

Pricing Nursing Home Care

High-quality care doesn't have to cost more.

Page 2

Steakhouse Strategies

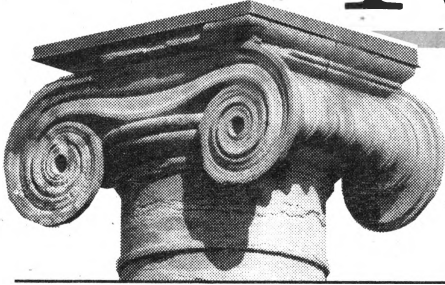
Researchers grill consumers about their steak preferences.

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Oct. 24, 2002

University of Missouri-Columbia

Don't forget the general faculty meeting at 3:30 p.m. Oct. 29 in the Reynolds Center.



A distinct impression

TIGER SPIRIT

MU's newest landmark to be unveiled during Homecoming Weekend

This is Tiger country! And to prove it, tomorrow MU will unleash its latest acquisition — a 6-foot by 11-foot tiger cast in bronze by renown wildlife sculptor Forest Hart of Monroe, Maine.

The majestic statue will adorn Tiger Plaza, the campus' newest landmark that anchors the southern edge of the South Quadrangle between the General Classroom Building and Cornell Hall. The project is being fully funded by the MU Alumni Association and private gifts. Walkways, a cascading waterfall, landscaping, columns and contributor plaques listing more than 2,000 alumni and friends of the University enhance the plaza, designed as a meeting place for students, faculty, staff, alumni and visitors.

The unveiling at 3:30 p.m., Friday, Oct. 25, is part of the many activities taking place

during Homecoming 2002. A 28-member student committee plans the grand tradition and selects its theme. This year's theme, "A Distinct Impression," emphasizes the birthplace of Homecoming — Mizzou — and the fact that game day's contest is against KU, says Dale Wright, assistant director of alumni programs. The Tigers-Jayhawks battle dates back to 1891 and has since become the oldest college football rivalry west of the Mississippi River.

Homecoming is one of MU's largest events, as well as in the nation. Recently, the celebration was named the best Homecoming in the nation — the only school to hold such an honor — and has been named a model Homecoming program, by the Council for Advancement and Support of Education.

Carrying on the spirit of the event that started on this campus, Mizzou still has its annual parade and spirit rally. Homecoming at Mizzou has broken the world's record for the largest peacetime blood drive on a college campus,

and has included large emphases on community service, campus decorations, talent competition, a

Homecoming hall of fame and other activities.

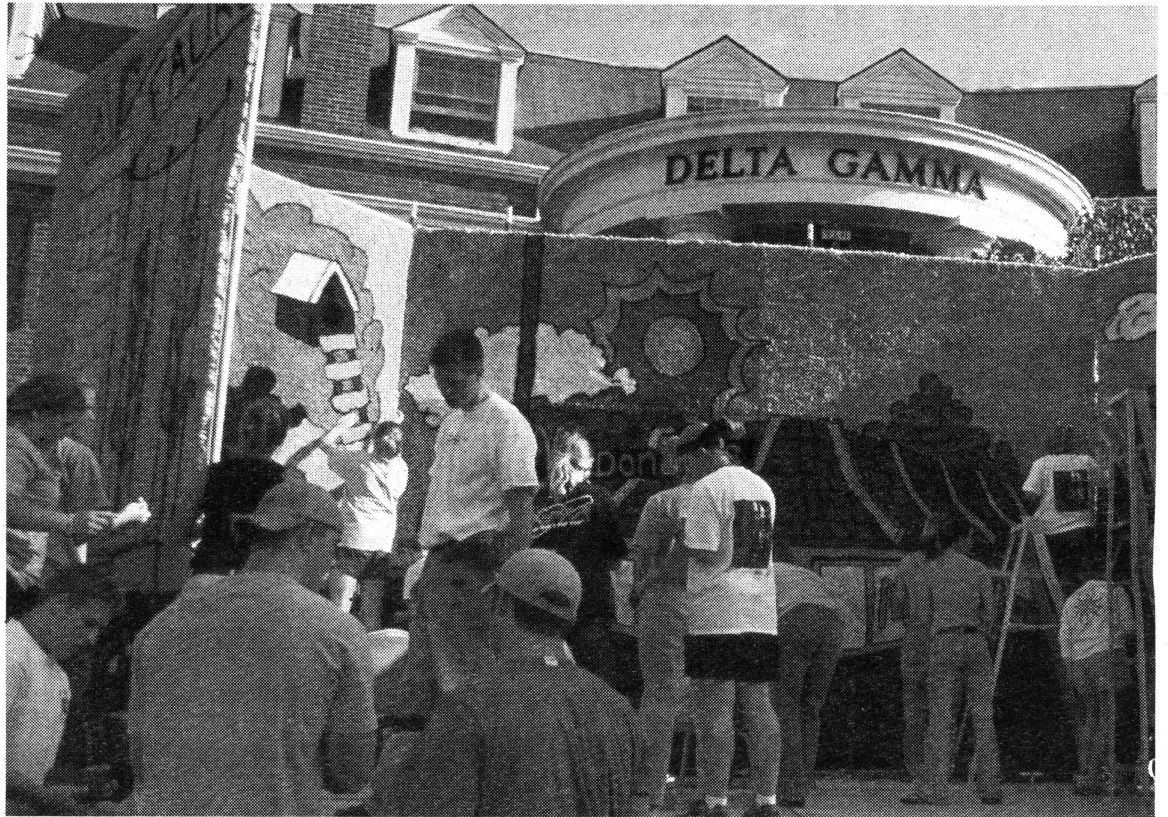
There are numerous ways the campus and community can become involved in Homecoming. These include:

- Campus Decorations from 6 to 10 p.m., Oct. 25, followed by a

Spirit Rally in Greektown. Using the theme, "A Comic Impression," all campus decorations will incorporate a comic strip in the scenery.

- If you're hungry like a tiger

SEE Homecoming Page 5



NO PLACE LIKE HOME

Longtime traditions such as 'House Decs' in Mizzou's Greektown, combined with a full roster of campus activities, have earned MU national awards for its annual fall Homecoming extravaganza.

Steve Morse photo

MU will retain community medical clinics

COMMUNITY PRACTISE

Health care management determines that mid-Missouri clinics 'have significant value'

Although MU Health Care has explored the possibility of selling its community practice clinics in mid-Missouri, the health care system announced last week that it had reassessed that position and the clinics have now been taken off the market.

That announcement came after a review by David Coats, an executive with The Hunter Group consulting firm and MU Health Care's executive director of clinic affairs and chief operating officer.

"The Hunter Group has determined that these clinics in

fact have significant value," said Dan Kopp, medical director of University Hospital Physicians Clinics.

That decision was reached after further study by the hospital's interim management team that found those clinic operations see a significant volume of patients. The clinics also support the health care system's mission of patient care, teaching and research.

In a related, but independent decision, a consolidation of clinic services will occur in Boonville, and ownership of the Monroe City clinic will return to a local physician.

Faced with deep cuts in state budgets, MU Health Care explored the possible divestiture of some of its 13 clinics and two

specialty clinics in the community practice group network. Those clinics are located in Ashland, Boonville, Brookfield, Fayette, Fulton, Hallsville, Hermann, Jefferson City, Macon, Moberly, Monroe City, Osage Beach and Salisbury.

In Boonville, MU Health Care operates one of its largest community practice group clinics and a smaller specialty care clinic that provides pediatric, obstetrics and gynecology services, and rehabilitation services. The specialty clinic will close Nov. 1 and its services consolidated with the primary care clinic a short distance away.

That consolidation will save nearly \$140,000 a year and better coordinate services in the Boonville community. The ob-

gyn and rehabilitation services will be provided in the primary care clinic in Boonville. Family physicians there also will care for pediatric patients. Families that specifically request a pediatrician will have those services available in Columbia.

One licensed practical nurse position was eliminated during the Boonville clinics consolidation. That individual was offered a similar position with MU Health Care. "We think the staff will stay stable" at the clinics, Kopp said. "We've been pretty lean at these clinics for some time."

Staff reaction was positive to news that the health care system was not planning to divest itself of the community practice group clinics, he added. "They were on pins and needles. They're quite relieved to know that the Hunter

Group has given them this vote of confidence."

Kopp said the clinic operations will continue working to increase revenues. One important step will be to improve access for clinic patients to physicians at MU Health Care.

Another important key will be to seek "rural health clinic" status for the community practice group operations. Clinics that serve towns of 50,000 or fewer may be eligible for this status. Under Medicare rules, those rural clinics receive higher reimbursements from the federal government for their services.

"One of our missions is to maintain support for our outlying communities," Kopp said. "We will continue to provide quality care to the citizens of these communities in the most cost-effective manner possible."

Calling all faculty

MU's fall general faculty meeting has been scheduled for 3:30 p.m. Tuesday, Oct. 29, in the Columns Ballroom of the Reynolds Alumni Center. Michael Devaney, chair of Faculty Council and professor of electrical engineering, will provide an update on the council's activities.

Chancellor Richard Wallace will report to faculty on a number of issues, including the budget impact of further withholdings of state funds, implementation of UM System task force recommendations for reducing costs of academic

programs, and an update on University Hospital and Clinics.

Sharing the caring

The University community is behind last year's mark in meeting the goal for the 2002 United Way campaign. As of Oct. 19, the University campaign had raised \$258,332 - or 57.4 percent - toward its 2002 goal of \$450,000.

That compares to last year's campaign when by this time \$318,214 - or 72.3 percent - had been raised. The percentage of participants is also down slightly for this

year's campaign. So far, 11.7 percent of University faculty, staff and retirees had donated to the campaign. Last year at this time, 14.6 percent had pledged contributions to help the 31 social service agencies in mid-Missouri that receive United Way funding.

Earn your stripes

Maybe we do "all scream for ice cream," but starting tomorrow you won't have to holler quite as loudly. It used to be that the only place you could buy the famous Tiger Stripe ice cream was at Buck's Ice Cream Place in Eckles Hall.

To help celebrate Mizzou's Homecoming, individual servings of Tiger Stripe will be available at Caffe Fresco in the Brady Food Court. And, when the last Homecoming decoration has been removed from Greektown, Tiger Stripe will continue to be sold at Caffe Fresco.

Tiger Stripe is the creation of MU's own Robert Marshall, professor emeritus of food science. This rich, gold-colored French vanilla ice cream with a ribbon of dark chocolate is produced at Eckles Hall. "We're trying to make it available for those who wanted Tiger Stripe

but can't make it over to Buck's," says Rick Lindhardt, coordinator of Buck's Ice Cream Place. That's enough to make the toughest Tiger purr with pleasure.

Safety first at Halloween

Halloween is a fun time for kids, but it can be stressful for parents worried about their children's safety. Lt. Brian Weimer of the MU Police Department stresses parental involvement on Halloween. "I encourage parents to participate," Weimer says. "Interest in the kids is what's important."

Putting a price tag on nursing home care

QUALITY CONTROL

Study finds that high-quality care doesn't have to cost nursing home operators more

Any business owner would be eager to hear how it could provide high-quality service while also lowering operating costs by more than half a million dollars. Now, research by an MU professor has shown that nursing homes can control costs without sacrificing care. In fact, the research shows facilities providing high-quality care that have solved the puzzle of staff retention can operate at a

lower cost than facilities with high turnover providing poor quality care.

"We conducted a study of 90 randomly selected long-term care nursing homes in Missouri with a broad range of positive and negative outcomes for residents," said Marilyn Rantz, professor of nursing at the Sinclair School of Nursing.

"We were able to determine which facilities had good, average or poor resident outcomes. From each group we randomly selected facilities, watched how the care was delivered and performed an analysis based on their staffing

and operation costs."

Rantz found that nursing homes providing better quality of care operate at a lower cost. In this study, using data from 1999, nursing homes providing high-quality care had costs of about \$82 per day per resident, while those with poorer care averaged more than \$95.50 per day per resident.

For a long-term care facility with 120 residents, that translates into nearly \$600,000 a year in lower operating costs. The main issue behind the findings appears to be staff retention.

"Staff retention is a crucial factor in dealing with care and cost," Rantz said. "Retention translates into increased efficiency, which in turn reduces costs. However, many facilities

do not manage and retain their staff members effectively, which is why it is difficult to achieve high quality while controlling costs. Staff who stay on the job get to know the residents well and provide the basics of care for the residents. That improves the quality of care."

In addition to staff retention, Rantz has developed a model of organizational factors that result in improved patient care. Facilities that have consistent leadership, a focus on teamwork, an active quality improvement program and provide the basics of care will see improved patient care. The basics of care include managing weight, regaining and promoting walking ability, and improving resident continence.

The next step in Rantz's

research is to determine what affects staff retention. The statistics can often be hard to measure because facilities collect information on their employees differently. Rantz is the author of an award-winning book, *The New Nursing Home: A 20-Minute Way to Find Great Long-Term Care*, which offers families advice on how to choose a nursing home.



Parking & Transportation Services
Turner Avenue Garage
Level 2
882-4568

Departments may purchase temporary permits for special events or to keep on hand for the use of their guests. The permits are \$2 per day or \$6 per week and are available for various lots/garages throughout campus. All permit orders should be made two weeks prior to event. Permits may be ordered through our office by phone at 882-4568 or through our internet address at web.missouri.edu/~mubs/parking/TempParkPermit.html.

web.missouri.edu/~mubs/parking/parking.html

BETTER

MEETINGS

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Dining
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Advertise your organization's events in Mizzou Weekly. Call Jamie at 884-1278 for details. Only \$6.60 per column inch. Minimum 10 day notice required.

MizzouWeekly

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Editor John Beahler
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Writer/designer Sue Richardson

He offers the following tips for keeping safe while trick-or-treating:

Stick together

Children should always travel

in groups and wear bright colors. If possible, an adult should always accompany them.

Know the area

Only trick-or-treat at houses and neighborhoods that are familiar to you, and only go to houses that have lights on.

Keep it simple

Make sure that your child's costume does not impair his or her vision or hearing. Be sure it is not too

restrictive so your child can walk easily. Lights on: Carry flashlights and glow sticks in order to be visible.

Inspect the loot

Parents should always examine the candy before allowing children to eat. Check for pin or needle holes in the wrappers.

Sweet nothings

While sugared beverages might appear to be a cheap source of energy, their costs may be higher than once thought. MU researchers Michael Finke and Laura Reynolds recently found that

sugared beverage consumption reduces an individual's ability to meet the daily recommended level of vitamins and minerals by replacing the more healthful alternatives that typically contain these nutrients.

"One of the greatest changes we've seen in the American diet in the past 20 years is the type of beverages we choose to consume," says Finke, assistant professor of consumer and family economics. "For example, as recently as the 1970s, milk was consumed twice as much as soft drinks, but now our

consumption of sugared beverages exceeds milk consumption.

"Previous studies have shown that consumption of corn sweeteners, the primary source of sugars for most of these sweetened beverages, has increased from 19.1 pounds to 82.2 pounds per year between 1970 and 1997. "As consumers, we need to learn to pick the food products and beverages that pack the most nutrient-rich punch," Finke says. "Sweetened beverages appear not to be the best choice."



Campus construction projects impact parking

BALANCING ACT

Each day, nearly 35,000 vehicles use the 22,000 parking spaces available at MU

Providing enough parking spaces for a university campus like Mizzou that is the size of small city can be a balancing act, Jim Joy told members of the campus parking and transportation committee earlier this week.

The University has to balance the need for adequate and convenient parking with the need to keep that parking affordable for employees and students. And, when a campus is experiencing a building spurt like the one currently under way at MU, there is the additional challenge

of relocating existing parking lots to accommodate construction needs at the same time it struggles to find enough parking for everyone.

At the parking committee's first meeting of the academic year, Joy, director of Parking and Transportation Services, outlined some of the ways that campus building projects are impacting parking at MU.

Construction of the new basketball arena has displaced nearly 1,000 spaces south of the Hearnes Center for student commuters. The new Life Sciences Research Center is going up on the sites of former parking lots that held nearly 400 spaces. A new residence hall under construction this fall

between College and Virginia avenues will eliminate hundreds of student parking spaces behind Hudson and Gillette residence halls.

Including the commuter lots on the edge of campus, surface lots and parking structures in the campus core, MU has nearly 22,000 parking spaces available. Each day, nearly 35,000 vehicles park in those spaces, Joy reported. "The question is not whether there is a place for you to park. The question is whether or not

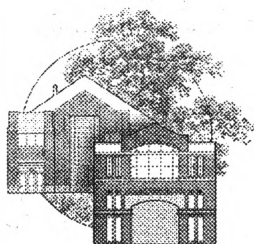
the place you park is acceptable to you," he said.

Last year the parking committee explored ways to finance an additional parking garage on campus. The most recently completed garage, the Virginia Avenue parking structure, has nearly 1,900 spaces and cost \$15 million. Like other campus garages, it was financed through bonds that will be repaid with parking revenues.

Joy stressed that MU's parking operation is self-supporting and

receives no general operating funds from the campus. "We generate our own revenues and cover our own expenses," he said, "and we do not deficit spend."

Joy said he would ask the committee this year to continue looking at ways to finance a new parking structure, "because the need has not gone away," he said. "I should remind you, if we get the go-ahead today to build another garage, it would be at least three years before a car parks there. It's quite a long process."



Groundbreaking Ceremony for the Virginia Avenue Housing and Dining Project

Come join us on Thursday, October 31, 2002 at 1:00 p.m. on the northwest corner of College Avenue and Hospital Drive to witness this historic event.

Remarks and groundbreaking will be followed by refreshments.

RSVP by Monday, October 28, 2002
(573) 882-7279

Frankie Minor
Director of Residential Life
Julaine Kiehn
Director of Campus Dining Services



Cost comparison of faculty/staff parking at Big 12 universities

These charges for faculty and staff parking permits were reported this fall by the following Big 12 institutions:

Baylor: No charge

Colorado: \$288 per year unpaved lot; \$366 for paved lot; \$438 for close proximity.

Iowa State: \$74 a year; premium parking spots are \$320 a year.

Kansas: Surface lots depending on location range from \$115 to \$180 a year. Garage parking ranges from \$125 to \$220 a year.

Kansas State: \$95 a year for regular parking; premium locations range from \$570 to \$685 a year.

Missouri: \$180 a year for a surface lot; \$216 a year for garage parking.

Nebraska: \$144 a year to park on campus perimeter; \$360 a year to park in core campus. Reserved and premium parking ranges from \$900 a year to \$1,020 a year.

Oklahoma: \$145 a year; premium parking spots are \$580 a year.

Oklahoma State: \$54 a year.

Texas: \$108 to \$381 a year depending on location; \$324 a year for garage parking.

Texas A&M: \$132 a year; garage parking is \$348 a year.

Texas Tech: \$130 a year; \$250 a year for garage parking; \$375 a year for a reserved lot; \$400 a year for a reserved garage.

calendar



Concerts & Plays

Thursday, October 24

THEATER SERIES: *Survival*

Dance will be performed today through Oct. 26 and Nov. 1-3 at 8 p.m. with Sunday matinees at 2 p.m. in the Rhynsburger Theatre. For ticket information call 882-PLAY.

Courses & Workshops

Monday, October 28

CRAFT STUDIO

WORKSHOPS: Beginning this week, the Craft Studio will offer multi-week, non-credit workshops including contemporary basketry, basic drawing, stained glass, hand-made tiles, pottery for adult and child, basic pot throwing, intermediate pot throwing, black and white photography, alternative photographic processes, and studio photography. Shorter workshops are interspersed throughout the semester. Register at the box office on the first floor of Brady Commons, or call the box office at 882-4640 or the Craft Studio at 882-2889. Cost range from \$55-\$75, with lower prices for students.

Tuesday, October 29

HUMAN RESOURCES

WORKSHOP: A discussion of Missouri's "MOST" tax-sheltered college savings

program will be presented from 11:30 a.m.-1 p.m. in S203 Memorial Union. Registration is required; call 882-2603.

Wednesday, October 30

HAZARDOUS MATERIALS

WORKSHOP: "Introduction to Hazardous Materials Management" will be presented 3-5 p.m., from 9-11 a.m. Nov. 13, and from 1-3 p.m. Dec. 3 in the Environmental Health and Safety classroom. To enroll, call 882-7018.

Thursday, October 31

CERAMICS WORKSHOP:

Visiting artist Akio Takamori from the University of Washington will conduct a two-day ceramic workshop from 9 a.m.-noon and 1:30-4:30 p.m. today and Nov. 1 in A113 Fine Arts Building. He will present a slide lecture on his work from 1:30-4:30 p.m. today in 106 Pickard Hall in conjunction with the workshop. For more information, contact Bede Clarke by email at clarkerb@missouri.edu or by telephone at 882-7120.

HUMAN RESOURCES

WORKSHOP: "Disability Issues: Recent Developments Affecting Employment and Educational Rights" will be presented from 9-11 a.m. in 146 Heinkel Building. Registration is required; call 882-2603.

Exhibits

BRADY GALLERY:

"Equilibrium," an exhibition of works in metal by Raqib Basharun, will be on display through Oct. 25.

"Current Salt-Fired Stoneware," by Fergus Moore, will be on display Oct 28-Nov. 15. An opening reception will be held Oct. 31 from 4-6 p.m.

The gallery, located at 203 Brady Commons, is open from 10 a.m.-6 p.m. Monday-Thursday, from 10 a.m.-5 p.m. Friday, from 10:30 a.m.-4 p.m. Saturday, and from 1:30-5 p.m. Sunday.

GEORGE CALEB BINGHAM GALLERY:

An exhibition of works by emeritus art faculty will be on display through Oct. 25. A closing reception will be held from 6-8 p.m. Oct. 25.

The Undergraduate Juried Competition will be on display Oct. 28-Nov. 15. An opening reception will be held from 4-6 p.m. Nov. 1.

The gallery, located at A125 Fine Arts Building, is open from 8 a.m.-5 p.m. Monday-Friday.

MUSEUM OF ART AND ARCHAEOLOGY:

"Tradition and Change: Art from Oceania" is on display into 2003.

"Wit and Wine: A New Look at Ancient Iranian Ceramics" is on display through Dec. 22.

"Master Drawings from the Permanent Collection" is on display through spring 2003.

"Selections of Ancient Glass," an exhibit in memory of Gladys Weinberg is on display through 2003.

"The Missouri Scene: In the Wake of Lewis and Clark" is on display through next April.

The museum, located in Pickard

Hall, is open from 10 a.m.-4 p.m. Wednesday-Saturday.

STATE HISTORICAL

SOCIETY: "Faces in History: Nineteenth Century Portraits from the Collection of the State Historical Society of Missouri," including the portraits of notable Missourians who helped shape the state in its early history, will be on display through Dec. 27 in the main gallery. The gallery is open from 8:30 a.m.-4 p.m. Monday-Friday. Corridor galleries are open from 8 a.m.-4:30 p.m. Monday-Friday and 9 a.m.-4:30 p.m. Saturday. Thursday and noon-5 p.m. Saturday and Sunday.

UNIVERSITY ARCHIVES: The University Archives offer a

number of online exhibits that document the history of MU.

The most recent exhibit, "Diamond Vision," traces the history of baseball at Mizzou at <http://system.missouri.edu/archives/baseball.html>.

Lectures & Seminars

Thursday, October 24

FAMILY MEDICINE

SEMINAR: William Hendricson, director of the Division of Educational Research and Development at the University of Texas Health Science Center at San Antonio, will present "Giving Constructive Feedback" from 9:30-11 a.m. in MA3060, Medical Sciences Building.

PUBLIC CAREERS

ROUNDTABLE: "Public Service Careers: A Call to Serve," a career roundtable for public administration and other graduate students, will be presented from 1-3:30 p.m. in Memorial Union's Stotler Lounge. The roundtable will feature five speakers representing a range of public service employers including local, state and federal government, consulting firms and nonprofits. Following a series of brief presentations, audience members will have the opportunity to participate in breakout sessions with the speakers. For more information contact Shannon Stokes at 884-6322 or visit the website at www.truman.missouri.edu/NewsAndEvents/Eventscalendar.html.

CHEMICAL ENGINEERING

LECTURE: Thomas Foglia from the U.S. Department of Agriculture, will present "Bioprocessing of Fats and Oils into Value-Added Products" at 3:30 p.m. in Ketcham Auditorium. A reception will be held at 3 p.m. For more information, contact Melina Young at 882-4877.

NUTRITIONAL SCIENCES

SEMINAR: Rajendra Mehta,

professor of surgical oncology and pharmacology at the University of Illinois, will present "Development of a New Analog of Vitamin D for Breast Cancer Prevention and Treatment" at 4 p.m. in 209 Gwynn Hall.

Friday, October 25

MEDICAL COMPUTING

LECTURE: MU medical school alumnus Frederick Hausheer, founder and CEO of BioNumerik in San Antonio, Texas, will give the Overholser Memorial Lecture, titled "New Approaches to Pharmaceutical Discovery: Applications of High Performance Computing," at 3:30 p.m. in the Acuff Auditorium, MA217.

Tuesday, October 29

FIBER ART LECTURE:

Basketmaker Jenna Weston from Ava, Mo., will present "Casting Techniques for Handmade Paper and How to Use Natural Materials" from 2:30-3:30 p.m. at the fiber studio in the Marx Building on Carrie Francke Drive. For more information, contact Jo Stealey at 882-4439 or e-mail stealeyj@missouri.edu.

BIOLOGICAL SCIENCES

SEMINAR: Derek van der Kooy from the University of Toronto will present "How to Make a Mammalian Brain" at 3:30 p.m. in 18 Tucker Hall. A reception will be held at 3:15 p.m. in 111 Tucker Hall.

Wednesday, October 30

ART LECTURE: Gloria Page,

author of *Holy Moly Macaroly*, *Reflections on the Business of Art and the Art of Life*, will present "The Art of Designing and Using Stamps" from 9-10:30 a.m. and 11:30 a.m.-1 p.m. at the fiber studio in the Marx Building on Carrie Francke Drive. For more information, contact Jo Stealey at 882-4439 e-mail stealeyj@missouri.edu.

FAMILY MEDICINE

SEMINAR: Kevin Everett, assistant professor of family and community medicine, will present "Teachable Moments in Clinical Practice: Application to Smoking Cessation" from 9:30-11 a.m. in MA3060, Medical Sciences Building.

MIDDAY GALLERY EVENT:

Benton Kidd, assistant curator of ancient art at the Museum of Art and Archaeology, will present "Glittering Glass: A Mid-Missouri Menagerie" at 12:15 p.m. at the museum in Pickard Hall.

ECOLOGY & EVOLUTION

SEMINAR: Zuleyma Tang-Martinez from UM-St. Louis will present "Recent Studies of Genetic Relatedness, Kin Discrimination and Social Behavior in Voles" from 4-5 p.m. in 106 Lefevre Hall.

Time for a coffee break?

STK #6699

1.1 oz. packages
Decaffeinated Coffee
\$19.79/case of 42

STK #6722

1 oz. packages
Marshmallow Hot Chocolate
\$4.19/box of 25

STK #6720

1 oz. packages
Regular Hot Chocolate
\$6.10/box of 50

STK #6701

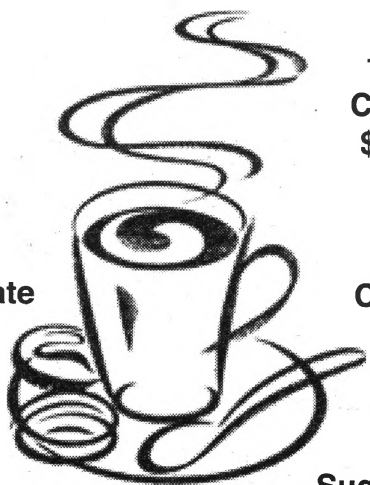
1.1 oz. packages
Caffeinated Coffee
\$15.01/case of 42

STK #6700

10 oz. packages
Caffeinated Coffee
\$4.27/package

STK #6721

.52 oz. packages
Sugar-free Hot Chocolate
\$5.65/box of 25



6702	Cream substitute	\$1.53/box
6703	Sugar	\$9.00/case
6704	Coffee stirrers	\$0.76/box
6705	"Sweet 'n Low"	\$9.62/package
6706	"Equal"	\$25.78/case

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Thursday, October 31

CERAMICS LECTURE:

Visiting ceramic artist Akio Takamori from the University of Washington will present a slide lecture on his work from 1:30-4:30 p.m. in 106 Pickard Hall. For more information, contact Bede Clarke by e-mail at clarkerb@missouri.edu or by telephone at 882-7120.

ART LECTURE:

Local paper and basketmaker Leandra Spangler will present "Three Dimensional Application of Textured, Handmade Paper" to discuss her techniques and the aspects of being a professional artist from 2-3:30 p.m. at the fiber studio in the Marx Building on Carrie Francke Drive. For more information, contact Jo Stealey at 882-4439.

NUTRITIONAL SCIENCES

SEMINAR: Gary Weisman, professor of biochemistry, will present "P2Y2 Nucleotide Receptors Promote Intimal Hyperplasia in Collared Rabbit Carotid Arteries: Role of Integrin- and SH3-Binding Domains in the P2y2 Receptor" at 4 p.m. in 209 Gwynn Hall.

Special Events

Thursday, October 24

MUSEUM FLASHLIGHT

TOUR: The Museum of Art and Archaeology will host "Are There Monsters in the Museum?" a flashlight tour for children ages 7-12 at 6:30 p.m. in Pickard Hall. Cost: free. Call to pre-register.

Friday, October 25

TIGER PLAZA UNVEILING:

The MU Alumni Association will unveil Tiger Plaza, funded by private donations, at 3:30 p.m. at the intersection of Rollins Street and Maryland Avenue.

Friday, November 1

MUSEUM MEMORIAL

EVENT: Sid Goldstein, curator of the Saint Louis Art Museum, will present a memorial event at 5:30 p.m. in 106 Pickard Hall for Gladys Weinberg, one of the founders of the Museum of Art and Archaeology. A reception will follow the event in the Cast Gallery.

From HOMECOMING Page 1

and want to watch the Homecoming parade, you can do both at the Brewer Breakfast beginning at 8 a.m. Oct. 26 at Brewer Field House. There will be a complimentary pancake breakfast and the MU women's basketball team will hold their season's first scrimmage. Then step outside for the best seats on the Homecoming parade route.

- Any University-recognized student organization, residential unit, community organization or business may enter a decorated car or walking banner in the Homecoming Parade that starts at 8:30 a.m. Oct. 26, winding through campus and downtown. This is the first year that floats can vie for cash prizes in a competition

separate from the decorated car and walking banner competition. All entries will be judged on creativity, artistic appeal and inclusion of the Homecoming theme. To view the parade route, go to www.homecoming.mizzou.com.

- The Black and Gold Game, the first public scrimmage for the men's basketball Tigers, will be held at 10 a.m., Saturday, Oct. 26, in the Hearnese Center. Tickets are \$5 and a portion of the proceeds will benefit the Boys and Girls Club of Columbia. Tickets are available at the Hearnese Center box office or by calling 884-PAWS.
- Tiger Town Tailgate begins three hours before kickoff, Oct. 26, south of Faurot Field. Tickets are \$8 in advance for students, \$10 in advance for MU Alumni

Association members, \$12 in advance for nonmembers or \$15 at the door. Children 12 and under are free. Call 1-888-292-MUHC (6842) to make reservations.

- Call 1-800-CAT-PAWS for tickets to the Homecoming game against the Kansas Jayhawks at Faurot Field. Kickoff is set for 1 p.m.
- Watch the Tiger volleyball team pounce on the Texas Longhorns on Saturday, Oct. 26, in the Hearnese Center. The game gets under way one hour after the football game ends.
- For a complete schedule of Homecoming activities, visit the Homecoming Web site at www.homecoming.mizzou.com. For more information on any MU Homecoming event, call the MU Alumni Association at (573) 882-6645 or 1-888-292-MUHC.

classifieds

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Book the Ninth

The Carnivorous Carnival
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AS WE THANK PANSY CURE FOR HER 20 YEARS OF SERVICE

Thursday, October 31st, 2002
3 p.m. Neff Hall Student Lounge

IN *brief*

MU alumni director takes national post

Todd Coleman, executive director of the MU Alumni Association since 1994, has been named to a three-year term on the Council for the Advancement and Support of Education (CASE) board of trustees. The council is the international professional association for advancement professionals at educational institutions throughout North America, South America and Europe.

Coleman will also serve as chair of the Commission on Alumni Relations, a group of alumni professionals from around the world that develops curricula for alumni relations professional training, promote the profession to a worldwide audience, and advise the council's professional staff.

Protein research earns Spurgeon Award

Lesa Beamer, assistant professor of biochemistry, will receive the 2002 Dorsett L. Spurgeon MD Distinguished Medical Research Award. The annual award recognizes outstanding achievement by School of Medicine researchers in the early stage of their academic careers.

In addition to receiving a cash prize, Beamer will be the keynote speaker at the Health Sciences Center Research Day on Nov. 7. The structural and biophysical studies of her laboratory are aimed at understanding proteins involved in infectious disease, both those that can contribute to and fight against bacterial infection. Structural information on these proteins provides a framework for design of clinical inhibitors and antimicrobial agents, and should contribute to

ongoing efforts to combat the development of antibiotic resistant bacterial strains.

Health Care marketing team wins awards

The public relations and marketing team at MU Health Care recently won six awards from the Missouri Association for Health Care Public Relations and Marketing.

Missouri Medical Review, the MU School of Medicine alumni magazine, won first place in the external publications category. First place was also awarded for Physician Expertise Image ads. in print advertising. The special-purpose publication "TJ Goes to the ER" coloring book, won second place. Also in second place in the cooperative partnership category is MU Health Care's Doctor on Call with KOMU-TV 8.

Rich Gleba, *Missouri Medical Review* editor, won third place for his story "Facing a Media Frenzy." The Columbia Regional Hospital image campaign also won third place in total campaign advertising.

Regular exercise a boon for elderly

For decades, scientists have known that people who regularly exercise live longer, healthier lives. But what is the best way to motivate elderly Americans to get out of the rocking chair and into a regular exercise program?

Vicki Conn, professor of nursing, worked with MU researchers Harris Cooper and Jeffrey to analyze a number of studies and uncovered a relatively simple solution.

They found the elderly benefit the most when: Health professionals focus on moderate exercise and not on other health-promoting behaviors such as diet; participants record progress in a journal and exercise in groups outside the home; health professionals focus on patient groups such as diabetic or heart disease patients.

"Many older adults have more time available to

attend group exercise sessions," Conn said. "In addition, older adults who live alone may find the structured time with others motivating and satisfying. Although center-based activities can be more expensive than home-based activities, the health benefit can far exceed the costs."

Provost announces administrative positions

Provost Brady Deaton recently announced that Jim Scott will serve as director of the European Union Center at MU, replacing Andrew Balas, who has taken an administrative position at St. Louis University. "His past experience, strong leadership, and management ability are well suited to meet any challenge facing the center," Deaton said.

Scott has extensive experience working in Europe on rural and regional development policy issues. He has hosted numerous delegations of EU policy scholars and practitioners to campus. Scott, who also serves as associate professor and policy program director at MU's Truman School of Public Affairs, will be responsible for maintaining strong working relationships with the academic community, the private sector, with Congress, and with state and local governments.

In another recent appointment, Deaton has named Gary Pike to serve as MU's director of assessment. Pike will work closely with divisions, campus units, and Faculty Council in their efforts to strengthen graduate and undergraduate offerings.

"We have long recognized the importance of establishing goals for student learning, assessing our progress in achieving those goals, and designing program improvements based on the results of our assessments," Deaton said. "This new position will enable us to provide additional assistance and coordination for this important campus effort." In addition, this position will work to more tightly link assessment to MU's long-range planning efforts.

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Steakhouse strategies

SIRLOIN 101

Researchers grill restaurant customers about their preferences

An educated restaurant diner is a happier diner, according to a recent MU study. A panel of 210 local people helped prove that point, and they all dug into a steak dinner to boot in the dining room at Eckles Hall.

"When consumers received visual and verbal assistance in placing orders for beef sirloin steaks, their rating was higher for overall liking and liking of flavor," said Carol Lorenzen, assistant professor of food science.

In the research, 210 consumers received dining experiences similar to one that they would in a medium-priced steakhouse – something like the Outback national restaurant chain. Meals consisted of house salad, top sirloin steak, baked potato, steamed broccoli, apple pie and a beverage. Sirloin steak was chosen because it is the most popular entree sold at such restaurants.

Wait staff showed one group of consumers a color card displaying steaks cooked to six degrees of doneness, ranging from very rare to very well done. They answered questions and also explained how steaks cooked

to different degrees of doneness would appear.

A second group of consumers did not receive ordering instruction. Of consumers who received instruction, 72 percent reported their steaks correctly cooked, compared to 46 percent for unaided consumers.

"Previous research has shown that when consumers get their steak cooked as they ordered it is the biggest factor in whether they like it or not," Lorenzen said. "Increased education and communication with the chefs possibly improved the consumers' understanding of doneness."

So she teamed up with Michael Keene, instructor in hotel and restaurant management. Students in that program served as the wait staff. Other hotel and restaurant management students who cooked in local eateries manned the research grills.

The research panel was selected from customer lists at the MU Meat Lab and from the restaurant management program's dinner series. Lorenzen said she had no trouble rounding up a panel of volunteers when they heard about the free steak dinner.

And how did most people want their steaks cooked? Lorenzen reported that 39

percent of the subjects wanted it cooked medium rare; 26 percent preferred medium; only 16.7 percent wanted it well done and 10.5 percent went for a rare steak.

A second phase of the research compared chefs using the "touch" method vs. a thermometer to determine degree of steak doneness. The touch method is commonly used in restaurants. In this method, a

utensil is pressed against the steak to determine its firmness.

The mean temperature of all steaks served should have been 154 degrees F. However, the steaks served using the touch method averaged 120 degrees F, a difference of 34 degrees. Steaks served using thermometers were off only about 2 degrees.

"Clearly the thermometer method provides a more accurate way to determine the endpoint

temperature of steaks than the touch method," she said.

"With an increase in the consumption of beef through the food service industry, it is important to investigate methods that will have a positive effect on the consumer's perception of beef," she said.

The research project was funded in part by the Missouri Beef Industry Council.



STEAK OUT

Carol Lorenzen, assistant professor of food science, and Mike Keene, instructor in hotel and restaurant management, teamed up recently to study whether better informed customers at steakhouses are happier customers.

Rob Hill photo

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University of Missouri Health Care is proud to recognize these fine physicians who also serve on the full-time faculty of the MU School of Medicine. Achieving this singular honor is a testament to their expertise in their chosen medical field and to the extraordinary care they provide their patients.

MU faculty physicians

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Scott McCord, MD

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Kul Aggarwal, MD
Greg Flaker, MD
H.K. Reddy, MD
Richard Webel, MD

DERMATOLOGY

David Clark, MD

FAMILY MEDICINE

Jack Colwill, MD
Anne Fitzsimmons, MD
Elizabeth Garrett, MD
James Kinderknecht, MD
Coleen Kivlahan, MD
Michael LeFevre, MD
David Mehr, MD
Erika Ringdah, MD
Harold Williamson Jr., MD
Steven Zweig, MD

GASTROENTEROLOGY

Paul King, MD
John Marshall, MD

HAND SURGERY

Barry Gainor, MD
C. Linwood Puckett, MD

INFECTIOUS DISEASES

Gordon Christensen, MD
Dale Everett, MD
William Salzer, MD

INTERNAL MEDICINE (GENERAL)

Richard Burns, MD
Kristin Hahn-Cover, MD

MEDICAL ONCOLOGY AND HEMATOLOGY

Michael Perry, MD

NEPHROLOGY

Ramesh Khanna, MD
John Van Stone, MD

NEUROLOGICAL SURGERY

David Jimenez, MD
John Oró, MD

NEUROLOGY

Harry White, MD

OBSTETRICS/GYNECOLOGY

John Cassels Jr., MD (Fertility)
William Griffin, MD
Susan Winkelmann, MD

OPHTHALMOLOGY

John Cowden, MD
Lenworth Johnson, MD

ORTHOPAEDIC SURGERY

Jeff Anglen, MD
Walter Greene, MD

OTOLARYNGOLOGY (ENT)

William Davis, MD

PATHOLOGY

John Bickel, MD
Alberto Diaz-Arias, MD
Timothy Loy, MD

PEDIATRICS

Michael Cooperstock, MD
(Infectious Diseases)
David Goldstein, MD
(Endocrinology and Diabetes)
Ted Groshong, MD (Nephrology)
Nasrollah Hakami, MD
(Hematology and Oncology)
Richard Hillman, MD (Genetics)
Elizabeth James, MD (Neonatology)
Peter König, MD
(Allergy and Immunology)
Zuhdi Lababidi, MD (Cardiology)
Judith Miles, MD (Genetics)

Thomas Selva, MD (General)
Joseph Tobias, MD (Critical Care)
Edward Wright, MD
(Physical Medicine and Rehabilitation)

PHYSICAL MEDICINE AND REHABILITATION

Michael Acuff, MD
Robert Conway, MD
Jon Rupright, MD
Edward Wright, MD

PLASTIC SURGERY

C. Linwood Puckett, MD

RHEUMATOLOGY

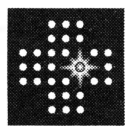
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Sara Walker, MD

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