

# MizzouWeekly

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**Jan. 26, 2006**  
University of Missouri-Columbia

## Online, but is it on the mark?

**ACCESS ORIENTED**

Research lab strives to make Web sites user friendly

For Web developers who seldom get a chance to see how people navigate through their sites, MU researchers have set up a usability research and testing lab that gives the creators valuable insight into their customers' experience.

"A Web site should be set up in a way that meets a user's needs efficiently and quickly," says Sanda Erdelez, associate professor of information science and founder of the Information Experience Laboratory.

If a site is not presented well, a user may develop bad feelings for it or even go to other sites. Both of these are actions Web designers want to avoid. "Users want well-designed, easy-to-use sites and most times this is difficult to figure out without testing," Erdelez says.

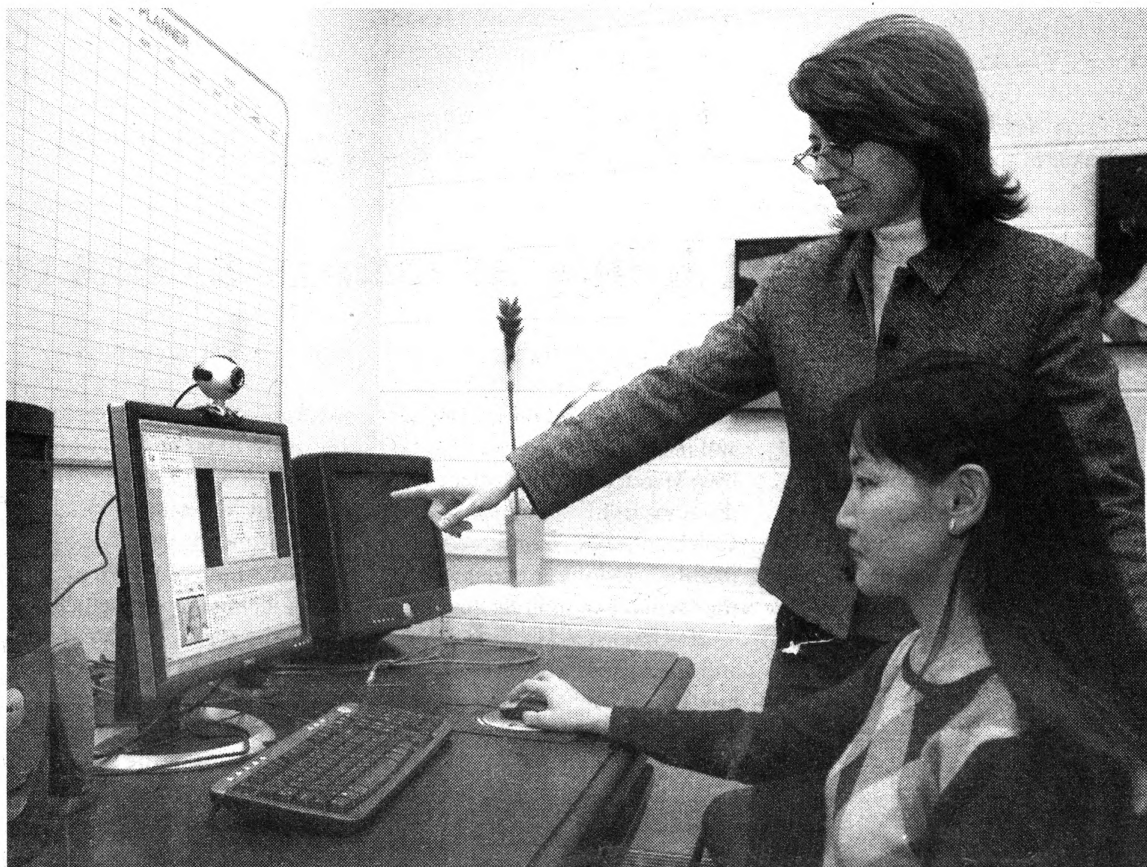
At the laboratory, housed in the Center for Technology Innovations in Education in London Hall, Erdelez' expertise

in human-information behavior comes in handy when evaluating a Web site's usability: how well the site is organized so users can find information or products promptly. "Part of this research is understanding how people interact with computers," she says.

While the staff looks at this portion of a site, it also tries to understand if the site is useful, too, Erdelez says. After all, she says, "what good is a perfectly designed site with all the bells and whistles if what it contains is nothing that anyone would like to see or use?"

Graduate students help Erdelez run the lab. One of them is doctoral candidate Borchuluun Yadamsuren, who is skilled in using Morae, the latest state-of-the-art Web-testing software. She says working in the lab for more than a year has increased her knowledge of technology now used for usability studies compared to what was used in the complex, old-style labs.

Morae is fast, flexible and



Steve Morse photo

**INTERACTIVE INTERNET** Sanda Erdelez, standing, graduate student Borchuluun Yadamsuren and other staff at MU's Information Experience Laboratory use the latest software and research techniques to test the usability of Web sites.

contains everything needed to record, log and analyze tests of anything that can be seen through a computer. For example, when it is used to inspect a new or redesigned Web site, subjects sit in front of a

computer screen equipped with a video camera and a microphone.

Yadamsuren says anything taking place on-screen is recorded, such as Web page changes, mouse clicks and key strokes or opening, closing,

and resizing menus, dialog boxes or pop-up ads. "We can even include videos of their faces, so we will know what expressions they had while using the site," says Yadamsuren,

**SEE Lab on Page 8**

## Higher education access is key to local lawmakers

**STATE FLAGSHIP**

Legislators say proposed 2 percent state appropriation increase is a good start

Boone County's state lawmakers may have been preaching to the choir when they spoke at a local legislative forum last week, but their sermons all included the same message: As the state's flagship public university, Mizzou has a unique mission that has earned it a special role among Missouri higher education institutions.

Rep. Steve Hobbs, R-Mexico, and other state legislators whose districts include a portion of MU's home county took part in the Jan. 19 forum at Harpo's sponsored by the

MU Alumni Association's Boone County chapter.

Hobbs talked about his travels around the state on legislative business: "Wherever you go, people say, 'I went to Mizzou; I'm an MU alum. What are you doing for the University of Missouri?'"

"You know what? When you have that type of network all across the state, that's something you have to tap into," Hobbs said. "Because we have folks in other parts of the state who really don't understand the flagship message. We have to energize alumni to spread that message, that the flagship is just that — the flagship and the crown jewel of higher education in this state."

State funding for higher education was one of the most important issues the legislators

discussed. Several lawmakers said they were pleased by Gov. Matt Blunt's decision to include a 2 percent increase for the higher education in next year's

*Higher education access is "a way to make the American dream achievable for everybody in this state regardless of who you are, where you come from or what your circumstances are."*  
— Rep. Jeff Harris, D-Columbia

budget, but are concerned that it doesn't go far enough.

"Everyone was a little worried that we were going to get 10 percent to 12 percent cuts, because that's what we were asked

to be prepared for," said Sen. Chuck Graham, D-Columbia. "The governor proposed a 2 percent increase for higher education, and we're happy."

"That's a good start, but in reality it still just gets us back to where we were in 1998. It doesn't get us back to our 2001 level," which was the year MU received its highest state appropriation, "and it doesn't do anything really to address the issue of rising tuition," Graham said. "I have two Mizzou interns this year, and they tell me about what the tuition is doing to them as it goes up. It's a very difficult issue, but it's something we need to continue to fight for."

Rep. Ed Robb, R-Columbia, who is vice chair of the House Budget Committee,

cautioned that the governor's recommendation for a 2 percent budget increase for higher education "is not a done deal, but I think I can promise you that we can get that through at least the House side." Robb said he already has introduced legislation to double the state's Bright Flight scholarship from \$2,000 to \$4,000 and would like to see funding for additional scholarships in health-related professions.

Staff shortages in the health professions are also a concern for Rep. Judy Baker, D-Columbia, who has introduced a bill this session to initiate a planning commission that will take a long-term look at the growing problem.

"The health professions shortage that is coming is huge,

**SEE Forum on Page 5**

**Chaos or community?**

Mizzou will host a two-day series of campus events to honor the slain civil rights leader Dr. Martin Luther King Jr. The campus celebration begins tomorrow, Jan. 27, with an "MLK Evening of Community Service" from 6 to 8 p.m. at the Intersection, a non-sectarian organization at Garth Avenue and Sexton Road that promotes healthy community. On Saturday, Jan. 28, the celebration continues with an interfaith breakfast from 8 to 9:30 a.m. in the Memorial Union's Stotler Lounge. The keynote speaker at the breakfast

will be the Rev. Joseph Brown, director of the Black American Studies Program at Southern Illinois University. Brown's presentation at the breakfast will be "Many Thousands Gone: Black Men, Suicide & Rage," and his talk will be followed by a Diversity Resource and Health Fair in Memorial Union's Scatter Lounge. There will be two additional events the afternoon of Jan. 28. Kevin Cokley, associate professor of educational, school and counseling psychology and of black studies, will moderate a panel discussion on "Where Do We Go From Here: Chaos

or Community — Current State of Political Affairs" from 2 to 3 p.m. in N201/202 Memorial Union. MU's annual King commemoration program will be held from 6 to 7:30 p.m. in N201/202 Memorial Union. CNN political analyst Carlos Watson will discuss "Hurricane Katrina and Its Lasting Impact" followed by a reception.

**MU Health Care Kicks off Red Dress Campaign**

University of Missouri Health Care is promoting awareness of women's heart disease with a Red Dress Campaign

in February. During February, women are encouraged to wear a red dress, a red shirt or red jewelry to show their support for women's heart disease awareness and prevention.

"Many people don't realize that heart disease is the No. 1 killer of women in the United States," says Mary Dohrmann, associate professor of cardiology. "It's incredibly important for women to realize that there are many things they can do to minimize their risk for heart disease. The red dress campaign will help our community educate women as to what they can do to protect themselves."

Women can lower their general risk of heart disease by not smoking, exercising regularly and eating a heart healthy diet that is high fiber, low in fat and promotes weight loss if needed. Women should also know their personal heart risk profile including their cholesterol level, blood pressure, risk for diabetes and family history of heart disease.

Because warning symptoms of heart attack are frequently ignored by women, they should report any new symptoms of chest pain, excessive shortness of breath or unusual fatigue to their physicians.

**Faculty report looks at indirect cost recovery**

**BUILDING RESEARCH**

Report says RIF funds promote research growth

**M**U's Faculty Council is considering whether to sponsor a faculty forum this spring to discuss a recent report by a faculty committee that studied the recovery of indirect costs from research grants and looked at other investments in Mizzou's research infrastructure.

Jim Coleman, vice provost for research, convened the committee in late March 2005, and members were appointed by research deans in academic divisions from around campus. Coleman asked committee members to look at two issues: the recovery of indirect costs — also known as "facilities and administration" or F&A funds — at MU and how the campus invests those resources

in its research infrastructure.

One of the issues is a funding mechanism called the Research Incentive Fund or RIF, which distributes a portion of indirect costs that MU recovers back to the academic unit that conducted the research.

In its final report, which should be available soon online on the Office of Research Web site, the committee made six recommendations:

- Research grants should not be accepted with less than the University negotiated F&A rate except in rare instances, and then no RIF money from that award should be returned to the unit.
- The University should

continue to distribute a set rate of RIF to the units responsible for the sponsored research activity. The report said that RIF policies in place "have played a major role in the growth of research on campus" and they "provide units with incentives to pursue external funding ... (and) determine how resources are spent to strengthen research productivity."

- There should be a goal to increase RIF rates from the current 25 percent to 35 percent, but only when the full, allowable F&A rate is recovered. Of that, 30 percent should go to units as it does now, and 5 percent should go to unit deans and directors. The report

acknowledged that because of budget constraints any increase to the RIF rate should come from growth in F&A recovery above the annual 5 percent growth that is currently assumed.

- MU should encourage accountability, transparency and faculty participation in the development and annual review of unit RIF policies.

- Once the goal of increasing the RIF rate to 35 percent, any additional growth in F&A recovery should lead to increase in other competitive initiatives that support research.

- There should be further study of the complex question of creating a "central banking" system for RIF balances.

In addition to those recommendations, the report also looked at whether RIF monies were being spent appropriately, said Frank Schmidt, the group's co-chair and Faculty Council's representative to the committee. "They always seem to be spending it productively," Schmidt said. Faculty Council will decide at its next meeting Feb. 9 whether to sponsor a campuswide forum on the report and its recommendations.

**OFFICE OF THE VICE PROVOST**

**INTERNATIONAL PROGRAMS & FACULTY DEVELOPMENT**  
211 JESSE HALL 882-9061

ATTENTION FACULTY:

All faculty holding full-time appointments are eligible to apply for the:

**Faculty Development Project Award**

The deadline to submit proposals is March 15, 2006


**Big 12 Faculty Fellowship Program**

Big 12 is an ongoing process and there is no set deadline

The guidelines and application materials are available online at:

<http://ipfd.missouri.edu/pages/programs/fucdev.htm>

**The MU Alumni Association Announces**  
**The 2005-2006 Richard Wallace Research Incentive Grants**



Application Deadline:  
March 6, 2006

Tenure-track and tenured faculty are eligible to apply for funding. Preference will be given to junior tenure-track faculty who include undergraduate researchers in their project. The guidelines are available on-line at [http://pet.missouri.edu/facultydev/alumni\\_grant.htm](http://pet.missouri.edu/facultydev/alumni_grant.htm). Applicants should submit an electronic copy of their proposal to [ipfd@missouri.edu](mailto:ipfd@missouri.edu) and send 1 hard copy to:

MU Alumni Association Richard Wallace Research Incentive Grants  
c/o Vice Provost Dr. Handy Williamson  
International Programs and Faculty Development  
211 Jesse Hall

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**MizzouWeekly**

**Volume 27 No. 17**

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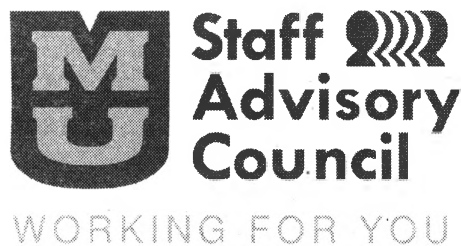
**Editor** John Beahler  
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**Photographers** Rob Hill, Adam Masloski, Steve Morse  
**Writer/designer** Sue Richardson

**Celebrating Mizzou staff**

Each spring, MU honors the many contributions that staff members make to the University and its missions. Staff Recognition Week will be held May 22 to 26 this year, and the Staff Advisory Council is asking for nominations for the Chancellor's Outstanding Staff Awards. Four outstanding staff awards are presented each year, one in each of the occupational groups: crafts/maintenance, secretarial/clerical, technical/paraprofessional and administrative/professional. These awards, which include a personalized plaque and

a \$2,000 check, recognize individual staff contributions to the University.

Staff Council is also soliciting nominations for three additional staff awards. The Barbara S. Uehling Award for Administrative Excellence is presented to a staff member who holds an administrative job title



and who has contributed to improved working conditions and quality of life for MU staff. The Mick Deaver Memorial Award recognizes a staff member who fosters good relations with students. A new award for 2006 will be the MU Alumni Association Award for Alumni Relations Excellence to honor a staff member

outside the Division of Development and Alumni Relations who fosters good relations with alumni. The last three awards include a plaque and a \$1,000 check. The nomination

deadline is noon Feb. 10, and forms are available online at [www.missouri.edu/~musacwww](http://www.missouri.edu/~musacwww) or by calling the Staff Council office at 882-4269. The council also needs staff volunteers to help the awards committee read nominations and interview the candidates.

For more information, contact Gina Scavone at 882-4269 or e-mail [staffadvisorycouncil@missouri.edu](mailto:staffadvisorycouncil@missouri.edu).

**Legend behind the lens**

Award-winning photojournalist Ami Vitale is regarded as one of today's most memorable storytellers. Her deep cultural

understanding help her explain the world she encounters on her assignments around the world from Prague to Kashmir and from Angola to the Balkans for the Getty photo agency.

Vitale is bringing her years of photojournalism experience to Mizzou as part of Nikon's new education program, NikonCampus. She will give a 90-minute presentation at 7 p.m. tonight, Jan. 26, at the Museum of Art and Archaeology in Pickard Hall. The presentation is aimed at MU photography students who will be tomorrow's working professionals, but the public is invited to attend.

**National Academy member joins MU faculty ranks**

**SCIENTIFIC SYNERGY**

Chemist searches for new ways to attack cancer

Internationally known scientist M. Frederick Hawthorne, a longtime member of the National Academy of Sciences, will join the Mizzou faculty, Chancellor Brady Deaton announced this week. Hawthorne will be co-director of MU's new International Institute for Nano and Molecular Medicine.

Hawthorne, who comes from the University of California at Los Angeles, will serve with Kattesh Katti, professor of radiology and biomedical physics and senior research scientist at the MU Research Reactor, to provide leadership for the new institute. Deaton said the move will significantly advance MU's national leadership in nanomedicine and cancer research and provide break-through technology and medical solutions to the world.

"It is the opportunity of a lifetime to attract someone who has contributed so immensely to this field and is considered a world authority with more than four decades of experience," Katti said. "There is a synergy that will happen instantly when Dr. Hawthorne joins us."

"Together, Dr. Katti and I cover a broad spectrum, and we should be able to do some very significant things," Hawthorne said. "I still marvel at what I found at the University of Missouri-Columbia that I have never encountered anywhere in the world. The campus literally has everything including a nuclear research reactor, a medical school, a veterinary medicine school and sincere people who are interested in collaborating with me. I realized Mizzou would

be a place where I could fulfill my life's work, which is to find a new route for attacking cancer in a definitive way."

Katti's discoveries in nanoscience led to the recent opening of the Nanoparticles Production Core Facility (NPCF), one of the first on-campus facilities of its kind. The core facility uses a patented process to produce metallic nanoparticles especially for medical applications. This facility laid the groundwork for a \$3.1 million grant from the National Cancer Institute, bringing together a team of 12 researchers under Katti's leadership to use cutting-edge nanotechnology to detect and treat prostate cancer at the molecular level. The grant makes MU one of 12 cancer nanotechnology platforms established by the National Cancer Institute as part of a five-year, \$144 million initiative.

The decision to open the core facility was "a strategically important investment," said Jim Coleman, MU's vice provost for research. "Our investment in nanomedicine, along with the major grant, is serving as a focal point in attracting top-notch scientists — including National Academy of Sciences member Frederick Hawthorne — to faculty ranks at MU."

Katti said the MU initiative "should produce state-of-the-art science that can be used to produce a new generation of medical products to detect and treat cancer."

"Dr. Hawthorne brings impeccable credentials and world-class science to MU," said Robert Churchill, chair of radiology department. "To have both Dr. Hawthorne and Dr. Katti in one department is going to be phenomenal."

**A focus on real estate**

**GROWTH AREA**

Institute will prepare future real estate industry leaders

A gift from a 1972 Mizzou business graduate who went on to a successful 30-year career in the real estate industry will establish a real estate institute at MU's College of Business to prepare students as leaders in that industry and in related financial services areas.

Bruce Walker, dean of business, announced the Jeffrey E. Smith Institute of Real Estate at a Jan. 24 ceremony in the Reynolds Alumni Center. In the three decades since Smith graduated from MU, the real estate emphasis area has grown into a real strength at the College of Business.

"Each year, more than 75 students graduate from the college with a real estate emphasis," Walker said. "Real estate is the world's largest asset class, and real estate companies along with banking and financial institutions are among the largest recruiters of our business graduates. It's understandable that a growing number of students are interested in this program."

Smith is the founder and president of Jeffrey E. Smith Companies, a Columbia-based family of real estate development, construction and management companies that have developed more than 4,000 multi-family and senior properties with investments in another 10,000 housing units.

Funding for the institute will be over the next 20 years.

It will cover annual expenses and also build an endowment that will enable the institute to become a permanent part of the college with a home in the Department of Finance. The gifts from Smith total more than \$3 million and will underwrite the establishment of the institute as well as a professorship and faculty scholar positions. Additional financial support for the institute's faculty, programs and students has been received from private donors and companies.

The institute will support an expansion of real estate educational offerings at both the undergraduate and master's levels, increase the array of professional development opportunities for students and support research focused on real estate and other financial services.

University of Missouri-Columbia Dr. Martin Luther King Jr.

**Commemoration Day: Jan. 28, 2006**

**Where Do We Go From Here: Community or Chaos?**

**Interfaith Breakfast (8-9:30 a.m., Stotler Lounge)**

Father Joseph Brown, director of the Black American studies program at Southern Illinois University-Carbondale, will give the keynote address.

**Diversity Resource and Health Fair (9:30 a.m.-12:30 p.m., Scatter Lounge)**

**Panel Discussion (2-3 p.m., Mark Twain Ballroom)**

Dr. Kevin Cokley, associate professor of Educational, School & Counseling Psychology and Black Studies at MU, will act as moderator during the discussion of Martin Luther King's writings and their relevance to our nation's current state of affairs.



**Off Topic with Carlos Watson:**

**Hurricane Katrina and Its Lasting Impact**

(6-7:30 p.m., Mark Twain Ballroom; Reception to follow)

Carlos Watson, a political analyst for CNN, regularly appears on all of CNN's networks, contributing commentary and analysis of the most current events and trends as well as business and legal issues. He also writes the weekly column, "The Inside Edge with Carlos Watson," for CNN.com.



All events are free and open to the public and will be located in Memorial Union North.

For more information call (573) 882-5838 or visit the web at <http://mlk.missouri.edu>

# calendar



## Concerts & Plays

### Thursday, January 26

**THEATER SERIES:** *Jukebox*, a new play by Andrea Onstad directed by David Eshelman, both doctoral candidates in theater, will be presented at 8 p.m. today, Jan. 28 and Feb. 3 and at 2 p.m. Feb. 5 in the Corner Playhouse. For ticket information, call 882-PLAY.

### Friday, January 27

**THEATER SERIES:** *The Witches' Quorum*, a new play by David Eshelman directed by Andrea Onstad, will be presented at 8 p.m. today, Feb. 2 and 4 and at 2 p.m. Jan. 29 at the Corner Playhouse. For ticket information, call 882-PLAY.

**UNIVERSITY CONCERT SERIES:** "The Five Browns" features a family of Julliard-trained siblings who will perform on five pianos and in various ensemble combinations at 7 p.m. in Jesse Auditorium. For ticket information, call 882-3781.

### Saturday, January 28

**UNIVERSITY CONCERT SERIES:** The Russian National Ballet will perform *Sleeping Beauty* at 7 p.m. in Jesse Auditorium. For ticket information, call 882-3781.

### Sunday, January 29

**UNIVERSITY CONCERT SERIES:** MU alumni Ryan McPherson and Caroline Worra will preview their upcoming Carnegie Hall performance when they present "Prelude to Carnegie Hall" at 3 p.m. in Jesse Auditorium. For ticket information, call 882-3781.

### Monday, January 30

**FACULTY RECITAL:** Leo Saguiguit on saxophone and Ayako Tsuruta on piano will perform at 8 p.m. in Whitmore Recital Hall in the Fine Arts Building. Suggested donation: \$5.

### Tuesday, January 31

**GUEST RECITAL & LECTURE:** Alison Robuck will lecture and play the oboe

at 8 p.m. in Whitmore Recital Hall in the Fine Arts Building. Suggested donation: \$5.

## Courses & Workshops

### Saturday, January 28

#### BEEKEEPING WORKSHOP:

The Boone County Beekeepers Association will offer a Beginning Beekeeping Workshop today at 9 a.m. and tomorrow at 8 a.m. at MU Extensions' Boone County office, 1012 N. Highway UU. Cost: \$35 for students and \$45 for all others. Contact Art Gelder at 474-8837 to register.

### Monday, January 30

**COMPUTER TRAINING:** "Excel 2003 for Starters" will be offered at 1 p.m. in N3 Memorial Union. Registration is required; call 882-2000 or register online at training.Missouri.edu.

### Tuesday, January 31

#### COMPUTER TRAINING:

- "Creating PowerPoint 2003 Presentations" will be offered at 8:30 a.m. in 4D11 East Ellis Library.
- "Formatting with Cascading Style Sheets" will be offered at 8:30 a.m. in N3 Memorial Union. Registration is required; call 882-2000 or register online at training.Missouri.edu.

### Wednesday, February 1

#### COMPUTER TRAINING:

- "Illustrator CS2 1: Shapes & Paths" will be offered at 8:30 a.m. in 4D11 East Ellis Library.
- "Access 2003 Forms and Reports" will be offered at 1 p.m. in 4D11 East Ellis Library. Registration is required; call 882-2000 or register online at training.Missouri.edu.

### Thursday, February 2

#### COMPUTER TRAINING:

- "Flash 1: Vector Based Drawing" will be offered at 8:30 a.m. in N3 Memorial Union.
- "In Design CS2: Modifying Documents, Workflow, & Drawings" will be offered at 8:30 a.m. in 4D11 East Ellis Library. Registration is required; call 882-2000 or register online at training.Missouri.edu.

## Exhibits

#### BINGHAM GALLERY:

The Graduate Showcase will be on display through Feb. 16. An opening reception will be held from 5.-7 p.m. Jan. 26 at the gallery.

#### MUSEUM OF ART AND ARCHAEOLOGY:

"American Regionalism: Images from the Heartland" focuses on mid-20<sup>th</sup> century American Regionalist painters such as Thomas Hart Benton, John

Steuart Curry, Grant Wood and Fred Shane. The exhibit is on display through June 2006. The museum, located in Pickar Hall, is open from 9 a.m.-4 p.m. Tuesday-Friday and from noon-4 p.m. Saturday and Sunday.

#### STATE HISTORICAL SOCIETY:

"Selected Photos of Missouri by Oliver Schuchard" displays black-and-white and color images of the emeritus art professor's home state from Jan. 24-May 26 in the main gallery. The main gallery is open 8:30 a.m.-4 p.m. Monday to Friday and on a trial basis from 9 a.m.-4:30 p.m. Saturday Jan. 28 and Saturdays in February.

**JAZZ SERIES EXHIBIT:** "The Life, Music & Photography of Milt Hinton" will be on display through March 27 in the Boone County National Bank's downtown lobby.

## Lectures & Seminars

### Thursday, January 26

#### BIOLOGICAL SCIENCES SEMINAR:

Juan Marcos Alarcon from Columbia University will present "Cellular Integration of Synaptic Plasticity in the CA1 Area of the Mouse Hippocampus" at 3:30 p.m. in Monsanto Auditorium at the Life Sciences Center.

#### INTERNATIONAL AFFAIRS SEMINAR:

Bill Wickersham, associate director of the Peace Studies Program, will lead a discussion on "The Role of Universities Worldwide in the Study of Peace" beginning at noon in S203 Memorial Union.

**PUBLIC AFFAIRS LECTURE:** Arthur Brooks, associate professor and director of the Nonprofit Studies Program at Syracuse University, will present the Monroe-Paine Lecture, "Why Does Charity Matter?" at 3:30 p.m. in N214/215 Memorial Union.

### Friday, January 27

#### GEOGRAPHY COLLOQUIUM:

Carl "Andy" Reese from the University of Southern Mississippi will present "Tropical Ice-Core Paleoclimatology: Advancing a New Proxy" at 3 p.m. in 103 Shlundt Hall.

### Tuesday, January 31

#### HEALTH PROFESSIONS SEMINAR:

Tony Sun, professor of statistics, will present "Statistical Analysis of Repeated Measurements (With the Application to a Bladder Cancer Study)" at 4 p.m. in 3 Lewis Hall.

### Wednesday, February 1

#### MUSEUM GALLERY EVENT:

Nicole Papagni, a graduate student in art history and archaeology, will present "Days of Their Lives: Manuscripts Calendars and Their Use in the Middle Ages" at 12:15 p.m. in the Museum of Art & Archaeology's European and American Gallery.

## Meetings

### Thursday, January 26

**STAFF COUNCIL:** The Staff Advisory Council will meet at 1 p.m. in S207 Memorial Union.

*'OK, you guys. If I can do this, so can you.'*

As director of alumni relations, Joyce Lake spent many years encouraging graduates to rally behind Mizzou. Now Lake, BS Ed '59, M Ed '63, has made a private gift to MU that provides income to her in return.

*'This is incredible - I make a gift, MU pays me and I get a tax deduction!'*

Lake's gift through a charitable gift annuity will provide her with a fixed income for life. She receives a charitable income tax deduction, and her annuity payment is partially tax-free. Lake's gift will be used to support Mizzou and the programs she has designated.

*'Pick up the phone and call 1-800-970-9977 right now. You won't regret it!'*

Age	Rate
60	5.7%
65	6.0%
70	6.5%
75	7.1%
80	8.0%
85	9.5%
90	11.3%



Joyce Lake Created Her Own Mizzou Legacy

University of Missouri-Columbia  
Office of Gift Planning and Endowments  
302 Reynolds Alumni Center  
Columbia, MO 65211 1-800-970-9977  
formizzou.missouri.edu/giftplanning

FOR ALL WE CALL  
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**FORUM from Page 1**

and that can not be overstated," Baker said. Missouri's population is aging and so is the health-care workforce. "It's like a double whammy hitting us, and not too far in the future," she said.

Baker also questioned the adequacy of state funding for higher education. Last year, Missouri was 46th in per capita state funding for colleges and universities. This year, the state will slip a notch to 47th in per capita state funding, she said. "I think we're going in the wrong direction, and I don't think 2 percent is going to get us going in the right direction."

Rep. Jeff Harris, D-Columbia, said that access to a college education is "a way to make the American dream achievable for everybody in this state, regardless of who you are, where you come from or what your circumstances are."

College access is so important, Harris said, that he plans to introduce a bill in this legislative session that will provide a state tax deduction for tuition at public colleges and universities in Missouri.

In addition to state budget issues, several members of the central Missouri delegation talked about a bill introduced this session that would give the state Coordinating Board for Higher Education more power to mediate

disputes between Missouri colleges and universities.

"There have been a lot of legislative battles that I think have hurt all institutions of higher education because we're fighting with each other instead of sticking together," Graham said. "If you don't have a coordinating board that can do something and have some teeth, you might as well eliminate it and let us just have a free-for-all in the legislature."

Robb had a different take on the issue: "You know, I'm an economist by trade, and I'm a firm believer in increased competition. I can guarantee that if we eliminate the coordinating board, the University would be better off," he said.

"The reason I say that is because this is the flagship campus; this is the outstanding public university in the state. If the rest of the schools around the state — what I call the 'directionals' — want to come and compete with us, bring them on."

# GERMS BEWARE...

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## classifieds

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### INCOME TAX PREPARATION

Retired CPA with large University of Missouri clientele will assist you with your income taxes. Evening appointments available. Call 442-7856.

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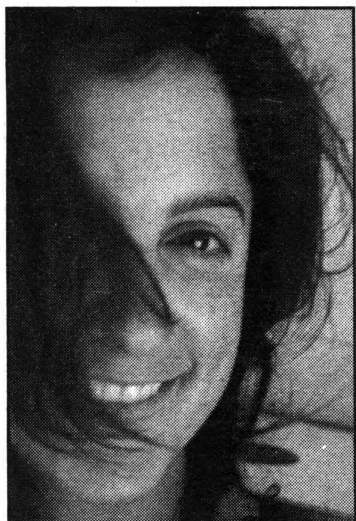
Rates: 30-word maximum \$9

Deadline: Noon Thursday of week before publication.

No refunds for cancelled ads.

Mizzou Weekly Classifieds: Make check payable to University of Missouri and send to Classifieds, Mizzou Weekly, 407 Reynolds Alumni Center, Columbia, Mo. 65211

## Nikon Campus Event Featuring Photojournalist Ami Vitale



POYi award winner, **Ami Vitale**, whose in-depth photo essays promote a different understanding of other cultures, will visit the University of Missouri on January 26th. Regarded as one of today's most memorable storytellers, Vitale will deliver a 90-minute

presentation targeted to the school's photography students, but open to the entire campus.

### EVENT DETAILS

**WHEN:** Thursday, January 26, 2006 - 7:00 PM

**WHERE:** University of Missouri, Museum of Art & Archeology (Pickard Hall, Francis Quadrangle)

**RECEPTION:** To follow in the Cast Gallery

### CONTACT

**Jill Waterman**, Project Editor – Nikon Campus, [jwaterman@pdnonline.com](mailto:jwaterman@pdnonline.com), (646) 734-8359

**David Rees**, Missouri School of Journalism, [reesd@missouri.edu](mailto:reesd@missouri.edu), (573) 882-3635

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# Business is booming

**RISK TAKERS** MU courses  
and programs help nurture  
new entrepreneurs

According to a recent report by *The New York Times*, five MU undergraduate alumni are CEOs of companies listed in Standard & Poor's 500 Index. This means that MU ranks eighth in the nation in the number of graduates who currently are chief executive officers in an S&P 500 company.

The nation's gross domestic product, however, relies heavily upon growth in the economy's small business sector. The Ewing Marion Kauffman Foundation, a Kansas City-based, non-profit organization that advocates entrepreneurship, reported last year that Americans start more than half a million new businesses each month.

Although MU provides the solid education necessary for successful corporate leadership, the University also is responsive to economic demands for innovation and new technology. MU is preparing students to nurture ideas, develop entrepreneurial skills and launch new business ventures.

This semester, MU's College of Business will offer a new course to student entrepreneurs called *Launching a High-Growth Venture - The Business Plan*. The new graduate course, taught by Jake Halliday, adjunct assistant professor of management, will require students to work collaboratively on a business plan, an experience that will prepare them to launch their own business ventures.

The class will break into teams, and each team will develop and use their entrepreneurial skills to formulate a business plan for a new, growth-oriented business. At the end of the semester, all student teams will present their plans to investors, entrepreneurs, attorneys and CPAs in the premier Show-Me Business Plan Competition.

"It's difficult to launch any company successfully, but it's even more difficult to grow in sales and people," Halliday says. "This course will teach skills associated with leading a company, such as understanding the mechanics of forming a company, being able to raise capital as a new business and developing persuasive communication skills."

Halliday said that because it has become increasingly difficult to find a safe lifetime job in corporate America, more graduates are hoping to secure their own destinies as entrepreneurs. Mid-career

professionals are turning to entrepreneurship to take control of their lives, and young people are following successful examples set by other entrepreneurs.

MU is cultivating the entrepreneurial spirit of its students upon their arrival to campus. For example, the recently established Flegel-Source Interlink Academy for Aspiring Entrepreneurs provides undergraduate students with in-depth preparation and scholarships related to entrepreneurship by hosting idea competitions, bringing in guest speakers, and encouraging involvement in an entrepreneurship Freshman Interest Group.

Also on the MU campus, Halliday leads the Missouri Innovation Center (MIC), a state-formed development center with a location on each campus of the University of Missouri to stimulate entrepreneurship among students, faculty and the community. The innovation center encourages students and faculty to take risks and act on ideas. According to Halliday, the center's professionals at MU meet three to five new entrepreneurs each week.

Another MU-based business, MOXtronics Inc., was formed in late 2000 by Yungryel Ryu, president and CEO; Henry White, MU physics professor and chief scientist consultant to the company; T.S. Lee, University of Illinois at Chicago physics research professor and chief technical officer; and an angel investor, someone who provides venture capital during the early stages of business formation.

The entrepreneurs licensed patents from MU for inventions by Ryu, White and Shen Zhu, adjunct professor of physics at MU. This team worked together at MU for several years to successfully produce zinc-oxide semiconductor material.

White said current research findings indicate that this technology has the potential to replace 60-watt incandescent light bulbs with 5-watt LED bulbs. He also said the innovation eventually will be used in ultraviolet light detectors and color printing. This fall, MOXtronics Inc. worked with Halliday and the Missouri Innovation Center to begin to raise capital to purchase a \$3 million production machine.

"You can start a company in about an hour, but you must have a scientific discovery, trust with your colleagues and secure funding to proceed with the business at a reasonable pace," White says.

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# University Bookstore

January 29–February 11



# CLINIQUE

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# BONUS TIME

**LAB from Page 1**

who received a master's in journalism from MU in 2001.

The Web site development team, observing on-site or at remote locations, can see firsthand how users interact with the site and then use the feedback to improve user experience and increase productivity.

Erdelez founded the laboratory three years ago. She says it serves three purposes: research, education and public service. "This is a research lab for faculty in the College of Education and other disciplines who are interested in usability studies and for those who develop and design Web sites for schools, colleges and

departments," she says. "We also have a strong instructional-educational component to the lab. Usability work is in high demand in the corporate sector and this is the kind of skill our doctoral students can put on their resume when searching for corporate-type jobs."

Gary Westergren, manager of research and development for information science and learning technologies, says several of MU's academic units have become partners with the lab since its beginning. Because space and time are of a premium, he says units that use the facility could expect to be asked to help pay for services or staff salaries.

Working with these units

involves a lot of time and commitment, Erdelez says. "Needs for usability evaluation cannot be resolved quickly," she says. "We need to do this work constantly. By doing this, we educate our partners and make them more sensitive so as they go on to develop Web sites they keep their users' needs and the principles of usability in mind. This is where we want to be rather than just do a one-time fix."

With questions about the Information Experience Laboratory, call Erdelez at 882-5088 or Westergren at 884-9373, or visit [ielab.missouri.edu](http://ielab.missouri.edu).



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featuring MU alumni

Ryan MacPherson and Caroline Worra

3 p.m. Sunday, Jan. 29, in Jesse Hall Auditorium

Meet the artists after the performance at a dessert reception in the Jesse Hall Rotunda.

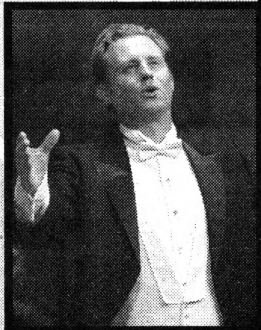
Tenor Ryan MacPherson and soprano Caroline Worra will sing melodic arias and duets in this preview of their February debut recital at Carnegie Hall. This performance will benefit MU's Performing Arts Showcase Endowment, which puts MU music and theatre students on prestigious stages such as Carnegie Hall, the Kennedy Center and off-Broadway theaters through the Mizzou on Tour and Mizzou on Broadway programs.

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