

Thundering Herd Basketball is off and running

# Marshall

*m a g a z i n e*



**Honors College raises the bar for academic excellence**

**Graphic Arts program trains designers for 21st century**

**New deans bring energy and excitement to campus**

Dr. Eric Kmiec, a pioneer in the field of molecular medicine

## Science Synergy

Dr. Eric Kmiec and his talented team of scientists are fortifying the university's commitment to bioscience research.



SEE PAGE 36 FOR ALUMNI WEEKEND NEWS AND MORE

Autumn 2009

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The official magazine of Marshall University.

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*ever* GREEN

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*on the cover*

Dr. Eric Kmiec stands in a laboratory at the Robert C. Byrd Biotechnology Science Center. Photography by Rick Lee.

# Marshall

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# Success in Research

This year has been a banner one for Marshall University's research enterprise. The progress that has been achieved is paving the way for new areas of opportunity for the future.

I am particularly pleased to report that competitive funding awarded for research at Marshall University has increased dramatically—more than 40 percent over the past six years.

Why is this growth in grant funded research important? The direct impact that research has on catalyzing economic growth underscores its importance both short- and long-term. The grants provide funding for job creation at the University and bring additional dollars into the region. Even more significantly, however, research discoveries can lead to the creation of techniques and products that form the basis for high-tech startup companies—businesses that will locate near the University, thereby amplifying the growth of jobs in our area.

It has been said that success breeds success. Here are just a few more examples of our recent research successes.

Over the past few months, our faculty members have been competitively awarded more than \$3 million through the American Recovery and Reinvestment Act—the federal stimulus program—for projects ranging from cancer and cardiovascular disease research to a science and engineering faculty diversity initiative. These awards are not handouts. Our researchers competed for these funds against faculty members at our nation's leading research institutions.

In August, we unveiled conceptual drawings of the proposed Applied Engineering Complex for our Huntington campus and the West Virginia Higher Education Policy Commission approved \$25 million in funding for the project. This Board-approved facility plan is scaled at \$50-60-million and features advanced learning environments, teaching/research laboratories and resources to support undergraduate and graduate programs in engineering, mechanical engineering and bioengineering, mathematics and computational sciences, environmental sciences, transportation and applied digital/simulation technology, as well as space for a new high school. STEM Academy and offices for the Marshall University Research Corporation. This new facility will be a tremendous asset to our students and faculty, while providing the resource capabilities to advance current and future research funding initiatives.

We are also witnessing the results of our strategic commitment to hiring the brightest, most talented researchers we can find. Fueled by the successes of the School of Medicine, Marshall University is now home to a number of highly talent-

ed and successful researchers. They are helping to attract other outstanding researchers and students. This cycle is a positive, self-perpetuating pathway to excellence, and we are very energized by the progress that has been achieved.

As you will read in the cover article, the Marshall Institute for Interdisciplinary Research (MIIR) also is off to a fine start. Institute director and lead research scientist Dr. Eric Kmiec joined us in January 2009 and is assembling a stellar team of scientists and research associates. This summer, gene regulation expert Dr. Joan Wilson was the second scientist to join the institute created through the state's new "Bucks for Brains" research trust fund, and she and Dr. Kmiec are developing a focused program of pioneering research dedicated to producing patentable scientific breakthroughs and creating new high-tech businesses based on those discoveries.

Many of these initiatives would not be possible without the impetus provided by the 2008 "Bucks for Brains" legislation. This bill established the West Virginia Research Trust Fund, a groundbreaking initiative, and we owe Governor Joe Manchin and the West Virginia Legislature a debt of gratitude for their foresight and leadership in establishing the trust fund.

It is indeed a cornerstone of our efforts to build a sustainable research platform at Marshall University predicated on endowment-based research.

Since inception of the program last year, generous Marshall donors have pledged more than \$750,000 to the university's endowment, specifically for research. Those pledges—combined with the match from the state's trust fund—will translate into more than \$1.5 million in endowed funding for Marshall's research programs.

And we are just getting started. The "Bucks for Brains" program has the potential to make a \$30 million impact on our university's research ventures.

Thank you to everyone who plays a role in the university's research endeavors—alumni, faculty, students, donors, staff, administrators and friends. These are exciting times at Marshall University. I am glad you are part of our team! □



**President  
STEPHEN J. KOPP**

# Show Your Pride in Huntington



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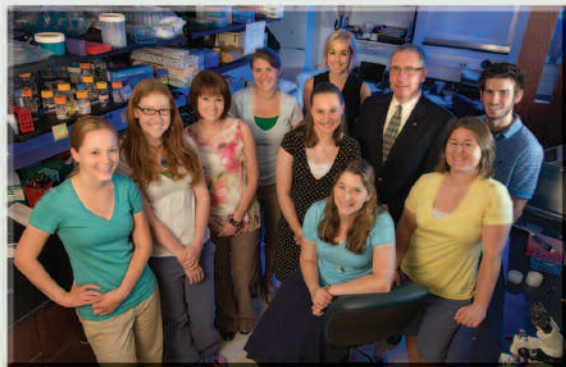
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**Dr. Eric Kmiec (second from right) and his team work tirelessly on research projects that will stake out a role for Marshall University in the realm of applied bioscience research.**

Dr. Eric Kmiec is a great admirer of President Theodore Roosevelt and, as such, has carefully taped on the wall behind his desk an often-cited quote from TR that reads in part:

*"It is not the critic who counts, nor the man who points how the strong man stumbled or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena..."*

Make no mistake about it. Eric Kmiec is "the man in the arena" as Marshall University launches an ambitious new bid to stake out a role for itself in the realm of applied bioscience research.

Kmiec (pronounced "ku-METCH") is the first director of the Marshall Institute for Interdisciplinary Research (MIIR), created to accelerate the rate at which MU's research reaches the marketplace. He arrived on the Huntington campus in January and is busily at work assembling the team of research scientists who will comprise the core of the Institute. Widely recognized as a pioneer in the field of molecular medicine, Kmiec comes to Marshall from the University of Delaware, where he was a professor of biology and director of applied genomics at the Delaware Biotechnology Institute. He owns more than 60 issued patents or patent applications, has founded several biotechnology companies, is the managing editor of *Frontiers in Bioscience* and recently joined the editorial board of the *Journal of Cellular and Molecular Medicine*.

Article by James E. Casto  
Photos by Rick Hays & Rick Lee



# Science Synergy

Dr. Eric Kmiec is building a talented team of scientists to fortify the university's commitment to bioscience research

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"His area of experience fits exactly what we need in the development of the biosciences," says President Stephen J. Kopp. "He is a grant-funded scientist who has the ability to build a successful team, leading to discoveries that are patentable and commercially viable. He has tremendous leadership qualities and incredible interpersonal skills."

Interviewed in his office at the Robert C. Byrd Biotechnology Science Center, Kmiec cites a number of factors that combined to attract him to Marshall.

One important factor, he says, is the fact that he and the members of his team will work exclusively in research roles, with no teaching responsibilities.

"At Delaware," he says, "I become increasingly interested in how we could take the things we discover in our research and translate them to reach patients – the so-called 'bench to bedside' process. So I started a couple of biotechnology companies. And I became convinced that it's almost impossible to translate your work from bench to bedside when you're a professor in a classroom. The missions of teaching and research are simply too different. Then I came to Marshall as a reviewer for one of the research projects ongoing here. I met with President Kopp, walked through the new building here and liked very much what I saw and heard."

Kmiec has high praise for Kopp's "vision of creating an interface between academic research and the corporate world."

He was also impressed, he says, by the state's creation last year of a \$50 million endowment fund to be invested in research at Marshall and West Virginia University. "The research endowment and the state support, particularly from the Legislature and Gov. Joe Manchin, played an important part in my decision to join the team here."

Kmiec received his B.A. in Microbiology from Rutgers University in 1978 and his M.S. in Microbiology from Southern Illinois University in 1980. He received his Ph.D. from the University of Florida in 1984 and, after completing his postdoctoral work at the University of Rochester, held faculty positions at the University of California Davis and Thomas Jefferson University.

At the University of Delaware, he ran a research lab that looked at some of the therapies for diseases such as Huntington's Disease, Spinal Muscular Atrophy and Muscular Dystrophy. Research in his laboratory was supported through multiple grants from the National Institutes of Health (NIH) and private foundations – funding he's now brought with him to Marshall.

"He is a grant-funded scientist who has the ability to build a successful team, leading to discoveries that are patentable and commercially viable. He has tremendous leadership qualities and incredible interpersonal skills."

– President Stephen J. Kopp

He now will continue that research at Marshall while recruiting a talented team of scientists to work alongside him.

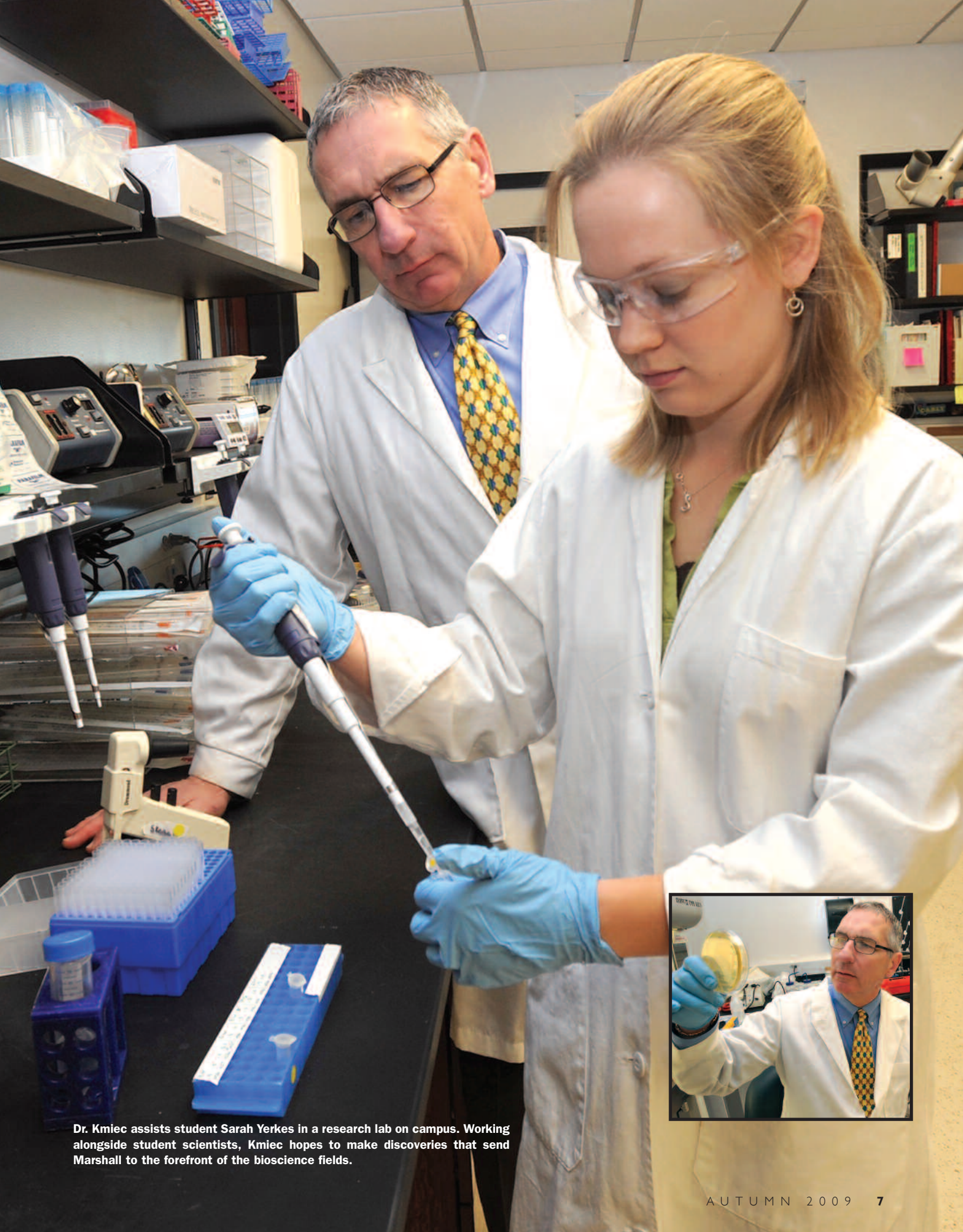
His first recruit is Dr. Joan Wilson, who joined the Institute in late July as senior scientist and group leader. She comes from California, where she worked for a biotech company and in close collaboration with scientists at Stanford University.

"The network of really good people is pretty small," says Kmiec. "There are many scientists out there but there are very few really, really good ones. It's like athletes. There are very few in the top tier. The people I'm looking for are ones like Joan – people who are the very best at what they do. And so we're going to take our time and make sure that's the caliber of people we get."

Wilson says that in addition to continuing her own research one of her responsibilities at the Institute will be grant writing, an area in which she has considerable experience.

"A bunch of my colleagues are aware that I've taken this post," says Kmiec, "and I'm getting calls from folks that are very curious about Marshall and what's going on here."

He says he and Wilson will jointly hire the next member of the research team. "We're already formulating our next hire. What that person will be like is beginning to crystallize. Once we hire that person, then the three of us will talk about where we think the science is going and how best to build our team." □



Dr. Kmiec assists student Sarah Yerkes in a research lab on campus. Working alongside student scientists, Kmiec hopes to make discoveries that send Marshall to the forefront of the bioscience fields.



**Jennifer Kmiec, Marshall University's associate vice president for economic development**

“Jennifer’s background in biology with an MBA in technology management, along with her extensive experience working in startup biotechnology companies, made her by far and away the best candidate to fill that position.”

— John Maher, vice president for research at Marshall and executive director of MURC

## Jennifer Kmiec is the other half of the new ‘dynamic duo’ at MU

Joining MIIR Director Eric Kmiec at Marshall is his wife, Jennifer, who has been named associate vice president for economic development at the Marshall University Research Corporation (MURC).

“Jennifer and Eric are definitely a dynamic duo,” says Amy Anastasia, assistant director of the Technology Transfer Office at Marshall. “Eric provides a strong inventor background with an impressive research track record, and Jennifer can provide guidance on how to transform innovations into commercially viable products.”

In Delaware, Jennifer Kmiec worked for a number of biotechnology companies. “I’ve been in a series of operational, business development and marketing roles in start-up companies, so I have a real understanding of what is needed to take research from scratch and build a business,” she says.

At Marshall, Jennifer Kmiec will work some with her husband, but her role will be much broader than just working with MIIR. “I’ll work with the Rahall Transportation Institute and the medical school,” she says. “There are plenty of opportunities.”

The post of associate vice president for economic development is new at Marshall and one that Jennifer Kmiec is perfect for, says John Maher, vice president for research at Marshall and executive director of MURC. “Jennifer’s background in biology with an MBA in technology management, along with her extensive experience working in startup biotechnology companies, made her by far and away the best candidate to fill that position.”

While Eric Kmiec began working at Marshall in January, his wife arrived in July after she waited for their two sons to finish the school year. One son, Tyler, is a freshman at the University of Kentucky this fall, and his younger brother, Sam, attends Hurricane High School.

□

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**James E. Casto** is associate director for public information at the Robert C. Byrd Institute for Advanced Flexible Manufacturing (RCBI).

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Guard Shaquille Johnson led the Herd in steals last year. Coach Donnie Jones hopes the returning players emerge as leaders this season.

# Thundering Herd Basketball Preview

Men's team looks to new leadership and new recruits for a shot at the conference title

Article by Randy Snyder

Photos by Rick Haye & Marilyn Testerman Haye



Point guard Damier Pitts will return to the Herd this season as a more experienced player. Last year, Pitts was selected to the C-USA All-Freshman team.

During an afternoon in late June, the Marshall men's basketball coaches can be overheard evaluating various potential recruits for the 2010-11 season. However, there is a clock outside of the office marking a more pressing issue. The red numbers are counting down to the start of this season.

There exists a void that needs to be filled quickly. The departure of Markel Humphrey, who last year averaged 12.5 points and 5.3 rebounds per game while playing most of the season injured, will require someone to become the new leader and the face of the team. Also gone from last year are Adam Williams, Octavius Spann and Kore White.

This void will not be filled by sitting and admiring the furnishings in the new locker room, completed during the summer as part of a \$1.3 million project to renovate both the men's and women's locker rooms. Instead, third-year head basketball Coach Donnie Jones will need to push a team that will consist of eight underclassmen to both learn and execute his system.

"During your first year, you have to play with what you've got," says Jones of the beginning of his tenure at Marshall two years ago. "We walked into a situation where you haven't had a winning season in seven years. We're trying to change a mentality."



# M A R S H A L L THUNDERING HERD®



## 2009-10 Men's Basketball Schedule

Date	Opponent / Event	Location	Time
12/03/09	vs. Salem International	Cam Henderson Center	7:00 p.m. ET
12/07/09	at Binghamton	Binghamton, N.Y.	7:00 p.m. ET
12/12/09	vs. Troy	Cam Henderson Center	7:00 p.m. ET
12/16/09	vs. Brescia	Cam Henderson Center	7:00 p.m. ET
12/20/09	vs. High Point	Cam Henderson Center	2:00 p.m. ET
12/22/09	at North Carolina	Chapel Hill, N.C.	7:00 p.m. ET
12/28/09	at Troy	Troy, Ala.	8:00 p.m. ET
01/02/10	vs. St. Bonaventure	Cam Henderson Center	2:00 p.m. ET
01/05/10	vs. Southern Miss *	Cam Henderson Center	7:00 p.m. ET
01/09/10	at East Carolina *	Greenville, N.C.	7:00 p.m. ET
01/13/10	at UCF *	Orlando, Fla.	8:00 p.m. ET
01/16/10	vs. Tulane	Cam Henderson Center	7:00 p.m. ET
01/20/10	vs. West Virginia	Chesapeake Energy Classic /Charleston, W.Va.	9:00 p.m. ET
01/23/10	vs. UAB *	Cam Henderson Center	7:00 p.m. ET
01/27/10	vs. Memphis *	Cam Henderson Center	8:00 p.m. ET
01/30/10	at Houston *	Houston, Texas	6:00 p.m. ET
02/03/10	at Tulsa *	Tulsa, Okla.	8:00 p.m. ET
02/06/10	vs. East Carolina *	Cam Henderson Center	7:00 p.m. ET
02/09/10	vs. Rio Grande	Cam Henderson Center	7:00 p.m. ET
02/13/10	at UAB *	Birmingham, Ala.	8:00 p.m. ET
02/17/10	vs. Tulsa *	Cam Henderson Center	7:00 p.m. ET
02/20/10	at Tulane	New Orleans, La.	8:00 p.m. ET
02/24/10	at Rice *	Houston, Texas	8:00 p.m. ET
02/27/10	vs. UCF *	Cam Henderson Center	7:00 p.m. ET
03/02/10	vs. UTEP *	Cam Henderson Center	7:00 p.m. ET
03/06/10	at SMU *	Dallas, Texas	8:00 p.m. ET

# Global Sports Invitational

\* Conference Event

Senior Tyler Wilkerson (10.4 ppg, 6.2 rebs) and junior Tirrell Baines (8.7 ppg, 4.9 rebs) will work to assume leadership roles, but Jones hopes a healthy Chris Lutz (10.7 ppg, 2.4 rebs) will make the adjustments necessary to earn the respect and trust from his teammates and become the leader.

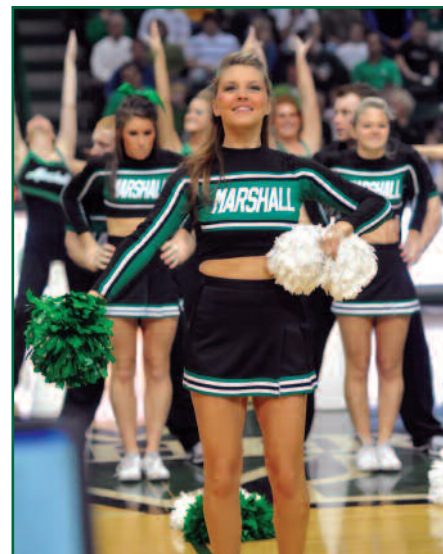
"We still don't know who our leader is," he says. "We're still trying to figure it out. We had identity issues during the first two years trying to figure out who our leader was.

"But right now, we hope it will be Chris Lutz. As a fifth-year senior, hopefully healthy coming in and with a year under his belt in this system, I look for him to emerge as our leader."

The goal for Lutz is to be consistent every day in displaying a work ethic that will lift his teammates.

Jones says there is an immediate need to help fill the vacuum left by Humphrey, so he recruited three players with post-high school playing experience. DeAndre Kane, a 6-foot-4, 200-pound guard and 6-foot-11, 215-pound power forward/center Hassan Whiteside of The Patterson School in North Carolina will be joined by Cecil Community College standout Antonio Haymon. Haymon, a 6-foot-6, 220-pound forward, earned a first-team NJCAA Division II All-American honor and scored 1,100 points with 550 rebounds during his two years at the junior college.

As a rule of thumb, an athlete's scoring and rebounding performance in a junior college will generally be cut in half when he reaches the Division I status, according to Jones. Nonetheless, he expects Haymon to immediately fit into the Herd's system of play.



**Top Left:** Junior Tirrell Baines returns to the team as a forward this season. **Top Right:** Marshall University cheerleaders support the Herd. **Left:** Coach Donnie Jones hopes to lead the Herd to the title this year. **Bottom:** The Marshall University dance team performs at halftime during all home basketball games.



Forward Eladio Espinosa transferred from South Florida to Marshall, but will sit out a year before being eligible to play his final three years in Huntington.

This year's team is not just about the new faces and a new leader. It will remain on the shoulders of all of those returning from last year. They will need to prove themselves on a consistent basis. A big bonus for the team is the fact that the returnees remained on campus during the summer and gained more experience both competing against and bonding with each other. Jones says the goal is to get his players to gain the mentality of winning again.

Tyler Wilkerson has worked to not only retool his physical presence, but also change the mental part of his game. "He's stronger, more explosive, more athletic and quicker laterally than he was before," says Coach Jones. "He's learning to be an everyday guy and compete on a daily basis."

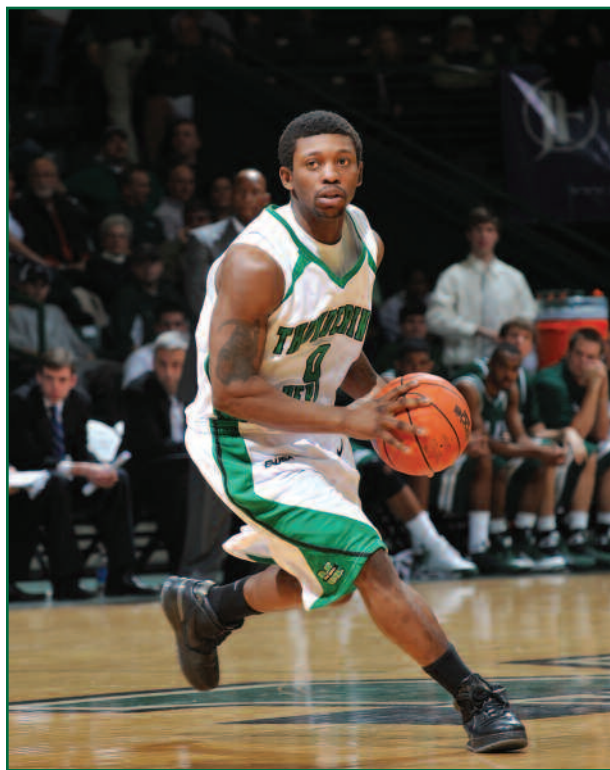
Last year Marshall point guard Damier Pitts, who tallied 103 assists and 27 steals with his average of 9.7 points per game, was selected to the C-USA All-Freshman team. He and teammates Shaquille Johnson, Dago Pena, and fifth-year senior Darryl Merthie will need to exhibit a greater familiarity of the coach's system and be prepared for both non-conference and conference play.

This season Jones looks to a premier Top 5 team to help prepare his team for conference play. They will play UNC in Chapel Hill on Dec. 22. This game will not only provide a top-tier opponent, but will also give the Herd an opportunity to play on national television.

Also on tap in non-conference play will be two games to be played in Charleston, W.Va., when Marshall squares off against in-state foe WVU and nearby rival Ohio University. Additionally it will host Lamar, N.C. Central, Middle Tennessee State and play a home-and-home game against Troy State.

This year Marshall will travel to Old Dominion, which is looking for a chance to redeem itself after losing to the Herd 68-64 in Huntington last season. Marshall will also travel to New York to play the defending American East champion Binghamton University. Jones says this will give Marshall an opportunity to stretch out its recruiting efforts into the New York area.

With the departure of Memphis head coach John Calipari to the University of Kentucky, there are lingering questions about C-USA basketball. The main one is: Will Memphis continue its run of conference championships?



**Senior guard Darryl Merthie searches for an open teammate. Merthie earned an additional year of eligibility last season.**

"Memphis is the best until they lose a game," says Jones. However, he says Tulsa will be a major contender as well and sees it as possibly finishing in the Top 25. He adds that there is a great deal of parity within the conference. Conference USA was ranked ninth out of 33 conferences last year. The SEC was ranked eighth. He expects to see two or three C-USA teams get into the NCAA Tournament at the end of this season.

"There is still a lot of good basketball in this league," says Jones.

For Marshall to get over the .500 hump and become a major contender in the conference, he says, "The team will need to breed the mentality of winning again.

"Winners do it every day. They don't just do it when the season comes."

This season will be a test to see if the underclassmen have the mettle to prove they are ready to play like upperclassmen. It will mark an opportunity for the few upperclassmen to step up as leaders and lead the Herd to the title. □

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**Randy Snyder** is a freelance writer living in Huntington.

“We are at a crucial point in time in Marshall athletics and we are asking our Herd family to step up their commitment to the Big Green Annual Fund. The Annual Fund covers the costs of our student-athlete scholarships so we can equip our programs with the facilities and support they need to compete at a championship level.”

– Mike Hamrick, MU’s Director of Athletics



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**T**o paraphrase William Shakespeare's Antonio in *The Tempest*: what's past is prologue; what's to come is up to you. He could have been talking to Dr. Mary Todd, the founding dean of Marshall University's newly created Honors College, about the task ahead to design the new college.

Although the historical records are sketchy regarding very early scholarships, the university has a rich history of encouraging academic excellence. For instance, the honors program is more than 45 years old. The John Marshall Scholars Program began in 1983 and was followed by the formation of the Society of Yeager Scholars in 1986. Then, in 1992, the John R. Hall Center for Academic Excellence (CAE) was established to administer the Hedrick Scholars, the Erma Byrd Scholars, the Presidential Scholars, and the Paul J. Mayer Leadership West Virginia Scholars – programs established between 1994 and 2002 – as well as the John Marshall Scholars and the Yeager Scholars.

In establishing an honors college, President Stephen J. Kopp and Provost Dr. Gayle Ormiston raised the bar of academic excellence another notch by expanding the opportunities for outstanding, high-performing students. Shortly after President Kopp arrived in 2005, he laid out his seven-year strategic vision for the university. Included was the creation of an honors college. When Ormiston, Vice President for Academic Affairs and Provost, arrived last August, it was one of the first few strategies the two discussed. According to Ormiston, coordinating all of Marshall's honors programs into one college just makes sense. They agreed

the first step in bringing that vision to life, he says, was hiring a dean to begin developing the plan.

Enter Todd, a 1969 graduate of Valparaiso University in Indiana, who has been vice president for academic affairs and dean of the faculty at Ohio Dominican University in Columbus, Ohio, for the past five years. Earlier she served for two years as assistant vice president for academics and director of the honors program at Concordia University in Chicago.

Originally, Todd intended to be a high school social studies teacher, but after raising her two children – daughter Whitney, now an attorney in Cleveland and Jay, an English professor and director of Xavier University's writing program in New Orleans – she returned to graduate school and shifted her focus to college-level education. Now this historian who specializes in religious history brings her diverse interests, which also include women's studies and Holocaust studies, to Marshall's Religious Studies department. Although she's been named a full professor, she isn't teaching this first year in order to focus on designing the Honors College.

Upon Todd's arrival in August, she jumped in with both feet. Her first order of business: a program review of the current status and scope of honors at Marshall – everything from the organizational chart to the staffing, from the curriculum to the counseling. Although she doesn't have a specific deadline for completion, she hopes to get it done quickly. According to her, "Every conversation I have is part of that review, really. As I learn by listening to the various players and

# Marshall University's *Honors* College

A new college will expand opportunities for current honors students and assist in the university's recruitment efforts.



**Dr. Mary Todd, founding dean of the Honors College**



**Dr. Nicki LoCascio, interim director of the university's Center for Academic Excellence**

have conversations and ask questions, it begins to become more concrete in my mind." She will feed it all into a strategic plan to guide the design she will create collaboratively with the president, the provost, faculty, department chairs and other deans. The goal is to have the college in place by fall 2010. The design must be completed by the end of fall semester 2009, since it must go through several committees and be approved by the Faculty Senate and Marshall's Board of Governors before it becomes a reality.

It's a tall order with a short time frame, according to Dr. Nicki LoCascio, currently the interim director of the CAE. Her staff monitors the progress of more than 600 students who are on academic scholarships, in one of the scholars' programs, or in the honors program by virtue of their ACT scores and their GPAs. Because each program has slightly different requirements, those oversight duties can range from actual recruitment and selection to academic advising, from monitoring required activities to making certain students maintain their appropriate GPAs. LoCascio is excited about the new concept partly because, she says, "as a program, we don't have an awful lot of staff to look after things. I think as a college, it will recruit more people in and the students will get more attention."

LoCascio also sees the new college increasing visibility for honors programs in general. "Right now, I think the students have a hard time finding the honors program," she says. "As a college, we will have a dean who will be, along with all the other deans, contributing to how academics are handled here on campus. I think it puts us on

equal footing.” When the new honors college is in place, students will be admitted to the university, and into a regular college – like liberal arts, for instance – and then admitted into the honors college, if they meet its standards. If they maintain those standards, they will graduate with an honors degree.

The honors college will also aid in student recruitment at Marshall. “Students with ACT scores above 26 or 27 and GPAs above 3.3 or 3.5 are looking for schools where they can receive individualized attention, where they are going to be challenged in their thinking, and where they are not going to receive the same kind of instruction they received in high school,” says Ormiston. Todd agrees and expects the Honors College to offer these high-performing students “a different experience” – more honors courses, enhancements to certain required courses so they also can be considered honors courses, smaller class size, and opportunities to work one-on-one with faculty members.

She looks forward to the challenge her new position offers. “It’s all so speculative in advance,” she says. “I have an agenda and a sense of what I need to do and what I’m being expected to do, but anytime you start a new college there’s always the unknown, because it is new. I think this has been an important decision for Marshall.”

And if the past is truly prologue, as Shakespeare says, the best is yet to come for honors students at Marshall University. □

**Carter Seaton** is a freelance writer living in Huntington. Her first novel “Father’s Troubles” was published in 2003 and she is currently working on a second.



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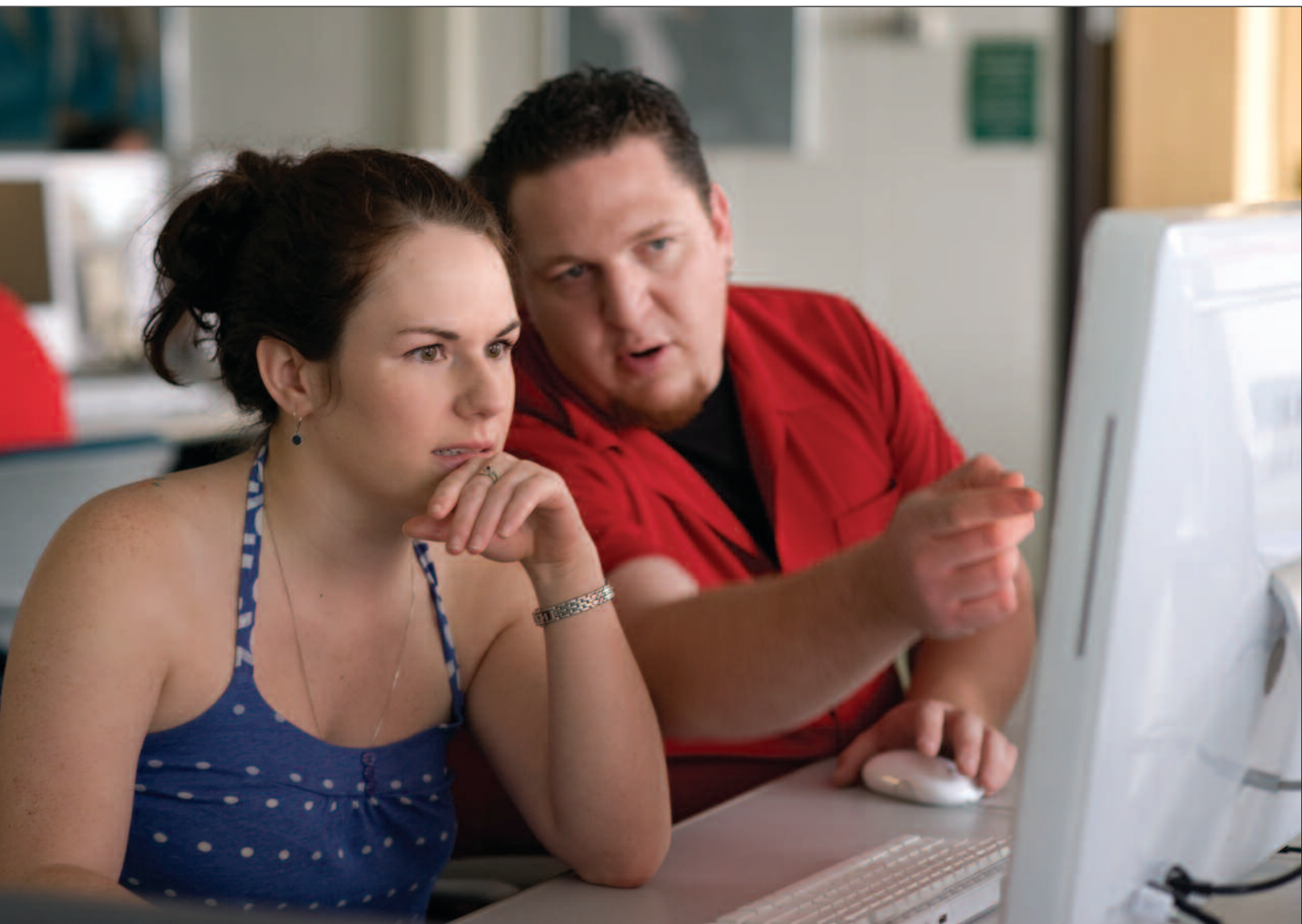


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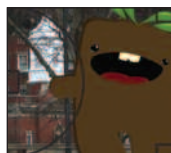
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Graphic design students at Marshall share ideas in the art department's design lab.



“Think about it – you can’t get up in the morning and walk through your day without being surrounded by design, whether it’s the cover on a book or a billboard or an ad in a paper or magazine. It’s all about communicating something, and it’s absolutely essential to the function of life in the 21st century. It’s that powerful.”

– Don Van Horn, Marshall University College of Fine Arts Dean

# graphic arts

Students and professors in Marshall's graphic design program meet the demands of their ever-changing field with constant integration of art, technology and communication.

Student designed magazine layout.



Article by Marla Brannan  
Photos by Rick Lee

“Before man could read or write we used visual images to communicate—that’s the basic earliest form of graphic design,” states Marshall University College of Fine Arts Dean Don Van Horn. “Visual communication surrounds us. Think about it –you can’t get up in the morning and walk through your day without being surrounded by design, whether it’s the cover on a book or a billboard or an ad in a paper or magazine. It’s all about communicating something, and it’s absolutely essential to the function of life in the 21st century. It’s that powerful.”

Marshall University’s graphic design program is preparing and graduating technologically astute, passionate and responsible designers who understand the power of art in a constantly evolving field. Says assistant professor of New Media Brent Patterson: “When I was a media designer I had a specific product to design for clients, but now my product is empowering students to make those designs, to help them not to just be consumers but producers, the voices of our society.”

Since the average American has multimedia experiences, whether on a phone, computer, video game or in traditional print upward of 12 hours a day, Patterson constantly reminds students of the importance of design.

Hayson Harrison, assistant professor of graphic design, agrees with her colleague and adds, “Our job is also to expose students to our ever-changing design media—and to get them ready for a job in the real world. I have an M.B.A. and have worked for agencies. Students need to know the business side, what makes good design for business clients and how to communicate with them.”

Students also learn to creatively please clients during required internships. Mary Grassell, professor of graphic design, says, “I like my students to work in the community while they’re here because it allows them to see what it’s like to work in a service-oriented job, how to finish things correctly and on time.”

This preparation and business knowledge helped MU graduate student Brittanie Massey when she was an undergrad graphic design intern. “It gives you real-life experience,” she explains. Also real, and a testimony to the strength of Marshall’s program, was the job offer Massey received from renowned design firm McCann-Erickson, a group just chosen as marketing services agency for the 2012 London Olympics.

An additional reason the program is successful is the vast array of knowledge and synergy among the three professors of design, Grassell, Harrison and Patterson, who concentrate on illustration with a strong traditional arts background, print and business, and dynamic media respectively. Byron Clercx, chair of the art



**Professor Mary Grassell works with a student in the design lab.**



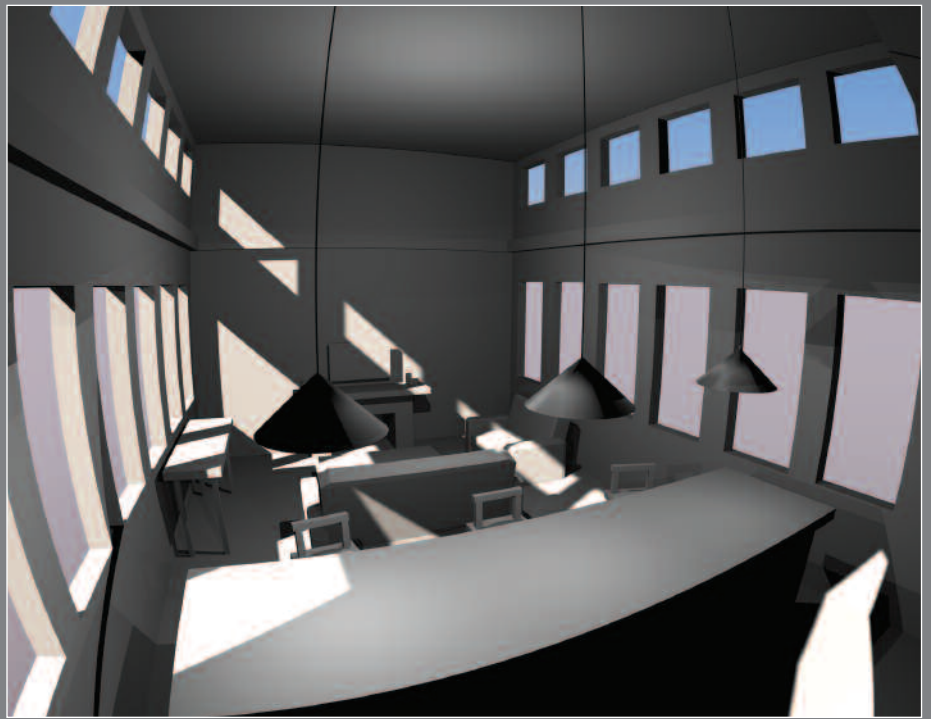
**Byron Clercx, chair of Marshall University's art department**

department, comments, “We have three very different personalities with three distinct skill sets and approaches, so we’ve already given students choices by recognizing the spectrum.”

One of the most exciting things about MU’s graphic design program is the constant change and the way those changes have formed what amounts to an integrated discipline. “The biggest change in graphic design in the last 5 or 10 years,” says Patterson, “is the quality and amount of content, quickly available and highly defined — it’s changing the capacity of possibilities.” All three professors marvel at how much more students have to know to be a designer, even compared to 5 years ago. Harrison adds, “Graphic design has evolved in its definition. It used to be mostly visual, now it’s all types of media and often includes audio. It used to be ‘commercial art,’ now we use the term ‘applied design’ because of the overlap and integration.”



CD package design by Kalama Kaholo.



Three-dimensional rendering by Joshua Lowther.



Logo design by Melissa Moran.

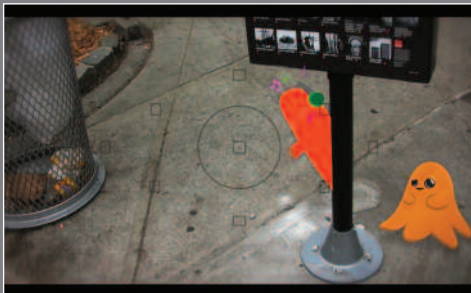


Stationery set designed by Sarah Boekell.



Jazzfest banner designed by Melissa Moran.

“The passion and excitement are palpable in this department; Marshall designers truly are becoming ‘the voices of our society.’”



Three video stills from a short film created by Katrina Baker, Jetwichean Chaowadee, Sukanda Chaowadee, Kalama Kaholo and Kyle Quinn.



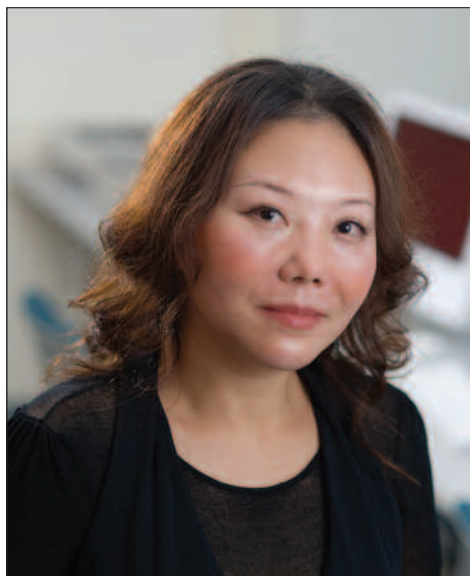
CD package design by Kelly Jacobs.



CD package design by Melissa Moran.



Left: Annual report covered designed by Eric Mastrangelo. Above: Magazine spread designed by Sarah Boeckell.



From left: Mary Grassell, professor of graphic design; Hayson Harrison, assistant professor of graphic design; Brent Patterson, assistant professor of new media.

“Our job is also to expose students to our ever-changing design media — and to get them ready for a job in the real world.”

– Hayson Harrison, assistant professor of graphic design

This integration means that students must be good writers, good communicators, good with computers, and knowledgeable about music, art history and current culture; it also means there’s a vast opportunity for the design department to partner with other disciplines on campus. Recently Patterson, Grassell and their students joined forces with the integrated science and technology and history departments on a project for the newly renovated West Virginia State Museum in Charleston. “We worked with them to develop a touch screen for West Virginia’s 97 Medal of Honor recipients,” says Grassell. “It’s been good because we’ve all used our areas of expertise, gathering information and photos, getting the tech right and making it look great.”

Though all agree that the wider university is excellent at moving things forward and providing what is needed (like high quality printers, an “armada” of video cameras, high definition video equipment and large format printers), technology continues to progress exponentially and quickly. There’s always room for improvement and growth.

Clercx says he would love to see the whole art department in a comprehensive visual art and design facility. “Currently we’re in several locations and buildings on campus — it’s a challenge and the opportunity to be centralized would allow us to profile our mission to

Marshall, the community, the state and the nation. Because all art is interrelated, graphic designers and painters and sculptors need to be able to relate to each other face to face. I think that’s one of the most important things we could achieve to realize our full potential.”

All the professors as well as Clercx and the dean would like to have more space for their expanding graphic arts program. The industry-standard Macs can only be found in the design lab on the 6th floor of Smith Hall; because that room is in nearly constant use as a classroom and because PCs are the university platform, design students have difficulty finding a time and place to do computer-oriented homework and projects. In addition, expanding the program into web, video and game design requires more exhibition space and test galleries for interactive gaming.

Despite the challenges of keeping up with the evolution of design, one thing is certain: 80-90% of Marshall graphic design graduates are landing jobs in their field, some even moving directly into art directorships. The passion and excitement are palpable in this department; Marshall designers truly are becoming “the voices of our society.” □

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**Marla Brannan** is a freelance writer living in Huntington.

on campus



PHOTO BY DAVID E. FATTALEH

# New & Newer Deans

The hiring of seven new deans within the past year has brought about a new outlook, energy and focus to students and faculty on Marshall's campus

*"Nothing Endures But Change."*

- Heraclitus (540BC–480BC)

Every higher education institution is on a journey. It's a journey to attract qualified faculty and students while striving to be a trailblazer in undergraduate and graduate education, and Marshall University is no exception. This latest leg of Marshall's journey is a journey of change and re-invention, and it's an extra-exciting one.

In just the past 18 months the university has ushered in seven new and newer deans. That's seven out of a total of 14 dean positions. Some of the seven are new faces; some are familiar. Each brings with them a new energy, excitement and vision to their role as dean that can be felt by everyone on campus. Deans traditionally head up a significant collection of departments within a university, with responsibilities ranging from approving faculty hiring, to setting academic policies, to overseeing the budget.

Dr. Gayle Ormiston, Marshall's provost and senior vice president for academic affairs, sums it up best when he says there's a certain "vibe" in the air on campus these days. "It's a moment of opportunity for all deans, and all of the university community because it's a revision moment," says Ormiston. "We can take a look at what we're doing, re-think what we're doing, and it gives us an opportunity to assess how we're going about the educational mission of the university and to assess what we can do to improve it."

Article by Lisa Brownstead

Photos by Rick Lee

Marshall's mission, as stated on the university's Web site, is to provide "innovative undergraduate and graduate education that contributes to the development of society and the individual. The university actively facilitates learning through the preservation, discovery, synthesis, and dissemination of knowledge."

Marshall's newest deans are on task to honor that mission and to take the school to the next level. The seven who are serving as the university's newest leaders, in order of most recent appointment, are:

PHOTO BY REECE BOOTH



**Dr. Teresa Eagle** became dean of the Graduate School of Education and Professional Development on Oct. 17. A Marshall faculty member for 11 years, she also has had a number of roles in the Kanawha County (W.Va.) School, including curriculum supervisor at George Washington High School, assistant principal at Andrew Jackson Middle School and Roosevelt Junior High School, and acting principal at Roosevelt. "I am looking forward to the leadership role in the school," Eagle said. "We have an outstanding team of faculty and staff, and I am eager to continue working with them all." Eagle is currently the president of the Southern Regional Council on Education Administration. She is also a member of the national and West Virginia associations of secondary school principals, the American Educational Studies Association, Phi Delta Kappa and the National Council of Professors of Educational Administration, among others.



**Dr. Chong W. Kim** was named dean of the Lewis College of Business on July 1. He served as interim dean since June of 2008 and has been with Marshall for 33 years. During his tenure, Kim has served both as professor and administrator. He says he's worked diligently to achieve three goals: "to be an effective and exceptional classroom teacher, to produce intellectual contributions, and to contribute outside the classroom by serving on almost every university and college committee at Marshall."



**Dr. Mary Todd** was appointed founding dean of Marshall's recently created Honors College on August 1. Todd will work with the provost office, her fellow college deans, department chairs and faculty to design the honors college which has a target opening date of the fall of 2010. "Honors education serves the entire university as a laboratory for teaching and learning through its model of excellence and innovation."



**Dr. Donna J. Spindel**, who has spent the past 33 years as a faculty member and an administrator at Marshall, began her duties as dean of the university's graduate college on July 1. Spindel's background includes service as a chair in two different departments, as associate dean and interim dean of Marshall's College of Liberal Arts, as faculty coordinator for online instruction and as director of University Honors. She came to Marshall in 1976. "I am also excited by the prospect of working closely with Marshall University's nearly 50 M.A. and doctoral degree programs, of serving as a central advocate for graduate education at Marshall, and of providing leadership in our ongoing efforts to shape graduate education in the 21st century world," Spindel said.



**Dr. Charles Somerville**, dean of the College of Science, also had his first day as dean. A microbiologist and professor of biological sciences at Marshall, he has taught at Marshall for 12 years. Somerville says Marshall is at a crossroads right now as it's developing its new curriculum. "We've been known for a long time as a really strong teaching institution and we're continuing that and growing that and changing that to make it even more up to date, more new, more vital," he said.



**Dr. David Pittenger**, dean of the College of Liberal Arts, joined Marshall University in July of 2008. Pittenger came to Marshall from the University of Tennessee at Chattanooga where he was associate provost. Pittenger says he sees a lot of opportunity in the college and at the university and says he wants to be a part of it.



**Dr. Betsy Dulin** began her leadership as dean of the College of Information Technology & Engineering in June of 2008. This is Dulin's second tour as dean after some time in the private sector. She has 13 years of academic experience as well as extensive practice as an environmental engineer and environmental attorney. Dulin says her primary focus is getting the new engineering program accredited.

“That’s probably the most exciting thing: it’s a school that is not complacent with continuing to do what’s always been done.”

– Dr. David Pittenger

The new leadership appointments bring with them a certain momentum to campus. Dulin says the momentum is very noticeable, both on and off campus with Marshall's constituents. Dulin explains, “There is a certain excitement both on the university campus at large and certainly within my own college that we can all feel. It's a tangible presence.... It's a very exciting time to be at Marshall.”

While the university is changing and evolving under its new leaders, it is also in the process of changing its core curriculum. That process began this past April. Marshall is focusing on critical thinking skills to set it apart from other higher education institutions. But, fundamentally Marshall is staying true to its educational mission. Ormiston says Marshall strives “to provide academic programs that will meet the needs of students as they move into the 21st century. To provide the type of research experience that many students will need as they go into any one of their chosen job fields.”

Marshall's current and future students are reaping the benefits from the many changes. Ormiston says, “A great university has a lot going for it; has a lot of opportunity available to it. We have a lot to offer students in West Virginia, and nationally as well.”

The seven newest deans are on the same page – eagerly embracing the future, and bringing a fresh and

committed outlook to their students. The deans are especially concentrating on equipping their students with research methods and critical thinking skills to prime them for the jobs they will seek in the future.

Pittenger says, “I like to say what is *now* commonplace, a generation ago was beyond imagination.” Higher educators don't have a crystal ball and don't know what is going to happen in the future, but Pittenger says, “Those students who are best prepared to be flexible and respond to chance situations are going to be most successful.”

Still a relatively new dean, Pittenger advises the even-newer deans to maintain an open-door policy with faculty and students alike, and to take advantage of the incredible resources available to them at Marshall. “There's just a real vibe about the opportunity at the institution. We attract a lot of good students, we have an exceptionally good faculty, we are in the process of experimenting with new curriculum. That's probably the most exciting thing: it's a school that is not complacent with continuing to do what it's always done. The faculty and others are willing to take some risks to see if there are ways we can do it better.” □

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**Lisa Brownstead** is a freelance writer living in South Point, Ohio.



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## Mike Sellards

When the Marshall University Board of Governors decided to extend an invitation to Michael Sellards to serve on the board, it seemed a natural fit for both. After all, Sellards, president and CEO of St. Mary's Medical Center in Huntington, has been working closely with the university for the past several years. St. Mary's and Marshall have been partners in their respective Schools of Nursing, sharing facilities and collaborating on initiatives that allow nursing students at St. Mary's to earn a degree from Marshall. The St. Mary's School of Respiratory Care and the St. Mary's School of Medical Imaging are also programs where students earn a Marshall degree.

"St. Mary's has been fortunate to work with Marshall University since 1964 in collaboration for our nursing programs," Sellards explains. "That collaboration has grown significantly over the years and that's recently extended to the respiratory and medical imaging programs. We've also worked with the Joan C. Edwards School of Medicine at Marshall since it opened to train residents in medicine, surgery and

Article by Jack Houvouras

Photo by Rick Lee

cardiology.” St. Mary’s was among the leading advocates to create the medical school at Marshall.

Born at St. Mary’s Medical Center and raised in Huntington, Michael G. Sellards was educated at the State University of New York where he earned a bachelor’s degree in Business Administration. He went on to graduate school at Michigan State University where he excelled in the Management Executive program. What followed was a steady ascent in the health care field, which culminated in 2000 when he took charge of St. Mary’s Medical Center, the largest private employer in Huntington. It was, in his words, a dream job.

“Working with the Pallottine Missionary Sisters is the most rewarding career opportunity that I’ve ever experienced,” he explains. “The Pallottine Sisters’ mission at St. Mary’s is to focus on the sacredness of human life and the God-given dignity of every patient who walk through their doors, regardless of their ability to pay. I’m honored to be a part of that.”

Sellards’ role at the medical center is to help foster the Sisters’ noble mission and continue their successful business practices. “My responsibility is to integrate appropriate business models and practices into the ministry,” Sellards says. “I firmly believe that you have to take the mission of the organization and give that mission plans of action. In that process, you bring together the management team, the board and the Sisters to provide guidance for the direction of the organization. That includes looking at the overall needs of the community and the people that we serve first and foremost.”

An example of how St. Mary’s is trying to meet the needs of the community is its effort to combat obesity. A 2008 article by the Associated Press named Huntington the “Unhealthiest City in America.” Sellards felt the article contained several inaccuracies but that overall it targeted the fight against obesity in our community. St. Mary’s has played a role in helping many young people live healthier lives.

“St. Mary’s recognized the obesity issue several years ago, and we proactively sought out grants and contributions in order to introduce a health program for elementary students in the surrounding counties. As part of the program, which we named H.E.A.R.T. (Helping Educators Attacking Cardiovascular Risk Factors Together), we go into the schools and test kids for high cholesterol, high blood pressure and other risk factors. We then work closely with the children and their parents to educate them about healthy lifestyles, including both nutrition and exercise counseling. We’re making significant progress for the next generation of West Virginians. But, as with any program, it needs additional resources to further the outreach opportunities.”

It was former Board of Governors Chairman Robert L. Shell who asked Sellards to serve on the Board of Governors in 2008 when Huntington attorney Menis Ketchum stepped down to run for the West Virginia Supreme Court.

“I was immensely proud of the opportunity and humbled by the thought that Bob and the Board would consider me. I obviously accepted because St. Mary’s has a very close working relationship with Marshall University through its teaching programs. I felt that serving on the Board would not only give me an opportunity to share my expertise as an executive, but also bring together St. Mary’s expertise in both education and health care.”

Having worked with the Board for a little over a year now, Sellards sees tremendous potential for growth at Marshall in the coming decade.

“I think Marshall University is at the forefront of a lot of very exciting opportunities for the future. The growth opportunities are there, and the direction that the Board and Dr. Kopp are taking the university is extremely positive. Biotechnology is a very exciting opportunity for Marshall, both in terms of cutting-edge research and economic development. Additionally, the newly formed engineering program, the further enhancement of the School of Medicine and its outreach programs and the undergraduate degree programs are all exciting long-term opportunities for Marshall and Huntington.”

In addition to his responsibilities at St. Mary’s and Marshall, Sellards serves as C.E.O. of Pallottine Health Services, the holding company for St. Mary’s and St. Joseph’s Hospital in Buckhannon, W.Va. He is also very interested in health care policy development. As such, he serves as the West Virginia delegate to the American Hospital Association’s regional policy board and is a member of the Premier Alliance, a national organization for policy development. Sellards serves on the boards of several other business and civic groups in the Huntington area.

Sellards and his wife Betty have been living back in Huntington for nearly a decade now, and he says the two of them couldn’t be happier. “The best part about living in Huntington is the people. Huntington is a very friendly place; it’s a good place for families, and there are many cultural opportunities here. It’s a community that’s really easy to sell to professionals, physicians and professors who are looking for career opportunities.” □

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**Jack Houvouras** is the publisher of the *Marshall Magazine*.

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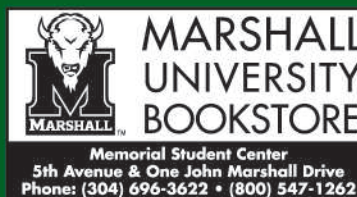
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## *a message from Nancy E. Campbell* *MUAA National President Class of 1979*



In my office and at home I am surrounded by Marshall memories. From t-shirts to photographs, I am constantly reminded of the time I spent in Huntington. I am proud of my alma mater. It was and still is a great experience for me to be a part of Marshall University.

If you are proud of your alma mater, promote Marshall in your community. Every one of us can share that special experience through student recruiting. High school students in your neighborhood may be looking for the wonderful experience Marshall has to offer. Does your local high school have college recruitment events? If so, contact the Marshall Office of Recruitment to get information on how you can assist in representing Marshall.


The Marshall experience isn't only for students. We hope you continue to maintain a great relationship as an alumnus. We are currently preparing for one of the most exciting times in our history. Workers are putting on the finishing touches and boxes are being packed. Our new home is ready. The Marshall University Foundation Hall, home of the Erickson Alumni Center, is set to be completed December. This is our home, a home for every alumnus of this university. The door is wide open to welcome you. Please plan to visit, celebrate and reconnect to friends, new and old.

The Nate Ruffin Alumni Lounge will be open for tailgate parties and meetings. Other spaces in the facility are available for conferences and wedding receptions. The center is more than just offices; let the Grand Ballroom and Marshall Rotunda be your next destination.

We will celebrate the dedication of this new building on February 26, 2010, and we invite you to join us for this special event. With the foresight and dedication of Jeffrey Porter, former president of the MUAA; Sam Stanley, former Director of Alumni Relations; Lance West, Vice President of Major Gifts; and John Kinzer, former interim CEO of the Marshall University Foundation, the project has come to be a reality. We would also like to thank Tim Haymaker for his dedication and vision, as well as Tom Harris and Sharon Porter for their leadership as presidents of the MUAA during the campaign. Last but not least, I would like to personally thank each and every one of you who has given of your time, talent and treasures. We appreciate all of the efforts that have brought us this new home, including those of our Alumni staff, for their dedication to keep the MUAA on course as we complete the center.

We hope you can join us for the dedication and tour of the building. If you can't make it back in February, then make your plans for Alumni Weekend. Many of the weekend's activities will be held in the new Erickson Alumni Center. Sign up now and join us for this special celebration on April 23-24, 2010.

I look forward to welcoming you home on your next trip to Huntington.



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**April 23-24, 2010**

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Activities are being planned, starting with a Champagne Reception, tour of the new Marshall University Foundation Hall – home of the Erickson Alumni Center, The Green and White football game, and ending with the 73rd Annual Alumni Weekend Awards Banquet.

Events are being planned to help you reconnect with old friends and make new ones. Watch your mail for more information and visit our Web site often at <http://www.marshall.edu/alumni/> as more details become available.



Call 304-696-2901 or  
1-800-MU-ALUMX  
with questions.

We are pleased to  
announce that this  
year's activities will be  
sponsored by:





# A GLIMPSE BACK AT

Visit [www.marshall.edu/alumni](http://www.marshall.edu/alumni) for Homecoming 2009 photo gallery.



Members of the 1971 cheerleading squad prepare for the Homecoming Parade. From left, Lucianne Call, Linda Jarrett and Michelle Priestly.



Three members of the Black Alumni Association gather at the Black Alumni Association Champagne Reception in honor of Nate Ruffin. (Left to Right: John Williams, Roland Dotson, and Paul Jackson)



Head Football Coach Mark Snyder ('89), Head Basketball Coach Donnie Jones ('92), and Mike Kirtner gather at the Coaches Breakfast as we kick-off Homecoming 2009.



Mickey Jackson, second vice-president of the MU Alumni Association Board of Director, and Tish Littlehales, Director of Alumni Relations, enjoy the Champagne Reception on Friday evening.



Most Creative Large Office Winners of the Homecoming 2009 office decorating contest. (Left to Right: Linda Beaver, Arlene Ferguson, Carol Bailey and Cathy Zhea).



Marshall University Students cheer on the Herd during the game.

# Homecoming 2009



President Stephen J. Kopp and the Marshall crowd welcome Troy Brown ('99), 2009 Homecoming Grand Marshal.



2009 Homecoming Court: (Left to Right: Marlita Berry-Cadogan, Lacy Davidson, Sarah Skaff, Ms. Marshall 2009 Miranda Rosiek, Mr. Marshall 2009 Raymond Cousins, Aaron Ryan, and Andrew Lowers.



Congratulations to Ms. and Mr. Marshall 2009, Miranda Rosiek and Raymond Cousins.



Marshall University alumni Autumn Paluch ('91) and Samantha Verbage George ('91) enjoy the alumni party following the Homecoming game.

# Notes from the MUAA

Marshall University Black Alumni, Inc. held their annual meeting on Saturday, Oct. 3. The meeting was preceded on Friday the 2nd with the Nate Ruffin Initiative fundraiser to support the naming of the Nate Ruffin Alumni Lounge in the new Marshall University Foundation Hall, home of the Erickson Alumni Center.

The Kappa Alpha Beta Upsilon reunion on Homecoming weekend had more than 100 in attendance. Thank you to Gary Sweeney, Mike Miller, Rick Douthat and many others who assisted in the weekend's events.

Thanks to Vicki and Todd Parrish for chairing the Greek Reunion of 1985-1995 at Homecoming 2009. The alumni attended several events Homecoming weekend and more than 100 attended multiple reunion events.

**Facebook update and reminder:**  
Be sure and include those important Marshall events on your Facebook page. Locate and invite all of your friends to be a part of the HERD. To join, current Facebook users can click on "Groups" and search for the Marshall University Alumni Association. To create a new Facebook account, visit [www.facebook.com](http://www.facebook.com) and click signup.

Smiles and thank you's to Connie Reed of Mac-Reedo's and Mike Campbell of the Marshall University Bookstore for their support of Homecoming events that support both students and alumni.



# Did you know that Marshall University graduates could save up to \$327.96 or more a year on auto insurance?

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\*Discounts and credits are available where state laws and regulations allow, and may vary by state. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify. \*\*Figure based on a February 2008 sample of auto policyholder savings when comparing their former premium with those of Liberty Mutual's group auto and home program. Individual premiums and savings will vary. Coverage provided and underwritten by Liberty Mutual Insurance Company and its affiliates, 175 Berkeley Street, Boston, MA. A consumer report from a consumer reporting agency and/or a motor vehicle report, on all drivers listed on your policy, may be obtained where state laws and regulations allow.  
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# Class Notes



Visit [www.marshall.edu/lalumni](http://www.marshall.edu/lalumni) for the latest in alumni news.

# Ride with Pride with a Marshall University License Plate

Help spread Marshall's name along the highways and byways of your state and across the nation!

In addition to our Marshall license plates for the state of West Virginia, we have plates available in Virginia, Pennsylvania and Maryland.

In West Virginia, the price of the plate ranges tentatively from \$50.50 to \$75 (and renewal at \$45 annually) depending on when your current license plate expires. The plate numbers range from 1001 to 9999.

In Maryland and Pennsylvania plate numbers are issued consecutively beginning with 0001.

Pennsylvania plates cost \$54.50 while Maryland plates cost \$55.

**We are pleased to announce that \$30 of the initial amount is a 100 percent tax deductible donation that will be used to fund programs sponsored by the Marshall University Alumni Association.**

To request an application and select your number for West Virginia, Pennsylvania or Maryland, call Jonathan Sutton at (304) 696-2901 or (800) 682-5869, or send an



e-mail with your name and complete mailing address to [sutton11@marshall.edu](mailto:sutton11@marshall.edu).

In Virginia, check with your local DMV office for more information and pricing.

The Marshall GO HERD plate issued by the West Virginia DMV (see photo) may be purchased through the Office of Alumni Relations. The cost of the plate is \$25.

## flashback

Were you a part of the Women's High School Athletics Day held annually at Marshall College? If so, send your memories to [alumni@marshall.edu](mailto:alumni@marshall.edu).



Dear Alumni Editor,

The photo caption from page 42 of the summer 2009 Marshall Magazine asked for help identifying the individuals in the photo. I recognize my father in the background on the left between the two figures in the foreground. His name was Anthony (Tony) Skolik and he played football and ran track for Marshall in the 30's. He graduated in 1939, and was on the undefeated 1937 football squad. Thanks for asking.

— Stephanie A. Skolik, M.D., Marshall (undergrad) Class of 1981, Marshall Univ. School of Medicine, Class of 1985



## Marketplace and Affinity Partners

By supporting our Marketplace and Affinity Partners, you will help generate additional revenue to support the programming and operations of the Marshall University Alumni Association. For more information and how to apply, please visit: [www.marshall.edu/alumni/marketplace.asp](http://www.marshall.edu/alumni/marketplace.asp)

### Bank of America



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### Liberty Mutual Insurance

The nation's eighth-largest auto and home insurer makes more than 90,000 Marshall alumni instantly eligible to receive an

additional discount – up to 15 percent on auto and 5 percent on homeowners insurance. Discounts are available where state law and regulations allow, and may vary by state. Check with your local Liberty Mutual agent.



### Enterprise Rent-a-Car

Enterprise Rent-a-Car. With this partnership, active alumni will be given the opportunity to rent cars from Enterprise at a reduced rate.



### GradMed short-term health insurance

GradMed short-term health insurance can protect you during those critical weeks or months until you have arranged for cover-

age through a new employer or other sources – from 30 to 180 days.

By presenting your active Alumni Association membership card to these businesses, you will receive a discount as noted by each participant. These offers are designed to bring added value to your membership in the Alumni Association and to thank you for your support.

The Marshall Hall of Fame Café at 857 Third Avenue in Huntington offers a 15 percent discount on food, drinks (excluding alcoholic beverages) and merchandise at the Café Gift Shop.

Stadium Bookstore, 1949 Fifth Avenue, offers alumni a 15 percent discount on purchases (excluding books).

Please keep checking the Alumni Association web site for additional affinity programs and benefits of being an active member.

# Marco is looking for you!



## The Online Community

Join the 34,000 others who are part of the Alumni Association's Online Community.

Just go to [alumniconnections.com/marshall/](http://alumniconnections.com/marshall/) and follow the simple steps. Read Class Notes, search for a former college chum, get a permanent forwarding e-mail address and more!

### YouTube

Type in "Marshall University" and find everything from Commencement to football footage to video featuring prominent Marshall alumni like Chad Pennington and Joe Johns.

### Facebook

We are building it and hoping you will come. Within a month we added 664 fans, but we need more! Add your thoughts, photos.

### Twitter

Follow us on Twitter by typing in [marshallalumni](https://twitter.com/marshallalumni). We're new at this, so help us out!



# The Marshall University Foundation Hall, home of the Erickson Alumni Center



The Marshall University Foundation Hall, home of the Erickson Alumni Center, began construction in May 2008 with a projected cost of \$9 million. Charles O. Erickson, a Parkersburg businessman who initially supported a permanent home for alumni offices, has several alumni centers named for him on college campuses across West Virginia, including those at Bethany College, West Virginia University, Concord University, Alderson-Broadbent College, and Marshall University.

"I think alumni centers are a big help to a university," he said. "When alumni are organized, they can do a lot for the university." Upon his passing, Erickson's son, Charles F. Erickson, has continued his legacy and his commitment to alumni today.

"We needed to have a formal home for our alumni and donors as well as staff and students. We wanted one central location to bring all of those current stakeholders into one place. Development Vice President Lance West, former alumni president Jeffrey Porter and current president Nancy Campbell have been tremendously involved in making this project a reality," said Tish Littlehales, Director, Alumni Relations. "Whether you're a current student, an alumni or friend of the university, the new building will be a place where you can gather. Meetings, conferences, reunions and game-watching parties will all be held there. We will be able to accommodate so many people's needs."

The Marshall University Foundation Hall, home of the Erickson Alumni Center, is scheduled to open December 2009. This new addition to the Huntington

campus will be home to the Marshall University Alumni Association, the Office of Development, and the Marshall University Foundation Inc. The building will include an office wing, alumni lounge, a large hall for meetings and social events, video and telephone conferencing in the meeting rooms and an architectural design that emphasizes an open and inviting appearance.

The center will be conveniently located at the intersection of 5th Avenue and John Marshall Drive. Once open, the three-story, 33,220-square-foot, state-of-the-art building will provide the Marshall community with another area to feature Marshall University memorabilia. The building will be available to alumni and the community for special events, receptions, or meetings.

"We think the new facility will encourage intergenerational programming and will increase student engagement and networking," said Rebecca McPhail Samples, Associate Vice President for Development. Samples also said the Marshall University Office of Development is actively continuing to fund-raise for the facility, and naming opportunities are still available.

Nancy Campbell, President of the Marshall University Alumni Association said, "We were trying to create a building that would become the 'home away from home' for our alumni, a first class facility that demonstrates the importance of alumni in the Marshall community."

Those interested in utilizing the facility for a meeting or event should contact Krystle Nichols at 304-696-3420 or via e-mail at [nichols50@marshall.edu](mailto:nichols50@marshall.edu).

## Max Billmyer

Marshall University business graduate student is a member of a winning team in a research project competition of Beta Alpha Psi.

A Marshall University student in the Lewis College of Business was a member of a four-person team that recently took first place in a research project competition at the annual national meeting of Beta Alpha Psi, an honorary organization for financial information students and professionals.

Max Billmyer, a graduate student from Martinsburg, W.Va., was one of only 60 students who were selected internationally to take part in the competition, "Project Run With It," which was held in New York City in August. Tyler Rowland, president of the Marshall chapter, was selected to serve on a separate panel.

Fifteen panels were directed to conduct research and then make recommendations for three nonprofit organizations in the New York City area which were seeking help in solving financial problems. Five teams were assigned to each agency.

Each member of the first-place team received \$1,000 which will go to his or her chapter.

"Our team was assigned to the Arts and Business Council of New York (ABCNY). We spent a full day doing research and then made a presentation to a panel of judges," Billmyer said. "Since this was on the national

level, winning the award was great exposure for not only the Lewis College of Business but for Marshall as well."

Among other things, the ABCNY was looking for ways to save money on their Web site while making it more user friendly and conducive to drawing in new business sponsors. Billmyer's team concentrated on coming up with recommendations that would increase ABCNY's membership, which was their overall goal, while addressing other concerns.

"It was a good opportunity to interact with others who were from all parts of the country," Billmyer said. "The research we did was all about helping nonprofit groups. It was a great learning opportunity."

Marshall faculty member Amanda Thompson-Abbot, who accompanied the group to the conference, said, "Beta Alpha Psi is a first-class professional organization and I am honored to be one of their faculty advisors. I am proud of the students' accomplishments in New York at the national meeting. They represented Marshall University and the Lewis College of Business well and I feel they will continue to achieve great success in their future professional careers. With this in mind, I recommend that all students who are eligible to join become members, because this organization can ultimately take them from students to polished professionals."

This year was Marshall's first to participate in "Project Run With It."

More than 1,200 students from 235 schools were represented at the conference, which included representatives from Australia and New Zealand. In addition to Billmyer, Rowland and Thompson-Abbott, LCOB student Alex Kovarik also attended from Marshall.

Beta Alpha Psi is an honorary organization that recognizes students in the fields of accounting, finance and information systems. Students must have a high GPA to get in, which they must maintain, and they must do 40 hours of professional development and 40 hours of community service each year to remain members in good standing. Only schools which are accredited by the Association to Advance Collegiate Schools of Business (AACSB) are eligible to have chapters.

Billmyer is currently working as a graduate assistant in the Office of Alumni Relations.

**Max Billmyer enrolled at Marshall University in 2005. He resides in Martinsburg, WV. Max has been a member of Beta Alpha Psi for two years and is currently an officer in that organization.**



## Soupy Sales 1926-2009

### Son of Marshall Was Always Proud of his Huntington Roots

By Jack Houvouras & Clint McElroy

He was the king of early morning television, the prince of pies, an ambassador of goodwill for his alma mater, and a jester whose kingdom encompassed radio, television, movies, books, records and the stage. For years, he ruled the airwaves with his own raw style of physical comedy and, along the way, became Marshall University's most famous son. His name was Soupy Sales.

On Oct. 22, 2009, Marshall University lost one of its proudest sons when Soupy Sales, who was 83, passed away at a Hospice facility in New York after battling numerous health problems. He leaves behind a stellar career that began on the radio in Huntington and then skyrocketed to fame in television, movies and beyond.

When it came to television, Soupy Sales was like nothing viewers had ever seen before. Part of it was the feeling that, even though you'd heard the jokes before and seen the sketches, you were never totally

sure what was going to happen when Soupy was on the screen. He was on the edge. He would run full speed and go crashing across the set. He would break into a dance at the slightest provocation. The looniest, most wiggled-out people you ever saw showed up at his door.

Whether it was Detroit in 1953, Los Angeles in 1960 or New York in 1964, it was the same thing every time. The show premiered, the audience was captured. He came, he saw, he conquered. Armed with cartoons, clips, crazy characters and cream pies — he conquered.

Primarily recalled for his zany children's television show, "The Soupy Sales Show," his career was one of incredible resiliency and diversity. His talent transported him from local radio to network television to the silver screen. He recorded hit songs, penned a couple of books and refined a stand-up routine to near perfection.

But through it all, he never forgot his roots. Add up his thousands of appearances on



Huntington's most famous son hamming it up back in the good ol' days.

screen through the decades and you're sure to find a plug or two for Huntington and Marshall University somewhere in there. As many of his closest friends said, he was the greatest "goodwill ambassador" the city and university has ever known.

Despite his playful persona though, there was a sentimental side to the comedy legend, especially when he spoke about his hometown.

"I'm very emotional," he said softly during an interview in 1995. "I have strong emotional ties to this town. I love it here. It doesn't make any difference where I am or what I'm doing, when I think of home, I think of Huntington. It's where I spent the happiest years of my life. And I wake up sometimes and I just know I've got to come back."

He was born Milton Supman in Franklinton, N.C. on January 8, 1926. He was Irving and Sadie Supman's third son. His older brothers, Leonard and Jack, had the nicknames? "Hambone" and "Chickenbone" and it wasn't long before people started calling him "Soupbone" and "Soupy." The Supmans were the only Jewish family in the area and the three brothers often used comedy as a way to cope with the prejudice they faced. The family moved to Huntington when Soupy was nine.

"I was so excited," he recalled. "Where I came from the main street ran through a car wash."

The seeds for his career in comedy were planted in Huntington where he could often be found at the movies, his greatest influences being the physical comedy of Laurel and Hardy, the Ritz Brothers and the Marx Brothers. By the time Soupy entered Huntington High, his own comedic pranks were becoming legendary.

He gradually whittled down the bottoms of two canes used by an elderly teacher until one afternoon the man ran screaming into the hall, "I'm taller! I'm taller!"

"I guess I was pretty funny running around there. But, if you look like me you've got to be funny."

He graduated from Huntington High in 1943 and enrolled at Marshall College where his humorous antics would rise to new levels.

At Marshall he was known by friends as "Suppy" Supman and was an aspiring sports writer. The Parthenon, the school's student newspaper, assigned him to cover intramural sports, but he skipped the events and instead chose to go dancing at the Shawkey Student Union. He was eventually fired by the sports

editor, Ernie Salvatore, for spending too much time delivering punchlines and not enough time collecting bylines.

"Ah, the Student Union," he laments. "You'd pass through, grab a quick dance and go to class."

But Salvatore and Sales would later reconcile and team up on a fast-paced radio talk show. Salvatore was the straight man, Soupy the ham.

"I could barely get a word in," Salvatore recalled. "Soupy was always cracking me up. He was crazy."

Crazy indeed. Like the time he attended a Marshall University basketball game. Walking to the game with some friends, Soupy found a dead pigeon in the street. He pocketed it and continued on to the game. At the end of the first half, the referee fired off a blank pistol, up in the air, towards the rafters. No buzzer. This was the 1940s. When the pistol fired, Soupy lobbed that dead pigeon high through the air until it smacked the court at the referee's feet. The ref stared at the ex-pigeon, glanced at his gun, and then looked at the rafters. The crowd went crazy.

In class, Soupy was much the same, even in the presence of the legendary W. Page Pitt. One morning, the esteemed journalism professor challenged the class to come up with a story in less than an hour about a brutal murder that had occurred in Milton involving a man who had butchered his wife with an ax. Pitt then went on to hand out an 8x10 glossy photograph of the murder victim. Girls were fainting, others throwing up, while Soupy calmly explained, "The story's easy. She's got a splitting headache."

"Get out of here," Pitt shouted.

His good times at Marshall University were interrupted when he was drafted in World War II. When he returned to Huntington after his tour of duty, he continued his studies and met and married Barbara Fox. Still in college, he took his jokes on the road and worked a few seamy nightclubs in the region.

"It was rough. They played the 'Star-Spangled Banner' every 15 minutes just to see who could still stand up."

Soupy took away from his years at Marshall University some of the fondest memories in his life.

"That was a special time. The area was alive and jumpin' with great bands at Dreamland Pool, St. Cloud Commons, The Hotel Frederick and The Prichard — performers like Tommy Dorsey, Glenn Miller, The

Bernie Theis Band, Howard Jennings and the Guy McComas Band.

After graduating from Marshall College in 1949 with an A.B. in Journalism, he landed a job in Cincinnati hosting a television dance show for teenagers entitled, "Soupy's Soda Shop." Despite his vision for a teen-oriented show that played current hit songs, it was quickly canceled. "They said no one wanted to see teenagers dance. So six months later Dick Clark starts 'American Bandstand.' He was on for 35 years!"

Although Soupy's first show was canceled, he found himself in the middle of a burgeoning industry. The 1950s would prove to be the "Golden Age" of television and Soupy was at the right place at the right time. He moved on to Detroit where in 1953 he starred in "Lunch with Soupy Sales" and began his ascent as the Motor City's top-rated television personality. He eventually changed his last name to "Sales" after comic great Chick Sales.

"Lunch with Soupy Sales" was the first non-cartoon Saturday morning show to air on ABC. The hip new program was populated by the meanest dog in the U.S.A. (which we never saw, except for a paw), a dancing hippo (which we did see), flying pies (which we saw every few minutes), and once, even a naked lady (which we didn't see....but Soupy did). And in the middle of it all was a skinny kid from Huntington, W.Va., with a face that looked like it was made of Silly Putty and a mouth that never shut.

The jokes were horrible, the set was cheap, and the pacing was insane. But between the audience and Soupy, it was love at first sight. The show began to cultivate a diverse viewing audience with children, teenagers and even adults tuning in. "Soupy grabbed an audience of the very young, their moms and dads and teens," noted Dick Clark. "That's almost impossible to do. He became everybody's favorite guy."

But his grueling work ethic which yielded some 11 hours of programming each week was beginning to take its toll. "It cost me a lot in the end as far as my family was concerned." He and Barbara were eventually divorced.

In 1960 he moved to Los Angeles and within a year built his "Soupy Sales Show" into the number one program in the market. In addition, he received more fan mail than all of ABC-TV's network shows combined.

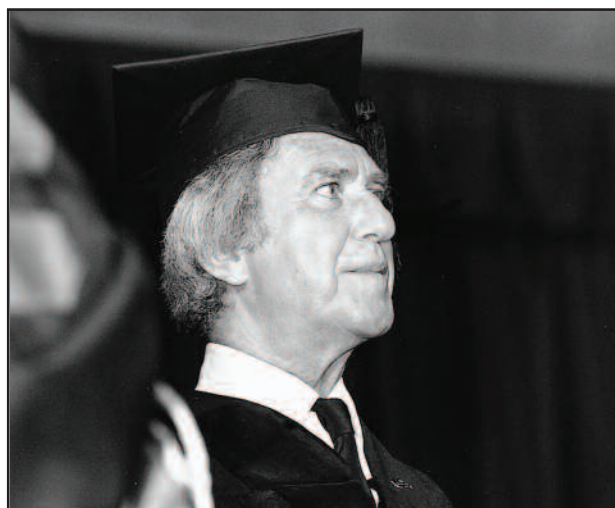
"Soupy had arrived," noted an A&E Biography Special on the life of Soupy Sales. "He had come a long way from his early dreams of stardom nurtured in the movie theaters back in Huntington. Soupy Sales had become America's favorite funny man."

Stars lined up for a chance to be walloped with a Soupy Sales pie. A 1961 episode with Frank Sinatra was the first show to beat the highly rated long-run TV show "Rawhide." Sinatra was followed by such pie-faced notables as Bob Hope, Tony Curtis, Burt Lancaster, Mickey Rooney, Jerry Lewis and numerous others. But for all the custard pies that Soupy Sales has delivered, he has received more than his fair share. Before his death, he had been smacked with 20,000 pies of his own, on and off camera.

"I used to look like Cary Grant before that," Sales quipped during an interview with Bob Costas on NBC. "When all is said and done I'll probably be remembered for getting hit in the face with a pie."

In 1964, he brought "The Soupy Sales Show" to the Big Apple and it soon became the biggest program of its kind in television. New Yorkers embraced the lovable prankster from Huntington, W.Va. as one of their own.

In 1965, while the country was being invaded by The Beatles, Soupy Sales' zany creation of the dance "The Mouse" took the nation by storm. His recording of the song sold over a quarter of a million copies in a



**Soupy Sales getting serious for a moment before receiving an honorary Doctor of Humane Letters in 1990 from his alma mater, Marshall University.**

week in New York, and 25,000 copies were sold in a single day in Los Angeles. The song went gold and even won a Grammy.

"Within a few months, he had become a virtual industry, a merchandiser's dream come true with lunch boxes, dolls, trading cards and fan magazines," noted the A&E Biography Special. "Soupy mania was sweeping the nation."

With his popularity soaring to new heights, he made his first major motion picture, "Critic's Choice," which starred Bob Hope, and later landed the leading role in the movie, "Birds Do It." He insisted on having the world premiere of the film in Huntington — another example of his loyalty to his hometown. But Soupy took it all in stride.

"Did you ever see that movie of mine, 'Birds Do It?'" he asked in a 1995 interview. "Terrific. Soupy Sales flying around. I think that's where they got the idea for 'The Flying Nun.' That movie is still around you know. Some states show it for capital punishment."

By 1966, "The Soupy Sales Show" was being syndicated in 50 television markets in the United States and in Canada, Australia and New Zealand. He had appeared live on television 5,370 times, more than anyone working in the industry. He had been a guest on "The Tonight Show," "The Dean Martin Show," "The Carol Burnett Show" and "The Bob Hope Show" just to name a few.

"Soupy Sales had finally achieved that elusive goal every performer craves — true star status," noted A&E Biography.

In 1968 he joined the panel of Goodson-Todman's "What's My Line?" He was a regular on the game show for seven years and whenever given the chance, always gave his hometown a plug.

"They'd ask me about my hometown of Huntington," he recalls. "And I'd tell them that Huntington had the prettiest girls in the country."

But it wasn't in Huntington that Soupy Sales met the beautiful young dancer that would become his second wife. Trudy Carson, a former June Taylor Dancer

**From top: Soupy gets a dose of his own medicine from "The Mike Douglas Show." Soupy poses for a 1946 promotional photo of WHTN radio in Huntington where he was the top-rated DJ in the city. Soupy moved to Detroit in 1953 where he took the town by storm with "Lunch with Soupy Sales."**



and Rockette, had first met Sales on the set of "The Ed Sullivan Show" in 1965. They met again years later and after a 10 year courtship were married in 1980.

The 1980s saw more nightclub performances, game shows and talk shows for the now salt-and-pepper haired comedy veteran. Viewers working their remote controls could find him on "Hollywood Squares," "The Mike Douglas Show," "The Love Boat," "The Merv Griffin Show," "\$20,000 Pyramid" (where he was one of the sharpest and quickest celebrity minds), "Saturday Night Live" and "TV's Bloopers and Practical Jokes." Soupy then concentrated his efforts on his stand-up career which he honed and crafted to rave reviews.

Over the years, Soupy Sales was singled out on numerous occasions for his success in the entertainment field. In 1976 Marshall University recognized him as a distinguished alumnus; he returned to his alma mater in 1987 to speak at the Marshall University Sesqui-centennial Celebration; and in 1990 the university presented him with an honorary Doctor of Humane Letters.

"Just call me Dr. Soupy," he joked after the presentation. "And this doctor plans to make house calls."

Although he made light of the prestigious ceremony, for those in attendance it was obvious how honored and emotional the 1949 Marshall graduate appeared.



**The face all of Huntington and America came to know – the singular smile of Soupy Sales.**

Perhaps one of Soupy Sales' greatest honors was being featured on the prestigious A&E Biography series in 1994. The promo for the hour-long episode announced, "As a young entertainer he had pie in the sky dreams of stardom. Little did he realize they'd land in his face, and yours. The gang's all here and the Soup's on. The extraordinary life of Soupy Sales, next on Biography."

It was a special moment for all Marshall University alumni when the episode first aired December 21, 1994.

Soupy Sales always made a point of coming back to Huntington at least twice a year. "Huntington is my hometown," Soupy asserts. "Huntington is very near and dear to me. It's my roots. I grew up there and I plan to be buried there."

"He has been called the last genuine comedy primitive, the final successor to the slapstick crown of Chaplin and Keaton," noted A&E Biography. "But genius or jester, there's no denying Soupy Sales is one of a kind."

One of a kind indeed, the likes of which will never be seen again. He was comedy royalty – crowned with a custard pie. □

*This memory was submitted by Jack Houvouras, MU '88 and publisher of the Marshall Magazine, and Clint McElroy, MU '77 and co-host of the Morning Show on WTCR radio.*



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Steve Lochow, MD, and Bob Crabtree, the first hip replacement patient to receive an anterior hip replacement in the Tri-State using the PROfx surgery table.

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