Promoting progress

St. Petersburg Progress a boon to USF Bayboro

Perched in his 14th-floor office overlooking downtown St. Petersburg, Martin Normile casts an optimistic eye on this invigorated city.

He has reason to beam.

St. Petersburg is jumping with growth and on an economic upswing — much of it because of St. Petersburg Progress Inc. A 70-member partnership of leading area businesses, the organization is committed to planning and carrying out downtown redevelopment. Normile is executive vice president of the private, non-profit organization.

Normile is equally upbeat about USF St. Petersburg.

"There's now a close relationship between the business community and the university. USF St. Petersburg is a catalyst for more downtown development," he says.

City's assistance helps campus grow

It was 1975. The 10-year-old Bayboro campus was maturing fast.

City, business and university officials were beaming at the campus’ progress.

The number of junior- and senior-level programs was on the rise. Student enrollment was blossoming.

But more students meant crowded facilities, and a Board of Regents study determined USF needed additional space in Pinellas County to service its residents.

Land was one thing the campus lacked.

So USF officials announced their intention to expand somewhere in Pinellas County. State statute dictated they confine their search to donated acreage.

But St. Petersburg City Council members wanted the Bayboro campus to stick close to home.

In fact, the relationship between St. Petersburg Progress and the Bayboro campus is a model of how university and business interests can come together for mutual benefit.

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See CITY, Page 8

John Green

Campus Advisory Board

A future look at USF St. Petersburg

I had a glimpse of the future on June 30, and there was nothing mystical about it.

My peek into the future had more to do with hard hats and shovels overturning dirt than palm readers and astrology charts.

See GREEN, Page 4

City, state and university officials, along with faculty and students, broke ground June 30 for the 1,500-seat multipurpose building.

News for alumni and friends of the University of South Florida St. Petersburg
news briefs

Spear fills associate dean position

Dean Lowell E. Davis recently appointed Dr. Karen Spear, 38, as associate dean of the University of South Florida St. Petersburg. Spear began the position Oct. 1.

Spear, associate dean of Liberal Education and an English professor at the University of Utah, was one of five finalists for the position. The 10-member committee reviewed 260 resumes during the nationwide, yearlong search.

Spear, a Baltimore native with a doctorate in literature and psychology from American University in Washington, D.C., was an associate dean at the University of Utah for six years. She also spent two years as the program director for that university’s Writing Center and did extensive outreach work on writing and curriculum for Utah’s public schools.

Spear says she is devoted to advancing liberal studies throughout undergraduate education.

As associate dean of USF St. Petersburg, Spear directs academic affairs including long-range academic planning, overseeing academic programs and supervising coordinators.

Acting Associate Dean Dr. William Garrett will resume teaching responsibilities and also assume another administrative position. Garrett is an English professor and Blake scholar.

Students volunteer for Pier opening

About 30 USF St. Petersburg students and two alumni served as ambassadors during The Pier’s grand-opening weekend, Aug. 27 and 28. Former student government president Joe Alvarez recruited and organized the Bayboro group, and served on The Pier’s steering committee. He also co-chaired the hosting committee with Penny Mathes and Jill Strickland of the St. Petersburg Area Chamber of Commerce.

Wells edits book’s 1st edition in 153 years

Dr. Daniel Wells recently edited the first edition in 153 years of American writer James Kirke Paulding’s Koningsmarke, the Long Finne.

Wells, coordinator of the USF-St. Petersburg College of Arts and Letters, also wrote the introduction, text and end notes and bibliography for Koningsmarke. The book is the only American novel set in the Delaware Valley colony of New Sweden, and its reprinting in May coincided with the 350th anniversary of the colony’s founding.

Koningsmarke also is significant because it includes the first important black characters in American fiction, says Wells, who was recruited for the editing project because of his expertise in American literature.

Paulding (1778-1869) was a pioneer figure in American literature superseded by people such as Nathaniel Hawthorne and Herman Melville.

Paulding’s work literally was swept aside by history.

“Paulding had a high reputation that was obliterated by the Civil War,” Wells says.

“He needed to be recognized.”

Library graces magazine cover

The Nelson Poynter Memorial Library was featured on the cover of Choice magazine’s May issue. The library, located on Bayboro Harbor, was selected because of its aesthetic qualities, said a magazine spokeswoman.

The May issue marked the first time the library was featured on a national magazine cover. The color photograph was taken by associate librarian Gerald Notaro.

Choice magazine is a monthly book and nonprint selection journal published by the Association of College and Research Libraries, a division of the American Library Association. The journal includes book reviews that aid academic librarians in book selection and collection development, and serves as a reference and advisory guide that informs faculty, students and scholars of significant and current publications. Choice is circulated to 5,000 college and university libraries throughout the nation.

The Poynter Library houses more than 118,000 books, 6,000 volumes of reference books, 400,000 pieces of microfilm, and 800 scholarly journals.

Professor to build journalism program

A mass communications professor who will build a graduate program in print journalism at the University of South Florida St. Petersburg was recently hired by campus Dean Lowell E. Davis.

Dr. George M. Killenberg, formerly a mass communications professor at Southern Illinois University and copy editor at the Los Angeles Times and St. Louis Globe-Democrat has a two-fold job: nourishing the fledgling Globe-Democrat has a two-fold journalism program now available at the campus and expanding the number of graduate-level courses in print journalism offered by the university. He also will teach undergraduate courses in mass communications.

USF St. Petersburg currently offers two undergraduate core courses, Mass Communications in Society and Writing for the Mass media, and several upper-division journalism courses leading to a degree in mass communications with an emphasis in journalism.

Only two graduate courses in print journalism are offered by USF, and both are taught on the Tampa campus.

University officials hope to launch an aggressive graduate program in print journalism at the St. Petersburg campus because of its proximity to The Poynter Institute for Media Studies.
Professor writes official city history

Ray Arsenault was in the midst of writing a book on the civil rights movement when he was asked to tackle another book with an earlier deadline — the official centennial history of St. Petersburg.

Though swamped with his research on the Montgomery bus boycott, the associate professor of history couldn't turn down the project. His reason loomed larger than his 8-year, live-in romance with the city.

"I was very much concerned that the existing histories of the city are unbalanced," Arsenault says. "Too much of the written histories are centered on the real estate industry, but no attention was paid to the history of women, the black community and working-class people."

St. Petersburg is a unique city with a remarkable history that needed to be brought out in its entirety, Arsenault says.

"I wanted to make sure the city's diverse aspects got their fair share of attention," he says. "I wanted to recapture the lives of some forgotten people."

The result is a lively, very readable 350-page book titled St. Petersburg and the Florida Dream, 1888-1950, which chronicles the evolving development and culture of the lower Pinellas peninsula.

The limited-edition book, sponsored by the St. Petersburg Historical Society and the Orange Belt Express Inc., will be published in October. The book includes a photo essay of 400 rare historic prints and maps, many from the Earl Jacobs Collection housed at the Nelson Poynter Memorial Library.

In June, the St. Petersburg Times featured excerpts from the book in a special city centennial edition.

The real drama of the book, Arsenault says, is the "survival of this little piece of earth — and the interaction between the natural history of the place and the human beings acting out their lives there."

Consider Doc Webb, the "master showman of volume sales" who became staggeringly successful running his Webb's City complex of stores. Or Al Lang, the popular, baseball-loving mayor who sponsored the "green-bench" ordinance and set his sights on transforming St. Petersburg into the tourist capital of the world.

Arsenault's favorite character was a woman of boundless energy named Katherine Bell Tippets (1865-1950). Tippets founded the area's first Audubon Society and Boy Scout troop, and swayed the Legislature into adopting the mockingbird as the state bird.

"She was incredible," Arsenault says. "She was on every conservation board of the day, ran a hotel, was fluent in five languages and wrote poetry, short stories and plays."

While researching his book, Arsenault found a mountain of intriguing historical material, enough to fill two books. He cut off his research at 1950 so he could write an "in-depth analysis of the pre-Sun Belt city rather than a slipshod, cursory one of its entire history," he says.

Missing is the story of St. Petersburg during the great demographic explosion of the '50s and '60s, the tourist boom, large-scale development of subdivisions, desegregation and present downtown redevelopment.

But Arsenault says his book attempts to get to the heart of the city's history by "looking seriously at the past and how it impinges on present prospects and problems."

"St. Petersburg is a monument of a city," says Arsenault, disturbed about the city's redevelopment at the cost of some older buildings.

See HISTORY, Page 6

Campus seeks endowed M.L. King chair

He gave a sense of dignity that was the birthright of the majority to the disfavored. Dr. Martin Luther King Jr. also gave them hope for a better future.

USF St. Petersburg plans to honor the civil rights leader and his legacy by establishing the Martin Luther King Endowed Chair.

An active committee of Tampa Bay area business leaders is seeking the initial $600,000 needed from individuals and corporations to merit state matching funds to finance the $1-million chair.

Committee members hope to attract top-notch people from various fields to hold the chair on a rotating basis. Each year, a scholar will assume the chair to address community groups as well as teach at the five USF campuses.

"These will be traveling scholars," says committee chairman Watson Haynes. "And because the chair is not limited to one discipline, more audiences will be reached and consciousness will be raised."

The advantage to the public, Haynes predicts, will come through interaction with the scholars who will "conduct topical seminars in the community as well as work with students."

The larger goal is to fight ignorance and prejudice.

"This will carry King's message beyond the walls of academia," Haynes says.

The target for raising the $600,000 is

See KING, Page 4
Jan. 17, King's birthday and national holiday in his memory. The city of St. Petersburg pledged to donate $25,000 when the committee raises the first $75,000.

The biracial committee includes Tony Collins, director of economic development in St. Petersburg; Lowell E. Davis, dean of USF St. Petersburg; Carolyn Douse, public service manager of the St. Petersburg Times; Cuma Glennon, community resource director of Defa Service Center Inc.; Dr. William E. Hale, director of the Florida Geriatric Research Program, Web Hull, president of Chase Bank; Ralph McKay, development director at USF St. Petersburg; Millard Neal, equal employment opportunity manager at Honeywell; and Vincent Barresi, general manager of WTSP-TV Channel 10.

Like a true banker, A.C. (Toby) Krayer Jr. recognizes the sweet smell of a solid investment. He says he's found one in USF St. Petersburg.

As president of Citizens and Southern National Bank of Pinellas County, Krayer regularly stokes his investment: Each year C&S Bank offers a $1,000 scholarship to a qualifying USF-St. Petersburg business student.

"It's as fine an investment as anybody could make" with a steady stream of returns, Krayer says.

The returns come in the form of "blue-chip" graduates who land local jobs and from the dinner will be the creation of a Founders Society, a donor group that will raise money for scholarships through the dinner and other events.

The other project CAB will sponsor and promote is the Scholarship Recognition Reception, another yearly event that celebrates students who receive scholarships and the donors who give them. The black-tie affair will be held in April before commencement, probably at an off-campus location. This year, 12 students and nine donors were recognized. CAB members are anticipating more honorees in April.

John Green is chairman of the USF-St. Petersburg Campus Advisory Board, a volunteer group of 30 community leaders who share their insights and expertise with campus officials. Green regularly contributes to Bayboro Briefing.

This architectural rendering shows how the $1.8-million multipurpose building will look after completion in 1989.

The jazzy tunes from The Treble Clefs amplified and the spectators started swinging, bringing me back to the present moment. But what I was feeling was written all over everybody's face: positive expectancy for the future of USF St. Petersburg.

The Campus Advisory Board recently initiated plans for a fund-raising dinner and adopted an ongoing event, in addition to its regular role of providing community feedback to USF St. Petersburg.

The first is a "Founders Day Dinner" to be held annually in January to showcase the campus and honor those who played a key role in establishing and developing USF St. Petersburg. The dinner will feature a speaker and be a fund-raising event for scholarships.

CAB members hope a spin-off effect of this event will result in an increase in donations to the university and its programs. They believe that the dinner will help attract more students and faculty members to the campus.

Green from page 1

June 30 was the day we broke ground for the new multipurpose building, to be located across from the campus at the northeast corner of Sixth Avenue South and Second Street.

Instead of the sand lot and sandspurs, I saw a gleaming modern building sitting proudly on a handsome lawn. Instead of vacant acreage, I visualized students and members of the community filling up the 1,500-seat auditorium to see Lee Iacocca or writer Dave Barry mesmerize the crowd with their intelligence and wit. Or Mother Teresa inspiring but choking up the audience with hauntingly compassionate stories.

I envisioned all this as I gazed from the ceremony platform overlooking Mayor Robert Ulrich and the St. Petersburg City Council, past and present legislators, faculty, students and alumni. A special tribute was made to the former student government presidents who lobbied USF administrators to make the multipurpose project happen.

And while I tried to move dirt from below ground to above ground with one neat flick of my shovel (which didn’t quite work), I thought about the future programs the multipurpose facility would house by mid-1989.

The $1.8-million building will contain an auditorium that will double as a gymnasium and a fitness room. "Wellness" programs that serve the emotional and physical needs of students are being organized to promote the USF philosophy that students' psyches are as important as academics. The energy these programs will create was already tangible to me.
Florida National Bank extends helping hand

The road to success wasn't so easy for Thomas Pacer, president of Florida National Bank-Tampa Bay.

His simple background didn't promise a college education, but with determined scrimping he became one of the first members of his working-class family to attend Michigan State University. To defray his college expenses he hauled trash and worked in a factory while in school.

Then he got a big break — a scholarship that enabled him to finish school and prosper professionally.

It was the type of assistance Pacer never forgot.

He pays tribute to his past through the Florida National Bank Scholarship. Created in 1982, it provides a qualifying business major at USF St. Petersburg with $1,500 a year for tuition and expenses.

"It may make the difference between graduating and not graduating for some students," Pacer says. "We like to create opportunity and further extend the helping hand that maybe was extended to us."

His reference to "we" includes his employees. "If you talk to employees of the bank, you'll find their stories are ones of opportunities offered to them, not stories of privilege," says Pacer.

The bank has hired several USF graduates for its Management Associate Training Program (SEE BOX). "Technically, they're very well-trained and I've found they're hard workers with gumption," Pacer says.

Many employees of Florida National are MBA-seekers attending the Bayboro campus.

"USF has a highly regarded business school. And, the university is reaching out in a physical sort of way by providing a facility to make it easier for students who are working full time to advance their education," Pacer says.

The bank's relationship with USF St. Petersburg goes back about 10 years. A majority of Florida National's gifts was dedicated to the St. Petersburg Progress Pooled Fund for land acquisition for the Bayboro campus. Century First National Bank, acquired by Florida National in 1982, also gave significant funding to USF St. Petersburg.

See FLORIDA, Page 6

C&S Bank

from page 4

boost the economic climate of the city. Everybody capitalizes on USF St. Petersburg, Krayer says.

He believes the Bayboro campus serves C&S bank officers especially well. Many participate in the campus' MBA program, attending evening classes that help them get ahead at work without spending all their nights at the bank.

Besides the obvious benefits, "A lot of officers really enjoy the courses," says Krayer. He finds the campus' closeness to the bank gives C&S officers more incentive to attend — it's convenient for those who want to schedule themselves for success.

"Without the Bayboro campus being there, I don't think many would have gone to the Tampa campus," Krayer says.

Krayer has personal interest in USF St. Petersburg.

He's watched the campus emerge from a blighted area and seen it develop to its present state of expansion. He says the gains make him proud.

He holds some family pride in the Bayboro campus as well. It's where his daughter, Karyn, got her master's degree in education. Like most students at USF St. Petersburg, Karyn, a teacher at St. Petersburg High School, took classes at night while working full time during the day. His niece and nephews also graduated from USF, and his late brother-in-law worked as an engineer at the Tampa campus for years.

His daughter's hard work inspires his philosophy on giving: "So often students have families and are working full time, but they've got the determination and drive to pursue their educational goals."

C&S Bank rewards that drive with the scholarship.

"A lot of young executives really can't afford to pay for their education. If they're willing to take the time to complete their degrees, we'll help them financially to achieve that," Krayer says.

C&S has financially helped many organizations achieve their goals. The bank, sitting on the same street corner since 1926, is steeped in the tradition of giving. C&S also contributes manpower — "We urge our employees to get involved in the community by doing volunteer work."

Landmark Union Trust Bank of St. Petersburg, before merging with C&S in April 1986, donated heavily to St. Petersburg Progress to acquire land for campus expansion.

Simply put, "We feel an obligation to the community," Krayer says.
Florida from page 5

In keeping with its motto, "Expect more from us," Florida National aims to give back what it gets from the community. "We've been fortunate enough to get a lot of business support from the community and we very sincerely believe this is a partnership," Pacer says.

The bank aggressively supports the Bayfront Medical Center and All Children's Hospital, and other projects.

Other institutions do the same thing, Pacer says. "We know if we do our part and people in similar roles do their part, the community collectively will benefit by it."

Victory from page 5

She also found she fit right in with the students, age-wise and otherwise. The average age is 33; 25 percent of Bayboro students support children without the assistance of a spouse and 65 percent seek employment in the Tampa Bay area.

Still working part time by day, she went to school full time in the evenings while her parents watched her children.

"At school I got a lot of exposure to people from all walks of life," she says. As most were working students in professional fields, "I made a lot of good contacts."

Before long, DiBella was active in Student Government and became president of the Finance Club. As president, she met with representatives from several area banks but was most impressed with the Management Associate Training Program offered by Florida National Bank.

After graduating in December 1986, she applied for the program. Eight extensive interviews later, the bank hired her.

The job boosted her earnings — "It pays to struggle," she says, and it took her career off hold. Previously, she was a supervisor for Manufacturer's Hanover Trust in New York.

Her Florida National Bank training took a year to complete and covered all aspects of banking. She estimates the program reduces to one year the experience you might obtain on your own in five.

"I feel the management training has given me a valuable foundation for a future career in banking. It's put me on the fast track to getting a better position," she says.

DiBella now works as a commercial lender at the bank's main office in downtown St. Petersburg. Ultimately, she wants to hold an officer's management position with the bank.

Alumni club names new officers, board

The Pinellas County Alumni Club's June elections yielded new officers and an 11-member board of directors. The following officers were elected to one-year terms: Mark Lightsey, president; Sharon Beaber, vice president; Sharon Nolte, secretary; and Bill Smithson, treasurer.

The board of directors includes six people serving one-year terms and five people serving two-year terms. One-year members are Richard Carpenter, '79; Sharon Nolte, '81; Craig Rubright, '73; Ray Tampa, '73; Nancy Teets, '86; and Carol Wedge, '79. Two-year members are: Sharon Beaber, '81/'85; Graham Howard, '85; Mark Lightsey, '87; Pat Sciarappa, '75; and Bill Smithson, '85.

History from page 3

"It's ironic that in the centennial year the city is more threatened than at any time in its history," he says. "The bulldozers are potentially poised to tear down historic buildings — it's terrifying that the aesthetic beauty and historic integrity could be lost."

Arsenault hopes readers recognize the value of the past and that "a city doesn't have to be a Boston or Charleston with a 350-year history" to house great treasures worth saving.

Since finishing St. Petersburg and the Florida Dream, 1888-1950, Arsenault has resumed working on The Stuff of Dreams: The Montgomery Bus Boycott and the Emergence of the Modern Civil Rights Movement.


Most recently, he and Dr. Gary Mormino of the University of South Florida have published a study titled "From Dixie to Dreamland: Demographic and Cultural Change in Florida, 1880-1980" in the book Shades of the Sun Belt.
**Book links literature, youth suicide prevention**

Literature can be used as a tool that may defuse suicidal tendencies in youth, say several University of South Florida professors who have co-written a book that links literary works with suicide prevention.

The book, *Youth Suicide Prevention: Literary Perspectives*, also shows that suicide is not merely a late 20th century phenomenon but has plagued civilization for centuries with remarkably similar motivations and circumstances.

Classic stories such as *Hamlet* and *Lord of the Flies* are dissected to show how literature can unglamorize the phenomena of youth suicide.

Contributions to the book, to be published in June 1989 by Human Sciences Press, are Edwin Shneidman, a pioneer in suicide research and co-founder of the Los Angeles Suicide Prevention Center; USF education professor Eleanor Guetzloe; Ralph Cline, an English teacher at St. Petersburg High School; USF English professors Harriet Deer, Irving Deer and the late James Parrish. Co-editors are Lagretta Lanker, humanities coordinator of USF’s Division of Lifelong Learning, and Sara Deats, a USF English professor.

**Progress from page 1**

"It's a model that could be followed in other cities where a university is a major factor," Normile says.

Since its inception in 1962, St. Petersburg Progress:

- Helped implement the decision to locate the Bayboro campus in St. Petersburg.
- Raised $900,000 for campus expansion and contributed the money to the city to acquire about 13 acres of land for the campus, where Bayboro and Coquina halls and the Nelson Poynter Memorial Library now stand.
- Raised an additional $600,000 to create the first endowed chair on the Bayboro campus. With state matching funds, the $1 million St. Petersburg Progress Endowed Chair in Marine Science became a reality.
- Helped to acquire the research vessel "Suncoaster" for the Marine Science Department.
- Created a Marine Science Enrichment Fund. St. Petersburg Progress matches up to $10,000 a year for five years money USF generates for its marine science program.

The location of the campus and its expansion play a major role in luring new businesses to town, Normile says.

"Without the campus taking the lead in Bayboro redevelopment, I don’t think we’d have had the Dali, Poynter Institute, Great Explorations, the Harborage Marina or other commercial developments in the area," he says.

St. Petersburg Progress is particularly identified with the Bayboro campus. The organization made a special commitment early on when the founders, about 10 key business leaders aiming to ignite the town's economic development, recognized the impact a university would have in the area.

The Bayboro campus soon became an important priority.

"USF was recognized as a major contributor to growth in the downtown because of its economic and cultural influences," Normile says.

After netting $1.5 million in the early 80s for campus expansion and the endowed chair, St. Petersburg Progress became the non-profit developer and renovator of the Studebaker Building so the USGS can relocate there next year.

A new coastal research center will be housed there and a team of scientists will study coastal erosion, the effects of currents on the ocean floor and resources in the sand.

"We helped provide the necessary accommodations for services to come together to make the USGS project happen," Normile says.

"It's an example of direct economic development between the university and the community."

Normile says he'd like to find some way of accelerating campus expansion and programs even further. He sees opportunities for more collaboration between USF and the Salvador Dali Museum, The Poynter Institute for Media Studies, Bayfront Medical Center and All Children's Hospital.

"The campus is just now hitting its stride in cultivating the business and the broader community."

"The most effective way for USF to grow is to build on those relationships," Normile says. "And the potential is enormous."

It leaves Normile thirsty for more.

Though St. Petersburg Progress has no concrete plans in mind for the campus in the near future, Normile says, "A year ago I hadn't heard of the USGS, either."
Children follow tempo best when it’s matched with heart rates

A finding that may make it easier to teach preschool children to follow a song’s tempo is only a heartbeat away.

While doing doctoral research, Janice Buchanan, an assistant professor of music education at the University of South Florida St. Petersburg, found that children followed a musical beat best if it were synchronized with their heart rates.

Buchanan also discovered that children would follow the beat better if it were faster than their heart rates. Tempos paced slower than their heart rates hindered preschoolers from picking up the tempo.

That's because 3- to 5-year-old children have a fast heart rate of 107 to 125 beats per minute, far outpacing adults who average 60 to 80 beats per minute. But when teaching children music, many instructors tend to slow down the beat seemingly to make it easier for the youngsters to catch on.

"Many teachers unwittingly do children a disservice by always slowing down the tempo. If children aren't encouraged in their early years to find the beat, they develop an 'I can't sing or I can't play music' attitude that discourages them from ever developing their inherent skill," says Buchanan, who thinks children will be more likely to develop confidence about their musical efforts if they can pick up the beat.

She began her exploratory research three years ago after wondering why some people can find the beat easily in music while others can't.

"Children weren't finding the music's beat, and the more it slowed down the harder time they had. It led me to wonder if finding a musical beat and a person's heart beat were somehow related. Indeed, when the music's beat was set at the same pace with their heart rate, they could better pick up the beat."

Thirty preschool children and kindergarteners were tested while listening to Robert Shumann’s "Scenes from Childhood." The music was played at speeds matching their heart rates and at speeds 15 percent faster and 15 percent slower than their heart rates.

Because the music was electronically generated on tapes made at USF's SYCOM (Systems Complex for the Studio and Performing Arts), the music's speed could be altered without distorting the sound of the music. The children were instructed to clap or pat their hands on a table with the tempo.

Buchanan conducted her research at All Children's Hospital, and spent a lot of time working with the children and a phonoelectrocardiogram machine. This machine was adapted to simultaneously monitor and graph the music's tempo, the child's heart rate and his patting or clapping rate as he followed the musical beat.

Though the idea of listening to a tempo and matching it with some other rhythmic activity isn't new, synchronizing the music's tempo with a heart rate is, she says.

Buchanan, who also teaches music instructors how to teach music to children, thinks her findings will be valuable. "It will help teachers understand how to better work with young children and have a greater success rate while teaching them music.

"I'm very interested in helping people make music on their own. There are so many professionals making music that people begin to think the only way to enjoy music is to have someone else sing or play it."

"That's just not true — everyone can make music!"

City from page 1

They were proud of the USF presence in town and wanted to further develop the campus into a prominent university — right along the shores of its established Bayboro setting.

"Many people on the city council were enthusiastic about the university," says Sally Wallace, a council member from 1976 to 1985. "They were very anxious to keep the academic and cultural ties in St. Petersburg."

They had a problem, though. The city by itself lacked the money to buy land to give the campus. And the city found itself competing with other local governments.

Pinellas County commissioners offered USF 85 acres mid-county. Clearwater officials also made a proposal. While the Board of Regents pondered its options, the city of St. Petersburg stepped forward to take the lead.

City officials linked up with a local business network that raised funds for campus expansion. The city, in partnership with St. Petersburg Progress, donated a 13-acre tract for the first phase of growth that eventually included Bayboro and Coquina halls and the Nelson Poynter Memorial Library.

"The campus proved to be a great generator of economic development," Wallace says. "It's a drawing card for the community."

The city's support of the campus didn't stop there. Council members in 1984 committed to acquiring 35 acres for the second phase of campus expansion. About 93 percent of the transaction is now complete. The new multipurpose building is being constructed on land partly acquired by the city of St. Petersburg.

All told, the cost to the city for USF land purchases is $11.8 million.

The city still is reaching out to USF St. Petersburg, beyond real estate transactions. The city and its business community worked successfully to establish a branch of the U.S. Geological Survey at the campus. These groups also are working to obtain planning and construction money for a new USF Marine Science/Department of Natural Resources facility on the Bayboro campus.

And, the innovative Pier Aquarium is the ideal example of public and private support that increases the presence of USF in the community. The recently opened aquarium takes education from its university environment to the public, blending the benefits of formal education outside the classroom.

"Though the faces of the city council have changed through the years, it's clear that the commitment has not," says campus Dean Lowell Davis.

"Because of the city's unwavering aim, the campus will continue to prosper."

— Compiled by the City of St. Petersburg Marketing/Public Information Staff
75-year-old graduate to write book

Peter Franquet, a 75-year-old April graduate of USF St. Petersburg, says completing his education frees up his time to tackle his main goal — writing a book about his experiences in South America, Africa and Europe.

While spending 27 years in Venezuela as an oil company executive, he worked as liaison with the Peace Corps and helped found the area's first American Boy Scout troop and a cultural and language institute. During his six years in Angola with the oil company, he bagged big game and celebrated 500-year-old Portuguese customs.

Franquet, an undergraduate English major who came to USF St. Petersburg in 1980, resurrected his college career mainly to study English and American authors' writing techniques and gain insight for his book. But from his first day of first grade, Franquet was hooked on school.

The son of Spanish immigrants, Franquet so longed to attend school that at age 5 he wriggled away from his mother’s grasp to cross the street and peek inside a schoolhouse. He didn’t then speak English, but noticed "a feeling of great discipline in the school — the teacher walked around with a ruler tapping knuckles if you so much as blinked," he recalls.

Franquet was undaunted. He soon entered school, loved it, and has "been there ever since," he says.

He completed high school in Long Island, N.Y., and in 1932 entered New York University as a pre-med student. He was forced to quit two years later because his father was out of work and the family of seven could not afford the $1,000-a-year tuition. He took a job as a printer’s "devil," or apprentice, getting $10 a week for a 60-hour workweek of proofreading copy in three languages — English, Spanish and Portuguese.

"There were no opportunities in the country because of the Depression," Franquet says, so he left the states to work as an interpreter in Venezuela. American oil companies were offering jobs in South America and his language skills led Gulf Oil Co. to hire him. He eventually became its supervisor of industrial relations. While in Caracas, he married a Venezuelan and reared two children. In 1964 he was transferred to St. Petersburg, only to be sent to Angola for six years.

He moved to Seminole when he retired in 1970, and attended St. Petersburg Junior College. Within two years he received his associate's degree and began selling real estate. He didn’t like it: "It was a rat race and I’m not the salesman type," Franquet says.

In 1978, Gulf Oil asked him to assist in an off-shore drilling project north of the Congo River. When he returned, he enrolled at USF St. Petersburg and took one course every semester. As a senior citizen, he could have audited the courses for free, but instead chose to become a degree-seeking student who paid for his classes.

Franquet’s professors rave about him. "Peter is simply one of the most urbane, interesting people we’ve had around," says English professor Harriet Deer. "He’s been all over the world, and brings a lifetime of experiences into the classroom." English professor Daniel Wells admires Franquet’s "intellectual curiosity — the

At left, the cast and crew of PM Magazine filmed their Aug. 1 television show at USF St. Petersburg. The campus was used as a backdrop while co-hosts Julie Bran non, John O’Connor highlighted various aspects of USF St. Petersburg.

A recent exhibit of paintings depicting the conflicts faced by suffering mothers in South Africa attracted many observers to the campus, right. "Women of Soweto," was painted by Sarasota artist and educator Eleanor Merritt.
USF St. Petersburg belongs to everyone

Ralph L. McKay, Director of Development

When I came to USF in March 1987, I realized immediately how much this university belongs to the community. The schools, in my view, are not private assets. The schools belong to all of us.

My involvement with USF's fund-raising campaign, "Opportunities for Excellence," reinforces my belief that this dynamic university is an integral part of the development and growth of downtown St. Petersburg and Pinellas County.

USF St. Petersburg takes the lead in providing quality education that profits everyone in the community. This was true in 1965 when the first classes were offered and it's true today as the campus expands.

Through its "Opportunities for Excellence" comprehensive campaign, USF St. Petersburg has launched a major fund drive that will enable it to continue its eminent leadership.

The $5-million campaign goal concentrates on raising money to enhance the major, unsurpassed strengths of the campus — superlative teaching and pioneering research. The campaign gives people who identify with excellence the opportunity to invest in a thriving university.

As campaign chairman Andrew Hines Jr. says, "I am participating in the community effort because I believe that education is the key to solving many of the problems of modern life. "It represents an area which pays back dividends which last for generations."

Investing time and financial resources in USF St. Petersburg makes everyone a shareholder in an organization with a bright and healthy future.

In the end, we will all be beneficiaries.

The St. Petersburg campus is participating in the overall USF $111,000,000 comprehensive gift program — Campaign USF: Opportunities To Shape Florida's Future. Initial goals for the campus include:

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gifts of all kinds — endowment, Annual Fund, planned giving, special project grants, scholarship gifts, and more. Further information is available from Dr. Lowell Davis, dean, or Dr. Ralph McKay, (813) 893-9160.

UNIVERSITY OF SOUTH FLORIDA
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