

STATE

The Faculty-Staff Bulletin of The Florida State University

Volume 44 • Number 1

June 29 - August 2, 2009

CHEM & BIOCHEM

New online resource will help teachers worldwide, 3

COAPS

Researchers find Gulf fisheries in peril, 4

HUMAN RESOURCES

New employee orientation now exclusively online, 5

Swiger named 2009 Max Carraway Employee of the Year

Laurie Swiger may not be a student-athlete, but she knows plenty about teamwork. As a facilities specialist in the Department of Athletics, Swiger leads a team of Florida State University employees who prepare its fields and stadiums for every sporting event and ensure they go off without a hitch.

In recognition of her outstanding work ethic and positive attitude, Swiger has been selected as the 2009 Max Carraway Employee of the Year.

"I was incredibly honored to be nominated and receive the award," Swiger said.

Swiger praised her colleagues in Athletics and from across campus for their professionalism as they help her work toward common goals.

"FSU just amazes me because of the number of people who are willing to help me out, as well as help other folks," she said. "There is such a feeling of community here. The nature of our jobs requires a team approach. Unfortunately, they only pick one person to receive

this award each year, but so many people — from Building Services, the Key Bank, Campus Recreation — have a hand in helping me get the job done."

In recent months, Swiger has been involved in several key Athletics projects, such as providing the technical support for the construction of the Morcom Aquatics Center; convincing USA Diving — the nation's governing body of diving — to bring two national diving meets to the Morcom Aquatics Center; and serving as the chairwoman of a study of the feasibility of a new indoor football practice facility. What's more, she is in charge of Chuck It For Charity, a program that encourages Florida State students to bring surplus items from their dorm rooms and apartments at the end of the academic year to Langford Green to trade with other students or donate to local charities. Earlier this spring, students donated six tons of furniture and other belongings.

Please see **SWIGER, 4**



Laurie Swiger

New Florida State Voice and Visual System now available online

The Florida State University Voice and Visual System, which supports the university's theme of "Leading for the Greater Good" and traditional values of Strength, Skill and Character, has been approved by the university's Board of Trustees for use in all new publications, Web sites and other media.

As a guide for the language and appearance for all communications from the university, the system instructions and related artwork have been posted at <http://visualsystem.fsu.edu>.

The Voice and Visual System is based on a masterbrand strategy. This means that the

university's brand takes precedence over other brands within the Florida State family. This strategy helps to manage and maintain a consistent, unified message and visual identity. It will help to reduce the multiple seals, logos and marks that detract from a united, strong image.

To address fiscal and environmental sensitivity, employees and departments are encouraged to use up supplies of existing materials, stationery, business cards, etc., prior to developing new materials.

All Web, print and other media designers are asked to review the Voice and Visual Sys-

tem instructions thoroughly before beginning design of any new Florida State University document, publication, Web site, video, branded item or other medium representing Florida State.

Development of new seals, logos or marks — whether for colleges, departments, events, organizations or other entities — may violate the masterbrand relationship. To ensure compliance with the system, monitoring and approval of use has been delegated to University Communications.

Please see **VOICE AND VISUAL SYSTEM, 4**

SPREAD the WORD

Florida State University student volunteers from the College of Education's Program in English Education are providing tutoring and mentorship to increase literacy among elementary-age children who live on Tallahassee's south side.



John H Curry
Creator of the
Secure Retirement
Method™

Attention FSU Faculty and Staff...

“I can’t give you a pay raise but I can help you prepare for a Secure Retirement.”

Discover why many call John “The Secure Retirement Guy!” In this DVD John reveals information and strategies FRS members can use to achieve financial peace of mind in these troubled times.

To maximize your success, don’t think about hiring a financial planner / investment advisor or investing your DROP rollover, Deferred Compensation, or 403b until you watch this DVD.

Why?

You need a proven system to help maximize your financial resources. John Curry has been helping FRS members since 1975.

The real secret to financial success in tough economic times is to **identify** what you have, **analyze** what is working or not working, and **implement** the changes needed to move you forward toward your financial goals. You must discover how to make your resources work for you every step of the way. This is more important now than ever. Discover the strategies being used by hundreds of members of the Florida Retirement System. John’s amazing DVD will reveal unconventional cost-effective methods that are proven to work. Indeed they often are the opposite of conventional wisdom.

You may be a new employee in the FRS or a longtime member near retirement. Either way you’ll be shown step-by-step what actions to take to achieve peace of mind.

What you Will Discover:

- ☒ The 3 phases of your wealth: Wealth Building, Wealth Distribution and Wealth Conservation.
- ☒ The Trends in Aging and how these trends will affect your retirement.

- ☒ The Financial Impact of Long Term Care on your Retirement and Estate Plans.
- ☒ How to clarify your Vision of Retirement and how to play the Retirement GAME!
- ☒ Potential problems with Social Security and Medicare and how you can prepare yourself.
- ☒ The two types of Retirement Plans.
- ☒ Planning for a lifetime Income under the FRS Pension.



www.SecureRetirementDVD.com

Coupon Code: FSU-DVD

Here’s what you get!

Preparing For A Secure Retirement DVD by John Curry normally sells for \$39.95 per copy. But for a limited time you may have it FREE! Plus a Free Audio CD version valued at \$24.95.

All we ask of you is a one time registration fee of \$13.00 to cover processing and postage.

But you also receive a FREE subscription to the Newsletter *Strategies For Financial Success*. This is delivered by mail each month. Of course you can cancel at any time if it doesn’t meet your needs.

Wait, There’s More!

You will also receive a bonus Audio CD. It’s called *Preparing For Life’s Unplanned and Untimely Events*. Value is \$24.95.

\$89.00 Total Value!

Why would we make such an offer?

John loves to help members of the FRS prepare for a secure retirement. His Father and Grandfather both retired under the State of Florida Pension Plan. John saw first hand the results of neither man receiving the proper information and advice leading up to retirement. This led to him creating the Secure Retirement Method.™ (www.SecureRetirementMethod.com) This is John’s way of giving back to the real unsung heroes who keep our universities, colleges, schools, state and local governments running.

John has helped thousands of people prepare for secure retirement through his seminars, speeches, DVD’s, CD’s, books, Special Reports, and personal client consultations. **He believes he can help you too if you are ready.**

Please note: This offer can only be guaranteed for just 30 days. After one month it may be withdrawn or adjusted any time.

REGISTRATION COUPON

☒ Yes, John. Please send me a copy of your DVD & CD, *Preparing For A Secure Retirement*, also enroll me in your monthly Newsletter, *Strategies For Financial Success*, and include your Audio CD, *Preparing For Life’s Unplanned and Untimely Events*. I understand my only obligation is a \$13 registration fee. I also understand to protect my privacy you will not sell or rent my information to anyone.

PLEASE PRINT CLEARLY

Name _____
Address _____
City _____ State _____ Zip Code _____
Telephone Number _____
Email Address _____

Please charge my ☐ Visa ☐ MasterCard ☐ AM Express
Card # _____ Exp ____/____/____ CCV ____
Signature _____

Coupon Code: FSU-DVD

www.SecureRetirementDVD.com or FAX to 850-562-2921
or MAIL to John Curry, 3664 Coolidge Court, Tallahassee, FL 32311

John H Curry, CLU, ChFC, AEP, MSFS, CLTC - Registered Representative and Financial Advisor of Park Avenue Securities LLC (PAS), 3664 Coolidge Court, Tallahassee, FL 32311. Securities products/services and advisory services are offered through PAS, a Registered Broker-Dealer and Investment Advisor. 1 (850) 562-9075. Financial Representative, The Guardian Life Insurance Company of America (Guardian), New York, NY. PAS is an indirect, wholly owned subsidiary of Guardian. North Florida Financial Corporation is not an affiliate or subsidiary of PAS or Guardian. PAS is a member FINRA, SIPC.

Vol. 44 • No. 1
unicomm.fsu.edu/pages/State.html

Editor in Chief
Jeffery Seay

Writers
Jill Elish
Libby Fairhurst
Barry Ray
Bayard Stern

Director of
 News and Public Affairs
Browning Brooks

Assistant V.P. and Director of
 University Communications
Franklin D. Murphy

Vice President for
 University Relations and Advancement
Lee Hinkle

President of
 The Florida State University
T.K. Wetherell

Board of Trustees
 Chair
Jim Smith
 Vice Chair
Harold Knowles

Derrick Brooks
Susie Busch-Transou
Emily Fleming Duda
David Ford
Manny Garcia
William "Andy" Haggard
Robert J. Jakubik
James E. Kinsey Jr.
Richard McFarlain
Leslie Pantin Jr.
Eric C. Walker

The deadline for the
 August 3 - 23, 2009, issue is
 4:30 p.m. on WEDNESDAY, JULY 22.



State is the faculty-staff bulletin of The Florida State University. It is the university's document of record, published 16 times annually by the Florida State University Communications Group — every three weeks during the fall and spring semesters, and monthly during the summer.

Submissions should be e-mailed to jseay@fsu.edu.

People with disabilities who require special accommodation for any event listed in *State* should call the unit sponsoring the event, or for the hearing or speech impaired, use the Florida Relay Service at 1-800-955-8770 (voice) or 1-800-955-8771 (TDD). Requests for accommodations must be received at least five working days before the event. To receive *State* in an alternative format, call the FSU Student Disability Resource Center at (850) 644-9566.

'GEOSET' putting science at teachers' fingertips

By Barry Ray
 NEWS AND PUBLIC AFFAIRS

"What makes thunder?" "Why do frogs jump?" "What are we made of?"

Those are the sorts of questions that curious children often spring on unsuspecting schoolteachers — and that their teachers sometimes struggle to answer.

To make teachers' jobs a little easier, Florida State University researchers have created GEOSET (<http://www.geoset.fsu.edu>) — short for "Global Educational Outreach for Science, Engineering and Technology." Employing a broad range of interactive media, GEOSET provides short educational segments on topics ranging from algebra to penicillin to the origins of the universe. From anywhere in the world, teachers can access them via the Internet to increase their understanding of various scientific or mathematical principles — or even share the segments directly with their students.

"Teachers can utilize a tremendous database of knowledge and then pick and choose what they wish to use in their lesson plans,"

said Harold Kroto, Florida State's Francis Eppes Professor of Chemistry and a recipient of the Nobel Prize for Chemistry in 1996. "Meanwhile, there are a million people out there with a passion for some specific topic and the altruistic desire to make that expertise available to the world. GEOSET lets them do so."

Kroto — the mastermind behind GEOSET — now works with several Florida State colleagues to create science programs complete with video feeds, photos, graphics and PowerPoint presentations, all generated using webcasting technology developed by the company Sonic Foundry Inc. He envisions GEOSET as "something of a cross between YouTube and Wikipedia."

"What a marvelous tool this is for sharing and dis-

seminating knowledge in an incredibly easy-to-use format," he said. "As the world becomes more of a global community, it is critical that children everywhere have access to the same high quality of information so that they can work together to solve some of the very serious problems facing us all. In that regard, GEOSET is at the forefront of an educational revolution."

To expand GEOSET's reach even farther, Kroto's team has established an international network of participating universities that can use their own experts to create a single shared database of downloadable teaching material. That database (<http://www.geoset.info>) already includes contributions from researchers at the University of Sheffield in England and Toyo University in Japan. They soon will be joined

by England's Royal Society of Chemistry, Otago University in New Zealand, Perth University in Australia, and the Scripps Research Institute in Florida and California. Even more are likely to join GEOSET once they see the value in sharing information in this manner, Kroto said.

Back on the Florida State campus, Kroto has discovered another use for the GEOSET technology — having students prepare their own presentations, either to assist them in applying to graduate schools or as part of their coursework.

"For undergraduates planning to continue on to graduate school, a personalized video presentation is invaluable," he said. "A person reviewing their application could see quite clearly what the student is capable of and would be much more likely to admit the student into their program. This beats the traditional pile of paperwork hands down."

"We're also making it mandatory for all Ph.D. chemistry students to produce a scientific presentation for GEOSET," Kroto said.



*"Something of a cross between
 YouTube and Wikipedia."*

— Harold Kroto

NewsMakers

"I know it was a symbolic gesture, of course, but I think that's the level of the loss. I have no apologies to make for that."

Florida State University alumnus Harold Knowles (B.A. '70, J.D. '73), a Tallahassee attorney who serves as the vice chairman of the university's Board of Trustees, as quoted in the June 18 *Tallahassee Democrat*. Knowles was referring to his vote against accepting the resignation of President T.K. Wetherell at the June 17 meeting of the trustees.

Florida State makes headlines around the world: www.fsu.edu/~unicomm/news

Provost wins top award from national advising group

By Jill Elish

ASSISTANT DIRECTOR, NEWS AND PUBLIC AFFAIRS

Florida State University Provost and Executive Vice President for Academic Affairs Lawrence G. Abele has won a top national award in recognition of his support of academic advising initiatives that have improved retention and graduation rates at the university.

Abele will receive the Pacesetter Award from the National Academic Advising Association in San Antonio during its annual conference in September. The award is presented annually to one administrator who exemplifies a commitment to academic advising and who has proven to be a true advocate for students and advisers.

“Dr. Abele’s recognition of the importance of academic advising is rooted in his desire to help students make the most of their college education and earn the degrees for which they have worked,” said Dean

of Undergraduate Studies Karen Laughlin in a letter nominating Abele for the award. “This dedication to the students ... includes a firm belief that academic advising plays a key role in students’ academic satisfaction and success. The many innovative programs that he has shaped and supported put this belief into action on a daily basis.”

Since Abele was appointed provost in 1994, he has supported several unique initiatives that have contributed to a steady increase in retention and graduation rates as well as in the overall quality of the student body, Laughlin said. Over the past 10 years, retention has increased from 83 percent to nearly 90 percent even while enrollment has increased.

Those initiatives include Advising First, which serves the majority of Florida State’s undergraduate students, and the Center for Academic Retention and Enhancement (CARE), which provides tutoring, peer mentoring to low-income and first-generation college students.

Troubled waters: Low Apalachicola River flow may hurt Gulf fisheries

By Jill Elish

ASSISTANT DIRECTOR, NEWS AND PUBLIC AFFAIRS

Reductions in the flow of the Apalachicola River have far-reaching effects that could prove detrimental to grouper and other reef fish populations in the northeastern Gulf of Mexico, according to a new Florida State University study that may provide new ammunition for states engaged in a nearly two-decade water war.

The Florida State researchers found that in years with low river flow, the concentration of phytoplankton — the microscopic plant-like organisms that feed into the food chain — decreased over a large area of the continental shelf. This is significant because scientists have hypothesized that year-to-year changes in the phytoplankton can alter the availability of food for the very young fish larvae, according to research scientist Steven Morey of the Center for Ocean-Atmospheric Prediction Studies (COAPS) at Florida State.

Though much of the scientific research examining the consequences of low-flow conditions, primarily caused by extended drought in recent years, has focused on the Apalachicola River and the estuary system of Apalachicola Bay, the Florida State researchers instead examined the effect of unusually low and high flows over the wide western Florida continental shelf. A number of important reef fish, such as grouper, spawn on the outer shelf edge and use the inner shelf areas as nursery habitat.

“This work shows that variations in the river flow can have implications on marine ecosystems over a much broader geographic region, namely much of the continental shelf extending out several hundred miles,” Morey said. “This now suggests that there might be a link between the river flow variations and offshore fisheries.”

Morey, Dmitry Dukhovskoy, also of COAPS, and Mark Bourassa, an associate professor of meteorology at FSU, examined the seasonal and year-to-year variability of the river flow caused by changes in precipitation over the watershed encompassing much of western Georgia and parts of eastern Alabama and the Florida Panhandle. The researchers used satellite ocean color data and computer models of ocean circulation to identify a region extending about 125 miles offshore of Apalachicola Bay in which the changes in ocean color, which is indicative of the abundance of phytoplankton and other organic material in the water, is linked to changes in the river flow.

SWIGER

from
page 1

“Laurie Swiger is an amazing university employee,” said Associate Athletics Director Bernard Waxman. “She does the work of five people, volunteers for everything and does it all with a smile that draws you in and makes you want to do better.”

The award, named for longtime university registrar Max Carraway, recognizes a Florida State employee for providing consistent and excellent customer service with empathy and care. This year’s nominees were Alvaro Bernal, Erika Bettilyon, Rosalyn Bryant, Cynthia Vickers Clenney, David “Keith” Collins, Jovany Felix, Jerome Graham, Kathy Hedick, Janet Horton, Anne Hudgens, Sophie “Vickie” Laing, Vickie McDowell, Diane Pealor, Christine Pignatiello, Wendy Pigott, Susan Ray, DeAnn Scarborough, Kathleen Smith, Gena St. John, Frank Stephenson and Laura Waltke.

VOICE AND VISUAL SYSTEM

from
page 1

The password-protected graphic assets that accompany the system include the Florida State University seal and seal/wordmark combination and Strength, Skill, Character values thread.

“Lockups” — renditions of the university seal and wordmark with college and unit names — have been developed to unify the many aspects of the university, addressing the relationship to its colleges, campuses, institutes, centers, departments and organizations. Additional lockups are available on request.

The graphic assets are password protected and are available only to Florida State University employees with an OMNI username and password. Commercial users of the seal and wordmark must access the files through the Office of University Trademark Licensing, <http://seminoleboosters.fsu.edu/Netcommunity/Page.aspx?pid=588&srcid=595>.

Web templates based on this system are under development for use throughout the university’s Web sites. All Web designers are asked to use these Web templates and this system to ensure uniformity and consistency in the university’s Web presence.

This system has been developed to serve the university’s needs in communicating consistently and uniformly. It is a living document, and questions and concerns will be addressed as they are received.

Employees with questions about compliance, comments or suggestions about the Voice and Visual System, should contact Fran Conaway, fconaway@fsu.edu, (850) 644-2913, or Pam Morris, pjmorris@fsu.edu, (850) 644-6869.

The Source

News from Human Resources

>>TRAINING CLASSES SCHEDULE ONLINE: To view the list of training classes available to Florida State University faculty and staff members, click on the "Summer 2009 Schedule of Training Classes" link at www.hr.fsu.edu/train. **Information:** (850) 644-8724.

>>CHANGE IN REGISTRATION PROCESS FOR TRAINING CLASSES: To register for training classes, log on to the OMNI system Web site and click in sequence "Human Resources 9.0," "Self-Service," "Learning and Development," "Request Training Enrollment" and continue to follow the prompts to submit a request.

Online tutorials, training guides and quick references are available at www.omni.training.fsu.edu/Employee-Self-Service/Training-Registration.

Information: Pat Mullins or Sandra Dixon at (850) 644-8724.

>>IMPORTANT BENEFITS REMINDER: All employees are reminded to check their paycheck information in OMNI Employee Self-Service to ensure the accuracy of their benefit deductions. If employees notice discrepancies, they should contact the Benefits office at (850) 644-4015.

>>ADDRESSES IN OMNI EMPLOYEE SELF-SERVICE: Employees should verify their current home mailing addresses in the OMNI system. Incorrect addresses will result in delays of any information sent out by vendors concerning health, life, supplemental and retirement programs.

>>MARCH/APRIL 2009 RETIREES: **James Anderson**, director, Florida Resources and Environmental Analysis Center; **Michael Arnold**, publication/graphic artist, WFSU-TV; **Marie Behm**, undergraduate coordinator, College of Motion Picture, Television and Recording Arts; **Karen Berkley**, professor, Psychology; **Zack Duval**, senior HVAC operator, Central Utilities Plant 2; **Karen Glendenning**, professor, Psychology; **Patricia Hargreaves**, library associate, Strozier Library; **Scheri Martin**, academic program specialist, College of Business - Dean; **James Meyer**, associate professor, Psychology; **Jaime Rosero**, financial associate, WFSU-FM; **Nancy Smith**, accounting specialist, International Programs; **Daniel Stinson**, assistant director, Computer Store; **Ann Vassie**, enrollment management officer, Panama City Campus Admissions and Records; **Dorothy Wilson**, enrollment management officer, Admissions.

>>A&P PERFORMANCE EVALUATIONS: This is a reminder that A&P employees must have their performance evaluated by their supervisors annually. It is important that these performance evaluations be completed in a timely manner. Performance evaluations ensure that employees receive feedback on their performance and are a constructive tool for continued improvement and development.

Evaluations for the 2008-2009 academic year, which ends on Aug. 7, 2009, should be completed after Aug. 7, 2009, and forwarded to the Office of Human Resources by Aug. 28, 2009. Performance evaluations are not required for A&P employees who have been employed for less than three months.

Employees who have any questions regarding this procedure should reference Section OP-C-7-G1 of the Division of Finance and Administration, Human Resources, Policies and Procedures, or call Employee and Labor Relations at 644-6475.

DROP Rollovers Made Easy



AVANT
Financial Group

George D. Avant, Jr., CLU, ChFC, CLTC
Financial Advisor
Registered Representative, New England Securities
259 John Knox Road
Tallahassee, Florida 32303
gavant@jacksonville.nef.com
avantfinancialgroup.net

Call George today at 850.385.0259

Dave Ramsey's Endorsed Local Provider

Avant Financial Group is Dave Ramsey's Endorsed Local Provider. Securities products offered through New England Securities Corporation, a Broker-Dealer (Member FINRA/SIPC). Avant Financial Group and Dave Ramsey are separate entities and not affiliated with New England Securities. Branch office: 4190 Belfort Rd. Jacksonville FL Tel: 904. 281.9020

New Employee Orientation now exclusively online

Due to the hiring freeze at Florida State University, onsite New Employee Orientation has been suspended until further notice. New Employee Orientation is available online to all new employees and can be found at www.hr.fsu.edu/index.cfm?page=NewEmployee_NewEmployeeInfo_homepage.

After completion of the audio/Powerpoint presentations, employees should fill in the certification of completion and evaluation form and fax it to the Training office at (850) 644.9312. The Training and Organizational Development staff is available for assistance with the online orientation. **Information:** Employees with questions or who need access to a computer can call (850) 644-8724.

CAMPUS ... will return in the
IN ACTION Aug. 24 issue of *STATE*.



Associate University Librarian Yue Li (far left) leads a group of his Library Technical Services colleagues on June 17 in the 24-posture "simplified form" of tai chi chuan, the Chinese martial art known for its slow-motion routines. Earlier this year, Li volunteered to begin teaching tai chi during daily morning workouts in the parking lot of the Library Technical Services building at 711 Madison St. Each morning, between six to eight people join Li, who learned the martial art while growing up in China. Pictured with Li are, from left, Devi Birbahadur, Carol Holloway, Velma Smith and Sonia Heine.

FSU Photo Lab/Bill Lax

btw by the way

>>Grant writing workshop: The Tallahassee Police Department's Training Section and Grant Writing USA will present a two-day grant writing workshop in Tallahassee, July 27-28. Beginning and experienced grant writers from city, county and state agencies, as well as from

nonprofits, K-12 schools, colleges and universities are encouraged to attend.

Tuition is \$425 and includes a workbook and accompanying 420MB resource CD with tools and more than 200 sample grant proposals. Purchase orders, checks and cards are welcome. Multi-enrollment discounts are available. Tuition payment is not required at the time of enrollment. Seating is limited and online reservations are necessary.

For more information including venue location and maps, graduate testimonials and instant, online enrollment, visit <http://grantwritin->

gusa.com/events/write/tafl0709.html.

>>Camp Flastacowo: The summer camp for local children, 8 to 13, still has spaces available. It is Tallahassee's only summer camp that is accredited by the American Camp Association. Activities are water safety, sailing, canoeing, kayaking, arts and crafts, swimming, challenge courses, team building and outdoor education. The camp offers eight, weeklong sessions operating weekdays from 8:30 a.m. to 4 p.m. Campers may sign up for as many sessions as desired. To learn more, visit fsu.campusrec.com.