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Scientist streamlines
production of radioactive
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Sept. 18, 2008
University of Missouri

Living in the material world

CORPS OF DISCOVERY

Lecture will discuss how
the quest for more affects
our lives

For many people, acquiring
things and experiences is
an important life activity.

Most of what we want are not
necessities, but things we think or
hope will improve our lives. We
believe we'll be satisfied after we
acquire some long-desired item,
and initially we are. But after a
while, we find ourselves wanting
something more.

On Sept. 23, Marsha Richins
will deliver the fifth annual
Corps of Discovery lecture
titled "Always Wanting More:
Implications of Materialism for
Ourselves and Our World."

Richins, the Myron Watkins
Distinguished Professor of
Marketing in the Trulaske
College of Business, is past
president of the Association for
Consumer Research, a fellow
of the Society for Consumer
Psychology, and a past and
current associate editor for the
Journal of Consumer Research.
Her research interests include
the study of consumer values,
especially materialism; the

role products play in people's
lives; and the influence of
advertising on self-perceptions
and perceived quality of life.

The Corps of Discovery
lecture series commemorates
the contributions of Lewis
and Clark by featuring an
outstanding MU professor and
discoverer who will inspire and
bring together the University
community at the beginning of
each academic year. The lecture
begins at 4 p.m. Sept. 23 in
Cornell Hall's Bush Auditorium.
Afterward, a reception will
be held in 105 Cornell.

"America is generally
recognized as being a relatively
materialistic society," says
Richins who has been at MU
since 1992. "Many of us have
a lot of ambivalence about
materialism because most of
us want stuff, but then we feel
guilty because we want it."

Drawing on her own and
others' research, Richins
will discuss why people want
things and why getting things
sometimes feels empty. She also
will discuss how this incessant
quest for more affects our own
lives and the lives of those closest

to us. She will examine the impact
of materialism on the world at
large in terms of environmental,
social, and political impacts.
Finally, she will explore the
role that social institutions
play in fostering this quest.

Richins received a bachelor's
degree in 1974 from California
State University. From the
University of Texas-Austin,
she received a master of arts
degree in 1976, a masters of
business administration in 1980
and a doctorate in 1979.

She has published in several
journals, including the *Journal
of Consumer Research*, *Journal
of Marketing*, *Journal of
Consumer Psychology*, and
American Behavioral Scientist.

WANT MORE STUFF?

Marsha Richins, professor of
marketing, will deliver the Corps of
Discovery lecture Sept. 23. Richins,
who studies consumer values and
the influence of advertising, will
examine the environmental, social
and political impacts of materialism
on the world at large and explore
the role social institutions play in
fostering this quest.

Rob Hill photo



Mizzou staff pitch in to make a difference for United Way

DAY OF CARING

University's 2008 United
Way goal is \$587,000

Sept. 5 was not the
usual day at the office
for some Mizzou staff
members. On that day, they
gladly exchanged their computers
and phones for hammers
and paintbrushes, and joined
hundreds of volunteers in the
16th annual United Way Day of
Caring.

The object of the event is to
raise awareness of community
needs and services, and to better
understand how monetary
contributions impact the
community at large. With more
than 500 volunteers from 33
area companies giving their time
and expertise to 45 projects at
human service agencies, the day
also afforded participants an

opportunity to get to know each
other outside of the workplace.

"This is a chance for people
to give back with their hands,
their efforts and their hearts, says
Mitzi Clayton, assistant director
of athletics for compliance.
"The amount of work we
performed was phenomenal,
and it made a huge difference."

Before fanning out across the
community to do some good for
the 32 local agencies the Heart
of America United Way serves,
the volunteers were treated to
breakfast at the Hearnes Center,
sponsored by the athletics
department. From there, with
assigned projects in hand, the
teams set out on their workday.

Clayton, along with 11
other women from across
campus spent the day painting
the interior surfaces of some

transitional housing for women
who have been staying at
The Shelter, an agency that
provides a safe environment
for victims of domestic
violence and sexual assault.

Across town, four staffers
from Campus Facilities worked
all day at the American Red
Cross, making minor repairs
around the building, along
with doing some landscaping
and general yardwork.

Team member Phil Shocklee,
associate director of Campus
Facilities, says employees have
signed up for this event for nearly
12 years. "We typically have six
or eight people who volunteer to
take vacation or a personal day
to do this," he says. "Once you
do it, you have a good feeling
at the end of the day that you
have actually helped someone."

The breakfast also served as
the official Heart of Missouri
United Way campaign kickoff.
This fall's goal is \$3.2 million,
a 2.75 percent increase over
last year. Clayton, Rich Oliver,
dean of health professions,
and Jim Spain, vice provost for
undergraduate studies, are tri-
chairs of the annual University
of Missouri 2008 campaign that
kicks off at 7:30 a.m., Sept. 19 in
the Clinton Club of the Mizzou
Arena. The University's goal is
to raise \$587,000, a 3.3 percent
increase over the funds raised last
year. Spain says the combined
effort puts this campus No. 1
in the Big 12 and in the top 15
nationally for campus support of
United Way in the community.

The University of Missouri's
impact on United Way goes
beyond the funds raised by the

annual campaign, Spain says.
For example, last year students,
faculty and staff contributed \$1.2
million in volunteer support
and in cash donations to local
agencies in addition to the funds
raised through the campaign.
The contributions go far to help
the campus community, too.
"We know that one in three
MU students, faculty and staff
combined benefit directly from
United Way at some time," Spain
says. Some of these services
include subsidized daycare
services, health care for families
of employees, shelter for abuse
victims, meals on wheels for
retired or recovering employees
and assistance for victims of fires.

With questions about this
year's campaign, visit unitedway.missouri.edu
or uwheartmo.org.

A global reach

Mizzou will celebrate its international connections with a flag ceremony representing all 107 countries from which MU's international students come. The program, which will be held at 10:30 a.m. Tuesday, Sept. 23, in front of the Columns, is expected to become an annual event. At the flag ceremony, Chancellor Brady Deaton will discuss MU's international presence and kick off a day of celebrations around campus.

On Lowry Mall from 11 a.m. to 2 p.m., Mizzou's international students will offer a taste of

their different cultures and cuisines at the International Bazaar, one of MU's longest-running student events. At 2 p.m. in Memorial Union's Wrench Auditorium a series of seminars will discuss academic opportunities in South Korea and answer questions about the International Center and the Peace Corps. Following the seminars, there will be an open forum at 3 p.m. on the Beijing Olympics. That evening, students who live in campus residence halls will be treated to a dinner of authentic ethnic cuisines from around the world.

Living with chronic disease

University Physicians-Green Meadows Family Medicine Clinic will offer a "Healthier Living: Managing Ongoing Health Conditions," class beginning Tuesday, Oct. 7, at the Green Meadows Family Medicine Clinic, 3217 South Providence Road in Columbia.

The six-week class will meet weekly from 10 a.m. to noon to help participants with ongoing health conditions, such as arthritis, heart disease, asthma and bronchitis, live full and healthier lives. Nurse partners and practitioners from

the Department of Family and Community Medicine lead the class. Participants learn to lessen their frustration with their conditions, increase fitness and self-confidence, decrease fatigue, manage pain and medications, and improve functional abilities in order to live a healthier and more fulfilling life.

The class is based on the chronic disease self-management program developed by Stanford University and is free and open to the public. With questions or to register for the class, contact Michele Walker at 882-9097.

Showcasing MU ag

The mid-Missouri community should plan to attend the fun and educational events at the annual South Farm Showcase from 10 a.m. to 4 p.m.

Saturday, Sept. 27. Participants can also see firsthand why South Farm is vital to the University's research, teaching, extension and economic development missions.

The showcase offers "a glimpse of agriculture that is unique to our community, and our faculty and staff do a fantastic job of bringing the complex issues to our visitors, both young and

Alumni donation creates first faculty chair in law

A MILESTONE

Gift puts law school over \$17 million campaign goal

A donation of \$1.1 million to the University of Missouri School of Law will create the first faculty chair, the Robert L. Hawkins, Jr./Dale A. Whitman Chair. MU School of Law alumnus, Robert L. Hawkins Jr. and his wife, Elizabeth Hunter Hawkins, recently made the donation that also will honor their friend Dale A. Whitman, who was a professor at the MU School of Law and served as dean from 1982-1988.

"For more than 60 years, Mr. and Mrs. Hawkins dedicated their lives to service. Their commitment has meant a great deal to the University

of Missouri, especially in the construction of Hulston Hall," MU Chancellor Brady Deaton said. "We are able to say with certainty that law students will forever recognize the names Robert L. Hawkins Jr. and Elizabeth Hunter Hawkins."

During his tenure as dean, Whitman helped develop the campaign to construct Hulston Hall, the School of Law's current location that was dedicated in 1988. Hawkins refers to Whitman as having "saved the law school" with his work.

"Our hope is that this endowed chair will bring a professor of great national stature to the MU campus," Hawkins said. "I also am pleased to honor my great

friendship and admiration for Dale Whitman by including his name in the first faculty chair for the law school. Nothing either one of us could do for the school could be too much."

Hawkins graduated at the top of his law school class in 1948. As a law student, he was a member of the Order of the Coif and editor of the Missouri Law Review. He was an associate with the law firm of Hunter, Chamier & Motley in Moberly from 1948-1951, opened a law practice in Monroe City in 1951, where he served as city attorney and Monroe County prosecuting attorney. In 1956, Hawkins moved to Jefferson City, where he practiced law for the remainder of his career. Hawkins has been

active in the Missouri and the American bar associations, and has always been a supporter of the MU Law School

The Hawkins' gift puts the MU School of Law over its \$17 million goal in the For All We Call Mizzou campaign. In the past eight years, alumni and friends have contributed \$17,002,803 to the Law School. "Reaching this milestone has greatly enhanced the university's ability to provide an outstanding legal education and serve the legal profession and the public," Deaton said.

The For All We Call Mizzou campaign total for all of MU's schools and colleges combined is now \$973 million. The university will celebrate raising \$1 billion in spring 2009.

MizzouWeekly

Volume 30 No. 4

A publication for the faculty and staff of the University of Missouri, published every Thursday during the academic year and twice a month during the summer by Publications and Alumni Communication, a department of University Affairs, 407 Reynolds Alumni Center, 882-7357. News deadline is noon Thursday the week before publication.

Annual subscriptions are available for \$30.

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Advertising Caitlin Flynn, Scott Reeter

Photographers Nicholas Benner, Rob Hill

Writer/designer Sue Richardson

Scientist streamlines production of radioactive cancer drugs

QUALITY CONTROL

Research could give doctors a 'menu' of more effective treatments

When fixing a car, it's a good idea to have more than one type of wrench. Similarly, when doctors treat cancer patients, they like to have different "tools" available. Cancer tumors can be big or small. Some tumors grow very fast, while others grow slowly.

Now, a University of Missouri researcher has developed a method that would make it easier for doctors to pick and choose different radiopharmaceuticals to treat different types and sizes of cancer and tumors.

"We're giving doctors more tools, which will enable them to tailor their treatments to each patient and be more effective," says Cathy Cutler, associate research professor at the University of Missouri Research Reactor Center. "Patients don't come to their doctors with the same tumor. It's important that we find ways to treat each individual tumor

based on its characteristics. Does it grow fast or slow? Is it large or small? Where is it located, and how is it spreading?"

Currently, oncologists have a fairly limited supply of radiopharmaceutical treatments at their disposal. For the past several years, researchers have been attempting to develop a "menu" of different radiopharmaceuticals that could be used for cancer treatments. However, researchers have faced several challenges during the process. Older methods of creating the drugs took a very long time and were not consistent. The finished products varied in quality; impurities might have been introduced, and several liters of waste were generated. It also was difficult to produce the drugs in large quantities.

With her new method, Cutler has overcome all of these problems. In the past, researchers would irradiate the same element to obtain the necessary radioisotope. For example, if a doctor requested using the radioisotope Lutetium-177, researchers would irradiate

Lutetium-176. However, not all of the Lutetium-176 would be converted to the radioactive isotope, and scientists were unable to separate the radioactive isotopes from the non-radioactive isotopes because both compounds are chemically the same. This resulted in a drug that had, on average, only 20 percent of the intended radioactive components.

To overcome this inefficiency, Cutler tried a different route, identifying metals that have two stages of radioactive decay. For example, when Ytterbium-176 is irradiated, it becomes Ytterbium-177, but it quickly decays to the desired Lutetium-177. Due to the chemical differences between Ytterbium and Lutetium, scientists can separate these two different elements, thus creating a drug that has nearly 100 percent of the intended radioactive isotope. This allows doctors to deliver a much more effective radioactive dose to the cancer site.

Cutler's new method also produced a product in a very predictable, consistent time.

Previously, it might have taken scientists more than eight hours for the radioisotope to be ready for use, and that time varied widely. Cutler has cut the time in half, and the drugs are now ready in five hours almost consistently. Cutler also has reduced the amount of radioactive waste associated with producing these drugs. With the old methods, enough waste was generated to fill several liters. With her new method, Cutler is generating only a few milliliters to produce the same amount of material. At the same time, she also has reduced the amount of mineral impurities that could be found in some samples. This reduction of impurities can help the drug be much more efficient.

Cutler has been working on separations for more than 10 years, and this new method for about two years. Her research has been funded with grants from the National Institutes of Health and the Elsa U Pardee Foundation. She is currently seeking a patent for the new method.

classifieds

HOUSE FOR RENT

4 bed/3 bath single family house, SW Columbia. Half furnished! November 2008-July 2009. Perfect for visiting faculty or post-doc w/ family. Russell Elementary district. Pets OK. Call Linda at 445-8118; BlockusL@missouri.edu

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Home phone number required.

No campus numbers will be printed.

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old," says John Poehlmann, agriculture experiment station assistant director. "Families with young children have responded with compliments about how much they enjoy the educational activities."

Activities for children include a farm animal petting zoo, a corn maze, cockroach races and running the bases on the MU "Field of Dreams." Throughout the day, visitors can tour the farm and learn about ongoing MU research on native plants, turfgrass, water quality, agroforestry, alternative fuels and beef. Representatives from two partners at the farm — MU Discovery Ridge

Research Park and Jefferson Farms & Gardens — will be available to answer questions.

South Farm is located on New haven Road, one-quarter mile east of the AC/Grindstone exit off Highway 63 in southeast Columbia. With questions, call 882-7488 or 882-4450.

Randall to serve second term on National Science Board

Doug Randall, professor emeritus of biochemistry, has been nominated by President George Bush to serve another six-year term on the National Science Board. Nominees

must be confirmed by the Senate. Randall, who is also founder and director of MU's Interdisciplinary Plant Group, served a previous term on the board from 2002-2008.

The National Science Board provides oversight and establishes policies for the National Science Foundation. The board also serves as an independent body of advisers to the president and to Congress on broad national policy issues related to science and engineering research and education. Members are selected for their preeminence in research, education or public service.

New MU podcast focuses on literacy

Here's an alarming statistic: Only 29 percent of 8th grade students are at grade level or above in reading. A new MU initiative — the Voice of Literacy podcast series — hopes to disseminate research and practical tips that will combat that scary trend. The series features education and literacy researchers who interact with the public through the new podcast. Participants tune in to learn tips on reading, spelling and teacher education, among other topics.

The podcast series, created

by Betsy Baker, associate professor of literacy studies, in collaboration with literacy journal editors, is held on the first and third Mondays through next April. The podcasts can be accessed at www.voiceofliteracy.org

Researchers use verbal communication to study religious beliefs

SCIENCE & SUPERNATURAL
Religion promotes family-like cooperation

Without a way to measure religious beliefs, anthropologists have had difficulty studying religion. Now, an MU anthropologist and a colleague from Arizona State University have developed a new approach to study religion by focusing on verbal communication, an identifiable behavior, instead of speculating about alleged beliefs in the supernatural that cannot actually be identified.

"Instead of studying religion by trying to measure unidentifiable beliefs in the supernatural, we looked at identifiable and observable behavior — the behavior of people communicating acceptance of supernatural claims," says Craig Palmer, associate professor of anthropology. "We noticed that communicating acceptance of a supernatural claim tends

to promote cooperative social relationships. This communication demonstrates a willingness to accept, without skepticism, the influence of the speaker in a way similar to a child's acceptance of the influence of a parent."

Palmer and Lyle Steadman, emeritus professor of human evolution and social change at Arizona State, explored the supernatural claims in different forms of religion, including ancestor worship; totemism, which is the claim of kinship between people and a species or other object that serves as the emblem of a common ancestor; and shamanism, the claim that traditional religious leaders in kinship-based societies could communicate with their dead ancestors.

They found that the clearest identifiable effect of religious behavior is the promotion of cooperative family-like social relationships, which include parent/child-like relationships

between the individuals making and accepting the supernatural claims and sibling-like relationships among co-acceptors of those claims.

"Almost every religion in the world, including all tribal religions, use family kinship terms such as father, mother, brother, sister and child for fellow members," Steadman says. "They do this to encourage the kind of behavior found normally in families — where the most intense social relationships occur. Once people realize that observing the behavior of people communicating acceptance of supernatural claims is how we actually identify religious behavior and religion, we can then propose explanations and hypotheses to account for why people have engaged in religious behavior in all known cultures."

Palmer and Steadman published their research in *The Supernatural and Natural Selection: The Evolution of Religion*. The book was published by Paradigm Publishers.

Mealtime togetherness

BALANCING DEMANDS

Relationships benefit from shared meals

Families who eat together are more likely to stay together, as the saying goes. One MU researcher has discovered that the importance of mealtime also applies to newlywed couples.

After surveying 1,000 newlyweds, David Schramm, assistant professor of human development and family studies in the College of Human Environmental Sciences, discovered that the No. 1 complaint for newly married couples was balancing both jobs and "togetherness" time. "There are so many demands for our time, and the first thing to go is mealtimes," Schramm says.

Simply eating together may not be enough. The tasks surrounding mealtime — food preparation and clean up — also can be beneficial to a relationship, he says. "The purpose of the task is not just to get the task done, but strengthen the relationship with the time spent together."

Couples who start this pattern before having children are more likely to eat together when they do have children. Eating as a family helps foster a sense of connectedness in the family and provides an ideal setting for adults to encourage positive communication and social skills in their children. Whether there are six chairs around the table, or two, one piece of advice remains the same, Schramm says: turn off the television.



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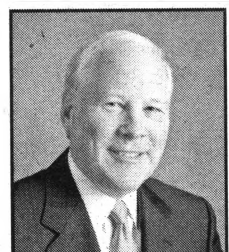
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Bill D. Zollars
Chairman, President, CEO • YRC Worldwide

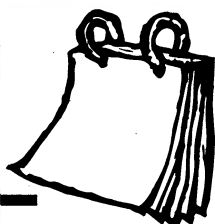
Bill Zollars is the chairman, president and CEO of YRC Worldwide, an international company that provides transportation services under its Yellow and Roadway brands. Based in Overland Park, Kansas, YRC is a Fortune 500 company with annual revenue of \$10 billion. Bill Zollars has led the transformation of a limited-service domestic trucking company to a worldwide leader in transportation services with operations in more than 70 countries.

Tuesday, September 30, 2008 • 3:45-5:00 pm
Bush Auditorium • Cornell Hall
This lecture is free and open to the public

 Robert J. Trulaske, Sr.
College of Business
University of Missouri

Parking is available on the upper level of Turner Avenue Garage. • 882.6768 • business.missouri.edu

calendar



Conferences

Monday, September 22

COMMUNITY DEVELOPMENT ACADEMY: MU Extension will offer "Building Communities from the Grassroots," and "Empowering Communities for the Future," each offered in intensive, experimental five-day blocks. The conference begins today and concludes Sept. 26. Information and online registration are available at muconf.missouri.edu/CommDevelopmentAcademy or by calling 884-3018.

Thursday, September 25

NURSING CONFERENCE: The annual conference for office & clinic nurses and office support staff will feature general sessions on "Managing Difficult Conversations in the Workplace," "Triage and Medical Urgencies in the Office & Clinic Setting" and "Booby Prize: A Comedy about Breast Cancer" as well as breakout sessions. Information and online registration are available at nursingoutreach.missouri.edu/office08.pdf or by calling 882-0215.

Courses & Workshops

Monday, September 22

COMPUTER TRAINING:

- "Taking Control of Your Calendar with Outlook" will be offered at 1 p.m. in N3 Memorial Union.
- "Linux+" will be offered at 10 a.m. in 205 Locust Street Building. Online registration is required at training.missouri.edu.

Tuesday, September 23

COMPUTER TRAINING:

- "Excel 2007 Primer" will be offered at 8:30 a.m. in 4D11 East Ellis Library.
- "Excel 2007 Charts & Graphics" will be offered at 1 p.m. in N3 Memorial Union.

Online registration is required at training.missouri.edu.

Wednesday, September 24

COMPUTER TRAINING:

- "Windows SharePoint Services 3.0 - Level 1" will be offered at 9 a.m. in 215 Telecom.
- "XHTML 2: Tables" will be offered at 1 p.m. in N3 Memorial Union.

Online registration is required at training.missouri.edu.

Thursday, September 25

MUSEUM KIDS' WORKSHOP: "Images of Missouri," an art experience for children in grades 1-8 and accompanying adults, will be offered from 2-3:30 p.m. at the Museum of Art & Archaeology. Space is limited and registration is required; call 882-9498.

COMPUTER TRAINING:

- "Photoshop CS3 1: Selections & Layers" will be offered at 1 p.m. in N3 Memorial Union.
- "Flash CS3 4: Special Projects with ActionScript 3.0" will be offered at 8:30 a.m. in N3 Memorial Union.

Online registration is required at training.missouri.edu.

Exhibits

BINGHAM GALLERY: "Exchange: University of Missouri Kansas City Art Faculty Show" will feature painting, photographs, electronic media, printmaking, and graphic design and will be on display Sept. 22 - Oct. 10. The gallery, located in the Fine Arts Building, is open from 8 a.m.-5 p.m. weekdays.

ELLIS LIBRARY:

- "Alley Oop: 75 Years of the Comic World of V.T. Hamlin" celebrates the 75th anniversary of the comic strip Alley Oop this exhibit will explore its place in the history of the comic art medium and American culture and will be on display Sept. 10-30. The exhibit is located in the Ellis Library Colonnade and is open from 8 a.m. - 8 p.m..

MUSEUM OF ART & ARCHAEOLOGY

- "The Fine Art of Living: Luxury Objects From the East and West" is on display through spring 2009.
- "Missouri Through Lens and Palette" features artwork and photography showing the people and lands of small-town Missouri throughout the 20th century and will be on display through Dec. 24. The museum, located in Pickard Hall, is open from 9 a.m.-4 p.m.

Concerts & Plays

Friday, September 19

FAMILY WEEKEND CHORAL

CONCERT: University Singers, Concert Choral, Women's Chorale, and Hitt Street Harmony will perform

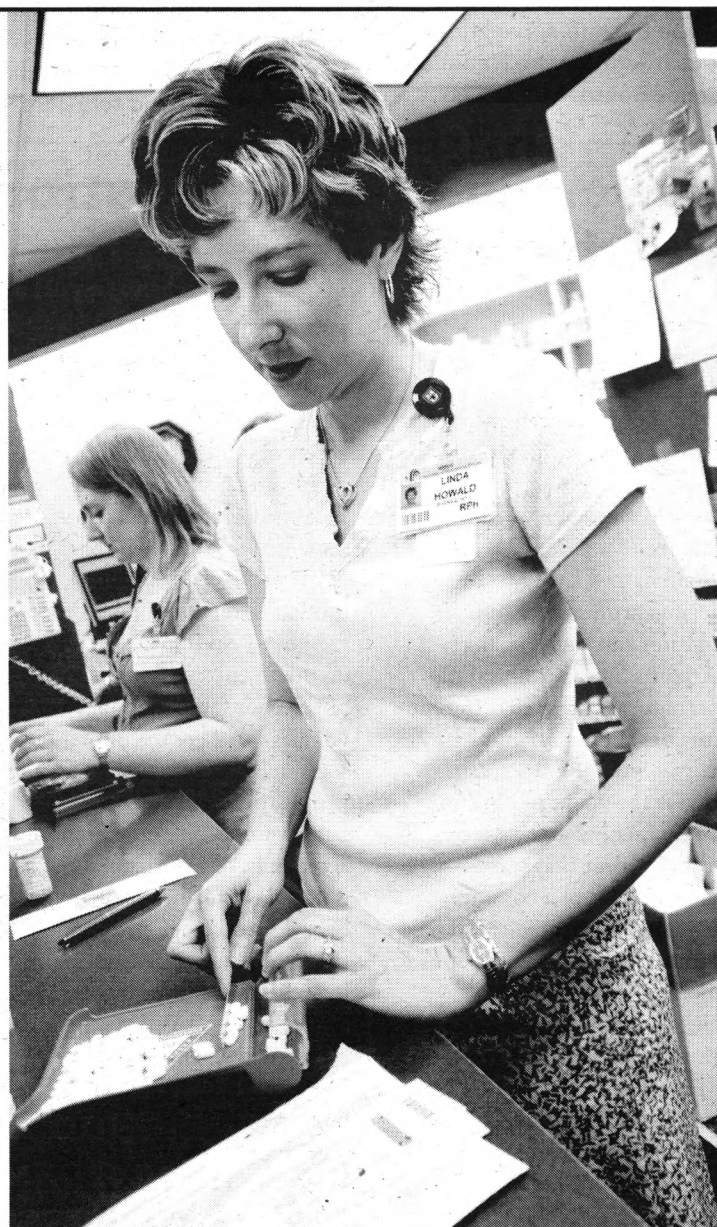
at 5 p.m. at the First Baptist Church, 1112 East Broadway.
GUEST ARTIST RECITAL:
 The Athens Saxophone Quartet will perform at 8 p.m. in the Fine Arts Building's Whitmore Recital Hall.

Attention University of Missouri faculty, staff and retirees:

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University Hospital Pharmacy
 One Hospital Drive
(573) 882-8600

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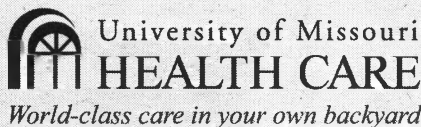
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Fairview Pharmacy
 101 S. Fairview Road
(573) 884-1100

Regional Medical Pharmacy (drive-through)
 404 Keene St.
(573) 499-6022

Smiley Lane Pharmacy (drive-through)
 2325 Smiley Lane
(573) 817-3555

Ellis Fischel Cancer Center Pharmacy
 115 Business Loop 70, West
(573) 882-8890



For hours and maps, please go to www.muhealth.org/pharmacy.

Tuesday-Friday and from noon - 4 p.m. Saturday and Sunday.

STATE HISTORICAL SOCIETY OF MISSOURI:

- "1908-2008: 100 Years of Election Cartoons" will feature original editorial cartoon drawings that provide critique and commentary on a century of presidential elections in the United States and will be on display through January 3.
- "Engelhardt on Elections" will feature Thomas Engelhardt works from the society's collection as well as Engelhardt's personal collection and will be on display through Jan. 17. Engelhardt will discuss his cartoons and his career as a political cartoonist as he leads visitors through the exhibit at 2 p.m. Oct. 18.
- "Politics and the Press: 200 Years of Missouri Newspapers" will illustrate how Missouri newspapers have reported on the political life of the state since 1908 and will be on display through January 2009.
- "Between the Lions" explores the connection between the Missouri School of Journalism and China in the early 20th century and will be on display through January 2009 at the Western Historical Manuscripts Collection on the west side of Ellis Library. Gallery hours are 9 a.m.- 4 p.m. & 5-8 p.m. Tuesday, and 9 a.m.-4 p.m. Wednesday-Saturday.

Lectures & Seminars

Thursday, September 18

- COMIC ART LECTURE:** Andrew Hoberek, associate professor of English, will present "From Gags to Graphic Novels: Alley Oop in the History of Narrative Comics" at 1 p.m. in the Ellis Library colonnade.
- NUTRITIONAL SCIENCES SEMINAR:** John Thyfault, assistant professor of nutritional sciences, will present

"Metabolic Consequences of Physical Inactivity" at 4 p.m. in Acuff Auditorium, MA217 Medical Sciences Building.

LITERARY ARTS LECTURE: Poet Tim Seibles, associate professor of English and creative writing at Old Dominion University, will present "An Evening With Tim Seibles" at 7:30 p.m. in Memorial Union's Wrench Auditorium.

Friday, September 19

BIOLOGICAL SCIENCES SEMINAR: Tom Schultz, professor of biology at Denison University, will present "Reflections on the Sexual Signals of Pond Damselflies" at 11 a.m. in 572 Life Sciences Center.

Saturday, September 20

SATURDAY MORNING SCIENCE: Tom Schultz, professor of biology at Denison University, will present "Crouching Tiger Beetles, Hidden Dragonflies: Reflections on How Insects Use Color" at 10:30 a.m. in the Life Sciences Center's Monsanto Auditorium.

Tuesday, September 23

PHARMACOLOGY & PHYSIOLOGY SEMINAR: Victor Rizzo from Temple University will present "Caveolae Membrane Domains Integrate Flow-Induced Signals in Endothelial Cells" at 9 a.m. in Acuff Auditorium, MA217 Medical Sciences Building.

BIOLOGICAL SCIENCES SEMINAR: Michael Garcia, assistant professor of biological sciences, will present "Motor Neuron Growth and Death" at 3:30 p.m. in the Life Sciences Center's Monsanto Auditorium.

WRITING PROGRAM SEMINAR: Mark Fine, professor of human development and family studies, will present "Working with Graduate Teaching Assistants in Teaching

a Large Writing Intensive Class" at a brown-bag seminar at noon in the Conley House.

ARCHITECTURAL STUDIES LECTURE: Taryn Mead from the Biomimicry Guild will present the Carol Ann Williams Lecture in Design, "Biomimicry for a Sustainable Environment," from 9:30-10:45 a.m. in Columns C Room at the Reynolds Alumni Center. Biomimicry emulates nature's patterns and strategies to create products and sustainable solutions.

Wednesday, September 24

HISTORICAL LECTURE: Bill Stolz, assistant director of MU's Western Historical Manuscript Collection, will present

"Columbia Life, 1900-1909" at 7 p.m. at Daniel Boone Regional Library, 100 West Broadway.

Thursday, September 25

COMIC ART LECTURE: Frank Stack, professor emeritus of art and a pioneer in underground comics, will present "Alley Oop and the New World," at 2 p.m. followed by a Q&A session in Ellis Library colonnade.

DIVERSITY FORUM: A forum on "What Impact the Election Will Have on the African-American Community" will be presented at 7 p.m. in the Gaines/Oldham Black Culture Center.

BIOLOGICAL SCIENCES SEMINAR: Patrick Shiu, assistant professor of biological

sciences, will present "Meiotic Silencing by Unpaired DNA" at 3:30 p.m. in 18 Tucker Hall.

NUTRITIONAL SCIENCES SEMINAR: Janet Novotny from the U. S. Department of Agriculture will present "Anthocyanins and Human Health" at 4 p.m. in Acuff Auditorium, MA217 Medical Sciences Building.

Friday, September 26

GEOGRAPHY COLLOQUIUM: Jim Harlan, research specialist in geography, will present "Review of the Missouri Historic Landscape at Euro-American Settlement" at 3 p.m. in 106 Stewart.

Ready to Get Your 08/09 "Swing" On?

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"Sundays @ Murry's"
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Frank Wess (11/16/08)
Tierney Stutton (12/7/08)
Terence Blanchard (2/8/09)
The Bad Plus (4/26/09)

"Jazz in the District"
Hilario Durán (10/16/08)
Charlie Hunter (1/25/08)
Bob Brookmeyer & Dan Morgernstern w/ Vanguard Jazz Orch. (2/18/09)
Jamie Baum (3/8/09)
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This event is supported by NEA Jazz Masters Live, an initiative of the National Endowment for the Arts in partnership with Arts Midwest.

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Estate Planning Seminar for Faculty and Staff

September 30, 2008 3-5pm.
Jesse Wrench Auditorium

Presented by David English,
WF Fratcher Missouri Professor of Law.

This seminar is open to all faculty and staff interested in ESTATE PLANNING.

To register, go online to:
<http://www.umsystem.edu/ums/departments/hr/benefits/seminars>

Space is limited. No reservations by phone.
Register online by September 28.

Faculty and Staff Benefits

Saturday, September 27

SATURDAY MORNING

SCIENCE: Mark Hannink, professor of biochemistry, will present "Eat Your Greens! How Do Dietary Anti-Oxidants Combat Oxidative Stress?" at 10:30 a.m. in the Life Sciences Center's Monsanto Auditorium.

Films

Thursday, September 18

MUSEUM FILM SERIES:

Sidney Lumet's *Network* will be shown at 7 p.m. in 106 Pickard Hall.

Friday, September 19

MSA/GPC FILM: *Chronicles of Narnia: Prince Caspian*

will be shown at 7 & 9:30 p.m. today and Sept. 20 in Memorial Union's Wrench Auditorium. Cost: \$1.

Wednesday, September 24

MSA/GPC FILM: *The King of Kong*

will be shown at 8 p.m. in Memorial Union's Wrench Auditorium.

Thursday, September 25

SPIRITUALITY & HEALTH

FILM: *Padre Pio* will be shown at 7 p.m. in Memorial Union's Wrench Auditorium.

Friday, September 26

MSA/GPC FILM: *Get Smart*

will be shown at 7:30 & 9:30 p.m. today and Sept. 27 in Memorial Union's Wrench Auditorium. Cost: \$1.

Special Events

Thursday, September 18

DIVERSITY EVENT: Third

Thursday brings out the best in live neo-soul, hip-hop and spoken word along with free food at 7 p.m. in the Gaines/Oldham Black Culture Center.

Saturday, September 20

MU FAMILY WEEKEND:

A tailgate will begin 2 1/2 hours before kickoff serving hot breakfast or BBQ plate depending on game time at the Hearnes Center Fieldhouse. Several academic units will host open houses on Saturday. For additional information and to purchase tailgate tickets see www.mufamilyweekend.com.

Tuesday, September 23

INTERNATIONAL DAY:

- **Flag Ceremony:** All 107 countries from which MU's international students come will be represented at this ceremony at 10:30 a.m. in front of the Columns on Francis Quadrangle.
- **International Bazaar:** Mizzou's international students offer a taste of their culture to mid-Missouri with free ethnic food, beverages, and souvenirs from 11 a.m.-2 p.m. on Lowry Mall.

A hybrid classroom

COURSE DELIVERY

Study finds potential in 'blended' learning environment

In today's online era, the concept of a classroom extends beyond a walled room with desks and chairs and into the realm of cyber space. Computer screens are replacing the blackboard, and keypads are replacing chalk.

To provide learners with the best experience, many educators are opting for a blended approach: a traditional classroom with face-to-face interaction supplemented by online resources. One University of Missouri researcher has found that while this approach is currently not necessarily more effective, there is hope for developing an effective hybrid approach to learning.

"I couldn't find any research on the subject of blended learning when I was trying to decide for my own class whether blended learning was effective," says Shawna Strickland, director of the Respiratory Therapy Program at the MU School of Health Professions. "In theory, it sounds great, but there was

really no hard evidence that it works. In addition, it is important to ask the question: 'Do the students even like it?'"

In her latest study, "The Effectiveness of Blended Learning Environments for the Delivery of Respiratory Care Education," Strickland compared the course delivery methods in two respiratory therapy courses taught by the same teacher. One group of students completed the course in a traditional environment, while the other group completed the course in a blended environment. The method of course delivery, the final examination grade and the course grade were recorded for each student. Strickland studied the students' satisfaction with the course through the information provided by each student on a standardized student course evaluation.

Strickland discovered that there were few statistical differences between the effectiveness of a traditional course delivery method and a hybrid one. The student satisfaction evaluation also revealed that students in the hybrid classrooms are more frequently confused regarding course requirements. It also was noted that the students who completed the course in a

traditional setting were more pleased with the course outcomes than the students who completed the blended course.

Strickland discovered that there were few statistical differences between the effectiveness of a traditional course delivery method and a hybrid one. The final examination and course grades were almost identical.

"While there was slightly more confusion regarding hybrid classrooms, the results favor the continuing practice of blended learning environments as a viable option for course delivery in health care education," Strickland says. "Overall, the basic results say it's at least as good as a traditional classroom. As professors become more technologically savvy and more used to supplementing their courses with online material, the blended course will become more favorable."

In her study, Strickland lists the many benefits to blended classrooms: increased classroom size, accessibility of material and flexibility, but she noted that motivation and technological ability are major factors in the success of a student in a blended environment. The study was published in the *Journal of Allied Health*, which is sponsored by the Schools of Allied Health.

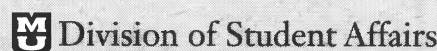
Student Affairs Week — September 15 - 19

Congratulations on 25 or more years of service!

Name	Dept	Years	Name	Dept	Years	Name	Dept	Years
Albert Lee Taylor	Residential Life	42	Mary Lee Borman	Disability Services	30	Mary Jean Sexton	Residential Life	27
Mary Sue White	Residence Halls	37	Catherine V. Hurst	Student Life	30	Christopher P. Bowman	Residential Life	27
Carl Wayne House	Residential Life	36	Mary Sue Proctor	Residential Life	30	Blythe Maria Bradford	Student Parent Center	27
Michael Anthony Pierce	Residential Life	36	Kenneth D. Hulen	General Stores	29	Marilyn L. Brown	Recreational Services	27
Richard Roy Anderson	VC Student Affairs	35	Lois Marie Connor	Student Life	29	Lillian Vaughn	Residential Life	27
Stella Mae Washington	Residence Halls	34	Donald A. Lampman	University Stores	29	Kim Dude	Student Life	26
Stanley Dean Freeman	Residential Life	34	Dale Ray Wesselman	Residential Life	28	Kenneth W. Baise	General Stores	26
Charles Christopher Crowley	Residential Life	33	David Raymond Cleveland	Residence Halls	28	Andrea K. Floyd	University Stores	26
Clifford Donell Nevels	Residence Halls	33	Ronetta Diana Woods	Residence Halls	28	Alice Irene Lee	Campus Dining Services	26
Robert Paul Johnson	Residential Life	32	Joyce Marian Jesse	Student Life	28	Laura Hacquard	Student Life	25
Russell Edison Miller, Jr.	Residential Life	31	Sabrina Aurelia McClanahan	Residential Life	28	Susan Denise Dayton	Campus Dining Services	25
Clinton B. Falles	Residential Life	31	Sonia Kay Potts	University Stores	28			
Ricky A. Cowan	General Stores	30	Thomas McQuitty	Residential Life	27			

Student Affairs

Enhancing *your* Mizzou Experience



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ADVERSE EFFECTS

MU scientist urges new regulatory actions

In the current issue of the *Journal of the American Medical Association* researchers report a significant relationship between urine concentrations of the environmental estrogen bisphenol A (BPA) and cardiovascular disease, type 2 diabetes and liver-enzyme abnormalities.

In an accompanying editorial, Fred vom Saal, a University of Missouri scientist, urges the Food and Drug Administration to follow recent action by Canadian regulatory agencies, which have taken significant steps to limit human and environmental exposures to BPA. Since 1997, research from vom Saal and other MU colleagues have shown adverse health effects of BPA at exposure levels below those currently considered safe by the Food and Drug Administration.

"Despite growing research that confirms BPA is dangerous to our health, the Food and Drug Administration and the European Food Safety Authority have chosen to ignore warnings from expert panels and other government agencies and have continued to declare BPA as 'safe,'" wrote vom Saal, who is a Curator's professor of biological sciences. "Further evidence of harm should not be required for regulatory action to begin the process of reducing exposure to BPA."

Bisphenol A is one of the world's highest production-volume chemicals and is used to make hard plastic items such as: drinking glasses, baby bottles, food-storage containers, the lining of food and beverage containers, and dental sealants. Previous studies have shown adverse health effects of BPA on the brain and reproductive system, as well as metabolic diseases in laboratory animals.

After a two-year review, the United States National Toxicology Program stated its concern that, at current levels of exposure, BPA posed a risk to human infants. The research published in the recent journal article is based on data from more than 1,450 Americans examined by the Centers for Disease Control and Prevention in the National Health and Nutrition Examination Survey and is the first major study linking BPA to diseases in humans, vom Saal says.

"The good news is that government action to reduce exposures may offer an effective intervention for improving health and reducing the burden of some of the most consequential human health problems," vom Saal says.

Keep heating bills from going through the roof

DON'T CHILL OUT

Some simple steps can save big bucks

Consumers may take some solace in forecasts for a winter of above-normal temperatures across the Midwest, but homeowners also should take steps to offset soaring heating costs.

"There are some relatively inexpensive steps you can take to keep your heating bills from going through the roof," says MU Extension housing specialist

Barbara Buffaloe. In many homes, a lot of heat escapes through the roof, cracks in walls, and gaps around windows, doors and pipes.

Twelve inches of attic insulation is recommended in Missouri, Buffaloe says. Exposed air ducts in the attic allow heat to dissipate even before it enters the house, making the furnace work harder, so wrap or cover these ducts with insulation.

"Depending on the size of your house, for a couple

hundred dollars you can probably save 10 to 15 percent on your winter heating bill," she says. Weatherstrip your doors and apply caulk around pipes.

Set the thermostat a degree or two lower. For each degree you lower the thermostat, you can save an estimated 3 percent in heating fuel costs.

A thermostat setting of 65 to 68 degrees provides enough heat for normal daytime activity, although children and the elderly

may need higher temperatures. Because people need less heat when sleeping, Buffaloe recommends a thermostat setting of 60 degrees for nighttime hours.

Have a reputable specialist service your furnace before the heating season; this could reduce your fuel bill as much as 10 percent. If the furnace is fired by oil or gas, make sure the furnace and flue outlets and filters are cleaned or changed and the motor is in working order.

Here's a multiple choice exam to take before you have your next medical exam.

(For answers, turn page upside down.)

- University Physicians is a multispecialty group practice that includes how many physicians?
 - 50
 - 150
 - 250
 - 350
 - 450
- University Physicians see patients in clinic practices located throughout Columbia in how many sites?
 - 1
 - 5
 - 10
 - 15
- University Physicians care for patients in which hospital?
 - Children's Hospital
 - Columbia Regional Hospital
 - Ellis Fischel Cancer Center
 - Rusk Rehabilitation Center
 - University Hospital
 - All of the above
- Academic medical centers, like University of Missouri Health Care, are known for which of the following?
 - highly specialized services that are unique to the region like organ transplants and burn intensive care
 - newest treatments available through an extensive array of clinical trials
 - advanced technology for diagnosing and treating illness and injury
 - physician teams combining the knowledge that comes with experience and the innovation that comes from the latest medical training
 - all of the above



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Answers 1. e, 2. d, 3. e and 4. e. If you answered more than 75 percent correctly, why would you go anywhere else but University of Missouri Health Care?

Going the way of all flesh

EMPIRE BUILDER

Historian Steve Watts chronicles Hugh Hefner's life

There is little doubt that *Playboy* founder Hugh Hefner has become one of the most controversial figures of the past half century. From his highly publicized lifestyle to his risqué magazine, to his multi-million dollar company, Hefner has played a leading role in reshaping America's social values. After more than

four years of research, Steven Watts, professor of history, examined the publisher's life in his latest biography, *Mr. Playboy: Hugh Hefner and the American Dream*. He found that Hefner had a profound impact on American culture, in the areas of advertising, business, politics, consumer values and sexual openness.

"The first time I arrived at the Playboy Mansion was like parachuting onto a new planet," Watts says. "Hefner is one of

the smartest people I ever met and a genuine romantic. For him, the glass is not only half full, it's completely full."

For his biography, Watts was given unprecedented access to Hefner and the Playboy archives, interviewed Hefner for more than 40 hours and searched more than 1,800 scrapbooks about his life. When he stumbled into the project, he happened to be at the right time and in the right place. Hefner was in his late 70s then, Watts says. "He was getting on in years and becoming more concerned with his historical legacy."

It didn't hurt that Hefner's aides checked out Watts' previous work and discovered his solid academic credentials: a historian who also has written best-selling biographies of Walt Disney and Henry Ford. The subjects of his biographies, Watts says, are people "I perceive to be real shapers of the dominant cultural values of the 20th century" — a cultural value that he describes as "consumer self-fulfillment."

Watts says he tried to discover the real person behind Hefner's flamboyant public persona. He found that Hefner pursued a dream of "personal, political and economic freedom" and viewed his pursuit of fun not as immature, but as a happy embodiment of childhood optimism in a cynical world.

When the magazine began, the nude photos were considered shocking. Today, *Playboy* has become almost a staid publication, Watts says. "In a way, *Playboy* was a victim of its own success," because it spawned an explosion of copycat publications. For his research, Watts looked at some of the early *Playboy* issues. "You would probably see more flesh in a Sears catalog than you do in those old Playboys," he says.

"Whether for good or bad, Hefner deserves considerable credit for the sexual openness that has become so characteristic of modern America. We often forget that even in the 1960s, married characters in television sitcoms slept in twin beds," Watts says. "Following the Great Depression and World War II, which had slowed the surge of consumer capitalism, Americans stood ready to resume their love

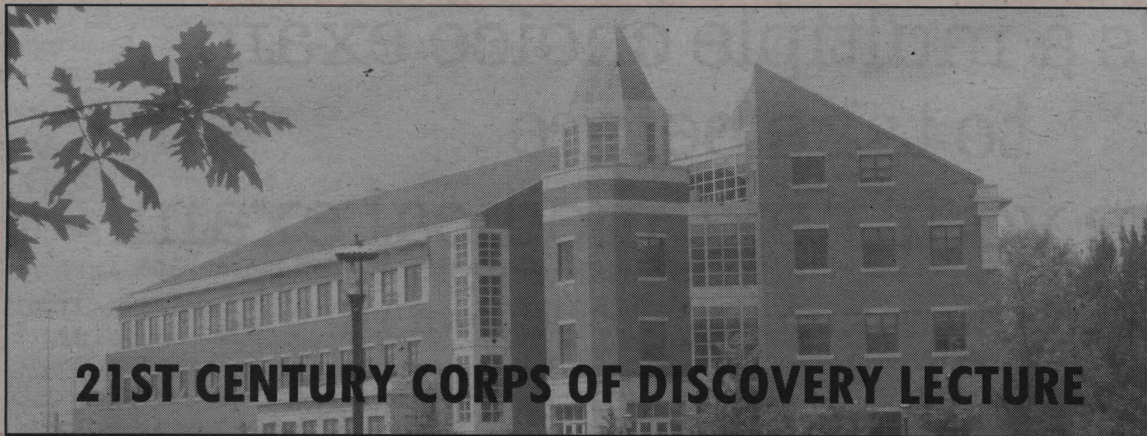
affair with material affluence and Hefner captured this yearning."

Hefner offered in *Playboy* a stylish model for the modern male, presenting fine stereo equipment, good wine and progressive ideas in advertisements, and urging a standard of urbane, gentlemanly behavior. Although some accused Hefner of degrading women as sexual objects, Watts notes that *Playboy* overturned traditional gender standards by advocating economic opportunity, social equality and abortion rights for women.

"Ironically, Hefner and *Playboy* became a symbol of women's freedom to make choices. More than any other single figure in his era, he symbolized the combination of sexual liberation, material affluence and personal self-fulfillment that characterizes the modern American dream," Watts says.

To explore Hefner's personal life, Watts interviewed many close friends, girlfriends, ex-wives and family members. The book describes Hefner as an obsessive movie fan, hosting moving screenings in his house almost every night. Like clockwork, Hefner strictly regulates his schedule, having a set meal and activity for each day of the week.

"With the exception of maybe one person, everyone I talked to — from past wives to people that work for Hefner — seemed to adore him," Watts said. "Every time he made his grand entrance at a party, his face would glow and he would turn 10 years younger. He is truly happy being Hugh Hefner."



21ST CENTURY CORPS OF DISCOVERY LECTURE

"Always Wanting More: Implications of Materialism for Ourselves and Our World"

Featuring
Dr. Marsha Richins

Myron Watkins Distinguished
Professor of Marketing
Trulaske College of Business
University of Missouri



Tuesday, Sept. 23, 4 p.m.

Bush Auditorium, Cornell Hall

Reception to follow, 105 Cornell

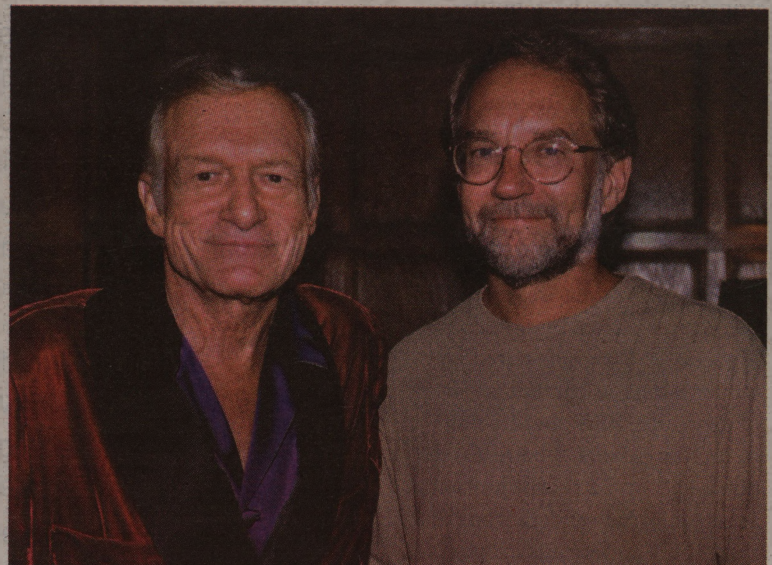
For many people, acquiring things and experiences is an important life activity. Most of what we want are not necessities, but rather, things we think or hope will improve our lives.

Drawing on her own and others' research, MU Professor Marsha Richins will discuss why people want things and why getting things sometimes feels empty. She will discuss how this incessant quest for "more" affects our own lives and the

lives of those closest to us. Dr. Richins also will examine the environmental, social and political impacts of materialism on the world at large.

The annual Corps of Discovery lecture commemorates the contributions of Lewis and Clark by featuring an outstanding MU professor and discoverer who will inspire and bring together the university community at the beginning of each academic year.

Inspired by the MU Lewis and Clark Commemoration Committee and sponsored by the Chancellor's Office with support from University Affairs. For more information go to chancellor.missouri.edu/discovery



CULTURAL IMPACT

As a biographer, MU history Professor Steve Watts, right, chose subjects that he perceived to be "real shapers of the dominant cultural values of the 20th century," including Henry Ford and Walt Disney. His most recent biography is of *Playboy* founder Hugh Hefner.

Photo courtesy of Steve Watts

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