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The logo was designed to illustrate USF's distinctive programs and services. Through audience-specific messages, the university will build on its strengths and relay a clear message of where USF stands in the higher-education arena. Advertisements will feature vignettes highlighting success stories. The branding plan is focused on the university's strategic priorities: excellence in student enrichment and discovery, research; addressing community needs in health and medical services; and research and how it affects people's quality of life.

By highlighting many exceptional achievements which few outside USF know, the university will begin to demonstrate the significant progress it has made toward becoming a world-class metropolitan research university," Clarke said.

To download the official logos, visit the Web site www.usf.edu/ur/logos/html.
Arsenault honored for civil liberties work

USF St. Petersburg Professor Raymond Arsenault earned the 2003 Nelson Poynter Civil Liberties Award at the annual conference of the American Civil Liberties Union Foundation of Florida on May 10. Arsenault, former president of the ACLU of Florida, is the John Hope Franklin Professor of Southern History at the University Honors College at USF St. Petersburg.

He has taught political, social and environmental history of the American South since 1980.

"Dr. Arsenault has distinguished himself as a leading authority on Southern culture," said Gary Olson, USF St. Petersburg's interim associate vice president of academic affairs. "His continuing research has established him as an expert that led to his being featured in Newsweek, The New York Times, on national radio programs and on ABC's Nightline."
New procedure protects privacy

The university recently established a procedure to address new federal Health Insurance Portability and Accountability Act regulations as well as existing federal and state laws requiring privacy and public records disclosure. This new procedure recognizes the rights to privacy and confidentiality in student records, certain employment records and health care records while also recognizing the public’s right to access records under Florida’s Sunshine law.

Institute. The Research Day event was hosted by the USF Collaborative for Children, Families and Communities and a number of other campus entities.

The features included a joint award presentation and cash prizes.

Students’ topics included:

- A police officer’s ability to cope with a fatal shooting;
- Clinical social workers’ attitudes toward homosexuals;
- Play therapy’s effect on the healing of child victims of sexual abuse;
- Correlation between animal abuse and domestic violence; and
- The self-esteem of child victims of sexual abuse.

One of Professor James Garry’s students works in his lab, where they study the DNA from tiny invertebrate animals living in the Gulf of Mexico.

- Effectiveness of anger management groups in alternative school settings;
- Florida’s foster children’s behavioral health needs and supports;
- The Rodney King case and how the media has depicted police brutality;
- HIV services for women in Florida county jails; and
- Vegetable oil as a fuel in diesel engines, with an econometric analysis, feasibility study and public review.

By working on real-world research projects, graduate students gain real-world experience and offer meaningful and useful help to the community with today’s social problems,” said Roger Brinohy of FMHI, co-chair of Research Day 2005. “It’s a chance for students to learn in a friendly atmosphere among their peers before they become professors or full-time researchers,” said Geography Professor Steven Reader, who chairs the Arts and Sciences College Graduate Committee.

USF sponsors of Research Day included: President Judy Genshaft; Provost S. David Stamps; Vice President for Research M. Ian Jacobs; the School of Social Work; the Health Sciences Center; the College of Arts and Letters; the International Traumatology Institute; and the James and Jennifer Darrell Center for the Study of Family Violence.

Facility and Staff Notes

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Alumni of the International/Organizational Psychology doctoral program organized a conference in January at USF Tampa. More than a dozen alumni attended Human Resources/Return on Investment, which explored ways in which human resources departments can contribute to organizational effectiveness. Paul Spector, Psychology, worked with them.


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Laughter, music mark staff awards ceremony

With the sultry sounds of student Eric Darius’ saxophone and the jokes and applause of colleagues, the annual Outstanding Staff Awards ceremony recognized 54 of USF’s best employees on May 13. The recipients, who exemplify the university’s mission, vision and values, were nominated by their peers and selected by a committee comprised of previous recipients. Each one received $500 and an engraved award on the Tampa campus.

Diane Dwyer, a program assistant in the Psychology department, and Keith Childs, a maintenance mechanic at USF St. Petersburg’s Physical Plant, received the top honors. Each received the Gabor Award as USF employees of the year.

Almost everyone in the Psychology department lauded Dwyer for her attention to detail and strong work ethic, especially when the faculty and staff moved into the new Psychology/Communication Sciences and Disorders building in 2001.

Dwyer, in fact, had been nominated by three different chairs, and virtually all the other employees, said Psychology Professor Maria dePerceval.

Like many employees, Childs started part time and earned a promotion.

“Keith’s number-one priority is always helping others,” said Ralph Piloc, interim CEO of USF St. Petersburg. “He also places central importance on helping students with their needs.”

Childs took CPR training last fall so he could handle medical emergencies.

Administrators joked about employees who had saved enough money to make up for statewide budget cuts.

Some supervisors kidded Student Affairs Vice President Harold Nixon about “stealing” his employees.

Carrie Garcia, who provides technical support for the OASIS and Banner computer systems, is one of those workers, said Carl Carucci, executive vice president of University Services. “She had to oversee almost 550 problems last year. She also exemplifies that USF spirit by volunteering in her community.”

Patricia Schuster, who works in the College of Arts and Sciences human resources area, also earned praise from Provost David Stamps.

“As a matter of fact, when I went over to the dean’s office many years ago, Pat helped train me,” Stamps said.

Others recognized were: Judy Quezada, USF Lakeland; Glory Hernandez, USF Sarasota-Manatee; Richard Bernard Jr., Richard Everal, Judy Hyde, Mary Kuka-Marchese, Ramon Martinez Jr. and Donna Pontonero, Academic Affairs; Linda Lalli, Carol Landon, Janice McCaskill and Katherine Johnson, Health Sciences Center; Jim Look, USF Athletics; Sue Liu and Henry Zych, Research office; Sandy Bachtel, Eric Hunter, Elmer Robinson and Mary Wilson, Student Affairs; Neal Chandler and Linda Peterson, University Advancement; and Greg Gard, Jennifer Johnson, Joyce Kiefert, Kate Nidasio, Irene Oreffice, Suzanne Roberts, Cami Starling and Michael Talone, University Services.

Laughter, music mark staff awards ceremony

Trustees grant 38 professors tenure status

Thirty-eight professors earned tenure at the university Board of Trustees gave them its blessing on May 15. Faculty members are evaluated for tenure based on their teaching and advising, research and creative work, and service to the university, profession and the community. Collegiality and participation as a citizen of USF are also important criteria.

Most professors earn it in their sixth year of service. The faculty member’s documented accomplishments, ability and probable future productivity are all considered.

From the College of Arts and Sciences, the professors earning tenure are: James Carey, James Cavendish, Tempil Champion, Mark Guadarrado, Carolyn DiPalma, Carolyn Eichner, Sara Green, Derina Holtzhausen, Debra Jacobs, Eric Oches, Wilson Palacios, Steven Reader, Douglas Rohrer and Steven Tauber.

In the College of Business Administration, faculty are: Donald Berndt, Stephanie Bryant, NixTon Kohers, Christos Pantazis and Jacqueline Reck.

Jan Ignash and Carol Mullenn of the College of Education earned tenure. Two professors — Mahnmond Nachabe and Stephen Sadow — earned tenure in the College of Engineering.

Roger Boothroyd received tenure at the Louis de la Parre Florida mental Health Institute.

Sarah Tebben of the College of Marine Science also earned the distinction. Professors receiving tenure in the College of Medicine are: Wenlong Bai, Paula Rickfurel, Srikumar Chellappan, Jiandong Chen, W. Douglas Cress, Craig Doupnik, Brad Johnson, Patricia Kruk, Jane Messina, Carlos Muro-Cacho and Hong-Gang Wang.

Parni Green and Jeanne Travours received tenure in the College of Visual and Performing Arts.

Can this marriage be saved? Ciresi’s novel asks

When Rita Ciresi first wrote the sequel to her comic novel Pink Slip, the result was far from funny.

“The first draft of Remind Me Again Why I Married You was so serious it hurt me,” admitted the USF English professor. “The final version is much more lively and energetic — hopefully, a true roller coaster for both the characters and the reader, whipping them back and forth between laughter and tears.”

In Remind Me, pharmaceutical executive Eben Straus and his stay-at-home wife Lisa cope with a marital crisis. Eben is a straight-laced, predictable worker, while Lisa is the wanna-be author who yearns for passion and big fat book royalties.

The couple, who met during an office romance described in Pink Slip, got married because Lisa was pregnant. Yet now they find themselves waiting for Lisa’s temperature to spike, keeping track of her ovulation and scheduling sex to have a second child.

The novel uses the he said/she said point of view, showing their moral conflicts as they decide whether or not to act on their impulses to break their vows and get involved with others. Ciresi explores the bond that keeps this couple together in the age of divorce.

Like most husbands and wives, the Strausses keep secrets from each other. As Lisa writes more about an Eben-like character in her novel I’m Sorry This Is My Life, Eben tells her less about his work and inner thoughts, fearing she will expose his vulnerabilities to the reading public.

“The title Remind Me Again Why I Married You was inspired by a flip statement that Lisa made to me,” in the first draft, Eben was the one who spoke those words to his wife,” she said. “I chose this phrase for the title to illustrate that husbands and wives sometimes say things in jest that later have serious consequences for their relationship.”

Ciresi’s books rely on quick wit and conversation between the characters, who resist stereotypes.

“Eben has a lovely ear for dialogue and the ability to nail the details in descriptions — both funny and painfully accurate — the result is a book that manages to be simultaneously blunt and articulate,” according to The New York Times Book Review of her Sometimes I Dream In Italian.

The ironic twist to Remind Me is that Lisa becomes the very person she didn’t want to be in Pink Slip — the stay-at-home mom with stains all over her clothes and a frizzed hair-do. The ending is meant to pleasantly surprise readers.

Pink Slip, published in 1999, is still ranked 2,026th on the Amazon.com best sellers list. It was one of Bantam Dell’s best sellers in paperback.

The novel also earned the 1997 Pirate’s Alley Faulkner Prize for the Novel. The author will read from her work and sign books at 7:30 p.m. June 27 at Barnes and Noble, 11801 N. Dale Mabry in Tampa.

The book is available at local bookstores and on Amazon.com.

by Lisa Cunningham