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**March 11, 2010**  
University of Missouri  
[mizzouweekly.missouri.edu](http://mizzouweekly.missouri.edu)

## Mizzou promotes women's wellness

### HOLISTIC HEALTH

Nearly 250 faculty, staff and students attended March 4 event

**H**ealth concerns from body image to sexually transmitted diseases were among the topics broached at the third annual Women's Health and Wellness Fair. The Chancellor's Status of Women Committee was host to the event held from 11 a.m. to 1:30 p.m. March 4 in Memorial Union's Stodler Lounge.

The informative gathering, open to both men and women, drew nearly 250 students, faculty and staff, says co-organizer Rebecca Calvin, marketing specialist for the Chancellor's Diversity Initiative, which sponsored the event. More than 20 campus and local vendors filled the lounge, providing information of interest, from adult day care to yoga. This year's goal was to educate people holistically, Calvin says.

"We wanted them to visit and experience a whole-health learning environment with an assortment of offerings and information about their own personal and medical health, including topics such as risks for heart disease, stroke, cancer and anything related to reproductive issues, as well as information on mental health through exercise and gardening," Calvin says. "We would have liked to see a few more people coming through, but even if only a few people came and learned something that can help them, then we have met our goals."

One relatively new campus organization on hand was GIFTS — Girls In Favor of True Self. GIFTS is a student initiative that was adopted from an earlier pilot program developed as an eating prevention disorders curriculum, says Kim Webb, health educator for Student Health Services.

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Rob Hill photo

**WELL AND GOOD** Verna Rhodes, left, a retired associate professor of nursing, speaks with Jennifer Farmer at the Susan G. Komen for the Cure Mid-Missouri exhibit during the annual Women's Health and Wellness Fair March 4 at the Memorial Union. The event is hosted by the MU's committee on the status of women and sponsored by the Chancellor's Diversity Initiative.

## University Bookstore is tops nationally in used textbook sales

### AFFORDABLE OPTIONS

Rental textbook program is now an option at Mizzou

**W**hen it comes to reducing the cost of education, University Bookstore is No. 1. The operation rose to national prominence recently for its high-sales volume of used textbooks, beating out the likes of UCLA, University of Minnesota, and Texas and Arizona State universities.

"We've been in the top 10 nationally for the past decade, but now to be No. 1 is really great," says Michelle Froese, the bookstore's public relations manager. "This is a testament to how hard the bookstore textbook department works to find affordable course materials."

The bookstore's position is determined by The Large

Stores Group, a professional organization affiliated with the National Association of College Stores. Among the requirements for membership, a campus bookstore has to be a full-service academically oriented store that serves a four-year university and has at least \$9 million in annual sales revenue, Froese says. Currently, there are 86 stores that meet these requirements.

Students shopping at University Bookstore for their classroom needs have more than just used textbooks from which to choose. They can purchase new textbooks as well as digital books, and starting this semester, they can rent textbooks.

Froese says the bookstore had conducted a rental textbook program at the Rolla campus

that was successful for a couple of classes. At MU, however, instead of getting departments to commit to using the same textbook for two to three years, the bookstore selected about 50 titles that, based on sales history, had a high probability of being used again. "They tend to be for large enrollment classes where they are used consecutively," Froese says. "It took a lot of work to identify the titles."

This doesn't mean the same title will be a rental option next semester. The textbook department will evaluate what is adopted or required by faculty next year and look at the sales history of that book to see if it is eligible for rental.

So far, the bookstore has recorded 4,886 rentals this

semester. Froese says rental prices are going to be between 35 percent and 46 percent less than the new price. Students have to return the books at the end of the semester or they will be charged the full amount.

"At the end of the semester, we will see how this works," Froese says. "I think it is going to gain some momentum when we have an opportunity to talk about it at Summer Welcome. Parents will see the value of this and that we are trying to provide as many options as possible."

The deadline for filing textbook orders is rapidly approaching. Faculty who are teaching summer session courses have until March 31, and orders for fall semester courses are due April 15. "These are not arbitrary dates," Froese says.

The bookstore would rather buy back books from students than pay a wholesaler and the only way they can do that is if the orders are in before students leave at the end of the semester. "It takes a long time to source used textbooks, and we need the time to do it," Froese says.

She says the textbook department's staff is available to help provide information when faculty members are selecting course materials. "We are always going to try to source used books," she says. "If there is a digital version available, we will try to carry that as well as the traditional book."

With questions about the options or for help with researching the choices, faculty can call 882-7387.

**Tiger tribute to women**

Each year, the MU Tribute to Women honors faculty, staff and students who have helped create an environment of equity, fairness and justice for all women on the Mizzou campus. Awardees also are recognized for their respect for the diversity of women's experiences and for promoting the advancement of women through education, advocacy, support and activism.

This year's award ceremony will be held from 3 to 4:30 p.m. today, March 11, in Memorial Union's Stotler Lounge. Following a brief reception, the awards ceremony

will begin at 3:30 p.m.

Awardees are women who are active MU faculty, staff or students. They are nominated by members of the university community and selected by the chancellor's committee on the status of women.

This year's award winners are: April Colvin, MU Police sergeant; Sara L. Kelly, a law student; April Langley, associate professor of English and interim assistant director of black studies; Kristin Metcalf-Wilson, a nursing doctoral student; Janese Neher, a nuclear engineering doctoral student; Kristen Temple, associate director of residential

academic programs for Residential Life; and Christina Wells, professor of law.

**Nobel Laureate visits MU**

Finn Kydland, who was a co-winner of the 2004 Nobel Award in Economic Sciences, will be the keynote speakers at this year's annual Missouri Economics Conference, to be held March 26 and 27 at MU.

Kydland, professor of economics at the University of California-Santa Barbara, received the Nobel prize for his research on business cycles and macroeconomic policy. He will speak at 5 p.m. March 26

at Bush Auditorium in Cornell Hall. His free, public lecture, "Nominal Anomalies" will discuss the role of monetary policy in the aggregate economy, both domestically and internationally.

The economics conference, held at Mizzou each spring for 10 years, is jointly sponsored by MU's Department of Economics and the research divisions of the Federal Reserve Banks of St. Louis and Kansas City. The conference brings together leading research economists from the Federal Reserve, business and academia, and participants and presenters come from around the world.

More information is available online at [economics.missouri.edu/conferences/index.shtml](http://economics.missouri.edu/conferences/index.shtml).

**Masters of master planning**

Mizzou wins national awards for its beautiful landscaping and its thoughtful campus planning, but it doesn't happen by accident. Throughout the year, a committee of faculty, staff and students is hard at work providing insight and expertise to help MU develop its long-range campus master plan.

Faculty, staff and students across campus are part of the

**Faculty Council backs partner benefits**

**UNANIMOUS VOTE**

Change would cost UM System \$2.2 million

**F**aculty Council at its March 4 meeting voted to approve a resolution that calls on the University to expand its benefits package to include coverage for the same-sex domestic partners of employees.

The resolution is being forwarded to the UM System administration. It ultimately would require approval by the Board of Curators. According to estimates from UM Human Resources office, expanding medical coverage to domestic partners would cost the University approximately \$2.2 million year.

Council members also approved a resolution which recommends that Chancellor Brady Deaton appoint a committee or task force to

explore ways to make MU a more family friendly campus. (Please read text of resolutions in the accompanying sidebar.)

In other action March 4, Faculty Council:

- Heard an update from council chair Leona Rubin on efforts to provide an opportunity for faculty across campus to gather socially. Rubin, associate professor of veterinary biomedical sciences, said that Vice Chancellor Jackie Jones, Provost Brian Foster and John LaRocca, general manager of the University Club, had worked with her to identify space that faculty could use in the club on a regular basis.

The first event will be held at the club from 4 to 6 p.m. Thursday, March 25, on the second floor of the Reynolds Alumni Center. The club will provide snacks

and some beverages, and a cash bar will be available. Rubin said Provost Foster supported such gatherings as opportunities to enhance faculty collaboration and collegiality.

- Were briefed by Athletic Director Mike Alden and Lori Franz, the campus' faculty athletic representative, about Intercollegiate Athletics programs and progress. Council members received a report on MU's "academic progress rate" for individual sports, a recent NCAA requirement for schools.

Alden also reminded the council that this is the first year in which MU's \$2.2 million annual budget support for Intercollegiate Athletics will be phased out over three years. "It's been a tough thing to do, but it's been the right thing to do," Alden said.

**Resolution on Domestic Partner Benefits**

Whereas, employers compensate employees through more than just wages and salary by providing benefits such as health insurance and tuition reduction, with the traditional benefits structure including an employee's opposite-sex spouse and children;

Whereas, more than 300 institutions of higher education in the USA, including 51 of 60 AAU institutions, have same-sex domestic partner benefits included as part of their employee benefits package, with the University of Missouri System being one of only a few that does not offer such benefits to its faculty and staff;

Whereas, as a result of this inequity, University of

Missouri may be less able to attract and retain the best faculty and staff, and whereas this inequity simply is contrary to a sense of human fairness;

Therefore, be it resolved that the Faculty Council of the University of Missouri's flagship campus strongly recommends that same-sex partners of University of Missouri employees be allowed access to all of the same rights, privileges, and benefits to which opposite-sex spouses currently are entitled.

Also, that Chair Rubin communicate this resolution to University of Missouri System President Gary Forsee as well as to Vice-President for Human Resources Betsy Rodriguez.

**Joint Resolution for a Family Friendly Initiative**

Whereas, the Graduate Professional Council, the Missouri Students Association, the Staff Advisory Council, the Faculty Council and the Status of Women Committee have all started initiatives to make the University of Missouri a more friendly environment for all types of families; and,

Whereas, these groups have worked separately on some of the same issues related to family friendly policies; and,

Whereas, we believe that bringing all the parties to the same table would benefit the students, faculty staff and administration; and,

**SEE FAMILY on Page 6**

**The Undergraduate Research & Creative Achievements Forum**

Monday, April 26, 2010

2-5 pm in the Bond Life Sciences Center  
Sponsored by the Office of Undergraduate Research

*Students can build their resumes, share their research, and win up to \$500*

To be eligible undergraduates from all majors need to submit an abstract of their work

**Deadline:** Monday, March 15, 2010

**Submit:** Online at [undergradresearch.missouri.edu/](http://undergradresearch.missouri.edu/)



**Campus Facilities  
Spring 2010  
Building Coordinators Meeting**

9 a.m., Wednesday, March 17  
Reynolds Alumni Center

- summer road closings/construction
- CF Service Desk after-hours call-ins
- sustainability
- energy conservation



process, too. At an annual open forum, they are invited to hear an update on Mizzou's master plan and to provide comments and feedback. The hearing this year will be held at 1:30 p.m. Thursday, March 18, in the Reynolds Alumni Center. A printed insert with detailed information about the master plan will be inserted into the March 18 issue of *Mizzou Weekly*.

Following that hearing, there will be a reception to honor Perry Chapman, MU's longtime campus planner and to introduce the new master planner, Linda Eastley. More information is online at [www.cf.missouri.edu/masterplan](http://www.cf.missouri.edu/masterplan).

cf.missouri.edu/masterplan.

On the previous day, Campus Facilities will hold its semiannual building coordinators meeting at 9 a.m. Wednesday, March 17 at the Reynolds Alumni Center. Building coordinators will be briefed on such issues as summer road closings and construction, after-hours calls to Campus Facilities' service desk, sustainability and energy conservation.

### Black and gold goes green

No, your eyes aren't deceiving you if things look a little different after dark on the Quad starting tomorrow. The lights on Jesse Hall's dome really will be green next week in honor of Engineers Week.

The event traces its roots all the way back to March 1903, when Mizzou students dubbed St. Patrick the patron saint of engineers and celebrated his namesake day. Today, the campus celebration in honor of St. Patrick extends a full week, March 12 to 20, and continues to grow.

Some of the week's event

which have become Mizzou traditions include the egg catapult on Francis Quadrangle at 4 p.m. March 15, lab exhibits and an open house all day March 18, and the knighting ceremony at 5 p.m. March 19 on the west side of the Quad when old St. Pat himself makes his annual visit to campus.

### Courageous conversations

This evening the Chancellor's Diversity Initiative and MU's Difficult Dialogues Program is hosting a town hall meeting to discuss the recent incident when two MU students

were arrested for placing cotton balls at the front of the Black Culture Center.

The event will be held at 6 p.m. Thursday, March 11, in the Life Sciences Center's Monsanto Auditorium. Organizers say the forum will allow the university community to participate in a deeper discussion of differing perspectives and reaction to events at the Black Culture Center.

## Forsee urges state support for math, science education

### SLIPPING BEHIND

Forsee: 'Missouri can and should do better'

University of Missouri System President Gary Forsee has urged legislators to raise Missouri's failing national grade in science, technology, engineering and math education by supporting a new initiative that would bolster K-12 and college education in these areas.

Testifying on March 3 before the Senate Education Committee, Forsee said Missouri ranks near the bottom of all states in the proportion of science and engineering degrees awarded. Moreover, math skills for Missouri's fourth graders rank in the bottom third nationally, and scores of eighth-graders have declined in national assessments, ranking Missouri below 34 other states.

"It is not acceptable that Missouri — and the country — continue to slip further and further behind other countries in the science, technology, engineering and math fields," said Forsee, who received his engineering degree from Missouri University of Science and Technology. "It will be a shame if we let this trend continue. Missouri can and should do better."

The proposed new legislation, SB936, would provide state matching funds to help public higher education institutions. Forsee cited the University of Missouri's proven track record in other matching fund programs. He noted an endowment of

more than \$105 million raised to support 110 endowed chairs and professorships — "a solid return on the state's \$5 million annual investment in this program."

He also cited public higher education's ability to work collaboratively on issues affecting all Missourians. As an example, the Caring for Missourians initiative is increasing the output of graduates at all public four- and two-year colleges and universities to help meet shortages in health care fields.

Under the proposed legislation, public higher education institutions could:

- Hire additional teaching faculty whose primary focus would be teaching undergraduates in science, technology, engineering or mathematical fields, ensuring Missouri has the best teachers in classrooms and allowing for increased student enrollment in these areas;
- Provide funds for scholarship matches or loan forgiveness for students who study in these fields or who plan to teach in these areas;
- Support and increase the number of pre-college youth programs that would bring K-12 students to college and university campuses to learn more about technological fields;
- Support programs that enhance the quality of teaching at the K-12 level; and
- Provide support to update and modernize laboratory equipment.

The Senate Education Committee's hearing came during Math, Engineering, Technology and Science Week in Missouri.

## 'Summon' is smart searching

### SEAMLESS SEARCH

Search service accesses high-quality scholarly resources

MU Libraries' addition of innovative technology — called Summon@MU — is giving library users a convenient, timesaving option to search the libraries' entire holdings, from books to full-text journal articles and databases to the digital library. It allows library users to access the breadth of the libraries' collections and resources from one starting point.

Called Summon@MU, it is a commercially hosted search service provided by a unit of Proquest. MU started its three-

year subscription in January with funding from student information technology fees.

"Since we started in January, it's getting a lot of use," says Ann Riley, the libraries' assistant director for technical services. "We have been monitoring its use and are asking for feedback from people about the search results they get."

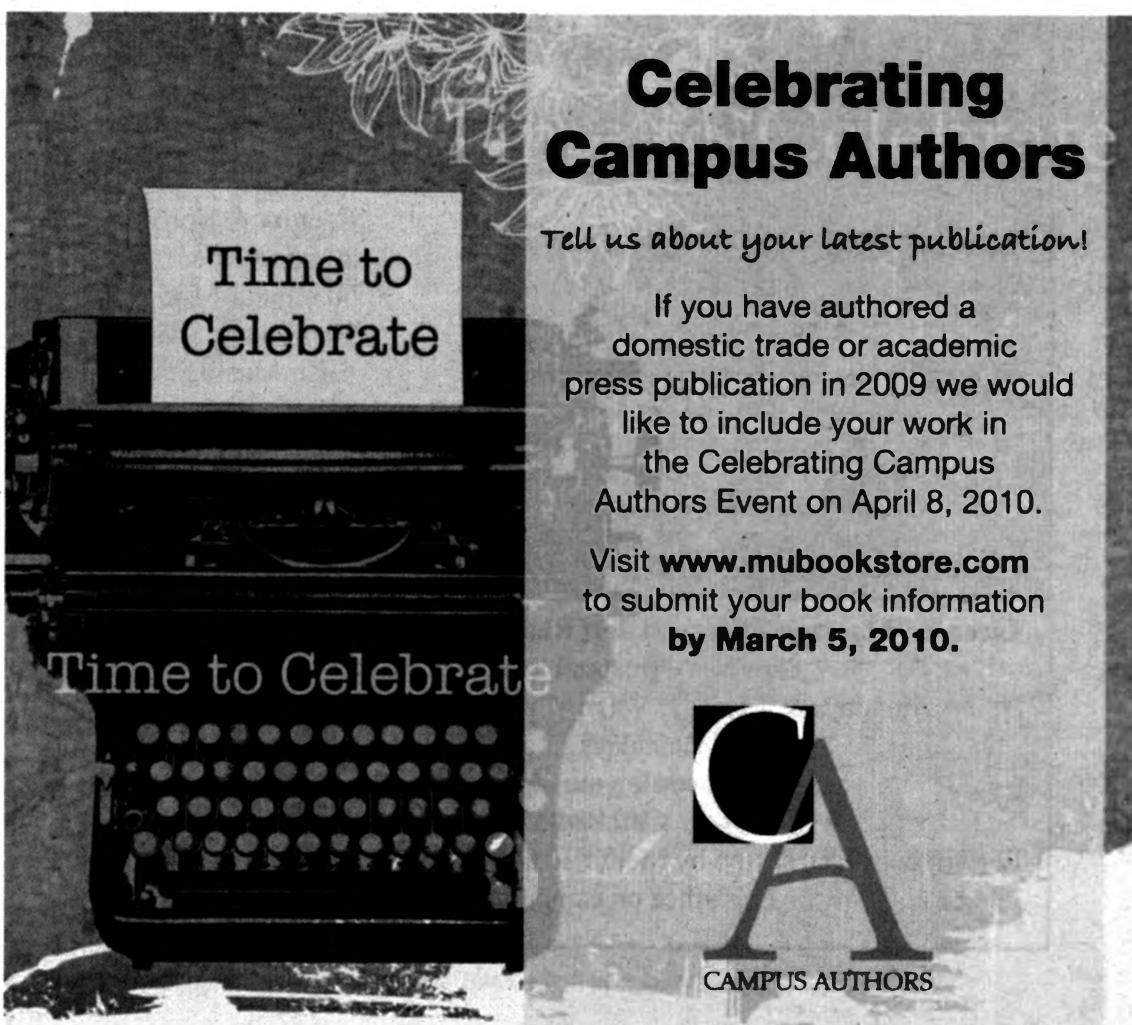
She says Summon allows users to refine their search by subject, location and other variables. For instance, because users can be overwhelmed by thousands of newspaper articles in their searches, the default mode for Summon@MU has been set to exclude newspaper articles, although

users can opt to include them in their searches.

"Our users are busy and they live in a complicated world. We want to minimize the frustrations that our users face when they are doing library research," says Jim Cogswell, director of MU Libraries. "The addition of Summon@MU to our Web site allows us to streamline the search process for our users."

"The great thing about Summon@MU is that it is simple, but it's smart. You can do a Google-like search, but you will be accessing high-quality scholarly resources — articles, books and more. Summon is smart searching."

Users can access Summon@MU at [mulibraries.missouri.edu](http://mulibraries.missouri.edu).



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If you have authored a domestic trade or academic press publication in 2009 we would like to include your work in the Celebrating Campus Authors Event on April 8, 2010.

Visit [www.mubookstore.com](http://www.mubookstore.com) to submit your book information by **March 5, 2010.**

**CAMPUS AUTHORS**

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# calendar



## Concerts & Plays

### Saturday, March 13

**Faculty Recital:** Marcia Spence will perform on horn at 7 p.m. in Whitmore Recital Hall. A \$5 donation is suggested.

### Sunday, March 14

**University Concert Series:** *In the Mood* takes a retro look at the life and time of America's greatest generation at 2 p.m. in Jesse Auditorium. For ticket information, call 882-3781.

### Monday, March 15

**University Concert Series:** The School of Music presents the annual Chancellor's Concert, a showcase of ensembles including the Concert Jazz Band, Symphonic Wind Ensemble, University Philharmonic and University Singers at 7:30 p.m. in Jesse Auditorium. For ticket information, call 882-3781.

### Tuesday, March 16

**Guest Artist Recital:** Pianist Boris Berman will perform at 8 p.m. in Whitmore Recital Hall. A \$5 donation is suggested.

### Thursday, March 18

**Theater Series:** *Saturday's Children*, written by Maxwell Anderson and directed by Fonzie Geary, will be presented at 8 p.m. today, March 19 and 20, and March 23-25, and at 2 p.m. March 21 in the Corner Playhouse. For ticket information, call 882-PLAY.

**Mark Twain Concert Reading:** A concert reading of Ron Powers' play *Sam and Laura* will be

presented with director Brett Johnson and music by Jane Accurso and Dierik Leonhard of Ironweed at 7 p.m. in Memorial Union's Stotler Lounge.

**Interactive Theater:** MU's ADVANCE Interactive Theatre Troupe will present *Foie Gras*, which portrays a female associate professor coming up for promotion to professor at 7 p.m. in N201/202 Memorial Union.

### Friday, March 19

**Student Ensemble:** World Percussion Ensemble will perform at 8 p.m. in the Missouri Theater. A \$5 donation is suggested.

### Saturday, March 20

**Student Ensemble:** The University Singers will perform at 7 p.m. in Columbia's First Baptist Church. A \$5 donation is suggested.

## Conferences

### Saturday, March 13

**Women's Leadership Conference:** This annual conference brings together female leaders from mid-Missouri to discuss the past, present and future of women's leadership on a global level throughout the day at the Missouri United Methodist Church, 204 S. Ninth St. Register online at [leadership.missouri.edu](http://leadership.missouri.edu).

## Courses & Workshops

### Saturday, March 13

**Museum Event:** "Art in Bloom for Kids" lets participants create

their own arrangements with real flowers. Other floral crafts will be available. This event will be held from 2-3:30 p.m. today and Sunday, March 14, in Pickard Hall. Pre-registration is required; call 882-9498.

### Monday, March 15

**Computer Training:** "iMovie" will be offered at 1 p.m. in 41 A&S Building. Registration is required online at [training.missouri.edu](http://training.missouri.edu) or call 882-2000.

### Tuesday, March 16

#### Computer Training:

• "Access 2007 Customization, Indexing & charts" will be offered at 8:30 a.m. in N3 Memorial Union.

• "Art of One-On-Ones" will be offered at noon in 215 Telecom Building.

• "Dreamweaver CS4 1: Getting Started, Images & Links" will be offered at 1 p.m. in N3 Memorial Union.

Registration is required online at [training.missouri.edu](http://training.missouri.edu) or call 882-2000.

**Grantsmanship Training:** Anna Waldron, director of MU's Office of Science Outreach, will present ways of strengthening grant proposals in a training session titled "Tackling the Outreach and Evaluation Sections of Your Proposal" from noon-1:30 p.m. in N201/N202 Memorial Union. Registration is requested online at [orcsweb.missouri.edu/grantwriters](http://orcsweb.missouri.edu/grantwriters).

### Wednesday, March 17

#### Computer Training:

• "XHTML 1: Links, Graphics & Lists" will be offered at 8:30 a.m. in 4D11 East Ellis Library.

• "Excel 2007 for Starters" will be offered at 8:30 a.m. in N3 Memorial Union.

• "Excel 2007 Worksheets & 3-D Formulas" will be offered at 1 p.m. in N3 Memorial Union.

Registration is required online at [training.missouri.edu](http://training.missouri.edu) or call 882-2000.

### Thursday, March 18

#### Computer Training:

• "Taking Control of Your Calendar With Outlook" will be offered at 8:30 a.m. in N3 Memorial Union.

• "Art of One-On-Ones" will be offered at noon 205 B/C Locust Street Building.

• "Access 2007 Fields & Tables" will be offered at 1 p.m. 4D11 East Ellis Library.

• "Flash CS4 3: Adv. Illustration Animation & Video" will be offered at 1 p.m. in N3 Memorial Union.

Registration is required online at [training.missouri.edu](http://training.missouri.edu) or call 882-2000.

## Exhibits

**Bingham Gallery:** The MU Undergraduate Juried Exhibition, selected by juror Frank Stack, artist and art professor emeritus, is on display through March 25. A reception and awards ceremony will be held from 5-7 p.m. March 11. The gallery, located Fine Arts Building, is open from 8 a.m.-5 p.m. weekdays.

#### Museum of Art & Archaeology:

• "The Faces of Warhol," featuring "working" photographs by artist Andy Warhol, is on display through summer 2010.

• "Connecting With Contemporary Sculpture," which explores the relationship between the viewer and an art object, opens Jan. 30 and runs through May 16. The museum, located in Pickard Hall, is open from 9 a.m.-4 p.m. Tuesday-Friday and from noon-4 p.m. Saturday and Sunday.

#### Museum of Anthropology

• "Nothing New: Recycling and Reuse Through Time," an exhibit of prehistoric and historic reused objects, is on display through April 30.

The museum, located in 100 Swallow Hall, is open from 9 a.m.-4 p.m. Monday-Friday.

**Craft Studio Gallery:** "Women In the Arts," an annual juried exhibition that showcases women artists in Missouri, is on display through April 2 in N12 Memorial Union. A reception will be held from 4-6 p.m. March 11.

#### State Historical Society

• "Twentieth-Century Missouri Portraits: From Famous to Familiar" showcases portraits of and by Missourians is on display through March 2010.

• "Mark Twain & Tom Benton: Pictures, Prose, and Song," which brings together the works of author Mark Twain and artist Thomas Hart Benton is on display March 13-August 20, 2010.

• "The Golden Age of the Comic Strip" is on display through May 2010.

Gallery hours are 9 a.m.-4:30 p.m. Tuesday to Friday and 9 a.m.-3:15 p.m. Saturday.

## Lectures & Seminars

### Thursday, March 11

**Nutrition & Fitness Seminar:** Roger Cady from Elanco Animal Health will present "Recombinant Bovine Somatotropin: A Safety Assessment" at 4 p.m. in Acuff Auditorium, MA217 Medical Sciences Building.

**Archaeology Lecture:** Elizabeth Bartman, vice-president of the Archaeological Institute of America, will present "Roman Erotic Art" at 5:30 p.m. in 106 Pickard Hall.

### Friday, March 12

**Music Panel Discussion:** Musician and neuroscientist Dan Levitin and *Washington Post* music critic Tim Page will present "Words and Music," an interactive panel discussion on the importance of music and writing and its relationship to the human mind from 2-3:30 p.m. in the Fred Smith Forum on the second floor of the Reynolds Journalism Institute. The panel will be followed by a question-and-answer session and a book-signing.

### Tuesday, March 16

#### Biological Sciences Seminar:

Jennifer Geib, a doctoral student in biological sciences, will present "Getting by with a Little Help From Their Friends? The Impacts of Pollinator Abundance on Benefits from Pollination Mutualism" at 3:30 p.m. in the Life Sciences Center's Monsanto Auditorium.

### Monday, March 15

#### Women's History Lectures:

• Mamta Accapadi, dean of students at Oregon State University, will present "Asian-American Women Leaders in Higher Education" at 7 p.m. in 112 Hulston Hall.

• Journalist Liz Funk, author of *Supergirls Speak Out: Inside the Secret Crisis of Overachieving Girls*, will discuss the pressures facing young women and how the "female ideal" has taught young women to value perfection at 8 p.m. in Memorial Union's Wrench Auditorium. Funk will sign her book at 4 p.m. in S203 Memorial Union.

### Tuesday, March 16

**Women History Panel:** Students from Alpha Phi Gamma sorority will discuss "Hmong Women in the United States" at noon in N215 Memorial Union.

### Wednesday, March 17

**Compliance & Quality Seminar:** William Dale, director of MU's Animal Care Quality Assurance program, will present "Research Animal Use: How MU Meets the Requirements" from 1-2 p.m. in Acuff Auditorium, MA217 Medical Sciences Building.

**Mark Twain Lecture:** As the first in the three-part Brick Lectures series, Twain biographer Ron Powers will present "Inheritance: Mark Twain's Role in Shaping Our Native Truth-telling Voice" at 4 p.m. in Memorial Union's Wrench Auditorium.

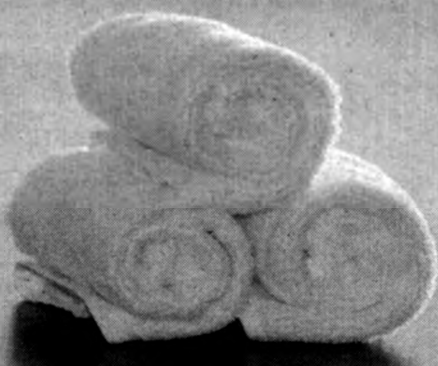
### Thursday, March 18

**Nutrition & Fitness Seminar:** L'Aurelle Johnson from the University of Minnesota will present "Contributions of Obesity to Alterations in Normal Drug Metabolism in Children" at 4 p.m. in Acuff Auditorium, MA217 Medical Sciences Building.

**Mark Twain Lecture:** As the second in the three-part Brick Lectures series, Twain biographer Ron Powers will present "The Cruel Radiance of What Is: The Evolution of the Truth-telling Impulse from Mark Twain to James Agee to the New Journalists and Literary

## Massage Therapy

*University faculty & staff receive a discount!*



**Faculty & Staff**  
 30 minutes: \$30  
 60 minutes: \$45  
 90 minutes: \$65  
 Chair Massage:  
 \$50/hour  
 (2-hour min. required,  
 call for details)

Licensed Massage Therapist Jeff Rioux provides clinical massage at University Hospital, room GL-20A.

Hours: Mondays & Tuesdays 9 a.m.-7 p.m.; Wednesdays 1 p.m.-7 p.m. and Thursdays 11 a.m.-7 p.m.

To schedule your appointment:

Call 884-1312

For gift certificates, stop by Medtique Gift Shop at University Hospital or *Healthy for Life* office on campus at 205 Heinkel Building.

Nonfiction" at 4 p.m. in Memorial Union's Wrench Auditorium.

**Friday, March 19**

**Mark Twain Lecture:** As the third in the three-part Brick Lectures series, Twain biographer Ron Powers will present "The Subtle Fiend of Advertising: The Struggle to Preserve Truth-telling in the Age of Narcissism, Spin and the Sanctioned Lie" at 4 p.m. in Memorial Union's Wrench Auditorium.

**Saturday, March 20**

**Saturday Morning Science:** Stephen Pallardy, professor of forestry, will present "Forests & Greenhouse Gases: A Science Primer" at 10:30 a.m. in the Life Sciences Center's Monsanto Auditorium.

**Mark Twain Lectures:**

- Michael Budds, professor of music, will present "The American Musical Landscape in the Time of Twain" at 10 a.m. at the Reynolds Alumni Center.
- Keith Eggener, associate professor of art history and archaeology, will present "Seeing, Selling and Sanctifying the Mark Twain Birthplace — 1835 to 1959" at 11 a.m. at the Reynolds Alumni Center.

**Mark Twain Panel:** Tom Quirk, professor of English and a Twain biographer, will moderate a panel discussion by fellow Twain experts and authors Ron Powers, Louis Budd from Duke University and Bruce Michelson from the University of Illinois at 1 p.m. at the Reynolds Alumni Center.

**Special Events**

**Thursday, March 11**

**Lawnmower Tune-up Clinic:** Today is the first day to drop off mowers for the tune-up clinic sponsored by MU's Agricultural Systems Management Club at the east side of the Agricultural Engineering Building from 7-9 a.m. or 4-6 p.m. today and tomorrow. Machines can be picked up at the same times on March 15 or 16. Club members will power

wash the mowers, sharpen blades change oil, clean air filter and replace spark plugs for \$30. With questions, call 882-2731.

**Friday, March 12**

**Museum Event:** "Art in Bloom" is a weekend-long event that showcases mid-Missouri florists celebrating the museum's artwork with their inspired floral designs. The event is open to the public today from 7-9 p.m. and Saturday and Sunday from 9 a.m.-4 p.m. in Pickard Hall.

**Natural Resources Fundraiser:** Participants in the "Trivia in the Wild Challenge" scholarship fundraiser can help School of Natural Resources students achieve their goals of attaining careers in the outdoors and test their trivia knowledge beginning at 6 p.m. at the Bradford Research & Extension Center. For cost and reservation information call Laura Hertel at 882-1730 or e-mail hertell@missouri.edu.

**Sunday, March 14**

**Intergenerational Feminist Tea:** Former state Rep. Vicky Riback-Wilson will open an intergenerational discussion with area feminists on issues of feminist politics from 3-5 p.m. in S304 Memorial Union.

**Films**

**Saturday, March 13**

**Asian Affairs Film:** As part of a national tour, a group called Liberty in North Korea will present a free screening of the National Geographic documentary, *Inside North Korea*, from 5-7 p.m. in S203 Memorial Union.

**Tuesday, March 16**

**Jazz Series Film:** *Life of a Jazz Singer* looks at the improvised life of Anita O'Day at 7 p.m. at RagTag Cinema.

**Thursday, March 18**

**Museum Film Series:** *North by Northwest* will be shown at 7 p.m. in Pickard Hall.

**Single meteor impact caused dinosaur's extinction**

**FATAL BLOW**

Space rock collision caused 110-mile crater

For decades, scientists have argued about the cause of dinosaur extinction. Theories have included a single impact from a meteor, which then had devastating effects on the global environment, to long-lasting volcanic activity.

Now, a group of 41 international scientists, including one MU geologist, have completed a comprehensive review of all the data and confirmed that a single impact of a meteor near Chicxulub, Mexico, 65.5 million years ago was the fatal blow to numerous plant and animal species, including the dinosaurs. The study is being published in last week's edition of *Science*.

"The debate on this subject was quite heated until the early 1990s, but the discovery of the crater was a key turning point for many scientists," says Ken MacLeod, associate professor of geological sciences. "Most geologic changes are too slow to be easily detected and even very large events, like the recent earthquakes, have only regional consequences."

"This event created the boundary between the age of dinosaurs and the age of mammals, but it played out in a biological instant. The event was an experiment done in the past that we wouldn't want to have happen in the present. It might be similar to what would happen should we ever engage in nuclear war."

In the study, the scientific team studied the thickness and abundance of materials in a thin layer of clay that formed 65.5

million years ago and marks the end of the Cretaceous Period. The researchers found rare elements, special minerals and "melt-glass," materials that are typically generated by large impacts. The scientists also found that the thickness of the clay layer and the abundance of the impact debris increased the closer they were to the crater near Chicxulub (pronounced CHICK - sha - loob).

The clay layer is found around the globe at more than 350 sites. One key observation supporting the impact theory is that the clay layer contains high levels of iridium, an element that is extremely rare at the Earth's surface but that is relatively common in asteroids. Because iridium and other impact indicators are found across the globe at the level of the extinction, the two are likely related.

The research team concludes that the extinction event resulted from the collision of a space rock that was roughly 6 miles in diameter. The collision created a crater that is more than 110 miles in diameter and caused tsunamis, earthquakes greater than magnitude 11, fires, extended darkness, cooling temperatures and acid rain.

"While there were big volcanic eruptions around this time, they started before and kept happening after this event," MacLeod says. "They were so big that they disrupted the environment, but those changes were separate from the extinctions. The volcanic activity happened over hundreds of thousands of years and the extinction event was much quicker and more catastrophic."

**Forecast: stormy spring weather**

Midwesterners anxiously awaiting the escape of bitter cold weather and the arrival of spring may not have much pleasant weather to look forward to this year. Tony Lupo, professor of atmospheric sciences, says the approaching storm season could be more active than normal.

Lupo says the upcoming weather pattern resembles that of the 2002-2003 season, the worst season on record, when as many as 109 tornadoes swept across Missouri. Similar to the 2002-2003 season, scientists have recorded a weak El Nina temperature trend in the Pacific Ocean, a colder than usual winter in the Midwest, and a jet stream running through the southern portion of the United States, all of which indicate a stormier season.

Mid-March to June is considered the Midwest storm season with stronger outbreaks occurring in late March and April, when leftover winter air still lingers over the Midwest. This winter season was the 13th coldest winter since the 1890s, Lupo says. In addition to an increase of tornadoes this spring, he expects frequent severe storms with damaging winds, hail, lightning and flash flooding.

"We've been stuck in a prolonged period of winter weather that could change quickly into a stormy spring," Lupo says.

**From art to biology and back**

**ART INTERSECTION**

Symposium will explore the junction of art and science

Often thought of as separate and contradictory disciplines, arts and sciences do intersect in a variety of ways. The sixth annual University of Missouri Life Sciences and Society Symposium, "From Art to Biology and Back Again," will explore these intersections between the creative arts and sciences.

"The symposium will explore through both art and science why humans are interested in art," says Stefani Engelstein, director of Life Sciences and Society Program. "The speakers will talk about why humans participate in art, what happens in the brain when we create or perceive art, and how art 'comments' on science, with plenty of time for questions and discussion from the audience."

The symposium features eight international experts who will

explore, during lectures and panel discussions, the anthropological origins of art, how biological responses play into humans' views and understanding of art, and how art helps people better understand science. Topics will range from the bioengineering of a glow-in-the-dark rabbit as art to the function of art in the human evolutionary process.

Daniel Levitin, the keynote speaker of the symposium, is a record producer, musician, cognitive psychologist, neuroscientist and writer. He will present "This is your Brain on Music," at 7 p.m., Friday, March 12 in Jesse Auditorium on the MU campus. Levitin will explore topics such as how the brain interprets music, why people become musical experts, and how music affects our emotions.

A complete schedule of events and speakers is available online at [muconf.missouri.edu/artbiology](http://muconf.missouri.edu/artbiology).

A PUBLIC FORUM

# 2010 Campus Master Plan

1:30 p.m., Master Plan Hearing  
(Reception following to honor retiring master planner Perry Chapman)

Thursday, March 18  
Reynolds Alumni Center

Be a part of the changing face of Mizzou.  
Join Perry Chapman, MU's campus planner, as he presents his final plan and looks to Mizzou's future. Meet MU's new master planner, Linda Eastley.

[www.cf.missouri.edu/masterplan](http://www.cf.missouri.edu/masterplan)

*We hope to see you there!*

*See insert in March 18 Mizzou Weekly!*

# Gotta love the lava

## FUN SCIENCE

MU students help hook kids on hands-on experiments

Emma Day, 8, of Columbia, “really, really” wants to be a scientist when she grows up. “I want to be a scientist and make a machine that tells you why honey is sweet,” she says.

Emma and about 15 other children, ages 8-10, are getting a chance for early hands-on science training thanks to a volunteer group of biological engineering students at the College of Agriculture, Food and Natural Resources.

The MU students lead 18 classes over three sessions throughout the year as part of the Columbia Parks and Recreation Armory Science Klub (ASK).

Classes have involved setting off bottle rockets; experiments in electricity; using pig lungs to explain the respiratory system; and one of the kids’ favorites — building and erupting miniature volcanoes.

“I like the volcano,” Emma said. “It splatters all over.”

The kids make the volcanoes by applying plaster of Paris to cone-shaped molds.

The volcanoes contain baking soda. Adding vinegar with red food coloring sets off a chemical reaction

that creates the bright eruption.

“We believe the love for science starts at a very young age,” said MU graduate student Jasenka Memisevic of St. Louis. “There are science classes they take in schools, but sometimes they are limited in terms of hands-on experiments that they can do.”

The volunteer teachers also tell the children about different career paths they can take.

“The kids are like sponges,” Memisevic said. “Each class starts with a question about the lesson we will deal with. We give them a hypothesis and at the end of the class we try to see how much they have learned. It is amazing how much they do learn in a one-hour class. We make it a playful, fun experience.”

The class reflects the philosophy of the American Association for the Advancement of Science, which holds that all children should have the opportunity to become scientifically literate, and for this to happen efforts must begin at an early age.

“When I was a kid we didn’t have anything like this,” Memisevic said. “Going through engineering school I definitely wish that I’d had more exposure to fun science experiments.”



**HANDS-ON HELP** Reannia Harper, left, and Emma Day mix plaster of Paris to create a miniature volcano in a science club class for 8- to 10-year-olds led by a volunteer team of MU biological engineering students. MU Cooperative Media Group photo

## Ancient pottery suggests Southwest women promoted peace and stability

### SALADO SOLUTION

MU researcher proposes solution to long-standing debate

From ancient times to the modern day, war refugees have struggled to integrate into their new communities. They are often economically impoverished and socially isolated, which results in increased conflict, systematic violence and warfare, within and between communities as the new immigrants interact with and compete with the previously established inhabitants.

Now, MU anthropology researcher Todd VanPool believes pottery found throughout the North American Southwest comes from a religion of peace-seeking women in the violent, 13th-century American Southwest. These women sought to find a way to integrate newly immigrating refugees and prevent the spread of warfare that decimated communities to the north.

First discovered in Arizona in the 1930s, Salado pottery created a debate among archaeologists. According to VanPool, the Salado tradition is a grassroots movement against

violence. The mystery of the pottery’s origin and significance was known as “the Salado problem.”

This pottery was found among three major cultural areas of the ancient Southwest: the ancestral Puebloan in northern Arizona and New Mexico, the Mogollon of southern New Mexico and the Hohokam of central and southern Arizona. Even though the pottery was found in three different cultural areas, all with different religious traditions, the pottery communicated the same, specific set of religious messages.

It was buried with both the elite and non-elite and painted with complex, geometric motifs and animals, such as horned serpents. Instead of celebrating local elites, the symbols in Salado pottery emphasized fertility and cooperation.

“In my view, the fact that the new religion is reflected solely in pottery, a craft not usually practiced by men, suggests that it was a movement that helped bring women together and decreased competition among females,” says VanPool, who is an assistant professor of anthropology. “Women across the region may have been

ethnically diverse, but their participation in the same religious system would have helped decrease conflict and provided a means of connecting different ethnic groups.”

Salado pottery dates from the 13<sup>th</sup> to 15<sup>th</sup> centuries in which there was major political and cultural conflict in the American Southwest. Brutal executions and possible cannibalism forced thousands of people to abandon their native regions and move to areas of Arizona and New Mexico. Another source of conflict appeared after the female refugees and their children arrived in their new homelands.

“Conflict was defused through the direct action of women who sought to decrease the tensions that threatened to destroy their communities,” VanPool says. “The rise of the Salado tradition allowed threatened communities to stabilize over much of modern-day Arizona and New Mexico, altering the course of Southwestern prehistory. Given that the Salado system lasted from 1275 to around 1450, it was most certainly successful.”

VanPool’s research has been published in *Archaeology* magazine.

## Easing the risk factors

### METABOLIC HEALTH

Exercise helps negative impact of weight regain

With the obesity rate rising for American adults and children, health concerns such as diabetes and cardiovascular disease are a frequent reality. Although obesity itself is a major risk factor for disease, most of the threat may be associated with a cluster of risk factors called the metabolic syndrome (MetS).

Losing weight can improve health and reduce these risk factors, but many people have difficulty keeping the weight off. Now, University of Missouri researchers have found that exercising during weight regain can maintain improvements in metabolic health and disease risk.

In the study, individuals who didn’t exercise during weight regain experienced significant deterioration in metabolic health, while those who exercised maintained improvements in almost all areas.

The MU study, led by Tom Thomas, professor of nutrition and exercise physiology in the College of Human Environmental Sciences, with collaborators from a number of MU departments, is the first to examine the role of exercise in countering the

negative effects of weight regain /

“Although many people are successful at losing weight through diet and exercise, the majority of them will relapse and regain the weight,” Thomas says. “The findings of this study indicate that regaining weight is very detrimental; however, exercise can counter those negative effects. The findings support the recommendation to continue exercising after weight loss, even if weight is regained.”

In the study, overweight men and women with measured characteristics of MetS were given a diet and aerobic exercise plan that included supervised exercise five days a week, for 4 to 6 months. After losing weight, participants underwent programmed weight regain and were separated into two groups, one that exercised and one that didn’t.

The non-exercise group experienced rapid deterioration in weight-loss induced benefits to metabolic health. The exercise group maintained improvements in almost all measures.

“It’s clear that the message to lose weight isn’t working because so many people regain weight; a new message is to keep exercising and maintain your weight to reduce disease risk and improve overall health,” Thomas says.

### FAMILY from Page 2

Whereas committees have been formed that have examined issues related to Veteran Affairs, the Status of Women, and Disabilities; and,

Whereas these committees address some of the issues related to family, no committee or task force exists that focuses

solely on family friendly policies for students, faculty and staff.

Therefore, it is strongly recommended that Chancellor Brady Deaton form a family friendly task force that examines the policies and issues related to making the University of Missouri a more family friendly campus; and,

Be it resolved that this

committee/task force be comprised of students, staff, faculty and administration; and,

Be it resolved that this committee be formed beginning in the 2010-2011 academic year and be tasked to examine the policies of the University and make suggestions to make the University more family friendly.

## Conflict enhances health communication

**HEALTH DISPARITIES**  
 Researchers look to better reach at-risk audiences

**E**ffective communication of health news is needed to raise awareness and encourage behavior changes in populations who experience health disparities, or inequalities in health status, according to the U.S. Department of Health and Human Services.

As media researchers search for better methods to reach audiences, a recent University of Missouri study published in Public Relations Review has found that highlighting racial disparities in news releases increases coverage of health stories in black newspapers, which can improve health outcomes in populations at-risk for disparities.

“Framing news releases to include conflict factors, such as health disparities and risks, increases health news coverage in local black papers,” says Glen Cameron, co-director of the Health Communication Research Center (HCRC) at the School of Journalism. “Increased coverage of health disparities increases awareness and can result in better health outcomes in at-risk communities.”

In the study, the researchers compared health news stories from

mainstream papers and local black newspapers published in areas with high disparities for cancer. They found that health news stories in black newspapers contained more conflict factors. This suggests that public relations professionals should include health disparities and other conflict factors in news releases to improve coverage and effectiveness of health news. The use of conflict language also can increase readers’

awareness of problems and encourage them to make positive changes.

“This study offers a great deal of promise for public relations professionals who frame news releases with ‘conflict angles’ that would appeal to reporters and editors,” Cameron says. “This is not an unusual tactic for environmental and labor activists. Now, we are applying that tactic to health communication in communities with high disparities for cancer.”

The study was conducted as a part of a larger project for the National Cancer Institute. In October 2008, the cancer institute named MU’s Health

Communication Research Center as part of a Center of Excellence in Cancer Communication Research based at Washington University.

The center received an \$8.6 million grant, which funds research to improve health communication and health literacy among at-risk populations. A large portion of the grant funds Ozioma, a biweekly news service that produces

*“Increased coverage of health disparities increases awareness and can result in better health outcomes in at-risk communities.”*

— **Glen Cameron, professor of journalism and co-director of the Health Communication Research Center at MU**

localized cancer-related news releases for black communities. The project has increased news coverage and prompted changes in readers’ behaviors.

The study “Generating Conflict for Greater Good: Utilizing Contingency Theory to Assess Black and Mainstream Newspapers as Public Relations Vehicles to Promote Better Health Among African Americans,” was published in October 2009 in the Public Relations Review.

## Voter turnout is linked to schools’ performance

**SOCIAL CAPITAL**

Study finds lack of citizen involvement in schools

**P**resident Obama’s “Race to the Top” grant program, which encourages school districts to compete for \$4.35 billion, has made a strong push for education reform. While much of the education reform debate has focused on issues of adequate funding and teacher qualifications, few have addressed the role of citizen involvement in local education policy making.

An MU researcher has examined the link between school board elections and local school performance and found a correlation between increased voter turnout for school board elections and state assessment scores.

“Education researchers know that parental involvement makes a difference, but few political scientists have asked: Does voting make a difference?” says David Webber, associate professor of political science. “Because voter turnout and candidate competition in school district elections reflect a district’s social capital, these characteristics of school

board elections should affect how schools perform and be valued as a means for improving school performance.”

However, few candidates and equally few voters tend to get involved in school board elections, Webber says. To encourage citizen involvement, school districts should host forums to discuss important issues and send newsletters to keep citizens informed of school progress.

Webber found that a 1 percent increase in school board election voter turnout correlated to increased state assessment scores by more than one point. Unexpectedly, he found that candidate competition and graduation rates have a negative correlation, suggesting that school districts with lower graduation rates attract more candidates than do school districts with higher graduation rates.

“While concern for and involvement in schools may motivate some citizens to vote in school board elections, the same level of community involvement seldom motivates citizens to become candidates,” Webber says.

College of Arts and Science  
 Paul Anthony Brick Lecture Series

### “A Century After Sam: The Fate of Truth-telling and the Narrative Style”

#### Brick Lecture Series with Ron Powers

March 17–19, at 4 p.m. each day  
 Jesse Wrench Auditorium, Memorial Union

Three lectures over three days presented by Pulitzer Prize-winning author and Emmy Award-winning commentator Ron Powers, BJ '63

All events are free and open to the public



#### Other Events

March 13–August 20  
 State Historical Society of Missouri  
 Art exhibit  
 Visit [shs.umsystem.edu/art.shtml](http://shs.umsystem.edu/art.shtml) for complete details on this art exhibit of Thomas Hart Benton’s illustrations for Twain’s books and many other items.

Thursday, March 18, 7:00 p.m.  
 Stotler Lounge, Memorial Union  
 Concert reading of Powers’ play *Sam and Laura*  
 Sponsored by MU Libraries and Friends of MU Libraries

Saturday, March 20, 10:00 a.m. to 2:00 p.m.  
 Reynolds Alumni Center  
 Two Twain lectures and a panel discussion  
 Check Web site for details.



[coas.missouri.edu/events/markingtwin10.html](http://coas.missouri.edu/events/markingtwin10.html) for more details on these and other events in the series or call 573-882-0066

**FAIR from Page 1**

"We have gone from there and adopted our own name," she says. "We are more about women's empowerment. Our mission is to promote awareness about self-image for women, to increase confidence and to further their success in personal development through a positive teaching and learning environment."

GIFTS is a nine-week curriculum, and during the ninth week students go into local high

schools and teach what they have learned. "We are trying to brand the name GIFTS and make it a concept and icon that symbolizes strong women who take care of themselves and one that promotes the status of women." Those interested in being a part of the program's development should call Webb at 882-3280.

Other groups at the fair were the Women's Wellness Center, Missouri OB/GYN Associates and University Hospital for

those interested in adolescent gynecology, contraception/family planning, menopause, obstetrics and prenatal care.

Attendees could pick up literature and talk to professionals about cancer risks, from breast to skin, from The American Cancer Society, Ellis Fischel Cancer Center and the Mid-Missouri Affiliate of the Susan G. Komen Foundation or MU's Dermatology Department; learn about heart disease and related

ailments from the American Heart Association and the Public Health Department. Other vendors included: Overeaters Anonymous, LaLeche of Columbia, RAIN, Alley Cat Yoga, Mizzou Rec Center and Healthy for Life Wellness Program.

The Chancellor's Status of Women Committee was host to this event. The committee works to create an environment of equity, fairness and justice for all women on campus and

to promote the advancement of women through education, communication, advocacy, support and activism. The group also investigates the status of women at Mizzou and makes policy recommendations to the provost.

For more information about the fair or the committee, call Calvin at 884-0640 or go online to [diversity.missouri.edu](http://diversity.missouri.edu) or [committees.missouri.edu/status-women/index.php](http://committees.missouri.edu/status-women/index.php).

# Save on your prescription costs



The friendly pharmacists at the University Physicians-Green Meadows Pharmacy can provide you with information about the 90-day prescription plan available through University of Missouri prescription insurance. Call or stop by one of your neighborhood University Pharmacies to learn how you can save time and money on your prescriptions.

From left to right: Pharmacists Cee Jaye Pecorak, Paige Harris and Janet Nuse fill prescriptions at University Physicians-Green Meadows Pharmacy.

To fill a prescription or for details about MU's 90-day prescription plan, please call or stop by a University pharmacy:

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

University Physicians Medical Building Pharmacy  
1101 Hospital Drive  
(573) 882-8300

Green Meadows Pharmacy  
3217 S. Providence Road  
(573) 882-3151

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

 **Health Care**  
University of Missouri Health System

For hours and maps, please visit [www.muhealth.org/pharmacy](http://www.muhealth.org/pharmacy).

## classifieds

### INCOME TAX PREPARATION

Retired CPA with large University of Missouri clientele will assist you with your income taxes. Evening appointments also available. Call 573-442-7856.

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

For a limited time, classified ads are FREE for MU faculty, staff and retirees.

Home phone number or e-mail address required.

Deadline: Noon Thursday of week before publication.

Send to: Mizzou Weekly, 407 Reynolds Alumni Center, Columbia, Mo. 65211 or e-mail [mizzouweekly@missouri.edu](mailto:mizzouweekly@missouri.edu).

## MizzouWeekly

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