's current "Unconquered" initiative employs

highway billboards, televised promotional spots and Web sites to pay tribute to the Tribe and the signing of its constitution 50 years ago.

Last spring we dedicated inspiring new statuary of three bronze Seminole figures at the football stadium. The sculpture depicts a Seminole family from the 1840s moving through the high grass, alert to any sound or movement, perhaps watching for the pursuing soldiers.

As we were ceremonially dedicating the bronze Seminoles, today's real Seminoles were negotiating the Tribe's purchase of the Hard Rock Café for something close to a billion dollars.

The Seminoles didn't just survive; the Seminoles triumphed.

And like our namesake collegiate Seminoles, their ambition and hard work and vision led them to success on their

own terms.

The Seminole Tribe has entered a new and more prosperous era, led by a younger generation. So has Florida State University.

We are the happy beneficiaries of good luck, burning ambition and great leaders compelled by magnificent dreams.

It's not quite time yet to pass the torch, but today's young Seminole sons and daughters are eminently willing to embrace the fire.

*The Seminoles didn't just survive; the Seminoles triumphed. And like our namesake collegiate Seminoles, their ambition and hard work and vision led them to success...*



Compiled by Chris Linton and Melissa Martinez

## Got News?

To submit items for Alumni News Notes, e-mail cpjohnso@alumni.fsu.edu. Please write "Alumni News Notes" in the subject heading of the e-mail.

### 1950s

**Rodney S. Ketcham** (B.S. '54) won an unopposed re-election to his third term on the Canaveral Port Authority. The Brevard Community College business building in Cocoa has been renamed the Rodney S. Ketcham Business Building.

**Ed Wycoff** (B.S. '57, Ph.D. '74) was inducted into the Circle of Distinction Hall of Fame at Winter Park High School, Winter Park.

### 1960s

**Thomas W. Benton** (B.S. '63, M.S. '73) has retired after 32 years as an education administrator with the Florida Department of Education and the school district of Lee County, Fla. He has a construction company, Tom Benton Enterprises, Tallahassee.

**Annette Hannon Lee** (B.A. '64, M.F.A. '73) has retired from her position as director of university relations at North Georgia College, Dahlonega, Ga.

**John W. Merting** (B.A. '65) has been named a "Florida Super Lawyer" by *Law and Politics* magazine. He also has been named a trustee of the Community Maritime Park Board and the State of Florida Maritime Museum and Research Center, Pensacola.

**Art Forster, Jr.** (B.A. '67) was named chief communications officer for the Federal Election Commission, Washington, D.C.

Judge **Paul M. Glenn** (B.A. '67) received the 2007 Robert W. Patton Outstanding Jurist Award from the Hillsborough County Bar Association, Tampa.

**Bill Wagner** (B.S. '67) is the general manager of the Currahee Club, Atlanta.

**David E. Todd** (B.A. '69) has been appointed Atlanta regional counsel of the U.S. Department of Commerce in the economic development administration section.

### 1970s

**Katherine Burton Jones** (B.A. '70, M.A. '74) has been elected president of the Harvard Chapter of Sigma Xi. She is the assistant dean for information technology and media services for the Master's of Liberal Arts program at the Harvard Extension School.

**Marsha Waldrop Lyons** (J.D. '70) has been certified as a circuit court and county mediator for North and Central Florida.

**Floyd L. Matthews Jr.** (B.A. '70, J.D. '74) has formed a new trial law firm, Matthews & Guild, P.A., with Robert B. Guild, Jacksonville.

**Margey Meyer** (B.A. '70) was named the 2007 Outstanding Educator of the Year by the National Community Association. Meyer is a vice president and dean of Associa University.

**George E. Tragos** (B.A. '70, J.D. '74) is listed in the 2007 edition of *The Best Lawyers in America*.

**Jim Vickrey** (Ph.D. '70) now teaches at Troy University, Montgomery, Ala., having previously taught at Troy University, Troy, Ala., for 15 years. A former university president and a lawyer, he is active in the Alabama Bar.

**Chris Zeigler Dendy** (M.S. '71) is an inductee of the national Children and Adults with Attention Deficit/Hyperactivity Disorder Hall of Fame. She has written three books and produced two videotapes and one DVD on the subject of ADHD.

**A. Wilson Greene** (B.A. '72) has written "Civil War Petersburg: Confederate City in the Crucible of War," published by the University of Virginia Press.

**Nina Weinstein** (B.A. '73) now is vice president of west coast production for National Geographic Television, Los Angeles. Weinstein was senior producer on programs that earned two Emmy Awards and an Academy Award nomination.

**Sharon Thomason Hayes** (B.S. '74, M.A. '79) has been inducted into the Association of Godby Graduates Hall of Fame in the category of education, Tallahassee.

**J.W. Hill** (B.S. '74) received the 2006 Firm of the Year award from Florida Commercial Brokers Network. His real estate firm, J.W. Hill & Associates, is in Live Oak, Fla.

**Tommy Goodson** (B.S. '75) won an unopposed re-election to his second four-year term on the Canaveral Port Authority and received the Distinguished Alumni Award from Brevard Community College, Cocoa.

**Diahann W. Lassus** (B.S. '76) was selected as one of New Jersey's Best 50 Women in Business by *NJBIZ* magazine.

**Larry Lovelace** (B.S. '76) now is the regional president of GreenBank, Tennessee.

**David Wilcox** (B.S. '76, J.D. '79) has been elected to the board of directors for Manatee Glens, a not-for-profit behavioral health organization in Manatee County, Fla.

**Rick Rothman** (B.S. '77) was inducted into the Florida Track and Field Hall of Fame. Rothman has coached cross-country and track at Spanish River High School, Boca Raton, since 1983.

**Aubrey K. Ewing** (M.S. '78, Ph.D. '82) was elected president of the Association for Applied Psychophysiology and Biofeedback, Wheat Ridge, Colo.

**Richard Gerson** (Ph.D. '78) has written "Achieving High Performance and Guaranteeing Performance Improvement," published by HRD Press.

**Dean LeBoeuf** (B.S. '78, J.D. '81) was named the 2006 Trial Lawyer of the Year by the American Board of Trial Advocates.

**Kathleen Touchstone** (Ph.D. '78) has written "Then Athena Said: Unilateral Transfers

and the Transformation of Objectivist Ethics," published by University Press of America. She is an assistant professor at Troy University, Atlantic Region, Norfolk, Va.

### 1980s

**Jerry Beck** (B.F.A. '81) is the artistic director and founder of the Revolving Museum in Lowell, Mass. Under Beck's leadership, the Revolving Museum won a 2007 Commonwealth Award, the highest honor for arts, humanities and sciences in Massachusetts.

**Craig T. Lynch** (B.S. '81) has been elected to the board of directors of Parker Poe Adams & Bernstein, Charlotte, N.C.

**Ira Silver** (B.S. '81), managing partner of Silver & Associates, P.A., has merged his CPA firm with Morrison, Brown, Argiz & Farra, LLP. Silver will be in charge of the Orlando office.

**Charles Ewen** (M.A. '83) and **Russell Skowronek** (M.A. '83) have written "X Marks the Spot: The Archaeology of Piracy," published by the University Press of Florida. Ewen is a professor at East Carolina University, N.C., and Skowronek is a professor at Santa Clara University, Calif.

**Samuel Henry** (B.S. '83) has accepted the position of logistics manager with Standing Joint Force Headquarters, U.S. Joint Forces Command, Norfolk, Va.

**Sharon L. Burton** (B.S. '84) has written her debut book, "Quality Customer Service: Rekindling the Art of Service to Customers." She was named the 2007 recipient of the Peter Spencer Foundation's "In the Spirit of Determination" award.

**Bahram Jalali** (B.S. '84) received the 2007 R.W. Prize from the Optical Society of America for the invention and demonstration of raman lasing in silicon. Jalali is a professor of electrical engineering at the University of California, Los Angeles.

**Jay Alexander** (B.S. '85) recently earned a master's degree in public administration from Virginia Commonwealth University, Richmond. He is senior manager for the State of Virginia's risk management division.

**Michael Dearden** (B.S. '85) has been promoted to regional director of wealth management of Wachovia Bank in McLean, Va., and also serves as a senior vice president within the company.

**Don L. Jones** (Ph.D. '85) has been selected to serve a two-year term on the WMFE community advisory board, Orlando.

**Patrick R. Kinney** (B.S. '86) received the Miami-Dade County Department of Human Services' Employee of the Year award.

Judge **Jonathan E. Sjostrom** (B.S. '86, J.D. '89) was named 2006 Trial Judge of the Year by the American Board of Trial Advocates.

**Robert S. Thurston** (B.M.E. '86, M.M.E. '92) has been inducted into the Association of Godby Graduates Hall of Fame in the category of fine arts, Tallahassee.

**Tom Mahlke** (B.S. '87) is the president and chief executive officer of Solvi Brands, Atlanta.

**Tracey Sellers** (B.S. '87) is the managing director of True Partners Consulting, Tampa.

**Penny Deutsch** (B.S. '89) was appointed by Gov. Jeb Bush to the Florida Local Advocacy Council in 2003 and was selected as chair of Service Area 15, Punta Gorda, Fla. The Advocacy Council monitors and investigates threats to the safety of persons who receive services from state agencies without interference by an executive agency.

**Eric Martuza** (J.D. '89) has joined the law firm of Meckler Bulger and Tilson as a partner

in its insurance practice, Chicago.

### 1990s

**Jason Ashford** (B.S. '90, J.D. '93) was appointed chief assistant district attorney for Houston County, Ga.

Dr. **Wayne Centrone** (B.S. '90) received the 2006 President's Award at the American Association of Naturopathic Physicians for his work as medical director and outreach program manager at the Outside In Center for Homeless Teens in Portland, Ore. In 2004, Centrone was named Outstanding Caregiver by Oregon Primary Care Association for his ongoing contribution to provide or improve services for homeless people.

**Ben Cooper** (B.S. '90) has been named director of human resources for Bayer Properties LLC, Birmingham, Ala.

**Rafael Gonzalez Jr.** (J.D. '90) received the 2006 U.S. President's Community Service Award, was named 2006 Entrepreneur of the Year by the Tampa Bay Hispanic Chamber of Commerce, and was a finalist in the 2007 Tampa Bay Business Journal Minority Business Person of the Year Award competition.

**Ray Vincent** (B.S. '90) has been promoted to vice president of worldwide operations and systems for AIG Global Marine, New York.

GySgt. **Daniel K. Boyce** (B.S. '91) has received a Joint Service Achievement Medal. Boyce serves in the U.S. Marine Corps.

**Matthew K. Foster** (B.S. '91, J.D. '94) has attained a rating of AV, the highest possible rating available through Martindale-Hubbell. He is a partner in Brooks, LeBoeuf, Bennett, Foster & Gwartney, Tallahassee.

**Jim Norris** (B.S. '91) is the general manager and chief operating officer at the Rogue Valley Country Club in Medford, Ore. It is the host site for the Southern Oregon Golf tournament, the largest amateur match-play golf tournament in the United States.

**Wendy Jensen Brewer** (B.A. '92) is an attorney for Barnes & Thornburg LLP and has recently earned her certification in business bankruptcy.

**Eric S. Faulconer** (B.S. '92, M.P.A. '96) has been named the National Soccer Coaches Association of America's Southeast Region NCAA Division II Women's Coach of the Year. Faulconer is the head women's soccer coach at Armstrong Atlantic State University, Savannah, Ga.

**Eric C. Ragatz** (B.S. '92), a partner at Peek, Cobb & Edwards, P.A., Jacksonville, has joined the Million Dollar Advocates Forum, one of the nation's most prestigious groups of trial lawyers.

**Jennifer Rizzo Bailey** (B.S. '93) has been appointed to the board of the Southeast Florida Chapter of the Scleroderma Foundation, Coral Springs.

**Jim Brewer** (M.A. '93) has been named associate vice chancellor for major gifts and endowments at the University of North Carolina, Asheville.

**William K. Bryant** (J.D. '93) is a new partner in the law office of Baker & Hostetler LLP, Orlando.

**John Crossman** (B.S. '93) is the president of the real estate company Crossman & Company. He was honored as the overall top producer in the retail category and received the Wilbur Strickland Award from the Central Florida Association of Realtors, Orlando.

**Carlos A. Kelly** (B.A. '93) wrote the article on eminent domain "How to Obtain an Order of Taking," published in *The Florida Bar Journal*.



Maj. **Michael J. Mills** (B.S. '93) competed in the 200-person Antarctica Marathon on Antarctica's King George Island, February 2006.

**Jennifer R. Cowan** (B.S. '94) has joined Lewis, Longman & Walker, P.A., as an associate in West Palm Beach.

**Julie Dunn** (B.S. '94) now is vice president of sales and marketing for Turner Network Sales, the domestic distribution, sales and marketing branch of Turner Broadcasting System, Atlanta.

**Shelley Bowles Green** (B.A. '94, M.S. '01) is the new owner of Heidi's Bakery, Tallahassee. She has been a partner with Tidewater Consulting Inc. for nine years.

**Brian Mand** (Ph.D. '94) is the athletics director at St. Andrews Presbyterian College, Laurinburg, N.C.

**Tony Srebnik** (B.S. '94) is a senior account executive for Tilson Communications, Boca Raton, Fla.

**Brian G. Wilson** (B.S. '94) completed fellowship training in allergy and immunology at Louisiana State University, Shreveport. He and his wife, **Meredith Wilson** (B.A. '95), have moved back to Tallahassee and opened their practice, Tallahassee Allergy, Asthma & Immunology.

**Chanta G. Combs** (B.A. '95, J.D. '98) has been named policy director for the Executive Office of Gov. Charlie Crist, Tallahassee.

**Daryl J. Hartley** (M.S. '95, Ph.D. '98) is an associate professor with tenure at the U.S. Naval Academy, Annapolis.

**John T. Husum** (B.S. '95) has been appointed senior fleet safety officer for British Petroleum Shipping, Houston.

**Daryl Parks** (J.D. '95) has been appointed to Florida A&M University's board of trustees by Gov. Charlie Crist.

**Jason A. Brady** (B.S. '96, J.D. '99) is a partner in the law office of Baker & Hostetler LLP, Orlando, Fla.

**Walter Jones** ('97) plays for the NFL's Seattle Seahawks and has launched a Web site, [www.walter-jones.com](http://www.walter-jones.com).

**Heather Kowalski-Boadella** (B.S. '97) has joined GrayRobinson P.A. as an associate. She practices in the firm's real estate department, Orlando, Fla.

**2000s**

**Rebecca Chism** (Ph.D. '00) has been granted tenure as assistant professor of foreign language pedagogy at Kent State University, Kent, Ohio.

**Kelley L. Smith** (B.A. '00) has been named scheduling director for the Executive Office of Gov. Charlie Crist, Tallahassee.

**Jami Duschesne** (B.S. '01, M.S. '02) has been named communications/development coordinator for the United Way of Northwest Florida, Panama City.

**Lauren P. Scott** (B.S. '01) now is office manager for the Kilgannon Advertising Agency, Atlanta.

**Milford Brown** ('02) plays for the NFL's Arizona Cardinals and has launched a Web site, [www.milfordbrown.com](http://www.milfordbrown.com).

**Daryl R. Levine** (B.S. '02) has been hired as the public policy specialist for the National Association of Student Personnel Administrators, Washington, D.C. He also is a master's degree candidate at the George Washington University Graduate School of Political Management and is serving as a board member of the Washington, D.C., Seminoles Club.

**Cyndee Welburn** (B.F.A. '02) continues to co-host the television show "Real Simple" on PBS, now in its second season.

Eleanore Adam



Eleanore Adam, 92, professor emerita and former department chairwoman of textiles and consumer sciences at Florida State University, died April 15. Adam joined the FSU faculty in 1953 and taught until her retirement in 1979.

Adam was named chairwoman of the Fashion Institute and the interdivisional program, which combined four university departments. In 1968, she began an 11-year tenure as the head of the FSU department of clothing, textiles and fashion merchandising. Prior to coming to FSU, she was the first faculty member at Cornell University in Ithaca, N.Y., to present an educational television program.

Among her professional affiliations, Adam was a member of the American Col-

lege Professors of Textile and Clothing and wrote numerous articles and abstracts.

Eugene Howard Czajkoski



Eugene Howard Czajkoski, 78, a retired Florida State University professor of criminology and criminal justice, died Feb. 16. Czajkoski taught at FSU from 1966 to 2006. He served as chairman of the department of criminology and later became the founding dean of the School of Criminology in 1974, a position he held until 1986. He was awarded dean emeritus and professor emeritus status in 1987.

Czajkoski served on the Florida Supreme Court Nominating Commission and as chairman of the Governor's Council on Criminal Justice, in addition to other positions within the Florida Governor's Office.

He helped to found DISC Village, a Tallahassee drug treatment center, and served on its board of directors for 35 years.

Czajkoski earned his doctorate in public administration and criminal justice from New York University in 1964. He was an Army veteran and served in the Korean War.

Janice Harsanyi



Janice Harsanyi, 77, a retired professor of voice at Florida State University from 1979 to 2005, died March 21.

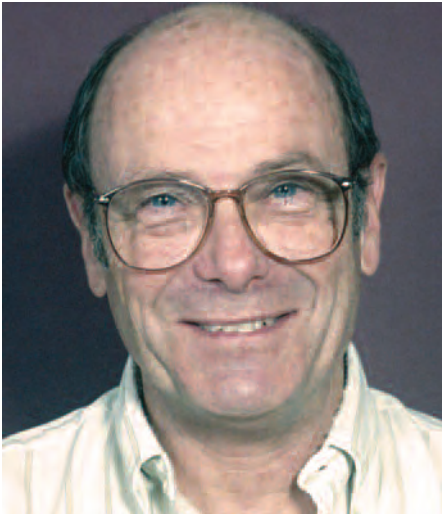
Harsanyi began her career at FSU in 1979 as chairwoman of the voice department at the School of Music. Known as an immensely talented performer, she was the all-time record holder for solo performances with the Philadelphia Orchestra. She per-

formed music by more than 50 living composers, including Roger Sessions, Milton Babbitt, Robert Ward and John Harbison, and appeared as a soloist on many occasions.

An Arlington, Mass., native, Harsanyi was the former head of the voice department at Westminster Choir College and taught at the University of Michigan, Interlochen Arts Academy and the North Carolina School of the Arts. She earned her bachelor of music degree from Westminster Choir College, Princeton, N.J.

John David Fox

John David Fox, 78, a professor emeritus of physics who played a crucial role in the development of Florida State University's nuclear physics program, died March



11. Fox began teaching at FSU in 1958 and retired in 1994. On March 3, the FSU Physics Lab was renamed the "John D. Fox Superconducting Accelerator Laboratory" in his honor.

Fox was awarded a Fulbright Fellowship in 1951 and was a guest scientist at several scientific institutions, including the University of Koln, Germany, in 1975, and the Argonne National Laboratory, Chicago, from 1982 to 2007. He was named a fellow of the American Physics Society in 1975 and was a program director of nuclear physics at the National Science Foundation from 1990 to 1992 and from 1995 to 1997.

Fox earned his bachelor's degree from the Massachusetts Institute of Technology, Boston, and earned his master's and doctoral degrees from the University of Illinois.

Ruth Posselt

Ruth Posselt, 95, a retired professor of violin who led a distinguished career as a performer and teacher at Florida State University from 1963 to 1978, died Feb. 19.

Posselt first came to FSU as a visiting artist, then became an artist in residence and member of the Florestan String Quartet, and finally a full professor of violin. She appeared many times as a soloist with the FSU Faculty Chamber Orchestra and continued to play recitals through the 1970s. Several of her students went on to positions in major American orchestras.

Posselt was known as a stellar performer who made her Carnegie Hall debut



in 1923. She won the Schubert Memorial Prize in 1929 and made her European debut in 1932. Posselt toured Europe seven times in the 1930s and 1940s. In 1937, she was invited by President and Mrs. Roosevelt to play at the White House. After extensive concert performances throughout the United States from 1940 to 1950, Posselt taught privately and at Wellesley College and the New England Conservatory of Music.

William J. Page

William J. "Pete" Page, 80, a professor emeritus of public administration and social work who taught at Florida State University from 1980 until his retirement in 1989, died Feb. 15.

Page served the U.S. Department of Health, Education and Welfare in various

capacities from 1948 to 1973, concluding his employment as an associate administrator. He had a distinguished career in public service and academia, earning awards and writing numerous publications.

Page served as the associate director of the Washington Center for Public Affairs at the University of Southern California, Los Angeles, from 1973 to 1975. The U.S. Depart-



ment of Health, Education and Welfare awarded him its Superior Service Award in 1964 and its Distinguished Service Award in 1968. In 1998, the National Association for the Advancement of Colored People awarded him its President's Award. Page earned his bachelor's degree at Furman University, Furman, S.C., in 1948 and his Master of Public Administration degree from the University of Pittsburgh in 1959.

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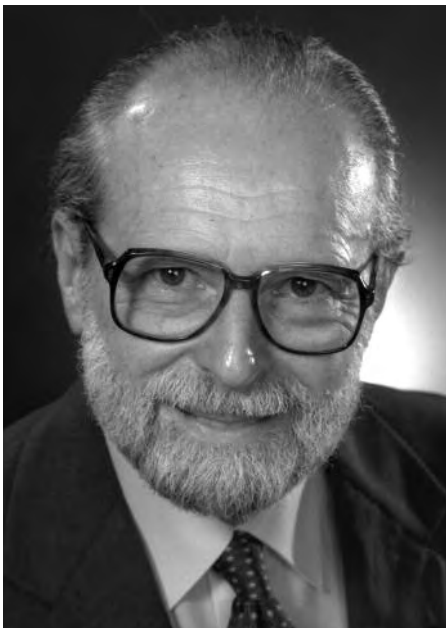
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**E. Imre Friedmann**  
Internationally recognized microbial ecologist E. Imre Friedmann, 85, died June 11. Friedmann taught at Florida State University from 1962 to 2000 and was a Robert O. Lawton Distinguished Professor and director of FSU’s Polar Desert Research Center. An expert on the microbial ecology of extreme environments, Friedmann led expeditions to the most extreme environments on Earth. He discovered the existence of life inside tiny crevices of rock where none previously was thought to be able to survive. Friedmann’s research was directly relevant to astrobiology, the study of the possibility of extraterrestrial life. His specific interests were extreme cold and dry environments, such as the Antarctic desert, which are the closest terrestrial analogs to condi-



tions on early Mars. In 1976, he published an article describing cryptoendoliths living in the Ross Desert of Antarctica. Cryptoendoliths are organisms that live inside rocks or in pores between mineral grains on the Earth’s surface. NASA, interested in this type of research, supported Friedmann’s work and gave him funding that enabled him to collect samples and study microorganisms throughout the world. Friedmann’s discovery of rock-bound organisms renewed hope of finding signs of life on Mars. In 1997, he was one of a number of scientists given a sample of the ALH 84001 meteorite, which was found in Antarctica in 1984. He led an international team of researchers that claimed in 2001, after studying the meteorite, that they had found “conclusive evidence” that Mars had

once been teeming with life — 3.5 billion years ago. The team discovered long chains of magnetite crystals that Friedmann claimed only could have come from living organisms. Friedmann was born in Budapest, Hungary. A Jew, he was captured during World War II and forced to do dangerous work by the Hungarian military. He barely escaped being sent to a concentration camp before the Russian army liberated Hungary from the Nazis. After the war, Friedmann found out that his father, his only brother, both grandparents and most of his aunts, uncles and cousins were dead. Friedmann earned his doctorate in 1951 from the University of Vienna, Austria. He was a foreign member of the Hungarian Academy of Sciences and published many journal articles over his long career.

In Memoriam

1920-1929

Ellah R. Kramer (B.A. ’29)

1930-1939

Edith Frances Foreman (B.A. ’31), Dorothy Boyce Daniel Schaaf (B.S. ’31), Julia Gehan Chase (B.S. ’32), Ruth Powell Elvery (A.B. ’32), Patricia O’Neal Garrett (B.S. ’33), Mildred McCoy Schild (B.A. ’33), Helen Deane Mitchell (B.A. ’34), Myrle Fillingim Belin (B.S. ’35), Mildred Johnson Warren (B.S. ’35), Winifred Hansen Bauer Hamilton (B.A. ’36), Betty Manning Russell (B.S. ’36), Marion C. Persons (B.M. ’37), Lorraine Burroughs Bonney (L.I. ’38), Nancy Adamson Solomon (L.I. ’38), Helen F. Taylor Kush (B.M. ’39)

1940-1949

Ruby Dunstan Fielding (B.M. ’40, M.S. ’72), Yvonne Inez Marchesseau (B.S. ’40), Louise Rooks Musgrove (’40), Amelia Stone Haygood (B.A. ’41), Annette Cone Wagner (B.A. ’41), Norma L. McCree Lloyd (B.A. ’42), Mary Parker Burnett (B.M. ’44), Edna P. Safley (B.S. ’44), Edith Collins Bible (B.S. ’45), Isabel Wood Rogers (B.A. ’45), Betty Jo Guthrie Friday (B.S. ’46), Olivia Crane Cates (B.S. ’47), Mary Glaviano Kokojan (B.S. ’47), Elizabeth Schwartz Peterson (B.S. ’47), Billie Shell Ward (B.A. ’47), Christine S. Zeigler Daniel (B.S. ’48), Patricia Merrell Hendry (’48), Guerry Petermann (B.S. ’48), Thyrza Wilcox Bolton (B.S. ’49, M.S. ’69), Nancy Jones Vanture (B.A. ’49)

1950-1959

Hal Beckham (B.S. ’50), Mary Rosenbush Carroll (B.M. ’50, M.M. ’51), Louanna Harkness Freeman (B.S. ’50), Ramona Powers Higgins (B.S. ’50), Harry W. Marshall (B.S. ’50), Roberta Brown Wilson (B.S. ’50), Virginia Venter Brown (B.S. ’51), Eudean Bragan Loftin (B.S. ’51), Aldolfo S. “Bud” Navarro (B.S. ’51), Frank K. Strickland (B.S. ’52), Stephen R. Frazier (M.S. ’53), Julia Mary O’Grady Clark (B.S. ’54), J.C. Gardner (M.S. ’54), Bertha E. Judah (M.S. ’54), Donald P. Linton (B.S. ’54), Mabel Allen Vincent (M.M. ’54), Jocelyn Standish Jackson (B.S. ’55), George M. Wood (B.S. ’55), Bobby C. Jones (B.S. ’56), Bennie L. Lombardy (B.S. ’56), Col. Roy L. Meyers (B.S. ’56), Ilona Hull McMullen (B.S. ’56), Barbara Lester Sundberg White (’56), Robert V. Bradley (M.A. ’57), Alfred L. Davis (B.S. ’57), John G. Harvey (M.S. ’57), Marjory A. Bell Heaton (B.S. ’57), Earl Lomon Koos (B.A. ’57), John B. Swing (B.S. ’57), Edward J. Boyack (B.S. ’58), Julian F. Bennett Sr. (B.S. ’59), Ethel Haburay (B.S. ’59), Lt. Col. Edward E. Jordan Sr. (B.S. ’59), Lucy Renfro Hoskins (M.A. ’59), Sylvia Crawford Thompson (B.S. ’59), Fern P. Williams Vaughn (B.S. ’59)

1960-1969

Frances Kemp Bishop (M.S.W. ’60), H. Finn Groover (M.S. ’60, Ph.D. ’71), Charles Edward Curry (B.S. ’61), Frank W. Eiseman (B.A. ’61, M.A. ’62), William D. Leith (M.A. ’61, Ph.D. ’67), Harold Kent Mills (B.S. ’61), Lovelace

C. Gordon (B.A. ’62), James Z. Vance (B.A. ’62), Earl E. Watson (B.S. ’62), Barbara Livingston Bonar (B.S. ’63), Thomas E. Seegers (B.S. ’63), Sherry Joyce Straughn (B.S. ’63), Betty Nichols Tomlinson (B.S. ’63, M.S. ’70, A.D.V. ’75), Charles Mark Arnold (B.S. ’64), James F. Franklin (B.S. ’64, M.S. ’69), Thomas W. Hobbs (B.S. ’64, M.S. ’65), Houston J. Roberts (B.S. ’64), Paul Michael Hutchens (B.A. ’65), Virgil B. Beck (M.S. ’66), Margaret Register Dietterich (B.S. ’66), James R. Hawkins (M.B.A. ’66), Jack O. Hearn (M.S. ’66), James V. Hilburn (B.A. ’66), Lyle L. Judy (B.S. ’66), Lt. Col. Richard B. Wyatt (B.S. ’66), Leota A. Ritter Hohler (B.A. ’67, M.S. ’77), Sally Ann Bradstreet (B.A. ’68), Michael K. David (M.S. ’68, Ph.D. ’71), James S. Haskins (B.S. ’68), John Thomas Keck (B.S. ’68, M.B.A. ’71), Barbara Peacock Ogden Wehby (B.S. ’68), Josephine J. Curto (Ph.D. ’69), James L. Schmidt (B.S. ’69), Dianna Cook Womble (B.S. ’69)

1970-1979

Ruth LeMoine Bennett (B.A. ’71), James M. Gibson, Jr. (M.S.W. ’71), Oscar A. Wolfbrandt, Jr. (B.S. ’71, M.S. ’74), Linda Gail Terry (B.S. ’72), Dolly M. Taylor Dougherty (M.S. ’73), Linda Sasser Duncan-Mercer (B.S. ’73), Frank L. Gaither (B.S. ’73), Ronald W. Martin (M.S. ’74), Noel O. Wamer (B.S. ’74, M.S. ’78), Johnnie Clemmons Shoemake (B.S. ’75), Valentin F. Galan (B.S. ’76), Rebekah Hudson Tufts (B.S. ’76), Thomas N. Kinnebrew, III (B.S.N. ’77), Judy A. Stephens (B.S. ’77), Martha Gardiner Wellman (M.B.A. ’77), Kurt Westfall (M.F.A. ’77), Diana Tilford Sayers (M.S. ’78), Thomas P. Cowdrey (B.S. ’79), Yvonne Engwall Sheline (Ph.D. ’79)

Gregory A. Bennerson (B.S. ’81), Samuel G. Higgins Sr. (Ph.D. ’82), Charles E. Roann (B.S. ’82), Corey Dahlem (B.S. ’84), Pat V. Frazier (M.S. ’84, Ph.D. ’91), Marvin E. Raulston, Jr. (B.S. ’84), Dale A. Skinner (B.S. ’84), Patricia Jones Ueberhorst (B.S., M.S. ’85), Jane Mobley Love (B.S. ’86), Kay Denise Taylor (B.S. ’86), Dr. M. Patrice Callahan (B.S. ’88)

Susan Jean Carpenter (B.S. ’92), Patrick Michael Friderici (B.S. ’92), Debra Brooks Jolles (B.S. ’92), Cari Lynn Evans (B.S. ’93), Saskia Soler Stockwell (B.S. ’93, M.S., S.P.E. ’97), Martha Ann Calhoun (M.S.W. ’97)

Calandra A. Jackson (B.S. ’03), John H. Buescher, III (’07), Gabriel Essongo-Ngoh (’07), Tracy Luetkemeyer (’07), Elizabeth van Heiland (’07), Joseph D. Rock (’07), Melissa Saunders Southard (’07), Edward J. Wolak, III (’07)

Mardel Owenby Barke, Velda W. Benningfield, Carol Sue Bramlett, Garwood A. Braun, Sip Collins, Lt. James Leonard Crutchfield, Henry “Hank” Garland, Vera Bratcher Harvell, William L. Naracon, R. Rob Smith

FACULTY AND STAFF

Seminole by-lines  
New books and CDs by FSU graduates and faculty

“Forgone Conclusion”  
Shotgun Honeymoon (Eric Mellgren) (B.S. ’00)  
Broken Halo Records

This debut CD of recent FSU alumnus Eric Mellgren, aka Shotgun Honeymoon, contains 13 songs, including the single “13.” It was at FSU that Shotgun Honeymoon first discovered his talents for guitar and songwriting. He was the 2006 International Songwriting Competition quarter finalist for the song “I’m On This.”

“Finding the Gold Within: A Self-Esteem, Successbook for Women”  
Mimi Graham (Director of the FSU Center for Prevention and Early Intervention Policy)  
Florida State University Center for Prevention and Early Intervention Policy

Researchers from FSU have created a “successbook” to help women of all ages overcome self esteem problems that limit their lives. Each of the 10 chapters in the workbook offer simple exercises to illuminate thought patterns that hold women back and to suggest new ways of thinking and acting.

“Shadow Children: Understanding Education’s #1 Problem”  
Anthony Dallmann-Jones (M.S. ’69, Ph.D. ’71)  
RLD Publications

This book is a vital aid for teachers, parents and school administrators to help them understand at-risk or shadow children and how to help them. Dallmann-Jones, who is the director of the National At-Risk Education Network, describes the characteristics of shadow children, how they are created, the price tag for ignoring them and the characteristics of effective prevention and intervention programs.

“Awaken Your Soul”  
John Drury (B.S. ’76)  
FullyAlive360

Through a unique blend of art and word, Drury reveals his personal story of awakening a power within to feel fully alive and off of the “automatic pilot” mode. He discusses his own rocky road to a soulful life and offers creative tools for helping the reader achieve the same.

“Epsilon Zeta”  
Jock Young (B.S. ’90)  
Harbor House

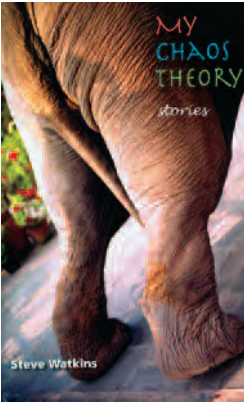
Fraternities are renowned for brotherhood and tradition, but “Epsilon Zeta” reveals a darker side known only to those who pledge. In a coming-of-age story, one group of friends faces moral issues — hazing, binge drinking, misogyny, racism and homophobia — that remain with them long after donning their caps and gowns. Young bases his fictionalized fraternity on his days as a Sigma Chi brother at Florida State University.

“In Defense of My Daughter”  
James DeBarros (B.S. ’83)  
Trafford Publishing

Based upon actual events, this book shows the author’s desire to help Michelle, a troubled teen who is being tossed around in the foster-care system. His fight to adopt her eventually progresses into a fight for his job, integrity and reputation.

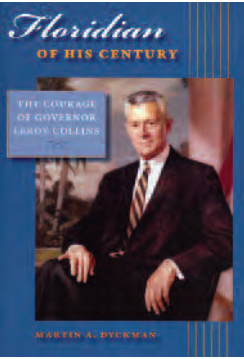
“My Chaos Theory: Stories”  
Steve Watkins (B.A. ’77, M.A. ’83, Ph.D. ’90)  
Southern Methodist University

The dozen stories in Watkins’ first book of fiction all deal with young and not-so-young men coming of age. With



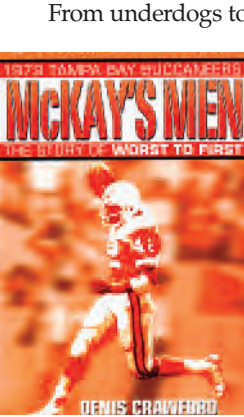
book offers a wide variety of tales.

“Floridian of His Century: The Courage of Governor LeRoy Collins”  
Martin A. Dyckman (B.A. ’57)  
University Press of Florida



leadership spared Florida the dishonor that other states suffered during a time of segregation. In 1991, the Florida House of Representatives eulogized Collins as the “Floridian of the Twentieth Century.”

“1979 Tampa Bay Buccaneers: McKay’s Men: The Story of Worst to First”  
Denis Crawford (B.S. ’94, M.S. ’97)  
Furious Who Publishing

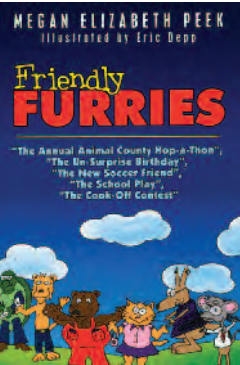


McKay led the Bucs to their first-ever playoffs.

“Friendly Furries”  
Megan Elizabeth Peek (B.S. ’99)  
PublishAmerica

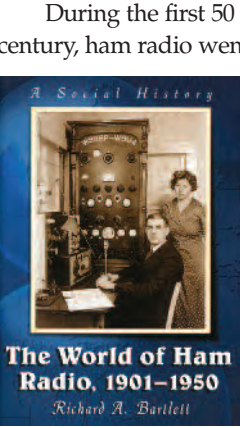
This novel is a collection of five stories from Peek’s original Friendly Furry series featuring four characters — Christine the Cat, Lenny the Lion, Gary the Grizzly Bear and Katy the Kangaroo. The

settings ranging from Texas to India and subjects differing from three kids who plot to murder a zoo elephant to a widower who finds a drowned man washed up on the beach, this



discussion questions for parents and children to complete together.

“The World of Ham Radio, 1901-1950”  
Richard A. Bartlett (FSU Professor Emeritus of History)  
McFarland and Company



tions to the social history. The book highlights the parts played by ham radios from World War II, the sinking of the Titanic and the 1937 Ohio River flood.

“Road Kill Art and Other Oddities”  
Niles Reddick (Ph.D. ’96)  
Whiskey Creek Press



filled with humor and offers readers glimpses into the manic narrator’s every day experiences and revelations.

“Expedition”  
Jonathan T. Scott (B.S. ’87)  
Authors OnLine

Scott’s novel parallels the expedition of a space mission with the length to which people will go to achieve their dreams. Set in a world wracked by civil war, a man faces a decision that could lead



stories range from Katy getting locked in a closet before a big race to Christine finding out about a surprise party for her. Each story has drawing activities and a set of discussion questions for parents and children to complete together.

ment to virtually an art form. Bartlett explores the world of ham radio — from the operators and their contributions to the development of worldwide communications to the social history. The book highlights the parts played by ham radios from World War II, the sinking of the Titanic and the 1937 Ohio River flood.

each story is is filled with odd characters and subjects ranging from an aunt who makes peroxide tea to UFOs. Set in the rural past and the strip mall world of the New South, every day

to overwhelming rich discoveries or result in humanity’s greatest shame. Mystery, questions and lies are revealed in the most daring expedition ever attempted.



# Make your gift count: Strategies for year-end giving

The end of the year is a time to reflect on the past and anticipate all that the future holds. It also is an excellent time to consider the advantages of year-end giving. Completing a charitable gift by Dec. 31, 2007, demonstrates your commitment to



making a difference by helping others. It also reduces your federal and state income taxes. Most importantly, by making a gift to the Florida State University Foundation, you demonstrate your commitment to the students and faculty of Florida State University. Consider the following strategies as you take stock of your charitable and financial goals for 2007:

- Make a list of the charitable organizations you would like to support. Depending on your resources, you may want to narrow that list to organizations with the greatest needs or those for which you have the most passion. We certainly hope that Florida State University is on your list.

- Determine your tax liability by calculating your income. The amount of income that you earned during the tax year can impact which strategies you consider as you review your overall financial plan. If, for example, you sold appreciated assets in 2007, or you owe a larger-than-normal tax bill, transfer some of your anticipated giving for 2008 to create a larger deduction for 2007. If you don't regularly itemize, you might try "grouping" your gifts in alternate years so that you can take advantage of an itemized tax return at least every other year. Prepaying pledges is one way to accomplish this, as a pledge is deductible in the year it is paid.
  - Consult with your accountant or other financial adviser. These experts are in the best position to assist you in determining your tax liability and obtaining all deductions allowed by the Internal Revenue Code.
- Last-Chance Opportunity**
- If you are age 70½ or older, you only have until Dec. 31 to take advantage of a very special opportunity. Under the Pension Protection Act of 2006, you can make a gift to the FSU Foundation using funds from your individual retirement account (IRA) without incurring tax consequences. You can accomplish this by simply contacting your IRA plan administrator — the transfer is not included in your taxable income and is not tax-deductible. You must meet these

- guidelines:
- You must be age 70½ or older.
  - The gift(s) must total \$100,000 or less.
  - You must complete the process on or before Dec. 31, 2007.
  - You must transfer funds directly from an IRA or Rollover IRA.
  - You must transfer the gifts outright to one or more public charities, but not supporting organizations or donor-advised funds. The FSU Foundation is eligible to receive transfers under the Pension Protection Act.
- Another Reason to Watch the Calendar**
- A gift's delivery date determines the year of deduction, so make sure you have enough time to transfer the gift, especially if you are donating non-cash assets such as real estate or stocks.
- With checks, the mailing date is the de-

livery date. If you are giving irrevocable stock power and have arranged for the certificate to be reissued in the name of a charitable organization, delivery is effective on the date the security is postmarked or physically delivered to the charitable organization. In other words, if your broker is making an electronic ("wire") transfer of stock to the FSU Foundation, the gift is not completed until the asset actually arrives in the FSU Foundation account. It is in your best interest to follow up with your broker to make sure the transfer that you requested takes place prior to Dec. 31.

Should you have questions or comments about making a gift before Dec. 31, or at any time of the year, please call the FSU Foundation's Office of Planned Giving at (850) 644-0753 or send an e-mail to [plannedgiving@foundation.fsu.edu](mailto:plannedgiving@foundation.fsu.edu).



## 2007 Seminole Football

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11/10/07 at Virginia Tech	Blacksburg, Va.	TBA
11/17/07 vs. Maryland	Tallahassee, Fla.	TBA
11/24/07 at Florida	Gainesville, Fla.	TBA

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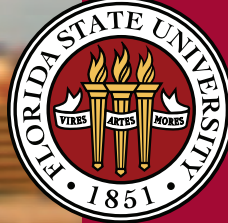
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# Inventor and TV personality Blakely makes foray into philanthropy

(Continued from page 1)

customers."

Spanx products now are available at fine department stores and online at [Spanx.com](http://Spanx.com).

Blakely's job history before Spanx included cold-calling as a saleswoman for business copiers, and she said the experience helped her "learn how to be rejected." In fact, manufacturers rejected her for two years before she found one willing to work with her.

In addition to being persistent, Blakely said she always enjoyed telling a joke and felt compelled to perform stand-up comedy at open-mike nights at clubs. She now realizes that her live performance experience formed the foundation of her successful marketing strategies, which feature witty, catchy product names.

"I worked for a big corporation for seven years before I cut the feet out of my pantyhose," Blakely said, referring to when she first got the idea for her now-patented footless hosiery, the first Spanx product.

"Part of the success of Spanx is the branding, being clever and making the customers laugh. We needed to entice newscasters, television personalities and radio DJs to want to talk about it."

This approach has shown results, and her products have been featured on "The Today Show," "The View" and CNN. They also have been covered in the pages of *Forbes*, *Fortune*, *People*, *Glamour* and *Vogue*



Sara Blakely, standing with Benati Mboxela, far left, Sir Richard Branson and Phillie Gumbi, far right, at the October 2006 launch party of the Sara Blakely Foundation, held in Atlanta. Mboxela and Gumbi, both of whom are from South Africa, were among the 278 women to receive scholarships from the foundation.

magazines, as well as *The New York Times*.

Blakely explained that Spanx doesn't pay for advertising, but unsolicited celebrity endorsements have begun to flow, along with a grassroots buzz from ordinary customers. The result was a pleasant and welcome boost for the Spanx name. Blakely also has had a chance to plug her products with her television appearances as a contestant on "Rebel Billionaire," a judge on "American Inventor" and a guest on "The Oprah Winfrey Show."

"We've never paid a celebrity," Blakely said about her company, which employs 57 people. "We don't formally advertise, and

our whole brand awareness has been largely created by word of mouth. I can say that many female celebrities are wearing Spanx. A few celebrities that I know of are Gwyneth Paltrow, Jessica Alba, Brooke Shields, Hillary Clinton, Queen Latifah, Beyonce and all the ladies on 'The View.' We hear from their stylists saying that they need more Spanx."

Her success and charitable efforts have been recognized by the fact that she was named the "Georgia Woman of the Year" in 2005 and the "Ernst and Young Entrepreneur of the Year" in 2002.

In addition to a growing customer base, television producers noticed her company's

## Alabugin's studies show promise of a future cure for cancer

(Continued from page 1)

What's more, the lysine conjugates' cancer-killing properties are manifested only when they are exposed to certain types of light, thus allowing researchers to activate them at exactly the right place and time, when their concentration is high inside of the cancer cells, Alabugin said.

"So, for example, doctors treating a patient with an esophageal tumor might first inject the tumor with a drug containing lysine conjugates," he said. "Then they would insert a fiber-optic scope down the patient's throat to shine light on the affected area." The light exposure would activate the drug, leading to double-strand DNA damage in the cancerous cells — and cell death — for as much as 25 percent to 30 percent of the cells in the tumor, at a rate that rivals in efficiency any of the highly complex and rare DNA-cleaving molecules produced by nature, Alabugin said — and, perhaps just as importantly, avoids damage to healthy cells.

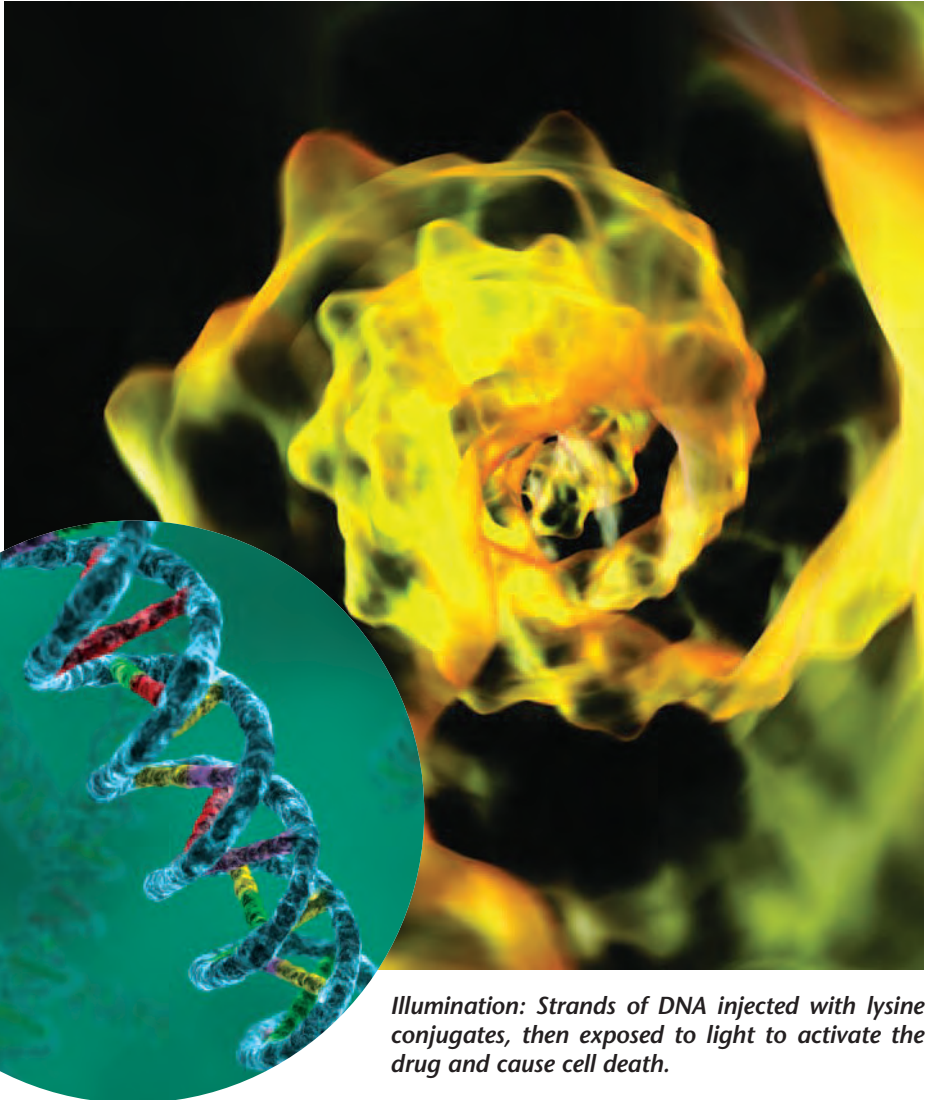
For tumors located deeper within the body, he pointed to other studies showing that a pulsed laser device can be used to penetrate muscle and other tissues, thereby activating the drugs using near-infrared beams of light.

As proof of principle to the idea that lysine conjugates possess anti-cancer activity, Alabugin collaborated with cancer biologist Dr. John A. Copland of the Mayo Clinic College of Medicine in Jacksonville, Fla. In their

tests, several of the molecules demonstrated little effect upon cultured cancer cells — in this case, metastatic human kidney cancer cells — without light, but upon phototherapy activation killed more than 90 percent of the cancer cells with a single treatment. Future work will include demonstrating anti-cancer activity in an animal model. Successful completion of the preclinical studies then could lead to clinical trials with human patients.

Alabugin recently collaborated with four other FSU researchers — Associate Professor of Chemistry and Biochemistry Nancy L. Greenbaum and her postdoctoral fellow, Jörg C. Schlatterer, as well as Alabugin's postdoctoral fellow, Sergei V. Kovalenko, and doctoral student Boris Breiner — on a paper describing the results of their research. That paper, "DNA Damage-Site Recognition by Lysine Conjugates," was published in the July 23 issue of the prestigious science journal *Proceedings of the National Academy of Sciences*. It can be accessed online by visiting [www.pnas.org](http://www.pnas.org) and performing a word search for "Alabugin."

Alabugin and his FSU colleagues also have applied for a patent on their work.



Illumination: Strands of DNA injected with lysine conjugates, then exposed to light to activate the drug and cause cell death.



# Doney: ‘Unconquered’ by birth, ‘Unconquered’ in spirit

By Barry Ray  
FSU News and Public Affairs

The evening of Sept. 5, 2005, isn’t one that Kyle Doney will soon forget. Standing in the middle of the field at Doak Campbell Stadium before more than 80,000 cheering Florida State University fans, Doney was about to take part in one of college football’s most beloved traditions. Clad in authentic Seminole Indian regalia handcrafted by members of the Seminole Tribe of Florida, he was to plant Osceola’s flaming spear at midfield.

It was the football team’s season opener, and excitement was at a fever pitch as FSU prepared to take on the University of Miami. As the scoreboard clock ticked down to game time, Josh Halley, the FSU student portraying the legendary Seminole leader Osceola, rode up to Doney on Renegade, a spirited Appaloosa horse. In a dramatic and highly symbolic gesture, Halley handed over the flaming spear to Doney, who held it high above his head for several seconds — and then planted it dramatically into the ground as the FSU fans roared their approval. As thrilling as the moment was for Doney, he knew it was

about far more than a football game — even one against a longtime rival. As a lifelong member of the Seminole Tribe of Florida, Doney was very much aware that he was taking part in a ritual that symbolized the warm relationship between his tribe and his alma mater. “Being the first tribal member of the Seminole Tribe of Florida to plant the spear was a huge honor for me,” Doney remembered. “I was never able to attend a home

in criminology. Although he’s no longer on campus, he is far from forgotten — thanks in part to FSU’s new “Unconquered” campaign, which features his image, in traditional Seminole Indian clothing, on interstate billboards, in television commercials and in magazine advertisements throughout Florida. “The word ‘unconquered’ is very important to me because it describes my ancestors’ determination,” Doney said. “If you



FSU Photo Lab / Ryals Lee

football game when I was younger, but I remember seeing Osceola and Renegade on TV. Since then, FSU’s ‘tradition of tribute’ continued to be a special event for me. So when I was asked to participate in a once-in-a-lifetime experience, it was a dream come true.” Doney graduated from FSU in spring 2007 with a Bachelor of Science degree, having majored in political science and minored

take time to think about it, it’s really remarkable what my people accomplished. Against all odds, including limited resources and being outnumbered, my people not only managed to survive, but they also remained free. Thanks to their perseverance, the Seminole Tribe of Florida has grown into one of the most successful Indian tribes today. I’m so grateful for what my ancestors did and their determination to remain unconquered.”

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