

The Water is



Wide



STORY BY DALE SMITH

**THEY TEACH, THEY
RESEARCH, AND THEY WRITE
AND WRITE AND WRITE.**

**FACULTY EXPERTISE ACROSS
CAMPUS REGULARLY FINDS
ITS WAY INTO BOOKS,
JOURNALS, PRESENTATIONS,
PROFESSIONAL MAGAZINES
AND MORE. DIP YOUR TOE
INTO THE RIVER OF
LEARNING.**

RECREATING THE WATERY TRAIL OF LEWIS AND CLARK

The Atlas of Lewis & Clark in Missouri

In what may become a standard geographic reference, *The Atlas of Lewis & Clark in Missouri* combines early-1800s surveys, Corps of Discovery journals and the latest mapmaking technology to recreate the explorers' route through Missouri. Geographer James Harlan, BA '92, MA '96, created 27 plates tracing not only Lewis and Clark's course and campsites on the river, but also historic vegetation and the towns and villages of Native Americans and Euro-Americans. Missouri Department of Natural Resources historian Jim Denny, AB '65, MA '66, co-wrote the atlas with Harlan.

A TASTE OF SCIENCE

Ice Cream

The science of making ice cream has come a long way since researcher Wendell Arbuckle sat in a freezer with a micro-

LEWIS AND CLARK: FIRST MEETING ON THE MISSOURI RIVER, 1804 by GARDNER LUCK
COURTESY OF GARDNER LUCK GALLERY, INC., WASHINGTON, MD, WWW.GALLERY.COM

Gardner Luck

Ice Cream

FIFTH EDITION

Robert T. Marshall
& W.S. Arbuckle

scope to observe ice crystals forming in the world's favorite dessert. As it turns out, finding the ideal balance between ice and cream can be precarious. Arbuckle,

MA '37, PhD '40, wrote the third edition of *Ice Cream and Related Frozen Desserts* in 1966, and it has been the scientific bible in the field ever since. In 1996, he passed the mantle to **Robert Marshall**, BS Ag '54, MS '58, PhD '60, professor emeritus of food science, who has written or co-written the book ever since. The sixth edition appeared in 2003.

THE 'HR' FACTOR

Human Resource Strategy: A Behavioral Perspective for the General Manager

It's not always the case that having a strong product at a good price can make a business successful, says management expert **Thomas Dougherty**. It's too easy for competitors to mimic the products and match the prices. Instead, the real competitive edge comes when a company spends years hiring, developing and rewarding a great staff, which is a quality that others can't easily imitate. For instance, could any airline simply decide to hire a hardworking and service-oriented staff like the one Southwest Airlines has cultivated over many years? Not likely, Dougherty says.

A LOOK AT THE WORLD'S MOST INFLUENTIAL BOOK

PsychoBible

Psychiatrist **Armando Favazza's** patients often quote the Bible to justify their behavior. Some say the Bible calls for a world of teetotalers, while others justify moderate drinking based on the good book. Same Bible, different behavior. Interpretations also vary on whether

homosexuality is a sin, whether wives should stay in abusive marriages and much more. Favazza's lively book is an attempt to clear up some of the confusion through unbiased scholarship. It gained attention in February when Barnes and Noble placed it on its high-profile new-release tables in its biggest stores nationwide.

THE DISEASES KEEP COMING

"Spanish Flu in the Canadian Subarctic" in The Spanish Influenza Pandemic of 1918-19: New Perspectives

After World War I, as hundreds of thousands of soldiers demobilized, they carried home to all parts of the world the Spanish flu, whose death toll of more than 20 million was greater than that of the war itself. Anthropologist **Lisa Sattenspiel** used mathematical models to analyze how social structures influenced the spread of the murderous flu once it reached relatively isolated fur trading outposts in Canada. Whether one or several disease carriers visited an outpost, the effect was similar, she says. If trappers, who typically worked winters with their families in outlying areas, happened to visit the outpost and contract the virus, they took it back home. Oftentimes whole lineages succumbed. Like SARS and avian flu today, Sattenspiel says, the Spanish flu was new then. She studies it now, in part, to help prepare for future pandemics.

THIS BIG PIGGY WENT TO MARKET

An Outline of Swine Diseases: A Handbook

Pork producers know exactly how long it should take to grow a pig to market weight. If it happens faster, that's money in the bank. But slower growth costs them extra cash in feed and care. Slowed growth from toxins in feed is one of the problems veterinarian **Stan Casteel** covers in this handbook, a widely used text for veterinary students. Farmers nationwide sell \$10 billion in hogs annually, so

it pays handsomely to curb the numerous small losses from various low-grade sicknesses caused by fungal toxins in feed. These illnesses typically occur when omnipresent fungal spores settle on crops, and then the toxic byproducts of fungal growth make their way into pig chow.

THE WRONG RIGHTS

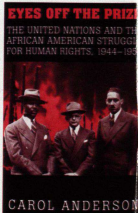
Eyes Off the Prize: The United Nations and the African-American Struggle for Human Rights, 1944-1955

Despite the efforts of those who earned the prize of civil rights at great cost, more than 6 million African Americans remain in the underclass, says **Carol Anderson**, professor of history and author of the award-winning *Eyes Off the Prize*. Civil rights are not enough, she says. Equality in human rights — including education, health care, housing and employment — is essential to overcome the damage done by centuries of slavery and racism. Anderson's book recounts the NAACP's abandoned attempt at gaining United Nations support for its human rights cause and pokes holes in the image of Eleanor Roosevelt as a champion of equality.

DUDE, I'M GONNA HURL!

"Nausea, Vomiting and Retching" in *Pathophysiological Phenomena in Nursing: Human Responses to Illness*

Except perhaps among other nurses, the topic that faculty members **Verna Rhodes** and **Roxanne McDaniel** write about may not qualify for dinner-table conversation. Euphemisms abound, they say: Rather than vomiting, we barf, hurl, pitch or even drive the white porcelain tour bus. In their paper on nausea, vomiting and retching, Rhodes and McDaniel walk nurses through proactive ways of



preventing and treating the problem, such as diet, acupuncture, music, guided imagery and medicines.

ETHICALLY SPEAKING

Media Ethics: Issues and Cases

Media ethics — an oxymoron? As co-editor of a widely used college textbook, journalism educator **Lee Wilkins** hopes to improve her profession's ethical performance from within. The book's 49 cases raise real-life problems, such as whether journalists should print or broadcast hate speech or horrific photos. Wilkins wants to teach students an ethics vocabulary and logical ways of thinking through problems so they'll be more likely to put the power of the press to good use starting with their first job.

THROW OUT THE COOKBOOK

"Transforming Cookbook Labs Into Inquiry" in The Science Teacher

We all recall those tiresome science labs in high school: Following the teacher's lecture on rust, students dunk a nail in water, seemingly just to verify that it will in fact rust as the teacher said. Science educator **Mark Volkmann** helps practicing teachers replace those traditional, passive labs with inquiry-based science. This newer method engages students as they form research questions, decide what data to collect, develop evidence-based explanations and justify their thinking to others. Not only is that what scientists actually do, Volkmann says, but students also learn more that way.

CAVE PROTECTION: A HOW-TO GUIDE

Recommendations and Guidelines for Managing Caves on Protected Lands

Back in 1988 when the Federal Cave Resources Protection Act passed, it was like a variation on the unfunded mandate. Money wasn't the issue so much as knowledge, says geologist **Carol Wicks**. Suddenly, the government was ordering geologists, archaeologists and others who

helped manage federal lands to preserve caves, which are highly sensitive and specialized wilderness areas. Wicks helped edit and write a manual that gives these frontline managers a crash course. Among other things, they learn how to recognize and safeguard delicate minerals, animals and archaeological sites.

GET INVOLVED

"Gazing into the Crystal Ball: Health Care, Health Policy and Rehabilitation for Spinal Cord Injury" in Topics in Spinal Cord Injury Rehabilitation

Between double-digit increases in health insurance premiums and the economic downturn, states are cutting Medicaid eligibility and services. One result: People with spinal cord injuries (SCI) and other disabilities are often bearing more than their share of cuts in services, says health policy expert **Kristofer Hagglund**. He urges both SCI professionals and patients to participate in policy-making at federal and state levels. Careful communication is key, he says, to ensuring that legislators understand what's at stake for those who stand to gain or lose the most from new laws.

DOCTORS GO BACK TO SCHOOL

"Research Concepts in PM&R" in Physical Medicine and Rehabilitation Secrets

Although medical students learn a lot of science, not all are taught how to conduct research, which requires a set of complex skills all its own. That's an obstacle for young physicians who choose careers in academia, where they must conduct original research to succeed. Statistician **John Hewett** and research-methods expert **Dave McDonald** help jump-start the careers of aspiring researchers in the relatively new field of physical medicine and rehabilitation. Such practitioners treat patients recovering from strokes, traumatic brain injuries and other problems. Not only have Hewett and McDonald written a primer chapter on the topic of research, but they also mentor physicians through their first study.

MEA CULPA

"Psychological Issues In Civil Law" in Taking Psychology and Law into the Twenty-First Century

Law and psychology have a lot in common — they're all about human behavior. Psychologists seek to understand it; the legal system seeks to influence it. So the two disciplines come together nicely in the work of **Jennifer Robbenolt**, one of just a handful of legal scholars nationwide who also has a doctorate in social psychology. For instance, she says, rather than going through a financially and emotionally costly trial, many defendants could settle lawsuits out of court if they would simply apologize. But they must apologize well. Defendants have to take responsibility for the wrongdoing, Robbenolt says, rather than just saying, "I'm sorry you got hurt."

THE UNTHINKABLE HAPPENS

Evening News

Marly Swick's critically acclaimed novel *Evening News* opens with a tragedy as a 9-year-old boy accidentally shoots his half sister. As the story proceeds, Swick pulls readers into the life of the girl's mother, Giselle, who tries to keep the stepfamily together. Reviews of the novel, Swick's second, in *The New Yorker* and other leading publications lavishly praised her deft handling of a difficult story. Swick has won a grant from the National Endowment for the Arts, a James Michener grant and a Wisconsin Creative Writing Institute fellowship. Her short fiction has appeared in such magazines as *The Atlantic Monthly*, *Redbook*, *The Gettysburg Review*, *The Iowa Review* and *The North American Review*. ☀

