

Meet New BOT Chair Plymale
Tripp named Vice Chair as Board okays new leadership



page 2

Honest, Abe at FAU
Lincoln was here—and a look at other happenings...



page 5

Black History Month
See events listed in Calendar of Events



page 6

FAU's New Look to Be Unveiled February 28

The new logo, athletic logo and official seal will help create a cohesive, identifiable look for the University, a key ingredient in creating a strong, unified brand image.

The wait is almost over. On Monday, Feb. 28, at 11 a.m., FAU rolls out its new look. The event, to be held on the Boca Raton campus between the Social Science Building and the cafeteria in the University's "free-speech zone," will celebrate the unveiling of the logos and the seal—collectively known as the University marks—with music, drinks, food, give-aways (including pens, pencils, window decals, t-shirts and bookmarks) and a look at some of the new logo-adorned items available at area retailers. Simultaneous unveilings will occur at the other campuses, as well.

The marks were developed through a process that started more than 18 months ago and included distilling more than 4,000 comments from students, faculty, staff, alumni and community members through e-mails, focus groups and surveys. The

University now has its first true logo, a unified athletics logo and a refined official seal. This is a critical step in strengthening FAU's brand identity.

As expressed by President Brogan when this process began, "Our goal

"Our goal is to create a distinctive new look for the face that the University turns toward the public."

— President Brogan

is to create a distinctive new look for the face that the University turns toward the public, a look that accurately reflects the pride FAU takes in being a center of outstanding scholarship, 21st century research and dedicated community

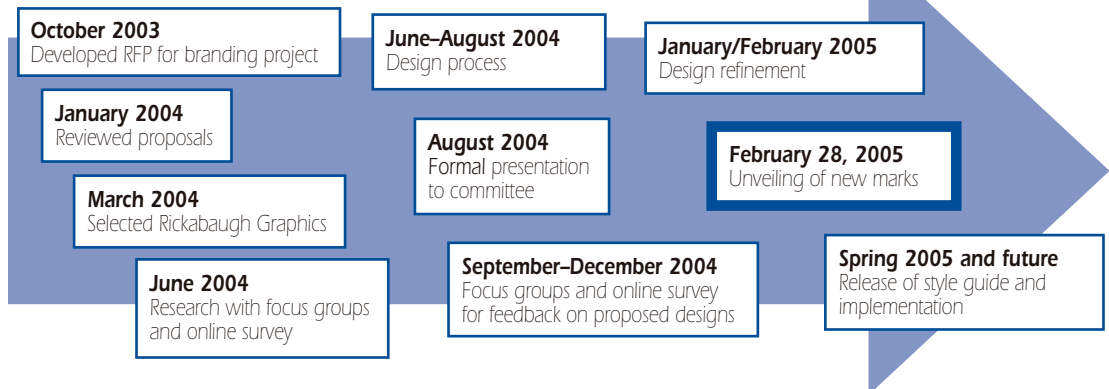
service and a place where students make memories that last a lifetime. It is about keeping the best of tradition while embracing the future of FAU."

Anyone who receives FAU publications or attends FAU events knows that the University's visual image is anything but consistent. For example, two different versions of the owl logo appear on FAU license plates. Even the school colors—an indispensable element of collegiate identity—have morphed over time, going from the original French blue and silver to the current mix of red, blue and gold.

The new marks are just a step in the University-wide branding initiative now underway. More details can be found at www.fau.edu/branding.

FAU thanks the thousands of people, especially the branding committee, who offered advice and assistance in developing the new logos.

Journey to the New Look



FAU Partners with Boca Raton Community Hospital to Build New Teaching Hospital

FAU and Boca Raton Community Hospital (BRCH) have signed a memorandum of understanding that will enable the Boca Raton hospital to build a new teaching hospital on campus. A 2011 opening is planned.

This builds on FAU's existing partnership with the University of Miami (UM) Leonard M. Miller School of Medicine and BRCH. It will provide teaching and laboratory space to accommodate the possible expansion of the UM/FAU partnership, an expansion that will support the move to a four-year medical school with a residency component. "This teaching facility will provide a wonderful educational opportunity for the physicians of tomorrow," said President Brogan. "In addition, it will create medical services opportunities for FAU employees, students and athletes."

"The FAU/UM initiative represents a significant milestone in the life of Boca Raton Community Hospital" said Charles Siemon, chairman of the BRCH Board of Trustees. "This will allow us to create the facilities and strategic alliances we need to better serve our patient and physician communities and to sustain and enhance the hospital's stature as a health care provider of choice."

Reminder: Boca Raton Community Hospital has recently rejoined the Blue Cross Blue Shield provider network. Information can be found in the December 2004 issue of Update.



Plymale Named Chair, Tripp Vice Chair of Board of Trustees

The Board of Trustees, FAU's governing board, in January unanimously named Sherry Plymale its new chair and Norman Tripp its new vice chair.

"I thank my fellow Trustees for the confidence they have placed in me, and I look forward to the challenges and opportunities of the next two years," said Plymale. "We accept the responsibility of setting the stage for FAU to make its mark as an innovative, 21st century institution."

Plymale, a principle in Bolender Properties Group, previously served as the Board's vice chair. In addition, she is immediate past chair of the State Board of Community Colleges.

A former chief of staff at the Florida Department of Education, she has also served on the Board of Directors of the Healthy Kids Corporation. Plymale currently is chairman of the board of the YMCA of the Treasure Coast and she is a member of the National Assembly of the YMCA of the USA. Additionally, she is on the Board of Trustees of St. Leo University and she is a member of Leadership Florida. She has a bachelor's degree in political science from St. Leo College. A 30-year resident of Martin County, Plymale and her husband are both members of the FAU National Alumni Association.

Tripp is founder, chairman emeritus and a partner in the Tripp Scott law firm in Fort Lauderdale. Long active in community life, he served as a member and chair of the State Board of Community Colleges, a member and past chair of the Fort Lauderdale Downtown Development Authority, a member of the Broward Board for the Annenberg Challenge Grant, a member of the Board of Governors for the Nova Southeastern University School of Business and a past trustee for the University of Miami. A founding benefactor of the Community Foundation of Broward, Tripp began the Tripp Fund for Educational Opportunity and the Tripp Scott Fund for Community Diversity. He helped establish the George Mitchell Distinguished Visiting Professor Program at FAU. Tripp was a founder and general counsel of Alamo Rent-A-Car.

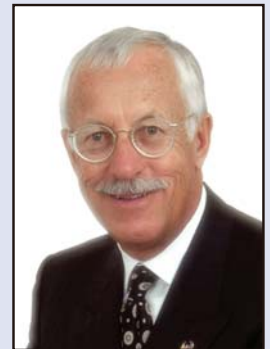
"The most rewarding thing I have done in public service is the giving of my time to public education in the state of Florida and being a voice for public education to remain accessible and affordable," said Trustee Tripp.

Tripp holds a bachelor's degree in economics from the University of Miami and earned a juris doctor degree, *magna cum laude*, from Cleveland State University.

"I look forward to continuing to work with Trustees Plymale and Tripp in bringing FAU closer to its goal of being a world renowned institution," said President Brogan.



Chairwoman Sherry Plymale



Vice Chairman Norman Tripp

Come SWOT with Me

No doubt you've seen the invitations to join FAU's strategic planning process by sharing your thoughts about what FAU does well, what needs improvement and what its future should look like. Be sure to take a few minutes to visit this site and complete the survey at http://iea.fau.edu/surveys/snap/swot_facstaff.htm. As for the SWOT analysis, here are some questions and answers:



What is it?

A **SWOT** analysis is used to identify and analyze the **S**trengths and **W**eaknesses of an organization, as well as the **O**pportunities and **T**hreats revealed by the information you have gathered on the external environment.

Who uses it?

Stakeholders of an organization.

Why use it?

To develop a plan that takes into consideration many different internal and external factors and maximizes the potential of the strengths and opportunities while minimizing the impact of the weaknesses and threats.

When to use it?

When developing a strategic plan or planning a solution to a problem, after you have analyzed the external environment (for example, the culture, economy, health, sources of funding, demographics, etc.).

How to use it:

1. Internal Analysis: Examine the capabilities of an organization. This can be done by analyzing the organization's **strengths** and **weaknesses**.

2. External Analysis: Examine the main aspects of the environmental analysis and identify those aspects that pose **opportunities** for an organization and those that pose **threats** or obstacles to performance.

3. Decide whether the answers or the data collected reveal external **opportunities** or **threats**. Enter the information you have collected in steps one and two into a table as illustrated below:

	Positive	Negative
Internal	Strengths	Weaknesses
External	Opportunities	Threats

4. You can use this information to help you answer the SWOT questions. The SWOT responses can then be analyzed to develop a strategy, using the strengths and opportunities to reduce the weaknesses and threats, with the aim of achieving the objectives of the organization.

If you have questions, contact Raymond Massie at massie@fau.edu or ext. 7-0587.

New Hires: A Mondays-Only Thing

A new policy went into effect Feb. 1 mandating that the first work day for all new employees must be a Monday or, if Monday is a holiday, the first day of the work week. If the employee's regular work schedule does not include Monday, the schedule should be adjusted for that week only to begin on Monday.

The entire first work day will consist of orientation sessions presented by the Department of Personnel Services. New employees may not begin to carry out their job responsibilities before attending orientation. Each Monday session will last all day and will cover both general orientation topics and benefits information as well as completion of all documentation and paperwork required for employment at the University.

All orientations will be held on the Boca Raton campus, and all new employees, regardless of the campus on which they will be based, will report to Boca Raton on their first day of work. Personnel Services will get in touch with each new employee individually with specific information about the time and place of the orientation sessions.

Also, all new hire paperwork, specifically the Notice of Appointment and Letter of Offer or the Personnel Action Form (PAF) and the completed recruitment package, must reach the Department of Personnel Services no later than the Friday morning prior to the Monday start date.

Reminder: regular faculty members who join the University at the beginning of the Fall Semester are excluded from this policy because Personnel Services takes part in the annual Fall Faculty Orientation. Regular faculty members hired at any other time are covered

by this policy; however, if the Monday orientation session conflicts with the faculty member's first scheduled class meeting, special arrangements will be made to conduct orientation at another time. Evening orientation sessions will be held for adjunct faculty members.

This policy covers all A&P, USPS and OPS employees and some new faculty. Questions should be directed to Associate Director of Personnel Services Robin Kabat at kabat@fau.edu, ext. 7-3072, or Assistant Director of Personnel Services Marie Mascaro at mmascaro@fau.edu, ext. 7-3074.

Appointments, Promotions in University Advancement

Terry Mohajir and Margie Walden have joined University Advancement while Dianne Reeves has been promoted to the position of assistant vice president for University Advancement on FAU's northern campuses.

Mohajir is the associate athletics director for development, having previously served for five years as assistant athletics director for external relations for five years at the University of Missouri-Kansas City.

Walden is the director of development for the Charles E. Schmidt College of Science. She was formerly executive director of the Bachmann-Strauss Dystonia & Parkinson Foundation in New York City.

Welcome.

Need a 2004-05 Phone Directory?

If you need a 2004-05 campus telephone directory, please visit www.fau.edu/student/off_srvs/mailctr.htm and send Mail Services an e-mail requesting one. Please be sure to include your name and campus address.

BRIEFS

Dr. Farshad Araghi, sociology, received the Eric Wolf prize of £250 for one of the two best articles appearing in Volume 30 of the *Journal of Peasant Studies*. Professor Araghi is also co-editor of the *International Journal of Sociology of Food and Agriculture*.

Dr. Ira E. Bogotch, educational leadership, authored the opening chapter in *The Sage Handbook of Educational Leadership* (2005) titled "A history of public school leadership: The first century, 1837-1942."

Dr. Valerie Bristor, **Dr. Susanne Lapp**, **Dr. Philomena Marinaccio** and **Dr. Jane Matanzo**, teacher education, presented a paper titled "There and Back Again: From Reading Retreats to Reading Advances" at the Annual Meeting of the American Reading Forum on Marco Island, Florida. Dr. Lapp also served on a panel addressing the topic "From Round-Robin Reading to Literature Circles: How We've Evolved in the Last 25 Years," and he was one of the presenters for "1964-2004: A Retrospective on Reading Instruction."

Cynthia Brown, doctoral student, nursing, presented "Caring for Self: Watson's 'Caritas' Processes in

Action" as a panelist with other experts in nursing theory at a meeting of the American Academy of Nursing. She attended as an "emerging leader" with **Dr. Marilyn Parker**, professor, nursing. The American Academy of Nursing (AAN) is a group of 1,700 nurses elected by their peers for their leadership in the profession of nursing.

Dr. Charles Carraher, chemistry and biochemistry, took part in a workshop in Santa Fe, NM, that dealt with enhancing the interaction between professional societies and community colleges. In 1999 and 2000, about 40 percent of all science and engineering bachelor's and master's degree recipients attended community colleges. Thus, community colleges form an essential part of the student pipeline in science and engineering.

Dr. William A. Covino, dean, arts and letters, presented the James A. Berlin Memorial Lecture in Rhetoric at Purdue University in January. He spoke on "Rhetoric in the 21st Century University."



Frank Schnidman, senior fellow, Catanese Center for Urban and Environmental Solutions, and Kyo Christine Nakahama met in New Bedford, MA, at the 100th Anniversary Conference of the Japan Society of Boston. Schnidman participated in the program as the Secretary of the Board of Directors of the National Association of Japan America Societies. He reviewed with Nakahama plans to produce a full-scale replica of the New Bedford whaleship *John Howland*. Nakahama is a fifth-generation descendant of John Manjiro Nakahama, the 14-year-old castaway rescued in 1841 who spent the next 10 years as the first Japanese person to live in the United States.

Dr. Fred Greenspahn, Gimelstob Eminent Scholar in Judaic Studies, has his article "Syncretism and Idolatry in the Bible" published in the most recent issue of the journal *Vetus Testamentum*.

Dr. Paul J. Guglielmino, management, and **Dr. Lucy M. Guglielmino**, adult education, have had their article *Expanding Your Readiness for Self-Directed Learning* republished by the Los Alamos National Laboratory's Leadership Center for use in the



The work of Amy Broderick, visual arts and art history, was included in the exhibition "Drawing Now" at the Armory Art Center in West Palm Beach. The exhibition was favorably reviewed in the *Palm Beach Post*, the *Palm Beach Daily News*, and on WXEL public television's "South Florida Today." Broderick delivered a public lecture on her work at the Armory during the exhibition. She also has two publications forthcoming: an article in *SECAC Review*, and a book review in *FATE in Review*. In March, Professor Broderick will deliver a public lecture on ideas of "greatness" in modern art at the Boynton Beach Public Library. She has been invited to serve on the steering committee of the Palm Beach County Artists' Association, a new community organization dedicated to empowering area artists and developing partnerships with local cultural organizations.

Pictured above: "Enforcement Noise," 2002, 107" x 372", charcoal, graphite and ink on paper.

Professional Success Series on Self-Directed Learning. The article is designed to help scientists and researchers create learning contracts as part of their long-term professional development.

Dr. Kathleen Jett, nursing, has received a \$30,000 grant from the Allegany Franciscan Foundation to study the health beliefs of Haitian elders regarding hypertension and diabetes, as well as obstacles to care.

Dr. David Kumar, science education, presented "A Study of Laptops in Science Education" at the International Conference to Review Research on Science, Technology and Mathematics Education organized by the Tata Institute of Fundamental Research in India.

Dr. Paul Sergius Koku, marketing, has had his manuscript titled "Turf wars or a misunderstanding of roles: An examination of the relationship between marketers and lawyers with the corporation" accepted for publication in the *Journal of Services Marketing*.

Dr. Kristen Murtaugh, MacArthur campus vice president, has two photographs on display at the Lighthouse Center for the Arts in Tequesta. Her photographs of the Big Cypress Swamp and the Loxahatchee National Wildlife Refuge are part of "Green Spaces: Art as Curator & Conservator of our Environment." The exhibit runs through February 18.

Nearchos Papanearchou, physics, graduate student of Dr. Theodora Leventouri, presented a paper titled "Effect of Simulated Body Fluid on the Microstructure of Ferrimagnetic Bioglass-Ceramics" at the International Fall Meeting of the Materials Research Society in Boston.

Gary L. Parsons, library, had his article "Alternative Energy: Resources from Coal to Wind" published in the January, 2005, issue of *College and Research Libraries News*. This article is part of the Association of College and Research Libraries' ongoing series on Internet-based research. The article discusses energy sources from the traditional basics (coal, oil) to the future innovations (free energy, cold fusion).

Dr. Fred Richman, mathematics, gave an invited talk on "Enabling conditions for interpolated rings" during a seminar in mathematics, algorithms and proofs at the Schloss Dagstuhl International Conference and Research Center for Computer Science.

Robert P. Watson, political science, had two textbooks released in January, both by Kendall/Hunt Publishing: *Debating the Presidency* and *Debating the Issues: American Government and Politics*.



Bess Myerson (seated), the first and only Jewish woman to become Miss America, went on to become a popular television personality, public servant and philanthropist. She recently presented a generous gift of \$25,000 to the FAU Libraries to help preserve Jewish vocal and instrumental music and educate audiences about it through outreach and performance. Joining Myerson are, from left to right, Terri Berns, libraries director of cultural affairs, Aaron Kula, libraries resident scholar in music, President Brogan and Dr. William Miller, director of libraries.

SEEN @ FAU

President Abraham Lincoln impersonator Jim Getty recently spoke at FAU as part of FAU's Distinguished Lecture Series on the American Presidency. Getty portrays the 16th president in a one-man show and has spent years in research of Lincoln and his contemporaries. He has appeared in and his voice has been used in television programs about Lincoln.



President Brogan and First Lady Courtney Brogan with winners of the Frank and Courtney Brogan Creative Writing and Photography Awards at a recent reception at the Baldwin House. Kathrine Wright (second from left) won the Award in Prose for her piece titled

"Yes, But Not Enough," Erika Kluthe (second from right) won the Award in Poetry for her poem titled "Re-membered" and Brian Cook (right) won the Photography Award for his photograph titled "Stolen." Each award was accompanied by a \$500 scholarship. Winning pieces were selected from the 2004 edition of FAU's literary magazine *Coastlines*. Also pictured are Dorothy F. Schmidt College of Arts and Letters Deam William A. Covino (left) and English Department Chair Andy Furman (third from left). For more information about the creative writing program or *Coastlines*, call ext. 7-2973.

More than 200 alumni, faculty, staff and friends attended the FAU National Alumni Association's annual holiday wine and cheese reception in December at the Baldwin



House. The special guest was alumna Kerri Ann Walukiewicz '95, the 2005 Florida Department of Education/Burdines-Macy's Teacher of the Year and newly inducted Alumni Hall of Fame member. Guests were asked to bring toys for the Salvation Army's toy drive. Pictured from left, College of Education Dean Gregory Aloia, President Brogan '81, Walukiewicz '95, Treasure Coast Campus Vice President Gerri McPherson '89 and FAU National Alumni Association President Tom Workman '71.

CALENDAR

of Events

February is Black History Month

As FAU celebrates Black History Month, the College of Arts and Letters offers a series of lectures and symposia organized by the special assistant to the dean for Diversity Initiatives. Some specific events are on Feb. 10, 12, 17, 24 and 26.

FEBRUARY 14

Valentine's Day

Lecture: The South Florida Storytelling Project, arts and letters, presents storyteller/business consultant Jo Tyler "Storytelling for Businesses and Organizations;" 11 a.m.; LA 341; Davie Campus; cneile@fau.edu or ext. 7-0042.

FEBRUARY 15

Conference: Third Annual Interdisciplinary Perspectives on Hate and Violence, co-sponsored with the American Jewish Committee; 7 p.m.; Grand Palm Room, University Center, Boca Raton Campus; www.fau.edu/divdept/schmidt/judaic

Fundraiser: Alumni & Friends Breakfast with President Brogan; 8 a.m.; Abacoa Golf Club; ext. 6-8026.

Lecture: The South Florida Storytelling Project, arts and letters presents storyteller/business consultant Jo Tyler "Storytelling for Businesses and Organizations;" 4 p.m.; GS 258; Boca Raton Campus; cneile@fau.edu or 7-0042.

FEBRUARY 16

Lecture: "Translated and Improved: From Shakespeare to the Gettysburg Address in Yiddish" by Dr. Marianne Sanua, Department of History and Program of Jewish Studies; part of KULTUR: A Celebration of Yiddish at FAU; 3:30 p.m.; free; 7-2116, www.library.fau.edu/news/events.htm.

Wilkes Honors College Speakers Forum: Robert Keener, author of *The Shadow Divers*; 11:45 a.m.; Eastpointe Country Club; ext. 6-8620.

World Affairs Council Lecture: "Should Britain Be Part of the European Union?" Honorable John D. Browne; 7 p.m., MacArthur Campus Auditorium; 561-622-2182.

ONGOING

Exhibition: "Jews in America's Military," an online exhibition, traces Jewish service in America's armed forces from Colonial times to the present. Available through the FAU libraries website (www.fau.edu/library/depts/judaica9.htm)

Through MARCH 28

Exhibition: *Stand & Deliver: Engineering Sculpture into a Book Format*, an exhibit of movable and pop-up books; Jaffe Atrium Book Arts Gallery, third floor east, Wimberly Library; Boca Raton Campus; open regular library hours; jcutrone@fau.edu or ext. 7-0226.

FEBRUARY 9

Career Day: The FAU Spring 2005 Career Day; 10 a.m. to 3 p.m.; Boca Raton Campus Gym; www.cdc.fau.edu or call ext. 7-3533.

Lecture and Demonstration: "Rhythm and Blues of the American Jewish Jazz Band" by Aaron Kula, Libraries Resident Scholar in Music; part of KULTUR: A Celebration of Yiddish at FAU; 3 p.m.; free; ext. 7-2116, www.library.fau.edu/news/events.htm.

FEBRUARY 10

Dedication: Louis and Anne Green Memory and Wellness Center; 10 a.m.; Boca Raton Campus, FAU Blvd. and NW 32nd Street; ext. 7-2301 or mpanio@fau.edu.

Lecture: The Birth of the Mind: How a Tiny Number of Genes Create the Complexity of Human Thought, Dr. Gary Marcus; 4 p.m.; BC 126, Boca Raton Campus; free; 7-2954.

Lecture: "Race, Literature and Blackness" by Glyne Griffith, Dept. of English; 4 p.m.; Liberal Arts Auditorium; Davie Campus; free; 7-3920.

FEBRUARY 11

40th Anniversary Event: Dedication of Port St. Lucie Arch (see page 5).

Baseball: vs. Cincinnati; 7 p.m.; 1-866-FAU-OWLS

Conference: Fourth Annual Environmental Ethics Conference: "Living on the Edge: South Florida's Environmental Future"; 8:30 a.m. to 3 p.m.; Abdo New River Room; Broward Center for the Performing Arts, 201 S.W. Fifth Ave., Fort Lauderdale; \$45 (in advance)/\$55 (at door); ext. 7-3869 or rjfiore@fau.edu.

Play: "Journey of the Fifth Horse;" University Theater, Boca Raton Campus; Thu./Fri./Sat. at 8 p.m.; Sun. at 2 p.m.; \$10 faculty, staff, alumni; ext. 7-2977, artstickets@fau.edu.

Softball: vs. Boston College; noon; and vs. Bethune-Cookman; 7 p.m.; 1-866-FAU-OWLS

FEBRUARY 12

Baseball: vs. Cincinnati; 5 p.m.; 1-866-FAU-OWLS.

Coffee with the Professor: Associate Professor Tim Steigenga, Wilkes Honors College, "The Maya in Palm Beach County"; 8 a.m. MacArthur Campus Dining Hall Annex; free; ext. 6-8026.

Men's Tennis: vs. Georgia Southern; 10 a.m.

Softball: vs. Georgia Tech; noon; and vs. Northwestern; 7 p.m.; 1-866-FAU-OWLS

Symposium: "The Haitian Revolution: Making Freedom in the Atlantic World" by Tony Bogues, Brown University; "Violence and Vengeance in the Haitian Revolution" by Laurent Dubois, University of Michigan; "The Haitian Revolution and Modernity" by Sibylle Fisher, New York University; Live Oak Pavilion D; Boca Raton Campus; 10 a.m.; free; ext. 7-3920.

FEBRUARY 12

Event: "Sharika – a multi-cultural celebration of African-American History;" 11 a.m.–5 p.m.; Abacoa Town Center & FAU MacArthur Campus; free; ext. 6-8526.

FEBRUARY 13

Baseball: vs. Cincinnati; 1 p.m.; 1-866-FAU-OWLS.

Lecture: "The Enduring Community: The Story of the Jews of Rome," Daniel DiCastro; Performing Arts Building, Room 101; 4 p.m.; www.fau.edu/divdept/schmidt/judaic

Promenade Concert: Yoko Sata Kothari, Classical Piano; 2 p.m. MacArthur Campus Auditorium & Hibel Museum; free; 561-622-5560.

Stand & Deliver Workshops

All of the following feature British paper engineer and book artist Paul Johnson in conjunction with the exhibit *Stand & Deliver* at the Jaffe Atrium Book Arts Gallery, Wimberly Library Third Floor East:

February 10, 1–4 p.m.

Book Arts Workshop: A Box of Fireworks

February 10, 7–8:30 pm

Paul Johnson presents "A Suitcase Full of Pop-Ups"

February 11, 1–7 p.m.

Book Arts Workshop: Pop-Up Books You Can Hang Like a Picture

February 12, 10 a.m.–5 p.m.

Book Arts Workshop for Educators: Making Movable Books in the Classroom

February 13, 10 a.m.–5 p.m.

Book Arts Workshop for Educators: Making Surprise-Filled Pop-Up Books with Children

All workshops have fees. To register or get more information, call John Cutrone, ext. 7-0455 or visit www.library.fau.edu/depts/spc/jaffehome.htm.



southXeast Exhibit

University Galleries will present the works of 12 artists from the southeastern United States in "southXeast: Contemporary Southeastern Artists." The exhibition is presented on the Boca Raton campus at the Schmidt Center Gallery from Feb. 11–April 9 and at the Ritter Art Gallery, Jan. 29–March 9. Both galleries are open Tuesday through Friday, 1–4 p.m., Saturday, 1–5 p.m. and closed Sunday and Monday. The exhibitions are free and open to the public.

An opening reception with presentations by artists will be held on Thursday, Feb. 10 from 6–9 pm. There will also be an artist lecture on Wednesday, Feb. 23 in the Schmidt Center Gallery at 7 p.m. For information, call ext. 7-2966. (Pictured is John Salvest's *Consumo Ergo Sum*, 2004, misc. plastic lids 4" X 168" X 96".)

FEBRUARY 17

Lecture: "Why Black History Matters: The Meaning of Black History for the 21st Century" by Derrick White, Ohio State University; Senate Chambers, University Center; Boca Raton Campus; 4 p.m.; free; 7-3920.

Lecture: "New Strategies in Antiretroviral Therapy" Science Frontiers series, Dr. Robert Redfield, University of Maryland Biotechnology Institute; 4 p.m.; Charles E. Schmidt Biomedical Center, Room 126, Boca Raton Campus; free; ext. 7-2954.

Men's Basketball: vs. Georgia State; 7 p.m.; 1-866-FAU-OWLS.

Women's Basketball: vs. Campbell; 4 p.m.; 1-866-FAU-OWLS.

Women's Tennis: vs. Jacksonville; 11 a.m.

FEBRUARY 18

Baseball: vs. TCU; 7 p.m.; 1-866-FAU-OWLS.

First Lady's Tea: (See page 8)

Softball: vs. Rutgers; 5 p.m.; and vs. Ohio State; 7 p.m.; 1-866-FAU-OWLS.

FEBRUARY 19

Baseball: vs. TCU; 7 p.m.; 1-866-FAU-OWLS.

Men's Basketball: vs. Mercer; 4 p.m.; 1-866-FAU-OWLS.

Softball: vs. Pittsburgh; 5 p.m.; and vs. Michigan; 7 p.m.; 1-866-FAU-OWLS.

Women's Basketball: vs. Gardner-Webb; 7 p.m.; 1-866-FAU-OWLS.

Women's Tennis: vs. Central Florida; 10 a.m.

FEBRUARY 20

Baseball: vs. TCU; 1 p.m.; 1-866-FAU-OWLS.

Women's Tennis: vs. Stetson; 10 a.m.

FEBRUARY 23

Lecture: "Yeshiva Rap: Developments in Post-War Yiddish Usage" by Dr. Henry Abramson, University Library Scholar of Judaica; part of KULTUR: A Celebration of Yiddish at FAU; 6:30 p.m.; free; ext. 7-2116, www.library.fau.edu/news/events.htm.

FEBRUARY 24

Lecture: "Octoroon, Quadroon, Mulatto and Mariah Carey: Blackness as Stigma and Badge of Color" by Sike Dagbovie, University of Illinois, Urbana; Live Oak Pavilion D, University Center, FAU Boca Raton; 4 p.m.; free; 7-3920.

Presentation: Former Tuskegee Airmen, the first squadron of African-American fighter pilots in World War II, talk about their service to this country during the war; Crown Movie Theatre, John D. McArthur Campus; 9:45 a.m.; \$10; ext. 6-8547.

AND Friedberg Life Long Learning Auditorium, Boca Raton Campus, 6:30 p.m.; \$10; ext. 7-3185.

FEBRUARY 25

Softball: vs. Hofstra; 6 p.m.; 1-866-FAU-OWLS.

Lecture: The John O'Sullivan Memorial Lecture Series presents "Blind Spot: The Secret History of U.S. Counterterrorism," Professor Timothy J. Naftali (Miller Center of Public Affairs, Consultant to 9/11 Commission); 4:30 p.m.; Live Oak Pavilion, Boca Raton Campus; free; 7-3840.

FEBRUARY 26

Baseball: vs. Purdue; 1 p.m.; 1-866-FAU-OWLS.

Hip Hop Symposium: The symposium will include critical investigations and discussions of the phenomenon of Hip-

ON THE HORIZON

March 1: Lecture by James D. Watson, who, with Francis Crick, successfully proposed the helical structure for DNA; 4 p.m., University Theater, Boca Raton Campus; ext. 7-2954.

March 2: Exhibition Baseball: FAU vs. the St. Louis Cardinals, Roger Dean Stadium, Jupiter, 1 p.m.

March 6: Concert by the Klezmer, Orchestra, Broadway, Yiddish Theater, and Choral traditions; 3 p.m.; Performing Arts Auditorium, Boca Raton Campus; \$19-\$36; ext. 7-3737; www.fau.edu/student/univctr/arts.

April 20: Fifth Biennial Florida African American Heritage Preservation conference; for info., call (954) 229-4104 or (850) 681-7881 or go to www.rileymuseum.org/SRAAHPC_files/2004FAAHCP_Brochure.pdf

Hop culture and music; Performing Arts Building, Room 101, Boca Raton Campus, 9 a.m.–4 p.m.; free; ext. 7-3920.

Music Festival: (See *Virtuosi & Vino*, below)

FEBRUARY 27

Baseball: vs. Purdue; 1 p.m.; 1-866-FAU-OWLS.

Men's Tennis: vs. UCF; 11 a.m.

FEBRUARY 28

Baseball: vs. Michigan; 7 p.m.; 1-866-FAU-OWLS.

New Look Rollout: 11 a.m.; free speech plaza (see article on page 1.)

Virtuosi & Vino

Continuing its tradition of offering the finest in classical and contemporary music, FAU's Fifth Annual Music Festival will entertain guests with the music and culture of Italy. "Virtuosi & Vino" will be held Saturday, Feb. 26 and Sunday, Feb. 27 at the University Theatre, Boca Raton campus.

The festival will begin with a President's Reception at 6 p.m. on Saturday followed by a concert at 7:30 p.m. featuring Cristina Fontanelli and the FAU Symphony Orchestra, conducted by Bryce Seliger. On Sunday at 3 p.m., there will be performances by the FAU Wind Ensemble, under the direction of Kyle Prescott, and the FAU Choral Ensembles, conducted by Dr. Patricia P. Fleitas and Stacie Lee Rossow.

Tickets are \$15 for one concert, \$25 for two concerts, \$45 for a concert and the reception, and \$55 for two concerts and the reception with discounted pricing for FAU students, faculty, staff and alumni. To purchase tickets or for discount information, call 7-2977 or email artstickets@fau.edu. For further information, call 7-3820 or visit www.fau.edu/musicfestival.



Deadline for Update Submissions

Submission for March issue due by Feb. 15.

Please send submissions to update@fau.edu

To view issues of *Update* online, go to www.fau.edu/president/communications/internal/update.htm.

PRESIDENT'S PERSPECTIVE

Putting a Shine on Our Pride in FAU

By Frank T. Brogan '81
President

As just about everybody knows, an initiative to give FAU's graphic identity marks a clean, modern look has been under way for some time. The cover story in this issue of *Update* describes the process in some detail.

This very important project has benefited from the combined wisdom of more than 4,000 members and friends of the FAU community, who took time to participate in focus groups or respond to online surveys about the direction our branding campaign should take. When the new marks are unveiled later this semester, I hope you will agree that this effort has achieved its objective: to create a new graphic look for the University that reflects the pride FAU takes in the unique identity it has crafted for itself over the course of four decades.



FAU is certainly not alone in this undertaking. Across the nation, many public and private universities are addressing the issue of updating their logos and other institutional symbols, recognizing the importance of branding in our marketing-intensive society. Three weeks ago, the University of Florida announced that it is working with several former Walt Disney Co. executives to reshape UF's institutional image in a way that will better define its strengths and contribute to its push for recognition as one of America's top public universities. Shands Healthcare, the UF-affiliated hospital system, is also engaged in a new branding campaign.

There could be no better time than this 40th anniversary year for us to show the world how proud we are of Florida Atlantic University, which has made so many contributions to the life of South Florida and will play an ever-expanding role in this region in the years ahead.

Around the UNIVERSITY

FAU JUPITER

John D. MacArthur Campus

"Coffee with the Professor" for Spring Semester

During the Spring Semester, the John D. MacArthur Campus will again host its series "Coffee with the Professor." Each session of the series features a 20-minute talk by an FAU faculty member,

followed by a question and answer discussion. Coffee and continental breakfast are served. The events are held in the small dining room of the MacArthur Campus dining hall.

Dr. Karen Chinander (pictured), assistant professor of information, technology and



operations management in the College of Business, spoke at the Jan. 14 session which was sponsored by BankAtlantic. Her topic was "Decision Making and Hurricane Evacuations: To Err Is Human, But at What Cost?"

Other sessions are scheduled for Feb. 11, March 4 and April 8. Professors from the Harriet L. Wilkes Honors College, the Charles E. Schmidt College of Science and the College of Architecture, Urban & Public Affairs will present.

The events are free and open to the public, but seating is limited and reservations are required. For more information or to make a reservation, call ext. 6-8026.



FAU TREASURE COAST

'Port St. Lucie Arch' to be Unveiled

A 40th Anniversary/Art in Public Places reception at the Treasure Coast Campus will be held on Friday, Feb. 11, 4:30-6:30 p.m. The "Port St. Lucie Arch" by artist Kenneth M. Thompson will be unveiled. A staged reading of the play "The Afghan Women" will be performed at 7 p.m. in Building E, Room 114.

Please RSVP to Jane Liquori at ext. 6-3338 or jliquori@fau.edu.

FAU BROWARD

Dania Beach, Davie and Fort Lauderdale Campuses

First Lady's Tea

Author Susan Eisenhower, granddaughter of former President Dwight D. Eisenhower, and author Bradley H. Patterson, Jr. will join President Brogan and First Lady Courtney Brogan for a First Lady's Tea on Friday, Feb. 18, 4-7 p.m., at Grande Oaks Golf Club in Fort Lauderdale as part of FAU's 40th Anniversary celebration. Tea will be followed by behind the scenes stories of the White House. Contact University Advancement, Broward at ext. 6-5300 for more information.