



World Food Prize

Purdue is celebrating Gebisa Ejeta, winner of the

“Nobel Prize in agriculture.”

4 About the brand

Purdue’s VP for marketing and media talks about steps to get the message out more effectively.

7 Medical plan pick

All employee health plans will have CIGNA as the administrator in 2010.

www.purdue.edu/insidepurdue

5 great things to do in July and August

- Attend the July 16 concert by the Purdue Summer Concert Band at 7 p.m. at Slayter Center, as well as the Union’s summer concerts on Wednesdays in July (page 13).
- Take a thoughtful look at the country’s Declaration of Independence and learn more about it.
- Enjoy dining at a Union restaurant and/or savoring Pappy’s ice cream from the shop or cart.
- Patronize the farmers market at 3-6:30 p.m. Thursdays through Aug. 13 at Sheetz and Wood streets.
- Join the crowd at the Indiana Fiddlers’ Gathering on June 26-28 or Civic Under the Stars’ “The King and I” on July 10-11 and 17-18.

Calendar, Purdue Today or <https://calendar.purdue.edu>

Shooting for the moon

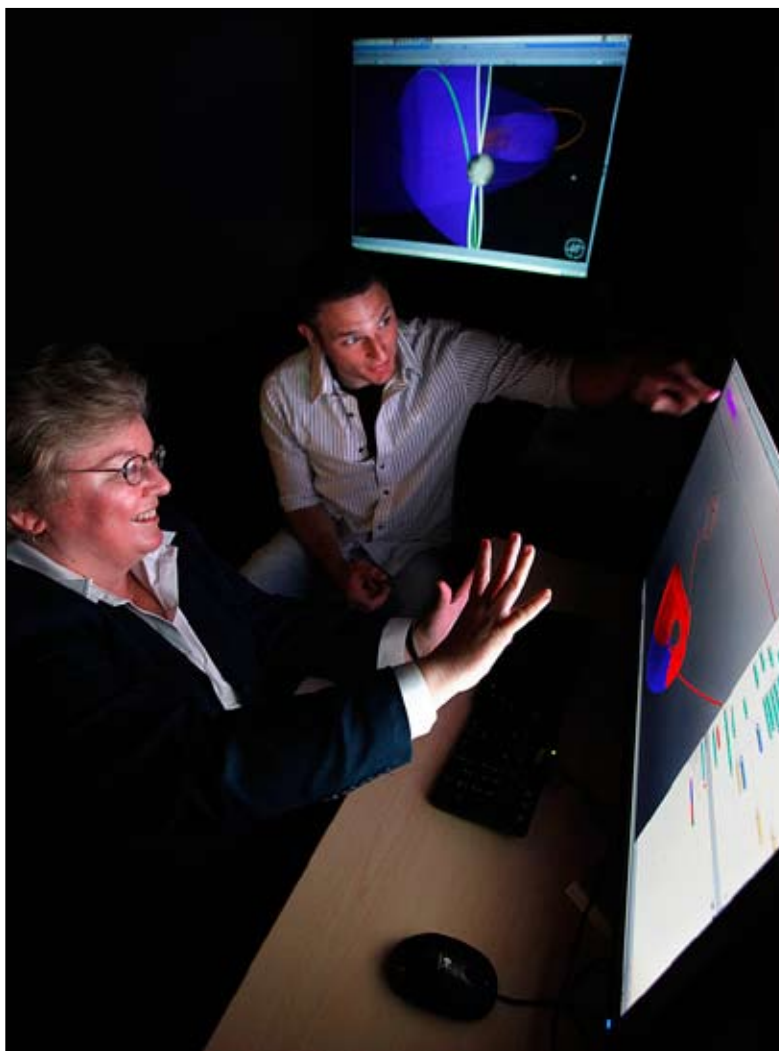


PHOTO BY ANDREW HANCOCK

Kathleen Howell, the Hsu Lo Professor of Aeronautical and Astronautical Engineering, looks at a computer model with graduate student Wayne Schlei. Howell’s lab is involved in determining the communications infrastructure needed for a lunar outpost.

At the 40th anniversary of Apollo 11, Purdue researchers are focused not only on returning to the moon but also reaching beyond

On July 20, 1969, Purdue alumnus Neil Armstrong took his famous “small step” into history as the first human to set foot on the moon.

The Apollo 11 mission met the challenge issued in 1961 by President John F. Kennedy: to land a man on the moon and return him safely to earth. Five more successful missions to the moon followed.

As NASA has continued to explore the heavens and dream of a lunar return, lunar outpost and Mars travel, many professors at Purdue are delving into the challenges those efforts and dreams present.

“It is amazing how far we’ve come since the first landing,” says Kathleen Howell, the Hsu Lo Professor of Aeronautical and Astronautical Engineering. “It’s amazing to think of all we can do, but we’re at the threshold of doing a lot more.”

Communications support

One project in Howell’s lab involves the communications infrastructure needed to support a human facility on the moon.

See Moon, page 10

Where were you on July 20, 1969?

I had just graduated from high school that year. My family had friends over that day, and we watched the astronauts walk on the moon. We had all followed the space program of the 1960s, yet we were amazed at this extraordinary feat. The event gave us

great pride and filled us with hope about the future and what wonderful things could be accomplished.

— Terry Blaschke, secretary to the dean, College of Liberal Arts

For more Purdue stories, see page 10



Trustees approve faculty appointments, degree programs

The Board of Trustees on May 29 ratified the appointments of a distinguished professor, two deans and a named professor, and approved three new degree programs.

The board also elected Alphonso V. Diaz as its treasurer and ratified his appointment as Purdue's executive vice president for business and finance and treasurer. Diaz's appointment takes effect July 1.

The board also approved changing Randy Woodson's title from provost to executive vice president for academic affairs and provost. The change is being made to be consistent with similar positions at other universities around the country and to better reflect the position's overall senior administrative authority within the University.

The trustees approved the appointments of:

- Arun Ghosh as distinguished professor of chemistry and medicinal chemistry and molecular pharmacology.

- W. Gerry McCartney as the first Olga Oesterle England Professor of Information Technology.

- Maryann Santos de Barona as dean of the College of Education.

- Carl N. Drummond as dean of the College of Arts and Sciences and professor of geology with tenure at Indiana University-Purdue University Fort Wayne.

The trustees also approved three new degree programs:

- A master's degree in computer graphics technology.

- A doctorate in youth development and agricultural education.

- A bachelor's degree in social work at Purdue University North Central.

The Indiana Commission for Higher Education must approve the new degree programs.

The trustees also approved changing the name of the Department of Audiology and Speech Sciences at IPFW to the Department of Communication Sciences and Disorders. The new name more appropriately conveys the department's support for both audiology



Ghosh



Drummond



Weiner

and speech language pathology.

More details are available at <http://news.uns.purdue.edu/x/2009a/090529BOTAcademic.html>.

Purdue names first endowed chair in information literacy

The Board of Trustees on May 29 approved the University's first endowed chair in information literacy to bridge the world of libraries and information technology.

Sharon Weiner, dean of library services at the University of Massachusetts Dartmouth, has been appointed as the W. Wayne Booker Endowed Chair in Information Literacy in Purdue Libraries. Her appointment was effective June 1.

The endowed chair was created with a \$2.5 million gift from Booker, a native of Sullivan, Ind., and a 1956 Purdue graduate in economics.

At Purdue, Weiner is professor of library science with tenure. She will conduct research and launch additional initiatives to increase students' ability to collect and collate information, said James L. Mullins, Purdue Libraries dean.

More details are available at <http://news.uns.purdue.edu/x/2009a/090529BOTMullinsChair.html>.

Purdue appoints first Dane O. Kildsig Chair

The Board of Trustees on May 29 approved the appointment of the first Dane O. Kildsig Chair in Industrial and Physical Pharmacy.

Elizabeth Topp, professor of pharmaceutical chemistry at the University of Kansas, has been named as the chair and will serve as a professor and head of the Department of Industrial and Physical Pharmacy. Her appointment is effective July 1.

The Dane O. Kildsig endowment was established in December 2005 with gifts from former students and colleagues in honor of Kildsig, then a professor in the Department of Industrial and Physical Pharmacy. Kildsig died in 2006, and the endowment was amended in January 2007 to establish a chair in his memory.

In addition to the gifts from Kildsig's former students and colleagues, the Purdue Research Foundation contributed \$750,000 from the Goodwin Challenge. Income from both endowments supports the chair.

The income from the endowment will be used to benefit research, infrastructure and related needs. As holder of the endowed chair, Topp will oversee the use of these funds.

More details are available at <http://news.uns.purdue.edu/x/2009a/090529BOTKildsigchair.html>.

Board OKs renovation contract for Lilly Hall's west wing

The Board of Trustees on May 29 approved a \$5.27 million construction contract for the fifth phase of

renovations to the west wing of Lilly Hall of Life Sciences.

The board also approved a \$4.7 million annual contract with CIGNA to administer medical insurance coverage and services for faculty and staff.

The fifth phase of the Lilly Hall renovation project will address the main floor, including an upgrade to the supply air and exhaust systems. Electrical switchgear will be replaced, and the emergency generator will be upgraded for the building's entire west wing.

J.R. Kelly Co. of Lafayette received the contract for this portion of the work, which is scheduled to begin June 15. The scheduled completion date is Sept. 30, 2010. The project is being financed through repair and rehabilitation bond proceeds.

For the medical benefits program, Purdue used the Mercer consulting firm to conduct a bidding process to find an administrator. CIGNA was selected because its network of health care providers is extensive and provides better cost savings than the current plan, said James Almond, interim executive vice president for business and finance and treasurer. CIGNA currently handles short- and long-term disability plans for Purdue.

More details are available at <http://news.uns.purdue.edu/x/2009a/090529BOTFacilities.html>.

InsidePurdue

Inside Purdue is published 10 times a year by the Office of Marketing and Media for the faculty, administrative/professional and clerical/service staffs of Purdue University. Send news correspondence to the editor at the addresses below.

Inside Purdue can be read on the World Wide Web at www.purdue.edu/insidepurdue.

Julie Rosa, editor
Valerie O'Brien, writer

Dan Howell, managing editor
Mark Simons, photographer

Regular contributors of reporting and writing: Purdue News Service and Media Relations; Office of News and Public Affairs, Agricultural Communication Service; ITaP Communications; Physical Facilities Communications; Human Resource Services Communications.
Contributing photographer: Andrew Hancock.

Editorial Board: Barb Mansfield (AP SAC), Matthew Marks (CSSAC), Jeanne Norberg, Nancy Rodibaugh, Charles Stewart, Teri Lucie Thompson.

Items for publication should be submitted to Inside Purdue, Engineering Administration Building, Room 417, 400 Centennial Mall Drive, West Lafayette, IN 47907-2016.

Telephone 49-42036 or 49-42028. E-mail address: jrosa@purdue.edu

Address labels for Inside Purdue come from the Department of Human Resource Services. To correct or revise an address, file Form 13 with Human Resource Services, Freehafer Hall. Purdue University is an equal opportunity / affirmative action employer.

Vol. 18, No. 10

Purdue researcher wins World Food Prize for sorghum breakthrough

Gebisa Ejeta, Distinguished Professor of Agronomy, on June 11 was named the recipient of the World Food Prize for research leading to the increased production and availability of sorghum in his native Africa.

Ejeta, a plant breeder and geneticist, developed sorghum varieties resistant to drought and Striga, a parasitic weed. Sorghum is a major food crop for more than 500 million people on the African continent.

The World Food Prize is considered the Nobel Prize of agriculture. It is awarded each year by the World Food Prize Foundation to individuals who have advanced human development by improving the quality, quantity or availability of food worldwide. Norman E. Borlaug, winner of the 1970 Nobel Peace Prize, established the World Food Prize in 1986.

The award announcement was made at the U.S. Department of State in Washington, D.C., by Secretary of State Hillary Clinton and World Food Prize Foundation President Kenneth Quinn. Ejeta will receive his \$250,000 award at an Oct. 15 ceremony in Des Moines, Iowa.

Ejeta is the second Purdue professor to receive the World Food



PHOTO BY TOM CAMPBELL

Gebisa Ejeta, Distinguished Professor of Agronomy, received the World Food Prize for research leading to the increased production and availability of sorghum. Sorghum is a major food crop for more than 500 million people on the African continent.

Prize in three years. Philip Nelson, the Scholle Chair Professor in Food Processing and former head of Purdue's Department of Food Science, won the award in 2007 for developing aseptic bulk storage and distribution, a technology for transporting processed fruits and vegetables without product spoilage.

"I'm pleased that the selection committee found my work significant enough to choose me as the 2009 World Food Prize winner," Ejeta said. "It is a great honor."

Purdue President France A. Córdoba said Ejeta's research is making a difference in the world and that he is deserving of the World Food Prize.

"We're very proud of Dr. Ejeta and the work that he has done and are thrilled that he is receiving the 2009 World Food Prize," Córdoba said. "This is a sterling example of Purdue's commitment to helping resolve the global challenges of world hunger."

Sorghum is among the world's

five principal cereal grains. The crop is as important to Africa as corn and soybeans are to the United States.

A native of Ethiopia, Ejeta witnessed the devastating effects of drought and Striga on sorghum crops in his own country and several others in eastern and western Africa.

"I focused my research on sorghum because I'm originally from Africa, and I've known about the importance of the crop to the people there," Ejeta said. "So I wanted to work on improving sorghum."

Ejeta is not finished with sorghum genetics or international development work.

"The need out there is great, so there is more to do," he said. "We need to extend the results of our work to more programs and more nations. We need to build stronger human and institutional capacity in African nations to help people feed themselves. We need to encourage the development of similar advances in maize, millets and other crops of Africa."

More information about the World Food Prize Foundation and Prize is available at www.world-foodprize.org.

New College of Science dean to begin appointment at start of fall semester

Jeffrey Roberts, chair of the Department of Chemistry at the University of Minnesota, has been named Purdue's Frederick L. Hovde Dean of the College of Science.

The appointment, effective at the start of the fall semester in August, was announced June 16 by Randy Woodson, executive vice president for academic affairs and provost, and is subject to approval by the University's Board of Trustees.

"Jeff Roberts is a distinguished scientist and outstanding academic leader who emerged as the top candidate in our national search," Woodson said. "His vision for science research and education, and

his tremendous capabilities as a leader will ensure the continued national prominence of the College of Science at Purdue University."



Roberts

Roberts said he is excited to bring the college's resources and expertise to bear on accomplishing the University's goals and positioning the college for the future.

"Purdue has so much to be proud of in the College of Science, which will play an essential role in achieving the goals put forth by President France A. Córdoba and the Purdue Board of

Trustees in the strategic plan," Roberts said. "I look forward to working with the Purdue community in this leadership position to build on the college's already formidable research portfolio, to support its many innovative teaching initiatives, and to foster new collaborations and partnerships within and outside of the University."

Leah Jamieson, the John A. Edwardson Dean of Engineering, chaired the committee that led a national candidate search.

"Committee members were impressed by Dr. Roberts' strong record as both a scientist and a leader," Jamieson said. "His career has demonstrated this balance through his outstanding reputa-

tion as a researcher, his numerous awards, the significant administrative roles he has played and his commitment to improving education."

Roberts is Minnesota's Distinguished McKnight University Professor of Chemistry and holds a graduate faculty appointment in the Department of Mechanical Engineering. He joined the University of Minnesota in 1990 and has served as chair of the Department of Chemistry since 2005.

Roberts will succeed Jeffrey Vitter, who was dean of the College of Science from 2002-2008 before being named provost and executive vice president for academics at Texas A&M University.

VP for marketing and media discusses recent activity, upcoming initiatives

The leader of Purdue's Office of Marketing and Media outlined new initiatives and actions in that area in a May 29 report at the Board of Trustees meeting.

Teri Lucie Thompson, vice president for marketing and media, discussed benchmarking activities, recent endeavors, and the 2009-2010 marketing plan.

"Our mission is to elevate the reputation of Purdue by delivering marketing and media services that are strategic — resourceful, measurable, and based on informed decision making," Thompson said. "We are focused on being customer-centric, relentlessly building the Purdue brand, and combining the art and science of marketing."

Marketing and Media oversees the communication of news and information about Purdue to both internal and external audiences in print, photo and video, and via a variety of Internet platforms; branding and advertising; the Purdue Web site; and community partnerships.

Benchmarking Purdue's online presence and media coverage provided a starting point for Thompson's team.

Thompson worked with marketing agency Zocalo Group to analyze how Purdue is represented in online conversations.

"Purdue has a significant presence within social networks, but most of the activity functions to distribute messages instead of engaging people in conversation," she said. "If we can give students, faculty and alumni easy-to-use tools for blogging and teach them how to become better participants, we can create more sustainable recommendations and word of mouth for Purdue."

Another measurement involved using internal analytics to benchmark unique visits to the University's home page against those of the University of Michigan, Indiana University and Massachusetts Institute of Technology over the period of April 2008 to April 2009.

Purdue showed a 23 percent increase over the last year, but had less traffic than its peer institutions.

"This difference may be partially attributable to poor search engine results, so we will be work-



PHOTO BY MARK SIMONS

Teri Lucie Thompson began her duties as vice president for marketing and media at Purdue in August 2008. Thompson oversees the communication of Purdue news and information in print, photo, video, and various Internet platforms; branding and advertising; the Purdue Web site; and community partnerships.

ing with Google on search engine optimization," Thompson said. "We will also be utilizing more real estate of the home page to have searchable and linkable content to increase our numbers."

In order to gauge the University's media coverage, Purdue was benchmarked against the University of Wisconsin, University of Iowa, Penn State, Indiana University and Georgia Institute of Technology.

"We found that there is a fierce competition for voice among these peers," Thompson said. "Purdue is doing a credible job with national media placements, but needs to focus on specific topics, enhance its media relations, and use public relations tools such as media intelligence, monitoring and ongoing coverage analysis."

"The audit also shows that Purdue has to compete as Purdue. In other words, we need to concentrate on our strengths of research, innovation, engagement and technology commercialization. It is difficult to compete on topics like health with universities that have a medical school, but we can own science, technology and engineering."

Several adjustments have been made based on the benchmarking data. For example, Marketing and Media replaced the traditional

scenic photos in the Purdue home page banner with photos related to University news to better illustrate what is happening on campus. Another ongoing project involves improving the Purdue news site to allow for easier navigation and improved access to information.

Thompson also noted recent

success in viral and social marketing. The story of Purdue's "Compliment Guys" spread after the launch of a YouTube video, which has received more than 40,000 views. The duo have appeared in more than 1,000 print, online, and broadcast news media.

As Marketing and Media moves forward, several key strategies are expected to be part of the 2009-2010 marketing plan. These include:

- Building marketing and media infrastructure by continuing work on the Purdue Web site, creating college-specific marketing plans and focusing on digital asset management.

- Leveraging advertising, events and other opportunities to promote Purdue. One such way would be to create an "ownable idea" for the University.

"Purdue needs its own signature event or resource that is branded Purdue," Thompson said.

- Positioning Purdue as a top-tier education and research institution.

"Our aspiration is to exemplify the contemporary model for a collegiate in-house marketing organization," Thompson said.

About Teri Lucie Thompson

- Title: Vice president for marketing and media

- Professional experience: Safeco Insurance, Seattle, 2006-2008, vice president; State Farm Insurance, 1994-2006, director of customer segment marketing and variety of corporate and regional office positions in marketing and public relations; Illinois State University's University High School, 1986-1994, faculty associate and English department chairperson.

- Academics: Bachelor's degree in English and business in 1978 and a master's degree in education in 1987, both from Illinois State. Certification in new product development from University of Michigan in 2001.

- Why she came to Purdue: Great opportunity to work for a

world-class organization in a role that combines two loves: marketing and education. This position leverages both her experience as a corporate marketing executive and her teaching/school administration experience.

- Family: Husband Lyle, who after 30 years in management for State Farm's life and health insurance operations is eager to get back to his avocation as a pilot. Two stepsons: Alex, a recent Mizzou graduate who's learning the ropes at State Farm, and Jake, a college freshman.

- Other interests or hobbies: Running, gardening, reading, shoe shopping, following the Dallas Cowboys and St. Louis Cardinals, and spending time with friends and family.

Campus Digest

New math requirements to take effect fall 2011

To help ensure that students succeed academically once at Purdue, the University will require incoming students to have completed four years of high school math.



Woodson

"We want Indiana students to succeed, and we want Purdue students to do well and excel," says Randy Woodson, Purdue's executive vice president for academic affairs and provost. "We

know four years of math during high school is one of the best ways to prepare for college because it puts students on the right track from day one to do well in the classroom."

The requirement will take effect for the fall 2011 incoming class. Students who completed their high school sophomore year this spring should plan on taking math during their senior year if they want to get in to Purdue. This admission requirement applies to all baccalaureate programs.

"Studies show that completing one additional unit of intensive high school math increased the odds of completing a bachelor's degree by 73 percent," says Ken Sauer, the interim Indiana commissioner for higher education. "We emphasize four years of math in our 'Reaching Higher' plan. Not only do we want to make a college education accessible for students, but we want students to have the right preparation to succeed and graduate."

More is at <http://news.uns.purdue.edu/x/2009a/090601HorneMath.html>.

Hermodson named interim director of ag research programs

Mark Hermodson, emeritus professor of biochemistry, has been named interim director of the Office of Agricultural Research Programs (ARP) and associate dean of Purdue Agriculture.

Also, Marshall Martin, ARP associate director, has been promoted to senior associate director and assistant dean.

Hermodson replaces Sonny Ramaswamy, who becomes the Dean of the College of Agricultural Sciences at Oregon State University on Aug. 1.

The ARP director leads Purdue's research programs in agriculture, food and natural resources, including fiscal management and regulatory functions, as well as coordinating agricultural research with the College of Consumer and Family Sciences and School of Veterinary Medicine.

In his new role, Martin will represent ARP in all off-campus activities. His responsibilities have been expanded to include working with Indiana commodity groups on research funding.

More is at <http://news.uns.purdue.edu/x/2009a/090617HermodsonARP.html>.

Purdue appoints Liley assistant VP; restructures Development

A restructuring of Purdue's Office of Development will merge corporate and foundation relations to better align with the University's strategic plan and external partners.

Betsy Liley, former director of foundation relations, will head the new unit as assistant vice president for corporate and foundation relations.

Robin Bellinger, interim vice president for development, said the changes will allow the office to forge a stronger partnership with the Office of the Vice President for Research while better addressing Purdue's needs in research, recruitment and private support.

More is at <http://news.uns.purdue.edu/x/2009a/090506BellingerLiley.html>.

Purdue to find game-changing way to produce biofuels

The U.S. Department of Energy plans to fund a \$20 million effort to create an Energy Frontier Research Center to advance work in

biofuels at Purdue.

The center will investigate methods to bypass the currently used processes involving biological fermentation, reducing the need for large and expensive biorefineries and expanding the range of biofuels beyond ethanol.

The Department of Energy also chose Purdue's project as one of 16 that will be funded by President Obama's American Recovery and Reinvestment Act.

The five-year project to develop direct conversion technologies of plant biomass to fuels will create at least 20 new jobs for students, post-doctoral researchers and professional staff in Indiana and another eight jobs at partner institutions, said Maureen McCann, the associate professor of biological sciences who leads the project.

The Purdue center will be named the Center for Direct Catalytic Conversion of Biomass to Biofuels, or C3Bio. Mahdi Abu-Omar, a professor of chemistry, will co-chair the center with McCann.

The center will collaborate with the University of Tennessee, the National Renewable Energy Laboratory and Argonne National Laboratory, which have facilities capable of examining the interaction of catalysts with biomass at the atomic level, McCann said.

More is at <http://news.uns.purdue.edu/x/2009a/090507McCannEFRC.html>.

Purdue Energy Center part of new higher education council

Purdue's Energy Center at Discovery Park has joined 31 other university programs in forming the Council of Energy Research and Education Leaders.

The council is the first multidisciplinary membership organization composed of heads of academic energy research and education centers. Its goal is to advance the role of higher education in the energy field to improve education, decision-making and the well-being of society.

Jay Gore, Energy Center direc-

tor, is one of nine executive committee at-large members.

The council's mission is to:

- Increase the contributions of university energy research and education to the challenges facing society.

- Promote efforts to advance knowledge and learning in interdisciplinary energy fields.

- Elevate the importance and awareness of the role of energy in human affairs across every segment of society.

- Foster cooperative efforts among members and other scientists and engineers; federal, state and local agencies; industry; and non-governmental organizations.

The National Council for Science and the Environment is secretariat for the council. The Association of Public and Land-Grant Universities is a partner.

More information is available at <http://ncseonline.org/CEREL/>

Purdue Airport receives grant from federal stimulus package

The Purdue University Airport will receive a \$1.45 million Federal Aviation Administration grant under the U.S. economic stimulus package, airport director Betty Stansbury announced May 20.

The grant will be used to improve airport security and assist with wildlife management, Stansbury said.

"This grant will allow us to increase our fence height by 2 feet and to install a skirt along the bottom of the fence to eliminate access by burrowing animals," Stansbury said. "Wildlife and aircraft don't mix well. We try to create an environment around the airport where conflicts between birds, animals and aircraft are minimized. This enhances safety for people and protects wildlife."

The funding, filtered through the FAA, comes from the \$787 billion stimulus plan that President Barack Obama signed into law Feb. 17.

More is at <http://news.uns.purdue.edu/x/2009a/090520StansburyGrant.html>.

CIGNA chosen as medical plan administrator beginning January 2010

CIGNA will be the administrator for all Purdue employee health plans beginning Jan. 1, 2010. CIGNA will replace current administrators UnitedHealthcare (formerly Arnett Health Plans) and UMR (formerly Fiserv Health).

“Given the large amount of money that Purdue and its employees spend each year on medical care, it’s important to know that we are getting the best combination of services and fees from our plan administrators,” says John Beelke, director of Human Resource Services. “So we opened a bidding and evaluation process earlier this year.”

Staff Benefits recommended CIGNA as Purdue’s sole health plan administrator following a comprehensive analysis of those bidding for the contract. Participants from the faculty and staff Health Plan Advisory Committee, the regional campuses, and WorkLife Programs helped Staff Benefits evaluate the finalists. The Purdue Board of Trustees approved CIGNA as the plan administrator during a May meeting.

“CIGNA’s network provides us with excellent cost arrangements

with hospitals, doctors, and other providers,” Beelke says. As a result of the switch to CIGNA, faculty and staff will see new health plan names and minor changes in plan designs for 2010.

CIGNA also will administer Purdue’s flexible spending account program for both health care and dependent day care. Additionally, the company is the current administrator for Purdue’s disability programs.

Next steps

To introduce employees to CIGNA, Staff Benefits will offer a substantial number of information sessions during the summer and fall months. CIGNA representatives will participate in these sessions and will be available to answer questions. Watch Purdue Today, Inside Purdue and the Staff Benefits Web site at www.purdue.edu/benefits for session times and locations.

During the current planning stage, Staff Benefits Customer Service does not have answers to specific questions about the 2010 medical plans and the new partner-

ship with CIGNA. However, faculty and staff who want to begin preparing for the upcoming change can now search the CIGNA Web site to see if their health care providers participate in the CIGNA network.

For instructions on how to do a provider search, visit the Staff Benefits Web site.

“If employees find that one of their health care providers is not participating in the CIGNA network, it’s entirely appropriate for them to encourage their provider to join,” Beelke says.

Eventually, CIGNA will supply a phone number that faculty and staff may call to request that CIGNA contact their providers about joining the network. Until the number is available, employees may call Staff Benefits at 49-42222, and Staff Benefits will pass the names along to CIGNA.

Faculty and staff also can prepare now for next year by participating in Healthy Purdue to earn a medical plan premium reduction in 2010. See the related story below for more details.

Act now to save on 2010 medical premium

Employees can reduce their 2010 medical premiums by \$200 through participation in Healthy Purdue during 2009.

Faculty and staff who complete four of six Healthy Purdue apples by Nov. 20, plus a wellness screening and HealthPath Questionnaire (HPQ), will earn a \$200 medical plan premium reduction for 2010. If the employee’s spouse or same-sex domestic partner also completes the criteria, an additional \$200 medical plan premium reduction can be earned, for a family total of \$400.

The medical plan premium reduction will be paid in equal installments on the employee’s paycheck throughout 2010. If an employee earns the premium

reduction and leaves the University before the end of 2010, the remaining credit will not be paid.

See the story on Page 7 for tips on earning your Healthy Purdue apples by the Nov. 20 deadline. Those who need to complete the HPQ should go to www.purdue.edu/healthypurdue and click on the StayWell logo, or request a paper questionnaire by calling StayWell’s HelpLine at (800) 926-5455.

A user-friendly online tracking system is available so that participants can check their progress during 2009 and learn more about how to earn their apples. To access the system, go to www.purdue.edu/healthypurdue and click “Check My Apples.”

Investing in the future



PHOTO PROVIDED BY HRS

Shown are members of the 2007-09 class in Purdue’s Council for Manager Development, which provides knowledge and skills to potential leaders as well as service to the University through projects. Seated: Alan Leonard, Mitch Nettesheim, Jacqueline Allen, Rebecca Ross-Field, Brad Pape, Mark Cripe. Standing: Jim Almond, Corey Back, Dave Carmichael, John Smith Jr., Joanna Grama, James Johnson, Bob Olson, Russ Wetli, Gayle Stetler, Bob Morman, Eric George, Adam Carr. More about the program, which is conducted by Human Resource Services training, is at www.purdue.edu/hr/Training/CMD/.

Minimum wage increase set for July 24

Under the Fair Labor Standards Act (FLSA), the federal minimum wage for covered nonexempt employees will increase from \$6.55 to \$7.25 per hour effective July 24.

The University has adopted a 0 percent salary increase policy for fiscal year 2010. However, there have been adjustments to the West Lafayette and North Central pay scales.

New pay scales reflecting those adjustments became available June 22 on Human Resource Services’ Compensation Pay Scales Web page at www.purdue.edu/hr/Compensation/Pay-Scales.html. Those will remain in effect until July 24, when HR will post revised pay scales that

update all minimum wages listed to the required \$7.25 minimum.

As with the previous two minimum wage increases, business offices will not need to process any paperwork.

The OnePurdue Systems Support Group will automatically raise wages as appropriate behind the scenes. Increases will become effective July 24 in compliance with the FLSA.

Questions may be directed to Deborah Turner, assistant director for employment and compensation, Human Resource Services, at 49-47410.

Farmers market can help with Healthy Purdue apple

Visits to the Purdue farmers market or another local market can help Purdue employees earn a Healthy Purdue apple in the "Colorful Choices" program.

"Colorful Choices," a self-directed e-mail-based offering from HRS WorkLife Programs, makes good nutrition easy and fun by encouraging participants to eat five daily servings of fruits and vegetables.

This six-week nutrition program helps participants not only to incorporate more fruits and vegetables into their diet consistently, but also to try new varieties as well. Participants receive one weekly communication via e-mail, log their activities for six weeks, and turn in a completed chart and evaluation at the end.

Completion of "Colorful Choices" qualifies for the purple behavior/lifestyle change programs apple as part of Healthy Purdue 2009.

A new session begins June 29. To register, visit www.purdue.edu/worklife and log in to the online registration system.

At the West Lafayette campus, the Purdue farmers market is at the



PHOTO BY MARK SIMONS

Purdue employees Cindy Lyon, Becky Hershey and Beth Steurer select produce from the Raney Farms stand on opening day of the Purdue farmers market. The farmers market debuted on June 4 and will operate 3-6:30 p.m. Thursdays through Aug. 13.

corner of Sheetz and Wood streets, just west of the Dick and Sandy Dauch Alumni Center. The market, sponsored by Purdue Physical Facilities, will operate 3-6:30 p.m. Thursdays through Aug. 13.

Check your campus program for offerings available this summer:

- West Lafayette: 494-5461, worklife@purdue.edu.
- Calumet: (219) 989-2709, lowry@calumet.purdue.edu.
- Fort Wayne: (260) 481-6647, tillapau@ipfw.edu.
- North Central: (219) 785-5519, tlaux@pnc.edu.

Task force seeking proposals from retirement plan vendors

Following an April presentation to update faculty and staff on its findings and recommendations and to receive feedback, the Retirement Plan Review Task Force is moving forward.

The group has been reviewing and benchmarking Purdue's defined contribution retirement plan and its voluntary tax-deferred annuity plan. The task force's goals for the plans include:

- Offering a wide array of best-in-class investment options.
- Providing faculty and staff access to tools and information to assist them with retirement planning and, if desired, investment advice.
- Low to reasonably priced fees.
- Excellent service from the plan record keeper.

The task force invited retirement plan vendors that have higher

education experience with defined contribution plans to submit a proposal. Task force members will use the feedback received from the University community as they review the proposals.

The task force will be looking at education and advice offerings for plan participants, quality and flexibility of investment options, investment and administrative fees paid by participants, and services to comply with federal regulations.

The task force plans to share its recommendations with University leaders, campus advisory groups, and the Purdue community this fall.

Information, feedback resources

A video of the April 21 presentation is available online at mms://video.dis.purdue.edu/bns/general/retirementreview_090421.wmv. Windows Media Player is

required to view the video. For access to Windows Media Player, contact your department IT staff or view the presentation from one of the ITaP Computing Labs listed at www.itap.purdue.edu/tilt/lab/about.cfm.

An initial list of frequently asked questions about proposed enhancements has been added to the Staff Benefits Web site at www.purdue.edu/hr/Benefits/retirementTaskForceFAQs.html. Questions and answers will be added to the list in response to ongoing faculty and staff feedback.

Anyone with feedback for the task force may submit comments through the Staff Benefits Feedback Site at www2.itap.purdue.edu/bs/BenefitsFeedback/index.cfm. Choose "Retirement Plan Review Task Force" from the drop-down list of categories, and then enter your comments.

Healthy Purdue

The Purdue Health Initiative

Health coaching still available for participants

Earn the blue apple for Healthy Purdue by completing health coaching from StayWell.

After completing a wellness screening and the HealthPath Questionnaire, participants can select a topic for coaching and choose phone or mail-based coaching. The HPQ must be complete before a participant can register for coaching.

Sign up by June 30 to fulfill the requirements and finish by the Nov. 20 deadline for Healthy Purdue 2009.

By phone, participants need to complete a minimum of three calls with a health coach; by mail, participants need to receive at least four monthly mailings.

With both options, an evaluation at the end is required in order to earn the blue apple.

To sign up online for health coaching, go to www.purdue.edu/healthypurdue, click on the StayWell logo, and then log in. Select "HealthPath Questionnaire," and then choose "Your Results" from the drop-down menu. Look for the red arrow on the right side of the screen that says "What's Next."

StayWell will suggest a health coaching program for participants, but several options are available by choosing the "more" link.

Got a question about coaching or prefer to sign up by phone? StayWell's HelpLine is available at (800) 926-5455. Hours (Eastern Time): Monday through Thursday, 9 a.m.-9 p.m.; Fridays, 9 a.m.-7 p.m.; and Saturdays, 9 a.m.-1 p.m.

More information about Healthy Purdue is available online at www.purdue.edu/healthypurdue.

Staff Benefits thanks faculty, staff as dependent verification process ends

About 92 percent of Purdue faculty and staff who cover dependents on their Purdue medical plan stepped up and got the job done when asked to complete the Dependent Eligibility Verification process this spring.

The verification process was conducted to gather the Social Security numbers of Purdue medical plan dependents, as required now by the federal government, and to verify that everyone enrolled in the Purdue medical plans was eligible for coverage.

Staff Benefits worked with Mercer, a respected human resources consulting firm, to accomplish the audit. In mid-June, Mercer sent letters to all Purdue employees with medical plan dependents. The letters confirmed whether the employee had successfully completed the verification process.

When the confirmation letters were mailed, more than 6,400 employees had completed the process successfully, about 300 had filed incomplete information, and about 250 had not responded at all. Exact

numbers for each category will be known soon when the project closes. Those who do not complete the process successfully will lose dependent medical coverage.

"We would like to thank all the employees who participated in this process," says Jim Layman, medical benefits manager in Staff Benefits. "The cooperation of Purdue employees made this undertaking a resounding success."

Layman says he is particularly appreciative of faculty and staff who voluntarily removed ineligible

dependents from coverage. By mid-June, 234 such dependents had been deleted from Purdue's medical plans.

"While we don't have individual financial data related to the dependents who were voluntarily removed from coverage, we anticipate a significant impact," said Layman. "The results of the dependent verification process will help Purdue control medical plan costs and moderate future employee premium increases."

Presentation to focus on health savings accounts

Staff Benefits is now offering the second presentation in its three-part series on health care consumerism.

The new session will examine why it is important to be a knowledgeable health care consumer and will provide examples of steps that can help you improve your health care consumer savvy.

The presentation will introduce the concept of health savings accounts (HSAs), including how health plans with HSAs work, and

how you can use them as a tool for becoming a more effective health care consumer.

Employees who attend the presentation will earn the Healthy Purdue red apple.

To register, visit www.purdue.edu/worklife and log in with your Purdue career account and password. Then find "Healthcare Consumerism and Health Savings Accounts" on the list of offerings. Staff Benefits is conducting the presentation on multiple dates.

Parents club offers social, educational outings

The Purdue Working Parents Club has planned several events for Purdue parents, aimed at providing networking opportunities for those trying to balance the demands of work and parenthood.

Join fellow parents for one or all of the following activities:

- June 28: Columbian Park Zoo, 2-4 p.m., free for all ages.
- July 14: Castaway Bay Family Night, 6-8 p.m., \$2/person (free for ages 2 and under).
- July 25: Prophetstown Picnic at the Park, 11 a.m.-1 p.m., \$6/car.
- Aug. 11: Dog Days Walk and Ice Cream, 6-8 p.m., cost of ice cream. Meet at the fountain at Tapawingo Park.

For each event, parents must be present and attend to their child at all times.

Those interested in attending should RSVP for an event by

sending an e-mail to worklife@purdue.edu with their name and the number of children who will be attending. Parents also may call 49-45461.

The Working Parents Club recently switched to Facebook as its networking vehicle. To stay informed on upcoming events, join the Facebook group. Go to www.facebook.com and log in, then enter "Purdue Working Parents Club" into the search box in the upper right-hand corner.

Once the group is displayed, click "Request to Join," and the request will be approved by an administrator.

The group is open to Purdue faculty, staff, graduate students, grandparents raising grandchildren, and their partners in parenting.



PHOTO PROVIDED BY HRS

Graduates in ACE 29, the recent class in Purdue's Accomplished Clerical Excellence program for developing skills and knowledge of the University, stand in Purdue Memorial Union. Front row: Dianna Livingston, Diana West, Bharathi Raghothama, Teresa Cadwallader, Kim Deardorff, Sheila Stingle, Shannon Harvey. Second row: Kathy Lantz, Terry Wade, Debbie Moore, Janessa Drake. Third row: Jill Mears, Tina Payne, Sean McLane, Tracy Hieatt, Shelley Corbin. Fourth row: Joanna Armstrong, Becki Corbin. Fifth row: Brenda Fox, Gloria Ryan, Jessie Moorefield, Anna Sledd.

ACE welcoming clerical staff applications

Clerical staff at West Lafayette can apply now for the next class of the Accomplished Clerical Excellence program.

This two-year professional development opportunity, which will be ACE Class 31, will form this summer.

Classes will start in September, meeting for two hours each Wednesday morning for four semesters excluding summer. Attendance at all sessions is expected.

The program is open to all West Lafayette clerical staff who, as of July 1, will have been employed in a regular position for 12 months and in their current position for six months.

Those interested in applying for ACE should discuss it with their supervisor. Clerical staff will receive application information in May.

More about ACE is at www.purdue.edu/hr/Training/Ace/Wel-come.html.

Thanks offered to those who made Spring Fling 2009 a success

Several thousand faculty, staff, and retirees enjoyed Spring Fling, the annual employee appreciation event held this year on May 21.

Entertainment, including a trivia contest, yard games and various activities, kept attendees engaged throughout the afternoon. Some enjoyed the sun, the fitness walk, the vehicle show, and bingo, among other events.

More than 1,050 enjoyed the fitness walk and received a medal featuring the "Unfinished Block P" sculpture.

The Birck Boilermaker Golf Complex hosted 156 golfers.

Twenty-six vehicles were on display: 17 cars, four trucks, and five motorcycles.

Fifteen teams took part in the Boilermaker Trivia Contest.

Carrie Hanson, employee group services consultant in Human Resource Services and chair of Spring Fling 2009, offers thanks to all of the individuals who volunteered to help make Spring Fling possible:

- All participants in the volleyball and lawn game tournaments, golf, the vehicle show, trivia contest, square dancing and the

fitness walk.

- Staff from Tarkington Hall and Meredith Hall who prepared the food.

- Staff from Hillenbrand Hall and University Residences storekeepers who assisted in setup.

- Staff from Food Stores who delivered the food.

- Staff from the Athletic Dining Room at Cary Quadrangle who coordinated the distribution of soda and popcorn.

- Staff from Meredith Hall who coordinated the carryout from Meredith Hall.

- Staff from Hillenbrand Hall who set up the tents.

- All staff and retirees who volunteered to serve food, soda, popcorn, and ice cream. Also those who volunteered to help set up and tear down.

- Recreational Sports Center staff who helped set up and tear down, and kept the facility running smoothly.

- Staff from the University Residences Directors Office who coordinated the staff who volunteered.

- Physical Facilities grounds staff who handled trash and re-

cycling equipment, delivered and picked up tables and chairs, and delivered sign standards.

- Physical Facilities staff from Materials Distribution Services who provided helium to fill the balloons.

- Physical Facilities staff who handled electrical needs.

- Physical Facilities Zone 2 for the loan of the zone cab.

- Members of the Purdue University Retirees Association (PURA), which sponsored the food drive.

- Staff, retirees, and members of the Wabash Wanderers who helped with the fitness walk.

- Clerical and Service Staff Advisory Committee members who coordinated bingo.

- Administrative and Professional Staff Advisory Committee members who distributed cups.

- Areas and departments that donated prizes for bingo.

- Thanks also to everyone who was able to donate blood and/or food this year. We exceeded our goals from last year!

- All members of the Spring Fling coordinating committee: Varun Agrawal, graduate staff; Sally

Baugues, University Residences Directors Office; Dana Beck, Admissions; Michelle Davis, Vice President for Student Services; Eldon Fredericks, Purdue University Retirees Association; Marsha Griner, Cary Quadrangle; Sarah Hanson, Division of Recreational Sports; Lisa McCloud, Human Resource Services; Larry Ogborn, Purdue University Retirees Association; Tish Powell, Meredith Residence Hall; Julie Rosa, Office of Marketing and Media; Pat Russell, Human Resource Services; Lenny Seidel, Purdue Memorial Union; Amber Simons, Human Resource Services; Selva Vadivelmurugan, graduate staff; Kay Vierk, University Collections Office; Sharon Williams, Human Resource Services.

Spring Fling winners

A list of grand prize and door prize winners is posted online at www.purdue.edu/springfling.

In addition, there were winners in the classic vehicle show and in the volleyball and lawn game tournaments.

A Spring Fling photo gallery is available at <http://gallery.me.com/purdue/news#100155>.

HistoryCorner



Center still meeting need for space

Stewart Center, shown during construction in 1955 with Memorial Mall before crisscrossing sidewalks in the foreground, was a response to the growth of adult education and conferences and the need for meeting space for the growing student body — as indicated by the construction of the Recreational Sports Center at the same time.

Once called the Memorial Center, the building was renamed in 1972 for R.B. Stewart, Purdue's first vice president and treasurer. It was built without state tax money, using gift funds and Stewart's innovative bond financing. It opened in 1958

and has about 550 rooms. It features Libraries' main offices plus two libraries, 1,011-seat Loeb Playhouse, 388-seat Fowler Hall and the Conference Division. Before Pao Hall, it was home to Purdue Theatre.

The campus steam pipe system provided heat, but the building's original cooling was done by pumping ground water from and to wells, drawing waste heat off two 500-ton steam absorption chillers. Stewart Center linked to the chilled water system in the mid-1970s.

Moon —

Continued from page 1

“When you’re talking about putting people on the moon, you need a complete infrastructure to support that facility,” Howell says. “It takes a lot of work ahead of time to determine not only the communication support, but also the facility’s location, the region that can be explored and the equipment that will be needed. Sometimes those supporting pieces don’t get as much external attention, but they can make or break a mission.”

Ideally, the communications infrastructure will allow for a continuous connection between the astronauts and Earth. To create such a system requires careful analysis of computer models to consider the number of satellites needed, their location and placement, and backup options, among other variables.

“This is a more complicated scenario because of several factors: the Earth is turning, the Moon is moving, we have a limited number of receiving stations and all the spacecraft are moving in their own orbits,” Howell says.

Advances in computer technology over the past few decades have helped in all aspects of research to support a lunar facility. Howell says researchers now have high-speed computational capabilities at their disposal, efficient handling of large amounts of data and better visual-

ization of the concepts involved.

“From movies, games, and even cell phones, you’ve probably noticed how the visual product has changed over time,” she says. “It’s an enormous difference compared to what it used to be. The same is true for space research and engineering. For example, we’re better able to visualize how the different aspects of a mission to the moon, including the communications aspect, come together now than we were 10 years ago, but it’s still an emerging capability.”

The journey doesn’t end at the moon, Howell says. A communications system designed for a lunar facility should serve as a stepping stone for the next phase of space exploration: a human outpost on Mars.

“A facility on Mars is an even more complex endeavor, so we need to make this lunar communications infrastructure a logical step to the next phase of exploration,” Howell says. “We have to prepare for a location that’s a lot farther away, where it’s not as easy to maintain constant communication because, like Earth, the planet Mars is also moving around the sun, as opposed to the moon, which orbits the Earth.

“We don’t want to develop a system that would have to be scrapped later. It’s not cost-effective and not optimal from an engineering perspective.”

Rocket design

At Purdue’s Maurice J. Zucrow Laboratories, a research team led by William Anderson is conducting



PHOTO BY ANDREW HANCOCK

William Anderson (right), associate professor of aeronautics and astronautics, and graduate students Mauritz deRidder (left) and Matt Wierman are working on experiments that will help NASA build rocket engines for future manned missions.

experiments that will help NASA build rocket engines that will be used for human space exploration after the space shuttle program ends in 2010.

The design of rocket engines has traditionally been largely empirical. However, computational advances over the past decade have made it possible to model the large and complex problems presented by very high pressure combustion.

“We are on the steep part of the curve in learning how to use these models,” says Anderson, associate professor of aeronautics and astronautics. “Our group is producing the first sets of very detailed data that will be used to validate them.”

Better computational models

would enable engineers to see how a design performs before building the engine, saving time and money.

“It costs many millions of dollars to build these engines, and more millions to test them,” Anderson says. “So before building one, you must have a good idea of how it’s going to work.”

One project is focused on measuring local heat flux in a sub-scale model of the J-2X engine, an upgraded version of the J-2, which was part of the Saturn V vehicle that carried astronauts to the moon in the Apollo missions.

“We carefully scale the rocket and test it at its actual operating conditions in a model combustor that is instrumented to provide

Remembering Apollo 11

We asked University employees where they were when Purdue alumnus Neil Armstrong first walked on the moon, and how that moment affected them. Here is a sampling of their answers. All submissions will be featured in an upcoming issue of Purdue Today.

■

I was working as a counselor in a summer camp in Allegany State Park in New York state. Facilities

were primitive — no flush toilets, no heater in the spring-fed pool, a single light bulb dangled from the ceiling of the wooden cabins and certainly no TVs.

The camp director felt this event important enough to somehow rig up a small, black and white television using an elaborate system of antennas. We crowded all of the kids into the small cabin with as many as 10 sitting on the edge of each bunk their legs swinging.

We had the light off and it was quite dark. The TV glowed like the moon itself. When the moment came, for once, all wiggling, giggling and gum popping stopped

as everyone’s attention focused on the small screen. You could feel the sense of pride and awe among us and the kids remained subdued that evening.

— Linda Rose, operations coordinator, Humanities, Social Science, Education and Business Division of Purdue Libraries.

■

On July 20, 1969, I was returning to the States after an 18-month post-doc in the Netherlands and on my way to become a faculty member at Purdue. My family and I were on a German freighter, the M.S. Hasselberg, and were four of the eight passengers on the ship.

On July 20, I was in the wheelhouse of the ship with the captain and officers, and we listened to the words of Armstrong via shortwave radio out of Montreal. I had to explain some of what was happening in German to the crew, as I could speak German and the officers, who did speak English, still wanted me to explain the significance of the event to them in their native language.

I remember how it felt to be connected to the world via the moon even though we were in the middle of the Atlantic Ocean with no one else in sight.

— Neal Houze, professor of chemical engineering

critical measurements,” says Mauritz deRidder, a graduate student working on the project.

The J-2X is part of the Ares rocket, which will be used to launch the Orion spacecraft for manned missions to the moon, Mars and beyond. It will also be used to carry materials into Earth orbit for retrieval by other spacecraft bound for the moon and Mars.

Anderson's group also is studying the combustion stability of rockets that use liquid methane, a fuel NASA is considering for use in the lunar ascent engine (LAE) that will be used by astronauts during their return from the moon.

“The LAE will be a totally new engine,” Anderson says. “Liquid methane provides a good balance between performance and storability, and its use is a technology stepping stone toward in-situ resource utilization for exploring Mars.”

Anderson's group has developed a device to evaluate new designs under simulated unstable conditions.

“We reproduce an instability in a test chamber and measure how the methane combustion is affected by the unstable flowfield,” says graduate student Matthew Wierman.

The rocket work is funded by NASA's Constellation University Institute Project, which supports research at universities around the nation. Missions using the J-2X and LAE are planned for the next decade.

Fuel injection; new drop tower

Research guided by Steven Col-

licott and Steve Heister, professors of aeronautical and astronautical engineering, in the Aerospace Two-Phase Flow Laboratory in Neil Armstrong Hall is focused on how fuel injection responds to large pressure fluctuations in the combustion chamber of rockets.

“One of the things that endangers safe operations in rockets is large pressure fluctuation during combustion,” Collicott says. “It's a very difficult phenomenon to model on a computer at realistic length scales and with so much energy transfer going on so quickly in the rocket combustor.”

Collicott, Heister and graduate student Benjamin Ahn are looking at one component of the problem by focusing on how the fuel spray reacts to large pressure fluctuations.

“Others have looked at how the spray responds to small pressure changes, but this is one of the first to look at the effects of very large pressure changes on the spray,” Collicott says. “We are trying to document how the fuel spray changes. Does it change a small amount, or does it collapse and reform? Our model also uses a transparent nozzle, so that we can acquire data both inside and outside the nozzle.”

Changes in the fuel spray can reinforce undesired pressure fluctuations and lead to unstable combustion.

“Stable combustion is important,” he says. “This leads to safe rocket designs with minimum weight. Weight is a critical issue

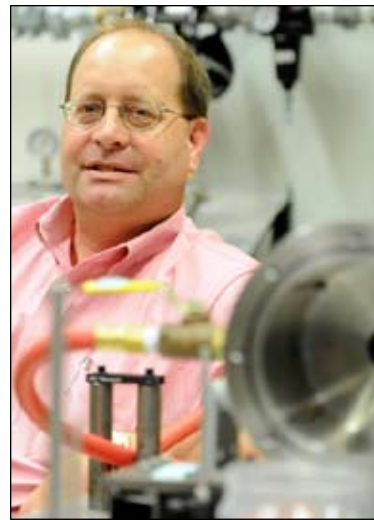


PHOTO BY ANDREW HANCOCK

Steven Collicott, professor of aeronautical and astronautical engineering, is working on the design and construction of a drop tower that will produce 2 seconds of weightless test time for experiments.

in rockets because every pound of structure requires more thrust and more fuel to lift it off of the ground. Unstable combustion would lead to rocket motors that weigh more and produce thrust that varies over a range of values. In the extreme case, this range in operations could be from extinguished combustion to explosion.”

The current portion of the experiment will wrap up in June. Collicott and Heister expect to extend the work to include more extreme conditions, or different length or time scales.

Another endeavor for Collicott

includes the design and construction of a 72-foot-tall drop tower in Neil Armstrong Hall. The tower, expected to be complete in a year, will produce 2 seconds of weightless test time for experiments many times each day.

Collicott will use the tower for his own work in two-phase fluid dynamics, which involves liquids and gases together.

“If a container is all liquid or filled with all gas, then it's pretty boring and not that big of a problem,” he says. “When it's a mixture of the two in the absence of gravity, then things become interesting.”

Collicott will study wicking, which becomes a dominant force on liquid in space flight.

“In controlling half a ton of liquid rocket propellant in a 3-meter-long fuel tank in orbit, wicking becomes important on a large length scale,” Collicott says.

Collicott has received numerous inquiries about future use of the drop tower from other universities, government agencies and international researchers.

“It's a facility that, once it's built, will be inexpensive to operate and enables this really unique class of experiments that professors at most other universities can't do,” Collicott says. “I'm looking forward to seeing the impact it can have inside Purdue as well as how it attracts significant outside researchers to come in. It will bring more positive attention to the University.”

■
I happened to be of the “right age” to be a space junkie growing up. In my first-grade classroom we listened to the Alan Shepard flight. Later my family moved to Ormond Beach, Fla., some 75 miles north of Cape Canaveral. A TV was brought into the classroom to watch John Glenn's launch and then we ran outside to see it in the sky.

Living back in Indiana again, my whole family stayed up to watch the Apollo 11 landing. My grandmother was visiting, and I was struck by how amazing this must be for her: she remembered a time when the only means of travel was by foot or by

horse. My mother was not so amazed at the feat, but that we could broadcast it live on television. My attitude was more of “this is just the next step” for NASA. Three very different generational perspectives.

— Peg Wier, assistant director of admissions

■
I was 4 years old at the time. My family was vacationing at a lake cabin in Alexandria, Minn. I vividly remember watching the black and white image of the first space walk, as well as being told that “a man was walking on the moon.”

This really captured my child-like imagination. I couldn't figure

out how they could fit a big man on such a little, tiny moon.

Later, I came to understand my uncle was an engineer for Honeywell on the Apollo project at the time, so this event is a lingering source of special pride for our family.

He would want us to remember that it was the Apollo project that gave us many of the alloys we use in vehicles today which allow them to travel far longer than vehicles back then. (This is his counter-argument to those who say that the space program only gave us “Velcro.”)

— Steve Rye, member of Purdue University Religious Leaders

■
When Neil Armstrong walked on the moon, I was with my family in our travel trailer, parked for the night at a campground in Tucumcari, New Mexico. (We were on a soil sample collecting trip in Southwest U.S.)

My husband and I had watched Sputnik circling overhead a decade or so before and were thrilled at the moon venture. We watched the moon landing and listened to Armstrong's famous words on a tiny grainy black and white TV set up in our trailer.

— Virginia R. Ferris, professor of entomology

Award-winning program is catalyst for clarifying diversity of perspectives

Two people can look at an issue between two nations, or talk with a sales clerk in a busy store, or overhear a passel of teens at a public event, and experience two different things.

Perspective can range widely, and thus it is an element of diversity just as much as race, gender or age.

That idea is the basis for “Ten Lenses: Decoding Cultural Beliefs,” the award-winning current program of the Housing and Food Services Cultural Programs Office.

“Its value relates to a passage in Purdue’s strategic plan that I really like, which speaks about promoting cultural awareness, collegiality and respect,” says Annette Benson, one of the program’s leaders and HFS language program coordinator.

The initiative recently won the Purdue Catalyst Award, given by the Treasurer’s Diversity Task Force and carrying a prize of \$5,000 to be used for further diversity efforts.

The 12 members of HFS ProActors — the program team — have conducted about 18 sessions with more than 500 people ranging from HFS staff and Purdue resident advisors to the Lafayette Board of Realtors.

“Our initial goal was to increase dialogue and offer a new vocabulary among A/P staff in HFS,” Benson says. “We’re so pleased that we’ve been able to do that in more settings on campus and in the community.

“The ProActors’ leadership team all agree that the freedom to take this type of quality training to such a widespread audience is in large part owed to the vision of HFS Vice President John Sautter and to Brenda Coulson, director of HFS human resources and cultural programs.”

The team’s presentation-discussion format, which its members created, uses the name and concepts of a book by Mark A. Williams. The book has chapters about each of 10 general perspectives on how people relate to their society and world.

Williams uses these 10 terms for the lenses: assimilationist, colorblind, culturalcentrist, elitist,



PHOTO BY MARK SIMONS

Some of the members of the Purdue Catalyst Award winner, the HFS Cultural Programs Office, celebrate after the June 3 award ceremony in the main lobby of Elliott Hall of Music. From left: Curt Snyder, Jill Ryan, Annette Benson, Dave Jones (behind), Rebecca Ross-Field, Loribeth Hettinger, Ha Tran, Willie Cruz.

integrationist, meritocratist, multiculturalist, seclusionist, transcendent and victim/caretaker.

Getting started

This two-year project is the second of its kind, with mostly different team members from the first. They range widely in area and jobs within HFS, from administrators to linen room staff.

Team leader Willie Cruz, HFS cultural programs administrator, says, “I liked how the group took time to bond, to challenge each other and learn from one another. I had never done anything like this using acting. People brought their skills — acting skills, IT skills, other skills — to the team.”

Once selected, the team undertook a two-day workshop called “Interplay: Interactive Theater for Social Change.”

“It really caused us to think about our own views of diversity, how wide a field it is,” says Benson, “as well as how to use acting techniques,” which come into play through character monologues evincing one or another lens.

A team member who had heard Williams at a human resources conference suggested “Ten Lenses,” and the team spent four months translating it into a presentation.

“It really caused intriguing discussion about diversity,” Benson says. “We could say, ‘I see now why you feel that way.’ It helped us to look at why we have the lens we have.”

At the sessions

During presentations too, Cruz says, “the characters help people see how we have our own perspectives that come from our background.”

Himself a Mexican-American — born in Mexico, raised in Southern California — Cruz often plays the culturalcentrist role, one who emphasizes identity with one’s own cultural heritage. Early in his monologue, his character says, “I’m brown and I’m proud.”

Cruz says, “When we did this with a group of student RAs and I said that, I could see a Mexican-American RA begin nodding, and in the discussion she began to show a side of herself the other RAs hadn’t seen. It was like she was finding her own voice.”

Benson says the character monologues are designed to be just provocative enough that people want to talk — not over the line.

“You see some tensing up, then some relaxing with the realization it was said so there would be something to talk about,” she says. As

things progress, people talk to the characters, often correcting them.

One of the more frequent surprises for audience members, she says, is recognizing themselves in the elitist lens. Often this is tied up in philanthropic efforts.

Each monologue develops a situation in which the character has a problem, such as a perception that choosing to dress in an ethnic style is creating a barrier to job advancement.

Taking it further

The “Ten Lenses” session cannot cover all of the concepts or issues.

Groups take a “pre-test” to add insight into how they compare with perspectives in the United States in general, Benson says.

Also, HFS ProActors have arranged several Lunch and Learn sessions to cover more about the lenses not portrayed by characters and discuss more issues.

“We also did a Lunch and Learn on law cases that relate, because things people say and do on these subjects can get them in trouble,” Benson says. “Alvin Lee in the Office of Institutional Equity helped us with that.”

HFS ProActors are available for other groups on the campus and in the community. Optimally, the session takes two hours and the participant group has about 40 people, but both figures are flexible.

Cruz says, “We help people understand that fellow workers come with different general experiences, including those experiences that are shaped by race and ethnicity. Knowing that this is true for everyone helps open the process of letting others tell their story. It helps people become more comfortable with each other, to acknowledge each other as people. It helps build community based on mutual respect.

“Out of that, something greater will come.”

More about all four of the 2009 Purdue Catalyst Award finalist programs is at www.purdue.edu/treasurer/diversity/2009CatalystFinalists.htm.

APSAC holds orientation for new members

The Administrative and Professional Staff Advisory Committee held its annual orientation for new members as part of its meeting on June 10.

New members and their areas of representation are:

- Jackie Butram, Intercollegiate Athletics, Senior Vice President for Advancement, Dean of the Graduate School, Vice President for Human Relations, Vice President for Research, Vice President for Governmental Relations.

- Alexandria Densmore, secondary representative for Purdue North Central.

- Cristina Farmus, College of Engineering.

- Dachea Hill-Bryan, secondary representative for Purdue Calumet.

- Lynn Holland, College of Pharmacy, Nursing, and Health Sciences; College of Technology.

- Amy Keene, VP for Information Technology.

- Olivia Maddox, College of Agriculture, including Cooperative Extension Service.

- Robin Shanks, VP for Housing and Food Services.

- Mark Straw, College of

Agriculture, including Cooperative Extension Service.

Officers for 2009-10 are Cherry Delaney, chair, and Nick Howell, vice chair. Steve Santy, Lenny Seidel and Dave Tate will serve as emeritus members for a one-year term.

APSAC also heard a report from John Beelke, director of Human Resource Services, on the Retirement Plan Review Task Force, the Dependent Eligibility Verification process, and the University's switch to CIGNA as the administrator for all Purdue employee health plans.

Spring grants awarded

APSAC has awarded individual professional development grants to 29 administrative and professional staff members.

Grants up to \$750 are awarded twice a year. APSAC awarded a total of \$12,645 for its spring 2009 grants. APSAC's Professional Development Subcommittee chose the winners from 45 applicants.

Grant recipients are listed at http://news.uns.purdue.edu/insidepurdue/2009/090528_APSAC-grants.html.

Campus Digest

Summer Concert Series returning at Union

The enjoyable trio of food, live music and summer is coming again to Purdue Memorial Union in July.

The Summer Concert Series, set for four Wednesdays starting July 8, will bring well-known regional acts to perform.

Each week, meals will be available starting at 5:30 p.m. Diners can choose one of four grilled items plus two sides and a drink for \$5. A la carte options and the Pappy's ice cream cart will also be available.

The concert portion is free and will run 6:30-8 p.m. The events will be on the Union front lawn. Rain location is the North Ballroom.

The Summer Concert Series is arranged by the Union including the Purdue Student Union Board with sponsorship by Purdue Employees Federal Credit Union.

For more on the series, go to www.union.purdue.edu.

Here is the music lineup:

- July 8: Michael Kelsey (acoustic rock).

- July 15: Woodstove Flapjacks String Band (Americana).

- July 22: Laugh at Linus (acoustic funk). Also Roothog (psychedelic, Americana).

- July 29: Big James and the Chicago Playboys (blues).

PRF relocates offices within research park

The Purdue Research Foundation has moved from its Kent Avenue location.

Effective May 1, the foundation's phone number is (765) 588-3470 and its address is:

Purdue Research Foundation
Kurz Purdue Technology Center
1281 Win Hentschel Boulevard
West Lafayette, IN 47906

Reaching out to retirees



PHOTO BY MARK SIMONS

Charles Hibberd (center), director of Purdue Cooperative Extension Service, accepts the 2009 Arthur G. Hansen Recognition Award during the annual retirement banquet June 3 at Purdue Memorial Union. Purdue Extension received the award, sponsored by the Purdue University Retirees Association and the Office of the President, for cultivating and maintaining meaningful relationships with its retirees. Presenting the award were Randy Woodson, Purdue executive vice president for academic affairs and provost, and Lois Wark, PURA president for 2009-10.

PUSH no longer treating work-related injuries as of July 1

Effective July 1, the Purdue University Student Health Center (PUSH) will no longer provide treatment for University employees who are injured on the job.

"Occupational health is the medical specialty that centers around the treatment of worker's compensation injuries," says Teresa Wesner, retirement/disability/life benefits manager in Staff Benefits. "We'll be directing our employees to providers of this type so that we can take advantage of their expertise in this field. At the same time, this will allow the health care professionals at PUSH to focus more fully on their primary mission of providing health care for Purdue students."

West Lafayette campus employees needing medical care for a work-related injury or illness may choose between two approved occupational health clinics in Lafayette.

Staff Benefits suggests that worker's compensation patients call the occupational health clinic to set an appointment and avoid waiting, but an appointment is not required. The two approved

care facilities in the West Lafayette campus area are:

- Clarian Arnett Occupational Health Center

3746 Rome Drive, Lafayette
Phone: 448-8708

Hours: 8 a.m.-5 p.m., Monday through Friday

Extended hours are available through the Urgent Care clinics on Salisbury Street in West Lafayette or Greenbush Street in Lafayette. Both are open 8 a.m.-8 p.m. daily.

- Regional Occupational Care Center (ROCC)

Unity Health Care Center
1321 Unity Place, Creasy Lane, Lafayette

Phone: 446-2450

Hours: 8 a.m.-6 p.m., Monday through Friday

Extended hours are available through Unity Immediate Care, 8 a.m.-8 p.m. daily, except Christmas.

Details on emergency room visits, transportation to treatment facilities, avoiding out-of-pocket cost, and information resources are available at http://news.uns.purdue.edu/insidepurdue/2009/090604_PUSH-WorkersComp.html.

Service anniversaries



40 years: Carol Sprague, clerk, Office of the Indiana State Chemist.



40 years: Diana Cable, secretary, communication.



40 years: Coleen Flanagan, secretary, physics.



40 years: Richard Jones, heavy equipment operator crew chief, operations and maintenance.

CSSAC seats emeritus member, plans for new members and bus trips

Cynthia Dalton will serve as an emeritus member next year on the Clerical and Service Staff Advisory Committee.

Dalton was elected at the group's June 9 meeting at the Purdue Calumet campus.

Emeritus members are non-voting and provide knowledge to newer members, assist with continuing or ongoing projects, and assist CSSAC in representation on University committees.

They serve a one-year term, which starts Sept. 1. Jamie Hender-

shot has been an emeritus member this year.

Also on June 9, chair Maggie Grogan reported that 19 applications for CSSAC membership next year have been received. There are six positions available next year.

CSSAC's membership subcommittee interviewed applicants June 10-12.

In other business June 9:

■ Carrie Hanson, Human Resources adviser to CSSAC, reported that Spring Fling in May went smoothly. She said between

6,000 and 6,500 people were served lunch during the annual employee appreciation event.

■ Jaylene Nichols of the Purdue Employees Activity Program, a CS-SAC subcommittee, said the July 26 bus trip to Chicago for the Cincinnati Reds-Chicago Cubs baseball game is sold out.

Nichols said a few tickets were available for the June 20 bus trip to Lincoln Park Zoo in Chicago.

The PEAP subcommittee is planning future trips, Nichols said, including the annual shopping trip

to Chicago on Dec. 6.

She said there likely will be another trip to a Cubs game next summer. Other possible destinations the committee is considering include a horse-racing track, Kings Island and Northern Indiana Amish country.

For more information on employee trips, go to www.purdue.edu/cssac/Employee_Trips/.

■ While at Calumet, the group took a tour of the campus, including the Insight Visualization Lab.

Service anniversaries



30 years: Lillian Conarroe, library assistant, libraries.



30 years: William Garner, farm technician, Agronomy Center for Research and Education (agronomy farm).



30 years: Juanita Robertson, account clerk, agriculture administration.



25 years: Robert Gregory, shipping and receiving clerk, materials distribution services.



25 years: Judy Johnson, account clerk, accounts payable and travel.



25 years: Carlene Linn, secretary, veterinary medicine administration.

May

40 years: Larry Campbell, chemical engineering; Carol Sprague, state chemist's office.

35 years: Glenda Bauer, Purdue climate change research center; Elin McFall, state chemist's office.

30 years: Jean Clithero, forestry and natural resources; Lillian Conarroe, libraries; Keith Coopman, McCutcheon Hall; William Garner, agronomy farm; Dawn Holcomb, shipping and receiving, IPFW; Juanita Robertson, agriculture administration.

25 years: Robert Gregory, materials management and distribution; Judy Johnson, accounts payable and travel.

20 years: Jerry Funk, building services; Gretchen Lawler, basic medical sciences; Michael Littrell, maintenance, Purdue Calumet; Richard Pierson, libraries.

15 years: Steven Carney, Owen Hall; Frances Christman, libraries; Diane Hoffman, animal science research farms; Melanie Ann Lindsay, Cyber Center; Stephanie Rainey,

radiological and environmental management.

10 years: Monica Burke, Hilltop Apartments; Scott Cochran, operations and maintenance; Mary Kendall, business office, housing and food services; Lamona Kay McMullen, Hawkins Hall; Dennis Murray, operations and maintenance; Thomas Plunkett, operations and maintenance; Mary VanDyke, Hillenbrand Hall.

June

40 years: Barbara Blauvelt, history, IPFW; Diana Cable, communication; Coleen Flanagan, physics; Richard Jones, operations and maintenance; Edwin Young, operations and maintenance.

35 years: Cynthia Boone, agronomy. Nancy Rockstroh, center for career opportunities.

30 years: Debra Haley, library, IPFW; Nicholas Zwier, university police, Purdue Calumet.

25 years: Sally Fitch, arts and sciences academic and student services; Carlene Linn, veterinary

medicine administration.

20 years: Catherine Alkire, grounds; David Colella, grounds, Purdue Calumet; Yolanda Jonker, psychological sciences; David McCoskey, grounds; Gloria Mullins, accounts payable and travel; Karen Nipple, veterinary pathobiology; Eva Skrzypczak, Harrison Hall.

15 years: Carol Greski, biological sciences; Karen Martin, biology, IPFW; Dennis Nowaskie, Southwest Regional Research Farm.

10 years: Judy Aulby, management; Charlotte Bell, mechanical

engineering; Veronica Carmony, veterinary teaching hospital; Lena Dispennett, development office; Robert Habeger, physical plant, IPFW; Donna Janssen, physical facilities training; Deana Koritnik, medical education, IPFW; Charmaine Lewis, financial aid, IPFW; Linda Peters, Hawkins Hall; Beth Robertson, university press; Nancy Shaw, veterinary clinical science; Mary Anne Stailey, IT services, IPFW; Debra Sweet, operations and maintenance; Dennis Van Court, food stores.

C/S staff news available via e-mail, online

Information about the activities of the Clerical and Service Staff Advisory Committee is available at www.purdue.edu/cssac.

Staff can find minutes of all meetings, committee facts, PEAP trip updates and registration forms, a link to the Discount Program and a CSSAC roster

with contact information.

To join the CSSAC listserv, send an e-mail to CSSAC-L-request@lists.purdue.edu.

Your message should read: "Subscribe CSSAC-L."

In addition, a PDF file about CSSAC's work is available at www.purdue.edu/cssac.

Online form, calendar available for Common Reading curricular/co-curricular activities

Faculty, staff and students are encouraged to share how they plan to incorporate the book selected for the Common Reading Program, "Stealing Buddha's Dinner" by Bich Minh Nguyen, into their courses, events, and programs during the upcoming academic year.

To facilitate this, and to help

promote events that are open to the public, a Web submission form has been created at www.purdue.edu/sats/commonreading/eventsubmit.html. Submitted events that are open to the public will be posted to a Google calendar on the Common Reading Program Web page, www.purdue.edu/sats/commonreading,

and will be incorporated into other marketing materials.

Members of the Common Reading committee are available for suggestions/discussions on how to incorporate the book. Contact Andrew Koch, co-chair of the Common Reading committee, at akkoch@purdue.edu for more information.

Get involved

Copies of "Stealing Buddha's Dinner" by Bich Minh Nguyen are available in the Purdue Libraries. For a list of libraries, hours and locations, visit www.lib.purdue.edu/libraries.

Deaths

Violet H. Kindig, 83, died March 4 in Henderson, Nev. She worked in the chemistry department.

Arthur R. Hoaks, 75, died April 17 in Oxford. He worked at Purdue. Memorials: Benton County Retirement Village.

Jean Howe, 79, died April 17 in Clovis, Calif. She was on the foods and nutrition faculty at Purdue. Memorials: American Cancer Society, 401 S. Earl Ave., Suite 2C, Lafayette, IN 47904.

Peter E. Liley, 82, died April 23 in Lafayette. He was professor emeritus of mechanical engineering, having taught at Purdue from 1957 to 1997. Memorials: through Purdue Employees Federal Credit Union, P.O. Box 1950, West Lafayette, IN 47996-1950, or www.purdueefcu.com to benefit scholarships at St. James Lutheran School and Purdue.

Melvin E. Kirts, 94, died April 24 in Lafayette. He worked in maintenance at Purdue. Memorials: American Cancer Society.

James M. Walker, 57, died April 25 in Indianapolis. He worked in maintenance at Purdue. Memorials: American Cancer Society.

Robert W. Topping, 83, died April 25 in West Lafayette. He worked as associate director of information, director of the University News Service and in the office of publica-

tions at Purdue. Memorials: West Lafayette School Foundation and/or University Church.

Vickie D. McClimans, 58, died May 2 in Lafayette. She worked at Purdue. Memorials: Almost Home Humane Society.

Barbara Tracy, 81, died May 2 in Lafayette. She worked at Purdue. Memorials: Autumn Tracy Scholarship Fund c/o Soller-Baker Funeral Homes Inc., 400 Twyckenham Blvd., Lafayette, IN 47909.

Michael A. Correll, 55, died May 4 in West Lafayette. He worked in the student health center at Purdue. Memorials: St. Elizabeth Hospice, 1415 Salem St., Suite 202, West Lafayette, IN 47904.

Elizabeth A. Naville, 83, died May 10 in West Lafayette. She worked in the agricultural economics department at Purdue. Memorials: Lafayette Community and Family Resource Center or Matthew 25 Care and Share Soup Kitchen.

Cloris L. Lockard, 82, died May 13 in Lafayette. She worked at Purdue.

William N. Willey, 58, died May 14 in Lafayette. He worked in the small animal clinic. Memorials: William Willey Scholarship Fund, Purdue Veterinary Teaching Hospital, 625 Harrison St., West Lafayette, IN 47907 or Special Olympics IN Tippecanoe County, P.O. Box 4801, Lafayette, IN 47903-4801.

Robert A. Gambill, 82, died May 14 in West Lafayette. He was professor emeritus of mathematics, having taught at Purdue from 1960 to 1992. Memorials: Butler University School of Music (Attn. Joy Rogers), 4600 Sunset Ave., Indianapolis, IN 46208, or St. Elizabeth Hospice.

Alexander N. Gerritsen, 95, died May 18 in West Lafayette. He was professor emeritus of physics, having taught at Purdue in 1944-55 and 1956-78. Memorials: Rocky Ridge Music Center, Lex Gerritsen Memorial Fund, 465 Longs Peak Road, Estes Park, CO 80517; www.rockyridge.org.

Ruth M. Condra, 88, died May 18 in Lafayette. She worked in the agricultural economics department at Purdue. Memorials: Oxford United Methodist Church or the American Heart Association.

Rose M. Dolbow, 64, died May 19 in Lafayette. She worked in the international students and scholars department at Purdue. Memorials: St. Elizabeth Hospice.

Maude E. Chambers, 52, died May 21 in West Lafayette. She worked at Purdue. Memorials: Mental Health Association.

Matthew Peterson, 27, died May 28. He worked for Purdue Water Works. Memorials: NAMI-WCI, P.O. Box 6232, Lafayette, IN 47903.

David J. Brannan, 57, died May 31 in Lafayette. He had been director of Purdue Marketing Communications. Memorials: American Cancer Society; or the Mental Health Association of Tippecanoe County, 914 South St., Lafayette, IN 47901; or the Travis Brannan Educational Fund c/o Lafayette Bank & Trust, Salisbury Branch, P.O. Box 1130, Lafayette, IN 47902.

Jerry W. Jewell, 58, died June 2 in Lafayette. He worked at Purdue. Memorials: Leukemia Society.

Edward Lauterbach, 82, died June 3 in Lafayette. He was a professor in the English department at Purdue. Memorials: West Lafayette Public Library.

D. Robert Troyer, 90, died June 6 in West Lafayette. He worked as a county agent, district supervisor and assistant director for Purdue Extension. Memorials: First United Methodist Church, 1700 Indiana 26 West, West Lafayette, IN 47906.

John Frederick Feldhusen, 83, died June 14 in Plymouth Harbor, Fla. He was the Robert B. Kane Distinguished Professor Emeritus of Education, having taught at Purdue from 1962 to 1997, and founding director of the Gifted Education Resource Institute from 1977 to 1995. Memorials: Saint Armands Key Lutheran Church, 40 North Adams Drive, Sarasota, FL 34236.