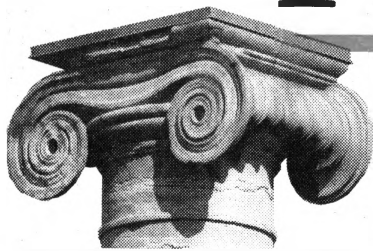


MizzouWeekly



Dietary Difference

Does maternal diet influence offspring's sex?

Page 3

Margin of Excellence

MU's development efforts are paying off.

Page 6

April 24, 2003

University of Missouri-Columbia

Family Affair

Returning to the family farm can be a big decision.

Page 2

SPRING HAS SPRUNG

Recent plantings around the Thomas Jefferson statue and tombstone on Francis Quadrangle is another step in Mizzou's campus beautification efforts.

Rob Hill photo

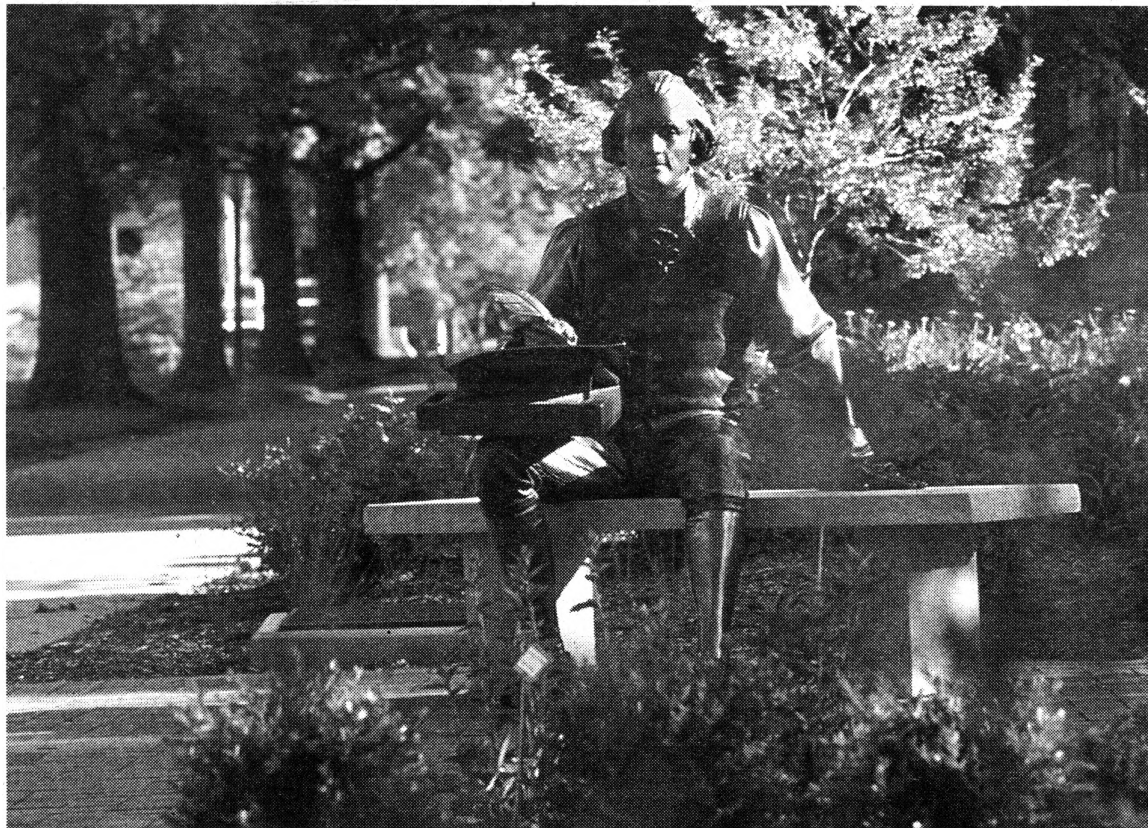
Pretty as a picture

GREEN THUMBS

Landscape Services team has a big job showcasing the glories of MU's gardens

With another Missouri springtime at hand, perhaps your lawn and garden to-do list has grown as tall as that first flush of weeds popping up in the backyard. But if all that yardwork seem daunting enough for the typical homeowner, consider the spring chores that MU's Landscape Services crew have to tackle.

The staff of arborists, designers and other professionals is responsible for 296 acres of developed landscape on the Mizzou campus, along with 27 miles of sidewalks and 7 miles of private roads and drives. To keep all the grass mowed, landscape crews each year keep a dozen riding mowers humming. Although the grounds crew leaves most of the grass clippings



and leaves to decompose and enrich the soil, they still collect enough each year to produce a small mountain of compost to use on campus flower beds.

And when the last dangers of frost have passed, crews will get busy planting the 50 varieties of annual flowers and plants that bring spring and summer color to campus. The first shipment of more than 20,000 individual bedding plants already are on campus, protected from cold weather in Landscape Services' nursery building.

They'll go in the ground in early to mid-May. "It's just a bit early," says Dick Munson,

director of Landscape Services. "We can't jump the gun."

In recent years, the campus has started using more perennials in its landscaping designs, Munson says. Some good examples include the perennial gardens north of Jesse Hall, west of Ellis Library, and the butterfly garden on the southeast side of Eckles Hall.

And the landscaping team is constantly on the lookout for ways to add to the beauty of Mizzou's campus. This summer they will begin developing three new garden spaces on Carnahan Quad – formerly known as the South Quad – thanks to gifts

from private donors.

Directly west of the law school's Hulston Hall a new garden space will feature phlox plants in addition to the crab apples and standard shrubs that will tie the quad garden spaces together and give them continuity.

A garden on the southwest corner of that quad, between the Tiger Plaza and Cornell Hall, will feature old-fashioned plants such as peonies. Another space, near the north entrance of Cornell Hall, will showcase lilies.

"They're going to be real nice gardens," Munson says, "and they're all coming along."

Insurance proposal withdrawn

Last week, sponsors in the Missouri Senate withdrew Senate Bill 450, thus ending the threat to the UM System control over the University's employee health program. The bill proposed removing UM's employee health program from the control of the Board of Curators and place it in a new Division of Community Health within the state's Office of Administration.

University officials had expressed concern that the proposal would place the fate of the University's benefits program in the hands of an 11-member state board that would oversee an insurance plan for a pool of state employees, with only one member representing the University's interests. The University also was concerned that its health benefits program would be rolled up into a larger and less efficient state program, resulting in substantially higher premiums for employees, dependents and retirees.

The sponsors have replaced SB450 with a resolution that calls for a study of the issues faced by the state consolidated plan. The resolution contains language specifically excluding the UM System from the study.

Administrators study benefits of UM-Northwest merger

UNCHARTED WATERS

UM President Floyd says consolidation talks with Northwest Missouri are unprecedented

In the corporate world, when two companies consider merging, officials on both sides are required to exercise "due diligence." That means they double-check to make sure the other company's balance sheets add up. They explore the thousands of other details that have to be hammered out for a merger to be successful.

Earlier this week, top UM System administrators traveled to Maryville to begin sorting through the details that will tell them whether it would be feasible – and beneficial – for Northwest Missouri State University to become the UM System's fifth campus.

For instance, Northwest's tuition and admissions requirements are lower than the UM System. What would the new campus be named – UM-Maryville, UM-Northwest or something else? How would the

Maryville campus endowment fund be handled? And what would be involved in merging the two institutions' retirement and medical benefits?

In a unanimous vote April 16, the Board of Curators authorized University of Missouri leaders to continue merger conversations with their counterparts at Northwest.

Any consolidation would still have to be approved by the curators, Northwest's board of trustees and by the Missouri General Assembly. The

presidents of both institutions have said they would like to have state lawmakers' approval for the move by the end of this legislative session, although UM President Elson Floyd conceded that that timetable might be "overly ambitious."

With less than a month to go in this session, time is running out. Floyd said he still hoped that legislative approval could be achieved by that deadline. If the merger proposal isn't approved in this session, "it will then obviously move to the session

next year – and that's fine," he said.

If that happens, though, Floyd said he was concerned that lawmakers could attach other items to legislation approving a merger. He said he would like to have Northwest join the University of Missouri "not as part of a brokered deal, but rather on the merits of it."

The consolidation proposal had its origin nearly three years ago, when Dean Hubbard, Northwest's president, brought it up with then-UM President Manuel Pacheco. When he met with Floyd on other business

SEE Consolidation on Page 5

Voyage of discovery

With the world premiere just one week away, *Corps of Discovery*, Mizzou's original Lewis & Clark musical drama, is generating the kind of local enthusiasm that brought audiences to their feet in standing ovations when opera selections were presented earlier this year at Carnegie Hall, the Kennedy Center and the University of Virginia.

In fact, the response has been so enthusiastic that few tickets remain for the May 2, 3 and 4 performances at the historic Missouri Theatre. To help ensure that everyone has

an opportunity to see the musical drama, organizers will open the 7 p.m. May 1 dress rehearsal to the public. Although the event at the Missouri Theatre is billed as a rehearsal, the 42 vocal performers and 30 orchestra members will have been polishing their performance in almost daily sessions for nearly three weeks.

Tickets, at \$16 for adults and \$9 for children, are available through the University Concert Series at 882-3781.

Calling all faculty

The spring general faculty meeting will be held at 3:30 p.m. May 6 in the Memorial Union Auditorium. The meeting will begin with a report from Michael Devaney, chair of Faculty Council, who will discuss council initiatives that are under way.

Chancellor Richard Wallace will brief faculty on the current budget outlook for the 2003-2004 fiscal year. Wallace also will address student participation in intercollegiate athletics, the implications and impacts of the proposed merger between the UM

System and Northwest Missouri State University, and faculty incentives at MU's Research Animal Diagnostic Lab.

Chancellor appoints designated officer for student-athlete discipline matters

Chancellor Richard Wallace announced the appointment of Catherine Scroggs, vice chancellor for Student Affairs, as the designated officer for the University in matters involving discipline and/or suspension of student athletes charged with a felony.

As stated in the Collected Rules and Regulations, any student who represents MU by participation in intercollegiate athletics who is charged with a felony shall be suspended immediately from practice and from competition. Within 48 hours of a suspension, the athlete's coach or designees and the athletic director shall review the suspension and recommend to the designated officer whether the suspension should continue. The designated officer's decision shall be made within five days after receiving the recommendation. The student may appeal the decision to the

Keeping 'em down on the farm

FAMILY AFFAIR Returning to family farm is a big decision

Garrett Riekhof and his fiancée, Cara Copenhaver, have decided to take two big steps. The MU seniors plan to graduate this May, get married the following month, and return as the fourth generation on Garrett's family farm near Higginsville, Mo.

"Having a son or daughter return after college to become partners with Mom and Dad is one of the biggest decisions a family can make," says Kevin Moore, associate professor of agricultural economics.

Of the 2,000 undergraduates in the College of Agriculture, Food and Natural Resources, approximately 5 percent return to farm production, says Paul Vaughn, the college's associate dean.

To help families make such an important decision, MU offers a special class called Returning to the Farm that involves students and parents.

This semester 10 students and their families are using the class for an up-close-and-personal look at the prospects of keeping their farms a family affair.

Students work throughout the semester, attending a one-hour class that helps them develop a

confidential, long-range business plan using actual family farm financial data.

"For some students, this is really the first time that they get to realize the actual financial condition of the farm, looking to see if the farm is of adequate size to support another family," Moore says.

"You don't really learn about agriculture until you sign on the dotted line for \$250,000 in farm bills," said Garrett's father, Gary. Parents travel to Columbia for a daylong family seminar. A team of MU faculty covers topics that include tax management tips, corporate structures, estate planning and farm business outlook.

Sitting around a table, family members are asked independently to write out and then compare goals they see for the partnership.

In addition to finances, personalities come into play, Moore says. As part of the class, students and their families are asked to complete a personality profile test.

"Gary and I have always been open-minded and there should be a good balancing of ideas," says Glenda Riekhof, Garrett's

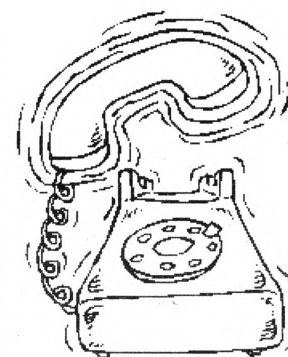
mother. Her son realizes the challenges he faces, but says it's something he's always wanted to do.

"A farm family can realize the best of several worlds by bringing a young person into the operation," Moore says. "It can keep the farm in the family and ensure a comfortable retirement for the parents. But it takes a lot of effort including a blending of talents and personalities, communication and planning."

The Reikhofs farm about 4,500 acres of white corn and soybeans, some on their own land and some on land in partnership agreements with other producers. In two years the farm will be eligible for designation as a Missouri Century Farm, an MU-sponsored recognition program established to honor family farms in operation for at least 100 years.

Garrett is an agricultural economics major, while Cara will graduate with a degree in agricultural journalism. They were high school classmates. Cara says that she might work at an off-farm job to supplement income, especially in the early going.

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Please note the following locations are scheduled for summer improvements:

HSC-1N, AV-6 (South section), WC-7, RC-17, East Park Loop (roadway), HSC-4, SG-1 East, SG-4, SG-2, WG-1, WG-11, 14A, SG-4.

Please look for notifications for beginning dates. It is estimated the projects will be finished **August 10, 2003**.

We appreciate your patience and understanding during these improvements. Please contact Parking and Transportation at 882-4568 with questions.

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The nomination process is easy but hurry!
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MizzouWeekly

Volume 24 No. 28
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Editor John Beahler
Advertising Scott Reeter
Assistant Anne Johnson
Photographers Rob Hill, Steve Morse
Writer/designer Sue Richardson

chancellor.

"Student conduct issues are delegated to our office and it is a natural fit that I would be involved in the conduct of student athletes," Scroggs said. "We have a very good working relationship with the athletic department and they are clearly concerned about the welfare of the student athletes."

Pet ER on call

Pets don't always get sick during normal business hours. Often, it is the middle of the night or a Saturday afternoon when pet owners need their veterinarian the most. In the

past, there were few places pet owners could turn - until now. A new cooperative at the College of Veterinary Medicine, formed in partnership with local veterinarians, now provides increased emergency services at night and on the weekends.

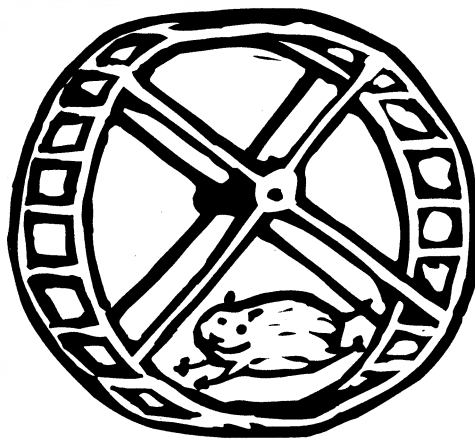
The cooperative is a partnership of at least 10 veterinarians and provides care for small-companion animals only. Since April 1, the Veterinary Medical Teaching Hospital has seen all emergency cases for local veterinarians during times when those veterinarians are not otherwise available. When

owners call their veterinarians during non-business hours, all calls will be forwarded to the teaching hospital.

Paula Johnson, instructor of small-animal emergency and critical care, and Tony Mann, associate professor of

veterinary medicine and surgery and director of small-animal emergency and critical care services, are two veterinarians who helped form the cooperative.

"The partnership allows us to improve the educational experience for veterinary students, interns and residents in several ways," Johnson says. "Most importantly, it will expose the students to a more diverse spectrum of cases which will include the critical cases as well as an increased number of the more common emergencies they are likely to deal with in a veterinary practice setting."



Study suggests maternal diet impacts offspring's sex

DIETARY DIFFERENCE

Can a woman control her baby's sex by what she eats?

Ancedotal evidence suggests that maternal diet in mammals may influence the sex of their offspring. For many years scientists have observed that female animals in the wild tend to produce more male offspring if they are well fed.

Still, the influence of diet on the sex of offspring is a controversial issue. Michael Roberts, professor of animal sciences, is cautious about saying whether the research in his lab settles this controversy.

Working primarily with mature mice, Roberts and his research team demonstrated that diets high in saturated fat contributed to a predominance of

male offspring. Conversely, when fed a diet that was low in saturated fat and high in carbohydrates, mothers produced more female pups. The controlled diets were fed to the mothers and not to the fathers. Roberts said that other than varying the saturated fat and carbohydrate levels, the diets were nutritionally balanced. Also, the mice had unlimited access to food.

Roberts' study, which will be published in the Proceedings of the National Academy of Sciences, is important because it proves that sex ratios in offspring can be altered without nutritional stress on the mother. Previous experiments concentrated on limiting food supply rather than manipulating nutritionally complete diets.

"Previous studies with mice

have demonstrated that food restriction of the mother skews the sex ratio of her offspring toward females," Roberts says. "But these studies also reduced litter size, suggesting that male fetuses are more susceptible than females to maternal undernutrition."

In Roberts' study, gestation length and litter size did not vary between the diets. Initially, Roberts was not impressed with the data. In the first round of breeding, 10-week-old mice produced roughly the same number of male and female offspring. However, during the next three rounds of breeding, mature mice - those older than

20 weeks - on the high-fat diet produced litters with a 2-to-1 ratio in favor of males, while the reverse was true for mothers on the low-fat, high carbohydrate diet. Thus, age of the mothers was an important variable.

Roberts cannot explain exactly why the different diets influenced sex of the mice offspring, but he thinks at least two possibilities may be at work. He suspects the high-fat diet may create hormonal changes that affect the reproductive tract of the female. In this scenario, it is possible that the Y chromosome-bearing sperm are better able to fertilize with the high-fat diet. A more plausible explanation, Roberts

says, is that changes in the reproductive-tract environment could lead to a selective loss of embryos of one sex over the other before they implant into the wall of the uterus.

"The big test is going to be whether we can use this research from a practical point of view in livestock," Roberts says. "But clearly, it has implications to all mammals. Ultimately, we have to ask, 'is there any way a woman could control the sex of her baby by what she consumes?' Of course, we don't know this and can't test it."

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3rd Annual School of Health Professions Student/Faculty Research Poster Presentation

Friday, May 2, 2003
11:30 a.m. to 1:00 p.m.
Lewis and Clark Hall Lobby

EXPLORING WITH LEWIS AND CLARK

CORPS of DISCOVERY: A MUSICAL JOURNEY

World premiere of the musical drama

featuring the Lewis and Clark expedition

May 2, 3, 4, Missouri Theatre

Tickets \$18, \$20 and \$22 (children \$12)

Phone: 882-3781

ROUNDTABLE DISCUSSION

May 2, 2-3:30 p.m., Waters Auditorium, Waters Hall

Professors Susan Flader, Jeff Pasley and Raymond Wood discuss the creation of MU's musical drama, *Corps of Discovery*, with the composer and librettist. Sponsored by the Center for Arts and Humanities. No charge.

LEWIS AND CLARK: THEN AND NOW



May 2, 3:30-4:30 p.m.

Conservation Hall, Anheuser-Busch Natural Resource Center

National Geographic photographer Sam Abell speaks as part of the Geography Lecture Series

No charge

calendar



Concerts & Plays

Thursday, April 24

POETRY READING: Nancy Morejon, Afro-Cuban poet, critic, essayist, translator and editor, will present a bilingual reading of her poetry titled "Looking Within: Selected Poems" at 7 p.m. in Memorial Union's Stotler Lounge.

STUDENT RECITAL: The Concert and Symphonic Bands will perform at 8 p.m. in Jesse Auditorium. A \$5 donation is suggested.

Friday, April 25

UNIVERSITY CONCERT SERIES: Folk and pop music legend Art Garfunkel will perform at 7 p.m. in Jesse Auditorium. For ticket information, call 882-3781.

Saturday, April 26

STUDENT RECITAL: The Concert Chorale will perform at 8 p.m. at the First Baptist Church, 1112 E Broadway. A \$5 donation is suggested.

Sunday, April 27

JAZZ CONCERT: A Jazz Combo Concert will be held at 1 p.m. in Stotler Lounge, Memorial Union. A \$5 donation is suggested.

JAZZ SERIES: One for All will perform at 3:30 and 7 p.m. at Murry's, 3107 Green Meadows Way. Tickets are available at all Ticketmaster locations or call 449-3001.

Monday, April 28

STUDENT RECITAL: The Student Brass Quintets will perform at 7:30 p.m. in Whitmore Recital Hall. A \$5 donation is suggested.

STUDENT RECITAL: The University Percussion Ensemble will perform at 8 p.m. in Stotler Lounge, Memorial Union. A \$5 donation is suggested.

Tuesday, April 29

STUDENT RECITAL: Quintet Uiarupuru will perform at 8:30 p.m. in Whitmore Recital Hall. A \$5 donation is suggested.

Friday, May 2

UNIVERSITY CONCERT SERIES: The Show-Me Opera will present the world premiere of *Corps of Discovery, A Musical Journey*, a work commissioned by MU to celebrate the Lewis and Clark bicentennial, at 7 p.m. today and May 3 with a 2 p.m. matinee May 4 at the Missouri Theatre. For ticket information call, 882-3781.

Courses & Workshops

Sunday, April 27

ARCHAEOLOGY WORKSHOP: Archaeologists Juliet Morrow and Jack Ray will present a chert identification workshop from 9:30 a.m.-noon at the Ramada Conference Center. The event is open to the public and is part of the Missouri Archaeology Society's annual conference.

Wednesday, April 30

HUMAN RESOURCES

WORKSHOP: "Principles of Investing on a Shoestring Budget: Or, How to Get Rich Slowly" will be presented from 8:30 a.m.-noon in S203 Memorial Union. Registration is required; call 882-2603.

Exhibits

BINGHAM GALLERY: Yukari Kashiwara, a master's candidate in fine arts, will present an exhibit of her ceramics artworks from April 28-May 9. There will be a closing reception at the gallery from 5-7 p.m. May 9. The gallery, located at A125 Fine Arts Building, is open 10 a.m.-4 p.m. Monday-Friday.

MUSEUM OF ART AND ARCHAEOLOGY:

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

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

"The Missouri Scene: In The Wake of Lewis and Clark" is on display through April 2003.

"Celebrating An Age When Books Were A Work of Art" is on display through May 25.

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

The museum, located in Pickard Hall, is open from 10 a.m.-4 p.m. Wednesday-Saturday.

STATE HISTORICAL SOCIETY:

• "What Wondrous Life: The World of George Husmann," an exhibit about the father of Missouri's wine industry, is on display through June in the corridor gallery.

• "Objects Worthy of Notice: The Wildlife Encountered by the Corps of Discovery" is on display through June 27 in the main gallery. The main 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.

UNIVERSITY ARCHIVES: The University Archives offer a number of online exhibits that document the history of MU. The most recent exhibit, "The Heart of the University: MU Libraries," traces the history of libraries at Mizzou at system.missouri.edu/archives/librarex.html

Lectures & Seminars

Thursday, April 24

ENGINEERING LECTURE:

Henry Petroski, professor of civil engineering and history at Duke University, will present, "To Engineer Is Human: The Role of Failure in Successful Design" from 3-4:15 in Middlebush Auditorium.

Friday, April 25

GEOLOGICAL SCIENCES

SEMINAR: Craig Lundstrom from the University of Illinois will present "Mantle Melting and Differentiation of Basalt by Diffusive Interactions" at 3 p.m. in 108 Geological Sciences Building.

Saturday, April 26

ARCHAEOLOGY LECTURE:

Patrick Kirch, professor of anthropology at the University of California-Berkeley, and a member of the National Academy of Sciences, will present a lecture on the archaeology of Polynesia at 8:15 p.m. at the Ramada Conference Center.

Monday, April 28

SOIL SCIENCE SEMINAR:

Achmad Rachman, a graduate student in soil science, will

present "Influence of Stiff-Stemmed Grass Hedges on Soil Hydraulic Properties, Runoff and Erosion in a Small Watershed" at 4 p.m. in 123 Natural Resources Building.

Tuesday, April 29

BIOLOGICAL SCIENCES

SEMINAR: Roger Hangarter from Indiana University will present "Shape Shifting in Plants: The Influence of Light and Gravity on Plant Architecture" at 3:30 p.m. in 18 Tucker Hall.

CHINA TALKS SERIES:

Mike Cooperstock, professor of child health, will present "SARS and Influenza: Two Pandemic Illnesses Originating in Southeast Asia" from 4-5:30 p.m. in N214/215 Memorial Union.

NURSING RESEARCH

SEMINAR: Cindy Russell, assistant professor of nursing, will present "Medical Compliance of Renal Transplant Patients" from 4-5 p.m. in S455 School of Nursing.

Wednesday, April 30

MU AUTHORS SERIES: Tom Quirk, professor of English, will present "Working Without a Net: Writing Scholarly Prose without Footnotes" from 4-5:15 p.m. in 103 Tate Hall.

Friday, May 2

LEWIS & CLARK EVENTS:

- A roundtable discussion on MU's new musical drama "Corps of Discovery: A Musical Journey," will feature composer Michael Ching and librettist Hugh Moffatt from 2-3:30 p.m. in Waters Auditorium. Ray Wood, professor emeritus of anthropology, and history faculty members Susan Flader and Jeff Pasley will participate.
- Sam Abell, *National Geographic* photographer and director of the Center for Photographic Projects in Santa Fe, N.M., will present "Lewis and Clark: Then and Now," as well as a slide presentation of the Lewis and Clark Trail from 3:30-4:30 p.m. in 100 Stewart Hall.

Meetings

Thursday, April 24

STAFF ADVISORY COUNCIL:

The MU Staff Advisory Council will meet at 1:15 p.m. today and May 8 in S206 Memorial Union.

FACULTY COUNCIL

MEETING: The MU Faculty Council will meet at 3:30 p.m. today, May 8 and June 12 in S203 Memorial Union.

Special Events

Thursday, May 1

SPRING GARDEN SALE: The Ellis Fischel Cancer Center Auxiliary will hold its annual spring garden sale today from 11 a.m.-4 p.m. and May 2 from 8 a.m.-noon in the hospital lobby located at 115 Business Loop 70 West. Proceeds will benefit the Auxiliary's Staff Scholarship Fund.

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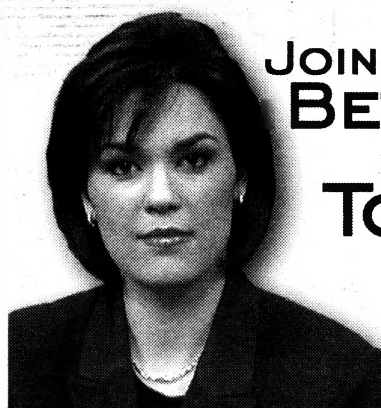
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New online degrees promote mental health in schools

PRACTICAL APPLICATIONS

School professionals learn to deal with issues that threaten mental health of children and adolescents

Each day in America, six young people under the age of 20 commit suicide, according to the Children's Defense Fund, a leading independent children's advocacy group. Incidence rates of anxiety, depression, conduct problems and related troubles among children are at an all-time high.

To help reverse these alarming trends, MU is launching the country's first online graduate degree program to help teachers and other school-based personnel focus on the prevention of mental health problems and promote positive mental health in children and adolescents.

The online master of education and education specialist degrees with an emphasis in mental health practices in schools gives educators, who have the most daily contact with children and adolescents, the tools to

recognize mental illness before it becomes a serious problem.

"Teachers often spend more time with children than parents and are in key positions to prevent and identify mental health problems, as well as promote positive mental health among their students," says Karen Weston, assistant director of the MU Center for the Advancement of Mental Health Practices in Schools. "The days when all a teacher needed to know was the subject matter being taught and a few good classroom management strategies are gone."

Today, Weston says, students exhibit a wide range of problems associated with poverty, difficult family situations, violent neighborhoods, substance abuse, attention disorders and other issues that present obstacles to learning. The poor academic performance that accompanies these problems leads to further mental health difficulties creating a cycle that is difficult to break.

Recognizing this breakdown, MU's Department of Educational, School and Counseling Psychology, in close association with the Missouri Department of Mental Health,

developed the online master's and specialist's programs with direct input from educators.

Each course is designed to offer practical applications of psychological concepts and is taught by an expert in the field. Students acquire the latest, research-based techniques for dealing with issues that threaten the mental health of children and adolescents. They also will gain skills in managing disruptive behaviors, collaborating with families, communicating with angry parents and crisis management.

The courses emphasize the prevention of mental health problems within schools, families and communities and the promotion of positive mental well-being for all children and adolescents. "Training in mental health for school-based professionals, especially teachers, is a critical need for the nation, and the University of Missouri is leading the way," says Mark Weist, professor and director of the Center for School Mental Health Assistance at the University of Maryland.

Courses are available online so educators, administrators, nurses, counselors and other

school personnel can pursue the degree without disrupting their careers. Courses from the programs will also be offered individually for those who do not wish to pursue the full degree.

"Our goal is to help address the mental health needs of students but also to help educators avoid the burnout that can occur when dealing with

these issues along with the day-to-day tasks of education," says Linda Roebuck, deputy director of the Missouri Department of Mental Health.

For more information about the online degree programs and independent study courses, visit the Center for Advancement of Mental Health Practices in Schools at www.SchoolMentalHealth.missouri.edu.

classifieds

FOR RENT

Ashley Ridge Condos at MU campus. Luxury 1 & 2 bedroom apartments for faculty, staff, graduate, professional students. Quiet, spacious, energy efficient, cable TV, w/d hookups, carports. \$460-\$525. Call (573) 445-1892. www.denice.com

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The classified advertising section is open to faculty and staff members and retirees.

Deadline: Noon Thursday of week before publication.

CONSOLIDATION from Page 1

earlier this month, Hubbard again proposed that Northwest join the UM System.

"There's really not a big rush," Floyd said in response to a reporter's question following the curators meeting. "Typically all the due diligence would have been done behind closed doors. We're doing something different," he said. "I believe it's important to be out front and open" as the talks progress.

Floyd said he had not heard any negative reactions to the proposed consolidation, but acknowledged that some concerns still need to be addressed. "The pace of the proceedings has been one concern that was raised," he said. Other questions include the difference in tuition rates between the two universities. Northwest students pay about \$25 less per credit hour than UM undergraduates.

Admissions requirements at the two institutions differ as well. Northwest, with nearly 6,500 students, is rated by the state as "moderately selective." The University of Missouri, with more than 60,000 students on its four campuses, is rated "selective."

In talking with Northwest's administrators, faculty and students about the proposed merger, Floyd said he assured them that UM would be

"respectful of the traditions and cultures that are there."

In addition to concerns about timeliness, affordability and access, some in the University community question whether the time is right for such a move. With state appropriations for higher education plummeting, they worry that a merger with Northwest might dilute the available resources for UM's current programs.

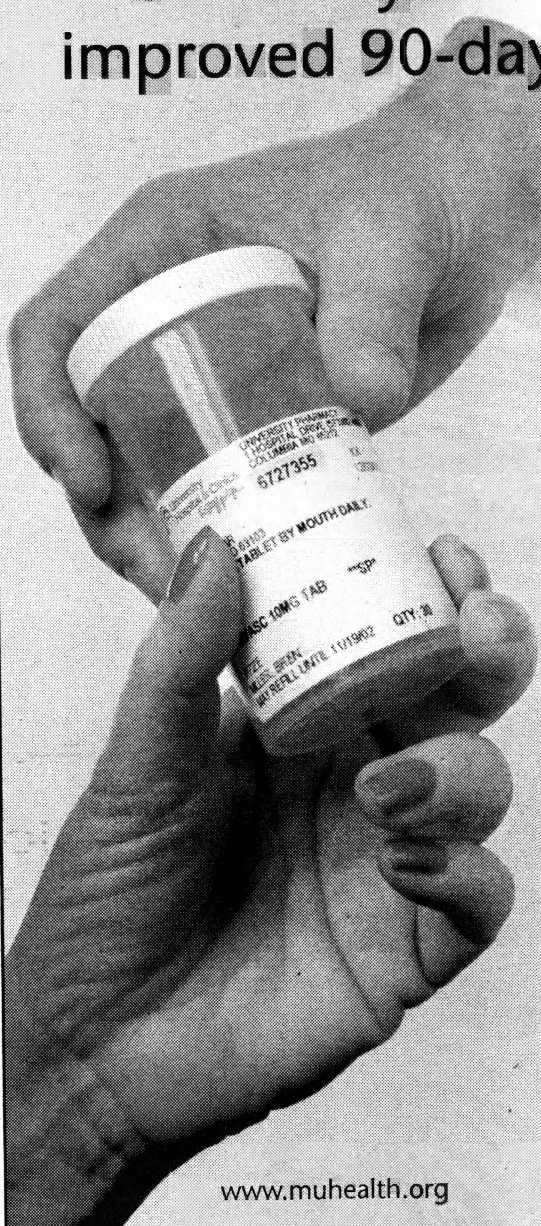
Floyd said there was no reason to believe that would happen. "Northwest Missouri State University has its own budget and these funds would be part of the transfer to the UM System," Floyd said.

"In fact, it is our hope that some of the economies of scale that will be realized through this consolidation will be deployed directly into academic instruction. Any new program additions must have an identified funding source and verified market. I will not support the dilution of ever-shrinking state appropriations."

Floyd pointed out that this merger between two public universities, to his knowledge, would be the first to take place without a mandate from state or federal governments. "We are doing something that is fundamentally different in public higher education," he said. "We're in uncharted waters."

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GOOD STEWARDS

Mizzou's development program gains prominence among its Big 12 peers

Fiscal year 2002 was a good year for Mizzou in terms of fund raising, for both endowed and nonendowed gifts. Endowments establish a perpetual fund at the University. Each year, MU uses a portion of the fund's investment earnings for its designated purpose, and a portion is reinvested in the principal amount to protect against inflation. Nonendowed funds are used to meet the immediate needs of existing campus priorities.

Increasing endowments is a high priority for the University, says David Housh, vice chancellor for development and alumni relations. "They are there in perpetuity to secure the financial stability of the institution." Although the declining stock market and

sluggish economy put pressure on gift giving across higher education, MU created new endowments in the past fiscal year. And despite a decrease of 5.3 percent in overall endowment value, MU's portfolio outperformed its peers. Nationally, university endowments declined an average of 6 percent in 2001-02.

Housh attributes Mizzou's performance to an ambitious development program and to the strength of the University of Missouri's investment managers.

"In the past, those managers have received some criticism from individual schools and colleges that they were not aggressive enough," Housh says, "but this shows our management style paid off."

During fiscal year 2002, Mizzou saw substantial gains in its cash flow, which is defined as private support actually received by the University. Pledges to be

donated in the future, for example, are not included in the cash flow figure. "This is money we have in the pot now," says Linda L'Hote, senior executive director of advancement. "Given the economic situation we are in, it is critically important for deans and others to have access to the cash to meet their immediate needs."

Private gifts to Mizzou rose from \$50.9 million in FY 2001 to \$97.9 million in FY 2002. This was a 92 percent increase over the previous year and the largest percentage increase by far in the Big 12. Only two other universities in the conference showed growth in private

support: Iowa State at 16.7 percent and Oklahoma at 2.9 percent. MU's gains in donations moved the campus from 10th place to fifth in the Big 12 in total private support. Although MU's total includes some major donations, gifts of any size are needed to move the University forward, Housh says.

When Housh took over as chief of fund raising 2 1/2 years ago, one of his goals was to build a program strong enough to rank in the top level of the Big 12 in terms of raising private money.

"The chancellor invested funding so that we could build a great development program," says Housh, who for 13 years served as executive director of development for the College of Business. "For the first time, our organization is competitive with

other Big 12 institutions in personnel and support staff, and in dollars."

Housh touts his development team's cost-effectiveness in raising money. MU spends 7 cents to raise each dollar, while the national average ranges from 6 cents to 22 cents. "It's amazing how efficiently we raise this money," he says. "It shows that we are being good stewards of the trust and funds that are being invested with our program and that we are using the money wisely in the areas for which it was designated."

The development program's success leads some to question why the University doesn't use private dollars for daily operations. Donors earmark more than 97 percent of expendable dollars for certain

Continued on Page 7

The excellence of an organization is a reflection of the people behind it. Congratulations to our 2002/03 honorees:

MIZZOU RING AWARD:

Brad Finnegan...Excellence
(2002 Homecoming Tri-Director & AASB Member)
Angie Benassi...Respect (Past President, AASB)

MYSTICAL SEVEN:

Janae Barker (AASB President)

QEBH:

Ellie Miller (AASB Member & HCSC Member)
Rob Edwards (AASB Vice President True Tigers)
Abbie Turner (2002 Homecoming Tri-Director)

MORTAR BOARD:

Abbie Turner
Ellie Miller
Janae Barker
Beth Bishop (AASB Vice President External)
Lynette Reed (2003 Homecoming Tri-Director)
Andy McCarthy (2003 Homecoming Tri-Director)

EXCELLENCE IN LEADERSHIP AWARDS:

Most Outstanding Campus Organization: AASB
Leadership Shield Award: Janae Barker
Best New Adviser: Carin Huffman

SUPB UNSUNG HERO AWARD:

Lexi Norris (AASB Past Vice President External)
Jill Aberdeen (AASB Member)

CASE DISTRICT VI AWARDS:

2003 Distinguished Service Award: Todd Coleman

MU STAFF RECOGNITION AWARDS:

Mick Deaver Award Finalist: David Roloff

CASE NATIONAL

CIRCLE OF EXCELLENCE AWARDS:

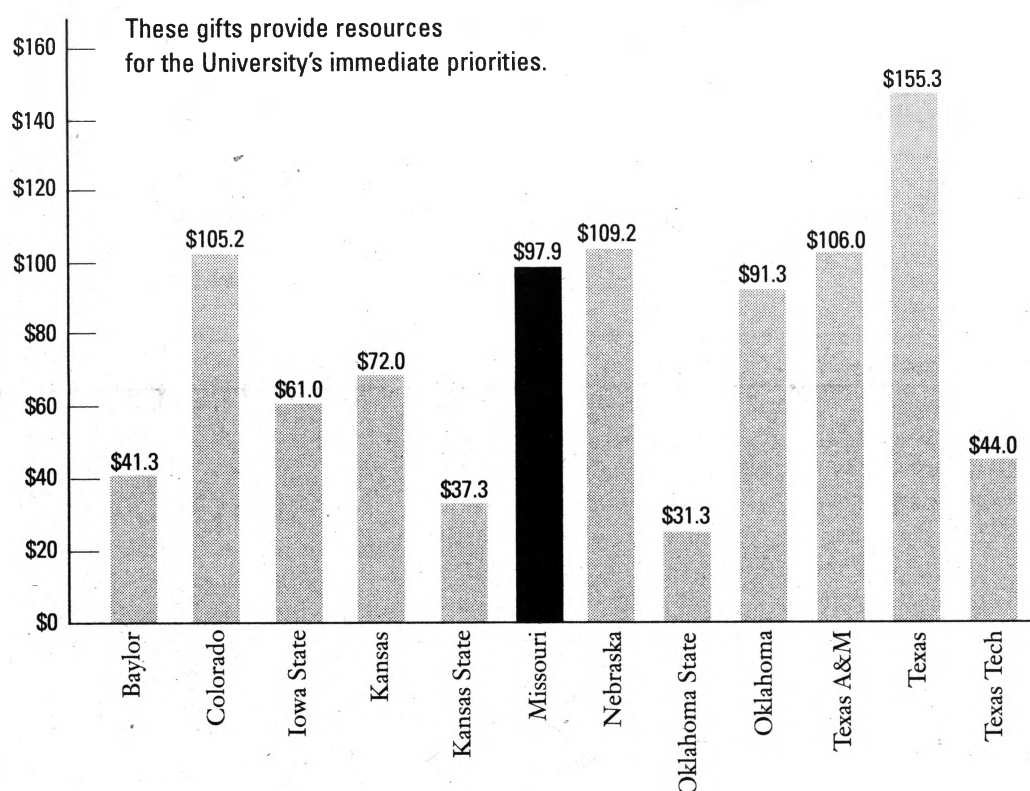
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Tiger Plaza Endowed Life Membership Campaign
2003 Bronze Medal: Tiger Plaza Dedication Special Event

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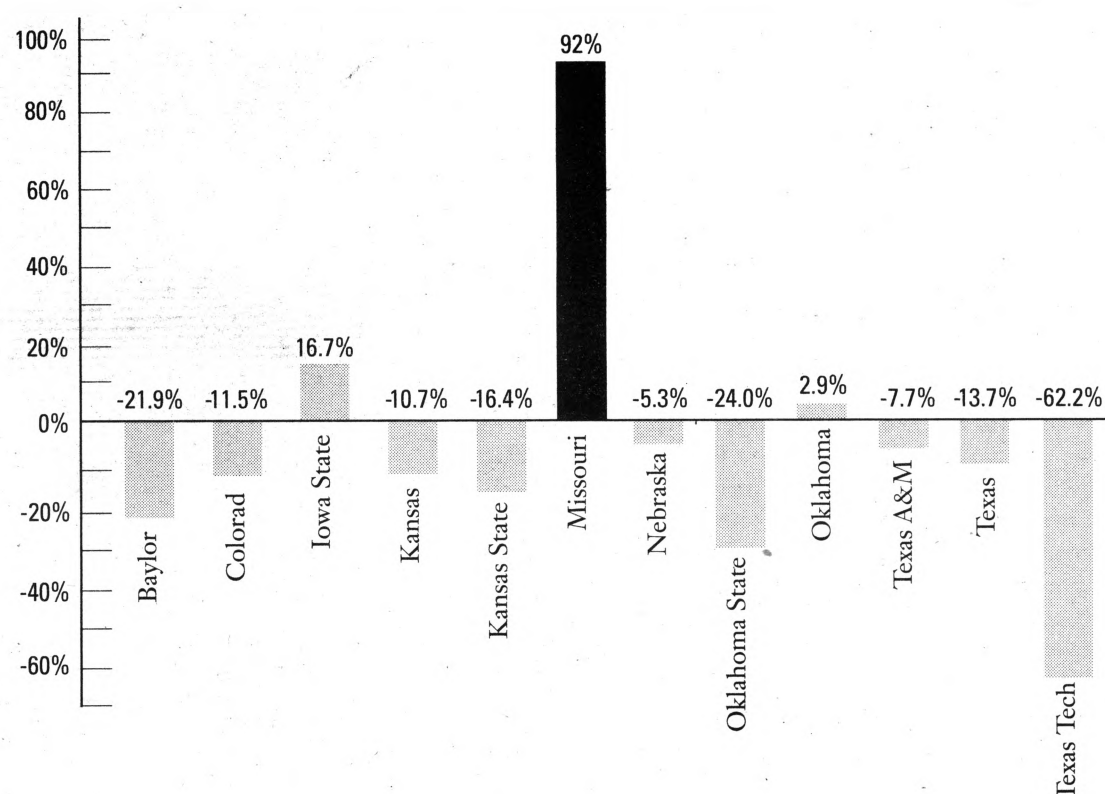
TOTAL PRIVATE SUPPORT

at Big 12 schools FY 2001-02 (in millions)



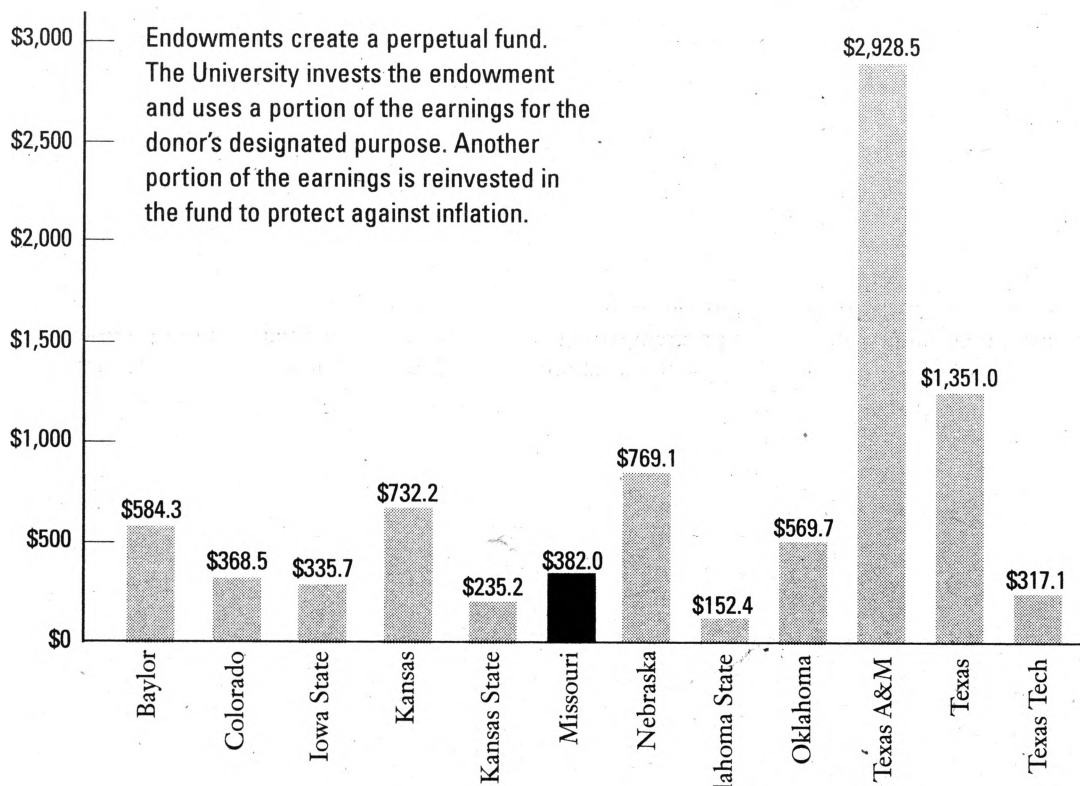
PERCENT CHANGE IN PRIVATE SUPPORT

at Big 12 schools FY 2001-02



ENDOWMENT MARKET VALUE

at Big 12 schools FY 2001-02 (in millions)



purposes, so the University cannot rely on donations for operating expenses, Housh explains. "Private gifts cannot be used to pay the utility bill, even in the midst of our serious financial situation. Donors give money because they want to

support a specific part of the University. These funds go toward the priorities of the University—that are set by the chancellor in conjunction with the strategic plan, and they are not used for everyday expenditures."

As the University faces a challenging future in public higher education, it remains committed to the strategic plan goals, Chancellor Richard Wallace says. "But to accomplish that plan, and to reach the levels of excellence to which we aspire,

we are engaged in a very intensive private fund-raising effort. As I travel around the country and meet our alumni and friends, I am so excited to see the tremendous devotion they exhibit for MU and their strong desire to give something back. They truly share our vision of an even greater university.

"Our development staff, under the leadership of Vice Chancellor David Housh, is doing an excellent job of conveying the MU story to our donors and prospective donors, and helping them to understand the great promise of their University's future for the generations to come, as well as for our state, our nation and the world."

Development is not only building relationships with alumni, friends and sponsors, but also is building a strong internal team, L'Hote says. "There are few cases where only one person is involved in a major gift. It takes a lot of folks, from the chancellor to the technology staff, to put one big gift together."

Richard Schwartz, dean of arts and science, agrees. "Successful development work requires both great attention to detail and the

willingness to take bold steps," he says. "Research must be timely and accurate; stewardship must be rigorous and ongoing. Good coordination is an absolute; detailed records and plans are necessities."

At the same time, the core activity is to work with alumni, friends and supporters to make dreams become realities.

Schwartz says that his two favorite expressions are that "an endowment gift is an act of faith in the University's future" and that "the heart gives and the hand lets go."

"This is a very personal, nearly spiritual activity. At the same time, it requires solid business sense and a sure knowledge of investment, tax and inheritance law," Schwartz says.

"At MU, and in the College of Arts and Science, we are blessed with a leadership team and development staff that enable us to execute these processes expertly. Most of all, we have a community of individuals bound together by a common love of the institution and the passion to offer their time, energy and resources on that institution's behalf."

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Show them and they will come

ROAD TRIP Missouri's 35.6 million visitors spent \$5.5 billion in 2002

Despite damaging effects on the U.S. travel industry stemming from the 9-11 terrorist attacks, Missouri's tourism industry did better than expected, an MU study shows.

The state hosted 35.6 million visitors in its 2002 fiscal year, up 5.4 percent from 2001. Visitors are defined as anyone from in or out of state who has traveled to a destination of more than 50

miles or stayed overnight.

On average, Missouri visitors spent less, and the net spending was almost break-even with 2001, says Michael Kaylen, co-director of MU's Tourism Economics Research Institute.

"The most interesting thing in the study is that the state did better than expected following the 9-11 terrorist attack," he says. The 35.6 million visitors to Missouri during 2002 spent \$5.5 billion, or an average of \$295 for each domestic traveling party. That's down 4 percent from the record high of \$307 in the 2001 fiscal year.

"Part of what happened is we had 9-11. Then the state started a campaign called 'Rediscover Missouri' to encourage more local travel. That changed the mix of our visitors a little bit," Kaylen says. "There were more driving trips taken, since people were nervous about flying, and the trips were shorter and less expensive," he says.

"I think we were lucky because we are a driving destination," he says. "Flying destinations and business travel got hurt, but our travel is not as business-oriented as some other areas."

The study divides the state into 10 vacation and travel regions. Two of the regions accounted for 63 percent of Missouri's taxable sales revenues from 17 tourism-related industries.

The St. Louis region accounted for 40 percent, about the same as last year. The Kansas City region accounted for 23 percent, up a percentage point from 2001. The Ozark Mountain region accounted for 16 percent, the same as last year.

Missouri tax revenues from tourism and travel in the state during 2002 are estimated to

total a record \$614 million, up 1.8 percent from 2001, Kaylen says. Taxable sales revenues from 17 tourist-related industries totaled \$7.7 billion, up 2 percent from last year.

Direct expenditures by domestic and international visitors to Missouri, when added to airport-related expenditures by travelers, totaled \$7.9 billion during fiscal year 2002, down by 0.2 percent from the previous year. Travel in Missouri during FY 2002 resulted in employment of just more than 192,000 people, down about 3,400 from FY 2001.

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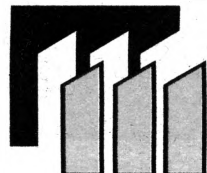
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