

Purdue to host women's NCAA early rounds

Purdue will be host to first- and second-round games in the NCAA Division I Women's Basketball Championship.

Games are scheduled for noon, 2:30 and 7 p.m. on Sunday, March 23; and 7 and 9:30 p.m. on Tuesday, March 25, at Mackey Arena.

Purdue's women's basketball team, winner of the Big Ten Tournament championship, has an automatic bid into the tournament and will begin play at the Purdue site. Seedings and game times were to be announced Monday, March 17.

Tickets are available at the Athletic Ticket Office. All-session tickets are \$38 for adults and \$28 for students. For information, go to www.purduesports.com or call 49-43194.

Meeting today to address master plan

Purdue's master planning consultants will provide an update on the status of the West Lafayette campus master planning process during a meeting at 6:30 p.m. today in Room 314, Stewart Center.

The meeting is open to the public.

Sasaki Associates of Wataertown, Mass., and Scholer Corporation of Lafayette will present progress on Phase Three (Master Plan and Implementation) at this meeting.

Phase One (Campus Inventory and Analysis) and Phase Two (Campus Alternatives) of the three-phase process were completed last spring and fall, respectively.

The third and final phase of the master plan process is expected to be complete in fall 2008.

Open forums scheduled for finalists in provost search

Three finalists have been named for the position of provost at Purdue.

The finalists are on campus this week for interviews and to present open forums.

Forums were scheduled for March 17-19. The two remaining forums will begin at noon today (March 18) and Wednesday (March 19) in the South Ballroom, Purdue Memorial Union.

Forums will last for approximately one hour. Each candidate will make a presentation of roughly 15 minutes followed by an opportunity for audience members to ask questions.

"Having three outstanding

candidates is an exciting opportunity for Purdue," said President France A. Córdoba. "Other institutions recognize the stature of our candidates; we know that we are competing with other major universities for highly sought after candidates. Thus, we are moving rapidly for the campus interviews and will hold them early during the week following spring break."

Candidates and their open forum dates:

■ March 17. Don P. Giddens, dean of the College of Engineering and Lawrence L. Gellerstedt Jr. Chair of Biomedical Engineering at Georgia Institute of Technol-



Giddens



Woodson



Benbow

ogy. He also serves as a professor of biomedical engineering at Emory University School of Medicine. Prior to his current posts, Giddens served as professor and chair of the Georgia Tech/Emory Department of Biomedical Engineering, dean of the

Whiting School of Engineering at Johns Hopkins University, director of aerospace engineering at Georgia Tech, and co-director of the Emory/Georgia Tech Biomedical Technology Research Center and Georgia Tech Bioengineering Research Center.

■ March 18. William R. "Randy" Woodson, Glenn W. Sample Dean of Agriculture at

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Purdue's new PRISM

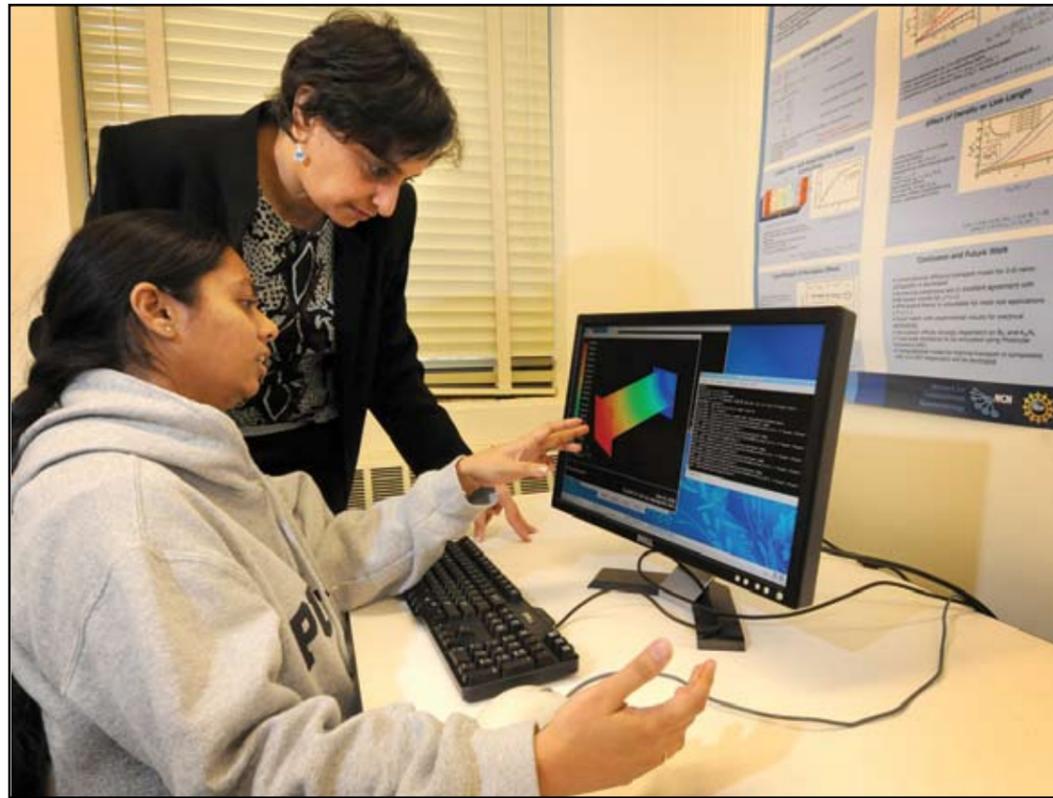


PHOTO BY DAVE UMBERGER

Jayathi Y. Murthy (standing), a professor in Purdue's School of Mechanical Engineering, works with graduate student Dipali Pradhan on a computer simulation to analyze how heat is transferred through a silicon nanowire. Murthy will lead a new center based at Purdue's Discovery Park to develop advanced simulations of microelectromechanical systems (MEMS) for commercial and defense applications. The Center for Prediction of Reliability, Integrity and Survivability of Microsystems, or PRISM, is one of five new Centers of Excellence chosen by the National Nuclear Security Administration, which awarded \$17 million for the project. More on the new center can be found on page 7.

Facilities use policy sets building hours, bars camping

The Environmental Health and Public Safety office wants to remind the campus community about the University's facilities use policy.

Carol Shelby, senior director of environmental health and public safety, says that some confusion this semester illustrated the need to increase awareness of the policy's contents.

"Most recently, there was a misunderstanding about whether students could stay overnight in Stewart Center when lining up to purchase tickets for the upcoming Dierks Bentley concert," Shelby says. "We discovered that many people were unaware that each building has set hours under the facilities use policy. Once the building closes, University administrators will ask people to leave if they do not have an official business reason to be there."

Official University business includes classes, research, work, or scheduled meetings. The policy allows for exceptions through the approval of the executive vice president and treasurer or an authorized representative.

A building's use typically determines how long it will be open, and at times a department head will request extended hours, says Martha May, senior director for buildings and grounds. Faculty, staff and students can contact a building deputy for building hours.

Shelby says Purdue Student Security Patrol is checking exterior building doors to ensure that the doors are locked on schedule at Stewart Center and across campus.

Camping also falls under the facilities use policy and is not allowed without prior approval. In

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Gordon McCall brings energy, experience and a busy schedule to new post in Purdue's Division of Theatre. Page 3.

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TLT awards 10 grants to boost instructional effectiveness through the use of digital and online technology. Page 8.

Online at www.purdue.edu/per

Reserved tickets available for inauguration

Tickets are available for Purdue's presidential inauguration, scheduled for 2 p.m. April 11 in Elliott Hall of Music.

The inauguration of President France A. Córdoba is free and open to the public, but a ticket with an assigned seat is required. Tickets can be picked up at campus box office locations in Stewart Center and Elliott Hall or can be reserved by calling 49-43933 or (800) 914-7469.

Córdoba became the 11th president of Purdue on July 16.

The inauguration culminates a weeklong campus celebration, which includes a Global Univer-

Web resource

More information can be found at the Purdue Presidential Inauguration site at www.purdue.edu/inauguration.

sity Convocation moderated by Purdue alumnus Brian Lamb, C-SPAN's president and chief executive officer, from 2:30 to 4:30 p.m. April 10 in Loeb Playhouse.

A faculty discussion on interdisciplinary topics is scheduled for 10 a.m. to noon April 11. More information on that event will be forthcoming.

The Global University Convocation and faculty panel discussion events are open to the public. No admission tickets are required.

Before arriving at Purdue, Córdoba had served since 2002 as chancellor of University of California, Riverside. She previously was vice chancellor for research and a professor of physics at the University of California at Santa Barbara.

She was the first woman and youngest person to hold the title of NASA chief scientist, working on projects such as the Hubble Space Telescope.

Teaching Academy honorees



PHOTO BY JOHN UNDERWOOD

Purdue's Teaching Academy inducted six new fellows and three new associate fellows, and recognized two additional members at a ceremony on Feb. 26 in the faculty lounges, Purdue Memorial Union. The Teaching Academy recognizes scholar-teachers for outstanding contributions to teaching and learning. The fellows and associate fellows are (left to right) John Contreni, the Justin S. Morrill Dean of the College of Liberal Arts; Timothy Newby, professor of curriculum and instruction; Christine Hrycyna, associate professor of chemistry; Becky Bull, graduate student instructor, organizational behavior and human resource management; Richard Thomas, professor of visual and performing arts; Karen Yehle, assistant professor of nursing; Patricia Hart, professor of foreign languages and literatures; Gregory Gibson, graduate teaching assistant, sociology; and Venkat Venkatasubrama, professor of chemical engineering. Not pictured: Robert May, professor of history, and Kristina Walker, graduate research assistant, agronomy.

Staff Benefits can explore vendor problems

In this feature, Staff Benefits at Human Resource Services responds to questions and comments selected from those submitted online at www.purdue.edu/benefits.

Comment: Since flexible spending has been turned over to Fiserv, the service level has dropped while the level of errors has increased. It is time to put pressure on this outsourced group to perform.

Each time I fax my forms, it is a crapshoot. I have taken to sending each form individually to help them try to process each form without losing it.

In my recent submission, they took the entire reimbursement from my flexible account despite the fact that one form was from my husband with his PUID

Answers from Staff Benefits

number and a separate form had my PUID and different request amount.

Answer: One of our major responsibilities in Staff Benefits is managing the vendors that supply our benefits.

If any faculty or staff member is unhappy, I encourage them first to contact the vendor. If they do not get resolution, they should contact us.

Staff Benefits doesn't receive many complaints about the flexible spending account (FSA) service provided by Fiserv; however, I encourage you, and any others who are having problems, to contact us at staffbenefits@purdue.edu or 49-42222. We will then investigate your individual issues.

The move to Fiserv in 2006 allowed us to provide two benefit improvements for Purdue faculty and staff: 1) the automatic submission of medical and prescription drug claims to your FSA without any paperwork, and 2) an expanded coverage period for your FSA claims.

In the past, you could only claim expenses that happened during the calendar year. Now, you can claim expenses you incur through March 15 of the next calendar year. We would not have been able to make these changes using Purdue systems.

Answers provided by Brent Bowditch, assistant director at Human Resource Services.

Policy – For safety and security

Continued from page 1

February, members of the Paint Crew staked out their places in line for general admission seating almost a week before the Michigan State men's basketball game.

"We had rules about line formation in place all year long, and the students were breaking those rules by camping," says Heather Hoesly, director of promotions for Intercollegiate Athletics.

"When we discussed the issue, it was determined there was also a policy on campus that prohibited camping. The policy helped support our decision not to allow it."

Shelby says the facilities use

policy will be enforced uniformly, and that it applies not only to buildings but also to any structure or land that is owned, used or occupied by Purdue.

"The policy is in place to protect our facilities and land, and to provide for the safety and security of the Purdue community," Shelby says. "In order to accomplish those goals, it is our duty to apply the policy consistently, whether it be for tickets sales, general admission seating, protests or any other situation."

The facilities use policy is available at www.purdue.edu/policies/pages/facilities_lands/i_4_1.html.

Policy prohibits concealed weapons on campus

The shootings at Northern Illinois University and Virginia Tech have prompted a reminder about Purdue's ban on concealed weapons on campus.

"I think that the general population of staff is well aware that the University does not allow people to carry concealed weapons, but it's something that bears repeating following these tragedies," says Carol Shelby,

senior director of environmental health and public safety.

The ban falls under Purdue's facilities use policy. Only law enforcement officers or persons authorized by the executive vice president and treasurer are allowed to carry firearms on campus.

Shelby says that any changes to the policy, which is an executive memorandum, would require approval by the president.

CampusDigest

Speakers announced for manufacturing summit

Entrepreneur Doug Hall and Alan Hubbard, former White House economic adviser, will speak May 6 at Purdue's seventh annual advanced manufacturing summit.

Advancing Manufacturing VII: The Impact of Innovation on Manufacturing Competitiveness will take place on campus and will examine ways industry can be competitive in an ever-changing world. The conference is expected to attract 400 attendees.

The summit begins at 9 a.m. in Stewart Center's Fowler Hall. Hubbard will give the morning keynote speech at 10 a.m.

Hall will begin speaking at 12:30 p.m. He is the founder and CEO of Eureka! Ranch, an inventing, training and research firm based in Cincinnati, Ohio, that advises some of the world's top corporations including Nike, Walt Disney and American Express.

The summit wraps up at 5 p.m. A complete summit schedule and online registration is available at www.purdue.edu/dp/amap/.

Nominations sought for entrepreneurship program

Nominations are being accepted for the Purdue Research Park's second annual summer academy, which allows Indiana high school juniors and seniors to participate in entrepreneurship-based opportunities and gain real-world business experiences.

The academy will take place from July 27 through Aug. 1 on the West Lafayette campus. There is a \$50 registration fee to attend.

Indiana educators, business leaders, mentors and parents are asked to nominate students who have excelled in the areas of math, science and technology. To nominate a student, visit the Entrepreneurship Academy Web site at www.purdue-researchpark.com.

[com/academy/index.asp](http://www.purdue.edu/academy/index.asp). Nominations will be accepted until June 13.

For more information, contact project coordinators Sascha Harrell at (765) 494-6152, smharrell@prf.org, or Carmen Hunt, (765) 496-1049, clhunt@prf.org.

Terrorism expert to speak at Sears Lecture series

An expert on suicide terrorism will speak at Purdue on March 26 as part of the Sears Lecture series.

Robert Pape, professor of political science at the University of Chicago and author of "Dying to Win: The Strategic Logic of Suicide Terrorism," will present "What's Wrong with the War on Terrorism" at 8 p.m. in Fowler Hall. Pape is the final speaker for the 2007-08 Sears Lecture series, which focused on "U.S. Security in an Insecure World."

Pape's talk is free and open to the public.

New Web site provides link to locally grown food

Hoosiers can now find farm-fresh eggs or just-picked apples right in their neighborhood, thanks to a new interactive Web site called MarketMaker.

The Web site connects consumers, agricultural businesses and farmers, providing a one-stop shop to locate locally grown food products.

Indiana MarketMaker — online at www.inmarketmaker.com — currently has more than 150 farm enterprises with more farmers and food businesses registering each day. The Web site is free to consumers, farmers and businesses.

MarketMaker is made possible by a collaboration of Purdue Extension, the Indiana State Department of Agriculture, ICDC and the U.S. Department of Agriculture Rural Development.

Finalists – Interviews to be held

Continued from page 1

Purdue. Prior to being named dean of Purdue Agriculture in 2004, Woodson served as associate dean of agriculture and director of the Office of Agricultural Research Programs. He also has served as head of the Department of Horticulture and Landscape Architecture, director of the plant biology program, and as professor, associate professor and assistant professor of horticulture at Purdue. Woodson also served as assistant professor at Louisiana State University and visiting professor at the Ecole Nationale Supérieure Agronomique d'Toulouse in Toulouse, France.

■ March 19. Camilla Persson Benbow, dean of the Peabody College of Education and Human Development and professor in the Department of Psychology and Human Development at Vanderbilt University since 1998. Prior to that, she served as interim dean of the College of Education and chair of the Department of Psychology at Iowa State University. She also has served as a distinguished professor, professor and

associate professor in the Department of Psychology at Iowa State University and as an assistant

professor in the Department of Sociology at Johns Hopkins University.

InsidePurdue

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New head of directing stays busy with theater, books and family

One of the West Lafayette campus's new professors may wear more hats than you'll find in Purdue Theatre's costume department.

His varied roles include director, actor, playwright, screenwriter, educator, producer, artistic director, columnist, hockey player, "book-aholic" and family man.

And now, Gordon McCall has added head of directing in Purdue's Division of Theatre.

"I'm a high-energy person, and I have been for my whole career," says McCall, associate

New to Purdue

professor of theatre. "I've always had a lot going on. It's a short life, and

you need to get everything out of it that you can. I'm pretty driven in terms of that and in the pure joy of what I do."

Before coming to Purdue this past fall, McCall wrapped up a decade at the helm of the Centaur Theatre in Montreal. Having surpassed his self-established goals for the Centaur, McCall decided that the time was right to pursue another dream: returning to teaching.

"I was an assistant professor in my 20s at two major universities," McCall says. "When I decided to leave Queen's University, the head of the department thought I was crazy. But I'm in a discipline that I think serves students best if they're being taught by someone who has experienced professional theater to its maximum."

McCall spent more than 30

years working within the Canadian theater community and across the globe, and now he brings this experience to the classroom and the stage.

He is teaching courses on directing as well as guiding students through *Marat/Sade*, McCall's Purdue Theatre directorial debut.

"One of the beautiful things about *Marat/Sade* is that it's a big ensemble piece," he says. "I'm happy to engage a large number of students in the production."

In addition to teaching, McCall will devote part of his time to developing a new master of fine arts program in directing, which is expected to be in place in two years.

Coming to Purdue also provides the time and resources needed for projects that were difficult to achieve while managing a theater company. One such endeavor involves combining the arts and science for an international theater project about water.

The three-year project will include input from students and faculty as well as members of the theater and scientific communities within the United States, Canada and Australia. McCall hopes to present the finished product at world theater festivals, conferences and other academic institutions.

"I want to do something personally through the art that I'm involved in to contribute to the well-being of this planet," he says. "The students will be engaged along the way, and we may open



PHOTO BY MARK SIMONS

Gordon McCall, head of directing and associate professor of theatre, will make his Purdue Theatre directorial debut with *Marat/Sade*. McCall found a fitting mascot for the production while rummaging around the props department. He says the rooster, an emblem that gained particular popularity during the French Revolution, tied in nicely to *Marat/Sade*.

some eyes in terms of what we can contribute."

McCall would like to develop other international collaborations by bringing in visiting professors, taking class trips and performing plays from other countries.

"It's a major mission of mine to promote international cooperation in our program," McCall says. "It's critical to have the influences of the world come to bear on your identity and then be able to share your identity with other cultures."

Beyond his work at Purdue, McCall will continue his own pursuits in directing, acting and writing. Upcoming projects

include a book chronicling his 10 years at the Centaur; a short film on Canadian hockey; and an independent production in Chicago.

"A big part of all of these projects is to keep my professional life alive for the students as much as for myself," he says. "My work needs to be constantly fresh to what's going on out there."

But not all of McCall's life is quite so hectic. A self-described homebody, he enjoys working seven minutes from his front door and having the chance to spend more time with his wife, Eloise.

But don't expect McCall to

About 'Marat/Sade'

Gordon McCall's directorial debut for Purdue Theatre will be *Marat/Sade* (full title: *The Persecution and Assassination of Jean-Paul Marat as Performed by the Inmates of the Asylum of Charenton Under the Direction of the Marquis de Sade*).

McCall says the play by Peter Weiss mixes historical fact with fiction in a provocative and entertaining way.

"I like the fact that the play is unflinching in what it has to say about revolution and the common good versus individual goals and ambitions," he says.

Performances of *Marat/Sade* will be at 7:30 p.m. March 27-30 and April 4-5, and 3 p.m. March 30 and April 5-6 in Mallett Theatre, Pao Hall.

Due to the strong subject matter, possible nudity, and sexual situations, it is recommended for adult audiences only.

Tickets are public, \$10.50; students, \$8.50. Call 49-43933 or (800) 914-SHOW.

stay at home during all of his free time, especially in winter. The avid hockey player recently traveled to Danville, Ill., to hit the ice.

"I was so desperate to play," he says. "I can't get through winter without it."

Strategic plan tiger teams finish white papers

Papers, presentations available for review online

After three months of meetings, forums and focus groups, the strategic plan working groups turned in their white papers on Feb. 26.

The eight groups followed up with a public presentation of their efforts on March 3.

The presentations and the white papers can be found on the strategic plan Web site at www.purdue.edu/strategic_plan/2007-13/whitepapers.html.

"The groups did a phenomenal job meeting with constituents, gathering information and pulling all of the ideas together in their white papers," says Rab

Mukerjea, director of strategic planning and assessment.

The working groups talked to more than 2,000 people in interviews, meetings, focus groups and public forums. The economic development group also held several regional focus groups, spanning the state from Fort Wayne to Evansville.

A blog on the strategic plan Web site provided another way for the groups to gather input. The site has received more than 38,000 hits since its debut in mid-December. More than 700 comments have been posted.

"We encourage people to look at the white papers and continue to provide their comments and observations through the blog,"

Mukerjea says. "The input will be valuable as the Strategic Plan Steering Committee develops a draft plan."

The blog is available at www.purdue.edu/strategic_plan/comments.

The 18-member Strategic Planning Steering Committee will synthesize the white papers to develop a draft of the strategic plan. The draft is expected to be ready for review and discussion by early spring.

President France A. Córdova will finalize the draft plan in late spring before it goes to the Board of Trustees for review. Final approval is expected at or after the Trustees' June meeting.

Panelist added to Global University Convocation

The president of the University of Houston will join seven other higher education leaders at the April 10 Global University Convocation, one of the events taking place in conjunction with Purdue's presidential inauguration.

Renu Khator, who also is chancellor of the University of Houston system, received her master's and doctoral degrees in political science from Purdue. She is a scholar in the field of global environmental policy.

C-SPAN President and CEO Brian Lamb, a Purdue alumnus, will moderate the convocation, which will be 2:30-4:30 p.m. in

Loeb Playhouse. The event is free and open to the public.

The panelists, who will talk about the characteristics of global universities, represent four continents.

Other previously announced members of the panel include:

■ Jorge Allende, vice president for research and development, University of Chile.

■ Robert Berdahl, president of the Association of American Universities.

■ Zhangliang Chen, vice governor, Guangxi Province, and former president of the China Agricultural University.

■ José Antonio de la Peña,

president of the Mathematical Union of Latin America and the Caribbean, Institute of Mathematics, National Autonomous University of Mexico.

■ Nina V. Fedoroff, science and technology adviser to the U.S. Secretary of State.

■ Maurilio Alves Moreira, dean of research and graduate studies, Federal University of Vicos, Brazil.

■ Sigmar Wittig, rector emeritus, University of Karlsruhe; chair emeritus, European Space Agency and professor of turbomachinery, University of Karlsruhe, Germany.

Participants can track their apples with online checklist

The Healthy Purdue Web site is providing participants with an online checklist to track their apples as well as a chance to earn a red apple.

By reviewing the checklist, participants can make sure they are completing the necessary steps to earn the initial \$150 incentive and the additional \$250 incentive (both before taxes).

Purdue employees can access the checklist by going to www.purdue.edu/healthypurdue and clicking on "Check My Apples." Employees will use their Purdue career account and password to log in. Spouses and same-sex domestic partners must create their own career accounts by using the employee's Purdue ID.

Once logged in, participants will click on "Check My Apples" on the left-hand side to view the checklist. Some of the checked items are updated periodically with StayWell and Purdue information, and others are self-reported by participants.

The site also connects people to online health awareness presentations that can be completed to earn a red apple. The topics are Blood Pressure Basics, Cholesterol: The Good and the Bad, Nutritious Choices for Busy Living, and Healthy Eating and You. New online offerings will be added throughout the year.

Participants can register for one of the presentations after

Healthy Purdue

logging in, selecting the Health Awareness category, and then scrolling down to view the online offerings. After viewing the presentation, participants will complete a short online quiz to earn credit for a red apple.

For more information about Healthy Purdue, contact your campus wellness program:

■ West Lafayette: 49-45461, worklife@purdue.edu

■ Calumet: (219) 989-2709, lowry@calumet.purdue.edu

■ Fort Wayne: (260) 481-5748, tillapau@ipfw.edu

■ North Central: (219) 785-5519, tlaux@pnc.edu

Get involved

There is still plenty of time to participate in Healthy Purdue 2008.

Employees, spouses and same-sex domestic partners have until April 30 to complete a wellness screening and the HealthPath Questionnaire. Those who complete the screening and HPQ will earn an incentive of \$150 (before taxes) and will be eligible to earn an additional \$250 (before taxes) incentive by completing five apples by Nov. 7.

More information is available at www.purdue.edu/healthypurdue.

Physical Facilities receives award for Performance Leadership safety program

Physical Facilities at the West Lafayette campus has captured a statewide award for safety programs.

The 2008 Governor's Workplace Safety Awards recognized Performance Leadership, a partnership of Physical Facilities and Liberty Mutual Loss Prevention Services.

"Our overall safety culture has changed," says Kristi Evans, occupational safety professional in Purdue's Radiological and Environmental Management, which is part of Physical Facilities' Environmental Health and Public Safety section. "We've gone from compliance-driven to employee-guided risk reduction."

Evans has facilitated the program with John Roush, loss prevention consultant at Liberty Mutual, which is Purdue's worker's compensation carrier.

Performance Leadership goes back to 2003, but a focused effort to improve safety goes back almost a decade.

"Basically in 1999 we recognized that Physical Facilities had a huge injury rate of about 20 recordable injuries a year per 100 workers," Evans says. "That's a large, large number."

In partnering with the insurer, Purdue initially worked to improve accident investigation and the reporting of near misses and minor (first aid) injuries.

Performance Leadership shifted the initiative for further steps to the departmental safety committees among Physical Facilities' roughly 1,300 employees.

"Our injury rate in 2007 was down to 9.5, still above what we would like to see but less than half what it was," Evans says.

Also, she says, estimates are that in 2007 alone, savings in worker's compensation costs were \$594,835.



PHOTO SUBMITTED

Physical Facilities at West Lafayette was recognized by the 2008 Governor's Workplace Safety Awards for Performance Leadership, a partnership of Physical Facilities and Liberty Mutual Loss Prevention Services. Pictured are Kristi Evans, occupational safety professional; John Roush, loss prevention consultant at Liberty Mutual; Deanna Shafer-Rater, Physical Facilities safety committee chair; and Chuck Huffer, Physical Facilities safety committee vice-chair.

One common task identified in a departmental safety committee and addressed was the lifting of 50-pound bags of salt over the shoulder to pour the salt into a brine tank. Strains and falls were too common during these types of activities.

Orders were switched to 40-pound bags, some tanks were repositioned, and platforms were added to reduce bending and reaching.

The utilities safety committee was concerned about crowbar prying of manhole covers weighing 150 pounds or more. Reducing that weight was not practical, but a portable magnetic lifting device weighing 30 pounds was found.

The departmental safety committees in particular, and every other else in Physical Facilities,

deserve congratulations for the improvements and the award, Evans says.

Close to 130 physical facilities employees are involved in safety committees.

Evans and Roush have helped the committees apply a quantifiable ranking system to tasks. That helps establish priorities and assess effectiveness of steps to lessen risk.

The R3 scale is a trade-marked system by Liberty Mutual. It puts three factors — a task's frequency, likelihood to lead to injury, and likely severity of any injury — on a scale of one to five.

"Purdue has been very accepting of this process and has worked very hard," Roush says.

He notes that R3 and Performance Leadership are processes, not programs that reach a particular goal

or an end. The goal to improve safety is continuous.

Physical Facilities also can mark its progress in relation to the rest of the campus.

"In 2000, Physical Facilities was responsible for half of worker's compensation costs at the campus," Evans says. "In 2007, that was down to 26 percent."

The lesson is not lost on others. This month, Housing and Food Services and its safety committee have begun Performance Leadership in earnest. A pilot project in Tarkington Hall already has been completed.

Evans is serving as facilitator for the effort and John Myers, project manager for facilities in HFS, is safety program coordinator.

By May, Evans says, each HFS safety committee will have projects and initiatives outlined.

CampusDigest

APSAC hears reports on strategic plan groups

Members of the Administrative and Professional Staff Advisory Committee reported on their participation in the strategic plan working groups at a meeting on March 12.

APSAC representatives serving in the working groups were Jeff Gunsher, with the large-scale research and infrastructure working group; Maureen Huffer, economic development; Pam Phegley, attracting new students to STEM careers; Steve Santy, student experience; and Lenny Seidel, quality of life in the workplace.

Christine Ladisch, vice provost for academic affairs, and Mark Pagano, dean of continuing education and conferences, attended the meeting to report on Purdue's accreditation review. More than 80 faculty and staff have begun preparations for the next review, to be conducted in 2009-2010.

The presentation and more information about the accreditation process can be found at www.purdue.edu/accreditation.

Registration continues for child care center

Registration is open and ongoing for the Patty Jischke Early Care and Education Center, which is scheduled to open in early August.

Openings are available for preschool-age children (ages 3-5).

Spaces in the infant, toddler and 2-year-olds rooms have been filled, and those who have registered have been placed on a waiting list. Parents who fill out a registration form now will be added to the waiting list and contacted when an opening becomes available.

Those interested in registering can fill out a form online at www.purdue.edu/childcare or in person at the WorkLife Programs office located on the west side of the Purdue West Shopping Center.

A registration fee of \$100 will be collected when the child's enrollment has been confirmed. The weekly rates for the center are also available on the Web site.

Questions may be directed to Ken Sandel at 49-40990 or Mindy Paulet at 49-48522.

Felker series pays tribute to women leaders

Collectors of Longaberger merchandise will have the chance to hear more about the business behind the baskets during a leadership conference at Purdue on April 11.

The 2008 Felker Leadership Series will use the theme "Women in Leadership: Honoring the Past, Inspiring the Future" to pay tribute to outstanding women leaders.

A registration and coffee hour is scheduled for 8-9 a.m. in Room 218, Stewart Center. The program will begin at 9 a.m. with a video welcome from Purdue President France A. Córdova. A luncheon will be held from noon to 1:30 p.m.

Tami Longaberger of The Longaberger Co. will discuss her role in the basket and home and

lifestyle products business. Since 1999, she has led the 3,000-person organization through product diversification, facilities expansion and new technologies.

Other speakers will include:

■ Sally Brown, founder and president of Ambassadors for Children in Indianapolis. The nonprofit organization provides travel experiences and global volunteer opportunities to help children in need around the world. Brown earned her doctorate from Purdue in 2005.

■ Joyce Beery Miles, a 1965 alumna. She will provide a glimpse into the life of Ellen Swallow Richards (1842-1911), one of the first women in science and a leader in the home economics movement 100 years ago.

■ Fred Whitford will recount the contributions of Virginia Claypool Meredith (1848-1936), the first woman appointed to the Purdue Board of Trustees and a driving force in the creation of the Department of Household Economics in 1905. Whitford, coordinator of Purdue Pesticide Programs, has written a book about Meredith, titled "The Queen of American Agriculture: A Biography of Virginia Claypool Meredith," due to be published in April.

The cost to attend the Felker Series and luncheon is \$40 per person. The cost to attend the program without lunch is \$30. Registration with payment is required by April 1.

For more information or to register, call Consumer and Family Sciences Development and Alumni Relations at 49-47890 or (800) 535-7303, or e-mail cfsalums@purdue.edu.

Bioeconomy workshop to foster collaborations

A workshop targeted to Purdue faculty and staff across campus will focus on enabling cross-disciplinary collaborative research in bioenergy and bio-based products. This no-cost workshop is hosted by the College of Agriculture and the Energy Center at Discovery Park.

Called Bioenergy and Beyond, the workshop will be held from 8:30 a.m. to noon Saturday, April 5, at the Beck Agricultural Center located at the Purdue Agronomy Center for Research and Education on Highway 52 north of West Lafayette.

The program is designed to identify new, and enhance existing, synergies among research faculty at Purdue. One session of the workshop will assess university needs in additional personnel, facilities, and equipment.

Part of the workshop will focus on grants available from agencies including the National Science Foundation and the Department of Energy. Lessons learned from previous grant submissions will be discussed.

Faculty and staff should register for Bioenergy and Beyond at the Discovery Park Energy Center Web site at www.purdue.edu/dp/energy/bioEconomy_workshop/. For more information on the workshop, which will include breakout discussions during lunch, contact Carl Huetteman, in the College of Agriculture, at 49-67550.

Rates for term life insurance decrease

Positive claims experience has allowed for an average 20 percent decrease in term life insurance rates for employees.

The new rates become effective for biweekly-paid employees on March 26 and for monthly-paid employees on March 31.

"Claims against the plan have been low enough over a period of time that the premiums can be reduced," says Teresa Wesner, benefit manager for retirement/life/disability. "It has been several years since these rates have been increased, and we're pleased that the experience has allowed for this decrease to occur."

Purdue provides employees with an amount of term life insurance equal to their annual budgeted salary at no cost to the employee.

Options offering coverage greater than an employee's annual budgeted salary are available. For this coverage, Purdue and the employee split the cost.

Insurance cost is calculated based on each \$1,000 of annual budgeted salary, the level of coverage the employee selects, and the employee's age (see box).

Employees hoping to increase

Term life insurance rates for employees

Age	Current rate	New rate	Coverage available
18-44	\$.52 per \$1,000	\$.45 per \$1,000	1, 2, or 3 times salary
45-54	\$1.61 per \$1,000	\$1.20 per \$1,000	1, 2, or 3 times salary
55-64	\$3.97 per \$1,000	\$3.40 per \$1,000	1, 2, or 2 1/2 times salary
65-69	\$3.97 per \$1,000	\$3.40 per \$1,000	1 or 1 1/4 times salary
70+	\$3.97 per \$1,000	\$3.40 per \$1,000	1 times salary

Example:

For a biweekly-paid employee, age 45-54, with annual salary of \$30,000:

- 1 times salary = \$0 cost today, no change
- 2 times salary = \$1.86 per pay today, \$1.39 per pay with new rate (\$1.20 x 30 divided by 26 pays)
- 3 times salary = \$3.72 per pay today, \$2.77 per pay with new rate (\$1.20 x 60 divided by 26 pays)

their amount of life insurance coverage can fill out a Prudential Health Statement Questionnaire at www.purdue.edu/hr/Benefits/PruEOI.htm. The completed form should be returned to Staff Benefits for processing. If additional information is required, Prudential will follow up.

Employees can decrease coverage at any time by completing a card available from Staff Benefits at 49-42222.

It is important for employees to maintain accurate records of beneficiaries for their life insur-

ance and retirement, Wesner says. Updates for term life insurance should be handled through Staff Benefits at 49-41686 or 49-41685.

Updates for retirement beneficiaries are handled directly through either PERF or TIAA-CREF.

Contact PERF at www.ai.org/perf/index.html or (888) 526-1687. TIAA-CREF can be contacted online at www.tiaa-cref.org/purdue or by phone at (765) 497-8740 or (800) 842-2776.

Questions about retirement beneficiaries can be directed to Staff Benefits at 49-46683.

Focus Awards honor contributors to disability accessibility, diversity

Initiative and dedication for outstanding contributions to disability accessibility and diversity were honored recently with Focus Awards.

The awards, given on the West Lafayette campus each March during the state's Disability Awareness Month, recognized students, faculty and staff.

The Affirmative Action Office and Office of the Vice President for Human Relations sponsor the awards and an annual reception at which they are presented.

For 2008, the theme was "Attitude is Everything" and the speaker at the reception was Purdue sophomore Brandon Scott, a communication major from Indianapolis. Though having only slight amounts of arm or leg, Scott is a competitive swimmer.

He is close to the qualifying time in the 50-meter backstroke for the 2012 Paralympics in London.

Scott recited a poem titled "It's All a State of Mind" that he learned as a member of the wrestling team at Lawrence North High School. When he sustained a major ankle injury and had to stop wrestling, he became a manager.

Still, his teammates pulled him into their traditional pile as they recited the poem together.

"That's when I learned what the poem really means," he said.

He soon turned his competitive fire to swimming. Reciting the poem before his races, he placed sixth in his first international competition.

"As long as a person has the right state of mind and attitude, they can do anything they want," he said.

Alysa Christmas Rollock, vice president for human relations, presented the awards, noting how often honorees say they were just doing what they do.

"We need to lift you up so the rest of the campus and Indiana can recognize the possibilities," she said. The awards were:

■ Student. Chelsea Koch, a senior in health sciences (pre-occupational therapy) from Warrick County near the Ohio River; and Jamie Sommers, a senior in materials engineering from Indianapolis.

For several years, both have been service providers for students with disabilities through what is now the Disability Resource Center. They attend classes and take notes. Koch has also been a reader and tutor.

"When I heard of this, I thought it was a great job, getting paid to learn," she said after the ceremony.

"And we meet such great people," Sommers added.

■ Faculty. The award went to a research group of which Brad



PHOTO BY MARK SIMONS

These are the recipients of the 2008 Focus Awards. Seated, from left: Brad Duerstock, faculty award; Brandon Scott, sophomore from Indianapolis and speaker at the reception. Standing, from left: Jamie Sommers, student award; Ala Samarapungavan, faculty award; Chelsea Koch, student award; Rob Mate, staff award; Susan Prieto-Welch, accepting staff award for Gail Polles (not present); John Polles, also accepting for Gail Polles, his wife; John Cirillo, faculty award; J. Paul Robinson, faculty award; Wamiq Ahmed, faculty award.

Duerstock is principal investigator on a nearly \$300,000 National Science Foundation grant for 2005-08.

In its AccessScope project, the team explored and devised ways to make bright field microscopes accessible for persons with mobility- and vision-related disabilities. Such microscopes are standard in university-level research in

life and physical sciences, said Duerstock, assistant research professor at the Center for Paralysis Research.

The microscopes are controlled by computers and thus adaptable, he said, and the view is displayed on a monitor.

Others on the team were:

• Richard Borgens, the Mari Hulman George Professor of Ap-

plied Neuroscience and director of the center.

• John Cirillo, electronics/computer specialist at the center.

• J. Paul Robinson, professor of cytomics.

• Wamiq Ahmed, a former graduate student with Robinson now working in basic medical sciences.

• Ala Samarapungavan, professor and associate head of educational studies.

■ Staff. Rob Mate, assistant dean of students; and Gail Polles, disabilities service consultant in the Student Health Center (PUSH).

The two observed that students with attention deficit hyperactivity disorder (ADHD) often needed help coping with college life. They developed Make It Happen, a coaching group and strategy for academic, social and personal growth.

Polles was not able to attend.

Mate, in accepting the award, said wryly, "What better reward than the Focus Award to get when you're working with students with ADHD?"

Numerous offices at Purdue co-sponsor the March 4 reception, whose emcee was Diana Prieto, AAO director.

Prieto summed up the event, "The awards today speak to the remarkable work being done by many on this campus."

WorkLife seeks new Wellness Ambassadors

WorkLife Programs is conducting its annual membership drive to recruit Wellness Ambassadors for the West Lafayette campus.

The Wellness Ambassador program helps WorkLife Programs promote good health and overall wellness for faculty, staff, and retirees.

Ambassadors get firsthand information on wellness resources that are available on campus and can share suggestions for new wellness programs with fellow ambassadors and WorkLife Programs' staff.

In general, Wellness Ambassadors help motivate their colleagues to achieve healthier lifestyles.

"We are looking for enthusiastic faculty, staff, and retirees

to join the 2008-2009 Wellness Ambassador team," says Amber Simons, Purdue WorkLife wellness specialist. "The Wellness Ambassadors play a vital role in supporting WorkLife Programs' mission to improve the health of employees. They also will serve as the eyes and ears of WorkLife Programs, and their feedback will play a valuable role in helping us understand the best ways to serve the needs of the employees and their departments."

Wellness Ambassadors serve from Sept. 1 through Aug. 31, attending four full committee meetings per year. In addition to serving on the full committee, Wellness Ambassadors serve on a subcommittee, assist WorkLife Programs staff at presentations

and events, and pass along information about health and wellness activities on campus to co-workers and fellow retirees.

To download an application to become a Wellness Ambassador, go to www.purdue.edu/worklife. Each application contains information about the time commitment expected of ambassadors and a place for supervisors to sign in giving their approval for the employee to participate.

Applications are due by April 1, and prospective Wellness Ambassadors will be interviewed during April and May.

For more information, contact WorkLife Programs at 49-45461 or worklife@purdue.edu.

Notables

Three women with Purdue ties honored by YWCA

Three women with Purdue connections were among seven honored recently by the YWCA of Greater Lafayette with Salute to Women Awards.

Lois Wark, who retired as coordinator of career counseling in Purdue's School of Science in 1993, is one of the five 2008 Women of Distinction.

Kat Braz, a graphic designer in the marketing and communications office of Purdue's Housing and Food Services, received a new award honoring a woman under the age of 40.

Maggi Ingleman, who taught in the Department of Child Development and Family Studies at Purdue, received the Mary Keller Ade Woman of Wisdom Award.

Award recipients were selected based on outstanding and inspirational achievement in volunteer and/or professional roles, community involvement, and leadership/role modeling qualities.

The three women and the four other award recipients were honored at the YWCA's Salute to Women Banquet March 4 at the Purdue Memorial Union Ballrooms. Purdue President France Córdova was the scheduled keynote speaker.

Appointments

Shari Schrader has been appointed director of advancement for the College of Technology, effective April 7. She has been director of development for the School of Chemical Engineering. ... Nicholas Oyler has been named regional director of development for Indianapolis. ... Christina Landon, a Purdue alumna, has been named a

data analyst in development information systems.

Honors

John Weaver, facility manager at the Birck Nanotechnology Center in Purdue's Discovery Park, has been named a Fellow of the Institute of Environmental Sciences and Technology. ... Pablo Malavenda, associate dean of students, has been elected president of the Lafayette Crisis Center Foundation Board. ... Betsy Hillery, Physical Facilities projects administrator, and Tamm Hoggatt, University Residences assistant director of facilities, presented Purdue's use of its maintenance project management and tracking system to the Facilities Management Maximo Users Group on Feb. 11 in San Diego.

Awards

Linda Vanderkolk, a continuing lecturer in the Patti and Rusty Rueff Department of visual and Performing Arts, received an Arts Volunteer Award from Indiana Coalition for the Arts Foundation. ... Marcia Gentry, director of the Gifted Education Resource Institute and associate professor of educational psychology and research methodology, received the leadership award at the 2008 Indiana Association for the Gifted Conference on Feb. 11-12. ... Linda Chezem, professor in the College of Agriculture and adjunct professor at the Indiana School of Medicine, will receive the Richard M. Fairbanks Circle of Hope Award on May 5. ... Suzanne Ward, head of access services in Purdue Libraries, received the 2007 Virginia Boucher-OCLC Distinguished Interlibrary Loan Librarian Award.

PPO, 500 plans offer free immunization benefit

Employees participating in the Incentive PPO and Purdue 500 plans can take advantage of enhanced immunization coverage for 2008.

The two plans will cover all recommended child and adult immunizations with no deductible and no coinsurance payable by the patient when services are provided through an in-network provider. While infant immunizations were already covered, the immunization benefit was extended to all covered members as of Jan. 1.

The free immunization benefit is in addition to the \$400 in-network preventive care benefit and does not apply to that limit.

For members of the UnitedHealthcare plan, immunizations are covered and included in the co-pay amount for the provider.

Recommended immunizations can be found at the following Web sites:

■ For children: www.immunize.org/catg.d/p4010.pdf

■ For teens and college-age: www.cdc.gov/vaccines/recs/schedules/teen-schedule.htm

■ For adults: www.purdue.edu/hr/WorkLife/immun.htm and www.businessgrouphealth.org/benefitstopics/topics/purchasers/part7_lifchart_adults.pdf

Web sites provide health information, tools

Staff Benefits recommends these health-related Web sites as resources for Purdue employees.

■ WorkLife. Site has resource information on topics including smoking cessation, healthy eating and stress management. www.purdue.edu/hr/WorkLife/resourceCenter.htm

■ StayWell: Health information and tools. <http://purdueuniversity.online.staywell.com/includes/login/login.aspx>

■ Fiserv. Site contains tools related to good health and consumerism. Members can set up an account to view claims information. <https://member.fiservhealthservices.com/portal>

■ UnitedHealthcare. Health information and tools. www.myuhc.com

Sercle

Items of Special Interest to Clerical and Service Staff

For CSSAC updates, go to www.purdue.edu/cssac.

Service Anniversaries

40 years: Daniel Elston, animal sciences research farms.

30 years: Richard Austin, intercollegiate athletics administration; Sandra Hartman, news service; Theresa Kline, Cary Quadrangle; Phyllis Jane Lockard, ADDL; Gina Richey, earth and atmospheric sciences.

25 years: Julia Gable, management.

20 years: Deborah Bishir, intercollegiate athletics administration; Steven Bobs, intercollegiate athletics administration; William Drake, electrical and computer engineering; Jerry Jewell, operations and maintenance; Amy Kingma, registrar's office; Barbara McManaway, building services; Terri Minick, IT infrastructure;

John Orr, airport operations; Denise Riley, ADDL.

15 years: Christine Hall, Purdue Village; Todd Hinen, Purdue Ag Center-NE; Edward Parks, building services.

10 years: Carolyn Ake, physical facilities business office; Ina Anstett, dean of students office; Ronald Burkart, safety and security, IPFW; Don Coffey, heating and power; Susan Crager, consumer and family sciences; Ewa Forgalska, comptroller's office, IPFW; Dorsi Groff, Harrison Hall; Paula Kerkhove, aeronautics and astronautics; Quanying Liu, Purdue Memorial Union; Olivia Richardson, civil engineering.



40 years: Daniel Elston, farm animal research technician, Animal Sciences Research Farms.



30 years: Richard Austin, groundskeeper, Intercollegiate Athletics administration.



25 years: Julia Gable, secretary, Krannert School of Management.



30 years: Theresa Kline, clerk, Cary Quadrangle.



30 years: Sandra Hartman, information processing systems operator, Purdue News Service.



30 years: Phyllis Jane Lockard, laboratory technician, Animal Disease Diagnostic Laboratory.



30 years: Gina Richey, secretary, earth and atmospheric sciences.

CSSAC to choose officers

The Clerical/Service Staff Advisory Committee is preparing to elect new officers.

Nominations for vice chair will be held during the April 8 meeting, chair Gary Carter said at CSSAC's meeting on March

11. Election of the vice chair will take place during the group's May meeting. The vice chair succeeds to the chair position the following year.

In other business, the group talked about recruiting volunteers

to help pass out cups during the Spring Fling on May 21.

A summer activity for CSSAC employees also was discussed. June 14 is the tentative date for the event, which may include tours of campus and a box lunch.

CSSAC also heard an update on the accreditation project from Mark Pagano, dean of continuing education.

The next CSSAC meeting will be at 1 p.m. April 8 at Printing Services.

Discoveries

New PRISM center at Purdue 1 of 5 new Centers of Excellence

The National Nuclear Security Administration has awarded a \$17 million cooperative agreement for a research center at Purdue's Discovery Park to develop advanced simulations for commercial and defense applications, Purdue officials announced on March 7.

The center will focus on the behavior and reliability of miniature switches and is one of five new Centers of Excellence chosen by the NNSA.

About 35 researchers at Purdue, including faculty members, software professionals and students, will be involved in the new Center for Prediction of Reliability, Integrity and Survivability of Microsystems, or PRISM. The University of Illinois, Urbana-Champaign, and the University of New Mexico will collaborate in the center.

"The center takes advantage of Purdue's interdisciplinary strengths and considerable exper-

tise in computational modeling and nanotechnology," President France A. Córdoba said.

The center will advance the emerging field of "predictive science," or applying computational simulations to predict the behavior of complex systems, said Jayathi Y. Murthy, director of the new center and a professor in the School of Mechanical Engineering.

The new centers will develop advanced science and engineering models and software for simulations needed to predict the reliability and durability of "micro-electromechanical systems," or MEMS. Researchers also will develop methods associated with the emerging disciplines of verification and validation and uncertainty quantification.

"The goal of these emerging disciplines is to enable scientists to make precise statements about the degree of confidence they

have in their simulation-based predictions," Murthy said.

PRISM will be based at Birk Nanotechnology Center and is affiliated with the Energy Center.

The center is funded with \$17 million over five years from the NNSA's Office of Advanced Simulation and Computing through its Predictive Science Academic Alliance Program. Purdue and its partners also are providing \$4.2 million in matching funds for the center.

PRISM and the other four newly selected centers will focus on unclassified applications of interest to NNSA and its three national laboratories: Lawrence Livermore, Los Alamos and Sandia.

Under PRISM, the miniature switches, called MEMS devices, are being created to replace conventional switches and other electronic components. MEMS are machines that combine electronic

and mechanical components on a microscopic scale.

The MEMS are far lighter and smaller than the conventional technology and could be manufactured in large quantities at low cost, Murthy said.

"Research is needed, however, to improve the reliability, ruggedness and durability of the devices," she said.

The new simulations will make it possible to accurately predict how well the MEMS devices would stand up to the rigors of varying and extreme environments and how long they would last in the field. Devices in many environments must withstand crushing gravitational forces, temperature extremes, radiation and shocks from impact.

"Reliability pertains to long-term performance," Murthy said. "Improving the integrity and survivability relate to the fact that MEMS get used in very adverse

conditions. You don't want the MEMS to fail before the systems in which they are embedded are deployed. MEMS have many potential important applications in civilian and defense applications."

For example, the switches can be used to turn radio signals on and off for a variety of purposes in national defense and for routing satellite communications. Potential civilian applications include cell phones and other telecommunications products, automotive sensors, and liquid-crystal-display projectors for large screens.

The technology will make it possible to reduce the size of switching equipment from several inches to 1 millimeter, or thousandth of a meter.

"Even though MEMS have a big size, weight and cost advantage, they are not really reliable enough yet," Murthy said.

Lab works to improve indoor pool conditions

Researchers at Purdue have determined how certain airborne contaminants are created when chlorine reacts with sweat and urine in indoor swimming pools, a step toward learning how to reduce the formation of "volatile disinfection byproducts" that cause respiratory irritation.

"Some indoor swimming pools seem to have a characteristic chlorine odor," said Ernest Blatchley III, professor of environmental engineering. "You may think you're smelling chlorine, but you are probably smelling a mixture of disinfection byproducts. If their concentrations get high enough, then they can become an irritant to your respiratory system, to your skin and to your eyes."

The problem received attention last summer when the U.S. National Swimming Championships in Indianapolis were interrupted after swimmers experienced difficulty breathing.

Standard tests for swimming pool water detect inorganic byproducts. The Purdue researchers are the first to identify the presence of organic "volatile disinfection byproducts," which become airborne and pose health concerns.

Findings from the research were published last year in the journal *Environmental Science & Technology*. Postdoctoral research associate Jing Li and Blatchley, both in the School of Civil Engineering, are leading the work.

The research is part of an effort to apply to the aquatics industry the same level of scientific rigor seen in the study of drinking-water chemistry, said Michael Beach, acting associate director for healthy water in the



PHOTO BY DAVE UMBERGER

Researchers Ernest Blatchley III and Jing Li at Purdue review data in work to better understand how certain airborne contaminants are created when chlorine reacts with sweat and urine in indoor swimming pools. The research is a step toward learning how to prevent byproducts that cause respiratory irritation.

Centers for Disease Control and Prevention's National Center for Zoonotic, Vector-borne and Enteric Diseases.

"If you don't understand what's in the soup, you can't know how to treat the water," he said. "The Purdue research is finding all sorts of compounds that could have potential health effects."

The CDC has documented cases where people became ill

after breathing contaminants at improperly maintained indoor swimming pools.

"We see this as a very large public health issue that we are just starting to uncover, and we need to have more data," Beach said.

Further information available at <http://news.uns.purdue.edu/x/2008a/080219BlatchleySwimming.html>

Research finds being first not always key to success

Marketing research from three universities suggests it's not always best to be first.

Products from well-known brands may benefit from entering the market as followers rather than as the first of their kind because consumers don't judge new products in the same way they evaluate existing products, the researchers determined.

These findings suggest how managers can predict when a product might be more successful, said one of the researchers, James Oakley, assistant professor in Krannert School of Management.

The findings are detailed in a research paper that appears in the February issue of the *Journal of Consumer Research*. In addition to Oakley, authors are Subramanian Balachander, also from the Krannert School; Adam Duhachek, assistant professor in marketing from Indiana University's Kelly School of Business; and S. Sriram, an assistant professor in

marketing from the University of Connecticut. Most of the research was funded privately, but Duhachek received research support from 3M.

Companies with recognized brand names can benefit from waiting, but companies that don't necessarily fit in a particular area might have better luck if they introduce a new product first, the research showed.

Researchers collected data from 125 undergraduate students regarding the introduction of a new product. The results showed that when a company is well-known in a particular area, it is evaluated more positively if it enters the market as a follower rather than being the first.

"The challenge for managers is how to give a brand name company broader recognition without sacrificing reputation, and we were looking to provide insights for managers on how to better introduce new products," Oakley said.

Technology uses live cells to detect food-borne pathogens, toxins

Researchers at Purdue have developed a new technology that can simultaneously screen thousands of samples of food or water for several dangerous food-borne pathogens in one to two hours.

The technique, which has potential biosecurity and food safety applications, also can estimate the amount of microbes present and whether they pose an active health risk. This could help neutralize potential threats and improve food processing techniques, said Arun Bhunia, professor of food science.

"For food safety and biosecurity purposes, you need a quick test — a first line of defense — to be able to tell if there is something pathogenic in the food or water," Bhunia said.

The technology utilizes live mammalian cells that release a measurable amount of a signaling chemical when harmed. Optical equipment and computer software can then analyze this quantity to estimate the amount of harmful microbes present.

"This is very important," he said. "With many toxins or pathogens, there is an effective dose or threshold you must pass before you have to worry. By providing information on quantity, this technology gives you a higher degree of confidence in the test and what steps must be taken to alleviate the problem."

Further information available at <http://news.uns.purdue.edu/x/2008a/080228BhuniaBiosensor.html>



PHOTO BY DAVE UMBERGER

Leslie and LaNelle Geddes (from left) tour MED Institute's 92,000-square-foot expanded research and development center with Lt. Gov. Becky Skillman. The facility, located in the Purdue Research Park, was dedicated on Feb. 29. The street leading to the building was renamed Geddes Way to honor Geddes, the Showalter Distinguished Professor Emeritus of Bioengineering.

MED Institute opens expanded center at Purdue Research Park

Lt. Gov. Becky Skillman and officials from Purdue Research Park joined biotechnology developer MED Institute recently to announce the opening of the company's expanded research and development center.

MED Institute, the product development subsidiary of Cook Medical, moved from a 28,000-square-foot center also in the park to a renovated 92,000-square-foot building that had been headquarters for Great Lakes Corp.

The additional space will allow MED Institute to employ more than 250 people by 2011. Its current staff is about 175.

Cook Medical and the parent Cook Group are based in Bloomington.

The street leading to the building was renamed Geddes Way to honor Leslie Geddes, the

Showalter Distinguished Professor Emeritus of Bioengineering, who is regarded as a prolific innovator.

The Indiana Economic Development Corporation offered Med Institute up to \$1.885 million in performance-based tax credits in 2007 based on the company's job creation plans.

"The Cook family of companies continue to be a catalyst for Indiana's growing life sciences sector," Skillman said at the Feb. 29 announcement. "Their continued investment in our state reflects a confidence in our economy and our work force."

MED Institute employees design and implement clinical trials, conduct product development testing, and secure patents and other intellectual property rights in the United States and around the world.

New financial aid system launches

"Purdue, We have liftoff." With those words in mid-February, Joyce Hall, executive director of the Division of Financial Aid (DFA), announced the launch of Purdue's new financial aid system for the West Lafayette campus.

Banner Financial Aid, licensed from SunGard Higher Education, is OnePurdue's third software release. The fourth and final release, Banner Student, scheduled to go into production this summer, will include the remaining student- and academic-related applications.

Hall is pleased with the new system.

"It's very user-friendly and easy to understand," she says. "Our staff is excited that they can finally use it. They went through two days of training, and that's made them feel more comfortable with it from the start."

The staff's first step after go-live — and DFA's first test — was loading the approximately 10,000 application records they had received to date.

"The process took about a week," Hall says, "but that's because we need to spend more time validating data in the beginning. But as time goes on and we get more experienced with the system, this validation will take less and less time, so the procedure will get much faster."

One immediate benefit of

Banner, Hall says, is being able to load financial aid data on a daily basis. In the old "legacy" system, DFA could only load this data once per week.

"This means that students soon will be able to see quicker online confirmations from Purdue that their financial aid applications have been received."

Until all of Banner's features are available this fall, students will be able to check their award status with an online financial aid self-service feature, which will be available soon. In addition to getting application confirmations, students will use this service to track their aid status, apply for loans, and accept or reject award offers.

"The transition to the new financial aid system should be pretty transparent to students," Hall says, "and look similar to what they see now using SSINFO."

DFA will continue to use the legacy system for 2007-08 financial aid, but it will be retired after this year's summer term. Until then, in addition to their normal duties, financial aid staff members are using Banner to prepare for the 2008-09 academic year.

"This has been a major undertaking," Hall says, "and we're not finished yet. There is still much to do before the fall, but we'll be ready."

Grants awarded for technology projects

Program seeks to boost instructional effectiveness

The Teaching and Learning Technologies (TLT) unit of Purdue's information technology department announced the recipients of its annual digital content development grants at the TLT conference on March 5. TLT's Instructional Development Center (IDC) awarded \$141,800 to support 10 projects this year.

The grant evaluation team awarded grants to:

■ **Lori Snyder**, assistant professor of agronomy. She received two grants and will use one for preparing fundamental agricultural resource materials, penned iFARM, and the second for developing CROPVIEW, comprehensive resources for observing plants in a visual interactive enhanced window.

■ **Maria Cooks**, associate professor of foreign languages and literatures. Cooks will develop an online Spanish tutor, a self-assessed pronunciation primer with biofeedback.

■ **John Sundquist**, associate

professor of foreign languages and literatures. Sundquist plans to create a virtual German-language learning environment with his funds.

■ **Scott Schaffer**, assistant professor of curriculum and instruction. He will use videoconferencing technology to promote global learning and collaboration in the classroom.

■ **William Watson**, assistant professor of curriculum and instruction. Along with education majors in his educational technology class, Watson will design a virtual learning environment.

■ **Terry Burton**, associate professor of technical graphics. Burton will help his students learn the cogent AIR desktop application.

■ **James Mohler**, associate professor of computer graphics technology and assistant department head. Mohler will use his grant to develop a computer-based spatial assessment of intervention software for learners with attention deficit/hyperactivity disorder.

■ **Yung-Hsiang**, assistant professor of electrical and computer engineering. Yung-Hsiang will work with the IDC's educa-

tional technologists to develop on-demand lecture videos and interactive laboratories for hybrid content delivery.

■ **Carrie Wachter**, assistant professor of educational studies. Wachter is conducting a study on the recognition of suicide behavior in students. Her work with the IDC will attempt to meet students' training needs through serious games.

Faculty members from the Teaching Academy, the director of the Center for Instructional Excellence, and TLT's educational technologists selected the 10 projects from 32 grant applications.

The goal of the IDC's annual grant program is to help implement projects that increase instructional effectiveness through the use of digital and online technology. The center's educational technologists and student interns assist grant recipients by transforming subject-matter content into educational technology.

Joe Conte, manager of the IDC's consulting and training group, says, "The grants pay for faculty release time, graduate student salaries, and interns who work on developing projects."

Faculty, staff can nominate Homecoming court

For the first time, Purdue faculty and staff members will be able to nominate male and female students for the 2008 Homecoming Court.

Faculty and staff can send nominations to Margie Stoltz, Purdue Memorial Union program manager, at 49-48907 or mcstoltz@purdue.edu.

Homecoming candidates must be full-time students at the West Lafayette campus during the

fall 2008 semester.

After the Purdue Student Union Board receives nominations from faculty or staff, nominated students will be notified and asked to fill out an application and essay.

Interested students also can pick up applications in the Purdue Student Union Board office in Purdue Memorial Union, Room 268, or download applications at www.union.purdue.edu/HTML/

[PDF/PSUB/HomecomingKingQueenApp.pdf](http://www.union.purdue.edu/HTML/PDF/PSUB/HomecomingKingQueenApp.pdf).

Candidates must include a \$10 fee and seven copies of the application to enter the competition. A complete list of eligibility guidelines and requirements is available at www.union.purdue.edu/psub.

Students interested in serving on the 2008 Homecoming king and queen court must submit applications by 5 p.m. March 28.

Deaths

Nathan F. Brunk, 79, died Feb. 14 in Sebring, Fla. He worked in biology stores. Memorials: Church of Buttonwood Bay or American Heart Association.

Stanley A. Haglof, 57, died Feb. 20 in Lafayette. He worked as a research associate in psychological sciences.

Robert L. Droke, 59, died Feb. 22 in Lafayette. He was a console operator in operations and maintenance, working at Purdue for 30 years. Memorials: Riley Children's Hospital, 30 S. Meridian St., Suite 200, Indianapolis, IN 46204.

David Zeese, 49, died Feb. 27 in Lafayette. He worked for two years in the Technical Assistance Program. Memorials: St. Lawrence Catholic Church Building Fund, 1916 Meharry St., Lafayette, IN 47904.

Paul B. Grover, 53, died Feb. 25 in Lafayette. He worked in entomology, biology and foreign languages. Memorials: St. Thomas Aquinas Haitian Fund.

Jerry L. Cruea, 67, died March 2 in Lafayette. He worked in building services at the Physical Plant.

Doris J. Groff, 67, died Feb. 29 in Lafayette. She worked at Harrison

Residence Hall. Memorials: VFW Ladies Auxiliary Post #3318.

Ralph E. Crowell, 80, died March 1 in Brookston. He worked in maintenance at the Physical Plant. Memorials: Multiple Myeloma Research Foundation, c/o Hartzler-Clapper Funeral Home, 101 W. Fourth St., Brookston, IN.

Kenneth McGlothlin, 73, died March 3 in Lafayette. He worked as a technician in chemical and mechanical engineering. Memorials: Cancer Research Clinical Partnership at Purdue.

Evelyn M. McIntyre, 79, died

March 3 in Lafayette. She was coordinator of alumni placement, working at Purdue for 20 years. Memorials: American Heart Association, 3816 Paysphere Circle, Chicago, IL 60674.

William F. "Bill" Drake Jr., 43, died March 7 in Lafayette. He was a computer graphics specialist, working at Purdue for 19 years. Memorials: American Cancer Society.

Kenneth A. Sims, 80, died March 7 in Lafayette. He was a maintenance engineer, working at Purdue for 26 years. Memorials: Otterbein United Methodist Church Building Fund.

Bill Moffit, former marching band director, dies

Bill Moffit, director of the Purdue "All-American" Marching Band from 1981-1988 and well-known arranger, died March 5 in Jacksonville, Fla. He was 82.

Moffit was known internationally as an arranger of more than 450 marching band arrangements in his Soundpower series. He also wrote "Patterns of Motion," which introduced a new style that became very popular with college and high school bands across the nation.

He also directed the Fanfare Trumpets at the Olympic Games

in Los Angeles in 1984 and the Pan American Games in 1986.

Moffit was a native of New Philadelphia, Ohio. Before coming to Purdue, he was the director of bands at Tippecanoe High School in Tipp City, Ohio. He also was the assistant marching band director at Michigan State University from 1960-1969 and the marching band director at the University of Houston from 1969-1981.

For more, go to www.purdue.edu/bands/news/080305Moffit.html.