

## Mizzou Weekly

March 25, 2010 Volume 31, No. 25

### A show-me role model



Sustain Mizzou volunteers Meighan Walsh (left, with sign) and Monica Everett (in pea pod costume) seek donations to the Central Missouri Food Bank March 23 in Speakers Circle. The donations are used to purchase locally grown, sustainable food to donate to the food bank. The food drive continues through March 27. Rob Hill photo

Sustainability

Mizzou hosts statewide sustainability conference

Sustainability-savvy students from around the state spent last weekend on the MU campus. The second annual Show-Me Sustainability Conference was hosted March 19, 20 and 21 by Sustain Mizzou. Despite the snowfall on the eve of spring, 50 attendees met in the Anheuser-Busch Natural Resources building; that's an increase from the 32 attendees at last year's conference.

Student representatives see this event as a way to collaborate on what works and what doesn't when it comes to matters of sustainability on college campuses. The colleges represented were: University of Missouri, University of Missouri-Kansas City, Truman State University, Washington University, Drury University, Maryville University, Missouri S&T, and Missouri State University.

On March 19, the conference began with breakfast and mingling in the lobby of the Natural Resources Building. Representatives from clean energy campaigns, the Missouri Resource Assessment Partnership and the MU Sustainability Office were present to meet with attendees and show support for the environmentally friendly message of the conference.

"Sometimes you can feel like the only voice on this issue," said Steve Burdic, MU sustainability coordinator. "But at events like this, where everyone from around the state comes together, you realize that you're not alone."

The highlight of the event was the keynote address from Jared Cole, Sustain Mizzou founder and a 2006 graduate of the university. Cole's message has roots in his environmental education experience at a Bronx (New York) middle school.

"The environment provides many opportunities for practicing skills and critical thinking," said Cole. He found more success in teaching state science curriculum through hands-on activity, and he routinely fights for more ecosystem education.

Conference coordinators planned breakout sessions around Cole's speech. Those workshops included lessons on grant writing, recruiting more members and presentations on sustainability measures on campuses around the state. One of those presentations came from students at Drury University in Springfield, Mo. They spoke about integrating bike-friendly policies on campuses dominated by vehicle traffic.

One common discussion among attendees of the conference centered on how to secure funding. Washington University recently passed a new measure to generate dollars for sustainability projects.

"We created a sustainability fund that pools a new fee for students," said Adam Hasz, a Washington University sophomore. "Students can apply for grants to help pay for their eco-friendly plans."

Where did Washington University get the inspiration for their new sustainability fee? "We were very impressed with what Mizzou did with their sustainability fee. The MU fund was definitely one of the models we wanted to replicate," said Hasz.

MU students voted to pass a Missouri Student Association proposal implementing a \$1 sustainability fee for each MU student in February 2009. That fee went into effect for the fall 2009 semester, creating a pool of money for sustainability grants.

Grace Rathert, an MU sophomore and coordinator of the Show-Me Sustainability Conference, says funds from the MU sustainability fee helped Sustain Mizzou pay for the cost of the event.

While participants shared ideas at the conference, they also engaged in action. Attendees signed the constitution of the newly formed Missouri Student Environmental Coalition. The creation of this new statewide organization marks the development of a network for Missouri student environmental organizations to communicate regularly about sustainability issues on their campuses. Leaders of this coalition say it will leverage resources to pass more eco-friendly initiatives on Missouri college campuses.

The Show-Me Sustainability Conference travels to Maryville University in St. Louis for 2011. —David Wietlispach

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### **Mizzou master plan will focus on core campus renovations and sustainability**

Priority planning

Outgoing master planner: 'You have a great deal of promise'

Perry Chapman's term as MU's master planner came to an end March 18 after presenting the 2010 Campus Master Plan at the Reynolds Alumni Center. Chapman, a principal with Sasaki Associates, an architecture and design firm in Boston, guided the campus' landscape since 1998, when he replaced MU's first master planner, Jack Robinson, who served from 1981 until his untimely death in 1997.

Under Chapman's direction, the Bond Life Sciences Center, Reynolds Journalism Institute, four new residential housing complexes and Mizzou Arena took shape. "I am grateful to have been immersed in the challenges and opportunities to make still better this place that has come to mean so much to me," Chapman told those gathered in the Columns Room. "I am grateful to be associated for 12 years with the truly remarkable campus facilities enterprise that we have here and grateful for the generous spirit and dear friendships that I have made."

Chapman's presentation recapped progress made since the 1982 plan and included a proposal of what the campus could resemble by 2035. Between 1982 and now, 9 million square feet of building area was added to campus, he said. More than 2 million of that square footage is in education and general buildings, he said. "The rest is in parking, significant medical, hospital and academic facility expansion, all of the new residence halls built since the '60s, student life, recreation, athletics, and specialized research, all of which makes us the robust flagship university that exists today."

What will the campus look like in 30 years? Chapman said MU should continue to focus on the continuous renewal of places and buildings on the central campus, with emphasis on sustainability and density. "A sustainable campus is, in my view, maintaining compact development patterns, limiting the extent to which you add transportation, disturb plant and natural lands and, at the same time, looking to create and maintain a collegial environment that reinforces the sense of community within and beyond campus." His visions for a future central and east campus include buildings of multiple stories around pedestrian and landscape spaces.

The long-range plan calls for repairing and renovating 34 buildings in the core campus. These buildings are of historical importance that contribute to Mizzou's architectural and special heritage. "Giving new life to these important legacy structures is the foundation of this strategy," Chapman said. He noted that Tate Hall, home of the English department, and Switzler Hall that houses the communication department and special degree programs, were the initial candidates and will contain state of the art classroom and office that will give the buildings another couple of generations of viability, he said.

The plan also calls connecting the campus and city. In 2006, Sasaki Associates began working with Stephens College, the city of Columbia and Mizzou to develop a strategy for revitalizing the downtown district. Recommended projects includes a hotel and conference center, a new MU performing arts center, a new museum and State Historical Society of Missouri and an extension of Elm Street to College Avenue. "Initiatives such as the district study represent the next generation of thinking about how the university is integrated within the civic fabric of Columbia," Chapman said.

Chapman said other areas given priority for development include the East Campus that will include an arboretum and the Southeast Gateway from College Avenue to Stadium Boulevard.

Linda Eastley, also a principal at Sasaki, was chosen as MU's next master planner. She told those gathered for the presentation that compact campuses contribute to sustainability and said she would continue with the guidelines already in place. "The most sustainable building you can have is the building you don't have to build," she said.

When asked how far MU has come in planning and development in comparison with other universities and what is in store for the future, Chapman said that MU is one of the best campus environments for a large public institution that he knows of, and he has worked with 85 of them. "Going forward and anticipating sustainability and maintaining the heritage of the campus is what will distinguish Mizzou among flagship campuses."

Many campuses like Mizzou are sprawling affairs and their central cores have been swallowed up in massive development, Chapman said. "I think you have a great deal of promise."

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### **New MU education dean: ‘A transformative time in education’**

The big picture

Clay earned his graduate degrees at Mizzou

Daniel Clay, associate dean for administration, research and innovative programs at Auburn University’s College of Education, has been named as the dean of MU’s College of Education. The appointment is effective June 1, 2010.

“Dr. Clay comes to us with a broad academic background and has personal connections to Missouri,” says MU Provost Brian Foster. “In our visits, he saw the big picture, and I believe that he will provide very strong leadership. I’m excited about the future with him at the helm of the College of Education.”

The MU College of Education has an outstanding reputation for high quality faculty and staff, and its academic programs are highly regarded nationally, Clay says. “It’s a transformative time in education in general. With that challenge comes an opportunity for innovations in teacher education and the health care field to better serve the people of the state and the region. The recent closing of schools in the state demonstrates that we have a lot of work to do.”

Clay received his bachelor’s degree in psychology from the College of Saint Scholastica in Minnesota, and his master’s degree and doctorate from MU. In 2008, he attended the Management Development Program at Harvard University. Prior to his appointment at Auburn, he worked as the associate dean of academic affairs in the College of Education and Human Services at Western Illinois University and was director of the University of Iowa Counseling Psychology Doctoral Program.

“MU also has a strong personal meaning to me; I’m the first person in my family to go to college,” Clay says. “The University of Missouri completely transformed our family. Once I completed my master’s and doctorate programs, I invited my sister to live with me, and she finished her degree here. Being at MU started the higher education process for my family. It allowed us to enjoy opportunities that wouldn’t have been possible without Mizzou. As dean, I want to make sure that the faculty, staff and students have opportunities to reach their goals.”

Clay replaces Carolyn Herrington, who left the post in August 2008. Rose Porter, former dean of MU’s Sinclair School of Nursing, has been serving as interim dean.

Currently, Clay is president of the American Psychological Association’s Division 54. He also is a member of the University Research Council, International Programs Advisory Council and the Outreach Advisory Council at Auburn. He is a fellow of the American Educational Research Association and American Psychological Association, and a member of the American Association of Colleges for Teacher Education. His research focuses on the best ways to integrate children with chronic health conditions into the education system.

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### **New family violence therapy stresses survivors' resiliency**

Strength-based approach

Focus is on victims' abilities instead of problems

Thousands of men, women and children experience family violence each year, according to the U.S. Department of Justice. Traditionally, therapy for violence survivors has focused on evaluating their trauma and pain. In contrast, an MU researcher broadens the therapeutic focus to empower survivors through highlighting their resilience, resourcefulness and ability to overcome adversity.

"Therapists and mental health practitioners can expand the lens of how survivors see themselves and help them recognize their strengths and the resilience they've learned from their situations," says Kim Anderson, associate professor of social work. "Utilizing a strengths-based approach can greatly improve recovery for victims of family violence. As with any situation, helping people focus on their abilities instead of their problems increases their motivation and will to succeed."

Compared to current approaches that emphasize diagnosing symptoms and mental health issues, the strengths-based approach helps identify survivors' abilities, such as perseverance and overcoming, and how those skills can be used in their present-day lives.

"What are normally regarded as negative traits in survivors of family violence might actually be their survival strengths," Anderson says. "Traits that practitioners often try to change may be extremely important to maintain and can help survivors thrive in environments where there isn't violence."

The strengths-based approach trains social workers, mental health practitioners, educators and students to uncover the positive in survivors' life stories — the skills gained by enduring and coping with immense adversity. This facilitates a more collaborative process, where the professional and the survivor each use their individual expertise to develop solutions.

"Victims of family violence find it difficult to see their own strengths and self-worth because it's often colored by shame and blame," Anderson says. "Similarly, practitioners find it difficult because they tend to focus only on victims' problems. Instead, they need to cast a light on survivors' abilities to cope and overcome the adversity brought on by family violence. This reveals hope that they won't always be victims of violence and they can achieve what they want in their lives, whatever their dreams are."

Anderson's new book, *Enhancing Resilience in Survivors of Family Violence*, is based on more than 10 years of research, teaching and practice in the field of family violence. The book includes case examples, research-based practices and assessments to guide practitioners and survivors. Anderson also presents the unique intervention of digital storytelling as a means for survivors to process and share their narratives of trauma, resilience and recovery.

Anderson is a professor in the MU College of Human Environmental Sciences. In Fall of 2010, Anderson was invited to be a key speaker at the Recovery and Strengths Perspective International Conference in Taipei, Taiwan. The conference was hosted by the social work department at National Cheng-Chi University in Taipei.

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### Study targets receptor in autoimmune disease

biological backfire

Research could lead to novel targets for therapy

When the immune system is activated, certain receptors that work as “switches” turn on processes that help the body fight pathogens that cause disease. If these receptors stay switched on after the body has protected itself, the immune system may begin to attack healthy parts of the body.

In a new study, MU scientists have determined that a type of P2 nucleotide receptors, known as a P2Y2 receptor, plays a role in Sjögren’s syndrome, a predominately female disease affecting 4 million Americans. Sjögren’s syndrome is believed to be caused by immune cells attacking and destroying the exocrine glands that produce tears and saliva. Understanding how the P2Y2 receptor interacts with the immune system could lead to novel targets for therapeutic strategies for Sjögren’s syndrome, including engineering salivary gland tissue.

“There is no known cure for Sjögren’s syndrome; patients with the syndrome experience a decrease in their quality of life with few treatment options,” says Gary Weisman, professor of biochemistry and an investigator in the Bond Life Sciences Center.

“Although designed to help us, the immune system is the cause of a lot of our grief when it is over-activated. P2Y2 receptors are known to be activated in damaged or diseased salivary glands and may play a role in tissue repair. They can be either the good guy or the bad guy depending on the cell type in which they are located.”

P2 receptors are present in nearly all cells and tissues where they mediate diverse functions, including muscle contraction, neurotransmission, insulin secretion, wound healing and cell growth. Previous studies have indicated that P2Y2 receptors may have a role in several diseases, including cystic fibrosis, cardiovascular disease, Parkinson’s disease and Alzheimer’s disease.

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### **‘Never-married’ stigma hasn’t diminished**

peer pressure

Mainstream media enforce societal message

In 2009, approximately 40 percent of adults were single, according to the U.S. Census Bureau. In a new study, “I’m a Loser, I’m Not Married, Let’s Just All Look at Me,” an MU researcher examined the familial and societal messages given to women who are not married by their mid-30’s. Although the number of single women has increased, the stigma associated with being single at that age has not diminished, according to the women in this study.

“We found that never-married women’s social environments are characterized by pressure to conform to the conventional life pathway,” says Larry Ganong, co-chair of human development and family studies in the College of Human Environmental Sciences. “This pressure was manifested in women feeling highly visible and invisible. Heightened visibility came from feelings of exposure and invisibility came from assumptions made by others.”

Ganong and Elizabeth Sharp, associate professor of human development and family studies at Texas Tech University, conducted 32 interviews with middle-class, never-married women who felt that considerable attention was directed at them because of their age and single status.

They felt heightened visibility in situations such as bouquet tosses at weddings. These events brought about unwanted, intrusive questions. Feeling invisible, on the other hand, was likely when others made assumptions that they were married and had children or when they had to justify their singlehood. These interactions made them feel that their actual lives weren’t important or went unnoticed.

Specifically, single women’s social worlds include:

- Awareness of shifting reality as they become older; for example, the shrinking pool of eligible men and increased pregnancy risks.
- Reminders that they are on different life paths than most women when others inquire about their single status and during events, including social gatherings and weddings.
- Feelings of insecurity and displacement in their families of origin when parents and siblings remark about their singlehood and make jokes or rude comments.

The visibility and invisibility factors were impacted by age, according to Ganong. The mid-20’s through mid-30’s is a time of intense contemplation and concern for single women regarding their future family trajectories.

Women older than 35 tend to be content with being single and don’t express as much dissatisfaction as do younger women. Women ages 25-35 felt the most stigma, which may be attributed to the fact that being single is more acceptable before age 25. After reaching that age, they feel more scrutinized by friends, family members and others.

“Mainstream media also enforce these ideas,” Ganong says. “For example, shows like *Sex and the City*, which portray female protagonists who are hyper-focused on finding men, and end with the majority of those characters getting married, are popular.”

Ganong has a joint appointment in MU’s Sinclair School of Nursing. The study will be published in the *Journal of Family Issues*.

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### Wind power raises new legal issues

capture the wind

Technology progresses faster than law

Fears of global warming and climate change due to carbon emissions have caused a dramatic increase in the research and implementation of renewable energy sources. Wind energy is one source of renewable energy that has been used more often in recent years. Due to the increased value placed on wind, new legal issues have emerged regarding wind rights.

An MU legal expert says that, as with many new developments, technology often progresses faster than the law. Troy Rule, associate professor of law, and an expert in renewable energy law, has studied current legal precedents regarding both energy and property rights. Rule believes officials need to adopt legal changes in order to adapt to new renewable energy technology.

“Policymakers searching for fair and efficient ways to promote renewable energy development will likely be influenced by current natural resource and energy law,” Rule says. “However, existing laws will be unable to effectively address some issues relating to renewable energy. Like sub-surface oil and gas, wind and solar resources have unique characteristics that require specially tailored legal rules to effectively govern how these resources will be shared among neighbors.”

Legal issues regarding wind rights appear when evaluating who has the right to capture wind freely. Modern day wind turbines are known to create wind disturbances or “wakes” for hundreds of yards downwind. If an upwind property owner (owner A) wishes to install a wind turbine on his property, the wind reaching his downwind neighbor (owner B) might be affected. If owner B then wishes to install a turbine on her property, she must choose to locate it somewhere that won’t be affected by owner A’s turbine wake. This location might not yield as much wind energy, thus causing owner B to lose out on potential earnings.

“Without clear legal rules segregating one property owner’s right to capture wind from the competing rights of neighbors, conflicts among neighbors will inevitably arise resulting in litigation and underdevelopment of those areas that are the best-suited for wind energy,” Rule says.

To suggest a legal solution for the problem of competing wind rights Rule uses the Cathedral Model, which is a popular legal model for analyzing rules governing the allocation of a scarce resource between two competing parties. He proposes that in rural areas that have been zoned for commercial wind energy development, landowners should be free to place wind turbines anywhere on their property within ordinary safety restrictions without being liable to neighbors for downwind wake effects.

However, to encourage the most efficient use of wind resources in such areas, Rule says laws should require that downwind neighbors receive both notice of a landowner’s plans to install a wind turbine and a legal right to pay the upwind owner to keep him from installing the turbine (at the value of the turbine site to the upwind owner).

Rule believes a rational downwind neighbor would exercise this purchase option only if the value of their own wind turbine site exceeded the value of the upwind owner’s turbine site. “This type of rule draws upon the knowledge of the disputing landowners to settle their conflict in a way that promotes the optimal use of the wind resources at issue,” he says.

Rule joined MU’s law faculty in 2009. He previously was an attorney at K&L Gates LLP in Seattle, where his practice focused on commercial real estate transactions and wind energy development. His review of wind rights law was published in the San Diego Law Review.

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### **Celebrity board members can boost stock market value**

Increased visibility

Name recognition trumps business experience

On March 10, stock for J.M. Smucker, the famous jam company, closed at \$59.19. While that might not be enough to make heads turn, an MU finance expert says that the stock has enjoyed a small boost, as much as 2.1 percent, that could be related directly to one of its board members Nancy Lopez, the well-known golf professional.

Whether endorsing toothpaste or trust funds, celebrities are often used to increase company exposure. Steve Ferris, a professor of finance at Mizzou's Trulaske College of Business, says that the announcement of celebrity appointments to corporate boards produces an immediate, positive market response.

Ferris, along with researchers from SUNY Buffalo, St. John's University and the University of Nebraska, examined the stock market reaction to the appointment of nearly 800 celebrities to the boards of U.S. public corporations. Preliminary results show highly positive returns in excess of expectations for the stocks' increase in value. They concluded that the market reacts to the prestige and status the appointments bring, generating greater visibility for the company.

Although the researchers found that the appointment of popular business CEOs and entrepreneurs was common and accounted for nearly 30 percent of their sample, the large number of politicians who were appointed as directors was surprising, Ferris says. The combination of elected and appointed politicians, such as Gerald Ford, Condoleezza Rice, Evan Bayh, Robert Gates, Andrew Young and Donald Rumsfeld, accounted for almost a quarter of their sample.

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### Sweet song of success

A Mizzou music graduate student won a national singing award earlier this week at the Music Teachers National Association competition in Albuquerque. Molly Clodius performed a grueling 25-minute program that included nine songs in four languages to win the 2010 Young Artist Voice competition. Clodius, a soprano, was mentored by her voice coach Ann Harrell, associate professor of music.

With her win, Clodius cemented a decade-long tradition for MU music students. She is one of four Mizzou students to win the prize over the past 10 years. Two other students of Harrell won the competition: Neal Boyd in 2000 and Emily Bennett in 2008. Kori Bickel won the title in 2002, with coaching from Jo Ella Todd, professor of music.

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## Mizzou Weekly

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### Egg-strordinary effort

MU students in a parks, recreation and tourism class had an unusual assignment recently: Stuff nearly 2,000 Easter eggs with candy for the enjoyment of scores of Columbia kids taking part in an after-dark, flashlight Easter egg hunt tonight at Stephens Lake Park. For the second year, Mizzou students are partnering with the city's parks department to put on the event. The event was so popular last year that spaces for this year's event have filled up and registration is closed.

The fun outing not only gives kids something to look forward to, but it gives the MU students the chance to give back to the community. At the same time, they learn about developing recreational programs for a community. The class is divided into committees, including marketing, developing the donor list, set-up and egg stuffing. "It's really a great way for our students to learn the organizational concepts of putting on a major event," says David Vaught, the department chair.

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### Tackling taxing issues

If filling out an IRS return is just a little too taxing for you, Mizzou's MoTax program offers an option. Trained volunteers, who are primarily personal financial planning students, will do your taxes for free from April 5 to 17. This IRS-sanctioned program offers the service at three sites in Columbia and at other locations around the state.

On the MU campus, income tax assistance is offered from 4:30 to 8 p.m. Tuesday, Wednesday and Thursday, and 10 a.m. to 1:30 p.m. Saturdays in 61 Stanley Hall. Other locations include: the Central Missouri Community Action Center, 800 N. Providence Road, from 10 a.m. to 1:30 p.m. Monday and Wednesday; and JobPoint, 2116 Nelwood Drive, from 4:30 to 8 p.m. Wednesdays.

The service is sponsored by MU's Department of Personal Financial Planning and is provided for students and families with incomes less than \$50,000. Advanced reservations cannot be made, and the service is provided on a first-come, first-served basis until the site reaches maximum capacity.

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### Going native

Once established, native plants require less water and fertilizers than non-natives, which means that harried home gardeners can take more time to enjoy their gardens instead of tending them. On April 10, MU's Bradford Research and Extension Center is offering a perfect opportunity to find all the native plants you need for your home garden and support Missouri businesses at the same time.

At the annual Native Plant Sale from 10 a.m. to 2 p.m. Saturday, April 10, there will be four Missouri native plant and shrub vendors, many learning opportunities through informative booths and demonstrations, and a new conference center for educational seminars and crafts. Preceding the sale, there will also be bird watching tours available beginning at 7 a.m. with a reservation. Bradford Farm is located 6 miles east of Columbia on Rangeline Road. With questions, call 884-7945.

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### Staff service opportunities

Mizzou is a big place, and there's a lot going on here. Many of those activities are overseen or advised by campuswide standing committees that typically are comprised of faculty, staff and student representatives. MU's Staff Advisory Council is looking for a total of 27 staff volunteers to serve on a variety of these committees. Want to help decide what concerts and lectures come to campus? Have some opinions on retiree, health and other benefits? Can you contribute your expertise on environmental affairs, persons with disabilities or information technology?

Now's your chance. The staff council is seeking applicants for those and other committees for three-year terms that begin August 2010. Application forms and information is available online on the council's Web site at [staffcouncil.missouri.edu](http://staffcouncil.missouri.edu). The deadline is noon April 16. With questions, contact the council office at 882-4269.

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