Registration is now open for the annual PURA Kickoff Luncheon on Monday, September 17, 2018, at the Four Points by Sheraton in West Lafayette.

The keynote speaker will be Jay T. Akridge, PhD, Provost and Executive Vice President for Academic Affairs and Diversity, discussing Giant Leaps: Positioning Purdue for the Next 150 Years. This will be a unique opportunity for retirees to hear from an important leader of our University.

You may register online at: www.conf.purdue.edu/PURA2018
Or, use the paper registration form which will be sent via U. S. Mail to your home address. Credit card payment can only be accepted via online registration or by calling Conference Registration directly at 1-866-515-0023. Only personal checks may be used with the paper registration. **All reservations must be postmarked by September 1, 2018.**

The menu will include fresh garden salad, bruschetta chicken breast, smashed potatoes, and California vegetables (broccoli, cauliflower, carrots). Vegetarian and gluten-free entrees will be available.

See you at the Kickoff!

PURA Annual Common Read: Get Your Book

Each year, the PURA Campus and Community Activities Committee chooses one book from Purdue University Publications as a PURA Common Read, and hosts a "discussion program" for members who have read the book and wish to hear a presentation about the book followed by questions.

This year's book is A Purdue Icon: Creation, Life, and Legacy, by Dean Emeritus, Dr. James Mullins, former Dean of Purdue Libraries and Esther Ellis Norton Professor. Dr. Mullins was recently honored by the American Library Association for "his pioneering vision and drive for innovation."

From the Purdue University Press catalog:

"The former Purdue Power Plant (HPN) with its iconic smoke stack and the attached Engineering Administration Building (ENAD) at the very heart of campus played important roles for most of the twentieth century. To many Purdue students and alumni, the smoke stack not only symbolized the emphasis at Purdue on technology but also provided a visible marker for the Purdue campus. The smoke stack was lovingly referred to by many as ‘Purdue’s finger to the world.’ Amid controversy, the smoke stack was demolished in the early 1990s when the Purdue Clock Tower was constructed to locate the campus on the landscape.

"A Purdue Icon: Creation, Life, and Legacy is an edited volume that speaks to the history of the PowerPlant, from the initial need for increased power and heat to meet a growing campus demand and its Romanesque architecture that allowed it to fit contextually on the campus, to the people who worked to bring heat and power to the campus by keeping the boilers up and the students who experienced the principles and applications of mechanical engineering through active learning. This book tells the story of the transition to alternative power and heat sources at the University, the decommissioning of the Power Plant, the controversy about what was to be done with this important site at the heart of the campus, and the challenges associated with the Power Plant’s potential reuse or demolition.”

If you are interested in the history of the smokestack and the unique problems Purdue faced when it began demolishing this contaminated building on the campus, this is the reading material for you.

Come to the PURA fall luncheon with a check or cash in hand, and we'll put the book into your hands. Cost for PURA members is $25.00, which is more than a 20% discount.
Greetings From Your PURA President, Don Gentry:

“We look forward to another great year for PURA in serving the needs of Purdue Retirees. In addition to all the great continuing programs and services including providing health insurance plans for retirees, communicating through various means, providing monthly meetings, trips and community activities, Kick-Off Luncheon, Purposeful Living in Retirement Conference and representing each of you to the Purdue University administration.”

The PURA Executive Board adopted the following additional goals for PURA for 2018-19.

- Highlight the activities available for current Purdue retirees and increase the visibility of PURA through spotlights for PURA activities and committees at all PURA functions.
- Review the needs of the membership for an additional process for communications through social media. Create a Task Force to study and make recommendations to the Executive Board.
- Assure that the Finance Committee with the Treasurer as Chair implements the plan to consolidate all finance, endowments and budget responsibilities into one committee.
- Target fund raising activities of PURA on growing the PURA Scholarship Endowment.
- Implement the new process for the Arthur G. Hansen Award in accordance with the plan approved by the Executive Committee in March of 2018.
- Create a task force to determine how to best serve the pre-retirement and early retirement Purdue retirees.
- Hold a joint meeting with the Trips and Tours and Campus and Community Activities committees to facilitate a discussion/coordination on meeting the needs of the PURA members for such activities.
- Work with MCL to determine ways of expanding or better utilizing their capacity for PURA monthly luncheons and survey the community for a larger facility to provide for growth.
- Create a consistent message on all marketing and communications materials revised or developed for PURA.
- Continue to focus the Executive Board meetings on action items and updates by making every effort to reduce deliberations on committee updates.
- Develop a detailed list of activities and services provided to PURA through the secretarial support from Purdue Human Resources.
- Empower and support the PURA committees to function within their assigned tasks and budgets.

GMOs: Genetically Modified Organisms

Dr. Charles R. Santerre, a professor of nutrition science in the College of Health and Human Sciences, who is currently serving as a Senior Policy Advisor in the Office of Science and Technology Policy in the White House, spoke at the July MCL meeting about genetically modified organisms (GMOs).

Although we now have more than two decades of experience with GMO crops being consumed by billions of people around the globe without a single adverse event, consumers are still wary of the process.

Dr. Santerre explained how a GMO product is produced, regulated, and the pros and cons of the technology. Santerre emphasized modification of agricultural products will continue to be necessary to meet the food needs of an ever increasing population. Currently most soybeans in Asia and potatoes and peanuts in South America are GMO modified. With the GMO biotechnology, modification can be done in a lab vs. the decades it would take for conventional modification of a food. The process involves identifying the one single gene in the DNA of a plant or animal that is causing a problem and then modifying the gene to prevent the problem.

For example, the gene-producing protein that causes rotting can be modified to allow for riper fruits and vegetables to arrive in the market place closer to when they were picked in the field. With less rotting GMO products are more stable during transportation and have an extended shelf life. Gene modification can also render plants and animals more resistant to bacteria and insect infestation and, in animals, prevent death from diseases such as the swine virus, a severe problem with swine.

Some GMO products will not be needed in the U.S. GMO-enriched rice with Vitamin A can help prevent blindness in the population groups which consume rice as the major staple in their diet. This is not an issue in the U.S. because our market place provides a great variety of foods to supply Vitamin A. Iron deficiency (continued on page 4)
A Bunch of Trees or an Arboretum?

The Purdue campus is an arboretum. Starting in 2008 Purdue Foresters followed every qualification to be designated as an Arboretum; a variety of woody trees, bushes, shrubs and education. Purdue campus is a laboratory and classroom for its many Life Science courses. It is also a gift to the people of Indiana with plants, gardens, art works, green spaces and walking trails.

There are 11,000 trees and more than 400 different varieties. All are identified with their scientific and more familiar names. Trees are added, moved, and removed. During the challenging State Street closures Todd’s Creek was moved, eight acres of trees were installed, eleven pedestrian bridges added and a trail cleaned up and connected to a trail on the west side of campus.

The Purdue Arboretum offers many unique and rare specimens from around the world. Noted is the state champion Cockspur Hawthorn and the national co-champion Smoke tree. Near Stone Hall are cherry trees brought from Japan to celebrate the opening of the Subaru plant. A Cedar of Lebanon tree exists because of an early professor who puttered behind buildings to create a Purdue hardy specimen.

For the 9th consecutive year Purdue has been designated as a Tree Campus USA. Awarded by Indiana Department of Natural Resources following the five standards of the Arbor Day Foundation. Purdue is thought to be the only university whose entire campus collection gives visitors the opportunity to learn about these plants. There are several designated trails, seasonal trails from flowering to showy, snowy berries, barks and greens. So gather your friends, family or dog for a really great outing.

Find out about the trails and the arboretum at: https://www.arboretum.purdue.edu. You can also use your mobile phone to scan the Quick Response Codes (square barcodes) displayed on plant signage on campus. They will direct you to the Purdue Arboretum Explorer website where you can learn more about the plant or landscape feature. The website also includes information about environmental stewardship on campus and historic landmarks. (J. Thomas)

Need Your Yearly Wellness Screening?

The Purdue Nursing Center for Family Health will be doing screenings year round. Screenings include Lipid profile (Total Cholesterol, HDL, LDL, Triglycerides and Calculated Risk Ratio) with a glucose, blood pressure check, pulse and review of medical history. Please call Chris Rearick, MSN, RN, to schedule. (crearick@purdue.edu, 765-496-0308.)

On May 4, approximately 45 people attended PURA’s tour of the new football complex.

On July 18, 34 retirees and guests enjoyed a tour of the John E. Christian House, SAMARA, one of the most complete Frank Lloyd Wright-designed homes in the United States.
GMOs: Genetically-Modified Organisms (continued from page 2)

anemia can also be addressed with GMO products in selected populations. Biotechnology via GMOs can prevent food allergies because all allergies are caused by a protein which can be identified and modified. The modified peanut is still a peanut, looks and tastes like a peanut but does not have the protein that causes an allergy to non-modified peanuts. The process is better for the environment (less toxins are present and less pesticides and herbicides are needed), and there is less disease-causing bacteria present and less disease/death in animals.

The process is highly regulated by the Food and Drug Administration (FDA) requiring the modified food be safe to eat with no adverse effects on the nutrient content of the modified food; by the Environmental Protection Agency (EPA) requiring the modified food be safe for the planet with no toxins produced; and by the U.S. Department of Agriculture (USDA) requiring it be safe for the marketplace. In over two decades of GMOs being on the market there has not been a single incident of an allergy, an illness, or an adverse effect related to the modified product.

Mainly due to the current regulatory process in the U.S. it can take millions of dollars to bring a GMO product to the marketplace. In over two decades of GMOs being on the market there has not been a single incident of an allergy, an illness, or an adverse effect related to the modified product.

Mark Your Calendars!

6 August PURA Monthly Meeting, MCL Cafeteria, 11 am.
Topic: Purdue University Global
Speaker: Frank J. Dooley, PhD, Purdue Sr. Vice Provost for Teaching and Learning


17 September PURA Fall Kickoff Luncheon. Four Points by Sheraton. 12:00 noon, doors open at 11:30am. (Note this is the third Monday in September.)


1 October PURA Monthly Meeting, MCL Cafeteria, 11 am.
Topic: To be determined.

PURA News
The Purdue University Retirees Association newsletter is published for official retirees of Purdue University, and prepared by the PURA Communications Committee.

Suggestions or ideas for PURA or the newsletter, and changes of address and email, should be referred to:

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1281 Win Hentschel Blvd., Suite 1100
West Lafayette, IN 47906-4182.
Telephone: 765-494-1779 or (toll free) 877-725-0222.
Email: masalla@purdue.edu.

2018-2019 PURA Communications Committee
Chair: Karen Lembcke
Members: Connie Bilyeu, Jim Daniel, Joann Thomas