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April 10, 2015

HarborNotes Weekly

Five Things to Know About USF St. Petersburg
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Artist Lecture: Designer Paula Scher Visits Campus

Paula Scher is an iconic, American graphic designer whose clients have included Tiffany & Co., Bloomberg, Microsoft, Coca-Cola, the Museum of Modern Art, the Metropolitan Opera and the New York City Ballet, to name but a few. Her work has been exhibited all over the world and is in the permanent collections of museums from New York to London to Paris. This week, Paula Scher lectured to students of USFSP's Erika Greenberg Schneider, assistant professor and Master Printer.



Paula Scher, left, partner in the New York office of Pentagram and Erika Greenberg-Schneider with an original woodcut "You Me" image Scher created with USFSP Graphic Design students and printed by Greenberg-Schneider

"What excites me about Paula Scher as a creator," said Greenberg-Schneider, "is that, like an acrobat, she walks that fine line between Design and Fine Art and finds her balance between them."

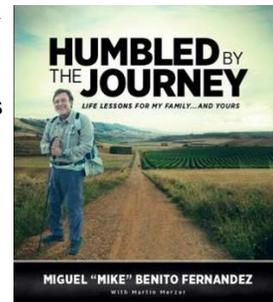
For more information about USFSP's Graphic Design program, please visit [our website](#).

Students Bring Billionaire Businessman to Campus



David Lawrence (left) joined Fernandez for part of his most

Three USFSP student organizations hosted a conversation today with Miguel "Mike" Fernandez, one of Florida's most successful businessmen and philanthropists, and David Lawrence, chair of the Children's Movement of Florida and president of the Early Childhood Initiative Foundation. Lawrence introduced Fernandez, whose new book "Humbled by the Journey: Life Lessons for My Family and Yours" details several 500-mile fundraising pilgrimages along Northern Spain's El Camino de Santiago, and shines a light on his life journey from a small town in Cuba to extraordinary business success in the U.S.



Fernandez is chairman of MBF Healthcare Partners, L.P., a private equity firm located in Coral Gables. He is the founder and/or majority shareholder of more than 25 healthcare related companies. As part of his tour of

recent pilgrimage through France and Spain.

USFSP, Fernandez was introduced to the work of Dr. Jamie McHale and the USFSP Family Study Center.

"We were so very fortunate to have such an accomplished speaker whose message to our students, faculty and staff was incredibly inspiring," said Dr. Mark Durand, interim regional vice chancellor of Academic Affairs. "It was an honor to have him visit some of our remarkable programs."

The event was sponsored by Delta Sigma Pi, the Graduate Association for Students in Psychology, and the Psychological Science Organization, along with the **Kate Tiedemann College of Business**. State Senators Jack Latvala and Jeff Brandes, and Representative Kathleen Peters were among more than 200 guests.

USFSP to Host Last in World War I Lecture Series

The last in a series of seven lectures hosted this year by faculty in History, Philosophy, Political Science, and World Languages will be held on Tuesday, April 14 at the St. Petersburg Museum of History. "Thinking Through World War I ... Florida, the U.S. and the World" will be presented by Dr. Gary Mormino, Frank E. Duckwall Florida Professor of History Emeritus, and Dr. Ronald Granieri of the **University of Pennsylvania's Lauder Institute**.



Dr. Adrian O'Connor

"This series sought to foster and sustain an interdisciplinary conversation on the history, legacy, and significance of the First World War," said Adrian O'Connor, assistant professor of History.



Dr. Ronald Granieri

Tuesday's event will begin at 6:00 p.m. and is co-sponsored by the Department of History and Politics, the USFSP Florida Studies Program, the Florida Humanities Council and the St. Petersburg Museum of History. The event is free. For more information, please visit the **museum site**.

It's USFSP Week!

This week marked USFSP Week, featuring a string of student events: Field Day, a Dock Party, a Talent Show, the Mr. & Miss USFSP Competition, even a Cash Cab that was available to take students anywhere on campus while earning Pete's Points along the way. The week will culminate on Sunday with Rec Fest, a six-hour party on Harbor Lawn.

"USFSP Week is an annual celebration of our university, focusing on the spirit of an engaged learning community through events, activities, campus history, dances and contests, all to bring attention to the importance of being a Bull," said Dr. Gardiner Tucker, interim regional associate vice chancellor of Student Affairs. "Campus culture and traditions align directly with the student success goals of our Strategic Plan."



USFSP senior Solange Gorleku gets into the spirit.
Photo: Alexa Burch Press

Getting to Know You ... Steve Diasio



Meet **Dr. Steve Diasio**. Diasio teaches Management in the Kate Tiedemann College of Business, focusing on design approaches to learning the subject. He played a role in the creation of USFSP's first-ever design-a-thon, "Innovation Overnight," which will be held on campus this weekend and during which students will solve real-world challenges presented by local companies. Diasio joined USFSP last spring and says he is enjoying "the opportunity to do fun and amazing work while inspiring others in doing it."

What is your favorite book?

"A Confederacy of Dunces" by John Kennedy Toole.

Where is your favorite destination in the world?

Wherever I am standing at the moment.

What is your favorite movie?

"The Goonies"

What was your least favorite subject in college?

Management, because of how it was taught.

What skill or talent would you like to have that you don't have?

The talents of a duck. They are the only animal that is able to walk on land, dive and swim under water, and fly in the air.

What do you do to relax?

Meditate.

What is something people would be surprised to learn about you?

I lived in Europe for seven years, five in Barcelona, two in London.

What USFSP project or activity are you currently working on that excites you the most?

Expanding the Finger Puppet Management Framework, an innovative method to promote learning about management through design tools. <http://fingerpuppetmanagment.strikingly.com/>

Upcoming Events

Innovation Overnight

Friday and Saturday, April 10 and 11
USC Ballroom

Lecture: Thinking Through World War I: Florida, the U.S. and the World

Tuesday, April 14
6:00 p.m.
St. Petersburg Museum of History

12th Annual USFSP Student Research Symposium

Wednesday, April 15
11:00 a.m. - 1:00 p.m.
USC Ballroom

MBA Information Session

Wednesday, April 15
6:00 p.m.
Science & Technology Building

USFSP Florida Food Conference

Saturday, April 18
10:00 a.m. - 4:00 p.m.
USC Ballroom

Faculty Research Lightning Talks

Thursday, April 23
3:00 - 4:30 p.m.
Nelson Poynter Library

USFSP Spring Commencement

Sunday, May 3
6:00 p.m.
Mahaffey Theater

For more information about these and other USFSP events, please visit our **Public Events Calendar**.

HarborNotes publishes weekly during the fall and spring semesters. To suggest a story, contact the editor:

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