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**FOR IMMEDIATE RELEASE**

**May 1, 2007**

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**PARENTS IN NEW YORK CITY, WASHINGTON, D.C., HAWAII AND NEW MEXICO FEEL THE MOST PRESSURE TO THROW OUT OF CONTROL BIRTHDAY PARTIES FOR THEIR CHILDREN**

**~ Minnesota -- The Land of Hyper-Parenting ~**

MINNEAPOLIS / ST. PAUL -- Parents in New York City, Washington, D.C., Hawaii and New Mexico feel the most pressure to throw over-the-top birthday parties for their children, according to results released today by the organization Birthdays Without Pressure. Los Angeles, San Diego and Austin, Texas also rank high when it comes to out of control birthdays.

Two months ago University of Minnesota College of Education and Human Development professor Bill Doherty and a group of St. Paul parents launched the Birthdays Without Pressure project to initiate a national conversation about children's birthday party excesses. Results of the group's online polling show what communities in the United States put the most pressure on parents to deliver extravagant and expensive parties.

A key component of Birthdays Without Pressure is their Web site where parents can find and share advice for toning down parties and making parties manageable. They can also take a personal birthday pressure quiz and rate the community pressure they feel when it comes to birthdays, Doherty said.

The community birthday pressure score can range from zero to 20, with this breakdown: Zero -- birthday parties are pressure free; one to three -- low pressure community; four to six -- moderate pressure (parties are an area of stress in this community; seven to 10 -- high pressure community (a land of hyper-parenting); 11-15 -- extreme pressure community (need for a counterrevolution one birthday party at a time); 16-20 -- off the chart: have a moving company on speed dial.

In rating their communities, people in New York City ranked off the chart in community pressure with a score of 17. Washington, D.C., Hawaii and New Mexico gave their states 12 points, which places the communities with extreme pressure. With 11 points, Delaware, Florida, Georgia, Mississippi, Oklahoma and Wyoming are also at extreme pressure.

- more -

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With a score of 10, California, Connecticut, Kansas, Nebraska, New Hampshire, New Jersey, New York, Pennsylvania, Texas and Virginia are high pressure communities. Minnesota received a score of nine points. Meanwhile, Arkansas and Oregon had seven points which is low pressure, but South Carolina rated as having the lowest pressure with six points.

Of the 3,252 parents who responded to a poll on the Birthdays Without Pressure Web site:

- 71 percent of parents say that parties in their community cost too much and that kids receive too many presents.
- 63 percent of parents say parties have too many guests.
- 69 percent say gift bags are a pain.
- 58 percent say they worry that their parties are not as good as those of their neighbors.
- 73 percent say they feel exhausted when the party is over.

Evidence of gluttonous birthday parties are everywhere, according to parents from around the United States who have contacted the Birthdays Without Pressure group.

"We are hearing from parents who live in small towns and parents who live in the largest cities in our nation and they all are feeling the same pressure when it comes to birthday parties," said Linda Zwicky, a parent leader in the Birthdays Without Pressure group. "They want support for their values and ideas on how to scale things back in their communities."

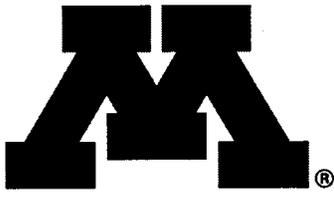
Some examples of over-the-top birthdays include:

- A Chicago party invitation requests a gift worth at least \$35. The mother explains that last year her child received some gifts worth only \$10, which did not even cover her costs.
- Parents are now registering for gifts on Amazon.com for their children's birthday parties.
- A \$250,000 birthday party in Florida for a 7-year-old girl, with limos, an adult party with alcohol, the grand ballroom for the kids, helicopter rides, horses and wild animals.
- The Associated Press reports on a Florida family that rented a cougar for their 7-year-old's birthday party. The result was not funny: the animal mauled a 4-year-old guest.
- A mother works hard to plan a nice at-home party for her 8-year-old daughter, who announces at the end, "It

just wasn't magic enough.”

“We're raising overindulged children who then feel entitled to more and more and bigger and bigger,” Doherty said. “This trend is creating more stress for parents and their stress effects children and in turn, creates difficulties for families.”

Parents are getting the support and advice to fight the out of control birthday party trend at the group's Web site at [www.birthdayswithoutpressure.org](http://www.birthdayswithoutpressure.org)



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**May 1, 2007**

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## **U OF M RESEARCHER FINDS AFFORDABLE FEED SUBSTITUTE FOR DAIRY CATTLE**

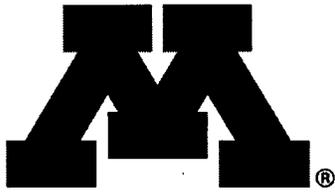
**~ Crookston professor says mustard bran works as well as soybean feeds while increasing production ~**

CROOKSTON, MINN. -- With the rising costs of corn and soybeans, farmers have been looking for ways to save money on feed for their animals. A University of Minnesota-Crookston (UMC) researcher might have found a way to do that.

According to Harouna Maiga, UMC department of agriculture professor, substituting some of the soybean meal and all of the beet pulp in the animal's diet with mustard bran increased daily milk production by about 4 pounds and did not change milk composition or feed intake. The mustard bran did not cause any changes in milk flavor or color, and, it is a less expensive option than other feeds; something that could be especially important as more feed crops are used for biofuels like ethanol.

"The study concludes that mustard bran could be used to lower feed cost and increase milk production," said Maiga. "It could be fed to beef cattle, sheep and swine."

Mustard bran is a by-product of mustard milling. It is the outer-layer of whole mustard seed. Maiga is available to answer questions about the use of mustard bran as a replacement feed for dairy cattle.



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May 1, 2007

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## U OF M LEADS FORMATION OF MULTI-INSTITUTIONAL CONSORTIUM ON INTERDISCIPLINARY ADVANCEMENT

~ Universities collaborate to transform approaches to working across disciplines ~

MINNEAPOLIS / ST. PAUL -- University of Minnesota Provost Thomas Sullivan announced today the formation of a multi-institutional consortium aimed at bridging areas of academic discovery to address issues of global significance and forge a leadership position for the university in fostering interdisciplinary initiatives. Consortium members will convene at a fall 2008 conference, "Fostering Interdisciplinary Inquiry," hosted by the U of M, that will bring together universities from across the country to discuss challenges, opportunities and best practices in interdisciplinary collaboration.

"The discoveries of tomorrow will depend on our ability to cross the boundaries that have traditionally separated fields of study," said Sullivan. "The nation's top research universities are all struggling with how to institutionalize this kind of collaboration, which will be integral to the higher education landscape in years to come." Sullivan emphasized the importance of maintaining strong disciplines while focusing new attention and energy on working across traditional boundaries.

Expanding interdisciplinary inquiry is an important part of the university's strategic positioning initiative to become one of the top three public research universities in the world, Sullivan said. Collaborating across disciplinary boundaries is often challenging due to the traditional organization of colleges and departments. A primary goal of the conference is to launch a peer-oriented, multi-institutional network of university leaders to assess the institutional policies and practices required to foster interdisciplinary initiatives and promote teaching, research, training and academic programs across disciplines.

Graduate School Dean and Vice Provost Gail Dubrow, who has taken the lead on the project, said, "Not only will this further the mission of the University of Minnesota, but there is also a widespread recognition that interdisciplinary inquiry is key to identifying solutions to many 21st century problems." It will lead to advances in such areas as renewable energy, sustainable design and a better understanding of cognitive development, she said.

- more -

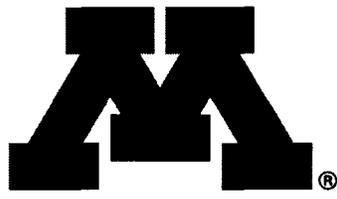
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said.

The new initiative brings together top public and private research universities from around the country, including the University of California, Berkeley, the University of Michigan, and the University of Wisconsin - Madison, as well as Brown University and the University of Pennsylvania. Each university has agreed to conduct a self-study assessment during the 2007-08 academic year. The University of Minnesota will take the lead in developing the self-study instrument, in analyzing and in reporting the findings from each institution and will convene the participants at the fall 2008 conference.

“This is an area of distinction in which the University of Minnesota is prepared to lead among distinguished peers,” said Sullivan. “We’re grateful our colleagues across the country have agreed to join us in this bold endeavor.”



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May 1, 2007

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## U OF M PHYSICS PROFESSOR ELECTED TO THE NATIONAL ACADEMY OF SCIENCES

MINNEAPOLIS / ST. PAUL -- University of Minnesota professor Allen Goldman, head of the Institute of Technology's School of Physics and Astronomy, was elected today to the National Academy of Sciences.

Goldman was chosen for his research contributions in the physics of superconductivity, a state in which electrons move freely, encountering no electrical resistance. The phenomenon is usually studied in three-dimensional solids. Goldman was among the first to study in detail ultra-thin, two-dimensional metal films. He and his research team devised a way to construct metal films that are only a few atoms in thickness. They also found a way to switch thin layers of metal atoms from behaving like insulators -- through which electricity cannot flow -- to behaving like superconductors. This research provides the fundamental understanding of superconductivity that is essential to the future creation of better materials used in electronic and electrical technology.

"I am very honored to be elected into the National Academy of Sciences," Goldman said. "I owe a lot of the credit to the creative ideas and hard work of the graduate students and postdoctoral students who have worked with me over the years."

Goldman said he has mentored more than 50 doctoral students since 1970. Several of those students are now professors at research universities across the country.

Goldman came to the University of Minnesota in 1965 as an assistant professor, after receiving his doctoral degree from Stanford University and his undergraduate degree from Harvard. He was named an associate professor in 1968 and professor in 1975. Goldman has published more than 250 research publications and lectured extensively on his research around the world. He has received numerous awards and honors, including being named a fellow of the American Association for the Advancement of Science, a fellow of the American Physical Society, and an Institute of Technology Distinguished Professor. In 2002 he received the Fritz London Memorial Prize, one of the highest awards in physics.

- more -

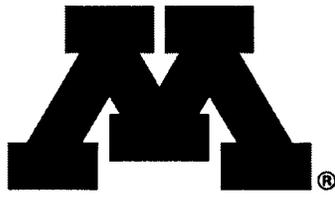
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“We are very proud of professor Goldman’s accomplishments and his election to the National Academy of Sciences,” said Steven Crouch, dean of the Institute of Technology, the university’s college of engineering, physical sciences and mathematics. “Like many of our faculty, he is humble about his ongoing, cutting-edge research. We’re happy he’s in the spotlight with this honor.”

The National Academy of Sciences (NAS) is an honorific society of distinguished scholars engaged in scientific and engineering research, dedicated to the furtherance of science and technology and to their use for the general welfare.

**Goldman photo available on request.**



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For Immediate Release

May 1, 2007

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## MINNESOTA LECTURES ON APPLIED ECONOMICS POLICY

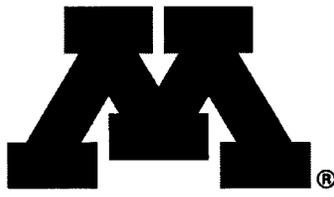
~ U of M lecture rescheduled after March snowstorm ~

MINNEAPOLIS / ST. PAUL The second Philip M. Raup Lecture on Land and Environmental Policy, presented by the Minnesota Lectures on Applied Economics and Policy, originally scheduled for March 1, has been rescheduled. The program will start at 3 p.m., Thursday, May 17, in the Cargill Building of Microbial and Plant Genetics, 1500 Gortner Ave., St. Paul.

The speaker will be Daniel W. Bromley, Anderson-Bascom Professor of Applied Economics at the University of Wisconsin-Madison. He will present "Crafting Environmental Policy in the Teeth of Possessive Individualism: Whose Land Is It?"

This event is free and open to the public. If you are interested in attending, please register at:  
[www.apec.umn.edu/rauplecture07.html](http://www.apec.umn.edu/rauplecture07.html)

There will be a reception after the lecture.



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May 1, 2007

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Asim Dorovic, University News Service, (612) 624-0214*

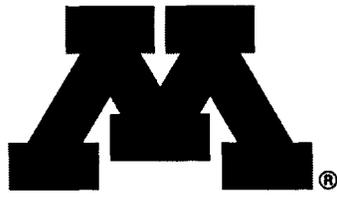
## U OF M'S OFFICE OF INTERNATIONAL PROGRAMS AWARDS MORE THAN \$470,000 IN GRANTS FOR INTERNATIONAL SCHOLARLY ACTIVITIES

MINNEAPOLIS / ST. PAUL -- The University of Minnesota's Office of International Programs announced the first recipients of its new grants for international scholarly activities. The goal of the grant program is to promote a global network of scholarship and engagement and encourage interdisciplinary and transnational partnerships at the university. More than \$470,000 was awarded to University of Minnesota faculty and graduate students.

The grants were created in response to the Forging an International University Task Force recommendation for additional faculty and student support for international research and cross-disciplinary and cross-collegiate activities. Funds are provided by the Office of International Programs (OIP) with additional support for the research circle grants from the Office of the Vice President for Research and the Interdisciplinary Center for the Study of Global Change (ICGC).

Funding will be offered again next year, with application deadlines in early winter. More information will be available in the fall at: <http://www.international.umn.edu/funding/strategic> .

The recipients of this year's grants can be found at: <http://www.international.umn.edu/funding/strategic> .



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**May 2, 2007**

*Contacts: Justin Ware, University News Service, (612) 626-1720*

## **TONY DUNGY SPEAKING EVENT MEDIA CREDENTIALS**

**~ Dungy to speak at University of Minnesota Alumni Association annual celebration ~**

MINNEAPOLIS / ST. PAUL -- The University of Minnesota Alumni Association's (UMAA) 2007 Annual Celebration will feature U of M alumnus, world-champion Indianapolis Colts head coach and former Gopher football star Tony Dungy as keynote speaker. This will be an open media event; however, due to ticketing of the event, press credentials will be required.

University-issued credentials will be provided at a check-in table in Mariucci Arena the night of the event.

While the dinner portion of the event is sold out, tickets remain for the 8 p.m. program portion and can be purchased online at [www.northrop.umn.edu](http://www.northrop.umn.edu) or by calling the ticket office at (612) 624-2345. They can also be purchased directly at the Northrop Box Office, 84 Church St. S.E., Minneapolis.

Special guest at the event is Stan Freese, U of M alum, tuba soloist and talent, casting and booking director for Disney Entertainment Productions. Freese will perform with members of the University of Minnesota Marching Band.

### **Credential Requirements**

Media should request credentials by going to [www.umn.edu/urelate/newsservice/cred/](http://www.umn.edu/urelate/newsservice/cred/) and reply by completing the on-line form by Friday, May 4.

To read a previous news release about the UMAA Annual Celebration, visit <http://www.ur.umn.edu/FMPro?-db=releases&-lay=web&-format=unreleases/releasesdetail.html&-RecID=36282&-Find>

Recording of the event is permitted for news purposes, but permission is needed to replay the whole event or full-length speeches by the speakers. Media wishing to use audio or video of the full event or of one of the speakers should contact Justin Ware at (612) 626-1720 or [ware@umn.edu](mailto:ware@umn.edu)

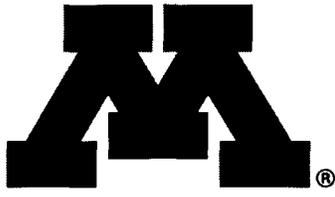
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Media planning on sending satellite trucks or have other special needs should contact Ware.

Tony Dungy's media availability to be determined at a later date.

Event details are available at [www.alumni.umn.edu/annualcelebration](http://www.alumni.umn.edu/annualcelebration).

TCF Bank and M. A. Mortenson Company are co-sponsoring the UMAA Annual Celebration; Macy's is the association's 2007 signature sponsor.



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May 2, 2007

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*Patty Mattern, University News Service, (612) 624-2801*

## U OF M TO HOLD COMMUNITY OPEN FORUM ON MUSIC EDUCATION BUILDING

MINNEAPOLIS / ST. PAUL -- The University of Minnesota will host an open forum to discuss the future of the Music Education Building from 4:30 to 5:30 p.m. Monday, May 14 in Room 155, Nicholson Hall, 216 Pillsbury Drive S.E., Minneapolis. The forum gives the public an opportunity to provide input and ideas that will be considered by the university in the final reuse study report on the building.

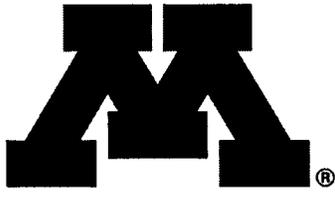
For the past decade, the university has looked for a practical use for the Music Education Building. The building's small size along with a number of building code and accessibility deficiencies has made it difficult to find a viable reuse. Over the last 10 years, the university has spent more than \$250,000 to protect and maintain the structure.

In recent years, the university has made a substantial investment in preserving and rehabilitating historic buildings. In the past three years alone, more than \$333 million has been spent on the rehabilitation of historic buildings such as Folwell Hall, Nicholson Hall and Northrop Auditorium. In 2006, the university received an AIA/HPC Minneapolis Preservation Award as an "Organization Committed to Preservation."

**WHAT:** Music Education Building Adaptive Use Study

**WHEN:** Monday, May 14, 4:30 - 5:30

**WHERE:** Room 155 Nicholson Hall, 216 Pillsbury Drive S.E., Minneapolis



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## STORY TIPS

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May 3, 2007

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Asim Dorovic, University News Service, (612) 624-0214, [dorovic@umn.edu](mailto:dorovic@umn.edu)

### IT'S NO DAY AT THE BEACH, AS SPIDEY BATTLES SANDMAN

~ U of M professor discusses the physics of the movie's superhuman characters ~

Spider-Man 3 opens nationwide Friday, and if it comes close to matching the last Hollywood installment of the comic book series, it will surely be one of the biggest movies of the summer. His latest villain, Sandman, battles the arachnid hero with his ability to change body density from rock solid to an un-hittable powder. A University of Minnesota expert who can discuss the physics of Spider-Man 3's characters is:

#### **James Kakalios, U of M physics professor**

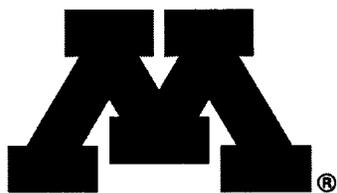
Author of the book "The Physics of Superheroes," James Kakalios is available to talk about the physics behind Spider-Man and Sandman. Kakalios has conducted research for over ten years into the properties of sand and can talk about its ability to take many forms, from powder to solid rock -- an ability Sandman takes full advantage of.

Talking to Kakalios, you'll also learn how an average grain of sand reaches the ocean, why your footprints on the shoreline are dry, why sand -- but not water -- is used in hourglasses, and how the properties of sand are crucial for the pharmaceutical and construction industries.

Kakalios has been featured nationally in the media for his physics research and his book.

To interview Kakalios, contact Drew Swain at (612) 625-8962; or [dswain@umn.edu](mailto:dswain@umn.edu) or Asim Dorovic at (612) 624-0214 or [dorovic@umn.edu](mailto:dorovic@umn.edu).

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May 3, 2007

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*Bob San, University News Service, (612) 624-4082*

### U OF M CITYSONGS TO HOST 15TH YEAR CONCERT AND CELEBRATION

CitySongs, a University of Minnesota-sponsored youth and community creative arts program involving children in the fourth through eighth grades, will celebrate its 15th year with a concert at 4 p.m. Sunday, May 6 in Jeanne d'Arc Auditorium, College of St. Catherine, 2004 Randolph Ave., St. Paul.

University of Minnesota social work professor Helen Kivnick founded CitySongs in 1992 and has continued to work tirelessly on its behalf. For 15 years, CitySongs has kindled the light inside a diverse group of inner-city youth. The children rehearse twice a week and perform throughout the Twin Cities under the musical direction of Cheryl Reeves.

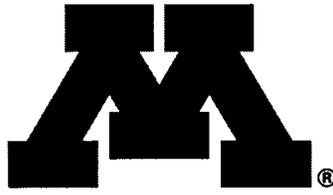
“CitySongs draws on young people's shared interest in popular music to create a space where kids from diverse racial, cultural and economic backgrounds work together toward common goals,” said CitySongs Director of Development Zara Kivi Kinnunen. “CitySongs Kids present messages of pride, respect, peace and achievement and always challenge audience members to join them on their journey.

CitySongs has given roughly 300 live and broadcast performances, involving more than 1,200 kids over the past 15 years. In addition to reaching thousands of audience members, CitySongs has attracted local, regional and national songwriters to create original works for the children to record and perform. The group has released two studio-recorded CDs, two studio-recorded cassette tapes and is working on a new CD release that will include both studio and live concert performances.

The event is free and open to the public.

**WHEN:** 4 p.m. Sunday, May 6

**WHERE:** Jeanne d'Arc Auditorium, College of St. Catherine, 2004 Randolph Avenue, St. Paul



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**May 3, 2007**

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*Justin Ware, University News Service, (612) 626-1720*

## **U OF M EXPERT HAS CABIN-OPENING TIPS TO HELP GUARANTEE A GREAT SUMMER ON THE LAKE**

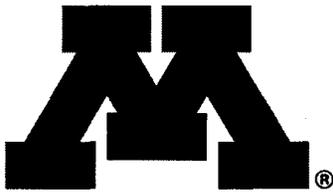
**~ Extension expert has advice on everything from an environmentally-friendly shoreline to safe drinking water ~**

MINNEAPOLIS / ST. PAUL -- Renee Pardello has cabin-opening advice you would expect, such as making sure your cabin's septic system is in working order. And advice you might not expect, such as leaving some weeds in the water around your beach as a way to prevent erosion.

Pardello is a program leader for University of Minnesota Extension and can offer dozens of tips that might not be common knowledge for the average cabin owner.

"When doing your spring cleaning, limit the use of chemicals and only do one load of laundry a day ensuring you do not overload your septic system," said Pardello. "Remind everyone to stay off the drainfield or mounded area to avoid compaction."

Pardello can also talk about the revised "Lake Home and Cabin Kit" that has answers to more than 50 of the most common questions encountered by lake home and cabin owners. The kit, produced by U of M Extension faculty, can be purchased for \$29.99 by logging on to [www.extension.umn.edu/cabin](http://www.extension.umn.edu/cabin) or by calling (800) 876-8636.



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May 4, 2007

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*Justin Ware, University News Service, (612) 626-1720*

**FOUNDER OF BANGLADESH RELIEF AND DEVELOPMENT ORGANIZATION  
TO SPEAK AT ANNUAL H.K. HAYES LECTURE**

**~ U of M lecture to honor humanitarian work ~**

MINNEAPOLIS / ST. PAUL -- The 34th Annual H.K. Hayes Memorial Lecture, sponsored by the department of agronomy and plant genetics, will feature Fazle Hassan Abed, founder and CEO of BRAC, one of the world's largest non-governmental development organizations. Abed's lecture will begin at 3:30 p.m., Thursday, May 31, in the St. Paul Student Center Theater, 2017 Buford Ave., St. Paul.

BRAC, established in 1972 as a small-scale relief and rehabilitation organization, pioneered a multi-faceted approach to development with programs in health, education and social development. Today it reaches an estimated 110 million people throughout Bangladesh and in recent years has expanded to Afghanistan, Sri Lanka, Uganda and Tanzania. Its philosophy is to target the landless poor, particularly women, many of whom live below the poverty line with no access to resources.

Abed was born in 1936 to wealthy parents in what is now Bangladesh. He was educated in Pakistan and Britain and became an executive with Shell Oil. When the Bangladesh war of independence began in 1971, he left the corporate world to raise money for the cause of independence; after the war ended, he returned to his home country to help the millions of refugees left in poverty.

That work led to the formation of BRAC, formerly the Bangladesh Rural Advancement Committee. Abed strongly believes that poverty can only be ended by reconstructing gender roles in society and empowering women. Along with loans and other economic development tools, BRAC provides women with education about their legal rights, health improvement programs and a system for retirement savings.

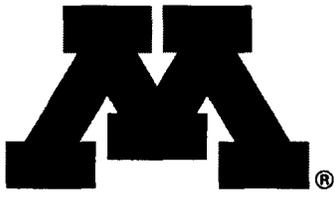
The H.K. Hayes Lecture is named in honor of the distinguished researcher, teacher and author in the field of plant breeding. He was affiliated with the University of Minnesota's department of agronomy and plant genetics for more than 40 years and led it to prominence throughout the world for its work in plant breeding.

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The Hayes lecture events also include presentation of the H.K. Hayes Graduate Student Award at 9:30 a.m. in Borlaug Hall on the St. Paul campus of the University of Minnesota. This year's award winner is Xiuling Zhang, a doctoral candidate studying disease-resistant wheat.



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## EXPERT ALERT

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May 7, 2007

**Contacts:** Julie Christensen, University of Minnesota Extension, (612) 626-4077  
Justin Ware, University News Service, (612) 626-1720

### MASSIVE WILD FIRE IN BOUNDARY WATERS; LEARN HOW TO PROTECT YOUR PROPERTY

~ U of M expert has tips to help homeowners protect their property ~

A massive fire is burning in the Boundary Waters Canoe Area wilderness and the dry, windy conditions in northern Minnesota could lead to new fires or further spread of the current blaze. A University of Minnesota fire prevention expert who is available to talk about what home and cabin owners can do to protect their property from a wild fire is:

#### **Mike Reichenbach, U of M Regional Extension Educator**

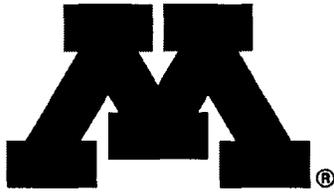
Reichenbach works for the University of Minnesota Extension office in Cloquet and has advice and tips for homeowners.

“After the snow melts and before things turn green can be a time of risk,” said Reichenbach. “Spring winds can rapidly spread fires, even across lakes that are showing the tops of last years dried reeds and grass. Fires can move ashore and burn right up to the cabins.”

Reichenbach is available to talk about FireWise programs. Firewise is a plan that helps homeowners build and landscape to make their property as fire resistant as possible.

To interview Reichenbach, contact Julie Christensen at (612) 626-4077, or Justin Ware at (612) 626-1720.

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**May 7, 2007**

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## **2007 UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION ANNUAL CELEBRATION WITH KEYNOTE SPEAKER TONY DUNGY**

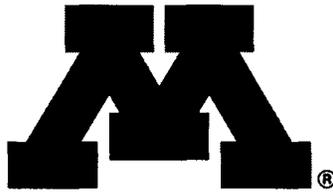
**~ Media check-in time and location ~**

MINNEAPOLIS / ST. PAUL -- Tuesday night, two distinguished University of Minnesota alumni, Tony Dungy and Stan Freese, are being presented the Outstanding Achievement Award. The award is the highest honor given by the university to alumni.

Members of the media who requested credentials can set up between 7:30 and 7:45 p.m., Tuesday, May 8, at Mariucci Arena, 1904 Fourth St. S.E., Minneapolis.

The media check-in window will be at the Mariucci Arena main entrance. Media kits and credentials will be distributed at the check-in window.

**WHAT:** UMAA 2007 Annual Celebration Media Check-in  
**WHEN:** 7:30-7:45 p.m., Tuesday, May 8  
**WHERE:** Mariucci Arena, 1904 Fourth St. S.E., Minneapolis.



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*Contacts: Rhonda Zurn, Institute of Technology, (612) 626-7959  
Mark Cassutt, University News Service, (612) 624-8038*

## U OF M PUBLIC LECTURE FOCUSES ON REBUILDING AFTER HURRICANE KATRINA

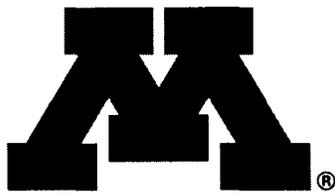
MINNEAPOLIS / ST. PAUL -- "Rebuilding after Katrina" is the focus of the next University of Minnesota Institute of Technology public lecture at 7 p.m. Wednesday, May 16 at Coffman Union Theater, 300 Washington Ave., S.E., Minneapolis. The program is sponsored by the Institute of Technology Alumni Society and is free and open to the public.

Institute of Technology alumnus Craig Johnson, a vice president at Stanley Consultants and senior project manager for Task Force Guardian, will discuss rebuilding the hurricane protection system in New Orleans and restoring the public's trust in the city's infrastructure after Hurricane Katrina. The U.S. Army Corps of Engineers formed Task Force Guardian after Hurricane Katrina to restore New Orleans' hurricane protection system to pre-Katrina protection levels by June 1, 2006, what was then the beginning of the next hurricane season. Under national and international media scrutiny, 59 construction projects were completed by 26 contractors in just eight months. The \$800 million effort included miles of new floodwall, levees, scour repair and several gated closure structures.

After the lecture, a panel of Institute of Technology faculty and alumni who have been involved in hurricane protection and recovery following Katrina will answer questions from the audience. Panelists include alumni Keith Anderson, Roger Haxby, Mike Hugo and U of M professor Chris Paola (geology and geophysics).

The Institute of Technology, the University of Minnesota's college of engineering, physical sciences and mathematics, offers public lectures featuring distinguished leaders on topics related to science and technology. The lectures are designed to share the latest scientific discoveries, explore the impact of technology on culture, and encourage networking on campus.

For more information about the lecture, visit [www.it.umn.edu](http://www.it.umn.edu) or call (612) 626-8282.



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May 8, 2007

**Contacts:** Dawn Skelly, Carlson School of Management, (612) 624-8770,  
dskelly@csom.umn.edu  
Mark Cassutt, University News service, (612) 624-8038

## U OF M CARLSON SCHOOL PROFESSOR RECEIVES EARLY CAREER AWARD FROM PRODUCTION AND OPERATIONS MANAGEMENT SOCIETY

MINNEAPOLIS / ST. PAUL -- Rachna Shah, assistant professor at the Carlson School of Management, University of Minnesota, has received the Production and Operations Management Society's Early Career Award, which recognizes academics who have achieved outstanding research accomplishments early in their careers.

Shah was chosen for the Wickham Skinner Early-Career Research Award due to the impact of her research and its ability to broaden, extend and alter the way that productions and operations management is practiced and viewed. Shah accepted her award at the Production and Operations Management Society's annual conference in Dallas on May 7.

"Rachna's selection of this award indicates and supports the breadth of talents and depth of the contributions of the Carlson School's highly motivated faculty," said Alison Davis-Blake, dean of the Carlson School of Management. "We are pleased that Rachna is being recognized for her achievements with this prestigious honor."

Shah's expertise includes lean manufacturing systems, supply chain management, information technology and empirical research methods. Her most current work focuses on lean production systems in manufacturing and service operations, the impact of information technology on supply chain management, and research methods and their implications in operations management and strategy research.

Shah received both her doctorate and master's of business administration degrees from the Fisher College of Business at Ohio State University. She is the recipient of Decision Science Journal's Best Reviewer Award in 2004 and the 2004 Shingo Prize for Excellence in Research. Shah is also an editorial review board member for both Production and Operations Management and Decision Science Journal, and an associate editor for Operations Management Research Journal.

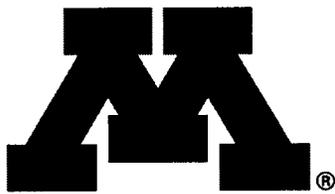
The Production and Operations Management Society (POMS) was founded in 1989 in collaboration with about

- more -

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300 professors and executives. POMS is an international professional organization representing the interests of production and operations management professionals around the world and dedicated to improving and promoting the field.



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May 8, 2007

**Contacts:** Julie Christensen, University of Minnesota Extension, (612) 626-4077  
Justin Ware, University News Service, (612) 626-1720

### U OF M RESEARCHER BACK FROM BWCA FIRE CAN TALK ABOUT THE BURN'S ECOLOGICAL IMPACT

~ Professor says the fire was so close, there was no need for flashlights at night ~

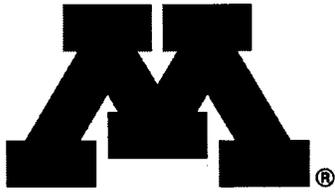
A University of Minnesota forest researcher spent two days in a plume of smoke, trapped on the north side of Seagull Lake, watching the Ham Lake fire burn towards him over the weekend.

“Sunday night the fire began moving around the east end of Seagull Lake and we considered that it may approach our area,” said Lee Frelich, department of forest resources. “The fire created an orange glow to the east which was bright enough that we could walk in the forest without flashlights during the night and we thought it was probably burning the Gunflint Trail area.”

As we now know, the fire did burn parts of the Gunflint Trail and is not yet 100 percent contained. And while the loss of property has been devastating to those who live, work and vacation in that area, wild fires like the Ham Lake blaze are supposed to happen in that area, according to Frelich.

“This forest type is fire dependent and now has the right conditions to regenerate naturally,” said Frelich.

Frelich is available to talk about the ecology of the Ham Lake fire, his own personal experience and FireWise planning for homes and cabins.



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*Contacts: Kate Larson, Student Unions and Activities, (612) 625-8269  
Drew Swain, University News Service, (612) 625-8962*

## U OF M COLLEGE BOWL TEAM WINS NATIONAL TITLE

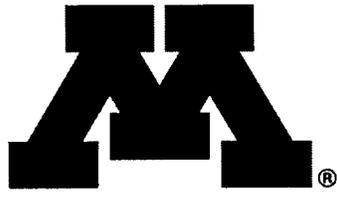
MINNEAPOLIS / ST. PAUL -- The University of Minnesota won the College Bowl National Championship in Los Angeles this past weekend defeating the home team, the University of Southern California in higher education's competitive game of knowledge and quick wit.

This is the sixth time the U of M has won the national title and the third time in four years. The Golden Gophers previously won in 1984, 1987, 1989, 2004 and 2005.

Team captain Andrew Bockover, a senior history and political science student from Rapid City, South Dakota, led the Gophers to victory. He was joined by Meredith Johnson, a junior majoring in linguistics from Edina; Andrew Hart, a freshman from Chanhassen who is undeclared; Robert Carson, a freshman from Chaska studying computer science; and Ezra Lyon of Galesburg, Illinois, a graduate student in ecology, evolution and behavior. Lyon averaged 72 points per game and was named to the Tournament All-Star Team.

College Bowl is a question and answer game of general knowledge and quick recall covering topics from literature and current events to sports and popular culture. It spotlights both speed and knowledge as colleges and universities compete in head-to-head challenges throughout the academic year, culminating in the annual national tournament each spring.

The University of Minnesota College Bowl team is part of the Minnesota Programs & Activities Council, a student-run programming board which plans hundreds of events for university students each year.



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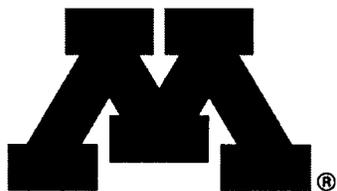
**U OF M GRAD STUDENT'S WEB SITE GIVES USERS A UNIQUE WAY TO SAY  
'HAPPY MOTHERS' DAY'**

**~ Web site was nominated for international award this spring ~**

MINNEAPOLIS / ST. PAUL -- U of M graduate student Jesse Vig, department of computer science, has developed a Web site that lets users send their mom, or anyone else, a special greeting by way of satellite technology.

The Webby-nominated site GeoGreeting.com is a free, not-for-profit website that allows people to send e-cards spelled out using letter-shaped buildings from Google Maps. Recently, a user found the elusive flower-shaped building and it is now available as an emoticon on the site. Visit [www.geogreeting.com](http://www.geogreeting.com) to see an example.

Launched in November 2006, GeoGreeting has received 800,000 visits and was recently nominated for a Webby award in the category of NetArt. The creator of the site got the idea last summer while looking at satellite imagery on the Google Maps Web site. After spotting a building with a striking resemblance to the letter S, Vig set out to scour the globe for more letter-shaped buildings, eventually amassing all letters of the alphabet, every digit and most punctuation symbols. Hundreds of users from around the world have also submitted letters, many of which are showcased in the "Letter Hunter's Corner" [www.geogreeting.com/helpfindletters.html](http://www.geogreeting.com/helpfindletters.html).



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*Contacts: Daniel Wolter, University News Service, (612) 625-8510*

## **FOUR NEW MEMBERS OF U OF M BOARD OF REGENTS TO BE SWORN IN THIS WEEK**

MINNEAPOLIS / ST. PAUL -- The four newest members of the University of Minnesota Board of Regents will be sworn in at the board's monthly meeting this week. Regents Maureen Cisneros, Linda Cohen, Venora Hung and Dean Johnson will take the oath of office from Minnesota Supreme Court Justice Lorie Gildea at 9:30 a.m. on Thursday, May 10 in the Board of Regents Boardroom, 600 McNamara Alumni Center, 200 Oak Street S.E., Minneapolis.

The schedule for the entire meeting is as follows:

### **Thursday, May 10**

8 - 9 a.m., Audit Committee, East Committee Room.

9:30 a.m., Board of Regents meeting, Boardroom. Swearing-in ceremony for four new Regents.

10 - 11:45 a.m., Educational Planning and Policy Committee, West Committee Room. The committee will hear updates on strategic positioning work at the University of Minnesota, Rochester from Provost David Carl and at the University of Minnesota, Duluth from Chancellor Kathryn Martin. Graduate School Dean Gail Dubrow will also provide an update on the efforts to enhance graduate education as part of strategic positioning.

10 - 11:45 a.m., Finance and Operations Committee, East Committee Room.

1:45 - 3:45 p.m., Facilities Committee, West Committee Room. The committee will review and take action on a schematic design for the new Bell Museum of Natural History building. Vice President of University Services Kathleen O'Brien and Robert Baker, director of parking and transportation services will discuss the potential Central Corridor light rail line.

1:45 - 3:45 p.m., Faculty, Staff and Student Affairs Committee, East Committee Room. Athletics Director Joel

- more -

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Maturi will make his annual report on intercollegiate athletics. The committee will also review proposed changes to the faculty tenure policy, which were recently approved unanimously by the University Senate.

4 p.m., Awards Ceremony and Reception, Boardroom. The board will hold a special ceremony honoring a Truman Scholar and recipients of the Distinguished McKnight University Professor Awards, the Academy of Distinguished Teachers, the John Tate Awards for Undergraduate Advising, the Josie R. Johnson Award for Human Rights and Social Justice, and Outstanding Community Service Awards.

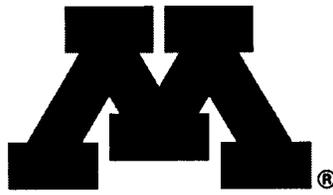
## **Friday, May 11**

9 - 11:30 a.m., Board of Regents meeting, Boardroom. The board will recognize the University of Minnesota Wrestling Team, the 2007 NCAA champions. Action will also be taken on the six-year capital improvement plan. In addition, the board will review the proposed annual capital improvement budget for fiscal year 2008.

More information on the Board of Regents meeting can be found at [www.umn.edu/regents](http://www.umn.edu/regents).

WHEN: Thursday, May 10 and Friday, May 11

WHERE: 600 McNamara Alumni Center, 200 Oak Street S.E., Minneapolis



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May 9, 2007

*Contacts: Drew Swain, University News Service, (612) 625-8962, dswain@umn.edu  
Asim Dorovic, University News Service, (612) 624-0214, dorovic@umn.edu*

### **“FREAKILY MASSIVE” STAR EXPLODES 240 MILLION LIGHT YEARS AWAY** ~ Brightest explosion astronomers have seen is what creates new elements ~

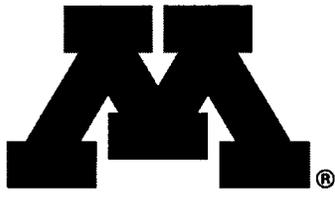
With a blinding brightness 50 billion times that of the sun, astronomers have recently observed the largest star explosion ever recorded. The stellar occurrence, called a supernova, can sometimes create new chemical elements that become the building blocks of life in the universe. A University of Minnesota expert who can comment on this galactic event is:

#### **Bob Gehrz, University of Minnesota astronomy professor**

Professor Gehrz studies supernova explosions and can discuss why they are the “death throes of stars.” He can also explain how such a colossal event can actually create entirely new elements.

To interview Gehrz, contact Drew Swain at (612) 625-8962 or dswain@umn.edu, or Asim Dorovic at (612) 624-0214 or dorovic@umn.edu.

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Asim Dorovic, University News Service, (612) 624-0214, [dorovic@umn.edu](mailto:dorovic@umn.edu)

### SPRING U OF M GRADS GET HELP IN MANAGING DEBT AND FINDING A JOB

~ Business students issue self-help brochure for classmates ~

In an effort to equip this spring's university grads for life after college, a group of U of M business students have created the "Alumni Advisor" -- a self-help guide to surviving the first years after graduation. It includes tips on career planning, effective money management, insurance and first time house buying.

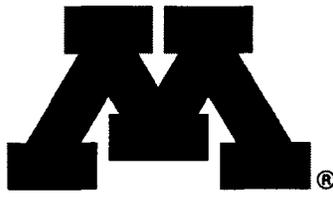
Published by Carlson School of Management students for the class, "Entrepreneurship in Action," the "Advisor" will be distributed free of charge to upcoming graduates.

"The intention was to give something useful to students that they can't get in the classroom," said Nick Goldstein, one of the business' organizers. "We want this to be something they can keep for a long time and always be able to refer back to."

Advertising space for each chapter of advice was sold to outside businesses that corresponded with their services. For example, the chapter on home buying was sponsored by the real estate firm, Edina Realty. All profits from the project will be donated to a scholarship that is yet to be determined.

To interview Goldstein about the "Advisor" and the student business, contact Drew Swain at (612) 625-8962 or [dswain@umn.edu](mailto:dswain@umn.edu) or Asim Dorovic at (612) 624-0214 or [dorovic@umn.edu](mailto:dorovic@umn.edu).

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Justin Ware, University News Service, (612) 626-1720*

## **U OF M TO CO-HOST BIOTECHNOLOGY AND BIOENERGY CONFERENCE MAY 13-15**

**~ Norwegian Consulate General co-hosting the event with university officials ~**

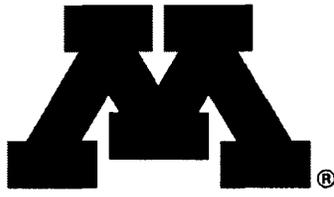
MINNEAPOLIS / ST. PAUL -- The University of Minnesota and the Royal Norwegian Consulate General will host a Biotechnology and Bioenergy Conference in conjunction with the researchers' visit from the Norwegian University of Life Sciences of Ås, Norway. The event will take place Sunday, May 13 through Tuesday, May 15 at the University of Minnesota Twin Cities campus.

The goal of the conference to strengthen the U of M and Norway's partnership through research and technology. This fifth annual conference will continue the tradition of highlights from researchers and industrial partners, while also catering to a broader audience of business and industry, academia and technology transfer officers.

"Each year, this conference strengthens our relationship with Norway in the areas of biotechnology and bioenergy," said Judd Sheridan, co-holder of the Norwegian centennial interdisciplinary chair and director of international programs for the College of Biological Sciences. "We are looking forward to discussing the exciting opportunities for new research and business partnerships."

The multi-day event includes workshops focused on biomass, bioenergy, commercialization issues, genomics, biotechnology and student mobility.

**For specific times and locations of events, contact either Sarah Schmitz or Justin Ware (numbers listed above)**



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Asim Dorovic, University News Service, (612) 624-0214, [dorovic@umn.edu](mailto:dorovic@umn.edu)

### U OF M POLITICAL SCIENCE PROFESSOR AND BRITISH NATIVE WEIGHS IN ON TONY BLAIR LEGACY

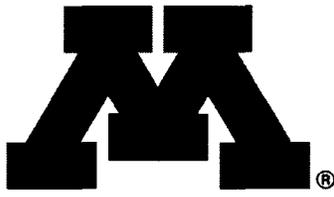
After more than a decade of leading Great Britain, Tony Blair announced this morning that he would resign as Prime Minister and Labour Party leader. His legacy as leader is yet to be determined, but it is agreed that it is filled both with success and controversy. A University of Minnesota professor who can comment on Blair's legacy is:

#### **Ben Ansell, U of M political science professor**

Ansell, a British native, says Blair will be measured on his domestic political accomplishments and his controversial foreign policy decisions. Blair revolutionized the two-party electorate and created a "vast political middle ground that brought all sides together." On the other hand, his alliance with the United States on the Iraq War fractured the country's foreign policy initiatives.

To interview Ansell, contact Drew Swain at (612) 625-8962 or [dswain@umn.edu](mailto:dswain@umn.edu), or Asim Dorovic at (612) 624-0214 or [dorovic@umn.edu](mailto:dorovic@umn.edu).

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**Contacts:** Rachel Wright, College of Continuing Education, (612) 624-7770  
Justin Ware, University News Service, (612) 626-1720

## WHAT HAPPENED TO YOUR PARACHUTE? THE NEW FACE OF THE WORKING WORLD

~ U of M to host discussion with two best-selling authors as part of "Great Conversation" lecture series ~

MINNEAPOLIS / ST. PAUL -- With more than 8 million copies in print, *What Color is Your Parachute?* is not only the best-selling career book in history, but its title has become a mantra for life and work planning. Author Richard Bolles and the U of M's Richard Leider, Center for Spirituality and Healing, discuss why the question still represents an essential survival skill at 7:30 p.m., Tuesday, June 5 at Ted Mann Concert Hall, 2128 Fourth St. S., Minneapolis.

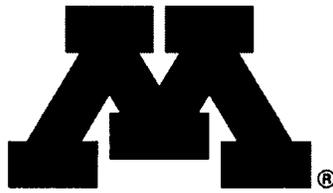
Bolles is considered the most widely read and influential leader in the career planning field. Leider is a Senior Fellow at the University of Minnesota Center for Spirituality and Healing and the best-selling author of seven books, including *The Power of Purpose*.

Following their discussion, audience members are invited to share a dessert reception with the speakers.

Single tickets are \$28.50, or \$23.50 for university faculty, alumni, students and staff.

For more information or to purchase tickets, please visit [www.cce.umn.edu/conversations](http://www.cce.umn.edu/conversations) or call (612) 624-2345.

"Great Conversations" is produced by the College of Continuing Education at the University of Minnesota. This annual series pairs outstanding U faculty members with a national thought-leader of their choice for a public discussion on today's most pressing issues.



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May 11, 2007

**Contacts:** *Becky Beyers, College of Food, Agricultural and Natural Resource Sciences, (612) 626-5754*  
*Justin Ware, University News Service, (612) 626-1720*

### U OF M EXPERT SAYS DESPITE THE POPULARITY OF FISHING, THE NUMBER OF ANGLERS ARE DOWN IN MINNESOTA

~ People fish to get out into nature, but fewer people are doing just that ~

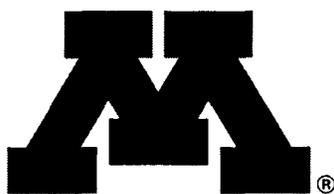
Forget about landing that trophy-sized walleye, for many anglers who will head out to the lakes this weekend, just being on the water is reason enough to buy a license.

“In a nutshell, fishing is one of those things we do in our non-obligated free time, because we think it will be fun,” said David Fulton, adjunct professor in fisheries, wildlife and conservation biology, University of Minnesota. “And that fun we crave from fishing centers primarily around being in nature and with family and friends.”

That love of nature translates into a desire to protect the environment later in life, but fewer people are fishing now than five years ago. And according to Fulton, that could lead to conservation struggles in the future.

“Large declines in hunting and most other nature-based recreation activities suggests some very big changes are occurring in how our society relates to and uses natural resources,” Fulton said.

Fulton is available to answer questions about why people fish and the consequences of dwindling interest in the sport.



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**FOR IMMEDIATE RELEASE**

**May 11, 2007**

**Contacts:** *Christopher James, Communications Director, University Libraries, (612) 625-9148*  
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*(651) 288-6784*  
*Rob San / University News Service (612) 624-4082*

## **BACKSTAGE WITH BELLAMY TO CELEBRATE 30-YEAR HISTORY OF PENUMBRA THEATRE**

MINNEAPOLIS / ST. PAUL -- Penumbra Theatre Company and the Friends of the University of Minnesota Libraries will present "Backstage with Bellamy," an evening of performance and celebration marking Penumbra's 30-year history and the recent acquisition of Penumbra's archive by University Libraries. "Backstage with Bellamy" takes place 7:30 p.m. Wednesday, May 16, at Willey Hall Auditorium, 225 19th Avenue S., Minneapolis. The event is free and open to the public.

The evening's festivities offer a look behind the scenes in the making of the award-winning theatre. Lou Bellamy, founder and artistic director, Penumbra Theatre Company and associate professor in the department of theatre arts and dance, University of Minnesota, will share personal and artistic highlights and memories. Penumbra favorites Benny Cannon, Shawn Hamilton, T. Mychael Rambo, Dennis Spears and J.D. Steele will perform live as "The Doves," smooth crooners of soul, from Penumbra's upcoming show, Get Ready. Sanford Moore will accompany on piano. A special exhibition of materials from Penumbra's archive will be on display in Elmer L. Andersen Library on the university campus. This exhibit will be on display through May 25.

Since August 2006, Penumbra's institutional archive has been part of the university's Givens Collection of African American Literature. The archive includes the historical documentation of the theatre (photographs, scripts, press clippings, and other material from Penumbra's history) as well as Bellamy's personal and artistic papers. Once the Penumbra archive is fully catalogued and processed, it will be available for research and study by the general public as well as university students, faculty and staff.

"Marking the path is important," Bellamy said of the significance of Penumbra's archive. "So many people have given so much of themselves to build and maintain Penumbra. It is crucial to impart the knowledge we have gained on building community to future generations. This effort must ensure their access to the documentation that shows what we have done, that we were here, that we marked the path. It is our history."

- more -

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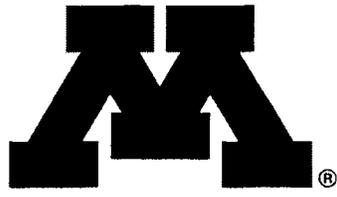
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Penumbra, founded in 1976 by Bellamy, was born of the Civil Rights and Black Arts Movement and the tenet that an artist's ethics and aesthetics must be one. Out of this comes mission driven art, art for social change, art that is critical, forceful and demands response -- art that creates and sustains a community. Under Bellamy's continuous leadership, Penumbra has garnered critical acclaim for creating an authentic voice and style for African American theatre and achieved national recognition as a pioneer in cross-cultural dialogue. Penumbra's mission is to create professional productions that are artistically excellent, thought provoking, relevant and illuminate the human condition through the prism of the African American experience.

The University of Minnesota Libraries are among the University's and the state's greatest capital and intellectual assets. With a collection of more than 6.2 million volumes, the University Libraries rank as the 16th largest research library in North America. Located in Elmer L. Andersen Library at the University of Minnesota, the Givens Collection includes rare books, literary manuscripts, correspondence, pamphlets, photographs, playbills, ephemera, magazines, audiovisual media, and the like. It consists of over 5,000 items dating from the late 18th century to the present and covering such literary periods as the Harlem Renaissance and the Black Arts Movement. The collection is available for research by students, faculty, staff, and the general public.

**WHEN:** 7:30 p.m. Wednesday, May 16

**WHERE:** Willey Hall Auditorium, 225 19th Avenue South, Minneapolis,



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May 14, 2007

*Contacts: Nina Shepherd, Bell Museum, (612) 624-7389  
Mark Cassutt, University News Service, (612) 624-8038*

## U OF M'S BELL MUSEUM CELEBRATES NORDIC SUMMER WITH 'FLASHBACK: NORWEGIAN LANDSCAPES IN RETROSPECT' "

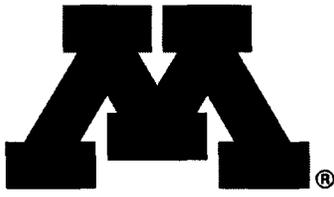
MINNEAPOLIS / ST. PAUL -- The Norwegian landscape past and present is the subject of the "Flashback: Norwegian Landscapes in Retrospect" opening June 9 at the University of Minnesota's Bell Museum of Natural History, 10 Church St. S.E., Minneapolis.

The exhibit, on loan from the Norwegian Forest and Landscape Institute, pairs historic postcards and photographs with contemporary photographs taken in the same locations 125 years later.

The images are dramatic illustrations of how human activity impacts landscapes -- and how nature steps in when humans turn their backs. The photos reveal the transition from subsistence economies to modern agricultural methods, to tourism and nature conservation, as fishing villages and hamlets grow into resort towns and pastures return to woodlands.

"Flashback" runs through Aug. 12 and is part of "Nordic Summer," a metropolitan-wide celebration of the arts and cultures of Norway, Finland, Sweden, Denmark and Iceland. For information and more related events, go to [www.minneapolis.org/nordicsummer](http://www.minneapolis.org/nordicsummer).

The Bell Museum is part of the university's College of Food, Agricultural and Natural Resource Sciences. For more information, call (612) 624-7083 or visit [www.bellmuseum.org](http://www.bellmuseum.org).



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May 14, 2007

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Asim Dorovic, University News Service, (612) 624-0214, [dorovic@umn.edu](mailto:dorovic@umn.edu)

### OUTSOURCING LOCAL JOURNALISM 8,000 MILES AWAY

~ Two U of M professors explain the controversial issue ~

Traditional media has seen drastic changes in recent years such as the emergence of digital communications, severe ownership transitions and heavy downsizing. But a newspaper in Pasadena, Calif. has taken a bold step to save money by outsourcing its city government reporter to India. University of Minnesota experts who can comment on all aspects of this issue are:

**Kathleen Hansen, School of Journalism and Mass Communication professor**

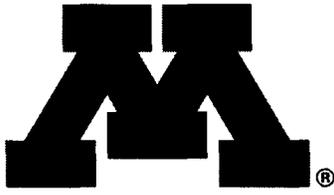
Hansen studies the sociology of news and says print media is “an industry in crisis.” She can discuss how this is an example of newspapers frantically searching for an economic model to succeed on.

**Mani Subramani, Carlson School of Management professor**

Subramani says that with the emergence of a global economy and technological advances, more and more industries are considering outsourcing. He has lead seminars through India to understand the issue and can explain its benefits and disadvantages.

To interview Hansen or Subramani, contact Drew Swain at (612) 625-8962 or [dswain@umn.edu](mailto:dswain@umn.edu), or Asim Dorovic at (612) 624-0214 or [dorovic@umn.edu](mailto:dorovic@umn.edu).

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## STORY TIPS

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### **U OF M RESEARCHER SAYS JOURNALISTS AS MEDICAL ZEALOTS CAN DO MORE HARM THAN GOOD**

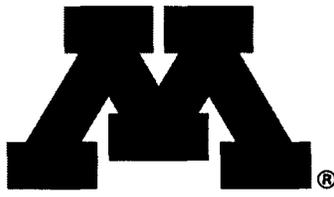
**~ Medical news monitoring trends show that some news organizations lose objectivity when it comes to the coverage of some health screening tests ~**

According to an article written by University of Minnesota journalism professor Gary Schwitzer for Poynter.org Web site, some of the top medical journalists and news organizations are abandoning their usual healthy journalistic skepticism when it comes to the coverage of some health screening tests such as mammography and PSA tests for prostate cancer. Schwitzer contends that this lack of objectivity may be doing more harm than good.

Schwitzer leads a team that monitors U.S. health news coverage each day for a web project -- <http://www.HealthNewsReview.org> -- that evaluates and grades health news stories. Recent trends seem to reflect a bias in favor of screening tests in many news stories. Some of these - even by reputable journalists - ignore the recommendations of organizations such as the U.S. Preventive Services Task Force, probably the most unbiased and balanced source on such issues. And recently released guidelines on mammography for women in their 40s by the American College of Physicians' also seem to have been ignored.

Schwitzer says the important point of these news reports that is lost is that there are both benefits and harms that can come from screening tests.

To interview Professor Schwitzer contact Mark Cassutt, University News Service, (612) 624-8038.



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### QUIT SMOKING WITH A NUDGE FROM THE STATE OF MINNESOTA

With a statewide smoking ban on the horizon, finding the best way to quit is on the minds of many smokers. Whether it is the latest laser therapy treatment or the simple “cold turkey” method, dropping the habit can be difficult. A University of Minnesota expert who can discuss the ban and how to quit is:

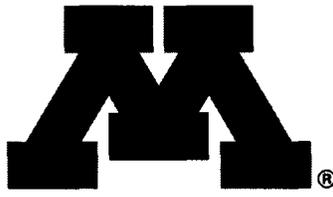
**Dr. Ed Ehlinger, director of the U of M Boynton Health Service**

Ehlinger is a national expert on tobacco use. He can offer tips on how to quit, explain different (and sometime unconventional) methods and where to go for help.

Note: Dr. Ehlinger is available only for phone interviews.

To interview Ehlinger contact Drew Swain at (612) 625-8962 or [dswain@umn.edu](mailto:dswain@umn.edu), or Asim Dorovic at (612) 624-0214 or [dorovic@umn.edu](mailto:dorovic@umn.edu).

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## U OF M RESEARCHERS FIND THAT TWO PLUS TWO MAY NOT ALWAYS EQUAL FOUR

~ When it comes to percentages, consumer calculating errors can be costly ~

MINNEAPOLIS / ST. PAUL -- People deal with percentages every day: the performance of a stock portfolio, a sale at the department store, or the performance of a new hybrid car, are all often expressed as percent changes. As an everyday occurrence, calculating percentages should be second nature to the average person. "Not so," says Akshay Rao, professor of marketing at the University of Minnesota Carlson School of Management.

In the paper "When Two and Two is Not Equal to Four: Errors in Processing Multiple Percentage Changes," Rao and Haipeng Chen, a Carlson School doctoral alum and assistant professor at the University of Miami, show that consumers treat percentages like whole numbers, and this results in systematic errors in calculation. People simply aren't coming up with four when they add two plus two. The paper will appear in a forthcoming issue of the Journal of Consumer Research.

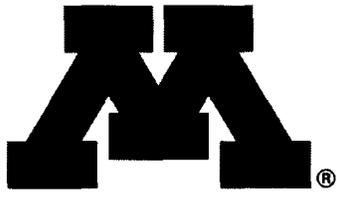
"Numerical quantities such as price or product performance are often expressed in percentage form," said Rao. "But when consumers have to deal with more than one percentage at a time, they make errors that can be costly. For instance, if a store offers a 25 percent off sale with an additional 25 percent off for a certain product, people assume they are getting a 50 percent reduction. In reality, they are getting about a 43 percent discount. On a \$100 product, they pay \$56.25, not \$50. This phenomenon becomes even more interesting when a value goes up and then down. Imagine your stock portfolio went up 40 percent last period, and down 30 percent this period. You are not better off by 10 percent. Your portfolio is down 2 percent."

Marketing and public policy implications for this phenomenon are significant. The effects of consumer miscalculation when confronted by multiple percentage changes can benefit firms at the expense of numerically challenged consumers. In their paper, Rao and Chen tested the impact of offering a 20 percent discount and an additional 25 percent discount versus an economically equivalent 40 percent discount in a retail store. The number of purchasers, sales volume, revenue and profit were all higher when the double discounts were offered.

- more -

Consumers have a hard time processing these numbers, especially on the fly. But it isn't just consumers. Even experts make errors when confronted with multiple percentage changes. Journalists and lawmakers can miscalculate when processing multiple percentages such as describing improvements in achieving regulatory standards or federal agencies seeking budget appropriations.

Given the increasing importance of numerical information in this information age, a key implication is the need to educate consumers of numerical information in basic arithmetic. "At some point, even if you and I don't make this error, if somebody else - such as Congress - does make the error, it affects all of us," Rao said.



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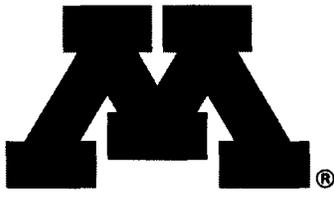
## **U OF M BELL MUSEUM'S BIOBLITZ 2007 TO COUNT CREATURES IN FAST-GROWING WASHINGTON COUNTY**

MINNEAPOLIS / ST. PAUL -- Armed with sonar detectors, live traps and laptops, more than 300 volunteers, under the leadership of professional researchers and biologists, are expected at this year's Minnesota BioBlitz, an annual event organized by the University of Minnesota's Bell Museum of Natural History beginning at 5 p.m. Friday, June 8 at the Warner Nature Center, 15375 Norell Ave. N., in Marine on St. Croix.

Part contest, part scientific experiment, BioBlitz brings together scientists and volunteers in a race to document as many species as possible within a 24-hour period. Plants and animals are first identified -- some of them live-trapped -- then counted and chronicled, before being released unharmed back into the wild. This year's data will be used to help develop an ecologically sensitive management plan for rapidly developing Washington County.

BioBlitz aims to increase the public's awareness of an area's biological diversity, as well as to provide an environmental benchmark for natural resource managers of Minnesota parks and wild places. "It's also a great opportunity for volunteers to work alongside professional biologists to find out what they do and how they do it," says Jennifer Menken, Bell Museum wildlife interpreter and coordinator of this year's BioBlitz.

The event is free and open to the public. For a complete schedule of BioBlitz activities, go to [www.bellmuseum.org/bioblitz](http://www.bellmuseum.org/bioblitz). For directions, call the Science Museum of Minnesota's Warner Nature Center at (651) 433-2427. The Bell Museum is part of the university's College of Food, Agricultural and Natural Resource Sciences.



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Mark Cassutt, University News Service, (612) 624-8038

## **U OF M CARLSON SCHOOL GRADUATE LINDSAY NOVAK HONORED WITH PRESTIGIOUS AWARD FOR SERVICE AND LEADERSHIP**

MINNEAPOLIS / ST. PAUL -- Lindsay Novak of Plymouth, Minn., has been honored with the University of Minnesota Carlson School of Management's Tomato Can Loving Cup, the school's oldest and most prestigious award for service and leadership. Awarded to the student who performs the most distinctive service to the Carlson School, it is redeemable for a full-tuition scholarship to the Carlson School's MBA program after the recipient has gained two years of work experience.

In keeping with the tradition of the Tomato Can Loving Cup Award, the winner was not announced until the school's commencement ceremony on May 14. As the school's 78th recipient, Novak's name will be engraved on the award, which is an actual tomato can. The tradition of the Tomato Can Loving Cup dates back to the Great Depression, when the school's students developed their award to be given to an outstanding senior.

"When I think of a person who best exemplifies the character of this award, Lindsay comes to mind," said Mary Maus Kosir, assistant dean of the Carlson School's Undergraduate program. "Throughout her college career, she has been a dedicated student in academics, extra-curricular activities and professional development. Her service and leadership at the Carlson School during the past four years have been truly inspiring."

Novak graduated from the Carlson School in May with a bachelor's degree in accounting and strategic management. In addition to maintaining a grade point average of 3.8, Novak has also been involved with numerous campus organizations, often in leadership positions. She is the president and founder of the Carlson School's Women in Business organization, a Carlson School student ambassador and a peer mentor in the Carlson School's Career Center.

Novak has also served as chief coordinator of the Carlson School's Internship and Career Fair, as a representative to the school's Business Board, as coordinator of the Carlson School's Business Week formal dinner, and as co-coordinator of the Senior Giving Campaign, which raised more than \$2,000 for a scholarship to be given to the Carlson School on behalf of the class of 2007.

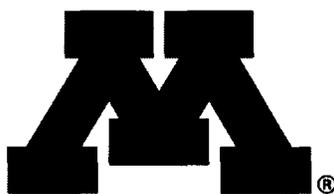
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Novak is the recipient of several awards, including the Carlson School's Sophomore of the Year award, the University of Minnesota President's Student Leadership and Service Award and three academic scholarships. She is a member of Beta Alpha Psi, an honorary organization for students and professionals in accounting, finance and information systems, and has held internships at Carlson Companies and PricewaterhouseCoopers.

"The University of Minnesota is extremely lucky to have students of Lindsay's caliber representing us," said Maus Kosir. "Those of us who have had the opportunity to work with Lindsay know that her poise, commitment and passion will take her far in life."



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Drew Swain, University News Service, (612) 625-8962, dswain@umn.edu

### TICK CHECK!

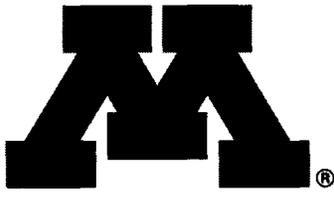
May through July is tick season in Minnesota and the tiny pests are not only an outdoor nuisance, but can transmit infections such as Lyme disease. A University of Minnesota expert who can comment on ticks and how to deal with them is:

**Russell Johnson, professor of microbiology at the University of Minnesota**

Johnson is available to discuss how to avoid ticks, where they are most prevalent and what to do if infection is suspected. He has studied Lyme disease and can also explain the symptoms and treatment methods.

To interview Johnson contact Liz Wulderk at (612) 624-5680 or ebryan@umn.edu; or Drew Swain at (612) 625-8962 or dswain@umn.edu.

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## **EMERALD ASH BORER AWARENESS WEEK**

**~ U of M experts available to talk about the bug and why Minnesotans need to know about it ~**

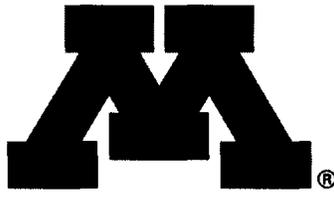
MINNEAPOLIS / ST. PAUL -- The week of May 20-26, is Emerald Ash Borer Awareness Week in Minnesota. Another reminder that Minnesotans should keep an eye out for this very destructive pest which can kill ash trees within three years.

“On its own, emerald ash borer will only move about one-half mile a year from infested sites,” said Jeff Hahn, University of Minnesota Extension Entomologist. “But with help from people, it can travel hundreds of miles when carried in firewood and other wood products or nursery stock.”

No ash is safe from this insect. All species are attacked, including green, black and white ash. Emerald ash borer attacks all sizes of trees from one-inch diameter to large, mature ash.

Experts estimate that this destructive beetle has already killed more than 20 million ash trees, most of them in southeast Michigan. This exotic borer, native to northern China and Korea, was first found in North America in southeast Michigan in June 2002. It has since spread to Ontario, Ohio, Indiana, Maryland and, as of last summer, Illinois.

Hahn is available with more information on the emerald ash borer and can give tips to help travelers avoid carrying the bug into Minnesota.



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## U OF M HUMPHREY INSTITUTE POLICY FELLOWS PROGRAM SEEKS YOUNG LEADERS

MINNEAPOLIS / ST. PAUL -- The Center for the Study of Politics and Governance at the University of Minnesota's Humphrey Institute of Public Affairs in Minneapolis is now accepting applications for the Humphrey Institute Policy Fellows leadership development program.

Now in its 16th year, the Policy Fellows program offers practical training in public affairs leadership for emerging leaders from government, private and nonprofit sectors from around the state. The program equips participants with skills to inspire, organize and work effectively with others to advance the public good.

"The Policy Fellows program offers an extraordinary opportunity for practical training in public affairs leadership from leaders in Minnesota and around the nation," said Larry Jacobs, director of the program. "Best of all, Fellows work with and become friends with a remarkable group of emerging leaders."

Policy Fellows represent a variety of personal and professional backgrounds throughout the state of Minnesota.

Beginning in September and concluding in June, Policy Fellows meet monthly to explore fundamental aspects of leadership with presentations by local and nationally recognized experts as well as people like former Vice President Walter Mondale, former Gov. Arne Carlson, Minnesota Business Partnership president Charlie Weaver and NorthPoint Health and Wellness Center CEO Gary Cunningham. The sessions combine seminars and skill-building practice. The program is part-time and not for course credit.

The full program description and application materials are available online at [www.hhh.umn.edu/centers/cspg](http://www.hhh.umn.edu/centers/cspg). Complete applications must be postmarked by June 22, 2007.

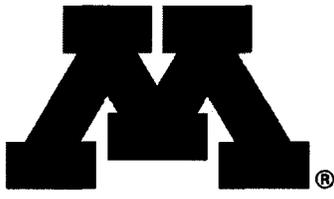
Launched in 1990 by Mondale, the program was directed for a dozen years by former congressmen Tim Penny and Vin Weber. Today, Jacobs directs the program, continuing the tradition of training the best and brightest emerging leaders in Minnesota.

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The Center for the Study of Politics and Governance works to develop practical solutions to pressing political and policy challenges. The Humphrey Institute of Public Affairs ranks among the top 15 professional schools of public affairs at public universities in the country. The Institute is widely recognized for its role in examining public issues and shaping public policy at the local, state, national and international levels.



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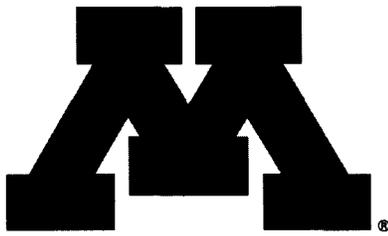
## **U OF M BELL MUSEUM SALUTES PEDAL-POWER WITH AN ALL DAY BIKE EXTRAVAGANZA**

MINNEAPOLIS / ST. PAUL -- Fashion, food, fitness and environmental awareness come together at the third annual Bike-In at the Bell, a celebration for bike enthusiasts of all ages from 2 p.m. to midnight, Saturday, June 16, inside and on the grounds of the University of Minnesota's Bell Museum of Natural History, 10 Church St. S.E., Minneapolis.

Enjoy bike-friendly foods, the latest in bicycle fashions by local designers, bike-themed carnival games and activities for kids including a bike parade and bike decorating station, a craft fair featuring bike-related items and demonstrations and clinics with local experts on bike safety, repair and transportation alternatives.

Other highlights include a Twin Cities-wide scavenger hunt designed for two-wheelers, a display of bike-powered gadgets and winners of a bike-themed art show. Prizes will be given to the most creatively decorated bike and the Minnesota Master Naturalists will be on hand offering hourly group bike tours of a urban nature preserve. The evening closes with a screening of the 1980's cult hit, "Rad."

Admission is \$8; \$5 with bicycle. The event is co-sponsored by The Hub Bicycle Co-op. For more details and a complete schedule of the day's activities, go to [www.bellmuseum.org](http://www.bellmuseum.org). The Bell Museum is part of the University of Minnesota's College of Food, Agricultural and Natural Resource Sciences.



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**TWIN CITIES BIKE/WALK TO WORK DAY COULD GET A BOOST IN PARTICIPANTS THIS YEAR**

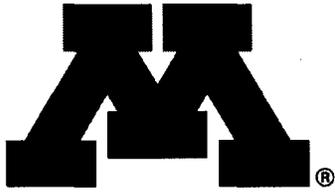
**~ U of M expert says the event's coinciding with rising gas prices could lead to higher interest ~**

MINNEAPOLIS / ST. PAUL -- Friday is the 2007 Twin Cities Bike/Walk to Work Day, and according to University of Minnesota transportation expert Frank Douma, events based on biking and walking to work are usually effective in getting more people to use alternative forms of transportation for their morning commutes.

"Bike to work days are useful in that they raise visibility about alternative forms of transportation," said Douma, Humphrey Institute assistant director. "People discover they can use alternatives to get to work more often."

Douma says high gas prices are an even stronger influence when it comes to pushing people away from their cars. And with gas prices hovering well above the three dollar-a-gallon range, this year's Bike/Walk to Work Day could see a lot of first time walkers, bikers and bus riders.

Douma is available to answer questions about commuters' behavior regarding transportation and alternative forms of transit.



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For Immediate Release

May 21, 2007

**Contacts:** Julie Christensen, University of Minnesota Extension, (612) 626-4077  
Justin Ware, University News Service, (612) 626-1720

### TRAVEL GREEN THIS MEMORIAL DAY

~ U of M Tourism Center has tips on sustainable trips for Memorial day and beyond ~

From fluorescent lightbulbs to locally grown food on the menu, sustainable tourism is becoming popular at resorts and it is paying off for the people who run those resorts.

“That became a reason why people wanted to stay here,” said Lynn Scharenbroich, a Brainerd-area resort owner who runs an environmentally-sound business. “It started contributing to people booking with us.”

This Memorial Day, there will be a lot of Minnesota families heading out on vacation. And many of those families will want to stay at a resort they know is helping the environment and the community they operate in.

That’s just one of the reasons why sustainable tourism is smart business for people like Scharenbroich, according to the Ingrid Schneider, U of M Tourism Center.

“Immediate economic savings can be realized through efficiencies in energy and water use that will contribute to longer term solutions for the environmental issues we face,” said Schneider.

Experts at the U of M Tourism Center are available to answer questions about sustainable tourism this Memorial Day and throughout the summer.

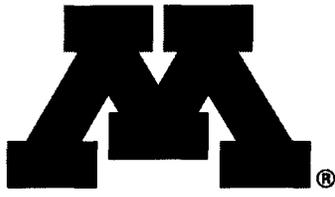
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**To speak with a Minnesota resort owner who uses sustainable practices, contact Justin Ware at (612) 626-1720 or [ware@umn.edu](mailto:ware@umn.edu).**

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contact Justin Ware at (612) 620-1720 or [ware@umn.edu](mailto:ware@umn.edu).



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May 21, 2007

*Contacts: Jill Pearson-Wood, the Juran Center, (612) 626-4555; or Dawn Skelly, Carlson School of Management, (612) 624-8770*

## U OF M CARLSON SCHOOL'S JOSEPH M. JURAN CENTER ANNOUNCES 2007 JURAN FELLOWS AND DOCTORAL AWARDS

MINNEAPOLIS / ST. PAUL -- The Joseph M. Juran Center for Leadership in Quality at the University of Minnesota Carlson School of Management recently announced the 2007 Juran Fellows and Juran Doctoral award winners.

Each year, the Juran Center selects and honors doctoral candidates from many leading U.S. universities whose research shows the most promise in broadening and fueling thinking and practices in the area of quality-related research in their chosen fields. Joseph Juran is credited with being the architect of quality. His philosophy is based around quality principles, including systemic improvement, systems thinking, prevention, organizational learning and strong leadership.

### Juran Fellows Awards

Six Juran Fellows and six finalists were selected this year among 20 applicants. The Juran Fellows' research focuses on society's most important issues and meets rigorous academic standards. The review panel consisted of 57 national faculty and business leaders in quality who evaluated the research applications based on their importance in advancing knowledge of quality, their potential impact on society and several other criteria. The Juran Fellows receive \$10,000 awards to expand their quality research and its applications upon graduation.

The Juran Fellows and their proposed research projects include:

- Wenny Chandra, industrial and manufacturing engineering, The Pennsylvania State University, for "Improving Public Health System: Disease Surveillance for Pandemic Preparedness and Response Planning;"
- Aravind Chandrasekaran, operations and management science, University of Minnesota, for "Balancing between Innovation and Improvement Projects in High Velocity Environments;"
- Carla Fisher, communication arts and sciences, The Pennsylvania State University, for "Competent Mother-Adult Daughter Communication: Behavior Essential to the Quality of Life when Coping with Breast

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Mother-Adult Daughter Communication: Behavior Essential to the Quality of Life when Coping with Breast Cancer across the Life Span;”

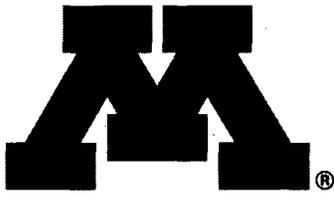
- Betty Harper, higher education, Penn State University, for “An Investigation of the Role of Continuous Improvement in Promoting Student Learning;”
- Ying Hong, human resource management, Rutgers University, for “One Size Does Not Fit All: Linking Customer Service Strategy with Human Resource Management;” and
- Leidy Klotz, architectural engineering, Penn State University, for “The Relationships between Transparency, Process Mapping and Sustainable Building Delivery.

## **Juran Doctoral Awards**

The 2007 Juran Doctoral Awards are given to stimulate doctoral students’ thinking about quality principles early in their careers. Applicants submit essays, based on their research interests and plans and how quality principles link to those topics. Winners receive a \$2,500 cash award. Twelve award winners were selected out of 24 applicants. They are:

Kate Alder, University of Wisconsin  
Shaunna Barnhart, The Pennsylvania State University  
BeiBei Dong, University of Missouri-Columbia  
Richard Holden, University of Wisconsin  
Jain Kwan, University of Minnesota  
Toni Liechty, Penn State University  
Donald Lund, University of Missouri  
Brent Moritz, University of Minnesota  
Lela Olson, University of Minnesota  
Bonnie Paris, University of Wisconsin  
Shrihari Sridhar, University of Missouri  
Hua-Hung Weng, Clemson University

The Juran Center for Leadership in Quality was founded in 1993 at the University of Minnesota’s Carlson School of Management to advance research in the field of quality management. In 1997, Juran -- the world’s preeminent living quality expert -- gave his foundation and name to the center. With greater resources and name recognition, the Juran Center broadened its mission to help fulfill Juran's vision of the 21st century as the “Century of Quality.” For more information, visit [www.carlsonschool.umn.edu/juran](http://www.carlsonschool.umn.edu/juran).



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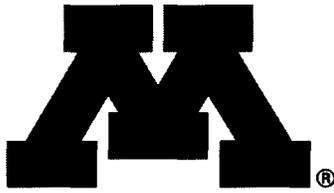
*Contacts: Daniel Wolter, University News Service, (651) 485-3214*

**U OF M STATEMENT REGARDING HIGHER EDUCATION FUNDING BILL  
PASSAGE**

MINNEAPOLIS / ST. PAUL -- The following is a statement from University of Minnesota President Robert Bruininks in response to passage of a higher education funding bill by both the House and Senate today:

“For the last several years, the university has been focused on reforms to improve the quality of education and the impact of our research and public responsibilities on Minnesota’s economy and quality of life. The funding bill passed today will ensure we can continue on that path to become one of the best public research universities in the world.

“Although the university did not get everything out of this legislative session that we sought, we are pleased with this outcome. Through this bill, the Legislature recognizes the central importance of strong state support for higher education and a need to control the rate of tuition increases. I applaud legislative leadership and legislators from both parties for this strong bipartisan vote for addressing the future of higher education in Minnesota.”



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## EXPERT ALERT

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May 22, 2007

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Asim Dorovic, University News Service, (612) 624-0214, [dorovic@umn.edu](mailto:dorovic@umn.edu)

### NATIONAL DOG BITE PREVENTION WEEK

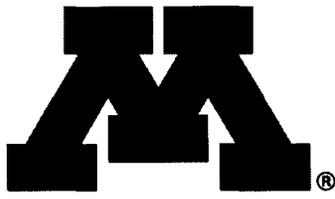
The Twin Cities area has seen a string of highly publicized dog attacks in recent months. To prevent such attacks throughout the country, animal organizations are promoting proper pet care with "National Dog Bite Prevention Week." A University of Minnesota expert who can explain violent dog behavior and how to prevent it is:

**Petra Mertens, U of M College of Veterinary Medicine assistant professor**

Mertens, who works in the field of animal behavior and treats many cases of canine aggression, can discuss the proper steps in raising and caring for dogs because, ultimately, "owners must be alert in containing and supervising their animals." She can also comment on what causes some dogs to attack and new legislation being considered for dog owners.

To interview Mertens, contact Drew Swain at (612) 625-8962 or [dswain@umn.edu](mailto:dswain@umn.edu); or Asim Dorovic at (612) 624-0214 or [dorovic@umn.edu](mailto:dorovic@umn.edu).

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May 22, 2007

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## U OF M TEEN SEX AND DEPRESSION STUDY FINDS MOST TEENS' MENTAL HEALTH UNAFFECTED BY NONMARITAL SEX

**~ Youngest teens who lose virginity most susceptible to depression if in uncommitted relationship ~**

MINNEAPOLIS / ST. PAUL -- For a decade, the legislative push for "abstinence only" sex education has suggested that nonmarital sex negatively affects a teen's mental health. But a new study shows that the negative mental side effects of a teen's loss of virginity are confined to a small proportion of those who have sex -- specifically, young girls and both boys and girls who have sex earlier than their peers and whose relationships are uncommitted and ultimately fall apart.

Using data from the National Longitudinal Study of Adolescent Health, Ann Meier, University of Minnesota assistant professor of sociology, studied 8,563 seventh- through 12th-graders over an 18-month period, measuring for depression and low self-esteem. Meier compared the mental health of teens who didn't have sex to teens who were virgins at the beginning of the study, but who lost their virginity during the 18-month period.

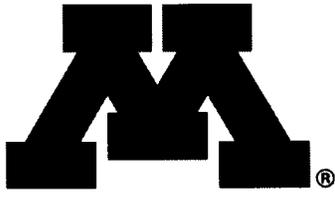
She found that while the majority of teens did not experience depression as a result of first-time sex, some did -- those being the youngest teens (girls who had sex before age 15 and boys who had sex before 14) and whose relationship was not emotionally close and dissolved after sex. Girls in this group were particularly vulnerable to depression.

Meier believes it's the combination of these factors that make young teens most vulnerable to depression or low self-esteem after first-time sex. "Being female or younger than the average age at first-time sex among your peers increases the chance of depression, as does a lack of commitment or intimacy within the relationship and what happens to the relationship after first-time sex," said Meier. "For girls in uncommitted relationships, ending a relationship with sex has more of an impact on mental health than ending that same relationship if it did not involve sex."

The risk of suffering mental health problems from having sex as a teen is relatively low, but Meier said low risk still represents a large group of teens affected, as half the teen population is having sex. She cautioned that the

- more -

still represents a large group of teens affected, as half the teen population is having sex. She cautioned that the study does not suggest that positive effects result from first-time sex among teens and said she hopes it will help policy-makers focus help on those most vulnerable rather than promoting a one-size-fits-all approach. Meier's study, "Adolescent First Sex and Subsequent Mental Health," will be published in the May issue of the American Journal of Sociology.



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May 22, 2007

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### **GUNFLINT TRAIL FIRE EXPOSES DEBRIS CONNECTED TO DEVASTATING METEORITE STRIKE 1.85 BILLION YEARS AGO**

Before the meteorite strike that drove dinosaurs to extinction -- in fact, before dinosaurs even existed -- another just as devastating meteorite hit closer to Minnesota. The Sudbury, Ontario meteorite strike happened 1.85 billion years ago, and some of the remnants of that strike can be found on the Gunflint Trail, exposed as a result of the recent fire.

University of Minnesota staff geologists, Mark Jirsa and professor emeritus Paul Weiblen, were scheduled to lead a geology field trip at the end of the Gunflint Trail on Saturday, May 12. The trip was of course canceled due to the fire. However, Jirsa was still able to visit one of the planned field trip stops in the vicinity of the Gunflint Lodge, and during his examination of rock exposures at the stop he discovered some unusual features in the rocks.

The rock samples he gathered showed the typical macroscopic textures of material that is ejected from a meteorite crater and deposited over a large area around the crater (somewhat like volcanic ash around an erupting volcano). Geologists have connected this debris to the famous Sudbury strike.

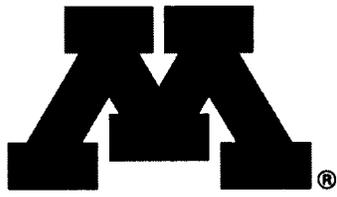
Weiblen and Jirsa are available to talk about this unique discovery and what other ancient geological secrets may be waiting in the sediments of the Gunflint Trail.

Over the past two decades, geologists have reached a consensus that a large meteorite -- more than five miles in diameter -- impact occurred at Sudbury. The impact scattered a blanket of debris from a 160-mile-diameter crater over nearly a million square miles of landscape. It is also considered to be the time when the formation of a succession of iron-rich sedimentary rocks in a shallow ocean basin in northeastern Minnesota and southern Ontario was coming to an end. The impact crater is like those still visible on the Moon and other terrestrial planets. From studies of lunar craters and model calculations, impacts of this magnitude produce "blankets" of ejected material extending up to five times the radius of the crater.

To speak with Weiblen or Jirsa, contact Mark Cassutt at (612) 624-8038.

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*Patty Mattern, University News Service, (612) 624-2801*

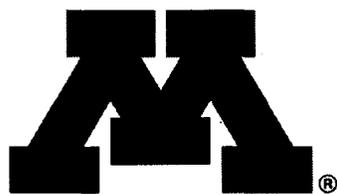
## COLLEGE OF DESIGN TO HOLD MINNESOTA AFFORDABLE HOUSING SYMPOSIUM

MINNEAPOLIS / ST. PAUL -- The University of Minnesota's College of Design will hold "Minnesota Affordable Housing Symposium: Celebrating, Designing, Innovating for the Future" Tuesday and Wednesday, June 19 and 20.

The symposium will explore the past, present and future of affordable housing in Minnesota. Panelists will review the individuals, organizations, policies and programs that brought Minnesota to the forefront of affordable housing. Building on that information, participants will have conversations to design creative solutions to the affordable housing crisis. Those solutions will be shared in the symposium's closing session. The symposium is from 12:30 to 7:30 p.m. June 19 and from 7:30 a.m. to 12:30 p.m. June 20 in room 135, Continuing Education and Conference Center, 1890 Buford Ave., St. Paul campus.

Sherry Ahrentzen, director of the Stardust Center for Affordable Homes and the Family, and a research professor at Arizona State University College of Design, will be the symposium's keynote speaker. For the last 20 years, Ahrentzen's research has focused on new forms of housing to better accommodate the social and economic diversity of U.S. households and families. She will deliver her speech, "How Housing Matters: Towards an Evidence-Based Design Practice in Affordable Housing," at 6:30 p.m. June 19 in room 33 McNeal Hall, 1985 Buford Ave., St. Paul.

This symposium is ideal for professionals with an interest in affordable housing including architects, builders, designers, planners, realtors, human service providers, housing providers, policy makers, researchers and concerned citizens. To register, go to <http://www.cdes.umn.edu/ce/conferences/> or call (612) 626-9068.



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May 23, 2007

*Contacts: Cara Ibrahim, Center for 4-H Community and Youth Development, (612) 626-5847  
Julie Christensen, University of Minnesota Extension, (612) 626-4077*

## MAKING HARMONY AND ORDER OUT OF CHAOS

~ U of M Extension Center for 4-H Community and Youth Development  
to hold global leadership symposium ~

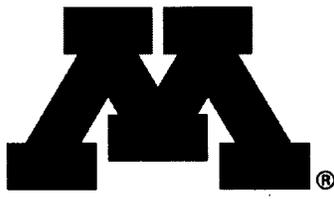
MINNEAPOLIS / ST. PAUL -- The University of Minnesota Extension Center for 4-H Community and Youth Development will hold a symposium titled "Reweave the World: Investing in Tomorrow's Leadership" featuring Margaret (Meg) Wheatley, from 9 a.m. to noon Wednesday, June 6 at McNamara Alumni Center, 200 Oak St. S.E., Minneapolis.

Wheatley is a world leader in developing new ways of thinking about leadership across cultures. She uses quantum physics to describe how humans are challenged to create harmony and order out of "chaos."

The symposium will explore the topic of youth leadership development for a 21st century multicultural context. A presentation by Wheatley will be followed by a group discussion patterned after the World Café approach where participants will be encouraged to participate in conversations about issues related to youth leadership development. Throughout the course of the symposium, attendees will move from table to table, carrying seed ideas from one conversation to another.

Wheatley is co-founder and president emerita of The Berkana Institute, a global, charitable foundation founded in 1992 that is dedicated to serving life-affirming leaders. She has worked in dozens of countries, mostly in the Third World, supporting local initiatives committed to strengthening a community's leadership capacity and self-reliance. Wheatley focuses on the wisdom and wealth already present in a community's people, traditions and environment. In Wheatley's view, it is part of the collective human purpose to learn to create order from chaos, to recognize the potential that exists in all things and to help it become realized.

The symposium is free and open to the public. However, registration is required due to limited seating. To register online or learn more about the symposium, visit [www.inquirytoimpact.org/howland.html](http://www.inquirytoimpact.org/howland.html) or call (612) 624-9109.



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**May 24, 2007**

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## **U OF M AWARDED GRANT TO RESEARCH SOCIAL HISTORY ALONG THE MISSISSIPPI RIVER**

MINNEAPOLIS / ST. PAUL -- A research collaborative at the University of Minnesota is the recipient of a \$45,000 planning grant from the National Endowment for the Humanities that will support documenting social history along the Mississippi River in Minneapolis and St. Paul.

The Telling River Stories collaborative, a group of university scholars, local historians and community partners, has envisioned a social history project that will, in the words of project director Patrick Nunnally, "populate the landscape with stories." Over the next ten months, researchers from the collaborative will conduct oral histories, dig through local archives and examine the river geography of Minneapolis and St. Paul in an effort to collect stories of human interaction with the river -- a place where they lived, worked, played and found food and housing materials. In addition, community workshops and discussions will seek input from the general public about ways to share these stories.

"We know a lot about large industries, such as milling and shipping, and about broad patterns of history such as the establishment of Fort Snelling," said Nunnally, of the U's Mississippi River Design Initiative. "But we know much less about what the river meant to the diverse communities along its banks and how their proximity to the river shaped the lives of these people."

Researchers will investigate what the river meant to communities and residents and how that was expressed through journals or diaries, how the river was used for both industrial and domestic means and how the ecology of the river played a role in peoples' lives, whether as a source of appreciation, a place where meals could be caught or a place of fear or danger.

After the planning phase is over, the Telling River Stories collaborative hopes to implement a series of storytelling projects and tactics along the river front. These tactics may range from low-tech brochures and kiosks to the Web, Podcasts, phone-in interpretation or tours using Global Positioning Satellite technology. Implementation is dependent on additional funding from the NEH and other sources.

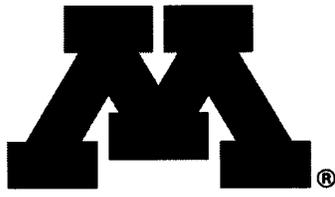
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Specific neighborhoods included in the planning phase include Phalen Creek valley, West Side Flats and the upper levee in St. Paul; and Old St. Anthony, Nicollet Island and Bassett Creek valley in Minneapolis. Depending on research results, the program may investigate other areas as well.

Telling River Stories is a partnership-based collaborative housed at the University of Minnesota Institute for Advanced Study. Its partners include 14 U of M scholars from four different colleges along with 16 community partners from public agencies, private non-profits, and other colleges and universities. The Mississippi River Design Initiative is part of the American Heritage Rivers Initiative, a federal program that strengthens connections between community partners and federal agencies, including the National Endowment for the Humanities.



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May 24, 2007

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*Justin Ware, University News Service, (612) 626-1720*

### **HIGH GAS PRICES CHANGING DRIVER BEHAVIOR ... BUT NOT BY MUCH**

**~ U of M expert says higher interest in public transit only noticeable difference so far ~**

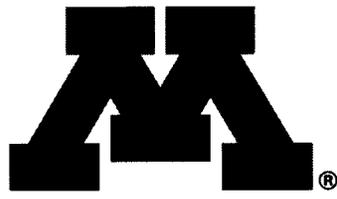
One might assume that record-high gas prices are causing people to change their commuting habits in a big way across Minnesota. But according to University of Minnesota Humphrey Center Senior Fellow Lee Munnich, that's not necessarily the case.

"Many Twin Cities Park and Rides are full and Metro Transit is looking for ways to provide more park and ride spaces for express bus service," said Munnich, "but most people still continue to use their cars and drive alone."

Thanks to a number of factors, Munnich says people still have not made significant life style changes due to high gas prices. And he says there's no way to know how high gas needs to go, before motorists start making those changes.

Munnich is available to talk about driver behavior with regards to rising gas prices and some the of commuting trends that have taken place in the Twin Cities in recent years.

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**May 30, 2007**

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*John Byrnes, Minnesota Agricultural Experiment Station, (612) 625-4743*

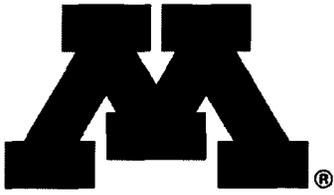
**CONGRESSMAN TO SPEND FRIDAY TOURING THE U OF M**

**~ Rep. Tim Walz will visit the St. Paul campus ~**

MINNEAPOLIS / ST. PAUL -- Rep. Tim Walz, (D-MN) who represents Minnesota's first congressional district, will take a guided tour of the University of Minnesota agricultural research fields, at 10:30 a.m., Friday, June 1, at 1907 Dudley Ave., St. Paul.

Walz's visit also will include briefings by researchers from the College of Food, Agricultural and Natural Resource Sciences on a wide range of topics, including soybean genomics, biofuels and the environment, and protecting crops from insect and disease threats. The congressman, who is a member of the House Agriculture Committee, also will meet with leadership from the university, the soybean industry, the Minnesota Agricultural Experiment Station and the colleges of Veterinary Medicine and Food, Agricultural and Natural Resource Sciences.

Media are welcome to accompany the tour and to interview Rep. Walz and college officials. To participate, contact Becky Beyers at (612) 626-5754 or John Byrnes at (612) 625-4743.



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May 31, 2007

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*Mark Cassutt, University news Service, (612) 624-8038*  
*Peggy Rinard, College of Biological Sciences, (612) 624-0774*

## NITRATE LEVELS IN LAKE SUPERIOR CONTINUE TO RISE, U OF M STUDY SAYS

~ Lake is 20 percent of the way toward making the water unsafe to drink ~

MINNEAPOLIS / ST. PAUL -- Nitrate levels in Lake Superior, which have been rising steadily over the past century, are about 20 percent of the way toward making the water unsafe to drink, according to a new study by University of Minnesota researchers. The complexity of the causes underlying the increase makes it difficult to predict when the water could become unhealthy.

A compound made from nitrogen and oxygen, nitrate is a component of agricultural fertilizer and is generated by fossil fuel combustion. Nitrate in Lake Superior has increased about five-fold since the earliest measurements in 1906. But surprisingly, the increase has been steady.

"It's puzzling because it doesn't reflect post-World War II increases in fertilizer and fossil fuel or the Clean Air Act of 1972," says Robert Sterner, professor in the College of Biological Sciences and lead author of the study. "It's much more complex than that."

Sterner says factors include the vast size of Lake Superior, which means it registers change slowly, and conversion of other forms of nitrogen within the lake (in decaying plant matter and sewage) into nitrate.

Everyone is exposed to small, harmless amounts of nitrate from eating fruits and vegetables. But nitrate contamination of drinking water can expose people to harmful levels. Too much nitrate can reduce blood levels of oxygen, which poses a risk to infants and children or adults with lung or cardiovascular disease. Consuming excess nitrate over long periods of time is also suspected to cause cancer.

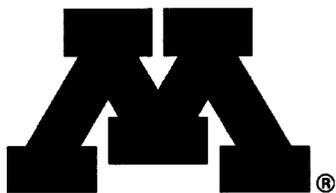
"We're still a long way from drinking water advisories based on nitrate for Lake Superior, but it's not too early to give this situation more attention, Sterner says. "We cannot easily or quickly reverse trends in this enormous lake."

- more -

Sterner adds that in spite of two decades of legislation designed to address nitric oxide in acid rain, a source of nitrate pollution in water, nitrate in this body of water is still increasing, though perhaps at a slower rate.

The trend is a concern because Lake Superior contains 10 percent of the Earth's supply of surface fresh water. The new finding adds to recent news that global warming has decreased the level of water in Lake Superior.

The study is to be published online May 31 in Geophysical Research Letters.



# NEWS

UNIVERSITY OF MINNESOTA

**University News Service**

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**CORRECTION**

**May 31, 2007**

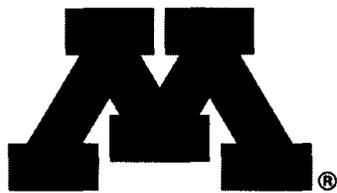
*Contacts: Mark Cassutt, University News Service, (612) 624-8038*

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## **NITRATE LEVELS IN LAKE SUPERIOR PRESS RELEASE CLARIFICATION AND CORRECTION**

MINNEAPOLIS / ST. PAUL -- Lake Superior's current level of nitrate has actually risen 2.7 percent of the way toward the level considered unsafe for drinking, not 20 percent as reported in a press release issued earlier today. The lake's nitrate has risen 1.2 parts per million (ppm) in the past century, a cause for concern, but still much lower than the Environmental Protection Agency's drinking water advisory levels of 45 ppm.

The university's News Service regrets the error.



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FOR IMMEDIATE RELEASE

June 1, 2007

**Contacts:** *Bob Sterner, department of ecology, evolution and behavior, (612) 625-6790*  
*Mark Cassutt, University News Service, (612) 624-8038*  
*Peggy Rinard, College of Biological Sciences, (651) 653-9274*

## U OF M ECOLOGIST ROBERT STERNER APPOINTED DIRECTOR OF NSF DIVISION OF ENVIRONMENTAL BIOLOGY

MINNEAPOLIS / ST. PAUL -- Robert Sterner, professor of ecology at the University of Minnesota, has been appointed director of the National Science Foundation's (NSF) division of environmental biology.

"This is a very important position," said Robert Elde, dean of the College of Biological Sciences. "And it's another example of the leadership roles faculty in the department of ecology, evolution and behavior are playing at a national level."

Sterner is an ecologist who studies interaction of the chemical elements and biological organisms that form aquatic ecosystems, including Lake Superior. His studies span understanding how these systems work under normal conditions and how human activities, such as agriculture and use of fossil fuels, can throw them out of balance.

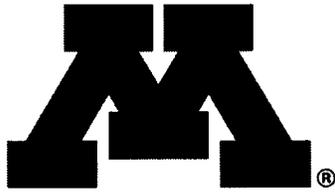
NSF's division of environmental biology supports basic research and education in ecology and evolutionary biology in such areas as biodiversity, molecular genetic and genomic evolution, population dynamics, ecosystem processes, conservation biology, restoration ecology and the ecological effects of global climate change. Among its programs are those on long-term ecological research, the ecology of infectious diseases and assembling the tree of life.

Sterner's appointment begins July 2 and continues through September 2009. He will be based in Washington, D.C. for the term, but will return to the university periodically to monitor his research.

Sterner has served on the board of the American Society of Limnology and Oceanography and is currently associate editor of the journal *Ecology*. He has authored more than 60 peer-reviewed articles and is co-author of the book "Ecological Stoichiometry: The Biology of Elements from Molecules to the Biosphere," which is available on Amazon. He received his doctorate degree in ecology from the University of Minnesota and did his postdoctoral research at the Max Planck Institute in Germany.

- more -

**Photo available on request.**



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FOR IMMEDIATE RELEASE

June 4, 2007

**Contacts:** *Jan Williams, College of Veterinary Medicine, (612) 624-6228*  
*Justin Ware, University News Service, (612) 626-1720*

## **PET OWNERS SAY GOODBYE IN A SPECIAL MEMORIAL SERVICE**

**~ U of M ceremony will also pay tribute to the Humane Society ~**

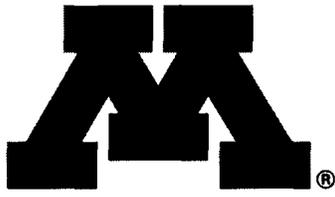
MINNEAPOLIS / ST. PAUL -- Losing a beloved pet can be tough to overcome for many pet owners. On Tuesday, members of the University of Minnesota College of Veterinary Medicine will hold a special pet memorial ceremony to help some of those pet owners cope with their loss.

“People have a special bond with their pets,” said Jeffrey Klausner, dean of the U of M College of Veterinary Medicine. “When that unique relationship ends, we experience a profound sense of loss and sadness.”

A “Pet Remembrance Ceremony” will take place from 6 to 7:30 p.m. Tuesday night, at the Nestle Purina Memories Garden, 1988 Fitch Ave., St. Paul. During the ceremony, 21 bricks will be dedicated to companion animals lost by clients and friends of the college.

The Nestlé Purina Memories Garden was established in 2002 on the St. Paul Campus to provide a private, outdoor place for pet owners to spend quiet time with pets being treated at the Veterinary Medical Center. It is supported by individual donors who purchase bricks engraved with inscriptions to honor their pets. Since its inception, more than 100 people have purchased bricks for the Memories Garden and new bricks are dedicated each year at the ceremony, where people share pictures, poems and memories of their companion animals.

Tuesday’s ceremony will also pay tribute to the newly merged Humane Society, which is comprised of the largest and oldest humane groups in Minnesota: the Animal Humane Society, the Humane Society for Companion Animals and the Greater West Metro Humane Society.



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FOR IMMEDIATE RELEASE

June 4, 2007

*Contacts: Nina Shepherd, Sociology Media Relations, 612-624-7389  
Mark Cassutt, University News Service, 612-624-8038*

## U OF M'S CARL MALMQUIST TAKES TOP HONORS FOR HIS BOOK "HOMICIDE: A PSYCHIATRIC PERSPECTIVE"

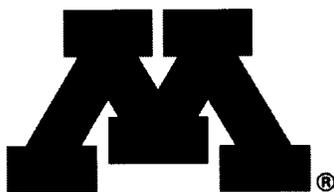
MINNEAPOLIS / ST. PAUL -- University of Minnesota sociology professor Carl Malmquist has received the prestigious Manfred Guttmacher Award for his new book "Homicide: A Psychiatric Perspective" (2006). Malmquist, who is also a physician and psychiatrist, offers a look at the why's and how's of American homicide from a psychological perspective.

Malmquist's book considers emerging aspects of homicidal behavior in American society, as evidenced by such phenomena as school shooters and the public fascination with TV shows like "The Sopranos." The book uses case studies to explain a broad spectrum of homicidal behaviors and covers trends, biological factors, juvenile murderers, serial and sexual killers and how people with borderline personality disorders—including narcissism and depression—are an increasingly high risk group for violence.

Malmquist, a nationally recognized expert in the areas of juvenile and adult psychiatry and forensic psychiatry, has evaluated more than 500 homicide cases, testifying in many of them and is a psychiatric consultant to the District Court System in Minneapolis. His class "Killing," which he's taught for more than 20 years as part of the department of sociology's Law, Crime and Deviance curriculum, is consistently one of the most popular courses at the university.

"After 15 years of decreasing violent crime rates, homicide rates in the United States are on the upswing," says Malmquist. "History, as recently as the Virginia Tech killings, as well as the popularity of homicide-related programs on TV, stubbornly reminds us that murder is an indelible part of our behavior as humans."

Established in 1967, the Manfred S. Guttmacher Award honors outstanding contributions to the literature of forensic psychiatry. The award, co-sponsored by the American Academy of Psychiatry and the Law (AAPL) was presented at the AAPL meeting this month.



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June 4, 2007

*Contacts: Daniel Wolter, University News Service, (612) 625-8510*

## U OF M PRESIDENT PROPOSES TUITION REFORM PLAN TO IMPROVE GRADUATION RATES, REDUCE COSTS FOR STUDENTS

MINNEAPOLIS / ST. PAUL -- University of Minnesota President Robert Bruininks will unveil a tuition reform plan to the university's Board of Regents at its June meeting later this week. The plan includes a number of changes designed to improve graduation rates, enhance the tuition competitiveness of the coordinate campuses and address the future recruitment challenges posed by declining numbers of high school graduates in the region.

"Recruiting, educating, challenging and graduating outstanding students who have an impact on our economy and quality of life are central goals of the University of Minnesota," said Bruininks. "We need to move away from the 'one-size-fits-all' approach to tuition to ensure more affordable access and graduate diverse students into the workforce. The level of legislative support, combined with expanded financial assistance and our planned tuition reforms will mean most Minnesota undergraduates will see a tuition increase of less than 2 percent next year."

Specifically, the reforms will enable students to significantly reduce their total cost of education by making all credits over 13 per semester free of charge. This "13-credit tuition band" has helped improve graduation rates on the Twin Cities campus and the reform plan will make it available at the Duluth, Morris and Crookston campuses as well. Students who graduate in four years could save as much as \$20,000.

"Enabling and encouraging students to graduate in a more timely manner saves money for them and for taxpayers," said Bruininks. "By providing free tuition on all credits over 13 per semester, students have the option for significant savings."

Also, the Founders Free Tuition Program, which provides free tuition for all low-income Minnesota resident undergraduate students eligible for the federal Pell grant, will continue to provide an unprecedented level of financial support for students. In addition, under provisions of the 2008-2009 appropriations bill, Minnesota resident students from families with an income of \$150,000 or less will receive scholarships in both FY 2008 and FY 2009 so that will make their effective tuition increase about 2 percent in FY 2008.

Bruininks' tuition reform proposal also includes resetting the tuition rates at the Duluth and Morris campuses,

- more -

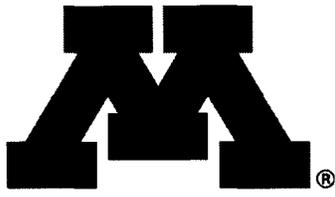
# UNIVERSITY OF MINNESOTA

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which tend to be higher than comparable regional institutions, to be less than the Twin Cities campus. Additionally, to address the challenges created by the decline in the number of high school graduates in Minnesota and neighboring states, the nonresident undergraduate tuition will be lowered to \$2,000 more per semester than resident tuition on the Twin Cities campus and \$1,000 more on the Duluth campus. The changes in non-resident tuition rates would be effective the fall semester of 2008.

“Historically, 10 percent of Minnesota’s high school graduates have come to the U and we are committed to maintaining that level of resident enrollment,” said Bruininks. “But with demographic changes and the number of high school graduates dropping, we need to protect our place as a magnet to bring the best and brightest talent to Minnesota.”

At its meeting this week, the Board of Regents will review the proposed reforms as part of its consideration of Bruininks’ proposed operating budget for 2007-08 and a preliminary financial plan for 2008-09 that takes into account the recent legislative appropriation that will provide the university with a budget increase of \$151 million over the next two years. The board will take final action on the budget and financial plan at a special meeting to be held on June 27.



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**FOR IMMEDIATE RELEASE**

**June 5, 2007**

**Contacts:** Daniel Wolter, University News Service, (612) 625-8510

## **U OF M BOARD OF REGENTS TO DISCUSS BUDGET, TUITION REFORM, ELECT NEW CHAIR**

MINNEAPOLIS / ST. PAUL -- University of Minnesota President Robert Bruininks will unveil a tuition reform plan to the university's Board of Regents at its June meeting Thursday, June 7 and Friday, June 8 in the McNamara Alumni Center, 200 Oak St. S.E., Minneapolis. The board will also elect a new chair and vice chair at its annual meeting on Friday.

In addition, the board will review the proposed operating budget for 2007-08 and a preliminary financial plan for 2008-09 that takes into account legislative appropriations signed into law last week. The Legislature provided an additional \$151 million in funding to the university over the next two years. The board will take action on the budget and financial plan at a special meeting to be held on June 27, 2007.

The schedule for the meeting is as follows:

### **Thursday, June 7, 2007**

8 - 10:30 a.m., Facilities Committee, West Committee Room. The committee will take action on a capital budget amendment for a new bio mass heating plant on the Morris campus and review the projects included in the FY2008 Capital Improvement Budget.

9 - 10:30 a.m., Faculty, Staff and Student Affairs Committee, East Committee Room. Action will be taken on a new policy on faculty tenure. The committee will also hear annual reports on faculty compensation and tracking surveys of graduates.

10:45 - 11:45 a.m., Board of Regents meeting, Boardroom. Bruininks, Provost Tom Sullivan and Vice Provost for Undergraduate Education Craig Swan will outline a series of tuition reform proposals.

1:45 - 3:15 p.m., Educational Planning and Policy Committee, West Committee Room. University Librarian Wendy Pradt Lougee and Vice Provost Billie Wahlstrom will present on information management and

- more -

# UNIVERSITY OF MINNESOTA

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distribution in the modern research university.

1:45 - 3:45 p.m., Finance and Operations Committee, East Committee Room. Chief Financial Officer Richard Pfitzenreuter III, will present the proposed annual operating budget for fiscal year 2007-08 and the preliminary financial plan for fiscal year 2008-09.

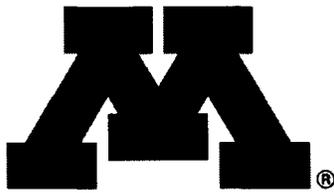
## **Friday, June 8, 2007**

9 - 11:30 a.m., Board of Regents meeting, boardroom. The board will convene its annual meeting to elect officers for the next two years. Following the adjournment of that meeting, the monthly meeting will convene. Bruininks and Pfitzenreuter will present the proposed annual operating budget for fiscal year 2007-08 and the preliminary financial plan for fiscal year 2008-09. In addition, Vice President of University Services Kathleen O'Brien and Pfitzenreuter will present a proposed capital budget for fiscal year 2008.

## **Wednesday, June 13, 2007**

1 - 2:30 p.m., boardroom. The board holds a public forum on the president's proposed operating budget for FY 2007-08.

More information on the Board of Regents and live streaming of the board meetings can be found at [www.umn.edu/regents](http://www.umn.edu/regents).



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FOR IMMEDIATE RELEASE

June 5, 2007

*Contacts: Nina Shepherd, Bell Museum, (612) 624-7389  
Mark Cassutt, University News Service, (612) 624-8038*

## 'RAT FEST' HEADLINES U OF M BELL MUSEUM'S SUMMER OF 'ANIMALS BEHAVING BADLY' SERIES

MINNEAPOLIS / ST. PAUL -- The University of Minnesota's Bell Museum of Natural History will host "Animals Behaving Badly," a series of summer events for all ages that playfully explores the quirks and calamities that can happen when wildlife and humans share each other's backyards.

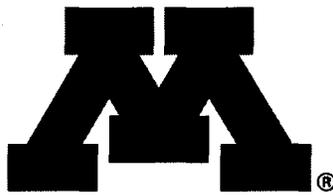
The series kicks off with "Rat Fest," an all-day expo celebrating one of the most maligned and misunderstood creatures -- the rat -- from 10 a.m. to 5 p.m. Saturday, July 14. Rat breeders, scientists, rat enthusiasts and prize-winning rats from around the state will come together to celebrate the rodent's agility and intelligence, as well as its history and place in our ecosystem.

Rat Fest-goers will get a chance to meet prize winning rats and chat with U of M Bell Museum Curator of Mammals Sharon Jansa about current university research on wild rodent populations. Adoption representatives from Animal Humane Society will be on hand to answer questions about rats as pets and experts from the museum's Wildlife Information Line will be available to answer questions about living with wildlife.

Myths and misconceptions about animal behavior continues as the topic of the museum's outdoor summer film series featuring the campy G-rated horror classics "Attack of the Giant Leeches," "The Wasp Woman," "The Killer Shrews" and "The Giant Gila Monster" every Thursday night in the Bell Museum's courtyard at 8:30 p.m. beginning August 16. Come early and meet wildlife experts and the objects and animals behind the films.

The museum will also feature a range of children's and family programming on the topic of animal behavior ranging in subject from rats and cats to bugs and bats. Check the museum's Web site for programming details.

For more information about the museum's "Animals Behaving Badly" events go to out [www.bellmuseum.org](http://www.bellmuseum.org). The Bell Museum is located at 10 Church St. S.E., Minneapolis, and is part of the university's College of Food, Agricultural and Natural Resource Sciences.



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## EXPERT ALERT

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For Immediate Release

June 5, 2007

*Contacts: Julie Christensen, U of M Extension, (612) 624-4077  
Justin Ware, University News Service, (612) 626-1720*

### ABUNDANT RAIN COULD END UP DROWNING CROPS

~ U of M Extension Expert talks about flooding and how it affects corn and soybeans ~

Too much rain can be just as deadly to a farmer's field as a drought, according to a University of Minnesota Extension expert.

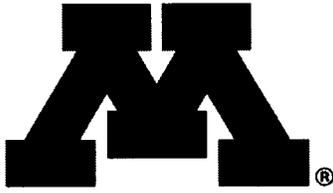
#### **Dale Hicks, U of M department of agronomy and plant genetics**

According to Hicks, a number of factors determine how long crops can survive over-abundant rain, but submerged fields are never a good thing.

“Corn and soybeans can tolerate flooded conditions for a few days and recover with only a limited effect providing the stand (plants that are not killed) is left intact,” said Hicks. “(However) both will die rather quickly if completely covered with water.”

Hicks is available to talk about how long corn and soybeans can last in flooded conditions, such as those in western Minnesota. To interview Hicks, contact Justin Ware, (612) 626-1720 or Julie Christensen, (612) 624-4077.

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# MEDIA ADVISORY

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June 5, 2007

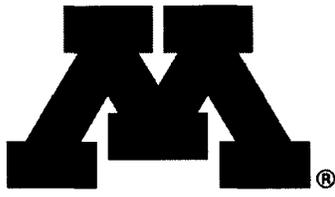
*Contacts: Patty Mattern, University News Service, (612) 624-2801*

## UNIVERSITY OF MINNESOTA TO MAKE MAJOR ANNOUNCEMENT DURING PRESS CONFERENCE AT 9 A.M. WEDNESDAY, JUNE 6

University of Minnesota Provost Thomas Sullivan and other university officials will make a major announcement during a press conference at 9 a.m. Wednesday, June 6 in Room 208 in Walter Library, 117 Pleasant St. S.E., Minneapolis.

WHEN: 9 a.m. Wednesday, June 6

WHERE: Room 208 in Walter Library, 117 Pleasant St. S.E., Minneapolis



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FOR IMMEDIATE RELEASE

June 6, 2007

**Contacts:** *Patty Mattern, University News Service, (612) 624-2801*  
*Christopher James, University Libraries (612) 625-9148*

## UNIVERSITY OF MINNESOTA AND CIC SCHOOLS ENTER INTO GROUND-BREAKING AGREEMENT WITH GOOGLE

MINNEAPOLIS / ST. PAUL -- The University of Minnesota, along with the 11 other leading Midwest universities in the Committee on Institutional Cooperation (CIC), have entered into a ground-breaking collective agreement with Google to digitize up to 10 million bound volumes, nearly doubling the number of universities participating in the Google Books Library Project.

The U of M and the CIC announced the agreement today, June 6. The agreement allows Google to digitize significant portions from CIC library general collections. In addition, collection areas of particular strength and distinction will be contributed from each university. The distinctive collections the U of M will have digitized could include, for example, Scandinavian history, literature and culture; forestry; bee-keeping; medicine, including oncology, radiology and pediatrics.

This collaborative approach brings together the holdings of some of the world's largest libraries into one massive digital resource. The CIC includes the University of Minnesota, University of Chicago, University of Illinois, Indiana University, University of Iowa, University of Michigan, Michigan State University, Northwestern University, Ohio State University, Pennsylvania State University, Purdue University and the University of Wisconsin-Madison.

"The University of Minnesota is making history today," said University of Minnesota Provost Thomas Sullivan. "For our students and researchers, speedy access to printed volumes will change the face and pace of scholarly research. Digitizing these collections is also a public good and supports the land grant mission of the University of Minnesota."

This project fits well into the U of M's goal to become one of the top three public research universities in the world, Sullivan said. "With this agreement, the university joins the ranks of prestigious institutions like Harvard University, Stanford University and Oxford University, which already are participating in the Google Book Search project," Sullivan said.

- more -

# UNIVERSITY OF MINNESOTA

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The collaborative nature of this agreement makes it unique. In fact, this library digitization agreement is one of the largest cooperative actions of its kind in higher education, said Wendy Pradt Lougee, University Librarian at the University of Minnesota and member of the six-person team that negotiated the agreement with Google.

"By harnessing the complementary strengths and resources of CIC institutions, this unprecedented agreement will give students, scholars and the public access to an extraordinary range of collections of distinction," Lougee said. "Google's vast capacity for digitization far exceeds that of any of the participating institutions alone, making this effort a true partnership that reveals the historical depth of these collections from the heartland."

The contract between Google and the CIC institutions is for six years with an option to renew. Google will fund digitization of up to 10 million volumes in CIC collections, including as many as one million volumes from the University of Minnesota. Each CIC institution will cover the costs of preparing the books for digitization. Prior to the Google Book Library initiative, libraries estimated the costs of digitization at approximately \$60 per volume, according to the CIC. Hence, the value of this project to the University of Minnesota could reach \$60 million.

Once digitized, Google will make these volumes available through its free globally accessible search service and through a "hosted" service available only to the CIC members.

The digitization initiative will include both public domain and in-copyright materials in a manner consistent with copyright law, Lougee said. Google will make available brief "snippets" of in-copyright materials through its search engine, directing viewers to avenues for purchase or library lending. Public domain materials can be viewed, searched or downloaded for printing in their entirety from the Google site. For U.S. published material, "public domain" works generally include those published prior to 1923 and many federal, state and local documents.

For the University of Minnesota Libraries and its peer CIC institutions, this initiative is also an important step to preserve and stabilize the libraries' legacy collections, providing broader and more in-depth access to historically significant print resources.

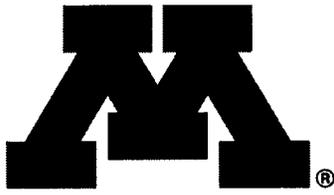
"This partnership allows for library digitization at a scale and scope that would not be possible within the limited means available to the individual universities. To preserve important intellectual content without incurring the significant costs of digitization costs is a great benefit to the University of Minnesota and the other institutions," Lougee said.

As a part of the agreement, the consortium also has the ability to create a first-of-its-kind shared digital repository to collectively archive and manage the full content of as many as five million public domain works held across the CIC libraries.

# UNIVERSITY OF MINNESOTA

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The shared repository will enable librarians to collectively archive materials over time, and ultimately allow scholars to access a vast array of material with searches customized for scholarly activity.



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June 6, 2007

*Contacts: Nora Paul, director of the Institute of New Media Studies, (612) 624-8593  
Kathleen Hansen, Minnesota Journalism Center director, (612) 625-3480*

## U OF M JOURNALISM CENTER GETS GRANT TO DEVELOP REALITY-BASED, DIGITAL NEWS GAME TO EDUCATE PEOPLE ON CIVICS AND LITERACY

MINNEAPOLIS / ST. PAUL -- Two staff members in the University of Minnesota School of Journalism and Mass Communication (SJMC) are winners in the Knight News Challenge and will receive \$250,000 to develop a reality-based, digital news game to educate people on civic issues and information literacy.

Nora Paul, director of the Institute of New Media Studies, and Kathleen Hansen, director of the Minnesota Journalism Center, wrote the grant proposal that became one of 25 winners selected from 1,650 applications.

They will use the award to develop "Playing the News" in collaboration with Johnson Virtual Reality Center at Pine Technical College in Pine City.

Playing the News uses real-world scenarios captured in a digital format where players have virtual access to newsmakers, reporters covering an issue or event, activists, politicians and experts. The intended outcome of the demonstration project is a software system that can be used by news professionals in any community. Creating an easy-to-use game development system will allow organizations to tailor scenarios to local issues.

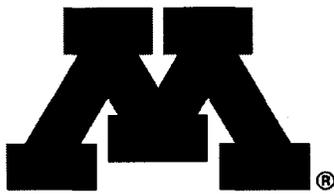
"News organizations can engage their communities in the work of citizenship and help them understand the intricacies of covering news events by using real issues as they arise, the words and actions of real stakeholders, the actual reports and documents generated by policy experts, the news stories created by journalists and other sorts of information," said Paul. "This gives people an engaging way to explore the issues in their community and makes it possible for them to develop practical courses of action based on a new understanding of those issues."

The difference between Playing the News and other news-based games will be its representation of the issues found in a specific community locale, Hansen explained. "This project is less of a game than some of the other things available and more of an opportunity for citizens to move through all the layers of an issue to uncover the key sources involved in it," she said.

- more -

Once the game development system is ready, Paul and Hansen plan to provide training and outreach to news professionals and others on how to incorporate it into their web sites. Feedback and research into the impact of scenario-type play on citizen's understanding and engagement will be tracked and reported in a variety of research studies. The SJMC will also host a conference to introduce the game development system to news professionals and educators as part of the grant obligations.

The John S. and James L. Knight Foundation funded the contest to help lead journalism into its digital future. Grants totaling more than \$12 million were awarded to individuals, organization or businesses with ideas and projects that transform community news. Projects had to utilize digital media, involve new forms of news in the public interest and focus on a specific geographic community in order to meet eligibility requirements.



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## STORY TIPS

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**For Immediate Release**

**June 6, 2007**

**Contacts:** *Julie Christensen, University of Minnesota Extension, (612) 626-4077*  
*Justin Ware, University News Service, (612) 626-1720*

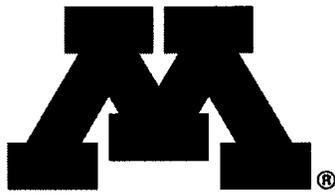
### **HELPING KIDS COPE WITH LOCAL VIOLENCE**

**~ Murders and robberies in the Twin Cities and beyond can be frightening events for kids who watch coverage of those events ~**

When a murder happens a few blocks from home, it's a scary thing. And when a young child watches news coverage of that murder, it can be terrifying. That's why a parenting expert with the University of Minnesota Extension Service says it's very important for parents to speak with their young children about violence that happens close to home.

"Sometimes as a way to protect our children we tell them 'not to worry' or shelter them from conversations on what is going on," said Minnell Tralle, family relations, U of M Extension. "It is better to keep talking to our kids, because they are aware of more than we know."

Whether at bus stops, in homes or in public places, stories about murder, robberies and assaults are often featured prominently in news coverage. Tralle is available with advice for parents on how they can talk to kids about these events so those kids can understand the news they're watching in a reasonable manner.



# NEWS

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FOR IMMEDIATE RELEASE

June 6, 2007

**Contacts:** Mark Mahon, U of M Konopka Institute for Best Practices in Adolescent Health, (612) 625-6185  
Bob San, University News Service, (612) 624-4082

## UNIVERSITY OF MINNESOTA'S KONOPKA INSTITUTE TO PARTNER WITH KWANZAA FREEDOM SCHOOL

~ Six-week literacy and skill-building program for North Minneapolis youth to feature  
University facilities and faculty ~

MINNEAPOLIS / ST. PAUL -- The University of Minnesota's Konopka Institute will partner with Kwanzaa Church and the Nia Imani Youth Development Center in North Minneapolis to bring the 2007 Kwanzaa Freedom School to the University of Minnesota campus.

The Kwanzaa Freedom School is a six-week, literacy-rich summer and after-school program designed to create positive learning environments for youth. Freedom School nurtures the belief that young people can make a difference in themselves, their homes and their communities. The program begins June 25 for the nearly two dozen high school students who will participate in Freedom School programs at the university this year. The sessions will be held two days a week for three hours a day and will harness the educational and outreach skills of the university. The Freedom School movement has its roots in the modern civil rights movement and is administered by the Children's Defense Fund. The curriculum is staffed primarily by college-aged young adults -- some of whom will be University of Minnesota students -- committed to community leadership and service to children.

The 2007 Kwanzaa Freedom School represents the first time that a Freedom School program has been held on a college or university campus in Minnesota.

"We are proud to partner with Kwanzaa Church, the Nia Imani Youth Development Center, Community Roots Under New Connection (CRUNC) and community leaders from the Jordan and Hawthorne area of North Minneapolis to connect the University of Minnesota campus with high school aged youth to promote the richness of literacy, learning and higher education," said Paul Snyder, director of the Minnesota Youth Community Learning (MYCL) Initiative in the University's Konopka Institute for Best Practices in Adolescent Health (department of pediatrics).

- more -

# UNIVERSITY OF MINNESOTA

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“We are very excited to partner with the University of Minnesota to show youth that the learning and skill-building resources of a great learning institution are within their reach,” said Ayolonda Mack, Kwanzaa Freedom School Project Director.

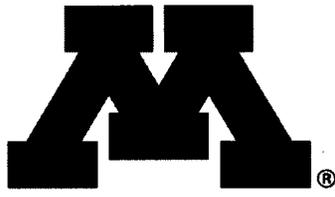
The University of Minnesota's participation in Kwanzaa Freedom School will involve two main components: facilities and faculty expertise. The university's Freedom School sessions will take place at Tate Hall on the East Bank as well as several other locations. University academic centers, including the Roy Wilkins Center for Human Relations and Social Justice, will provide presentations and discussion forums. Freedom School students will be learning computer skills at the Walter Library Computer Lab and will also visit the St. Paul campus for agriculture and gardening demonstrations.

“The university has numerous resources for young adults to gain new skills, promote academic excellence, and invigorate a life-long interest in learning,” said Tex Ostvig, coordinator with the university's Office of Equity and Diversity, who is helping coordinate the university's participation in Freedom School.

The Konopka Institute's MYCL Initiative is facilitating and supporting the university's participation in Freedom School. The Nia Imani Youth Development Center and CRUNC are partners in the Konopka Institute's MYCL Initiative, a collaboration that partners university staff with seven diverse community coalitions throughout the state to re-engage students with learning and school. “Through the MYCL Initiative's U as Neighbor effort, we are creating lasting bonds between the University of Minnesota and our North Minneapolis neighbors for mutual benefit,” said Snyder.

For more information about the Konopka Institute for Best Practices in Adolescent Health or the MYCL Initiative, visit [www.konopka.umn.edu](http://www.konopka.umn.edu).

For more information about the Children's Defense Fund Freedom School movement, visit [www.freedomschools.org](http://www.freedomschools.org).



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June 6, 2007

**Contacts:** Julie Christensen, University of Minnesota Extension, (612) 626-4077  
Justin Ware, University News Service, (612) 626-1720

## HOT-LINE HELP FOR FLOOD VICTIMS

~ U of M Extension has multiple Web sites and phone numbers with flood advice ~

MINNEAPOLIS / ST. PAUL -- University of Minnesota Extension announced today its coordinated system of online and phone answer resources available for those with flood-related questions, both during a flood emergency and while cleanup efforts are underway.

The National Weather Service warned of a "very serious threat" of strong to severe thunderstorms with heavy rain and the possibility of tornadoes across much of the southern Red River Valley this afternoon into Thursday. In addition, heavier, more prolonged rainfall was forecast to hit areas of east-central North Dakota and northwest Minnesota Thursday into Friday morning.

"Extension's role during situations like a flood is to help provide practical and useful research-based information that people can trust," said Bev Durgan, dean of extension. "There are many state and local agencies responding to the floods and our staff work with them to provide information via our Web site, news media stories and our phone answer lines."

The toll free phone services and Extension's flood impacts Web site ([www.extension.umn.edu](http://www.extension.umn.edu), click on "Flood and Rains") connect Minnesotans to the most up-to-date information on flood response, safety and cleanup issues. Two of the phone services, the Farm Information Line and the AnswerLine, can also refer callers to appropriate state and federal agencies if additional information is needed.

The Farm Information Line (800-232-9077), staffed by Extension personnel Monday through Friday from 8:30 a.m. to 1:30 p.m., is a resource for questions about water, crops, horticulture and climatology issues. Questions at other times of the day and on weekends can be left on voice mail and will be returned during staffed hours. In addition, questions can be e-mailed to the Farm Information Line at [fil@umn.edu](mailto:fil@umn.edu), and a written response will be returned.

Extension's AnswerLine (800-854-1678), which can provide answers to household and family oriented

- more -

# UNIVERSITY OF MINNESOTA

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questions, is staffed Monday through Friday, 9 a.m. to noon and 1 p.m. to 4 p.m.

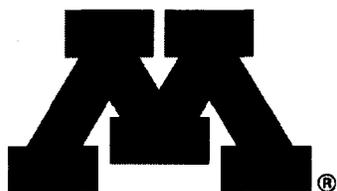
Another resource from Extension, Info-U (800-525-UofM) provides callers with recorded messages on various flood-related topics 24 hours a day, seven days a week, using a touch-tone phone.

If callers are unsure about which answer service to contact, they should first call the Farm Information Line (800-232-9077), and Extension personnel will help direct them.

A one-stop online resource, the Extension flood impacts Web site was launched on June 6.

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**To contact an Extension expert for news coverage, contact Julie Christensen, (612) 626-4077 or Justin Ware, (612) 626-1720**



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FOR IMMEDIATE RELEASE

June 7, 2007

*Contacts: Becky Beyers, College of Food, Agricultural and Natural Resource Science, (612) 626-5754  
Justin Ware, University News Service, (612) 626-1720*

## U OF M RESEARCHERS RECEIVE \$715,000 BIOFUELS GRANT

~ Study could lead to corn that works as fuel and food ~

MINNEAPOLIS / ST. PAUL -- University of Minnesota researchers have received a federal grant that could lead to a dual-purpose corn plant that could double as food and fuel.

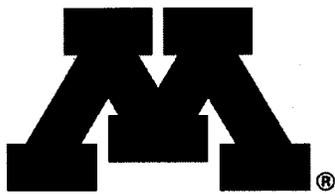
A U of M project, in collaboration with the USDA-Agricultural Research Service, is among 11 bio-based fuels research efforts nationwide that will receive \$8.3 million in funding from the U.S. Department of Agriculture and U.S. Department of Energy. The awards were announced today.

U of M researcher Rex Bernardo and USDA-ARS scientist Hans Jung received \$715,000 for a three-year study on whether corn can be bred for dual-purpose use as a grain and biomass. An estimated 235 million metric tons of corn stover (stalks, leaves, cobs, husks and tassels) are available nationwide and could be converted into biofuels, but corn-breeding research until now has focused primarily on increasing grain yields. This study will use DNA markers to create genetic information that in turn can help create new corn varieties that produce both high grain yields and stover that can easily be converted to fuel.

Bernardo is a professor in the department of agronomy and plant genetics, which is part of the College of Food, Agricultural and Natural Resource Sciences. Jung is an adjunct faculty member in the agronomy and animal science departments.

The grant program, now in its second year, is part of a joint effort by the USDA and the DOE to accelerate the development of alternative fuels. For a complete list of 2007 grants, go to:

<http://genomicsgtl.energy.gov/research/DOEUSDA/index.shtml>.



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*Justin Ware, University News Service, (612) 626-1720*

**U OF M RESEARCH A STEP TOWARD “GREENER” FARMING PRACTICES**  
~ Findings could lead to the end of environmentally damaging nitrogen fertilizers on soybeans ~

MINNEAPOLIS / ST. PAUL -- A new discovery at the University of Minnesota might someday help eliminate the use of costly and environmentally damaging nitrogen fertilizers on soybeans, according to Michael Sadowsky, a professor in the department of soil, water and climate.

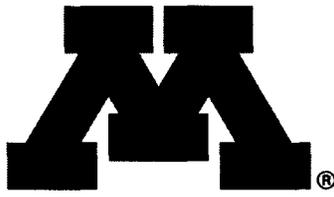
Bacteria that help legumes create their own nitrogen may use a previously unknown method of communicating with and forming symbioses with plants, according to Sadowsky's research.

Soil bacteria and legumes -- peas and beans, for example -- have a symbiotic relationship in which bacteria enter plants through the plant's root hairs and signal the plants to form root nodules in which the bacteria can live and convert nitrogen into ammonia. The ammonia, in turn, acts as fertilizer for the plants. Farmers apply fertilizer to soybeans that aren't getting enough nutrients through this process, better known as nitrogen fixation.

In this study, published in the June 1 issue of *Science*, scientists using genome sequencing found that some bacteria have alternate ways of entering and communicating with the legume plants; they enter the plant through the cracks between its main stem and branches as well as through cracks in the roots.

“This is a new paradigm; it tells us that bacteria have learned several ways to interact with their host plants” in order for nitrogen fixation to happen, Sadowsky said. “This gives us the basic information that we can use to help design new ways to better tailor the interaction between bacteria and plants.”

The study is co-authored by scientists from several French laboratories, the U.S. Department of Energy and the National Center for Soybean Biotechnology. The department of soil, water and climate is part of the university's College of Food, Agricultural and Natural Resource Sciences.



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June 8, 2007

*Contacts: Mark Cassutt, University News Service, (612) 624-8038*

**U OF M REGENTS HEAR PROPOSAL FOR FY 2007-08 ANNUAL OPERATING BUDGET AND APPROVE NEW FACULTY TENURE PLAN; SIMMONS ELECTED NEW CHAIR**

MINNEAPOLIS / ST. PAUL -- The University of Minnesota Board of Regents today reviewed the proposed FY 2007-08 annual operating budget and took action on the following items:

- Approved amendments to Board of Regents policy for faculty tenure, increasing the rigor of criteria for promotion and tenure and addressing work-life balance issues.
- Approved a biomass heating plant addition to the facilities on the Morris campus.
- Approved the recently announced contract with Google to digitize university library resources.

In addition, the Board of Regents elected Patricia Simmons as its new chair. She joined the board in 2003 and most recently served as vice chair. Simmons is a physician and a professor of pediatrics (Mayo Medical School) in the department of pediatrics and adolescent medicine, Mayo Clinic. She received a bachelor's degree from Carleton College, magna cum laude, and a medical degree from the University of Chicago. She lives in the Rochester area.

"Serving the public as a regent of the University of Minnesota is a great honor," said Simmons. "I look forward to working with my colleagues on the board and the president to help the university fulfill its mission and best meet the needs of Minnesota."

Clyde Allen Jr. was elected as the new vice chair of the University of Minnesota Board of Regents. A member of the board since 2003, Allen is retired following a career in the private and public sectors. He most recently served as treasurer and vice president for business affairs for Concordia College, Moorhead, Minn. Allen is a graduate of Yale University with a degree in political science. He lives in Moorhead.

The regents will hold a public forum on the president's recommended annual operating budget from 1 to 2:30

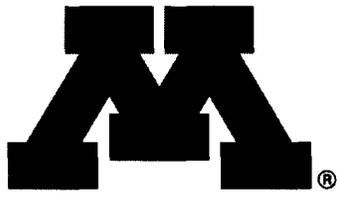
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# UNIVERSITY OF MINNESOTA

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p.m. Wednesday, June 13, in the Boardroom of McNamara Alumni Center.

There will be a special board meeting to approve the annual operating budget at 1 p.m. Wednesday, June 27, in the Boardroom of McNamara Alumni Center.



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June 11, 2007

*Contacts: Al Tims, School of Journalism and Mass Communication director, (612) 625-0020  
Mark Cassutt, University News Service, (612) 624-8038*

## U OF M SCHOOL OF JOURNALISM AND MASS COMMUNICATION STUDENTS TAKE FIRST PLACE IN NATIONAL ADVERTISING COMPETITION

MINNEAPOLIS / ST. PAUL -- Students from the School of Journalism and Mass Communication at the University of Minnesota placed first in the nation in the annual National Student Advertising Competition, (NSAC), sponsored by the American Advertising Federation.

“This is a major achievement by our students and a true national distinction for the University of Minnesota,” said Al Tims, director of the School of Journalism and Mass Communication. “We couldn’t be more pleased.”

The SJMC team beat out 170 regional winners in what is known in the industry as the “World Series” of advertising. It is the fifth time in the past six years the university’s Murphy Hall team advanced to national competition after placing among the top winners regionally, including first place finishes the last two years. No other school in the nation has this kind of amazing record, according to Tims.

The SJMC team has placed among the top winners in national competition before, finishing in third place last year. The recent win, however, is sweeter as the team brings home top honors and makes history as being the first SJMC team to do so.

Howard Liszt, a senior fellow in the SJMC and retired CEO of the Campbell Mithun advertising agency in Minneapolis, is the team’s adviser.

“I am so proud of these students and amazed by the work they did on this campaign,” Liszt said. “They presented a brilliant campaign.”

For the national competition, a corporate sponsor provides an assignment or case study outlining the history of its product and current advertising situation. The case study is always candid and reflects a real world situation. Students must research the product and its competition, identify potential problem areas and devise a completely integrated communications campaign for the client. Each student team then pitches its campaign to a panel of judges.

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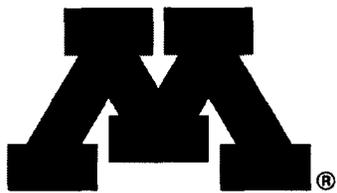
panel of judges.

This year, students created an integrated marketing campaign for Coca-Cola classic, the most popular and biggest-selling soft drink in history.

“In talking about our students’ campaign and commenting on their commercials, a senior executive from Coca Cola told students, ‘we could run your commercials tomorrow,’” Liszt said. “That quote is my personal favorite and was the highest praise he could have paid to the students’ work.”

Regional NSAC competitions are held each spring in 15 districts throughout the United States and are judged by professionals in the communications industry. The winning team in each district and one wild card team then advances to compete on the national level at the American Advertising Federation National Conference in June.

Finishing behind the University of Minnesota were the University of Michigan (second place), University of Southern California (third place) and Syracuse University (fourth place).



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June 12, 2007

*Contacts: Kelly O'Brien, U of Minnesota, (612) 624-4109, obrie136@umn.edu  
Mark Cassutt, University News Service, (612) 624-8038*

## U OF M PROFESSOR TO BIKE 8,500 MILES ACROSS NORTH AMERICA TO STUDY ATTITUDES AND PERCEPTIONS OF MODERN IMMIGRATION

~ Researcher to talk with people about their views on the emergence of Latinos as America's  
largest ethnic minority ~

MINNEAPOLIS / ST. PAUL -- A University of Minnesota professor is embarking on an 8,500-mile bicycle journey across America to explore Americans' perceptions of the current immigration debate.

From July through December 2007, Louis Mendoza, chair of the University of Minnesota's department of Chicano studies, will bicycle around the perimeter of the U.S. His journey will cover 34 states, plus Canada and Mexico. Along the way, he plans to talk with people about their views on the emergence of Latinos as the nation's largest ethnic minority and the impact this is having on the United States national identity and culture. These interviews, capturing the perspectives of urban and rural citizens and recent immigrants alike, will result in a book addressing the hopes and fears, misperceptions and realities of Americans experiencing a changing culture due to immigration.

"I'm not setting out with particular research goals or outcomes," said Mendoza. "My goal is to listen to people on the street -- in churches, cafes and bars -- to find out what they understand are the issues around the 'Latino-ization' of the U.S."

Mendoza will begin and end his trip in San Jose, Calif., traveling clockwise around the perimeter of the country with stops in major urban centers and rural towns that have been the beneficiaries of as well as sites of controversy for new immigration. Riding a touring bike, he will carry all of his camping, communications and maintenance gear.

"My hope is that this journey will not be just my story, but the story of the people I encounter and their perceptions of immigration in this country. My goal is to offer much needed insight from voices that aren't often heard in formal media venues," Mendoza said.

While on the road, Mendoza will blog about his experiences at <http://journeycrossouramerica.blogspot.com/>.

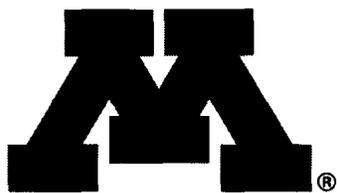
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While on the road, Mendoza will blog about his experiences at <http://journeyacrossouramerica.blogspot.com/>.

He is available for interviews throughout his journey. Contact Kelly O'Brien at (612) 624-4109.



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June 13, 2007

*Contacts: Daniel Wolter, University News Service, (612) 625-8510*

## FIVE NEW REGENTS PROFESSORS NAMED BY UNIVERSITY OF MINNESOTA

MINNEAPOLIS / ST. PAUL -- Five University of Minnesota professors have been named Regents Professors by the university's Board of Regents. The designation is the highest level of recognition given to faculty by the university. They are chemical engineering and materials sciences professor Frank Bates, cultural studies and comparative literature professor Richard Leppert, American studies and history professor Elaine Tyler May, psychology professor Matt McGue and forest resources professor Peter Reich.

"This year's Regents Professors have exhibited outstanding academic distinction throughout the university and across the globe in their many fields of study," said University President Robert Bruininks. "Their bold and diverse discoveries and commitment to excellence embody the core mission of this university and the drive to become one of the top three public research universities in the world."

The addition of the five new Regents Professors increases the total number of Regents Professorships from 20 to 25 and is part of the university's strategic positioning effort, said Bruininks.

"Our new elite group of Regents Professors proves the academic excellence that continues to thrive at the University of Minnesota," said Provost Thomas Sullivan. "Throughout their careers, professors Bates, Leppert, May, McGue and Reich have excelled in the quality of their academic contributions, engaged their students in the classroom and enhanced the reputation of the University of Minnesota."

More about the Regents Professors and their research:

### **Frank Bates (Institute of Technology)**

Frank Bates, a Distinguished McKnight professor in the department of chemical engineering and materials science, has achieved an outstanding international reputation for his pioneering achievements as a polymer scientist. He discovered the deuterium isotope effect in polymer blends, which has had lasting results on numerous phase behavior studies using neutron scattering. This groundbreaking work set him apart from his peers at an early stage in his career.

Bates is among a very small number of polymer scientists who have shaped the current field of polymer physical science and is considered the leading expert on the use of neutron scattering as a tool in organic materials science. As an engineer he has invented useful products and processes for society including the manufacture and use of materials in drug delivery and other applications.

### **Richard Leppert (College of Liberal Arts)**

Richard Leppert, a Morse Alumni Distinguished Teacher and professor in the department of cultural studies and comparative literature, is involved in interdisciplinary teaching and research on the history of modernity in Europe and North America with a focus on the study of music, visual culture and aesthetics. He is considered to be among the most significant intellectuals working at the intersections of disciplinary knowledge in the humanities today.

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# UNIVERSITY OF MINNESOTA

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Leppert is the author of nine books, with a tenth book in press, which have been reviewed by over fifty academic journals in the fields of musicology, art history, philosophy, anthropology, sociology, cultural studies, critical theory, literary studies and history, as well as in the national and international press. He is also credited with the co-creation of the Comparative Studies in Discourse & Society program, which is considered among the best of its kind in the nation and subsequently gives Minnesota the recognition of being a national leader in interdisciplinary humanities inquiry. This success is one of many the department achieved under his fifteen-year tenure as department chair.

His awards and recognitions include the Samuel Russel Distinguished Chair in the Humanities, the Fesler-Lambert Chair, the Guggenheim Fellowship, the American Council of Learned Societies Fellowship and multiple awards from the National Endowment for the Humanities.

## **Elaine Tyler May (College of Liberal Arts)**

Elaine Tyler May, a professor in the American studies and history departments, is an internationally renowned scholar of 20th century United States history and American studies. A colleague wrote, "Her scholarship has transformed American history by linking the family to the public world of politics and work and has made private life a central field of historical inquiry."

She has written four books and is working on her fifth about the history and culture of the modern American family. *Homeward Bound: American Families in the Cold War Era* was so influential that it continues to be on the reading lists for both graduate and undergraduate courses in American history and American studies, both here and abroad.

May is the recipient of numerous awards and recognition including the Distinguished Woman Scholar Award in the Humanities and Social Science, the Fesler-Lampert Chair in the Humanities, the College of Liberal Arts Dean's Medal for Excellence in Scholarship and Creativity, and the College of Liberal Arts Scholar of the College Award. She has received fellowships from the National Endowment of the Humanities, the American Philosophical Society and the American Council of Learned Societies, to name a few.

## **Matt McGue (College of Liberal Arts)**

Matt McGue, a professor in the department of psychology, is internationally renowned in the fields of behavioral and epidemiological genetics and is considered to be the world leader in the application of sophisticated behavior genetic methods to address critical questions about why humans differ in significant psychological characteristics such as personality, intelligence and psychopathology. His earlier work demonstrated the link between schizophrenia and multiple genes and recently he has used innovative research designs and landmark longitudinal studies to understand human behavioral development. These studies were the basis for a very influential model that shows how individual risk and family rearing practices lead to addiction, how genetic and experiential factors contribute to longevity and mental health in old age and how inherited factors influence the development of differences in many adult behaviors.

He has provided leadership at the departmental, university, national and international level and has served on many committees within the institution. He served as the director of the Behavior Genetics and Individual Differences Program for ten years, and as associate department chair and then department chair. McGue is the recipient of several awards, including the Research Scientist Development Award from the National Institute of Alcohol Abuse and Alcoholism (NIAAA), Scholar of the College (CLA) and the James Shields Award (Behavior Genetics Association), to name a few.

## **Peter Reich (College of Food, Agricultural and Natural Resource Sciences)**

Peter Reich, a Distinguished McKnight Professor in the department of forest resources, is described by his nominators "as an international leader in the ecological, environmental and plant sciences, and among the most frequently cited researchers in his field in the world, and is a truly exceptional teacher and mentor." An exceptionally stellar member of the faculty, professor Reich has an exemplary reputation internationally for his work in plant biology, ecosystem ecology and global biology.

As a result of his studies, there has been a dramatic increase in the understanding of the biology of higher plants. He discovered a universal size-based scaling law regarding metabolism in plants. Reich's lab also identified the general equation that describes the instantaneous temperature response function of plant respiration as well as how plant respiration varies with seasonal temperature changes, and he discovered universal rules governing leaf design. His studies and research regarding global environmental change have contributed to a much better understanding of plant productivity and ecosystem sustainability, plant species diversity, elevated atmospheric carbon dioxide and nitrogen pollution

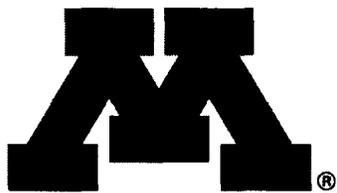
The Regents Professor position was established in 1965 by the Board of Regents to recognize the national and international

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prominence of faculty members. It serves as the highest recognition for faculty who have made unique contributions to the quality of the University of Minnesota through exceptional accomplishments in teaching, research and scholarship or creative work, and contributions to the public good.

**Photos available upon request at [unews@umn.edu](mailto:unews@umn.edu)**



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June 13, 2007

*Contacts: Mary Sienko, Parking and Transportation Services, (612) 626-5828  
Patty Mattern, University News Service, (612) 624-2801*

## UNIVERSITY OF MINNESOTA PARKING AND TRANSPORTATION SERVICES NAMED AS PARKING ORGANIZATION OF THE YEAR

MINNEAPOLIS / ST. PAUL -- University of Minnesota Parking and Transportation Services (PTS) has been named as the 2007 International Parking Institute (IPI) Parking Organization of the Year. In its inaugural year, this international award is granted to the organization that best exemplifies excellence in overall parking operations. PTS shares this year's honor with the City of Houston.

"I can't tell you how pleased I am that PTS was singled out for such global recognition," said Bob Baker, PTS executive director. "This is truly an endorsement of the innovation and forward-thinking solutions typified by an outstanding staff within an extremely supportive university setting. This award is an illustration that all departments can work hard to achieve President Robert Bruinink's goal to raise the U of M into the top echelon of universities in the country."

The IPI is a trade organization that was founded in 1962 to represent the marketing, economical and political concerns of its members, made up of parking professionals worldwide. IPI provides leadership, information and education to a diverse membership; from major municipal authorities, airports, hospitals and universities, to industry suppliers and consultants, and commercial operators. IPI members are 1,400 strong, from 400 institutions in 18 countries.

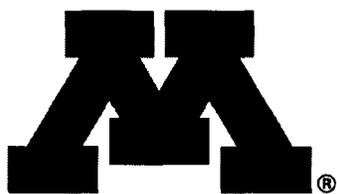
To acknowledge the contributions of individuals to the industry, IPI conducts an annual Professional Recognition Program. The program consists of four categories: Parking Organization of the Year, Parking Professional of the Year, Parking Staff Member of the Year, and the Chairman's Award to recognize a member from each of the Board of Directors and Advisors. Recipients were recently honored at the annual conference held May 20-23 in Tampa, Fla.

The University of Minnesota, through Parking and Transportation Services, offers a wide array of parking options for the Twin Cities campus including hourly, daily, event, carpool, motorcycle and discounted programs. PTS ranks patron comfort very high so campus parking facilities contain multiple state-of-the-art safety features including bright lighting, closed circuit security cameras and panic alarms. The free Motorist Assistance Program

- more -

including bright lighting, closed circuit security cameras and panic alarms. The free Motorist Assistance Program (MAP) assists customers with dead batteries, flat tires or lockouts. In addition, PTS has developed a number of services to encourage the use of alternate transportation modes, namely programs like U-Pass, Helmets and Headlights and Zipcar.

“Folks commute to the university in many different ways. It is necessary for us to respond to the needs of all groups in a fiscally and environmentally responsible manner while maintaining community integrity,” Baker said.



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June 13, 2007

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## U OF M ASSISTANT PROFESSOR RECEIVES AWARD FOR HIS WORK MAKING SCHOOL LEADERS MORE TECHNOLOGY SAVVY

MINNEAPOLIS / ST. PAUL -- Scott McLeod, assistant professor of educational policy and administration in the University of Minnesota's College of Education and Human Development, has been honored with the prestigious Cable's Leaders in Learning Award for creating and implementing innovative ways to educate students and for making a substantial contribution to learning in the Minneapolis/St. Paul area and beyond.

As one of four winners nationwide in the General Excellence category, McLeod is being recognized for creating the Center for Advanced Study of Technology Leadership in Education (CASTLE), the first academic program in the country designed to create technology-savvy school leaders. Funded by the U.S. Department of Education, CASTLE is designed to turn school administrators into technology leaders using nationally-recognized curriculum and high-quality, free resources. McLeod said CASTLE is an important educational resource.

"Most school organizations struggle with effective use of digital technologies. A primary reason for this is that there has been a lack of emphasis on school leaders. As a society, we have poured huge sums of money into teacher training, student programs and infrastructure -- these are all good. However, we will see few tangible, sustainable benefits in most places until they have leaders who know how to effectively implement, build upon and sustain those initiatives," McLeod said. "We need more effective technology leaders. We need them in formal leadership positions like principal and superintendent rather than informal, often powerless positions like media specialist or technology coordinator."

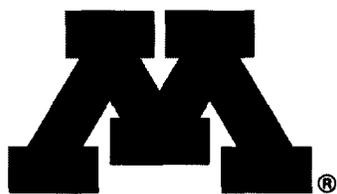
McLeod said he appreciates the recognition he is receiving. "Winning a Leaders in Learning Award is a nice recognition of the work I am doing to help administrators transform their schools and districts into 21st century learning organizations," McLeod said.

Comcast and Cable in the Classroom, the cable industry's education foundation, presents the awards annually to recognize the most inventive educators, administrators, community leaders and policy makers who are transforming education from early childhood through high school (PreK-12). "Education is one of the most important investments the cable industry makes in communities across the country. Cable's Leaders in Learning

- more -

important investments the cable industry makes in communities across the country. Cable's Leaders in Learning Awards honor these special citizens who bring a pioneering spirit to education," said Helen Soulé, executive director of Cable in the Classroom. "We are inspired by their successes and hope that by shining a light on their accomplishments, we can encourage others to follow in these honorees' footsteps."

McLeod attended a gala awards ceremony, met with members of the U.S. Congress and education leaders and participated in a series of professional development events. As part of the honor, McLeod received \$3,000 from Cable in the Classroom, in addition to the four-day trip to Washington, D.C.



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June 13, 2007

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## **ARNE CARLSON, FORMER MINNESOTA GOVERNOR, DISCUSSES MINNESOTA'S STATUS AS A LEADER AT U OF M CARLSON SCHOOL LUNCHEON**

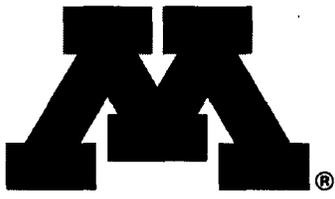
MINNEAPOLIS / ST. PAUL -- Arne Carlson, former Minnesota governor, will speak at the University of Minnesota's Carlson School of Management First Tuesday luncheon at 11:30 a.m. Tuesday, July 10, at the McNamara Alumni Center, 200 Oak St. S.E., Minneapolis.

In his address, "The Roman Empire Revisited: Are we on course?," Carlson will discuss his belief that Minnesota must decide on a set of values that will allow the state to regain its former status as a nationally recognized leader in the fields of healthcare, education and innovation. In particular, he sees strong potential for Minnesota to lead the nation in two historical areas of success: healthcare reform and the medical industry. "We have an opportunity to define who we are and where we are going," said Carlson. "We need to think about a successful tomorrow.

Carlson was elected Minnesota governor in 1990 and was re-elected by a landslide in 1994. During his tenure as governor, Carlson consistently advocated policies which created quality job opportunities for all Minnesotans; few states in America accomplished as much.

Carlson also served as chairman of RiverSource Funds from April 1999-2006. As chair of 100 mutual funds, he represented the interest of the funds' shareholders and led the boards' independent directors in overseeing the performance of the investment manager, distributor and other service providers.

Advance registration by Thursday, July 5, is \$23 and \$30 for walk-ins. The fee includes lunch and parking in the Washington Avenue Ramp. Register by calling (612) 626-9634, visiting [www.carlsonschool.umn.edu/events](http://www.carlsonschool.umn.edu/events), or by e-mail at [fristtuesday@umn.edu](mailto:fristtuesday@umn.edu).



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June 14, 2007

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## UNIVERSITY OF MINNESOTA RESEARCHERS CALL FOR SUSTAINABLE BIO-ECONOMY

~ Greener crops could make a big difference for local economies and ecosystems ~

MINNEAPOLIS / ST. PAUL -- New "green" energy crops have the potential to create sustainable economies and revive rural areas if policies are tailored to maximize that potential, according to researchers from the University of Minnesota.

Their call to action is published in the June 15 edition of the journal *Science*.

"We're calling for a more sustainable approach to developing biofuels and other new bio-products," said lead author Nick Jordan, a professor in the department of agronomy and plant genetics.

While most research on using grasses and other plants to create energy is focused on producing the highest yield for those crops, the authors suggest a broader approach that also considers concerns about climate change, wildlife habitat and healthy economies in rural areas.

In a multifunctional approach to farming, commodities such as fiber for energy production are produced in a way that also provides ecological benefits such as improving water quality. Biomass production, because it's generally less harmful to soil and water and provides habitat for wildlife, has the potential for significant ecological benefits, said Jordan.

The authors call for a network of research and demonstration projects that would test the economic viability of large-scale multifunctional systems of biomass production. The 2007 Farm Bill, currently under discussion in Congress, provides an opportunity to set up such a network.

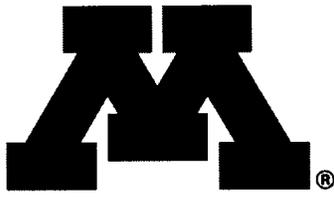
"The idea of multifunctionality has just not been on the radar of most agricultural colleges," said Jordan. "Our goal is to raise that issue."

- more -

# UNIVERSITY OF MINNESOTA

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The researchers are part of the Green Lands, Blue Water initiative, [www.greenlandsbluwaters.org](http://www.greenlandsbluwaters.org), which is a consortium of land-grant universities and agricultural, environmental and rural development non-profit organizations.



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June 14, 2007

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## U OF M STUDY TO FOCUS ON ANIMAL EMISSIONS

~ Minnesota and Purdue teaming up to launch national study of air emissions from livestock facilities ~

MINNEAPOLIS / ST. PAUL -- A first-ever, nationwide study to measure amounts of various airborne substances emitted from livestock facilities, including poultry, dairy and swine operations, is underway at a western Wisconsin dairy farm.

University of Minnesota professor Larry Jacobson, department of bioproducts and biosystems engineering, is coordinating the monitoring effort at the farm, which is one of 20 monitoring sites in nine states. The two-and-a-half year, \$14.6 million study will continuously record levels of hydrogen sulfide, particulate matter, ammonia, nitrous oxide, volatile organic compounds and non-methane hydrocarbons released from livestock facilities. The U of M is receiving approximately \$200,000 for its part in the study.

“The opportunity to study emissions from a dairy barn is especially intriguing, because we don’t have much air emissions data from these facilities.” The typical Midwest dairy barn is naturally ventilated, making it difficult to monitor air emissions.

“The barns involved in this study are mechanically ventilated, which greatly improves the accuracy of our sampling,” Jacobson said.

The National Air Emissions Monitoring Study, or NAEMS, is led by Purdue University and conducted under the advisement of the Environmental Protection Agency. The study is funded by the livestock industry, specifically through the Agricultural Air Research Council, a nonprofit organization that receives its funds from livestock industry groups.

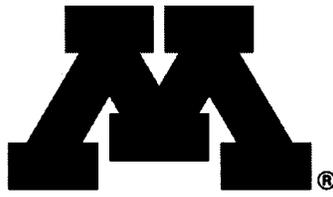
The monitoring equipment at the research sites also may be used to test strategies for mitigating emissions. For example, researchers have found that when hogs are fed a certain diet, they emit significantly less ammonia.

- more -

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The NAEMS project is one of three air emissions projects in which Jacobson is involved. The other projects are based on Minnesota turkey and swine farms. Other states involved in the study include California, New York, Iowa, North Carolina, Indiana, Texas and Washington.



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**June 14, 2007**

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### **MINNESOTA LEADERS TO GET LOOK FRIDAY AT STRUCTURE THAT COULD BE USED IN HUMANITARIAN RELIEF EFFORTS**

MINNEAPOLIS / ST. PAUL-- Minnesota leaders involved in developing, funding and conducting humanitarian relief efforts to assist the victims of natural disasters and wars will get a special look Friday at a new prototype that could be the answer to the power, water, shelter and sanitation needs of people struck by disasters.

University of Minnesota College of Design students will deploy the structure for the leaders at 9 a.m. Friday, June 15 in the College of Design's "sand lot" behind Rapson Hall, 89 Church St. S.E., Minneapolis.

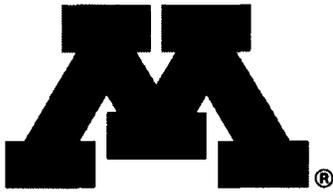
The structure was conceived by Minneapolis's Shelter Architecture and during spring semester, the students designed and built what is being called the "Clean Hub," a portable self-contained power, water and sanitation center.

Under the direction of instructors John Dwyer and Tom Westbrook, students started with an empty shipping container and turned it into what could be a lifesaver.

An off-the-grid unit, the Clean Hub provides electrical power, clean water and sanitation on-location in any disaster or refugee setting. The units can be deployed immediately when disaster hits a region, providing essential services when most needed to rebuild, sustain life and prevent disease.

Next week, this first prototype will be shipped to the Lower Ninth Ward of New Orleans (an area devastated by Hurricane Katrina) providing power, water and sanitation facilities for a new park in that neighborhood.

"This will be the only functioning infrastructure in the whole neighborhood," Dwyer said.



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## STORY TIPS

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**For Immediate Release**

**June 15, 2007**

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### **MINNESOTA WINE TRAIL CONTINUES TO GAIN IN POPULARITY**

**~ U of M research playing a major role in the growth of upper Midwest vineyards ~**

MINNEAPOLIS / ST. PAUL With the help of University of Minnesota researchers, eastern Minnesota vineyards are taking home awards from California wine competitions.

“The quality of the wines produced by Three Rivers Wine Trail members continues to impress wine connoisseurs,” said Kent Gustafson, University of Minnesota Extension tourism educator. “Wines from the Wine Haven Winery and Cannon River Winery have recently been awarded medals in wine competitions in the Midwest and California.”

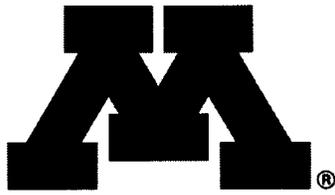
The Three Rivers Wine Trail is Minnesota’s first wine trail and is comprised of six Minnesota wineries all located within the St. Croix, Mississippi and Cannon River valleys. Wine lovers can spend a day or a weekend on the trail visiting wineries amid lush valley scenery and sampling high-quality, locally produced wines. And according to Gustafson, a lot of people are doing just that.

“Over the past year, wine trail members have noticed increased interest, visitors and sales as a result of the collaborative marketing effort,” he said.

The success is due, in part, to U of M research that has developed several new grape breeds in the last decade that are better able to withstand Minnesota’s rough winters.

“We have at least four new wine varieties planted, not only in Minnesota, but throughout the Midwest,” said Peter Hemstad, U of M grape breeder. “These varieties have helped make grape-growing economically viable in this part of the country.”

Gustafson is available to talk about Minnesota’s wine-related tourism and Hemstad is available to talk about wine growing and vineyards in the upper Midwest.



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June 15, 2007

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## U OF M PROFESSOR WINS MIRROR AWARD FOR CREATING A WEB SITE THAT MONITORS HEALTH CARE NEWS

MINNEAPOLIS / ST. PAUL -- A Web site created by University of Minnesota School of Journalism and Mass Communication professor Gary Schwitzer has won a Mirror Award for excellence in media information services for his Web site, HeathNewsReview.org.

The award, sponsored by Syracuse University's S.I. Newhouse School of Public Communications, honors excellence in media industry reporting. This is the first year of the Mirror Awards, which drew 140 competitors from magazines, newspapers, television, cable and new media organizations. HeathNewsReview.org was one of 23 finalists in seven categories vying for top honors among such notables as the New York Times, the Wall Street Journal, National Public Radio and the Washington Post.

The Mirror Award is one of several honors Schwitzer has won for the Web site. In its first year, the site has won a Knight-Batten Award for Innovations in Journalism and an e-Healthcare Leadership Award. The site has also been referenced and reviewed by numerous media outlets as an important source for health-related information.

"The Web site is the first U.S. online service expressly designed for journalists and consumers who want reliable, unbiased analysis and evaluation of healthcare news articles that make claims about treatments and procedures," said Schwitzer.

In the site's first year of operation, HeathNewsReview.org received more than 8 million hits by a quarter million individual users.

"HealthNewsReview.org could help make all of us smarter consumers of news and health care by making us think more critically," said Schwitzer.

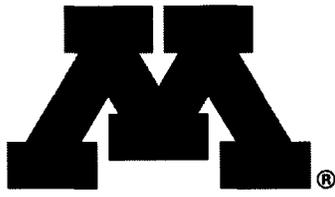
The Mirror Awards ceremony took place in Manhattan on June 14 and was hosted by Meredith Vieira, co-anchor of NBC's morning news program, "Today."

- more -

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Mirror Award winners included David Carr, The New York Times, winning Best Commentary for his weekly column; Dean Miller, Nieman Reports, winning Best Coverage of Breaking Industry News; Clive Thompson, New York magazine winning Best Single Article; and Philip Weiss, New York magazine winning Best Profile. The American Journalism Review won for overall excellence, and Andreas Kluth of The Economics won Best Subject-Related Series.



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**June 18, 2007**

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## **BRINGING MORE TALENT TO MINNESOTA: U OF M HIRES 10 NEW ECONOMISTS**

MINNEAPOLIS / ST. PAUL -- The University of Minnesota department of economics has added 10 new faculty members to its ranks. This expansion in size is unprecedented in the department's history and rare in any economics department. It is a large boost to the already highly ranked U of M economics program.

In top economics programs, faculty recruitment is extremely competitive and efforts to hire leading economics faculty often only fill the openings due to attrition. These 10 new hires bring to Minnesota leading research on several topics, including the distribution of wealth, estimating the welfare benefits of new products, economic models of mergers and the economics of persuasion. More generally, the research areas of the new staff are concentrated in three areas: macroeconomics, industrial organization and economic theory.

"These new hires, combined with our stellar existing faculty, make us one of the strongest departments in the world in all three of these areas," said Narayana Kocherlakota, professor and chair of the department of economics. "We were already typically ranked as one of the top five departments worldwide in macroeconomics. We have added two high-quality full professors in this field, which will only enhance this reputation."

"This influx of expertise not only strengthens the reputation of the economics department and the University of Minnesota, but it also strengthens the long-standing partnership and collaboration with the Federal Reserve Bank of Minneapolis. For more than 30 years, this partnership has been critical in bringing the world's best economists and most distinguished scholars to the Twin Cities, resulting in major breakthroughs in economic theory and influencing policy making across the nation," said Art Rolnick, senior vice president and director of research at the Minneapolis Federal Reserve Bank.

The 10 new faculty members include two full professors (including a new holder for the prestigious Carlson Chair in economics), three associate professors and five assistant professors. The new economic faculty members are:

Carlson Chair Jose-Victor Rios-Rull is a macroeconomist. He received his doctorate from the University of Minnesota. He has worked at the University of Pennsylvania since 1992, and has been a chaired professor there

- more -

# UNIVERSITY OF MINNESOTA

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since 2006.

Professor Christopher Phelan is a macroeconomist and received his doctorate from The University of Chicago. He has worked at the Federal Reserve Bank of Minneapolis since 1998.

Associate professor (with tenure) Kim-Sau Chung is an economic theorist. He received his doctorate from the University of Wisconsin. He worked at Northwestern University from 1999 until 2006, and at the University of Hong Kong in the last academic year.

Associate professor (with tenure) Ichiro Obar is an economic theorist. He received his doctorate from the University of Pennsylvania. He has worked at UCLA since 2001.

Associate professor (with tenure) Amil Petri specializes in industrial organization. He received his doctorate in 1998 from the University of Michigan.

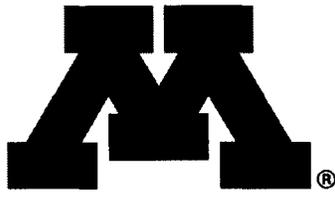
Assistant professor Fatih Guvenen is a macroeconomist. He received his doctorate in 2001 from Carnegie-Mellon University.

Assistant professor Kyoo-il Kim specializes in econometrics and industrial organization. He received his doctorate in 2006 from UCLA.

Assistant professor Minjung Park specializes in industrial organization and financial economics. She will get her doctorate from Stanford University this year.

Assistant professor David Rahman is an economic theorist. He received his doctorate in 2005 from UCLA.

Assistant professor Itai Sher is an economic theorist. He received his doctorate this year from Northwestern University.



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June 18, 2007

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## YONGWEI ZHANG NAMED NEW U OF M CHINA CENTER DIRECTOR

MINNEAPOLIS / ST. PAUL -- Following an extensive national search, professor Yongwei Zhang has been named director of the University of Minnesota China Center. He will begin his new position on July 1.

“Dr. Zhang has extensive experience working with the Chinese government and Chinese institutions and has earned a reputation in both China and the U.S. for his ability to develop cross-cultural programs,” said Meredith McQuaid, interim associate vice president and dean of international programs. “Dr. Zhang is the ideal person to lead the China Center and to add dimension and design to the university's bridges to China.”

Zhang currently holds multiple positions at Missouri State University, including director of international programs and affairs, assistant vice president of research and economic development and director of university programs in Asia. He is professor of geography in the department of geography, geology and planning. He is also the chairman of the Joint Management Committee at the MSU-LNU College of International Business, MSU's branch campus built in cooperation with Liaoning Normal University in Dalian, China.

Originally from Jilin Province in northeastern China, Zhang received his bachelor's degree in 1982 and master's degree in 1984 in geography from Northeast Normal University in Changchun, China, and a doctorate degree in 1990 in geography with a concentration in natural resources planning and management from Southern Illinois University at Carbondale.

“It is a tremendous honor for me to be chosen as the new director of the renowned China Center at the University of Minnesota. I look forward to working with the incredible staff of the China Center, as well as the administrators, faculty and students at this great university,” said Zhang. “My goal is to assist the university and the community with their continued efforts in building U.S.-China bridges and enhancing cultural, economic and educational activities in the Chinese-speaking world. We are at a unique time when significant changes are taking place in the relationship between the United States and China, and I am extremely excited about the challenges and exceptional future opportunities for the China Center.”

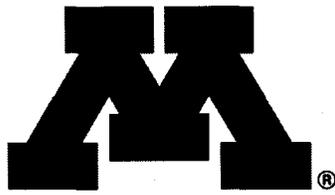
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Zhang replaces Hong Yang, who left the China Center in December for a position in the private sector. A longer biography of Zhang is available on the China Center Web site at [http://www.chinacenter.umn.edu/news/zhang\\_bio.html](http://www.chinacenter.umn.edu/news/zhang_bio.html).

Created in 1979, the University of Minnesota China Center builds bridges between the United States and Greater China. To fulfill this mission, the China Center draws on the strengths of the University of Minnesota and partners with public and private organizations in Minnesota and the U.S. to promote relations with Greater China by facilitating educational exchange, collaborative research and teaching and training activities; fostering an understanding of history, cultures and values; serving as a catalyst and resource for the promotion of economic, governmental and civic pursuits; and increasing mutual interest and understanding.



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## U OF M'S WALL OF DISCOVERY EARNS INTERNATIONAL DESIGN AWARD

~ Society for Environmental Graphic Design selected the wall from 340 entries world wide ~

MINNEAPOLIS / ST. PAUL -- The University of Minnesota's Wall of Discovery won an Honor Award from the Society for Environmental Graphic Design (SEGD), an international non-profit educational foundation, in the highly competitive SEG Design Awards Program. The six Honor Award winners were selected from 340 international entries.

The Wall of Discovery on the Scholars Walk at the University of Minnesota is designed to celebrate the discoveries, inventions and creations of alumni and faculty that have brought significant changes to the world. Many months of research yielded a wealth of original documents from 90 intellectual pioneers which are incorporated into a giant blackboard covering 260 feet of the north wall on the Electrical Engineering and Computer Science building on the Twin Cities campus. Twenty edge-lit glass panels, etched and carved with abstract images, appear to float in front of the blackboard allowing the viewer to reflect on the work of future scholars that may yield tomorrow's discoveries.

"To our knowledge, there isn't any other campus that has as impressive a tribute to the contributions of faculty, staff, students and alumni as we have here in our four-block-long Scholars Walk with the central feature being the Wall of Discovery," said Tom LaSalle, University Gateway Corporation chair and president-elect of the University of Minnesota Alumni Association (UMAA).

The Gateway Corporation, which includes the UMAA, University of Minnesota Foundation and University of Minnesota Medical Foundation, funded the Wall of Discovery.

"This partnership has resulted in \$60 million in improvements on campus in the past 10 years, including the McNamara Alumni Center, Heritage Gallery, Alumni Wall of Honor, Regents Plaza, Scholars Walk and Wall of Discovery. How appropriate that these three organizations are helping preserve the university's history, legend and lore," said LaSalle.

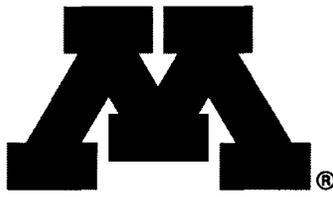
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The idea and concept for the Wall of Discovery was created by Gary Fishbeck of HGA Architects, the graphic design and research was completed by Drew Sternal of L.A. Ink, a visual communications and design firm in the Twin Cities, and the wall was constructed by Mortenson Construction and Nordquist Sign Company.

Other 2007 SEGD Honor Award winners were the Thailand Creative & Design Center, Bangkok, Thailand; National World War I Museum, Kansas City; Arizona Cardinals Stadium, Glendale, Arizona; Los Angeles Metro, Los Angeles; Alesari, Kent State University, Kent, Ohio.

**Photo of the wall is available upon request at [unews@umn.edu](mailto:unews@umn.edu)**



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June 19, 2007

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## U OF M STUDY FINDS THAT AMERICANS COUCH FEELINGS ABOUT RACE IN THE 'HAPPY TALK' OF DIVERSITY-SPEAK

MINNEAPOLIS / ST. PAUL -- According to a new study by researchers in the University of Minnesota's sociology department, Americans are generally positive -- even optimistic -- about the word 'diversity,' but when asked, even those working in the field of race relations have trouble describing diversity's value and stumble when giving real life examples.

The desire to appear color-blind leads most Americans to prefer the standardized language of diversity-speak when addressing issues of race, rather than the other way around. The researchers conclude that American diversity-speak is a sort of 'happy talk,' an upbeat language in which everyone has a place, everyone is welcome and even celebrated.

The study takes its conclusions from a telephone survey of more than 2,000 households across the country and nearly 150 hour-long interviews with adults from a wide range of backgrounds living in Atlanta, Boston, Los Angeles and Minneapolis/St. Paul.

The study found a majority of Americans -- cutting across race, class and gender lines -- value diversity, but their upbeat responses to the term contradict tensions between individual values and fears that cultural disunity could threaten the stability of American society. Also regardless of race, Americans' definition of diversity places white people at the neutral center and all other groups of people as outside contributors.

"The public debates and talk-show lamentations about immigration and political correctness leave many Americans to assume there's a big divide in the country between those who value diversity and those who reject it," said Doug Hartmann, associate sociology professor, who coauthored the study with graduate student Joyce Bell. "The fact is, most Americans value diversity - but they see it as a benefit with the potential cost of cultural disunity and social instability."

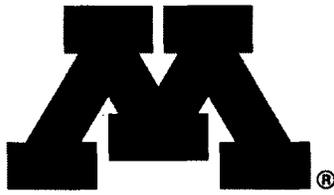
- more -

# UNIVERSITY OF MINNESOTA

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The study also found that most Americans use platitudes when describing diversity. “The topic of race lies outside the realm of polite conversation,” said Bell. “Everyone in the study -- regardless of race, political affiliation and even level of rhetorical ability -- had real trouble talking about the inequities and injustices that typically accompany diversity in the United States.”

The study will be published in a forthcoming issue of *American Sociological Review* and is part of the sociology department’s American Mosaic Project, an ongoing project funded by the Minneapolis-based David Edelstein Family Foundation that looks at race, religion and cultural diversity in the contemporary United States.



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FOR IMMEDIATE RELEASE

June 19, 2007

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Justin Ware, University News Service, (612) 626-1720*

## U OF M EXTENSION CONDUCTS OPERATION MILITARY KIDS OUTREACH TRAINING IN METRO COMMUNITIES

~ Program reaches out to the thousands of kids in Minnesota who have a parent away  
fighting a war ~

MINNEAPOLIS / ST. PAUL -- The University of Minnesota Extension Center for 4-H and Community Youth Development will conduct Operation Military Kids (OMK) workshops in Anoka, Bloomington and Brooklyn Park on Tuesday and Wednesday, June 26 and 27.

The free outreach training programs are for community members who want to learn how to support military kids in their communities.

The Twin Cities metro area workshops are scheduled for 10:30 a.m. to 12:30 p.m. on June 26 at the Penn Lake Library, 8800 Penn Ave. S., Bloomington; from 2 to 4 p.m. on June 27 at the Elks Lodge, 2875 Brookdale Dr., Brooklyn Park; and from 6:30 to 8:30 p.m. on June 27 at Zion Lutheran Church, 1601 4th Ave. S., Anoka.

Titled "Hidden Heroes: How Deployment Impacts 'Suddenly Military' Kids," the programs are designed to offer insight into military culture and the deployment cycle and suggest ways to understand the needs of military kids and their families by bringing local community resources together. The workshops provide an opportunity for state partners to develop strategies for creating local support networks of youth workers, educators, counselors and community service agents throughout Minnesota.

The programs are open to all community members, including neighbors, business owners, youth and family service providers, educators, counselors and clergy.

"When military parents living in civilian communities are mobilized, their children suddenly have unique needs for special support services," said Jim Deidrick, Minnesota 4-H state military liaison. "These 'suddenly military' kids need to connect with other youth in similar situations. They seek friends and adults who can help them cope with their new world."

- more -

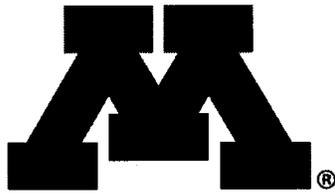
# UNIVERSITY OF MINNESOTA

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The metro area events are part of more than 35 OMK "Hidden Heroes" workshops being conducted by the University of Minnesota Extension Center for 4-H and Community Youth Development throughout the state this summer.

In Minnesota, an estimated 5,000 soldiers have been mobilized to serve in a number of conflicts around the world. And when they return home this summer, some 2,600 Minnesota men and women will have taken part in the longest brigade-level deployment in the history of the National Guard.

OMK is an outreach effort sponsored by Army Child and Youth Services in collaboration with the University of Minnesota Extension Center for 4-H and Community Youth Development, Boys and Girls Clubs of America, National Association of Child Care Resource and Referral, American Legion, Minnesota Department of Education and the National Guard and Army Reserve.



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June 19, 2007

**Contacts:** *Patty Mattern, University News Service, (612) 624-2801*

### UNIVERSITY OF MINNESOTA NATIONAL EXPERT ON TITLE IX AVAILABLE FOR MEDIA INTERVIEWS

~ Saturday marks the 35th anniversary of Title IX ~

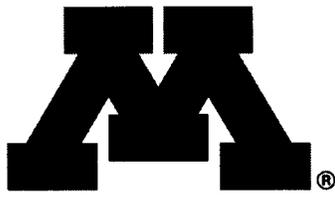
Saturday marks the 35th anniversary of Title IX, the landmark federal legislation requiring gender equity in education and athletics. The law was enacted on June 23, 1972. Mary Jo Kane is a leading national expert on Title IX who has written extensively on the social and political implications of the law. She is available to discuss the impact, criticisms of and the future of Title IX.

Kane, a professor of sport sociology and the director of the Tucker Center for Research on Girls & Women in Sport in the College of Education and Human Development, Kane can discuss the numerous myths and misrepresentations surrounding Title IX, such as the myth that Title IX forces schools to drop men's sports.

"Title IX brought about a sea change in American society when it comes to athletic opportunities for girls and women," Kane said. "In one generation, we have gone from young girls hoping that there is a team, to young girls hoping that they'll make the team."

To interview Kane, contact Patty Mattern at (612) 624-2801 or [matte016@umn.edu](mailto:matte016@umn.edu).

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**June 20, 2007**

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## **U OF M LOOKING FOR CITIZEN INPUT ON THE ENVIRONMENT**

**~ State leaders working with U of M officials to build a conservation plan for Minnesota ~**

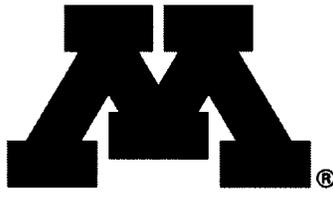
MINNEAPOLIS / ST. PAUL -- Safe water, more forests, the condition of state parks; the state of Minnesota wants to know what environmental issues matter the most to Minnesotans. And the University of Minnesota's Institute on the Environment has a Web site that allows residents to let their leaders know what they think.

The information gathered from the site will help form the Minnesota Statewide Conservation and Preservation Plan, which is being developed by the Institute on the Environment with consulting partners Bonestroo and CR Planning. The plan will chart a long-term course for safeguarding Minnesota's natural heritage.

"This plan is intended to guide the state's natural resource conservation efforts for the next 50 years," said Deborah Swackhamer, interim director of the Institute on the Environment and lead principal investigator on the project. "So it is crucial that all concerned citizens and organizations make their voices heard as early in the process as possible."

Providing feedback for the plan is easy. Just log on to <http://wrc.umn.edu/scpp/>, click on "get involved", then on the green icon that asks you to "contribute your vision" and it will open up an email field.

The information will be used to assemble a final plan that officials hope will be ready by June 2008. That plan will include long term conservation and preservation goals and strategies, benchmarks to evaluate progress and prioritized activities needed to implement the strategies.



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June 20, 2007

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Mark Cassutt, University News Service, (612) 624-8038*

## U OF M CENTER FOR GERMAN AND EUROPEAN STUDIES TO HOLD MAJOR HEALTH-CARE FORUM

~ Experts from Germany and the United States will discuss innovation in health care ~

MINNEAPOLIS / ST. PAUL -- The Center for German and European Studies at the University of Minnesota will present a forum on innovation in health care on Monday and Tuesday, July 16 and 17. Participants are experts from Germany and the United States, representing government, business, insurance, health care provider and health educators.

Innovation and change are at the core of medical treatment, technology and any good health care system. Minnesota has a track record of developing exciting new approaches to healthcare policy, while across the United States an unprecedented number of initiatives are being developed at the state and federal levels to improve healthcare. Dialogue between stakeholders from different but comparable national systems can highlight new opportunities. To that end, U.S. and German speakers -- including Germany's federal minister of health -- will present the positions of all stakeholders on innovative health care. Germany, for instance, recently overhauled its health care system and early results indicate that the reforms maintain quality and access while containing the growth of costs.

The July 16 session will address broad policy issues and the July 17 will focus on the mechanisms that regulate coverage, quality and costs. Expected outcomes will include an understanding of incentives for health care innovation in the United States and Germany, a comparison of how the two countries integrate innovation and an examination of how innovations reach patients.

The German delegation includes key decision makers for health care policy in Germany. U.S. speakers include Dr. Frank Cerra (Academic Health Center, University of Minnesota), Stephen Oesterle (Medtronic) and David Tilford (Medica).

The deadline for registration is July 5. Registration fee is \$850. Registration information, along with full program schedules and speaker biographies, is available at [www.cges.umn.edu](http://www.cges.umn.edu).

- more -

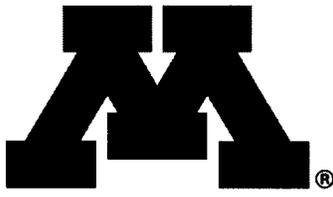
**Photo alert:** German Health Minister Ulla Schmidt will lead a health walk along the university's Scholars Walk, starting at 2:30 p.m. Monday, July 16 beginning at the McNamara Alumni Center. The first 100 people to join her will receive a free pedometer courtesy of the German Ministry of Health.

**WHO:** Ulla Schmidt, Minister of Health, Federal Republic of Germany; Ulrich Dietz, drug expert, German Ministry of Health; Nancy Feldman, president and CEO, UCare Minnesota; Steven Sheingold, Office of Health Policy, U.S. Department of Health and Human Services; David Tilford, president and CEO, Medica; and other U.S. and German health care and pharmaceutical experts

**WHAT:** Healthcare and Innovation -- Third Annual American & German trans-Atlantic experts roundtable

**WHEN:** Monday and Tuesday, July 16-17

**WHERE:** McNamara Alumni Center, 200 Oak St S.E., Minneapolis



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**June 20, 2007**

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## **FINALISTS FOR U OF M ROCHESTER CHANCELLOR ANNOUNCED**

MINNEAPOLIS / ST. PAUL -- Today, the University of Minnesota announced the names of three finalists for the position of chancellor of the University of Minnesota Rochester (UMR).

The finalists are:

- David Chang, chancellor of Polytechnic University, Brooklyn, N.Y.;
- Stephen Lehmkuhle, senior vice president for academic affairs, University of Missouri System, Columbia, Mo.;
- Allan Myerson, Provost and Senior Vice President, Illinois Institute of Technology, Chicago, Ill.

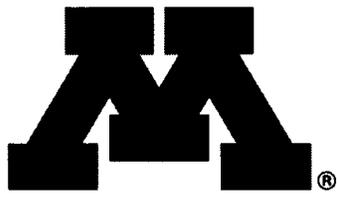
“This is a key leadership position in the University of Minnesota system,” said Senior Vice President for System Academic Administration Robert Jones. “It is a critical time in the history of our Rochester campus and southeastern, Minnesota. The person selected to be its first chancellor will set a tone and direction for UMR that will shape a generation of education and research.”

A search committee recommended the finalists to Jones and President Robert Bruininks. Bruininks will make the final recommendation of appointment of a chancellor to the Board of Regents after reviewing input from the university and community and consultation with Jones.

Each finalist will visit both the university’s Twin Cities and Rochester campuses next week for interviews, including public forums to introduce each candidate to the Rochester and university communities.

UMR was designated as an official campus of the university last fall. As the chief executive officer of the Rochester campus, the chancellor is responsible for the academic, executive and administrative leadership of the campus.

Information on each of the finalists and their public visits can be found at [www.r.umn.edu](http://www.r.umn.edu)



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June 20, 2007

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## U OF M LAUNCHES VIRTEX, A NEW PROGRAM TO PROMOTE HIGHER EDUCATION FOR YOUTH

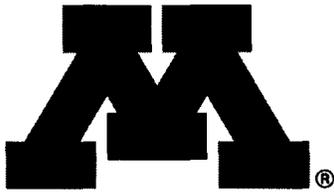
MINNEAPOLIS / ST. PAUL -- The University of Minnesota is launching a new program designed to engage high school students from diverse backgrounds in undergraduate and graduate education. VIRTE<sub>x</sub>, which stands for Vertically-Integrated Research Team Experience, creates research teams made up of a high school student, an undergraduate student, a graduate student and a faculty mentor to work on a research project over the summer.

Three research teams began projects on campus June 18. These teams will investigate schizophrenia, the role of emotions in political decision-making and discrimination and its effects on mental health. Participants will develop their academic skills and get some real experience in science. This exposure and hands-on participation promotes a deeper understanding of academic pursuits.

“These are the students we need as future scientists. By providing this opportunity early in their careers, the university gives them a close-up of the world of social science,” said psychology professor Angus MacDonald III, director of the program. Under his direction, the program is being administered this year through the department of psychology.

VIRTE<sub>x</sub> is based in the social sciences departments of the College of Liberal Arts. Each project includes a summer stipend for graduate students as well as compensation for the high school and undergraduate participants. The program plans to expand for summer 2008 to include 12 departments, including psychology, economics, sociology, anthropology and language and hearing sciences.

For more information or to schedule an interview with Professor and Director Angus MacDonald, contact Tessa Eagan at teagan@umn.edu or (612) 625-3781.



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**June 20, 2007**

**Contacts:** *Patty Mattern, University News Service, (612) 624-2801 or Drew Swain, University News Service, (612) 625-8962*

**LAW SCHOOL PROFESSOR AVAILABLE TO SPEAK ABOUT LAW ENFORCEMENT ON INDIAN RESERVATIONS**

**~ Professor to testify before U.S. Senate Committee on Indian Affairs Thursday, June 21 ~**

Crime and public safety on Indian Reservations throughout the country has arisen as a critical issue in recent months. A report released this spring by Amnesty International "Maze of Injustice: The Failure to Protect Indigenous Women from Sexual Violence in the USA," brought the issue into the spotlight even more.

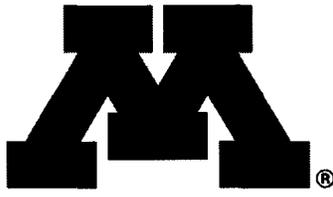
University of Minnesota Law School professor Kevin Washburn, an expert on American Indian Law, Indian gaming and Tribal Court, will testify about law enforcement in Indian Country before the U.S. Senate Committee on Indian Affairs Thursday morning in Washington, D.C.

"One of the things I'm going to argue is that the models of criminal justice that are responsible for poor public safety in Indian country have emasculated tribal governmental systems and made state and the federal officials the primary providers of public safety in Indian country," Washburn says. "Both tribal self-governance and public safety are better served when tribes exercise a central role in providing public safety and criminal justice on Indian reservations."

He says that any reform proposal aimed at improving public safety on reservations needs to focus on cooperation among existing law enforcement agencies.

Washburn available Thursday afternoon (June 21) for interviews concerning his testimony and issues involving crime and public safety on Indian reservations. He will not be available Friday, June 22, but available for interviews over the weekend.

To interview Washburn, contact Patty Mattern, University News Service, (612) 624-2801 or Drew Swain, University News Service, (612) 625-8962.



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**June 22, 2007**

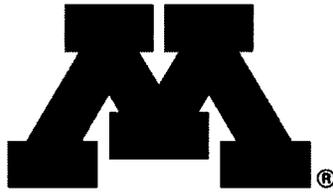
*Contacts: Daniel Wolter, University News Service, (612) 625-8510*

## **UNIVERSITY OF MINNESOTA STATEMENT REGARDING TENTATIVE WISCONSIN RECIPROCITY AGREEMENT ANNOUNCEMENT**

MINNEAPOLIS / ST. PAUL -- The following is a statement from University of Minnesota President Robert Bruininks regarding today's announcement that the states of Minnesota and Wisconsin have agreed on a tentative modified tuition reciprocity arrangement:

"The proposed new reciprocity agreement appears to adequately address the concerns expressed by the University of Minnesota. From the beginning, we have sought to preserve tuition reciprocity between Minnesota and Wisconsin, with a fairer and more equitable arrangement.

"The University appreciates the diligence of the Minnesota Office of Higher Education in working towards this compromise and looks forward to final approval of an agreement by both states and the appropriate higher education governing boards."



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June 25, 2007

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Justin Ware, University News Service, (612) 626-1720*

## U OF M NAMES NEW LEADER IN COLLEGE OF FOOD, AGRICULTURAL AND NATURAL RESOURCE SCIENCES

~ Jay Bell named Associate Dean for Academic and Faculty Affairs ~

MINNEAPOLIS / ST. PAUL -- Soil scientist and distinguished professor Jay Bell is the new Associate Dean for Academic and Faculty Affairs in the University of Minnesota's College of Food, Agricultural and Natural Resource Sciences (CFANS).

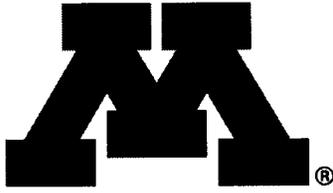
Bell has been a professor in the soil, water and climate department since 1991 and earlier this year was named a recipient of the prestigious Horace T. Morse award for Outstanding Contributions to Undergraduate Education.

"The recent merger that created CFANS as a new college has created some unique opportunities to shape our undergraduate programs," Bell says. "I hope to create new opportunities for our students in international experiences and learning communities, and to work with university initiatives to expand our educational programs beyond the borders of the University. It's an exciting time to assume this role."

In addition to his teaching work, Bell is co-coordinator of the environmental science, policy and management major at CFANS and is co-editor of *Geoderma*, an international journal of soil science. His research interests lie in the landscape-scale process of soil genesis and the application of digital technologies (geographic information systems) for mapping, describing and reporting soil variability for land management.

"Through the interview process Dr. Bell's passion for educating, challenging and serving students and faculty was clearly evident," said Allen Levine, CFANS dean.

Bell will begin his new duties on July 23.



UNIVERSITY OF MINNESOTA

# MEDIA ADVISORY

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June 25, 2007

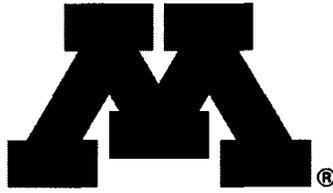
*Contacts: Daniel Wolter, University News Service, (612) 625-8510*

## U OF M REGENTS TO TAKE ACTION ON 2008-09 OPERATING BUDGET

The University of Minnesota Board of Regents will take action on University President Robert Bruininks' FY 2008 budget on Wednesday, June 27 at 1 p.m. at the McNamara Alumni Center, 200 Oak St., S.E., Minneapolis.

The president's proposal includes significant tuition reforms to improve student outcomes and restrain the cost of attending the University of Minnesota and its coordinate campuses. The budget also makes strategic investments as the university follows its goal of becoming one of the top three public research universities in the world.

"Not only will this proposal ensure that current and prospective students will have more affordable access to the University of Minnesota," said Bruininks, "But it will support the exceptional innovation and research across all of our campuses and further invest this university in globally recognized endeavors."



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June 25, 2007

**Contacts:** *Julie Christensen, University of Minnesota Extension, (612) 626-4077*  
*Justin Ware, University News Service, (612) 626-1720*

## U OF M RECOGNIZES 2007 FARM FAMILIES OF THE YEAR

MINNEAPOLIS / ST. PAUL -- Sixty-eight families from around the state, one from each participating county, have been named a "2007 Farm Family of the Year" by the University of Minnesota.

The families will be officially recognized in a ceremony Thursday, Aug. 9; at the annual Farmfest near Redwood Falls. Profiles of the 2007 honorees and information on the recognition event can be found on the U's farm family Web site, at <http://mnfarmfamilies.cfans.umn.edu/>.

"The 2007 Farm Families were chosen based on their contributions to agriculture and their communities," said Bev Durgan, dean of University of Minnesota Extension. "Farm families are the foundation of Minnesota communities. More than 90 percent of Minnesota farms are operated by a farm family. These farm families live and work in our rural and urban communities."

Families receiving honors were selected by their local county Extension committees and have demonstrated a commitment to enhancing and supporting agriculture and agriculture production.

"This year's Farm Families show the broad range of food produced by Minnesota's farmers -- everything from corn and dairy to newer crops like wine grapes and handcrafted cheese," said Allen Levine, dean of the College of Food, Agricultural and Natural Resource Sciences. "We're proud to salute these families and their hard work to put food on our tables."

The diversity of Minnesota family farms can be seen by looking at a sample of the 2007 honorees:

- **William and Karolyn Zurn of Becker County, Callaway** -- William, Karolyn and their two sons farm 5,000 acres of small grain, soybeans, corn and sugar beets. Also, Karolyn runs an on-farm soy candle business called Plum Grove Farms Candle, which donates most of its proceeds to school groups and other charities.

- **Ronald and Karin Koenen of Chippewa County, Clara City** -- Ronald and Karin, along with sons, Aric and

- more -

# UNIVERSITY OF MINNESOTA

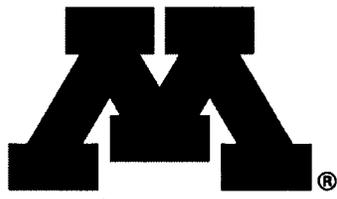
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Ethan, grow corn, soybeans, sugar beets, navy beans and grapes in the vineyard. The extra labor from the specialty crops helps the whole family stay on its toes, but despite the long hours they say they still enjoy rural life.

- **Lutteke Organics of Faribault County, Wells** -- Lutteke Organics is a 100 percent organic 800-acre and 90-cow Holstein farm. Denny and Diane Lutteke started the operation in 1972. The Luttekes also design and manufacture flame cultivators and precision-type equipment for organic farmers. They have shipped their equipment to customers in 40 states and Canada since 1986.
- **The John and Staci Scherber Family of Hennepin County, Corcoran** -- John and Staci Scherber live on a farm with three generations at work, just miles from the densely populated suburbs. With many neighbors close by, the Scherbers work hard to use conservation practices in their 50-cow dairy and 200-acre crop operation.
- **K Bar K Cattle Company of Meeker County, Litchfield** -- Daniel and Teresa Kohls are celebrating their 10th annual on-site show lamb sale next April. They also have 30 to 40 calves born each year which they raise on pasture. Their daughter, Kylee, serves as the National Salers (a breed of cattle) Little Princess and has raised more than \$2,700 for breast cancer research by collecting Yoplait Yogurt lids.
- **Welter Family Farm of Olmsted County, High Forest** -- Randy and Myrna Welter operate 500 acres of corn, soybeans and hay. With the help of their seven children, they also take care of 1,100 pigs at all ages and sizes. They started in 1989 by purchasing 135 acres at their current site.
- **Johnson Farms of Sherburne County, Clear Lake** -- Norman and Margaret Johnson's farm has been in the family since 1892. The Johnsons grow many vegetables including Red and Yukon Gold fresh potatoes, green beans, wheat, corn, soybeans and sweet corn on 3,000 acres. The vegetables are sold at a stand with the help of Norman and Margaret's children and grandchildren.
- **The Craig DeWolf Family of Washington County, Stillwater** -- Craig and Marcia DeWolf operate 600 acres of land where they rotate no-till soybeans and minimum till corn. They also raise beef cattle and hay.

Along with Farmfest, university units sponsoring the recognition event include University of Minnesota Extension, Minnesota Agricultural Experiment Station, the College of Food, Agricultural and Natural Resource Sciences, and the College of Veterinary Medicine.

Farmfest runs Aug. 7-9 at the Gilfillan Estate, near Redwood Falls. Event hours are 8 a.m. to 5 p.m. on Aug. 7 and 8, and 8 a.m. to 4 p.m. on Aug. 9. Admission is \$7 per person, and those 18 and under are admitted free. More information on Farmfest is available at [www.farmshows.com/ffst](http://www.farmshows.com/ffst).



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June 26, 2007

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Mark Cassutt, University News Service, (612) 624-8038*

## FADIL SANTOSA NAMED NEXT DIRECTOR OF THE U OF M'S INSTITUTE FOR MATHEMATICS AND ITS APPLICATIONS

MINNEAPOLIS / ST. PAUL -- University of Minnesota professor Fadil Santosa has been appointed the next director of the Institute for Mathematics and its Applications (IMA), an internationally recognized research center based within the University of Minnesota's Institute of Technology. Santosa's appointment is effective July 1, 2008.

Santosa was appointed to the position by Institute of Technology Dean Steven Crouch upon the unanimous recommendation of the IMA's Board of Governors, a 14-member governing board of distinguished mathematical scientists from across the country who work in industry and academia. Santosa will replace Doug Arnold, the IMA's director since 2001, who will remain a professor of mathematics at the University of Minnesota.

Santosa, a professor at the University of Minnesota since 1995, brings more than 25 years of experience in the mathematical sciences and engineering to his new position. He began his career at Cornell University in the theoretical and applied mechanics department. He then worked for 10 years at the University of Delaware in the mathematical sciences and mechanical engineering departments. Santosa currently serves as director of the Minnesota Center for Industrial Mathematics and has been involved with the IMA, first as associate director for industrial programs from 1997 to 2001, and later as deputy director from 2001 to 2004.

"I am a firm believer in the IMA's mission and I am truly honored to have been chosen to lead the institute," Santosa said. "The IMA has flourished under Doug Arnold's leadership and I am dedicated to ensuring its continued success."

Santosa's research interests are in the areas of photonics, inverse problems, optimal design and financial data analysis. Santosa has served as a consultant for a number of companies and holds a 2006 patent for a spectacle lens design method.

"Senior mathematicians from across the country expressed interest in the IMA director position," said Robert Kohn, a professor of mathematics at New York University who served as head of the IMA director search

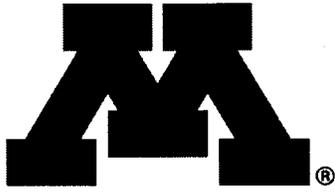
- more -

# UNIVERSITY OF MINNESOTA

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Kohn, a professor of mathematics at New York University who served as head of the IMA director search committee. "We ultimately decided that Fadil's combination of talents, skills and experience are optimal for the IMA."

The IMA was established in 1982 by the National Science Foundation as a result of a national competition. The primary mission of the IMA is to increase the impact of mathematics by fostering research of a truly interdisciplinary nature, linking mathematics of the highest caliber and important scientific and technological problems from other disciplines and industry. The IMA includes more than 50 participating universities, corporations and government labs. Each year, the IMA involves more than 1,000 visiting researchers from around the world.



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**FOR IMMEDIATE RELEASE**

**June 27, 2007**

*Contacts: Rhonda Zurn, Institute of Technology, (612) 626-7959*

## **U OF M'S INSTITUTE OF TECHNOLOGY NAMES PAUL STRYKOWSKI ASSOCIATE DEAN FOR UNDERGRADUATE PROGRAMS**

MINNEAPOLIS / ST. PAUL -- Institute of Technology Dean Steven Crouch has appointed University of Minnesota mechanical engineering professor Paul Strykowski as the college's associate dean for undergraduate programs. The half-time appointment is effective July 1. Strykowski will split his time between his new duties as associate dean and as a faculty member in the university's department of mechanical engineering.

Strykowski replaces Peter Hudleston, the current Institute of Technology's associate dean for student affairs, who has decided to step down from his role after 12 years to return full time to the faculty in the department of geology and geophysics.

As associate dean for undergraduate programs, Strykowski will be responsible for devising and implementing a reorganization of the existing Institute of Technology student affairs operations during the 2007-08 school year. This will include revamping the advising system for lower division students and the hiring of a full-time assistant dean for student services.

On-going duties of the associate dean for undergraduate programs include supervising Institute of Technology student services staff responsible for undergraduate student recruitment, academic advising (lower division), honors and undergraduate research opportunities, Career Center for Science and Engineering activities, international programs and study abroad opportunities, student diversity programs, K-12 outreach and the accreditation process for engineering programs.

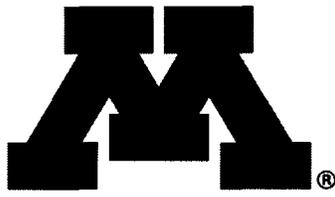
A strong advocate for undergraduate students, Strykowski has more than 19 years of experience as a faculty member at the University of Minnesota. He has won numerous teaching awards including the university's Horace T. Morse Award for Outstanding Contributions to Undergraduate Education, the Charles E. Bowers Faculty Teaching Award, and the George W. Taylor/Institute of Technology Alumni Society Award for Distinguished Teaching. Strykowski also has served on the university's General Research Advisory Committee since 1997 and has served as the committee's chair since 2005.

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Strykowski teaches classes in a variety of mechanical engineering areas including thermodynamics, fluid mechanics, heat transfer, gas turbine engines, combustion and experimental methods. His research interests include fluid mechanics from micro-scale liquid flows to supersonic gas flows. Strykowski received his doctorate in mechanical engineering from Yale University in 1986.



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June 27, 2007

*Contacts: Laura Weber, College of Design, (612) 625-6566  
Patty Mattern, University News Service, (612) 624-2801*

## TEENS CAN STILL REGISTER FOR COLLEGE OF DESIGN'S POPULAR DESIGN CAMP

~ Spots are still available in areas of fashion, product design and graphic design ~

MINNEAPOLIS / ST. PAUL -- Forget summer camp's usual skill building exercise of making fire by rubbing sticks together. Teens who register for Design Camp at the University of Minnesota will get to tackle more creative challenges.

This is the sixth year that the University of Minnesota Design Institute will host the camp with support from Target and scholarships are available. Design Camp runs from July 30 to August 3, in Rapson Hall, 89 Church St. S.E. Minneapolis. Teens ages 14 to 17 or those entering ninth-grade through entering 12th-grade can sign up for the camp. This year the theme of Design Camp is "Retool Your School!" Each workshop will concentrate on one aspect of the school. The workshops are:

- SCHOOLING (Building the school of the future)
- GEARING (Innovative new school supplies)
- PARADING (embellishing the marching band)
- GAMING (learning game design)
- TELLING (creating a personality for the school)
- SPORTING (rethinking uniforms)

Slots are still open in three areas of the popular camp including: Telling, a graphic design workshop; Gearing, a product design workshop and Parading, a clothing design workshop focused on marching band uniforms. Teens can register at <http://design.umn.edu>. Scholarships are available.

The goal of Design Camp is to introduce teens to design and how it intertwines with all parts of their daily life. Design Camp is both for teens with a lifelong interest in design, and those just curious about what a career in design could be like. Through connections with organizations like Admission Possible and Juxtaposition Arts, and the generosity of Target, many students (future first generation college students) who would not otherwise

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have the opportunity to explore the design fields are given the chance to experience something new through our scholarship program.

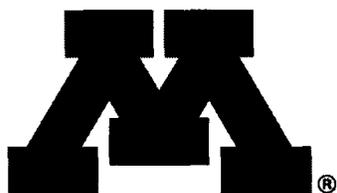
Design Camp consists of several small workshops of 20 or so students on topics based on everyday activities. Using these more esoteric terms, such as TELLING for the graphic design related workshop, allows the students to see how graphic design is more than just making posters or using InDesign. It requires thinking about all aspects of how we communicate and what we communicate. "The gerunds we use as titles also allow students to discover new interests, finding aspects of architecture, product design or graphic design more interesting than they had previously thought," said Wendy Friedmeyer, camp coordinator.

Workshop instructors include professional designers from around the world, including University of Minnesota faculty. The Design Camp workshops are an intensive, one-week experience that takes the students through the design process which involves:

- Considering a problem,
- Developing ideas to solve the problem,
- Creating a prototype that could be tested, questioned and revised
- Building, making or manufacturing the prototype by Friday.

Students are introduced to the potential problems on the first day. Their investigation of the problem may include: field trips for research, searches for materials, interviews and other means of analyzing the problem. Students are also introduced to their instructors' professions as related to their topic on Monday. On Tuesday and Wednesday, research continues and problems are specified and solutions developed. On Thursday, final iterations are completed in preparation for Friday's presentations. On Friday, students have the opportunity to present their design as an individual or with their group to an invited jury and at an open house for parents and friends.

For more information, go to the Web site at <http://design.umn.edu> or contact camp coordinator Wendy Friedmeyer at (612) 290-2823.



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June 28, 2007

*Contacts: Jan Williams, College of Veterinary Medicine, (612) 624-6228  
Justin Ware, University News Service, (612) 626-1720*

## U OF M CONTRIBUTES TO THE SUCCESSFUL RECOVERY OF THE BALD EAGLE

~ U.S. Secretary of the Interior announces the removal of the bald eagle from the endangered species list ~

-- The bald eagle has been removed from the list of threatened and endangered species. Secretary of the Interior Dirk Kempthorne announced the removal today saying the conservation efforts have helped the bald eagle move from a lower, 48-state population of 400 nesting pairs in 1963 to roughly 10,000 pairs today.

The Raptor Center at the University of Minnesota's College of Veterinary Medicine made significant contributions to that recovery and preservation effort.

Officials at the Raptor Center have played a key role in restoration programs, investigated the effects of lead poisoning, studied the incidence of chemical contamination in nestling eagles and contributed to habitat preservation. The Raptor Center has treated more than 1,600 eagles during its 30-year history and its work has been critical in providing disease surveillance in the raptor population.

"The bald eagle is one of The Raptor Center's most common patients," said Juli Ponder, executive director of the Raptor Center. "Our current focus is to ensure the safety and health of this bird after its removal from the endangered species list. We will continue to make every effort to ensure that bald eagles continue to thrive and have a healthy environment in which to live."

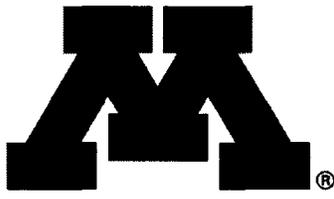
Established in 1974, the Raptor Center treats approximately 800 eagles, hawks, owls and falcons a year, reaches thousands of people every year through public education and events, provides training in surgery and avian medicine to veterinarians, and identifies emerging issues related to raptor health and populations.

"I feel that we have certainly accomplished our objective and we are pleased that the bald eagle will be taken off the endangered species list," said Pat Redig, cofounder of The Raptor Center and leader of the university's efforts to restore the bald eagle. "Our promise is to continue to protect and preserve the eagle in any way we can."

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can.”

The bald eagle will continue to be protected by federal law, and the public will continue to have a critical role in keeping the population healthy by maintaining habitats and protecting the water and environment from contaminants such as lead and mercury.



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June 28, 2007

*Contacts: Drew Swain, University News Service, (612) 625-8962, dswain@umn.edu*

### MINNESOTA HAS HIGHEST BALD EAGLE POPULATION IN LOWER 48 STATES

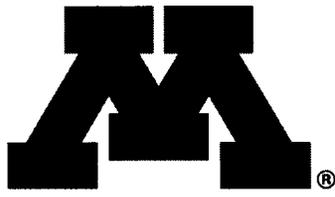
The bald eagle, America's national symbol, was taken off the endangered species list this morning. For the past few centuries, the special bird has gone from near extinction during the time of American expansion, to a thriving, stable species today. A University of Minnesota expert who can comment on the delisting of the bald eagle is:

**Juli Ponder, University of Minnesota Raptor Center Executive Director**

Ponder has studied and worked with bald eagles as a veterinarian for over 15 years. She can discuss the thriving of bald eagle populations, why it has happened and the current legislation that protects them.

To interview Ponder, contact Drew Swain at (612) 625-8962 or dswain@umn.edu.

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June 28, 2007

*Contacts: Todd Reubold, Initiative for Renewable Energy and Environment, (612) 624-6140  
Justin Ware, University News Service, (612) 626-1720*

## TWO U OF M LEADERS TO SERVE ON THE GOVERNOR'S NEXT GENERATION ENERGY BOARD

~ Initiative aimed at putting Minnesota at the forefront of determining the country's energy future ~

MINNEAPOLIS / ST. PAUL -- Minnesota Gov. Tim Pawlenty today announced his appointments to the NextGen Energy Board, including two University of Minnesota leaders. This new board was proposed by Gov. Pawlenty as part of his Next Generation Energy Initiative that puts Minnesota at the front of states leading the way toward our nation's energy future. The NextGen Energy Board will provide recommendations to the legislature and the governor about how the state can most efficiently achieve energy independence through agriculture and natural resource sustainability.

In order to achieve this goal, one of the board's primary duties is to examine the future of bio-fuels, such as synthetic gases, biobutanol, hydrogen, methanol, biodiesel and ethanol within Minnesota and to develop grant programs to assist renewable energy facilities throughout the state.

The NextGen Energy Board consists of 19 members, including seven appointed by the governor. Those appointees are Robert Elde, John Frey, Tim Gerlach, Shalini Gupta, Rob King, Thom Petersen and Paul Stark.

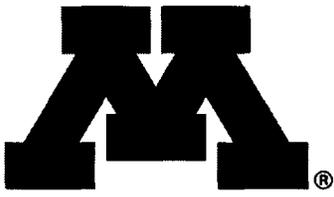
Elde, of Edina, is the dean of the University of Minnesota's College of Biological Sciences and the J. B. Johnston Land Grant Professor of Neuroscience in the department of neuroscience. He also chairs the executive committee of the Initiative for Renewable Energy and the Environment. Elde is appointed as a representative of the University of Minnesota.

King, of Shoreview, is a professor and department head with the University of Minnesota's department of applied economics. He has conducted research on a range of issues related to farmer cooperative formation and management over the past 20 years. King is appointed as a representative of the Minnesota Institute for Sustainable Agriculture.

"Renewable fuels and the next generation of energy are a big part of Minnesota's present and future, and these

- more -

“Renewable fuels and the next generation of energy are a big part of Minnesota’s present and future, and these people will help us set a course that maximizes the benefits for our state’s economy and environment,” Pawlenty said.



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June 28, 2007

**Contacts:** *Michael McCarthy, Center for Transportation Studies, (612) 624-3645*  
*Justin Ware, University News Service, (612) 626-1720*

## MINNESOTA RANKS HIGH IN PERCENTAGE OF RURAL ROAD TRAFFIC FATALITIES

~ U of M Research explains why and what can be done to make rural roads safer ~

MINNEAPOLIS / ST. PAUL -- Just in time for the most dangerous days of the year to drive -- July 3 and 4 -- the national Center for Excellence in Rural Safety (CERS) at the University of Minnesota today released a list of the states where Americans are more likely to die in a traffic crash on a rural road; and Minnesota makes the top 15.

According to the study, 72 percent of Minnesota's traffic fatalities happen on rural roads.

While U.S. Census figures show that about two out of ten (21 percent) Americans live in rural areas, the U.S. Department of Transportation has found that about six out of ten (57 percent) highway deaths happen on roads that it considers rural.

"Millions of Americans will be driving this holiday weekend, and they would be wise to carefully consider these findings before they do," said CERS Director Lee Munnich, professor in the University of Minnesota's Humphrey Institute of Public Affairs. "America's rural byways seem so tranquil and safe, but the reality is that they can be as lethal as they are lovely."

The states with the highest proportion of their total traffic fatalities occurring on rural roads are:

- 1) Maine (92%)
- 2) North Dakota (90%)
- 3) South Dakota (89%)
- 4) Iowa (88%)
- 4) Vermont (88%)
- 5) Montana (86%)
- 6) Wyoming (84%)

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- 7) South Carolina (83%)
- 8) Mississippi (82%)
- 9) Arkansas (81%)
- 10) West Virginia (80%)
- 15) Minnesota (72%)**
- 18) Wisconsin (68%)**

The state-by-state rural fatalities data reflects deaths on rural roads in 2005 and was compiled by CERS researchers using information from the U.S. Department of Transportation. Rural roads are identified as those located outside of areas with a population of 5,000 or more. The entire list is available at [www.ruralsafety.umn.edu](http://www.ruralsafety.umn.edu).

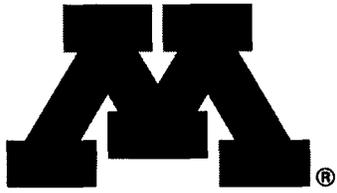
There are many reasons for America's high rate of rural crash deaths. Head-on collisions and driving off the road crashes -- both of which are disproportionately deadly -- are common on the two-lane, undivided highways prevalent in rural areas. Rural roads, with lighter traffic and pleasant scenery, can easily lull drivers into a false sense of security. An over-relaxed comfort level can lead to motorists driving at unsafe speeds, distracted, fatigued, unbelted or impaired, all of which increase the likelihood of a crash. Additionally, emergency response time to a rural crash and hospital transport can be lengthy and thus jeopardize survival rate. Crash victims are five to seven times more likely to die from their injuries unless they arrive at a trauma center in the first half-hour following the crash.

"All states need to improve rural highway safety, but the issue is particularly pressing in these states," said Munnich. "Fortunately, there's much that can be done to prevent future deaths."

CERS works to raise awareness of the problem of rural road fatalities and advocate policy changes impacting road design and driver behavior. For instance, CERS advocates state adoption of primary seat belt laws, which allow law enforcement officers to pull people over for not using their seat belts. States that enact primary seat belt laws have increased their seat belt usage rates dramatically, by an average of 14 percent, which in turn reduces the number of injuries and deaths.

"This is a public health issue we must take much more seriously," said Munnich. "Two years ago, 23,549 Americans died on rural roadways. We are right to focus significant attention and resources on preventing things like AIDS, SARS, E coli poisoning and skin cancer, but we can't forget that this public health problem is even more deadly."

Traveling America's roads is particularly dangerous this time of year. According to the Insurance Institute for Highway Safety, the top two days of the year for motor vehicle fatalities over the years 1986-2002 have been July 3 and July 4.



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June 29, 2007

**Contacts:** Julie Christensen, University of Minnesota Extension, (612) 626-4077  
Justin Ware, University News Service, (612) 626-1720

### U OF M EXPERT AVAILABLE FOR INTERVIEWS ON POSSIBLE "VEGGIE BOOTY" SALMONELLA OUTBREAK

The U.S. Food and Drug Administration is warning consumers not to eat Veggie Booty snack food, marketed by Robert's American Gourmet, due to possible contamination with Salmonella. The FDA advises consumers to throw away any Robert's American Gourmet brand Veggie Booty they have in their home.

The University of Minnesota Extension has an expert available who can talk about salmonella poisoning and how Veggie Booty might have been contaminated.

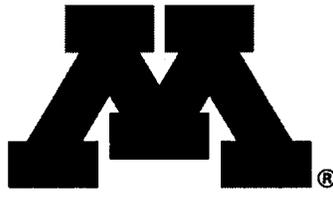
#### **Joellen Feirtag, U of M Extension food science and nutrition expert**

According to Feirtag, if the food is in fact contaminated, because Veggie Booty is baked, any pathogens should have been killed in the baking process.

"Two potential causes of contamination of the product are, one, the bake step was not adequate and did not meet the criteria for killing pathogens," said Feirtag, "or two, the product was contaminated after the bake step before packaging or a combination of both."

To interview Feirtag, contact Julie Christensen at (612) 626-4077, reuve007@umn.edu or Justin Ware at (612) 626-1720, ware@umn.edu.

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For Immediate Release

June 29, 2007

*Contacts: Mark Cassutt, University News Service, (612) 624-8038*

## **SUPREME COURT STRIKES DOWN OLD ANTITRUST LAW ON MINIMUM RETAIL PRICING; DECISION COULD MEAN HIGHER PRICES FOR CONSUMERS**

On Thursday the U.S. Supreme Court struck down a nearly century-old rule on minimum retail pricing. The change could limit the pricing practices of discounters and give more power to producers to set retail prices.

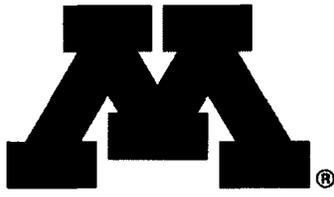
Advocates of the new rule change argue that the change will lead to better service and more competition. Dissenters believe the change will lead to higher prices and less competition.

Professor Akshay Rao of the University of Minnesota's Carlson School, a marketing and retail pricing expert said, "It's more than likely that prices will rise for the end consumer."

To speak to Rao about the impact of the new retail pricing rule call (952) 484-9653.

Rao's profile link: <http://www.carlsonschool.umn.edu/marketinginstitute/arao>

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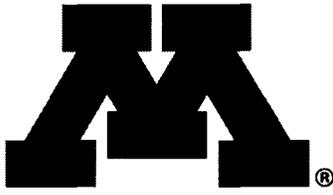
**July 2, 2007**

**Contacts:** *Patty Mattern, University of Minnesota News Service, (612) 624-2801*

## **NORTHBOUND RAMP OF I-35W IS CLOSED FOR TWO WEEKS**

MINNEAPOLIS / ST. PAUL -- Some University of Minnesota commuters and visitors will need to find alternate routes to the East Bank of the Twin Cities campus due to a Minnesota Department of Transportation road construction project on the I-35W northbound ramp.

The ramp from northbound I-35W to Fourth Street/University Avenue closed Monday, July 2 and it will remain closed for at least two weeks.



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July 2, 2007

**Contacts:** *Rebecca Monro, U of M Carlson School, (612) 626-7940*  
*Mark Cassutt, University News Service, (612) 624-8038*

### UNIVERSITY OF MINNESOTA EXPERT AVAILABLE TO TALK ABOUT ADVANTAGES AND DISADVANTAGES OF POLITICAL ADVERTISING

The election cycle is getting longer, with obvious consequences -- more money and more time and, in this case, more candidates. A University of Minnesota expert who can discuss how these emerging issues affect political advertising is:

**Rohini Ahluwalia, U of M Carlson School of Management associate professor of marketing**

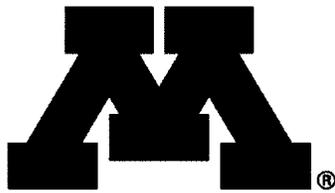
According to Ahluwalia, more money and more time means extended opportunities for advertising.

“Advertising is an important tool for candidates. Its effectiveness is, however, not always clearly understood by the candidates and their campaign managers,” Ahluwalia said. “For instance, an important but often misunderstood issue is, when should a candidate go negative and what are the potential downsides of using negative campaigning in your communications strategy?”

Ahluwalia is actively involved in the Association for Consumer Research. She has appeared on NPR, CBS and Fox News.

To interview Ahluwalia on the role of advertising in the political arena please contact Rebecca Monro at (612) 626-7940.

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## STORY TIPS

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July 3, 2007

*Contacts: Justin Ware, University News Service, (612) 626-1720*

### **JULY IS BLUEBERRY MONTH IN MINNESOTA**

**~ U of M researchers harvesting the healthy, delicious fruit in Becker, Saturday, July 7 ~**

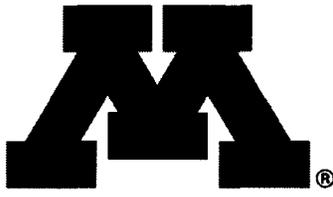
July and early August is blueberry ripening season in Minnesota. Considering the special fondness Minnesotans have for the fruit (the blueberry muffin is the state muffin) that makes mid summer an important time of year.

But it's not just the flavor that makes blueberries so special; according to research, the blueberry is also one of the healthiest foods a person can eat.

"In addition to their tasty appeal, recent research has also indicated that blueberries are an excellent source of antioxidant compounds that have been found to increase cardiovascular health and prevent neurodegenerative diseases," said Jim Luby, University of Minnesota department of horticultural science professor.

Another crop of blueberries is ready to pick and U of M researchers will be doing just that in Becker this Saturday. To arrange a trip out to the Becker blueberry fields contact Justin Ware at (612) 626-1720, [ware@umn.edu](mailto:ware@umn.edu).

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July 5, 2007

*Contacts: Justin Ware, University News Service, (612) 626-1720*

### U OF M EXPERT HAS WATERING TIPS TO KEEP YOUR LAWN LOOKING GREEN IN HOT, DRY SUMMER CONDITIONS

~ Horticulturist has tips for homeowners on how to avoid creating disease-prone conditions in your yard ~

It's a safe bet that the hot, dry conditions Minnesotans have been experiencing this summer have made them a little more thirsty for a big gulp of water; the same can be said for Minnesota lawns. But even when the high temperatures soar past the 90 degree mark, there are times when you definitely don't want to have the sprinklers out in force.

A University of Minnesota Extension expert is available to answer homeowners' questions about watering their lawns.

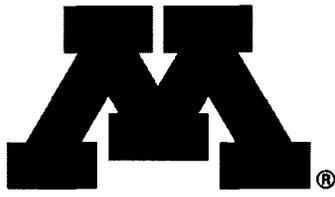
#### **Bob Mugaas, U of M Extension Horticulture Expert**

Mugaas says an active, growing lawn needs about 1 to 1.5 inches of water every 7-10 days. And the best time to water your yard is in the early morning hours.

"Regular lawn watering should be done early in the day, dawn until about mid-morning," said Mugaas. "Watering can be done into the early evening, but should be completed at least a couple of hours before sundown to allow grass foliage to dry off before nightfall. Foliage with a film of moisture remaining on it throughout the night has an increased chance of contracting certain diseases."

To interview Mugaas contact Justin Ware at (612) 626-1720 or [ware@umn.edu](mailto:ware@umn.edu).

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FOR IMMEDIATE RELEASE

July 5, 2007

**Contacts:** *Jamie Proulx, Humphrey Institute, (612) 625-9436*  
*Mark Cassutt, University News Service, (612) 624-8038*

## NEW MEMBERS ADD EXPERTISE TO THE U OF M HUMPHREY INSTITUTE ADVISORY COUNCIL

MINNEAPOLIS / ST. PAUL -- The U of M Humphrey Institute's Dean Advisory Council announce five new members: Jill Buckley, Bill Buzenberg, Jay Cowles, Peggy Lucas and Hussein Samatar. A public policy school, such as the Humphrey Institute, often provides expert opinions to local and national leaders on policy issues. When the institute was founded, the University of Minnesota's Board of Regents determined that it was just as important that it receive guidance in return. The Regents created the Humphrey Institute Dean's Advisory Council in 1977, and, since then, the council members have become critical ambassadors and counselors for the institute.

"The Humphrey Institute is dedicated to supporting, educating and inspiring new leaders to advance the common good, and each member and their set of skills and expertise is important to that mission," said Keith Halleland, advisory council chair and founder of Halleland, Lewis, Nilan, & Johnson. "On behalf of the council, I welcome our newest members into the fold, and I know the Humphrey Institute will benefit greatly from their ideas."

Selected through a nomination process, each new member will serve a three-year term. For more information on the Dean's Advisory Council, visit [www.hhh.umn.edu/about/giving/](http://www.hhh.umn.edu/about/giving/).

### **New member information**

Jill Buckley worked as the institute's director of development and administration from 2003 to 2006. Before joining the institute, Buckley was a presidentially appointed assistant administrator for congressional relations and public affairs at the U.S. Agency for International Development. She was a nationally recognized media advisor in the 1970s and '80s, when she and her company were credited with numerous political triumphs for such prominent leaders as Senators Tom Daschle, Pat Leahy and Tom Harkin. She currently works as a consultant and resides in San Francisco near her family.

Recently named executive director of the Center for Public Integrity, Bill Buzenberg has enjoyed a long career in

- more -

# UNIVERSITY OF MINNESOTA

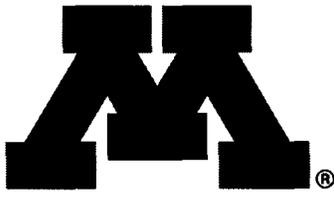
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Recently named executive director of the Center for Public Integrity, Bill Buzenberg has enjoyed a long career in journalism and new media, both as a journalist and an executive. Before moving to Washington, D.C., he worked as senior vice president of news for American Public Media/Minnesota Public Radio after a long stint with National Public Radio (NPR). He spent more than 10 years as a foreign affairs correspondent for NPR based mostly in Washington, D.C., and later in London as bureau chief. Buzenberg has won numerous awards, including the prestigious Edward R. Murrow Award, public radio's highest honor.

Throughout his career, Jay Cowles has held management roles in commercial printing, direct broadcast satellite media, newspapers and professional sports. As chairman of Cowles Media Company, Cowles led the family owners and board of directors during the 1990s, until the sale of the company in 1998. From 1974 to 1997, he also was principal shareholder of Classic Printers in Prescott, Arizona. Today, Cowles is managing director of Lawrence Creek, LLC, a private investment company in Minneapolis. As a volunteer board member, he has served a number of organizations. He currently chairs the board of the St. Paul Foundation and sits on the boards of the Unity Avenue Foundation and the Minnesota Community Foundation.

Peggy Lucas co-founded the Brighton Development Corporation in 1981, a Twin Cities urban housing and redevelopment organization specializing in historic preservation and affordable housing. She is a former national director of the League of Women Voters and remains very involved in the Twin Cities community. She is a member of the Metropolitan Sports Facilities Commission and has a long involvement in women's sports, having chaired the University of Minnesota Women's Intercollegiate Athletics Advisory Council. She also served on the University of Minnesota Foundation board of Trustees.

A Somali native, Hussein Samatar came to Minnesota in 1994. He is the founder and executive director of the African Development Center, an organization dedicated to helping Minnesota's African community start and sustain successful businesses, build assets and promote community reinvestment. In this position, Samatar utilizes his extensive background in commercial and corporate lending, small business financing and community economic development. Hussein also was a 2003-2004 Humphrey Institute Policy Fellow. He also hosts a weekly Somali affairs radio show on KFAI-FM.



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FOR IMMEDIATE RELEASE

July 5, 2007

**Contacts:** Kelly DeBrine, Carlson School of Management, (612) 626-5904  
Registration Contact: (612) 626-9334, [firsttuesday@umn.edu](mailto:firsttuesday@umn.edu)

**CHRIS POLICINSKI, PRESIDENT AND CEO OF LAND O'LAKES INC., TO  
DISCUSS CORPORATE COMPETENCY AND CORPORATE CITIZENSHIP AT U  
OF M CARLSON SCHOOL LUNCHEON**

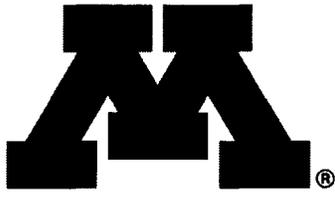
MINNEAPOLIS / ST. PAUL -- Chris Policinski, president and CEO of Land O'Lakes Inc., will speak at the University of Minnesota's Carlson School of Management First Tuesday luncheon at 11:30 a.m. on Tuesday, Aug. 7, at the McNamara Alumni Center, 200 Oak St. S.E., Minneapolis.

Land O'Lakes has established a cooperative ownership structure to build its divisions and make positive contributions to both the domestic and global communities. In his address, "An Essential Linkage: Business Competency and Corporate Citizenship," Policinski will discuss the mutual benefits of linking these two principles. "The ability to recognize and leverage the link between business success and corporate citizenship is, in itself, a competency of effective business leaders and world-class business organizations," said Policinski.

Prior to his appointment as president and CEO at Land O'Lakes, Policinski was in leadership positions for 17 years at Kraft-General Foods, Bristol Myers Squibb and The Pillsbury Company. Policinski joined Land O'Lakes in 1997 as vice president of strategy and business development. He holds a master's degree in business administration from New York University and an undergraduate degree from the University of Notre Dame.

Policinski is a member of the board of directors of the Grocery Manufacturers of America, the National Milk Producers Federations, the National Council of Farmer Cooperatives, the Minnesota Business Partnership and the Greater Twin Cities United Way. He also serves on the board of trustees of the Graduate Institute of Cooperative Leadership.

Advance registration by Thursday, Aug. 2, is \$23 and \$30 for walk-ins. The fee includes lunch and parking in the Washington Avenue Ramp. To register, e-mail [firsttuesday@umn.edu](mailto:firsttuesday@umn.edu), or call (612) 626-9634.



UNIVERSITY OF MINNESOTA

# MEDIA ADVISORY

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July 6, 2007

*Contacts: Justin Ware, University News Service, (612) 626-1720*

## TCF BANK STADIUM LOGO UNVEILED TO SIGNAL START OF GOPHER FOOTBALL STADIUM CONSTRUCTION

~ Coach Brewster to give guided tours of future TCF Bank Stadium field ~

Gopher head football Coach Tim Brewster will be rolling out the construction equipment alongside representatives from M. A. Mortenson Company and TCF Bank to officially kick-off the construction phase of TCF Bank Stadium. The event, which includes the unveiling of the stadium logo, will start at 11:30 a.m., July 11, on the stadium construction site.

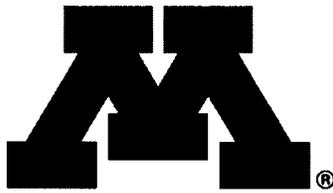
Before the logo unveiling, media members will have the chance to view a full outline of the future football field, end zones and all, from an elevated position above the site. Following a short news conference and unveiling, coach Brewster will give a guided tour of the field.

Ken Sorensen, Mortenson vice president, and Paul Kitching, project manager, will also be available to answer questions related to stadium construction.

Media parking will be available in the Williams Arena lot off University Avenue. To enter the construction site, all visitors must follow a strict dress code that includes wearing long pants and thick-soled work/hiking shoes or boots. Anyone wearing dresses, skirts, shorts, soft or thin-soled shoes or sandals or open-toed shoes will not be allowed on the construction site. Hard hats, safety goggles and safety vests are also required and will be provided at the construction site.

WHAT: TCF Bank Stadium construction kick-off and logo unveiling event  
WHEN: 11:30am-1pm, Wednesday, July 11th  
WHERE: Future site of TCF Bank Stadium

**Live-truck parking near event site is available upon request. To reserve a spot, contact Justin Ware, (612) 626-1720 or ware@umn.edu**



UNIVERSITY OF MINNESOTA

# MEDIA ADVISORY

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July 9, 2007

*Contacts: Justin Ware, University News Service, (612) 626-1720*

## TCF BANK STADIUM LOGO TO BE UNVEILED TO SIGNAL START OF GOPHER FOOTBALL STADIUM CONSTRUCTION

~ Coach Brewster to give guided tours of future TCF Bank Stadium field ~

\*For safety reasons, access to construction site limited to media and invited guests only

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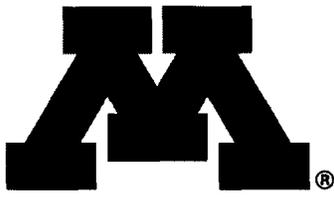
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# NEWS

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**FOR IMMEDIATE RELEASE**

**July 9, 2007**

**Contacts:** *Jill Thielen, farmers market coordinator, (612) 626-4161*  
*Patty Mattern, University News Service, (612) 624-2801*

## **UNIVERSITY OF MINNESOTA FARMERS MARKET RETURNS JULY 11 ON TWIN CITIES CAMPUS**

MINNEAPOLIS / ST. PAUL -- How many employers are concerned about how many fruits and vegetables their employees eat? The University of Minnesota is. To make it easier for faculty, staff and students to consume more nutritious fruits and vegetables, the University of Minnesota Employee Wellness Program is sponsoring the Farmers Market for a third year.

The market is part of the U of M's efforts to encourage healthy lifestyles among its employees. The university's Farmers Market returns July 11 and will be held from 11 a.m. to 2 p.m. each Wednesday from July 11 through Aug. 29, on the Church Street Mall, Minneapolis. Plans are also in the works to possibly extend the farmers market into September.

The U of M Farmers Market is held on the Church Street Mall, so that university faculty, staff, students and people living in the surrounding neighborhoods can readily purchase fresh, nutritious fruits and vegetables at an affordable price.

"Bringing freshly-picked produce to the workplace makes it easier for our staff and students to increase their consumption of fruits and vegetables that are a necessary part of maintaining good health," Jill Thielen, U of M Farmers Market coordinator.

The U of M Farmers Market will feature more than a dozen vendors who have been contracted to sell locally grown fresh flowers, herbs and vegetables, as well as fruit when in season.

U Plan Wellness representatives chose farmers market vendors based on:

- the variety of produce and flowers offered
- the quality of vegetables, fruits and flowers
- the affordability of the produce and flowers
- customer service and compliance with good agricultural and farm management practices

- more -

# UNIVERSITY OF MINNESOTA

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Cornercopia, a University of Minnesota student-managed, sustainable farming initiative, will be the sole vendor for organic produce, but their products will not be certified as organic until the November of 2007.

The farmers market product offerings are locally grown for the most part with vendors' gardens and fields located within hours of the University of Minnesota Farmers Market on the Twin Cities campus.

The produce that is being sold can travel from farm to market to mealtime -- all before sundown.

"The market makes it possible for customers to serve a lunch or evening meal of fruits and vegetables that farmers had harvested earlier the same day," Thielen said.

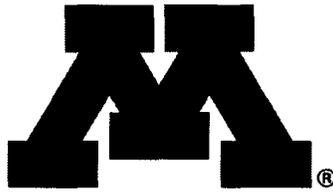
While the U of M Farmers Market provides ample nutritious food for faculty, staff, and neighboring residents, it also offers other benefits, Thielen said.

"The purpose is not only to promote healthful food choices, but to also build a stronger sense of community on campus," Thielen said. "The farmers market is the place to take a break from work. It gives employees a chance to get outdoors, walk and spend time with colleagues."

During the market, trainers from the U of M Wellness Collaborative will be on hand to promote wellness, fitness and work/life balance.

The University of Minnesota is a leader among employers in efforts to foster healthy lifestyles for employees and healthy workplaces.

For more information about the University of Minnesota Farmers Market see, [www.farmersmarket.umn.edu](http://www.farmersmarket.umn.edu)



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**FOR IMMEDIATE RELEASE**

**July 9, 2007**

*Contacts: Daniel Wolter, University New Service, (612) 625-8510*

## **UNIVERSITY OF MINNESOTA “DRIVEN TO DISCOVER” MARKETING CAMPAIGN WINS PRESTIGIOUS INTERNATIONAL AWARDS**

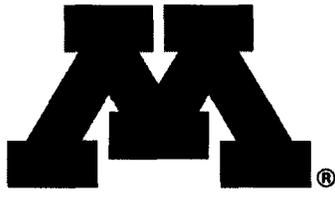
MINNEAPOLIS / ST. PAUL -- The University of Minnesota's new “Driven to Discover” marketing campaign recently won international awards from the Council for Advancement and Support of Education (CASE) and the American Marketing Association. The campaign, designed to create broader public awareness of the university's strategic direction, asks people to “submit their greatest question” and connects the answers to those questions to the research, education and public engagement activities underway at the university.

“Driven to Discover” received the CASE Grand Gold Medal award in the category of institution-wide branding. In addition, the campaign was selected by the American Marketing Association among 90 submissions to be presented at their 18th Annual Symposium of the Marketing of Higher Education.

“Branding a 158-year old institution with the breadth and depth of the University of Minnesota is a significant undertaking,” said Karen Himle, vice president for university relations. “'Driven to Discover' has helped increase awareness of the amazing discoveries underway in our classrooms and laboratories and how they impact our quality of life. We've just taken the first steps in this campaign and these two honors underscore it is a step in the right direction.”

The “Driven to Discover” campaign was developed in partnership with the Minneapolis-based agency, OLSON.

More information about the University of Minnesota's “Driven to Discover” campaign can be found at [www.discover.umn.edu](http://www.discover.umn.edu).



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**U OF M'S JAN MORLOCK RECEIVES PRESIDENT'S AWARD FOR  
OUTSTANDING SERVICE FOR WORK WITH UNIVERSITY NEIGHBORHOOD  
COMMUNITIES**

MINNEAPOLIS / ST. PAUL -- Jan Morlock, university director of community relations, has received the University of Minnesota's President's Award for Outstanding Service for her work bridging relationships with the university's neighborhood communities. The award recognizes exceptional service to the university, its schools, colleges, departments and service units by any active or retired member of the faculty or staff. Such service must have gone well beyond the regular duties of a faculty or a staff member, and demonstrate unusual commitment to the university community.

Morlock, an eight-year employee of the U of M, has been "the face" of the university, most recently in leading the Stadium Area Advisory Group to understand the impact of the new football stadium on the university's neighbors. She has been a founder of several initiatives in collaboration with the off-campus community, including Restorative Justice for student offenders; "U Light Up the Night," conducted by sororities to develop awareness of safety and security issues in neighborhoods; and the Como Cookout, an annual event to bring students together with their off-campus neighbors.

"Jan has excelled at including the local community with the U of M and is fully deserving of this recognition," said University Relations Vice President Karen Himle. "Her work has built constructive and essential relationships that will remain for many years to come."

She led the development of the Neighborhood Impact Report, an initiative to analyze the need for the university to be part of the healthy, vital and attractive university neighborhoods and commercial districts.

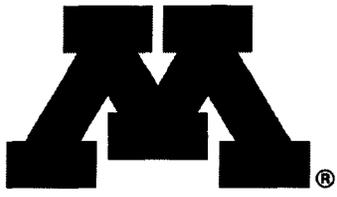
"Her leadership style gracefully brought together many interests and resulted in one of the most collaborative efforts I have seen as mayor," said Minneapolis Mayor R.T. Rybak. "She has earned a reputation for someone with a vision for the future who takes her work to a new level of commitment and cooperation. Our city is deeply affected by the strength and success of the University of Minnesota and Jan is a unique asset in this relationship."

- more -

# UNIVERSITY OF MINNESOTA

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Morlock also serves on the Community Board of the University YMCA, as chair of the Strategic Planning and Board Development Committee and as a mentor to student board members.



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**Contacts:** Daniel Wolter, University News Service, (612) 625-8510

## **U OF M BOARD OF REGENTS TO MEET THIS WEEK**

MINNEAPOLIS / ST. PAUL -- The University of Minnesota Board of Regents will hold its July meeting on Wednesday, July 11. All meetings will be held on the sixth floor of the McNamara Alumni Center, 200 Oak St. S.E., Minneapolis.

The day's meetings include:

9 - 10 a.m., Audit Committee, East Committee Room.

10:15 - 11:45 a.m., Educational Planning and Policy Committee, West Committee Room. The committee will hear a presentation on teaching and learning from Provost Tom Sullivan, Vice Provost for Graduate Education Arlene Carney, Vice Provost for Undergraduate Education Craig Swan, Vice Provost for Student Affairs Jerry Rinehart, dean of the College of Education and Human Development Darlyne Bailey, dean of University of Minnesota Extension Bev Durgan and dean of the College of Continuing Education Mary Nichols. The presentation will focus on the four major areas of teaching and learning across the university, including enhancing and assessing teaching, enhancing student learning, postsecondary teaching and learning initiatives, and lifelong learning for adults.

10:30 - 11:45 a.m., Faculty, Staff and Student Affairs Committee, West Committee Room. The committee will review and take action on a collective bargaining agreement with the University Education Association, which represents faculty on the Duluth and Crookston campuses. In addition, Rinehart and Swan will give a presentation on strategies to enhance undergraduate career services.

1:30 - 2:30 p.m., Facilities Committee, West Committee Room. The committee will take action on a number of items, including schematic plan reviews and real estate transactions. One of the information items will be a review of the TCF Bank Stadium project.

1:30 - 2:30 p.m., Finance and Operations Committee, East Committee Room.

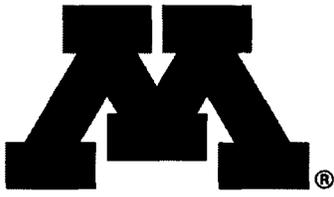
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2:45 - 4 p.m., Board meeting, Boardroom. The first meeting chaired by newly-elected Chair Patricia Simmons, the board will receive reports from the Civil Service Committee and the Council of Academic Professionals and Administrators. In addition, the board will receive its annual update on state and federal government relations from Association Vice President for Government and Community Relations Donna Peterson.

The complete docket and more information on the Board of Regents can be found at [www.regents.umn.edu](http://www.regents.umn.edu).



UNIVERSITY OF MINNESOTA

## EXPERT ALERT

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July 10, 2007

*Contacts: Justin Ware, University News Service, (612) 626-1720*

### **WEEKEND RAIN OFFERS RESPITE FOR SOME PARTS OF MINNESOTA, WHILE OTHERS CONTINUE TO SUFFER**

**~ U of M expert available to talk about what this means for area corn crops ~**

More than a half an inch of rain fell on portions of central and eastern Minnesota over the weekend. That storm will help those areas, but did little to alleviate the dry conditions in the western part of the state. According to a University of Minnesota Extension researcher, that's bad news for corn growers in that region.

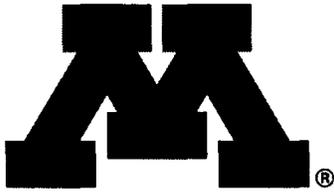
**Mark Seeley, U of M department of soil, water and climate**

"Unfortunately many western sections of the state missed out and will need some rain this week to keep the crop in good condition," said Seeley. "Coarser, textured soils will still be a problem for the corn crop in places."

Seeley is available to talk about the dry conditions in the western part of the state and what the recent rain means for conditions in the Twin Cities area.

To interview Seeley, contact Justin Ware at (612) 626-1720 or [ware@umn.edu](mailto:ware@umn.edu).

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July 11, 2007

*Contacts: Justin Ware, University News Service, (612) 626-1720*

## TCF BANK STADIUM LOGO UNVEILING SIGNALS START OF CONSTRUCTION PHASE

~ Football field will host first game in late summer 2009 ~

MINNEAPOLIS / ST. PAUL -- University of Minnesota officials kicked off construction of the new TCF Bank Stadium today by joining representatives from TCF Bank and construction company M.A. Mortenson Company to unveil the new stadium logo.

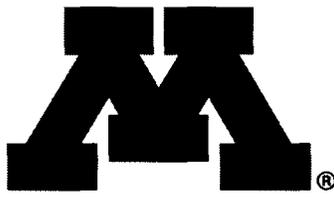
“Today is another important step in bringing Gopher Nation back to campus,” said Gopher Head Football Coach Tim Brewster, who provided media with tours of the site, including a lined football field where it will actually be in the new stadium.

TCF Bank Stadium will be located at 2009 University Avenue S.E. and is scheduled to open in August of 2009. The \$288.5 million facility is being funded through a combination of legislatively appropriated state funds, student fees, additional athletics revenues, private contributions and sponsorships, including the naming rights agreement with TCF Bank. University officials said \$58.5 million in private pledges have been raised (including the naming rights agreement), with \$28 million remaining.

“This project would not be possible without the support of the State of Minnesota, our students and outstanding partners, such as TCF Bank and M. A. Mortenson Company,” said Athletics Director Joel Maturi.

“TCF Bank and The University of Minnesota share many common attributes and the highest regard for Gopher Athletics,” said Mark L. Jeter, TCF Bank Minnesota president. “The relationship between the two entities is appropriately manifested in the building and co-branding of TCF Bank Stadium.”

The TCF Bank Stadium logo is available on line at  
<http://www1.umn.edu/urelate/newsservice/downloads/TCFBankStadium.jpg>



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July 11, 2007

*Contacts: Becky Beyers, College of Food, Agricultural and Natural Resource Sciences, (612) 626-5754  
Justin Ware, University News Service, (612) 626-1720*

## U OF M ALUMNUS NORMAN BORLAUG TO RECEIVE CONGRESSIONAL GOLD MEDAL

MINNEAPOLIS / ST. PAUL -- University of Minnesota graduate and Nobel Peace Prize Laureate Norman Borlaug will receive the nation's highest civilian honor at a ceremony in the U.S. Capitol Rotunda on July 17.

The Congressional Gold Medal will be presented to Borlaug by President Bush and Speaker of the House Nancy Pelosi. An original gold medal was created by the U.S. Mint to commemorate the honor.

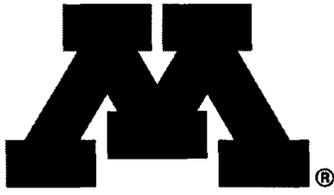
Borlaug, who earned his bachelor's, master's and doctorate degrees at the University of Minnesota, is known as "the father of the Green Revolution" for his work in reducing world hunger. He was awarded the Nobel Peace Prize in 1970 and remains the only person to receive that honor for work in agriculture.

The Congressional Gold Medal is Congress' highest expression of national appreciation for distinguished achievements and contributions. Past recipients include a wide range of people and institutions such as George Washington, Hubert Humphrey, Nelson Mandela and the American Red Cross.

"Norman Borlaug's work in developing high-yield, disease-resistant grains improved the lives of billions of people," said Allen Levine, dean of the College of Food, Agricultural and Natural Resource Sciences, who will represent the university at the ceremony. "We're very proud to have him as an alumnus of our college, and happy that Congress saw fit to recognize him in this way."

Borlaug, now 93, has maintained his connections with the U of M; a building on the St. Paul campus is named Borlaug Hall, he's a donor and he occasionally returns to campus.

For more details on Borlaug's career, visit [www.cfans.umn.edu/borlaug](http://www.cfans.umn.edu/borlaug).



UNIVERSITY OF MINNESOTA

## EXPERT ALERT

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July 12, 2007

**Contacts:** Drew Swain, University News Service, (612) 625-8962, dswain@umn.edu

### THE PRESIDENT AND EXECUTIVE PRIVILEGE

~ U of M's general counsel available for comment ~

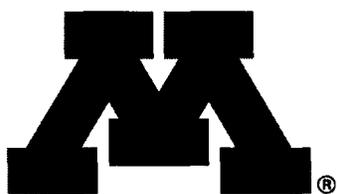
From the country's first president to its latest, American commanders in chief have wielded the controversial power of executive privilege. Recently, President Bush invoked the power to prevent witnesses from testifying for an investigation into the firings of U.S. attorneys. A University of Minnesota expert who can discuss this is:

**Mark Rotenberg, adjunct professor at the University of Minnesota Law School**

Rotenberg has been the university's general counsel since 1992. Previously, he served in the U.S. Department of Justice's Office of Legal Counsel, which provides legal counsel to the president, the White House staff, and heads of federal executive departments and agencies, and there he specialized in questions of executive privilege. He also served in Washington as law clerk to Judge Patricia Wald on the United States Court of Appeals, D.C. Circuit. Rotenberg has argued and won cases in the U.S. Supreme Court, U.S. Court of Appeals, Minnesota Supreme Court, Minnesota Court of Appeals and other forums. For more than 15 years Rotenberg has taught courses in the U of M Law School on the constitutional powers of the presidency and separation of powers and speaks publicly and publishes on these topics frequently.

To interview Rotenberg, contact Drew Swain at (612) 625-8962 or dswain@umn.edu.

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**FOR IMMEDIATE RELEASE**

**July 12, 2007**

**Contacts:** Mark Cassutt, University News Service, (612) 624-8038

## **U OF M STUDY SAYS JANE GOODALL'S RESEARCH HAS LED TO CHIMPANZEE CONSERVATION**

MINNEAPOLIS / ST. PAUL -- Discoveries about chimpanzee behavior, made by Jane Goodall and colleagues in the Gombe region of Tanzania, have generated widespread interest in chimpanzees that has led to conservation measures, according to a study by Anne Pusey, Distinguished McKnight Professor in the University of Minnesota's College of Biological Sciences. The article was published in the June issue of Conservation Biology.

Some of these discoveries include observing that chimpanzees make and use tools, hunt and share meat, form lifelong family bonds and have complex social and emotional lives.

"Goodall's study, now in its 47th year, has generated an enormous amount of information that is useful for conserving chimpanzees at Gombe and other sites," said Pusey. Because of the study, a national park was established at Gombe.

Pusey says relationships that have developed between the Jane Goodall Institute and the communities surrounding Gombe have also been important. "The small size of the park, the fast-growing human population, the great poverty of this human population and political unrest in adjacent countries are the major reasons for the animals' vulnerability," said Pusey. "Working with the local communities is vital to ensure the long-term survival of the chimpanzee population."

According to Pusey further studies are needed to obtain information on population dynamics and factors that cause changes in numbers for slow growing species like chimpanzees. The institute continues to seek funds to support these studies.

A former student of Goodall's, Pusey is director of the Jane Goodall Center for Primate Studies at the University of Minnesota and research director of the Jane Goodall Institute. All of the field notes and photographs from her Gombe research are housed at the University of Minnesota.

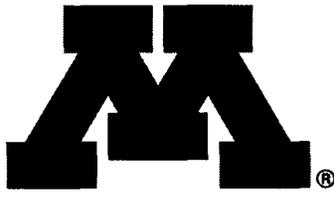
Pusey is a McKnight Distinguished University Professor in the department of ecology, evolution and behavior,

- more -

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as well as the director of the Jane Goodall Center for Primate Studies at the University of Minnesota. She can be reached for questions at [pusey001@umn.edu](mailto:pusey001@umn.edu).



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**For Immediate Release**

**July 12, 2007**

**Contacts:** *Jamie Polga, China Center, (612) 624-6897*  
*Bob San, University News Service, (612) 624-4082*

## **U OF M CHINA CENTER TO RACE IN DRAGON FESTIVAL BOAT RACE**

MINNEAPOLIS / ST. PAUL The University of Minnesota China Center will race a dragon boat at this year's Dragon Festival Sunday, July 15 at Lake Phalen Park, 1000 E. Wheelock Parkway, St. Paul.

The Dragon Festival, now in its 11th year, is the biggest celebration of Asian American heritage in the Twin Cities. The featured event, the dragon boat races, will take place from 11 a.m. to 5 p.m. Sunday at Lake Phalen. Twenty-six teams representing various community organizations and businesses will vie for the championship. The teams will practice at 1 p.m. Saturday, July 14 and races will run from 11 a.m. to 5 Sunday, July 15.

The China Center has sponsored a boat in recent years.

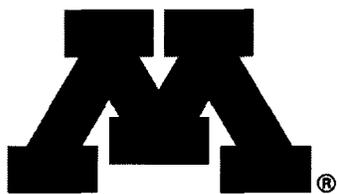
“We have always done well at this event and we encourage U of M supporters to come and cheer for our boat at Phalen Park,” said Joan Brzezinski, China Center's assistant director.

In addition to dragon boat races, the festival also features two days of entertainment that include a traditional Indonesian wedding, Indian food cooking demonstration, cultural performances, martial arts demonstrations, ethnic foods, arts and crafts and free canoe rides.

For more information about the festival visit <http://www.dragonfestival.org>.

**WHEN:** Saturday and Sunday, July 14 and 15

**WHERE:** Lake Phalen Park, 1000 E. Wheelock Parkway, St. Paul



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July 13, 2007

*Contacts: Kelly O'Brien, U of M College of Liberal Arts, (612) 624-4109 or obrie136@umn.edu*

### GERMAN HEALTH MINISTER ULLA SCHMIDT WILL LEAD A HEALTH WALK ALONG THE U' OF M'S SCHOLARS WALK

The Center for German and European Studies at the University of Minnesota will present a forum on innovation in health care on Monday and Tuesday, July 16 and 17. Participants are experts from Germany and the United States, representing government, business, insurance, health care provider and health educators. As part of the forum, German Health Minister Ulla Schmidt will lead a health walk along the The University of Minnesota's Scholars Walk.

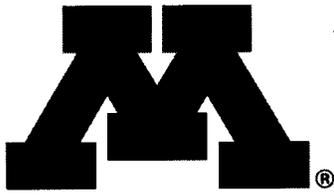
Inspired by Germany's new '3,000 Steps More' campaign, the walk the walk begins and ends at the McNamara Alumni Center. Schmidt will be joined on the walk by Minnesota Commissioner of Human Services Cal Ludeman; Nancy Feldman, president and CEO of UCare; Minnesota State Representatives Kim Norton (Rochester), Julie Bunn (Lake Elmo), Thomas Huntley (Duluth); and State Senators Tony Lourey (Kerrick) and Ann Lynch (Rochester).

Other walkers include members of the university track team and Goldy Gopher. The general public is invited to join in, and the first 100 people to join the walk will receive a free pedometer courtesy of the German Ministry of Health. Walkers will proceed down the Scholars Walk to Northrop Mall and back to McNamara.

**WHAT:** Health walk led by German health minister Ulla Schmidt, Minnesota elected officials, Goldy Gopher, and others

**WHEN:** 2:30 p.m. Monday, July 16

**WHERE:** Walk begins and ends at University of Minnesota McNamara Alumni Center, 200 Oak St. S.E., Minneapolis.



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July 16, 2007

*Contacts: Kelly DeBrine, Carlson School, (612) 626-5904*

## U OF M STUDY SAYS GOOD TIMES, INVESTOR OPTIMISM ENCOURAGES FRAUD IN THE CORPORATE SECTOR

MINNEAPOLIS / ST. PAUL -- Although it seems counterintuitive to predict increasing fraud in a healthy, booming economic market, a new theoretical paper just published in the July issue of *The Review of Financial Studies* explores that scenario and identifies other key factors that contribute to the probability of fraud in different market and business cycles. The study was conducted by professors Andrew Winton, Paul Povel and Rajdeep Singh at the University of Minnesota Carlson School of Management.

“This work has strong implications for regulators, more than anyone else, because it suggests they should not just look at the accounting numbers to detect fraud, but also at factors like the overall health of the industry and the general state of the market,” said Winton, chair of the finance department at the Carlson School.

According to Winton, intensifying and increasing reporting requirements may have the unintended consequence of actually increasing fraud. “Investors aren’t necessarily motivated to detect fraud. They are only motivated to judge whether investing in a company would be a good return on investment. Requiring more detailed reporting statements or prospectuses can actually increase fraud rather than decrease it, because the accounting tends to get more creative to demonstrate good returns for the investor audience. Our work suggests that a bigger picture view by regulators such as the SEC would be more effective in discouraging fraud.”

There are also strong indications that investor behavior causes fraud, said Winton. “Even if investors are optimistic for good reason ... that will encourage fraud. That’s what differentiates our paper from some of the ideas floating around in the business press. We demonstrate that even if investors are doing their best to find good investment opportunities, we should expect to see fraud when times are good.”

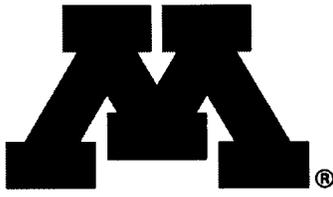
Winton and his colleagues wanted to look at these factors because no one had previously studied how market factors related to fraud. The correlation between boom markets and fraud has been a buzz in the industry, but has not really been studied or confirmed, says Winton. One striking finding from the research predicts that in an industry with strong market conditions “... a change that causes investors to loosen standards for low firms [those with weak reported results] reduces fraud because bad firms [those with poor prospects] see less need for

- more -

it – why commit fraud when you can get funded without it?”

“Internet firms may have fallen into or close to the “fund-everything” regime, in which case there was no need to commit fraud, whereas the telecoms may have fallen into the lower “optimistic” regime, in which case fraud should have been expected.” Winton, Tracy Yu Wang, assistant professor of finance at the Carlson School, and Xiaoyun Yu, assistant professor of finance at the Kelley School of Business at Indiana University, are applying the theoretical model to Initial Public Offerings (IPOs) in the late 1990s and early 2000s.

The paper, “Booms, Busts, and Fraud,” is in the July issue of *The Review in Financial Studies*, Vol. 20, No. 4, published by Oxford University Press.



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## STORY TIPS

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July 16, 2007

**Contacts:** Julie Christensen, University of Minnesota Extension, (612) 626-4077  
Justin Ware, University News Service, (612) 626-1720

### WEST NILE CARRYING MOSQUITOES DOING VERY WELL IN MINNESOTA THIS YEAR

~ U of M expert has tips to protect yourself from contracting the disease; warnings for outdoor workers ~

Recently released information from the Minnesota Department of Health suggests that the risk of West Nile Virus is up significantly following the warm and dry weather that we had in June and early July.

According to a University of Minnesota Extension health expert, that is bad news for anyone whose job requires they spend time outside.

“Anyone working or having fun outdoors is at risk and needs to take precautions to avoid being bitten,” said John Shutske, U of M Extension safety and health specialist. “We’re particularly concerned about agricultural workers or others working outside who might not think about using repellents or taking other protective measures.”

Shutske is a partner with the state health department and says anyone who plans on spending time outside should take steps such as using mosquito repellent, avoiding the outdoors at dawn or dusk and wearing long-sleeved clothing when outdoors during those hours.

According to Shutske, one in 150 who are infected with West Nile Virus will get very sick and 10 percent of those people die from their illness. Many more have recurring health problems.

To interview Shutske, contact Julie Christensen at (612) 626-4077, reuve007@umn.edu or Justin Ware at (612) 626-1720, ware@umn.edu.

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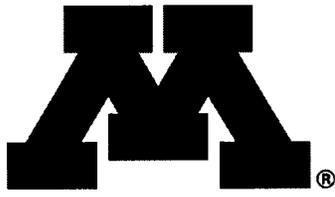
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July 16, 2007

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### KATIE COURIC AND NETWORK NEWS RATINGS SLUMP

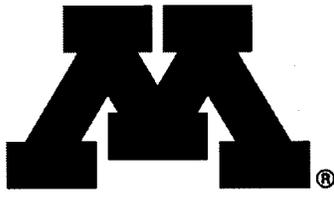
The CBS Evening News with Katie Couric has seen a steady dip in ratings since the first network news female anchor took over last fall. Gender bias might be an issue, but CBS is not alone as network news, as a whole, has seen a decrease in viewer-ship. A University of Minnesota expert who can discuss this is:

**Mary Vavrus, U of M communication studies professor**

Vavrus has studied media and can comment on how Couric's slump may be due to the intersection of gender bias and the changing economics of TV news. She is the author of "Gendered Brands: Identity and the New Terrain of Media Politics."

To interview Vavrus, contact Drew Swain at (612) 625-8962 or [dswain@umn.edu](mailto:dswain@umn.edu).

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**July 16, 2007**

**Contacts: Shane Sandersfeld (612) 626-0299**

**STATEMENTS FROM DIRECTOR OF ATHLETICS JOEL MATURI AND HEAD FOOTBALL COACH TIM BREWSTER REGARDING ARREST OF STUDENT-ATHLETE**

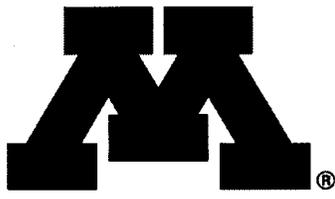
MINNEAPOLIS / ST. PAUL -- **Director of Athletics Joel Maturi**

“The conduct alleged in this case does not reflect the expectations and aspirations that the University has for its student-athletes or any of its students. Accordingly, appropriate disciplinary action will be considered as we gain more information.

“The University of Minnesota, our Athletics Department and our football program have been fully cooperating with law enforcement and the county attorney's office throughout this process. We will continue to do so.”

**Head football coach Tim Brewster**

“This is disappointing news for our entire team. The student-athlete arrested last night has been suspended from the football team and cannot participate in team activities. The three student-athletes previously arrested in conjunction with this matter will remain suspended until more information becomes available.”



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July 17, 2007

*Contacts: Rachel Wright, College of Continuing Education, (612) 624-7770  
Justin Ware, University News Service, (612) 626-1720*

## U OF M OFFERS ONE-DAY CLASS ABOUT THE CENTRAL ROLE OF HONEYBEES

~ Researchers will explain why bees are important and the reasons for their recent decline ~

MINNEAPOLIS / ST. PAUL -- Honey Bees do more than make honey. They are also the world's most important insect pollinator of fruit and vegetable crops, home gardens and wildflowers. It has been estimated that honey bees are involved in the pollination of nearly one-third of all the food eaten by Americans; and the honey bee population is in trouble.

The University of Minnesota is offering a one-day course that will give anyone who's interested expert knowledge on the reasons for the decline in the honey bee population, research being done on bees at the U of M and how that research is key to keeping the honey bee population strong in the United States.

During this one-day course in the Curiosity Camp program, the public is invited to discover why the number of bee colonies and beekeepers is steadily declining in the United States, how diseases and pests impact honeybees, and how urban sprawl and modern agricultural practices and pesticide use in our environment are putting at risk important sources of food for all Americans. They will learn about the research being conducted in U of M professor Marla Spivak's lab, which centers on keeping bees healthy.

Participants will also take a field trip to the university's apiary, where they will pull on protective clothing (provided at the apiary) for an up-close tour of life in the hive. They will meet a new honey bee developed at the university called "Minnesota Hygenic" that is good at keeping hives clean and free of a destructive parasitic mite, and will learn how this new strain of honey bees is key to the future of beekeeping across the country.

The instructor, Spivak, is a University of Minnesota Extension entomologist and associate professor in the College of Agricultural, Food, and Environmental Sciences. She has worked as a commercial beekeeper and has studied beekeeping in Peru, Venezuela, Costa Rica and throughout the United States. In 2005, the American Beekeeping Federation gave her its award for "Researcher that Conveys Science Most Easily to Beekeepers."

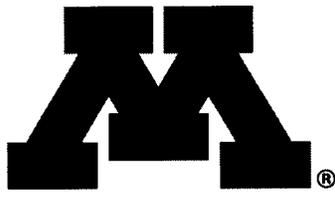
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Curiosity Camps are daylong learning retreats for adults. Most begin with a morning lecture and discussion, followed by an afternoon field trip or hands-on activity. "Busy as a Honeybee" begins at 9:30 a.m, August 1, at the Continuing Education and Conference Center, 1890 Buford Ave., St. Paul.

Camps cost \$125 each; discounts apply for University of Minnesota Alumni Association members and Circle of Scholars members. For information or to register for a Curiosity Camp, visit [www.cce.umn.edu/curiosity](http://www.cce.umn.edu/curiosity) or call (612) 624-4000.



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July 17, 2007

**Contacts:** Julie Christensen, U of M Extension, (612) 626-4077 or (612) 751-4967  
Becky Beyers, CFANS, (612) 626-5754 or (651) 343-9398

## U OF M'S ST. PAUL CAMPUS OPENS ITS DOORS TO THE PUBLIC

Some of the best and most innovative agricultural research in the world takes place in the heart of the Twin Cities. Nestled between two major cities and miles of urban development are the fields and research facilities of the University of Minnesota's St. Paul campus; and on Thursday, this unique college setting is open to the public.

Open House tours will include the University of Minnesota research fields, display gardens and dairy barns, as well as the chance to talk with U of M scientists. The event is designed to offer St. Paul Campus neighbors an up-close look at the important research activities happening in their backyard. The emphasis is on providing fun and education in a farm-like setting. Events include:

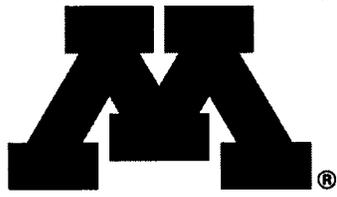
- Tours of the St. Paul campus weather station, soybean and potato research fields, organic crops plots and greenhouses.
- The chance to ask University experts about weeds, diseases and other troublesome lawn, garden and landscaping problems.
- Mini-seminars and educational exhibits on renewable fuels, beneficial insects and food safety.

University of Minnesota Extension, Minnesota Agricultural Experiment Station (MAES) and the College of Food, Agricultural and Natural Resource Sciences (CFANS) are sponsoring the event.

Parking for the event is available at the corner of Gortner Avenue and Larpenteur Avenue.

More information is available at [www.cfans.umn.edu/openhouse](http://www.cfans.umn.edu/openhouse).

WHAT: Agricultural Open House  
WHEN: 4 to 7:30 p.m., Thursday, July 19  
WHERE: University of Minnesota's St. Paul campus



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July 17, 2007

*Contacts: Jamie Proulx, Humphrey Institute, (612) 625-9436  
Patty Mattern, University News Service, (612) 624-2801*

## HUMPHREY INSTITUTE SELECTS CHARLES M. DENNY JR. AS THE LOUIS W. HILL JR. FELLOW IN PHILANTHROPY

MINNEAPOLIS / ST. PAUL -- The University of Minnesota's Hubert H. Humphrey Institute of Public Affairs has selected Charles M. Denny Jr. as the fifth Louis W. Hill Jr. Fellow in Philanthropy. The one-year fellowship, housed within the Institute's Public and Nonprofit Leadership Center, provides financial and administrative support to an outstanding community leader for the study of important issues in philanthropy. The year culminates with a public symposium during which the fellow presents his or her findings.

Denny joins the Humphrey Institute as a seasoned corporate citizen and philanthropist. From 1959 to 1970, Denny worked through the ranks at Honeywell, starting as a personnel assistant and finishing as vice president of marketing for the computer controls division. In 1971, he joined ADC Telecommunications, Inc., a manufacturer of communication equipment for telephone companies and large private networks. As president, chief executive officer, and ultimately chairman, Denny successfully revived the fledgling company and transformed it into what is today a billion-dollar global enterprise.

Since retiring in 1991, Denny has remained very active in civic and nonprofit organizations. Among his many activities, he is a board member of the Science Museum of Minnesota and a member of the Humphrey Institute Dean's Advisory Council, the Caux Round Table, the Minnesota Civil Liberties Union Foundation, and the Mayo Clinic Regional Council. He has received many honors and awards for his commitment to service, including the Tekne Award for Lifetime Achievement in 2001, a Doctor of Laws, Honoris Causa, from both St. John's University and the University of Minnesota, and a Doctor of Humane Letters from the College of St. Catherine.

"A public affairs school often finds itself at the intersection of the public, nonprofit, and private sectors, and Chuck has been examining this kind of leadership throughout his career," said Humphrey Institute Dean J. Brian Atwood. "His corporate experience and his insights into corporate citizenship and philanthropy will benefit our students."

As the 2007-08 Hill Fellow, Denny plans to draw from his years of corporate service and volunteerism as he

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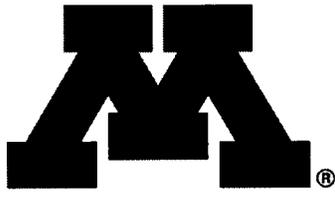
As the 2007-08 Hill Fellow, Denny plans to draw from his years of corporate service and volunteerism as he looks at corporate citizenship in modern America. What is the corporation's role in the triad of business, government and the non-profit community? Within that role, what constitutes responsible corporate behavior? What is corporate philanthropy? And how does our society develop leaders who will manage in the best interest of the public?

"I have known Chuck Denny for many years and have admired him as the consummate corporate and community leader. I am certain he will make a great contribution to the study of philanthropy through the Louis W. Hill Jr. Fellowship Program," said Ellis Bullock, executive director of the Grotto Foundation, which along with the Northwest Area Foundation funds the fellowship.

The first Louis W. Hill, Jr. Fellowship was awarded to Joe Selvaggio, founder of Project for Pride in Living and the One Percent Club in Minneapolis. Dr. Reatha Clark King, retired General Mills Foundation president and board chair, was the second fellow. Sage and John Cowles, Jr., shared the fellowship in 2006, and Native American leader Laura Waterman Wittstock held it in 2007.

"I commend all the selection committees for their outstanding work in bringing so many experienced, highly regarded, and multi-diverse community leaders to explore the field of philanthropy from various perspectives," said Bullock. "I believe the fellowship program has provided an enlightening range of views of philanthropy and its impact."

The Hill Fellowship selection process is confidential, and candidates are unaware of their nomination until the decision is announced. The Northwest Area Foundation and the Grotto Foundation established the fellowship in 2002 to commemorate the 100th birthday of Louis W. Hill, Jr., who founded the Grotto Foundation. His father, Louis W. Hill, Sr., son of James J. Hill, established the Northwest Area Foundation. The \$1,000,000 gift from the two foundations has supported the fellowship program for five years. For more information about the fellowship, visit [www.hhh.umn.edu/news/hill/index.html](http://www.hhh.umn.edu/news/hill/index.html).



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July 17, 2007

**Contacts:** *Jamie Proulx, Humphrey Institute, (612) 625-9436*  
*Patty Mattern, University News Service, (612) 624-2801*

## DAYLONG CONFERENCE TO PROMOTE NETWORKING AMONG NONPROFIT LEADERS

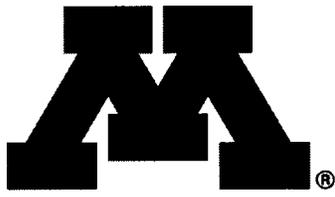
MINNEAPOLIS / ST. PAUL -- The Public and Nonprofit Leadership Center at the Humphrey Institute of Public Affairs and the Minnesota Council of Nonprofits (MCN) will co-sponsor "Network Leadership: Connecting Individuals, Organizations and Communities" from 8:30 a.m. to 4:15 p.m. Monday, Aug. 6, at the McNamara Alumni Center, 200 Oak St. S.E., Minneapolis.

Nonprofit organizations are most effective when they build close connections with constituents and other organizations. The conference is designed to help nonprofit leaders and volunteers identify new strategies for networking with partners and supporters who are already overloaded with calls to action.

"Unlike leadership within traditional hierarchies or bureaucracies, network leadership requires different sets of skills, including persuasion, negotiation and consistent trustworthy behaviors in everything that network members do," said Humphrey Institute Associate Professor Melissa Stone, director of the Public and Nonprofit Leadership Center. "It's particularly relevant in today's nonprofit environment, where many different types of individuals and organizations must work together to achieve high-quality results for the common good."

Speakers will address successful leadership at all ages and levels, and participants can choose to attend breakout sessions created for emerging, mid-career and established leaders. The conference will open with a presentation on "Social Change in the Age of Connectivity" from nationally recognized speaker Marty Kearns, executive director of Green Media Toolshed. He will outline network-centric advocacy and highlight the inevitable changes in leadership, connectivity and advocacy in today's technology-driven world.

The early registration fee is \$100 for MCN members and \$150 for non-members. For a complete schedule and to register, visit [www.mncn.org/event\\_leadership.htm#leadership](http://www.mncn.org/event_leadership.htm#leadership) or call (651) 642-1904.



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July 19, 2007

**Contacts:** *Jamie Proulx, Humphrey Institute, (612) 625-9436*  
*Bob San, University News Service, (612) 624-4082*

## FREEDOM FESTIVAL TO RECOGNIZE 70 NEW CITIZENS

~ U of M's Jane Addams School helps immigrants pass citizenship test ~

MINNEAPOLIS / ST. PAUL -- The Jane Addams School for Democracy will host a celebration-Freedom Festival: Voices of Hope-to recognize the accomplishments of its participants from 2 to 4 p.m. Sunday, July 29, at Parque Castillo, across from the Paul and Sheila Wellstone Center at 179 Robie St. E. St. Paul.

This annual celebration is organized by the school's participants to highlight their community engagement work. This year, the Freedom Festival will honor more than 70 people who have become naturalized citizens.

The event is free and open to the public. State Sen. Mee Moua will make remarks from 2:20 to 2:40 p.m., followed by musical and dance performances by participants from the school's Hmong, East African, Spanish-language, teen, and children's learning circles.

The Jane Addams School is a University of Minnesota coordinated community initiative where participants self-organize in learning circles and pairs, usually mixing English speakers with native Hmong-, Somali- or Spanish-speaking people. There is no charge to attend, and there are no fixed courses. Individuals participate as long as they wish. The Jane Addams School is inspired by the vision of democracy, productive citizenship, and popular education held by settlement pioneers like Jane Addams, who created Hull House in Chicago.

Ten years after the Jane Addams School opened, more than 1,500 participants from around the Twin Cities have become citizens. Participants in the Jane Addams School include immigrant families from 20 countries in Africa, Asia and Latin America, as well as local college students and other Twin Cities residents.

A series of essays written by participants-many of whom are new immigrants-was published this past spring in "Voices of Hope: The Story of the Jane Addams School for Democracy," the inspiration for this year's theme.

The Jane Addams School is coordinated by the University of Minnesota's Center for Democracy and Citizenship. For additional information, contact Derek Johnson, Jane Addams School, at (651) 209-3519 or

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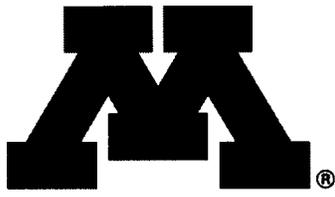
# UNIVERSITY OF MINNESOTA

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(612) 626-1147, or Erik Skold, learning circle coordinator, at (651) 253-3947.

WHEN: 2 to 4 p.m., Sunday, July 29

WHERE: Parque Castillo, 179 Robie St. E., St. Paul



UNIVERSITY OF MINNESOTA

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FOR IMMEDIATE RELEASE

July 19, 2007

*Contacts: Krista Lemos, University of Minnesota, Crookston, (218) 281-8438  
Justin Ware, University News Service, (612) 626-1720*

## UNIVERSITY OF MINNESOTA, CROOKSTON INTRODUCES BIOLOGY DEGREE PROGRAM

~ New program will expand student opportunities in high-demand research areas ~

MINNEAPOLIS / ST. PAUL -- This fall, the University of Minnesota, Crookston will be introducing a biology degree program.

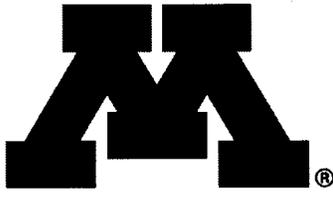
The Bachelor of Science degree in biology provides students with a broad knowledge of the biological sciences while introducing them to the practical skills needed in today's biotech industries and the background required to be successful applicants to graduate programs. Students may choose from advanced courses designed to emphasize studies in either animal or plant systems while participating in a common core of courses which provide knowledge in the basic principles relevant to both areas.

"I am receiving a significant amount of experience learning and using laboratory protocols for such projects as hormonal assays, genetics and other molecular biology techniques," said Vanessa Armstrong, U of M, Crookston student. "Because of these experiences, I have decided to focus my future work on pharmaceutical research and genomics, rather than concentrating on retail or hospital pharmacy."

Professors in Crookston say the school's size gives students more opportunities for hands-on work in the classroom.

"Our comparative advantage at the Crookston campus with regard to the new biology degree is related to student exposure to research," said Brian Dingmann, U of M, Crookston assistant professor of biology. "Because of our small size we have always provided a more personalized approach to student education than larger campuses have the opportunity to provide."

Along with the degree program, UMC is also offering a biology minor that introduces students to the core concepts in a broad range of biological areas with two possible emphases, animal or plant biology.



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## EXPERT ALERT

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July 23, 2007

**Contacts:** Julie Christensen, University of Minnesota Extension, (612) 626-4077  
Justin Ware, University News Service, (612) 626-1720

### HIGH TEMPS CAN MAKE GROCERIES UNSAFE IN A MATTER OF MINUTES WHEN LOCKED IN A CAR

~ U of M expert has tips on keeping your food fresh during summer heat waves ~

The grocery store should be the last stop on your list when you're running errands this summer.

The temperature inside your parked car can easily exceed 140 degrees within a few minutes when you run summer errands. According to a University of Minnesota Extension expert, in this warm environment, bacteria multiply rapidly in food and there is a greater chance a food-borne illness will occur.

A U of M expert who can talk about food safety tips in hot weather is:

**Suzanne Driessen, food science educator with University of Minnesota Extension**

Driessen offers these tips for protecting your groceries in a heat wave:

- Shop for groceries early in the morning or in the late evening when it's cooler.
- Organize your list and shop in the following way: pick up dry foods first, then produce, then refrigerated and frozen items last.
- While shopping, prevent cross-contamination by putting packages of raw meat, poultry and seafood in separate plastic bags. Place these foods in your cart so juices do not drip on other foods.

For more tips or to interview Driessen contact Julie Christensen at (612) 626-4077, reuve007@umn.edu or Justin Ware at (612) 626-1720, ware@umn.edu

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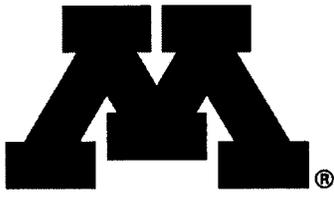
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July 23, 2007

*Contacts: Tessa Eagan, CLA communications, (612) 625-3781, teagan@umn.edu  
Bob San, University News Service, (612) 624-4082*

## U OF M ALUMNUS RECEIVES JACK KENT COOKE GRADUATE SCHOLARSHIP

MINNEAPOLIS / ST. PAUL -- University of Minnesota, Twin Cities alumnus and Sudan native Mohamed Bakri has been awarded a 2007 Jack Kent Cooke Graduate Scholarship. The scholarship was awarded to only 34 scholars nationally out of the 977 candidates who were nominated for the award by their undergraduate institutions. This program awards scholarships worth up to \$50,000 each to college seniors or recent graduates to attend graduate or professional programs.

"I am very proud the University of Minnesota nominated me and pleased to receive such a generous scholarship. I am grateful for the wonderful support from both my sociology professors and the College of Liberal Arts honors advising staff. I will work hard to fulfill the expectations of this great university and the Jack Kent Cooke Foundation," Bakri said.

Bakri is the second U of M, Twin Cities student to win a Jack Kent Cooke Graduate Scholarship. He is a 2006 summa cum laude graduate in sociology, and received CLA's Turner Award for Best Summa Thesis for 2006. With the support of the Cooke Scholarship, he will begin work toward a master's of public affairs degree this fall at the University's Humphrey Institute of Public Affairs.

Bakri earned an undergraduate degree in law from the Khartoum branch of the University of Cairo in 1987 and began a promising career as a journalist. An outspoken advocate for democracy, religious tolerance and women's rights, Bakri won recognition in journalism, poetry and drama before leaving Sudan as a political refugee in the late 1990s.

He and his family settled in Minnesota, where he began taking classes at Century College before transferring to the University of Minnesota. His summa thesis, "Failed Societal Community? The Crisis of Democracy in Sudan," analyzes the collapse of Sudan's first democratic government, 1953-1958, from a sociological perspective. Bakri's long-term goals include founding a research center dedicated to bringing a Muslim perspective to United States and international efforts to support the democratization of developing nations in the Middle East and Africa.

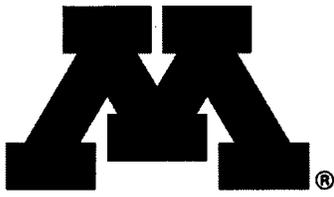
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# UNIVERSITY OF MINNESOTA

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The Jack Kent Cooke Foundation is a private, independent foundation established in 2000. The Foundation offers several types of scholarships to help students of exceptional promise reach their full potential through education.

At the heart of the University of Minnesota, the College of Liberal Arts has served Minnesota and its people with distinction for over 135 years-improving people's lives and contributing to the public good through path-breaking research, service to communities, and teaching.



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**FOR IMMEDIATE RELEASE**

**July 23, 2007**

**Contacts:** *Justin Ware, University News Service, (612) 626-1720*  
*Daniel Wolter, News Service Director, (612) 625-8510*

## **DR. STEPHEN LEHMKUHLE NAMED FIRST CHANCELLOR OF UNIVERSITY OF MINNESOTA, ROCHESTER**

MINNEAPOLIS / ST. PAUL -- University of Minnesota President Robert Bruininks today announced the appointment of Dr. Stephen Lehmkuhle as the first chancellor of the University of Minnesota, Rochester (UMR), pending Board of Regents approval on Sept. 7, 2007. Lehmkuhle (LEM-kool) comes to the Rochester campus from the University of Missouri system, where he currently serves as the senior vice president for academic affairs.

“As the university grows its Rochester campus, this first chancellor will play a critical role in realizing the vision that so many have for this campus,” said Bruininks. “Dr. Lehmkuhle’s candidacy for this position received strong support across both the university and Rochester communities. His demonstrated leadership ability, strong administrative and academic credentials, commitment to collaboration and his understanding and experience working within a large, multi-campus system made him the top candidate for this position.”

While at the University of Missouri, Lehmkuhle served as vice president for academic affairs from 1998 until he was promoted to his current position as senior vice president for academic affairs in 2004. In 2005, he also served for 8 months as the interim chancellor at the University of Missouri-Kansas City until the permanent chancellor was in place.

“Dr. Lehmkuhle brings a wealth of experience to this position,” said university Senior Vice President for System Academic Administration Robert Jones. “Particularly, during his time as acting chancellor, he demonstrated extraordinary leadership in a challenging environment and was successful in restoring rapport and institutional trust among internal and external stakeholders, while reinforcing campus priorities and directions.”

Lehmkuhle earned his doctorate in experimental psychology at Vanderbilt University in Nashville, Tenn. Jones said he has a record of success in developing, managing and evaluating inter-campus academic programs; effectively engaging in legislative relations and public policy; establishing important campus and community partnerships; and serving as a strong advocate for campus needs.

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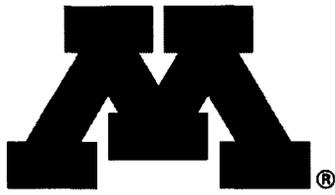
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“The university and the community have come up with a solid vision for what they want the University of Minnesota, Rochester to become in coming years,” said Lehmkuhle. “This is an outstanding opportunity and an exciting time to be at UMR. I’m excited about this challenge and look forward to becoming part of the community.”

As the new chancellor of UMR, Lehmkuhle will be responsible for the academic, executive and administrative leadership of the campus. He will also be responsible for representing UMR within the University of Minnesota system and within the community, the state, region, legislature and public and private sectors.

**Photo available upon request.**



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July 24, 2007

**Contacts:** John Byrnes, University of Minnesota Agricultural Experiment Station (612) 625-4743  
Justin Ware, University News Service, (612) 626-1720

## IN A BUG-EAT-BUG WORLD, THE U OF M IS LEADING THE CHARGE AGAINST SOYBEAN APHIDS

~ U of M researchers are field testing good insects to battle Soybean Aphids in a safe, environmentally friendly method of pest control ~

MINNEAPOLIS / ST. PAUL -- The days of soybean aphids feasting on Minnesota's soybean fields may be numbered.

University of Minnesota scientists are field testing a beneficial insect, a stingless wasp also known as *Binodoxys communis*, that kills soybean aphids. A successful field test would be a major breakthrough in controlling a damaging Minnesota crop pest. The U of M received permission from the federal government to conduct this test and is the leading institution in the testing.

The soybean aphid appeared in Minnesota fields in 2000 and today costs Minnesota soybean growers an estimated \$200 million annually in lost crop yields and spraying costs.

"The soybean aphid was imported without any of its natural enemies, the organisms that keeps aphids in check in China," said Dave Ragsdale, U of M entomologist. "Our researchers and Extension experts are working to provide that check and balance system in Minnesota."

Multiple stages of evaluation and testing have been completed at the Insect Quarantine Facility, a joint effort between the Minnesota Department of Agriculture and the Minnesota Agricultural Experiment Station on the U of M's St. Paul Campus. Special security and air filtration systems ensure the insects being evaluated don't venture out on their own. Field testing will take place in a limited number of grower fields and at Research and Outreach Centers.

*Binodoxys communis* was approved for release based upon four years of laboratory safety testing. It is an especially promising species for control of soybean aphid, because it comes from a region in China that is a good climate match to Minnesota. The stingless wasp specializes in soybean aphid and has been observed apparently controlling it in China.

- more -

controlling it in China.

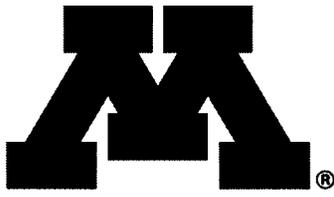
A cooperative effort between the U of M, the state and soybean growers, like New Richland farmer Larry Muff, have made this experiment possible.

“The soybean check off is committed to supporting research that will mitigate this devastating pest,” said Muff, co-chair of the Minnesota Soybean Research and Tech Transfer Committee. “Organic growers will also benefit from this biological control of aphids.”

University researchers and Minnesota Department of Agriculture scientists will monitor the ability of *Binodoxys communis* to kill soybean aphids this summer and continue the attack this fall when soybean aphids move to buckthorn plants and survive the winter to battle soybean aphids in 2008.

The researchers also have a backup plan. Eleven other species and strains of stingless wasps are under evaluation and some of these that have shown promise from both a safety and efficacy standpoint may be field tested in 2008.

More information on the field testing, high resolution photos for download and other soybean aphid information is available at [www.soybeans.umn.edu](http://www.soybeans.umn.edu).



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July 24, 2007

*Contacts: Alex Mendoza, (612) 624-4190, mend0121@umn.edu  
Bob San, University News Service, (612) 624-4082*

## U OF M TO HOST NATIONAL CONFERENCE FOR ORGANIZATION OF CHICANA/LATINA AND NATIVE AMERICAN WOMEN

~ Conference activities include academic panels and entertainment ~

MINNEAPOLIS / ST. PAUL -- The University of Minnesota will host the Mujeres Activas en Letras y Cambio Social (MALCS, Women Active in Letters and Social Change) national conference Aug. 2 to 4 on the St. Paul campus.

MALCS is an organization of Chicana, Latina and Native American women working in academia and in community settings with a common goal: to work toward the support, education and dissemination of Chicana, Latina and Native American women's issues. The group gathers annually at the conference to network, share information, present research work, offer support and re-energize.

The theme of this year's conference, "Among Women, Between Nations--Entre mujeres, entre naciones," symbolizes both the intimacy and the sociopolitical complexity of identities, relationships and affiliations between spaces and across borders.

"We hope to examine our commonalities as well as the things that separate us," said University of Minnesota professor and conference organizer Eden Torres. "We will make a conscious effort to address issues particular to indigenous women's communities, as well as the transnational realities of Chicana and Latina lives."

Although conference panels are open only to registered members, two plenary sessions are open to the public.

Friday at 4 p.m., representatives of the Women's Indigenous/Native Caucus will be speaking on the topic: "Between and Among Us: Native-Chicana Women Speak about Indignity." This session features Michigan artist Nora Chapa Mendoza, a council and elder member of the Kanto de la Tierra, Kalpulli Koakalco Mexico. Navajo writer, Reid Gómez and Celia Herrera Rodriguez, a founding member of La Red Xicana Indigena, will join Mendoza on Friday's plenary session.

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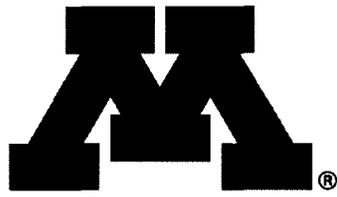
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On Saturday at 4:30 p.m., acclaimed Choctaw author LeAnne Howe will begin the plenary session entitled, "The Fire Within: Women Discuss What Inspires Them to Write." Joining her will be: Patricia Gonzales, co-author of the Column of the Americas; Susan Power, a member of the Standing Rock Sioux tribe and author of "The Grass Dancer," as well as "brownfemipower," the pseudonym of the founder of the Woman of Color Blog site of the same name.

The public is also invited to an eclectic cultural night presentation at the St. Paul Student Theater, Saturday Aug. 4 at 7:30 p.m. Cathy Davalos of the Los Angeles Davalos Dance Company will be presenting a series of dances entitled, "Borders, Spaces, and Brown-eyed Girls." Local folksinger and University of Minnesota Vice President for Equity and Diversity Rusty Barceló will also perform and acclaimed Latina poet Lorena Duarte will be reading her work. The evening includes an open mic for conference participants.

For more information on MALCS and the conference, visit [www.malcs.net](http://www.malcs.net) or contact MALCS at [malcs@umn.edu](mailto:malcs@umn.edu) or Alex Mendoza, (612) 624-4190, [mend0121@umn.edu](mailto:mend0121@umn.edu).



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# MEDIA ADVISORY

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July 25, 2007

**Contacts:** *Christopher James, University Libraries, (612) 625-9148*  
*Sara Buss, Academic Health Center, (612) 626-7037*  
*Patty Mattern, University News Service, (612) 624-2801*

## FREE WEB-BASED RESOURCE AIMED AT HELPING MINNESOTANS CONNECT WITH LOCAL HEALTH SERVICES TO GO LIVE JULY 31

~ Media note: Demonstrations will be given at launch event ~

A new, free, Web-based resource called "My Health Minnesota -- Go Local," planned for a launch on Tuesday, July 31, will make it possible for Minnesotans to connect with health services, hospitals, care providers, nursing homes, support groups and more within their local communities.

The University of Minnesota Health Sciences Libraries, the Mayo Clinic Libraries and MINITEX Library Information Network are jointly launching the new resource. An event highlighting and demonstrating the new resource will be held from 3 to 5 p.m. Tuesday, July 31 at the McNamara Alumni Center, 200 Oak St. S.E., Minneapolis. Remarks will be given by Dr. Frank Cerra, U of M senior vice president for Health Sciences. Dr. Donald Lindberg, director of the National Library of Medicine and Suzanne Miller, state librarian.

My Health Minnesota -- Go Local's goal is to give Minnesota citizens quality information about their health and also empower them to access health services throughout the state.

Consumers have long been able to access trustworthy information about health conditions through Web sites like the MedlinePlus consumer Web site of the National Library of Medicine (<http://www.nlm.nih.gov/medlineplus/>). But access to local health resources and treatment options has been hard to find online. My Health Minnesota -- Go Local builds on the MedlinePlus site by providing information on health services in consumers' local communities.

For example, a Minnesota citizen looking for information on breast cancer could use My Health Minnesota -- Go Local to find links to local services such as cancer clinics, oncology specialists, breast cancer support groups and other resources.

"Minnesota prides itself as being one of the healthiest states in the nation," said Linda Watson, Health Sciences

# UNIVERSITY OF MINNESOTA

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Libraries director at the University of Minnesota. "Citizens who are well-informed about their health and about options for their care can make better decisions for themselves and their families. My Health Minnesota -- Go Local adds value by pointing to related health services in Minnesota communities."

Twenty other Go Local projects exist throughout the country, all based on the information in MedlinePlus. Nine new Go Local projects are in development. More information about nationwide Go Local resources is available at <http://www.nlm.nih.gov/medlineplus/golocal/index.html>.

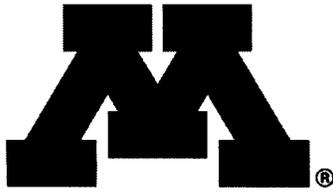
The project was made possible with funding from the National Library of Medicine (part of the National Institutes of Health); the Minnesota Department of Education; State Library Services through a Library Services and Technology Act grant; and with the support of Health Science Libraries of Minnesota.

WHO: Dr. Frank Cerra, U of M senior vice president for Health Sciences, Dr. Donald Lindberg, director of the National Library of Medicine and Suzanne Miller, state librarian

WHAT: Launch and hands-on demonstrations of My Health Minnesota -- Go Local

WHEN: 3 to 5 p.m., Tuesday, July 31

WHERE: McNamara Alumni Center, 200 Oak St. S.E., Minneapolis.



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July 25, 2007

**Contacts:** Drew Swain, University News Service, (612) 625-8962, [dswain@umn.edu](mailto:dswain@umn.edu)

### U OF M SPORTS MANAGEMENT PROFESSOR WEIGHS IN ON WHAT THE NBA CAN DO TO OVERCOME ITS OFFICIATING SCANDAL

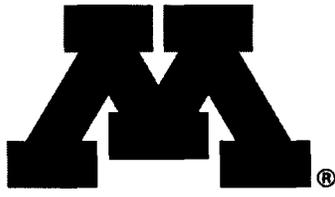
NBA commissioner David Stern held a press conference yesterday explaining the latest allegations that a league referee, with ties to organized crime, was betting on games that he was officiating. A U of M professor who can discuss some of the options Stern has to save his league is:

#### **Stephen Ross, University of Minnesota sport management professor**

Ross, who studies sports marketing and branding, says the most important move for the league now is to reassure its fanbase that it is working to restore its credibility. Most effectively this can be done by “creating new policies that will better police its officials and ensure the game’s integrity.”

To interview Ross, contact Drew Swain at (612) 625-8962 or [dswain@umn.edu](mailto:dswain@umn.edu).

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July 25, 2007

*Contacts: Todd Reubold, Initiative on Renewable Energy and the Environment, (612) 624-6140  
Justin Ware, University News Service, (612) 626-1720*

## DISCOVERY GRANTS STRENGTHEN U OF M BIOFUELS RESEARCH

~ 10 different departments receive a total of nearly \$3 million to study alternative fuel options  
~

MINNEAPOLIS / ST. PAUL -- The University of Minnesota's Institute on the Environment has awarded \$2.7 million in grants to 10 research teams. The grants will be administered over the next two fiscal years and will help further the U of M's research into alternative biofuels.

The Discovery Grants will assist U of M researchers in the further development of next generation biofuels that are economically feasible and environmentally sound. Priority in funding was given to projects that propose breakthrough approaches to address major bottlenecks for development of new biofuels.

"The Discovery Grants program on environment and renewable energy allows the university to respond quickly and flexibly to the emerging research needs around biofuels," said Deb Swackhamer, Institute on the Environment interim director. "By investing in 10 talented and creative interdisciplinary teams across the U right now, we are getting an excellent jumpstart on key biofuels research questions, technologies and solutions, and positioning the university to better compete for Federal grant opportunities on the horizon."

The collaborative projects involve a total of 30 faculty from 12 departments within the College of Biological Sciences, College of Food, Agricultural and Natural Resource Sciences, Institute of Technology and the Medical School.

The diverse group of research projects includes:

- increasing efficiency of biomass conversion
- using bacteria to store energy, produce biofuel and convert light-energy
- creating a Minnesota Biofuels Database and a metagenomic library of biomass-converting enzymes

For a full listing of projects and researchers, go to

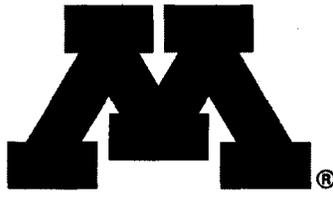
[www1.umn.edu/urelate/newsservice/downloads/DG%20FY08%20Awards.xls](http://www1.umn.edu/urelate/newsservice/downloads/DG%20FY08%20Awards.xls)

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# UNIVERSITY OF MINNESOTA

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The Discovery Grants effort is possible through the cooperation of the Institute on the Environment, the College of Biological Sciences, the College of Food, Agricultural and Natural Resource Sciences and the Initiative for Renewable Energy and the Environment.



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July 25, 2007

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Peggy Rinard, College of Biological Sciences, (612) 624-0774*

## U OF M PRESENTS HONORARY DEGREE TO NOBEL LAUREATE IN CANCER RESEARCH

MINNEAPOLIS / ST. PAUL -- Sir Paul Nurse, who won the 2001 Nobel Prize in physiology and medicine for research that revealed how normal cells are transformed into cancer cells, will receive an Honorary Doctor of Science degree from the University of Minnesota on Thursday, Aug. 2.

Nurse, who is now president of Rockefeller University, will receive the degree after delivering a lecture to honor Paul T. (Pete) Magee, professor of genetics, cell biology and development and former dean of the College of Biological Sciences and his wife Beatrice (Bebe) Magee for their years of service to the University of Minnesota. The lecture, "The Great ideas of Biology" will be delivered at 1:30 p.m. in the Mayo Auditorium, 425 Delaware St. S.E., Minneapolis.

A man of humble circumstances (his father was a chauffeur and his mother a cook), Nurse was educated at public schools in England. After earning his doctorate degree at the University of East Anglia, and conducting postdoctoral research in Edinburgh and the University of Sussex, he joined the Imperial Cancer Research Fund as head of the cell cycle laboratory. It was there he made the discovery that led to his Nobel Prize; namely, that all cells divide under a series of complex controls and that those controls are identical in organisms as different as yeast and humans. The lack of control of cell division is what differentiates cancer cells from normal cells. The discovery provided insights into aspects of vulnerability of cancer cells and led to new types of drugs. His next move was to Oxford University, where he spent six years as a researcher and administrator before returning to the Imperial Cancer Research Fund as Director of Research. He has been president of Rockefeller University since 2003.

In addition to the Nobel Prize, Nurse has won many prestigious international awards, including the Albert Lasker Award from the United States. In 1999, he was knighted by Queen Elizabeth for his contributions to cancer research.

Despite his achievements and accolades, Nurse has remained a very down-to-earth man who "takes time to visit with everyone," according to one colleague. He is known as an entertaining speaker and raconteur.

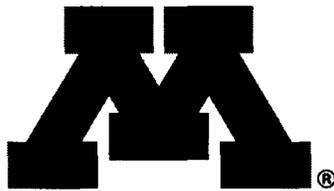
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with everyone,” according to one colleague. He is known as an entertaining speaker and raconteur.

Magee, who spent a sabbatical in Nurse’s lab, is retiring from the University of Minnesota following a distinguished career as a researcher and administrator.



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## EXPERT ALERT

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July 26, 2007

**Contacts:** Julie Christensen, University of Minnesota Extension, (612) 626-4077  
Justin Ware, University News Service, (612) 626-1720

### U OF M EXPERT HAS TIPS FOR STAYING SAFE IN DANGEROUS SUMMER HEAT WAVES

As summer temperatures continue to heat up, working or playing outside can be a lethal activity.

A University of Minnesota expert with tips on staying safe in the heat is:

**John Shutske, U of M Extension health and safety specialist**

“Heat-related illness kills as many people each year in the United States as floods, tornadoes, lightning and cold weather combined,” said John Shutske, professor and safety and health specialist with the University of Minnesota Extension. During a 10-year period from 1995 through 2004, the National Weather Service reported an annual average of 235 fatalities from hot weather.

Groups of particular concern include agricultural and construction workers and those who work in the landscaping and horticultural industries. Also at risk are homeowners doing yard work, joggers, hikers and those playing organized sports.

Excessive heat exposure can result in impaired thinking and decision making, often leading to accidents or serious mistakes.

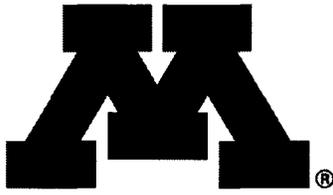
“This is especially an issue when people are operating complex and dangerous equipment like farm machines, chain saws and lawn-care equipment,” Shutske said.

Heat-related illness includes heat exhaustion, which can rapidly progress to heat stroke, a life-threatening emergency. According to the American Red Cross, signs of heat exhaustion include: cool, moist, pale or flushed skin; heavy sweating; headache; nausea or vomiting; dizziness; and exhaustion.

Signs of heat stroke include: hot, red skin; changes in consciousness; rapid, weak pulse; and rapid, shallow breathing. Body temperature can be very high, reaching 105 degrees Fahrenheit.

To interview Shutske contact Julie Christensen at (612) 626-4077, [reuve007@umn.edu](mailto:reuve007@umn.edu) or Justin Ware at (612) 626-1720, [ware@umn.edu](mailto:ware@umn.edu).

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FOR IMMEDIATE RELEASE

July 26, 2007

**Contacts:** *Cari Hatcher, Northrop Auditorium marketing and publicity manager, (612) 625-6003*  
*Lisa Carnaroli, Twin Cities Public Television, (651) 229-1363*

## U OF M AND TPT TO HOST AN EVENING WITH KEN BURNS AT NORTHROP AUDITORIUM

~ Minnesota town featured in Burns' new PBS documentary ~

MINNEAPOLIS / ST. PAUL -- Ken Burns, an award-winning documentary film maker, will be discussing the making of his newest epic series "The War", with audience members at 7:30 p.m., Wednesday, September 5, at Northrop Auditorium, 84 Church St. S.E., Minneapolis.

"The War" documents World War II through the memories of men and women from four American towns, including Luverne, Minn. During the event, Burns will show selected clips from the "The War" and answer questions from the audience. The following day, Burns will travel to Luverne for the world premier of "The War."

Tickets for the September 5 event at Northrop are free, however reservations are required. To reserve a seat, contact the Northrop Ticket Office for details at (612) 624-2345 or on line at [www.Northrop.umn.edu](http://www.Northrop.umn.edu). For group reservations call (612) 625-8878 or email [archi011@umn.edu](mailto:archi011@umn.edu). Tickets will be available starting July 30th. Members of the military or those who have served are encouraged to wear their uniforms.

Burns has been making documentary films for more than 20 years. Since the Academy Award nominated "Brooklyn Bridge" in 1981, he has gone on to direct and produce some of the most acclaimed historical documentaries ever made, including "The Civil War" (1990) and "Baseball" (1994). "The War", a seven-part series, will examine the myriad ways in which the second World War touched the lives of every family throughout America. By focusing on the stories of ordinary people in four quintessentially American towns -- Waterbury, Conn.; Mobile, Ala.; Sacramento, Calif.; and the tiny farming town of Luverne, Minn. -- the series will portray this enormous worldwide struggle on an intimate, human scale.

PBS partnered with the Library of Congress in an extraordinary effort to involve the entire country in a national discussion about World War II. Hundreds of interviews, many of which contributed to "The War", were conducted across the country recording the history of a loved one who lived through WWII. To learn more about

- more -

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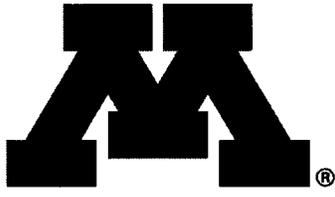
conducted across the country recording the history of a loved one who lived through WWII. To learn more about submitting your own story, visit [www.loc.gov/vets/thewar](http://www.loc.gov/vets/thewar).

For more information about "The War" visit [www.pbs.org/thewar](http://www.pbs.org/thewar).

**Twin Cities Public Television** will videotape *An Evening with Ken Burns* for broadcast on tpt 17 on Sunday, Sept. 16.

## **About tpt**

The mission of *Twin Cities Public Television* is to "harness the power of television and other media for the public good." A not-for-profit educational, civic and cultural resource, *tpt* presents original productions for national and state broadcast. One of the most watched PBS affiliates in the nation, *tpt* is based in St. Paul and operates seven digital stations in addition to analog channels *tpt2* and *tpt17*. The organization is also an active member of the community, bringing outreach and literacy programs to local schools and community groups.



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## EXPERT ALERT

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July 26, 2007

**Contacts:** Drew Swain, University News Service, (612) 625-8962, dswain@umn.edu

### AIR QUALITY REACHES HARMFUL LEVELS IN TWIN CITIES THIS WEEK

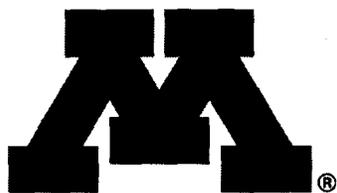
Because of hot and humid weather in the metro area this week, state officials have warned that air quality will dip to unhealthy levels. A University of Minnesota expert who can explain what this means to Minnesotans is:

**Matt Simcik, U of M environmental health sciences professor**

Simcik has studied air and water resources that reach harmful levels and can discuss the effects they have on humans.

To interview Simcik, contact Drew Swain at (612) 625-8962 or dswain@umn.edu.

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# NEWS

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FOR IMMEDIATE RELEASE

July 27, 2007

**Contacts:** *Kelly DeBrine, Carlson School of Management,*  
*kdebrine@umn.edu (612) 626-5904*  
*Mark Cassutt, University News Service, (612) 624-8038*

## UNDERREPRESENTED HIGH SCHOOL STUDENTS GET COLLEGE PREP SUPPORT FROM U OF M CARLSON SCHOOL OF MANAGEMENT

MINNEAPOLIS / ST. PAUL -- The Carlson School of Management is holding its first ever Leadership Access Partnership program camp for high school sophomores from Patrick Henry High School in Minneapolis and Arlington High School in St. Paul. The week-long, camp begins Sunday, July 29, and runs through Saturday, Aug. 4. It is a major component of the Carlson Schools' overall Leadership Access Partnership (LAP) program.

The LAP program was initiated to help local, underrepresented students get on course for future educational opportunities. Students apply to the program in their freshman year of high school, and those who are accepted participate for the remainder of their high-school education. The program provides these students with ACT/SAT preparation, supplemental instructional support and mentorship experiences with university students and alumni.

LAP is designed to familiarize students with the University of Minnesota campus, the Carlson School of Management and the educational tools needed to gain admission into a post-secondary institution. This innovative and intensive multi-year program builds lifelong partnerships between young students in the region, the Carlson School of Management at the University of Minnesota and the local business community.

Wells Fargo, a major corporate sponsor of the camp, sees this investment as part of a long range strategy to develop a more diverse leadership pool. Scholarship funds have been designated for LAP program students who complete the overall program and meet admissions requirements for the school.

"This program will not only serve as a gateway for students to a quality business education, but also to future internships and employment opportunities here in Minnesota," said Mary Maus Kosir, assistant dean of the Carlson School Undergraduate program. "Our backyard is ripe with top notch students who just need the necessary information, advising and support to realize their educational and career goals."

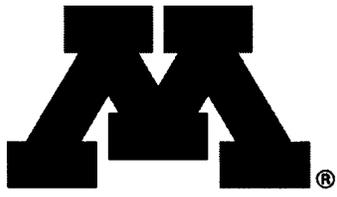
The summer camp agenda includes several personal development sessions, a team building ropes course, how to

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improve study skills and how to be financially responsible.



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July 30, 2007

*Contacts: Justin Ware, University News Service, (612) 626-1720*

## U OF M TO HOST FIRST LADY LAURA BUSH

~ Bush's visit part of Fourth Regional Conference on Helping America's Youth ~

MINNEAPOLIS / ST. PAUL -- First Lady Laura Bush will attend the Fourth Regional Conference on Helping America's Youth (HAY); August 2-3 on the St. Paul campus of the University of Minnesota. The first lady will appear at noon on August 3, at the St. Paul Student Center, 2017 Buford Ave., St. Paul.

HAY, a Presidential Initiative, led by Mrs. Bush, is a nationwide effort to raise awareness about the challenges facing our youth, particularly boys, and to motivate caring adults to connect with them in three key areas: family, school and community.

University President Robert Bruininks will host a reception for conference attendees on Aug. 2, and will speak briefly prior to the First Lady's arrival on Aug. 3.

"We are honored to welcome First Lady Laura Bush to campus and pleased to host this conference," said Bruininks. "Many of the University's own programs throughout urban and rural Minnesota strongly complement Helping America's Youth's goal of fostering youth development through supportive adult relationships."

Based upon the inaugural national conference, which took place in 2005, regional HAY conferences share proven strategies for community partners battling issues such as illiteracy, teen violence and drug and alcohol abuse. Approximately 300 guests representing education, foundations, faith- and community-based organizations, research institutions and service organizations have been invited from 11 states.

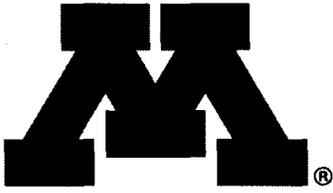
University of Minnesota Extension youth development educators are among the community partners participating in the conference. Extension educators from the Twin Cities campus, St. Cloud and Morris will use the training they receive at the conference to complement their outreach efforts serving all of Minnesota's youth.

The first day of the two-day conference is a training session on the Community Guide to Helping America's Youth, a Web-based guide designed to help communities coordinate resources and track effective programs

- more -

promoting positive development of youth. On the second day, community partners join local, regional, state and federal leaders for a speaker series and expert panelist presentations on the current status of youth and successful methods for helping make a difference in the lives of America's youth.

**For any media inquiries regarding Bush's attendance, please contact the first lady's press office at (202) 456-6313.**



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July 30, 2007

**Contacts:** *Becky Beyers, College of Food, Agricultural and Natural Resource Sciences, (612) 626-5754*  
*Julie Christensen, University of Minnesota Extension, (612) 626-4077*

## U OF M EXPERTS ON HAND AT NEXT MONTH'S FARMFEST ~ Tips available on everything from corn growing to the current drought ~

Have your picture taken with Goldy Gopher, win prizes and find new ways to benefit from research-based information at the University of Minnesota's tent at the 26th annual Farmfest, August 7, 8 and 9 at the Gilfillan Estate in Redwood County, Minn.

A new interactive game in the booth will test participants' knowledge of agriculture, food and renewable fuels.

U of M experts on hand can connect visitors with information about agriculture, natural resources, food and nutrition and other areas. Production agriculture specialists will be on hand each day to answer questions about the latest research.

Featured guests from the U of M include:

- Mark Seeley, well-known climatologist and author of "Minnesota Weather Almanac," will be at the tent on Tuesday, Aug. 7, to talk about this summer's weather.
- Agronomist Dale Hicks, an expert on corn production, will be at the tent on Wednesday, Aug. 8, to discuss ag issues.

The tent also includes an exhibit on renewable energy, which will illustrate U of M projects on soy diesel, converting wind power to anhydrous ammonia, and biomass for energy. There's also a weather and climate exhibit that's a bit flexible, depending on whether it rains or shines.

In addition, at 1:30 p.m., Thursday, Aug. 9, the University of Minnesota will honor the 2007 Minnesota Farm Families of the Year at Farmfest. Nearly 70 families will be recognized this year for their contributions to agriculture and their local communities. For more information about the Farm Family of the Year program, visit

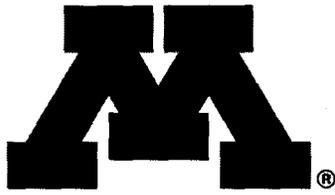
- more -

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the Web site at [mnfarmfamilies.cfans.umn.edu/](http://mnfarmfamilies.cfans.umn.edu/). Gov. Tim Pawlenty has proclaimed Aug. 9 Farm Family Recognition Day in the state of Minnesota.

Farmfest is held annually at the Gilfillan Estate in Redwood County, Minn. For more information about Farmfest, visit [www.farmshows.com/ffst](http://www.farmshows.com/ffst).



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July 30, 2007

**Contacts:** *Martin Moen, College of Food, Agricultural and Natural Resource Sciences, (612) 624-0793*  
*Justin Ware, University News Service, (612) 626-1720*

## FORMER U OF M BASKETBALL STAR GIVING BACK THROUGH A NEW SCHOLARSHIP

~ U of M will celebrate former student athlete's contribution with a reception Monday afternoon ~

MINNEAPOLIS / ST. PAUL -- Former Gopher basketball star and NBA player Quincy Lewis is funding a permanent scholarship at the University of Minnesota. The scholarship will be targeted to students of color enrolled in Lewis' major: natural resources and environmental studies in the U's College of Food, Agricultural and Natural Resource Sciences (CFANS).

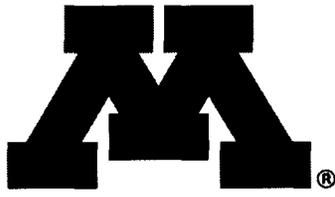
A reception to celebrate Lewis' contribution will be held at 2 p.m., Monday, July 30 at Chianti Grill, 1611 Larpeur Ave. W., St. Paul.

Lewis left the U in 1999 to pursue his dream of playing in the NBA. Drafted 19th overall, Lewis played several seasons for the Utah Jazz and Minnesota Timberwolves. More recently, he's played for several European teams. In the off-seasons Lewis returned to take classes and earned his degree in 2004.

In donating money to the U, Lewis says he wants to demonstrate the compassion and patience he received as a student-athlete. His contributions will create the Quincy L. Lewis Scholarship, a permanent fund that will award one or more scholarships each year. The scholarship qualifies for the University of Minnesota Foundation's President's Scholarship match, which doubles the impact of Lewis' generosity.

"Completing a degree five years after leaving the U in the midst of a busy life as a professional athlete is a tremendous accomplishment," said Jay Bell, associate dean for academic programs and faculty affairs in CFANS. "Quincy is not only a gifted athlete, but an intelligent and hardworking student who understands the benefits of helping others. We're extremely proud of him and thankful for his gift."

If you would like to learn more about the Quincy L. Lewis Scholarship or other opportunities to help students at the University of Minnesota, call (612) 624-7489.



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July 30, 2007

*Contacts: Rachel Wright, College of Continuing Education, (612) 624-7770  
Justin Ware, University News Service, (612) 626-1720*

## U OF M CLASS TO PUT A NEW SPIN ON STUDYING ABROAD

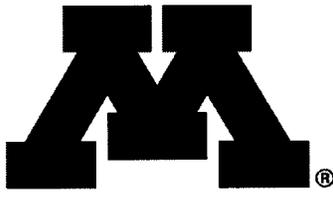
~ Latin-American leader will answer questions from students in Minneapolis and Mexico City during the same class ~

MINNEAPOLIS / ST. PAUL -- University of Minnesota students will be using technology to transcend international boundaries by holding a class simultaneously in Minneapolis and Mexico City from 5 to 6 p.m., Wednesday, Aug. 1 at the Humphrey Institute, 301 19th Ave. S., Minneapolis. Using Skype and Breeze software, 55 students in Mexico City will be joined by four Minneapolis students for a lecture and bilingual Q&A session with Giovanna Valenti, Director-General of the Faculty of Latin American Social Sciences Organization (FLACSO).

The class is part of a University of Minnesota Innovation Studies certificate course, "From Information to Innovative Knowledge: Tools and Skills for Adaptive Leadership," taught by U instructors Art Harkins and John Moravec. The course was developed jointly with a course being delivered in Mexico City by Professor Cristobal Cobo Romani.

The Aug. 1 seminar focuses on the development and application of knowledge and innovation capital within competitive national and global contexts.

This course is just one facet of a larger collaboration between FLACSO and the U, involving the College of Continuing Education, the Hubert H. Humphrey Institute of Public Affairs, the College of Liberal Arts, the College of Education and Human Development, and the Law School. The collaborative work is supported by a grant from the Office of International Programs.



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July 31, 2007

*Contacts: David Ruth, University News Service, (612) 624-1690*

## **BOOK U OF M GUESTS FOR THE MINNESOTA STATE FAIR NOW**

**~ Topical interviews and experts available ... and Goldy, too ~**

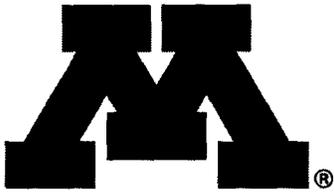
University of Minnesota experts are available for in-person or phone for radio, TV and print interviews on fair-related topics--and Goldy for on-air appearances too--for the 2007 Minnesota State Fair.

To book a guest, contact David Ruth at (612) 624-1690 or [druth@umn.edu](mailto:druth@umn.edu).

The U of M has experts to meet your needs on State Fair topics, such as: healthy eating, people watching, why we love the fair, weather, back to school, history of the fair, new exhibits, what the U has at the fair, agriculture, natural resources and much more.

U of M President Robert Bruininks will be at the fair for Maroon and Gold Day Sunday, Aug. 26 and available for media interviews.

The University of Minnesota will once again be one of the largest attractions at this year's Minnesota State Fair. The U of M's building is located at Dan Patch Avenue and Underwood Street. A news release will be issued in the upcoming weeks highlighting U of M events at the Great Minnesota Get Together, but in the mean time please get a head start on guest bookings now!



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July 31, 2007

*Contacts: Ann Bode, cellular and molecular biology professor Hormel Institute, (507) 437-9615  
Mark Cassutt, University News Service, (612) 624-8038*

**U OF M STUDY SAYS NORMAL BUT OUT-OF-CONTROL ENZYME MAY BE  
CULPRIT THAT SIGNALS SOME CELLS TO BECOME CANCEROUS**

**~ Enzyme that regulates cell growth and other functions found to promote cell transformation  
in colorectal carcinoma ~**

MINNEAPOLIS / ST. PAUL -- Working with human colorectal cancer cells, a University of Minnesota team, led by cancer biologists Zigang Dong and Ann Bode, has found the potential culprit among a network of enzymes that relay signals inside cells to regulate such functions as cell growth, cancer development and programmed cell death. The work suggests that drugs designed to disable the enzyme, known as TOPK, could have anti-cancer benefits. The study appears in the July issue of the journal *Gastroenterology*.

“Colorectal [cancer] is the second leading cause of cancer mortality, and the molecular pathways [by which it develops] remain incompletely understood,” said Dong, a McKnight Presidential Professor in cancer prevention and director of the university’s Hormel Institute in Austin, Minn. “In this study, we provided evidence showing that TOPK promotes transformation [of normal cells to cancerous ones] in colorectal carcinoma.”

The story begins with the frequent observation by researchers that members of this enzyme network are overactive in the cells of several human cancers. The function of all these enzymes is to activate other enzymes and proteins, which makes them ideal for passing along signals.

For example, a cancer-causing agent or a hormone may find its way from the bloodstream to the outer membrane of a cell. After its arrival, it sets off a chain of reactions, or signals, inside the cell. Some of these signals take the form of certain enzymes activating others. Eventually, the “news” reaches the genetic material inside the cell nucleus, where changes resulting in uncontrolled growth--cancer--or some other cell behavior are made.

It was thought that some form of an enzyme called MEK, which belongs to the family of signaling enzymes, was the culprit. But to cause cancer, an enzyme or other agent is expected to be active all the time, like a light with no off switch. MEK, however, is never active all the time in nature; only if kept artificially active can it lead to cancer. Therefore, researchers theorized that a related enzyme was activating others in the network and keeping the signaling process going.

- more -

keeping the signaling process going.

Dong and his colleagues examined the role of TOPK. This enzyme is not very active in normal tissues, but it is quite active in cancerous cells taken from blood, breast, prostate and colorectal tumors, among others. The onset of cancer could trigger the permanent turning-on of TOPK. One piece of evidence for this is that while TOPK is similar to MEK in structure, TOPK has features that suggest it is easier to keep turned on all the time.

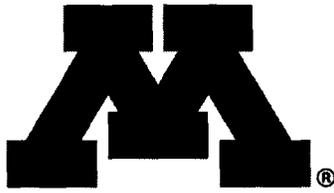
The team performed several experiments to determine whether high TOPK activity could lead to cancer.

- When they engineered mouse skin cells to produce excessive amounts of the enzyme and then injected the cells into other mice, those mice developed tumors. Control mice had none.
- After they had “silenced” the gene for TOPK in human colorectal cancer cells, growth of the cells was significantly slowed compared to control colorectal cancer cells.
- The researchers also found that TOPK and a related enzyme (not MEK) activated each other in growing human colorectal cancer cells.

Taken together, these and other findings suggested that TOPK is, in effect, the key cancer-causing member of the network for which researchers have been searching, Dong said. Also, the fact that TOPK seems active mainly in cancer cells--not normal ones--means it could make a good target for chemotherapy.

How TOPK gets turned on is not known, but it appears to happen as a result of abnormal activity in cells that stems from genetic mutations in certain well-known genes. Such genes, called oncogenes, generally don't cause any trouble until mutations occur in them.

The work was supported by the Hormel Foundation and the National Institutes of Health.



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August 1, 2007

*Contacts: Justin Ware, University News Service, (612) 626-1720*

## CREDENTIAL INFORMATION FOR FIRST LADY LAURA BUSH'S U OF M VISIT

**\*\*Information provided by the White House. Note that credential application deadline is 5 p.m. today, Wednesday, August 1st. For further instructions/details, contact Chad VonLuehrte, (513) 349-1144\*\***

### POOL COVERAGE

11:50 a.m.

MRS. BUSH delivers remarks at the Helping Americas Youth Fourth Regional Conference.

University Of Minnesota, Twin Cities  
St. Paul Student Center  
2017 Buford Avenue  
Saint Paul, Minnesota 55108

### OPEN PRESS

**All electronic media must pre-set by 7:30 a.m.**

Sweep: 10:20 a.m. - 10:40 a.m.

Check-In and Credentialing: 11:00 a.m. - 11:30 a.m.

Sound: Mult Box

Throw: 60 Feet

Lighting: TV Quality

Cable Run: 500 Feet

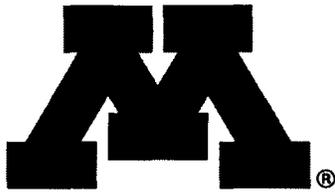
**NOTE:** Members of the press interested in attending Mrs. Bush's events must fax his or her name (as it appears on his or her driver's license), Social Security number and date of birth on company letterhead to (918) 516-0293 (Attention: Chad VonLuehrte) no later than 5:00 p.m. on Wednesday, August 1, 2007. For additional credentialing or logistical questions, please contact Chad VonLuehrte at (513) 349-1144 or Allison Arling at

- more -

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(952) 215-4290. For all other inquiries, please contact Mrs. Bush's Press Office at (202) 456-6313.



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FOR IMMEDIATE RELEASE

August 1, 2007

*Contacts: Wendy Friedmeyer, Design Camp, (612) 290-2823 (cell)  
Laura Weber, College of Design, (612) 625-6566*

## TEENS AT U OF M DESIGN INSTITUTE'S DESIGN CAMP WORKSHOP ARE REDESIGNING THE SCHOOL EXPERIENCE

MINNEAPOLIS / ST. PAUL -- Everyone loves a parade, but not everyone loves school. Teen-agers attending the University of Minnesota Design Institute's Design Camp workshop are redesigning some aspect of the school experience as part of this year's theme, "School Design."

For the sixth year in a row, the Design Institute, with support from Target, is hosting Design Camp Monday, July 30 to Friday, Aug. 3, in Rapson Hall, College of Design, 89 Church St. S.E., Minneapolis.

On the final day of camp the campers receive feedback on their completed projects and share their ideas with invited jurors. Local designers, business and community leaders and university faculty and staff share their experience with the teens in tours of each workshop. They then join the teens, their parents and friends, for public catwalk presentations, closing remarks and final celebration from 2-4 p.m., in Rapson Hall's interior courtyard.

About 70 teenagers from Minnesota and around the nation will harness the power of design to shape their environment. The workshop, "Parading" is one of six workshops led by 12 talented design professionals from around the world. Students in the workshop are designing uniforms, playing instruments and creating a marching band that will perform on the final day of camp. The other five workshops are:

- Gaming -- students will design virtual (computer) and tactile games
- Gearing -- extreme school supplies
- Schooling -- students are redesigning and building a school cafeteria
- Sporting-- students will use new materials and new technology to create uniforms that represent their school without hiding themselves; a runway show will be part of the celebration on Friday

- more -

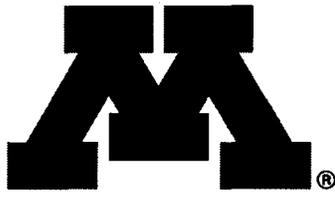
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- Telling -- designing a school's identity in letters and images

Design Camp instructors come from as far away as the Netherlands, Belgium and Australia. Nine students are here from New York City as part of scholarship program sponsored by the Cooper Hewitt National Design Museum. While teens attending the camp learn, Design Camp also includes a great learning opportunity for U graduate and undergraduate students who assist the guest instructors.

**Camp photos are available upon request.**



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**FOR IMMEDIATE RELEASE**

**August 1, 2007**

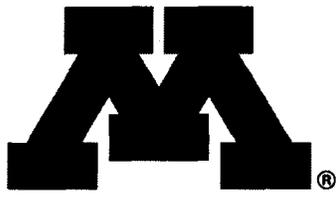
*Contacts: University News Service, 612-624-5551, 612-880-3056 pager*

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**STATEMENT FROM THE UNIVERSITY OF MINNESOTA REGARDING 35W  
BRIDGE COLLAPSE**

MINNEAPOLIS / ST. PAUL -- The following is a statement from Daniel Wolter, spokesman for the University of Minnesota:

“University of Minnesota police and emergency management personnel are actively supporting the recovery efforts surrounding the I-35W bridge collapse. The safety and well being of those affected by this tragedy is of paramount concern to the University community and we will continue to monitor the situation and provide appropriate support to our local, state and federal agency partners.”



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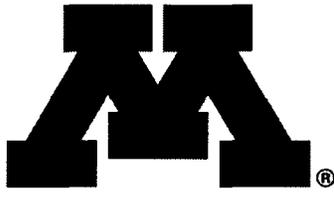
**August 1, 2007**

**Contacts:** *University News Service, (612) 624-5551*

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## **U OF M FRESHMAN ORIENTATION UPDATE**

MINNEAPOLIS / ST. PAUL -- Parents picking up students attending freshman orientation at Coffman Memorial Union should park in the Oak Street Ramp and meet students at Centennial Hall. From I-94, exit at Huron Blvd., go left on Fulton St. SE, right on Oak St. SE. The ramp is at 401 Oak Street SE. For questions, call 612-624-0666.



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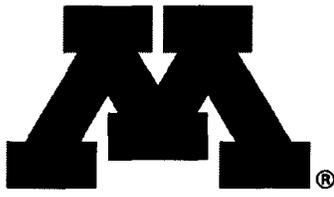
**August 1, 2007**

**Contacts:** *University News Service, (612) 624-5551*

## **UNIVERSITY OF MINNESOTA REMAINS OPEN ON THURSDAY**

MINNEAPOLIS / ST. PAUL -- The University of Minnesota Twin Cities campus will remain open on Thursday, August 2, 2007. All classes and operations will proceed as planned.

“Our thoughts go out to all of those affected by this tragedy and we continue to support recovery efforts,” said Kathleen O’Brien, vice president of University Services. “After a thorough assessment of the impact of the bridge collapse, we’ve determined that campus is secure, safe and fully functional. Campus is accessible by a number of routes and we encourage students, faculty and staff to be cautious in their travel and mindful of delays.”



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**August 2, 2007**

**Contacts:** *University News Service, (612) 624-5551*

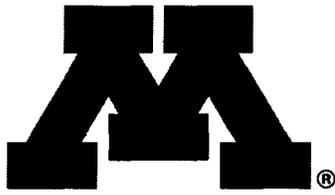
**WEST BANK OFFICE BUILDING PARKING RAMP CLOSED TO AID IN  
RECOVERY EFFORTS**

MINNEAPOLIS / ST. PAUL -- The parking ramp for the University of Minnesota's West Bank Office Building (1300 S. 2nd Street, Minneapolis) has been closed to aid in the recovery efforts in the I-35W bridge collapse. The building will remain open and operational.

Because of congestion in the area, university staff who work in the building are directed to park in university parking lot C97 at the intersection of Washington Avenue and 11th Avenue, South. In addition, lot C86, which is adjacent to the Law School, will be available for parking.

"The proximity of the West Bank Office Building to the incident site makes it a logical place for staging to support the recovery efforts," said university spokesperson Daniel Wolter.

University students and staff are also advised to consult [www.umn.edu](http://www.umn.edu) for additional information. Information on parking availability for Friday will be posted this afternoon.



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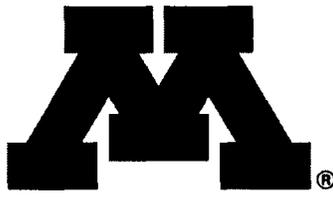
**Contacts:** *University News Service, (612) 624-5551*

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**WEST BANK OFFICE BUILDING CLOSED TO ACCOMMODATE I-35W  
RECOVERY EFFORT**

MINNEAPOLIS / ST. PAUL -- The University of Minnesota announced it is closing its West Bank Office Building due to the high level of recovery effort activity in the area. The building is closing immediately and will be closed on Friday, August 3. Only staff specifically designated by their supervisors should remain at work and report to work tomorrow at that location. The building will be accessible only for limited operations.

While the university expects the building to reopen to normal operations on Monday, August 6, employees are asked to check [www.umn.edu](http://www.umn.edu) for updates throughout the weekend.



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August 6, 2007

**Contacts:** *Becky Beyers, College of Food, Agricultural and Natural Resource Sciences, (612) 626-5754*  
*Justin Ware, University News Service, (612) 626-1720*

## **BEES, BIOFUELS AND CLIMATE CHANGE ARE THE FOCUS OF THREE U OF M, CFANS GRANTS**

**~ College of Food, Agricultural and Natural Resource Sciences grants aim at providing real-world solutions ~**

MINNEAPOLIS / ST. PAUL -- Three projects have been awarded \$100,000 each as part of the new, University of Minnesota College of Food, Agricultural and Natural Resource Sciences Grants program.

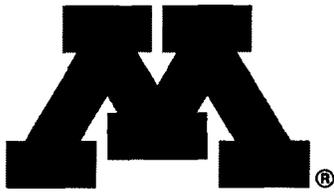
The grants are aimed at increasing the college's research capacity in the areas of environment; the bio-based economy; and crops, food animals and human health.

The projects include:

- "An Integrated Initiative on Climate Change in Northern Forests," led by Regents Professor Peter Reich with 10 co-principal investigators. They are: Alan Ek, Rebecca Montgomery, Roy Rich, Jacek Oleksyn, Lee Frelich, Sarah Hobbie, Meredith Cornett, Tali Lee, John Bradford and Brian Palek.
- "Novel Antimicrobial Properties of Honeybee Propolis in Human and Animal Health, led by professor Jerry Cohen with two co-principal investigators, Gary Gardner and Marla Spivak.
- "Economic and Environmental Impacts of Biofuels in Minnesota," led by professor Jeffrey Apland and three co-principal investigators, Shri Ramaswamy, David Mulla and Sangwon Suh.

All the grants are for one year, with a second-year grant of an additional \$100,000 each expected.

"We had many very strong interdisciplinary proposals for this grant program," said Allen Levine, dean of the college. "I'm confident that the scientists working on the three that were selected will use this assistance to further our goal of providing solution-driven science to Minnesotans and the world beyond."



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## EXPERT ALERT

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August 6, 2007

**Contacts:** Mark Cassutt, University News Service, (612) 624-8038; Drew Swain, University News Service, (612) 625-8962

### U OF M EXPERT TO TALK ABOUT NATIONAL NIGHT OUT AND MAKING COMMUNITIES STRONGER AND SAFER

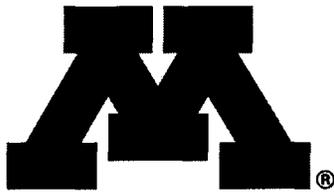
On the first Tuesday in August, hundreds of thousands of Minnesotans take to the streets for National Night Out. For many, this annual event is a rare occasion to talk to neighbors. On National Night Out, we create a space -- much like the old front porch -- for getting to know our neighbors, a critical first step in working together to make communities stronger and safer. A U of M expert who can comment on the night is:

**Derek Johnson, Humphrey Institute of Public Affairs**

Johnson is a civic engagement expert who can answer questions about the connection between National Night Out and broader citizen efforts to strengthen communities. He is director of West Side Initiatives for the Humphrey Institute's Center for Democracy and Citizenship, and has been involved in the development of theory-based civic engagement practices for several years. Johnson can discuss the importance of engaged citizens to a healthy democracy, national trends in civic engagement, and examples of how communities can foster greater involvement by diverse groups of people, including new immigrants. He is able to conduct interviews in English or Spanish.

To interview Johnson, contact Mark Cassutt at (612) 624-8038 or [cassu003@umn.edu](mailto:cassu003@umn.edu); or Drew Swain at (612) 625-8962 or [dswain@umn.edu](mailto:dswain@umn.edu).

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August 9, 2007

**Contacts:** *George Weiblen, University of Minnesota, (612) 282-8361*  
*Peggy Rinard, College of Biological Sciences, (612) 624-0774*  
*Mark Cassutt, University News Service, (612) 624-8038*

## STUDY: RAINFOREST INSECTS ARE MORE WIDESPREAD THAN PREVIOUSLY THOUGHT

~ Findings challenge dogma that tropical insect diversity changes dramatically from place to place ~

MINNEAPOLIS / ST. PAUL -- An international team of scientists, including George Weiblen, Bell Museum curator and associate professor at the University of Minnesota, has learned that the same insect species and their food plants are broadly distributed across a vast lowland rainforest on the island of New Guinea. The finding, reported in the Aug. 9 issue of *Nature*, challenges the dogma that tropical insect diversity changes dramatically from place to place.

“Rainforest explorers have long pondered how the cornucopia of tropical biodiversity is distributed,” Weiblen said. “Our study shows that insect species often occupy vast areas of tropical forest such that communities of species don't change much from place to place.”

The group studied 500 species of caterpillars, ambrosia beetles and fruit flies across 75,000 square kilometers of contiguous rainforest in Papua New Guinea. Although species diversity was extremely high, as expected in the tropics, communities of insect species did not change much from place to place, even over hundreds of kilometers and complex geological terrain.

Weiblen was lead principle investigator on the National Science Foundation grant that funded the bulk of the study. He played a role in the design and execution of the research and especially in the identification of the New Guinea plants, spending more than a year in the field during the study.

“Our most significant finding is that most lowland rainforest insects in New Guinea are not narrowly distributed eaters of specific plants as previously thought, but are rather widespread eaters of widespread groups of plants,” Weiblen said.

The logistics of the study were also noteworthy, Weiblen said.

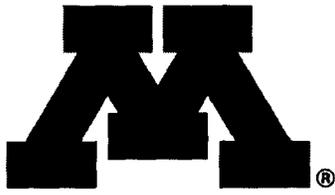
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“We launched eight major expeditions of three months duration to isolated communities each speaking a different language and practicing subsistence agriculture in one of the last, great tropical forest wilderness areas,” said Weiblen. “These forests contain countless species that are unknown to science and threatened by human activities. Approximately half of the species in our study are as yet unnamed.”

An exciting new direction for the work is the molecular identification of these species or 'DNA barcoding.'

“Some suggest that many named tropical insect species may in fact be complexes of cryptic species with highly specialized diets while others maintain that tropical insects are no less specialized than their temperate cousins. DNA sequencing of New Guinea plants and their insects could settle the debate one way or the other,” said Weiblen. “Approximately half of the species in our study are as yet unnamed and few if any are adequately protected.”

Weiblen’s co-authors include researchers from the Smithsonian Institution, Michigan State University, the Czech Academy of Sciences, the University of Sussex in England, Griffith University in Australia and the Binatang Research Center in Papua New Guinea.



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August 9, 2007

*Contacts: Beng Chang, U of M Schochet Endowment, (612) 626-2562  
Patty Mattern, University News Service, (612) 624-2801*

## FIRST OPENLY LESBIAN U.S. CONGRESSWOMAN TAMMY BALDWIN TO DELIVER LECTURE AT THE UNIVERSITY OF MINNESOTA

MINNEAPOLIS / ST. PAUL -- U.S. Congresswoman Tammy Baldwin, the only openly lesbian member of the U.S. House of Representatives, will deliver the Eighth Spear Lecture on Public Policy at 7 p.m. Saturday, Sept. 15 in Cowles Auditorium at the Humphrey Institute, 301 19th Ave. S., Minneapolis. The lecture is part of the University of Minnesota's Steven J. Schochet Endowment Distinguished Lecture Series. This event is free and open to the public.

Voters elected Baldwin to Congress in 1998 making her the first woman to serve in the House of Representatives from Wisconsin. She was re-elected in 2000, 2002, 2004 and 2006. Baldwin currently serves on the Committee on Energy and Commerce and its subcommittees. She also serves on the Judiciary Committee and its subcommittee on Crime, Terrorism and Homeland Security.

Baldwin is a leading advocate for universal health care, protecting Social Security and Medicare, and increasing support for public education, including financial aid for higher education. Baldwin is a forceful supporter of civil rights and an advocate for those in our society whose voices, too often, she says, are not heard.

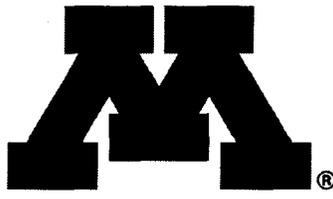
"I've known Congresswoman Baldwin for over 20 years and have watched her develop from a local leader into an outstanding national leader for the GLBT community and for progressive causes in general," said former Minnesota State Sen. Allan Spear. The fall lecture is named for Spear who was the first and longest-serving openly gay male legislator in the nation. Spear served in the Minnesota State Senate for more than a quarter of a century. He is also associate professor emeritus in the history department at the University of Minnesota.

Following the lecture, the Steven J. Schochet Endowment will host a dessert reception for Baldwin and members of the public.

University alumnus Steven J. Schochet, class of 1959, set up the Schochet Endowment to support education, awareness and programming on GLBT issues. The Schochet Distinguished Lecture Series brings prominent local, national and international GLBT people to campus to tell in their own words how their careers advance the areas

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national and international GLBT people to campus to tell in their own words how their careers advance the areas of GLBT culture and public policy.



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August 9, 2007

*Contacts: Justin Ware, University News Service, (612) 626-1720  
Barbara DeGroot, Minnesota Landscape Arboretum, (952) 443-1459*

## U OF M APPLE RESEARCHERS GETTING READY FOR ANOTHER GOOD HARVEST

~ Minnesota apple harvest starts in August and runs through October ~

MINNEAPOLIS / ST. PAUL -- One of the best foods a person can eat is just about ready to harvest in orchards across the state of Minnesota. The apple is as healthy as it is delicious; and three quarters of the apples grown in the Gopher State are from varieties resulting from research at the University of Minnesota.

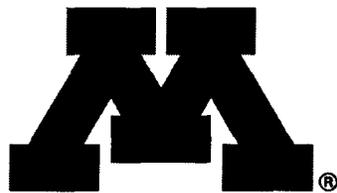
The Zestar!®, an apple variety that first appeared in local orchards and supermarkets two years ago, is the warm-up act for other popular U of M apples that follow throughout the season. Mid-September sees the more unusual Chestnut with old-fashioned, russeted appearance and nutty flavor, and the Sweet Sixteen with its cherry candy flavor. By late September, apple lovers can be looking for the two most widely-grown varieties, Honeycrisp, the Minnesota State Fruit, and the ever-popular Haralson. October brings another favorite with many Minnesotans, the Fireside apple, along with the sweet, firm Regent and rich, golden Honeygold.

“While not guaranteed to keep the doctor away, the apples introduced by the University, some 25 varieties in all dating back to 1922, provide a nutritious food that will soon be available at orchards around the state,” said Jim Luby, U of M department of horticultural science. “The Minnesota apple harvest starts at the end of August and will roll on through October.”

Several parts of the state have experienced drought or drought-like conditions, but there will still be plenty of apples available for harvest.

“Though the drought of June and July could result in smaller apples in some parts of the state, this year’s harvest is looking abundant and promising in most areas,” said Luby.

Luby and other experts will be available throughout the apple harvesting season for interviews or tours of the U of M’s facilities.



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August 10, 2007

*Contacts: Nina Shepherd, Bell Museum, (612) 624-7389  
Mark Cassutt, University News Service, (612) 624-8038*

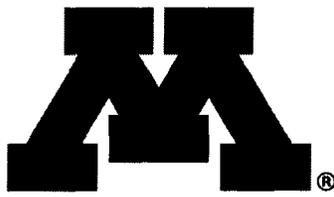
## MINNESOTA'S GRAPE GROWING, WINEMAKING LEGACY SHOWCASED IN U OF M BELL MUSEUM'S 'NATURAL HISTORY OF WINE' EVENT

MINNEAPOLIS / ST. PAUL -- The history and flavors of Minnesota wine will be showcased in "The Natural History of Minnesota Wine" at 7 p.m. Saturday, Sept. 29 at the University of Minnesota's Bell Museum of Natural History, 10 Church St. S.E., Minneapolis.

The event -- designed for both novice and connoisseur -- will kick off with a talk by James Luby, University of Minnesota professor of horticultural science, whose team of researchers are credited with developing many of the cold hardy, hybrid grapes that make Minnesota viticulture and wine making a fast growing and increasingly competitive industry.

Participants will get a chance to handle Minnesota grown wine grapes and try out some of the best Minnesota varietals at a wine and cheese reception following Luby's talk. The reception will feature tasting pours of award-winning wines from Minnesota-based wineries using the university's Frontenac, Frontenac Gris and La Crescent grapes -- as well as live music in the museum's diorama galleries and cheeses handcrafted by student cheese makers in the university's College of Food, Agricultural and Natural Resources Sciences.

Tickets are \$30 in advance, \$35 at the door; call (612) 624-9050 for special discounted pricing for Bell Museum and University of Minnesota Alumni Association members. The Bell Museum is part of the university's College of Food, Agricultural and Natural Resource Sciences. For more information, call (612) 624-7083 or visit [www.bellmuseum.org](http://www.bellmuseum.org).



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August 10, 2007

**Contacts:** *Robyn White, CSE Communications Coordinator, (612) 625-2424*  
*Rhonda Zurn, Institute of Technology, (612) 626-7959*  
*Mark Cassutt, University News Service, (612) 624-8038*

## U OF M TECH CAMP GIVES UNDERREPRESENTED STUDENTS HANDS-ON EXPERIENCE WITH ROBOTS AND OTHER CUTTING-EDGE TECHNOLOGY

MINNEAPOLIS / ST. PAUL -- Building electronics to alter the sound of their voices, creating 3-D movies and programming robotic dogs to compete in a dance-off are just a few of the fun and educational activities about 30 Twin Cities middle-school students will experience in a unique Technology Day Camp at the University of Minnesota Aug. 13-17.

The five-day camp, now in its third year, was created through a grassroots effort by computer science and engineering graduate students to reach kids who typically don't get high-level technology experiences. The camp is committed to getting more girls and students of color interested in science and engineering. These groups are usually underrepresented in high-tech fields in the United States. The university's Technology Day Camp has grown from 15 middle-school students and five graduate student volunteers in 2005 to about 30 middle-school students and 20 graduate student volunteers this year.

At the camp, students spend time in the university's Institute of Technology labs working on interactive projects they can take home. They also get a glimpse into graduate school education and high-tech careers through creative experiences, tours and demonstrations.

"We help kids see that you don't have to be born knowing you want to be a computer scientist to be one," said Kelly Cannon, a computer science and engineering doctoral student who started the camp in 2005.

### **Best Photo or Interview Opportunities:**

- 10:30 a.m. and 2 p.m. Tuesday, Aug. 14; Electrical Engineering/Computer Science Building, Room 3-136, 200 Union Street, Minneapolis. Students will be soldering circuit boards for their electronic voice modulators.

- 2 p.m. Friday, Aug. 17; Digital Technology Center, Walter Library, Room 402, 117 Pleasant St. S.E., Minneapolis. Students will show off their final projects and participate in a robotic dog dance competition.

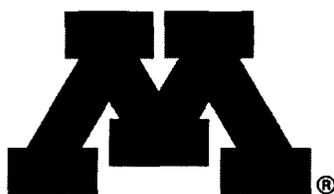
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# UNIVERSITY OF MINNESOTA

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This year's middle school students are from several metro area schools including Minneapolis, St. Paul, Brooklyn Park, Robbinsdale, St. Louis Park, Apple Valley, Maplewood, Woodbury, Eden Prairie, Plymouth, Richfield, Maple Grove and Bloomington.

The camp is free to the middle-school students. The \$300 cost for each student is sponsored by the University of Minnesota Center for Distributed Robotics and the university's Digital Technology Center.



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**August 13, 2007**

*Contacts: Kim Kaplan, USDA, (301) 504-1637  
Linda Habenstreit, USDA, (202) 720-9442*

## **U OF M AND USDA CO-SPONSOR INTERNATIONAL CONFERENCE OF BIOENERGY EXPERTS**

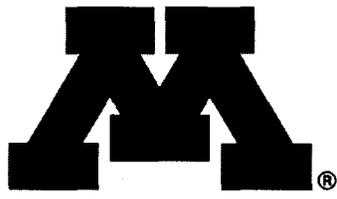
MINNEAPOLIS / ST. PAUL -- Scientists, economists and policy experts representing government and public institutions from more than 40 countries will exchange the latest information on economic and technology opportunities at the U.S. Department of Agriculture Global Conference on Agricultural Biofuels: Research and Economics, to be held Aug. 20-21 at the Crowne Plaza Northstar, 618 Second Ave. S., Minneapolis.

The University of Minnesota is co-sponsoring the conference along with the Agricultural Research Service, Foreign Agricultural Service and Rural Development, all agencies of the U.S. Department of Agriculture.

Special media availability with Under Secretary for Research, Education and Economics Gale Buchanan and Foreign Agricultural Service Administrator Michael Yost: 11-11:20 a.m., August 20.

The complete agenda is available online at: [www.ars.usda.gov/meetings/Biofuel2007](http://www.ars.usda.gov/meetings/Biofuel2007).

To register (media only, required), contact Ben Rau, USDA/FAS, (202) 690-2344, fax (202) 690-0349, e-mail [Ben.Rau@fas.usda.gov](mailto:Ben.Rau@fas.usda.gov)



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August 14, 2007

*Contacts: David Ruth, University News Service, (612) 624-1690*

## THE U OF M AT THE 'GREAT MINNESOTA GET-TOGETHER'

MINNEAPOLIS / ST. PAUL -- The University of Minnesota is gearing up once again to be among the largest attractions at this year's Minnesota State Fair. Fairgoers are invited to visit the university's main building and stage located at the corner of Dan Patch Avenue and Underwood Street, Minnesota State Fairgrounds, St. Paul, from Thursday, Aug. 23 through Monday, Sept. 3.

Over the course of 12 days, more than 100 university experts and scholars will be on hand to share their cutting-edge research and discoveries that have impacted the world. Visitors can view the innovations the university has brought to life as it embarks on its goal to become one of the top three public research institutions in the world.

All five U campuses and more than 40 colleges and offices will showcase their programs and services at locations throughout the fairgrounds.

Goldy and friends: Visitors can stop by the U building to shake hands with their favorite mascot, Goldy Gopher. Goldy will be on hand each day.

Maroon and Gold Day is Sunday, Aug. 26. Visitors are encouraged to proudly wear their maroon and gold attire and watch the 300-member U of M Marching Band perform in the parade at 2 p.m.

Free shuttle: For transportation to the fair, a free shuttle runs daily from free parking locations on the Minneapolis campus. The public is invited to park and ride from these locations:

Maroon lot, Oak Street and Sixth Street Southeast (Across the street from Mariccuci Arena)

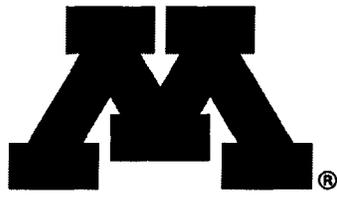
Lot 33, Oak Street and Fifth Street Southeast (Adjacent to Maroon lot)

Lot 37, Fifth Street Southeast (Across the street from Ridder Arena)

For more information about the fair and a complete schedule and map of university events, visit [www.statefair.umn.edu](http://www.statefair.umn.edu). University News Service will issue daily news releases featuring the next day's U fair

- more -

events. The fair runs from 9 a.m. to 9 p.m. daily.



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*Contacts: Rebecca Monro, Carlson School, (612) 626-7940  
Mark Cassutt, University News Service, (612) 624-8038*

## U OF M RESEARCHERS FIND THAT THE WORDS OF A CEO CAN FORETELL A COMPANY'S FUTURE INNOVATION

MINNEAPOLIS / ST. PAUL -- Many stockholders wish they could look into a crystal ball to forecast a firm's performance. Researchers at the University of Minnesota have found that they need something far less mystical to predict future innovations of firms. "The answer lies in the words of the CEO," said Rajesh Chandy, professor of marketing at the university's Carlson School of Management. "By simply counting the number of future oriented sentences in annual reports we can predict future innovation by the firm."

In the paper "Managing the Future: CEO Attention and Innovation Outcomes," forthcoming in the Journal of Marketing, Chandy and co-authors Manjit Yadav of Texas A&M University and Jaideep Prabhu of Imperial College, London University, show that CEOs who focus their attention on future events, as well as external activities, lead their firms to earlier adoption and invention of new technologies and greater and faster development of innovations. In contrast, more attention to internal operations leads to slower detection, adoption and implementation of new technologies.

Words, not just actions, of the CEO set the tone to inspire, propel and motivate innovation by employees in a firm. To investigate their theory, Chandy and his co-authors studied empirical data collected from the online banking industry over eight years to determine innovation outcomes such as speed of detection, speed of development and the breadth of deployment of technology. By counting the number of future oriented words and phrases in letters to shareholders over this time span, they were able to predict the level of innovation by the firm up to five years later.

"The daily pressures from inside the corporation tend to take up the bulk of the CEO's time, overwhelming their attention spans," explains Chandy. "But because the CEO sets the tone and culture, not thinking forward and outside of the firm has major negative consequences for innovation."

The researchers advise CEOs to direct their attention outside their firm rather than toward internal problems, which are better left for others to solve. "The temptation to focus on fires within the firm may cause you to take your eyes off of your job," said Chandy. "A CEO who focuses on the big picture, not the nitty-gritty, will

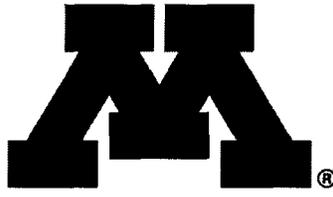
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# UNIVERSITY OF MINNESOTA

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your eyes off of your job,” said Chandy. “A CEO who focuses on the big picture, not the nitty-gritty, will influence the process of innovation and future outcomes of the firm more than one who has an internal day to day focus.”

For more information on Chandy: [carlsonschool.umn.edu/marketinginstitute/rchandy](http://carlsonschool.umn.edu/marketinginstitute/rchandy)



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## EXPERT ALERT

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August 14, 2007

*Contacts: Patty Mattern, University News Service, (612) 624-2801*

### **UNIVERSITY OF MINNESOTA EXPERT CAN SPEAK ABOUT WHAT FAMILIES OF THOSE STILL MISSING IN THE 35W BRIDGE COLLAPSE MIGHT BE EXPERIENCING**

Nearly two weeks after the collapse of the Interstate 35W Bridge, a handful of families still wait for divers to recover their loved ones. Families of victims in such disasters are experiencing an ambiguous loss. A University of Minnesota professor who can speak about ambiguous loss in general is:

**Professor Emerita Pauline Boss in the department of family social science in the College of Education and Human Development**

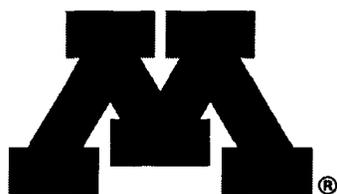
Ambiguous loss is a field that studies unresolved grief. Those who have lost relatives in disasters, people caring for spouses with dementia and parents of missing children all experience ambiguous loss. Since 1973, Boss has pioneered the study of ambiguous loss. Boss' work in ambiguous loss centers on how families cope and learn to live with unresolved grief. Boss is the author of "Ambiguous Loss: Learning to Live with Unresolved Grief," and "Loss, Trauma, and Resilience: Therapeutic Work With Ambiguous Loss."

Boss has worked the families who lost relatives in Sept. 11 attacks in New York City.

**Boss emphasizes that she has not worked with the families who have lost relatives in the 35W Bridge collapse, but she can speak generally about what families experience after such disasters.**

To interview Boss, contact Patty Mattern, University News Service, (612) 624-2801.

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**FOR IMMEDIATE RELEASE**

**August 14, 2007**

**Contacts:** *Becky Beyers, College of Food, Agricultural and Natural Resource Sciences, (612) 626-5754*

## **NEW U OF M INSTITUTE WILL FOCUS ON HEALTHY FOODS, HEALTHY LIVES**

MINNEAPOLIS / ST. PAUL -- Interdisciplinary research and outreach from areas as wide-ranging as medicine, agriculture and exercise will be brought together in the University of Minnesota's new Healthy Foods, Healthy Lives Institute.

The institute, which grew out of a one of president Robert Bruininks' initiatives, provides a way to capitalize on the work already being done at the university, according to Mindy Kurzer, a professor in the department of food science and nutrition and the new director of the institute. The University of Minnesota is one of only a few universities in the United States with agriculture, nutrition, medicine, public health, exercise science and veterinary medicine programs all on the same campus.

Formalizing the interdisciplinary work into an institute is intended to help stimulate more collaborative projects and grant funding, as well as increasing the visibility of existing programs.

"When you think of food and health, you should immediately think of the University of Minnesota," said Kurzer. "For example, the university does world-class research in the areas of obesity, food economics and policy, food safety and nutrition, but this research takes place in many parts of the university. The institute will serve as a focal point for those activities."

In addition to research, the institute will have a strong outreach component, including efforts already under way in University of Minnesota Extension and the Minnesota Institute on Sustainable Agriculture, as well as the university's food service and wellness programs.

Kurzer says her first task is to convene a working group to set priorities for the new institute, a process she believes will be complete by the end of 2007.

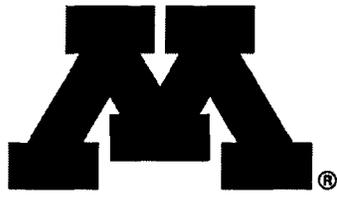
While the new institute will have its administrative home in the College of Food, Agricultural and Natural Resource Sciences, it is a collaboration involving four other units: the School of Public Health, the Medical

- more -

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School, the College of Veterinary Medicine and University of Minnesota Extension.



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# EXPERT ALERT

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August 15, 2007

*Contacts: Drew Swain, University News Service, (612) 625-8962, dswain@umn.edu*

## TO REPAIR OR NOT TO REPAIR THE SPACE SHUTTLE HEAT SHIELD?

~ A U of M aerospace engineering professor outlines NASA's options ~

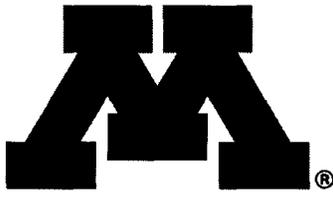
NASA officials must soon decide what to do after the space shuttle Endeavour's heat shield, which protects the astronauts during re-entry, was damaged during take off. A University of Minnesota expert who can discuss NASA's options is:

### **Graham Candler, U of M aerospace engineering and mechanics professor**

Candler, who assisted in reviewing policy changes for NASA after the Columbia tragedy, says the space agency is running simulations on the ground for re-entry with a compromised hull. The crew can risk re-entering the atmosphere with a cracked shield or try to repair it, which may lead to "more dings in the hull because it is in such a difficult place to reach."

To interview Candler, contact Drew Swain at (612) 625-8962 or dswain@umn.edu.

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**August 21, 2007**

*Contacts: Julie Christensen, U of M Extension, (612) 626-4077, reuve007@umn.edu*

## **U OF M EXTENSION ANNOUNCES FLOOD-RELATED WEB, PHONE RESOURCES**

MINNEAPOLIS / ST. PAUL -- University of Minnesota Extension announced today its coordinated system of online and phone answer resources available for those with flood-related questions, both during a flood emergency and while cleanup efforts are underway.

A storm system that parked over southeastern Minnesota dumped 6 to 8 inches of rain on Saturday, with some areas receiving as much as a foot, according to the National Weather Service. One observer in Winona County reported 17 inches of rain Saturday into Sunday. Gov. Tim Pawlenty declared a state of emergency in six counties: Winona, Wabasha, Fillmore, Houston, Steele and Olmsted. The storm caused six deaths in the region.

The toll free phone services and Extension's flood impacts Web site, [www.extension.umn.edu](http://www.extension.umn.edu) (click on "Flood and Rain"), connect Minnesotans to the most up-to-date information on flood response, safety and cleanup issues. Two of the phone services, the Farm Information Line and the AnswerLine, can also refer callers to appropriate state and federal agencies if additional information is needed.

"Extension's role during situations like a flood is to help provide practical and useful research-based information that people can trust," said Extension dean Bev Durgan. "There are many state and local agencies responding to the floods and our staff work with them to provide information via our Web site, news media stories and our phone answer lines."

The Farm Information Line, (800) 232-9077, staffed by Extension personnel Monday through Friday from 8:30 a.m. to 1:30 p.m., is a resource for questions about water, crops, horticulture and climatology issues. Questions at other times of the day and on weekends can be left on voice mail and will be returned during staffed hours. In addition, questions can be e-mailed to the Farm Information Line at [fil@umn.edu](mailto:fil@umn.edu), and a written response will be returned.

Extension's AnswerLine, (800) 854-1678, which can provide answers to household and family oriented questions, is staffed Monday through Friday from 9 a.m. to noon and 1 to 4 p.m.

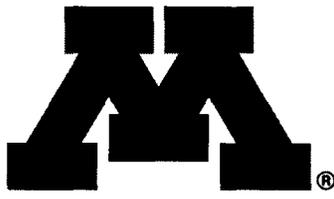
- more -

Another resource from Extension, Info-U (800-525-8636), provides callers with recorded messages on various flood-related topics 24-hours-a-day, seven days a week, using a touch-tone phone. Callers follow voice instructions to make their selections.

If callers are unsure about which answer service to contact, they should first call the Farm Information Line at (800) 232-9077, and Extension personnel will help direct them.

A one-stop online resource, the Extension flood Web site was reactivated on Aug. 20.

See the University of Minnesota Extension home page at [www.extension.umn.edu](http://www.extension.umn.edu)



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August 22, 2007

**Contacts:** David Ruth, University News Service, (612) 624-1690

## U OF M AT THE MINNESOTA STATE FAIR SCHEDULE FOR THURSDAY, AUG. 23

The University of Minnesota once again is among the largest attractions at this year's Minnesota State Fair. Fairgoers are invited to visit the university's main building and stage located at the corner of Dan Patch Avenue and Underwood Street.

The U of M State Fair schedule for Thursday, Aug. 23:

### U of M Stage

- 11 a.m. Alumni band, gymnastics teams
- Noon Men's and women's tennis
- 1 p.m. Men's and women's swimming
- 2 p.m. Rowing and women's basketball
- 3 p.m. Joel Maturi and baseball team members
- 4 p.m. Radio K live broadcast
- 6 p.m. Pictures with Goldy Gopher

### Building Exhibitors

#### 9 a.m. - 3 p.m., College of Veterinary Medicine

Experts in animal nutrition, rehabilitation and other specialties will be available to answer your questions.

#### 9 a.m. - 1 p.m., Renewable Energy and the Environment, Bell Museum of Natural History

Wildlife Information

#### 9 a.m. - noon, Science and Engineering School of Earth Sciences

Learn about what geology tells us about the formation of our state or find out why Minnesota has so many lakes in this educational exhibit from the University of Minnesota School of Earth Sciences. Geology expert and U of M professor Harvey Thorleifson, who also serves as director of the Minnesota Geological Survey, will be on hand to answer questions.

#### 9 a.m. - 11 a.m., Society, arts and culture: family budgeting

U of M professor Cathy Solheim and colleagues from Family Social Science will offer budget evaluations and advice on family finances.

#### 11am - noon, Society, arts and culture: wilderness as therapy

Keith Russell of Kinesiology will discuss wilderness and adventure therapy programs.

#### Noon - 5 p.m., Science and Engineering Institute of Technology Center for Educational Programs

Learn math while having fun with shapes. This exhibit features math-related activities using puzzle-like educational tools called tangrams and polydrons. Students of all ages will enjoy this activity.

- more -

# UNIVERSITY OF MINNESOTA

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**Noon - 1 p.m., Society, arts and culture: welfare to work**

Dave Hollister of the School of Social Work will talk about the impact on children of federal programs that move parents from welfare to work.

**1 - 5 p.m., Renewable Energy and the Environment department of bioproducts and biosystems engineering**

Can we meet energy needs with things we grow?

**1 - 5 p.m., Public engagement and economic impact: "learning life"**

Sometimes the most meaningful journey starts with an unexpected question. Learn about a bold, education-based movement to help boomers, and all of us, follow our questions.

**1 - 3 p.m., Society, arts and culture: American Indian youth**

Jean Ness, researcher in the Institute on Community Integration, and colleagues, will discuss their program -- "Expanding the Circle" -- and their work to encourage American Indian youth to finish high school and go on to postsecondary education.

**3 - 9 p.m., School of Dentistry**

Take an oral cancer quiz.

**3 - 4 p.m., Society, arts and culture: out-of-control birthday parties**

Bill Doherty and parent representatives will discuss out-of-control birthday parties.

**4 - 5 p.m., Society, arts and culture: girls and women in sports**

Nicole LeVoi, associate director of the Tucker Center for Girls and Women in Sport, along with three graduate students, will discuss the latest research related to girls and women in sports.

**5 - 9 p.m., Science and engineering chemistry department outreach program**

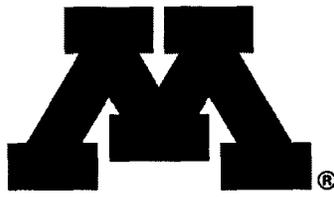
Chemistry is happening all around us every day. Join the U's chemistry department as they unlock some of its secrets. This exhibit will feature hands-on experiments for chemists of all ages. Examine common chemistry in the kitchen, the chemical content of different beverages, everyday polymers, and much more. Use chemistry to write secret messages, solve mysteries, compare sunscreens and make hamster toothpaste.

**5 - 6 p.m., Society, arts and culture: meet Dean Darlyne Bailey**

Dean Darlyne Bailey will be available to answer questions about the new College of Education and Human Development.

**6 - 8 p.m. Society, arts and culture: making higher education accessible**

There will be information available about the commanding English program that aims to help recent immigrants become successful graduates of the university.



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August 22, 2007

*Contacts: Mark Cassutt, University News Service, (612) 624-8038*

## STEVEN ROSENSTONE NAMED VICE PRESIDENT FOR SCHOLARLY AND CULTURAL AFFAIRS FOR THE UNIVERSITY OF MINNESOTA

MINNEAPOLIS / ST. PAUL -- Steven Rosenstone, the current dean of the university's College of Liberal Arts, has been named to the position of vice president for scholarly and cultural affairs for the University of Minnesota, effective Sept. 10, pending Board of Regents approval on Sept. 7.

The vice president for scholarly and cultural affairs is an upgraded position of leadership to replace the vacant position of director currently responsible for Northrop Auditorium. In addition to being responsible for implementing a new vision to transform Northrop, the university's historic auditorium, into a dynamic, state-of-the-art facility that is more fully integrated into the academic life of the campus, this new position will have greatly expanded scope and complexity of leadership responsibilities and expectations, including the expansion and strengthened coordination and promotion of academic, artistic, cultural and civic programs and events of the University of Minnesota, in consultation and collaboration with university leaders, academic colleges, centers and institutes, museums and galleries, coordinate campuses and external cultural organizations. This expanded portfolio represents an exciting opportunity for the university to realize the full potential for Northrop and its other public venues in working to advance academic programs and priorities, showcase the university's world-class faculty, students, and research, and promote campus and community engagement in learning, discovery, and the expansion of cultural programs.

"The new vision for Northrop is so critical to the university's distinct mission to advance extraordinary education, breakthrough research and dynamic public engagement that we are extending this exciting vision beyond Northrop to other academic, artistic, cultural, and civic programs and events at the University of Minnesota," said President Robert Bruininks. "We needed an exceptional leader to realize this vision and the person best suited for this role is Steven Rosenstone."

"I am honored to serve as vice president for scholarly and cultural affairs and look forward to working with colleagues across the university and across the state to forge innovative collaborations that will engage students, faculty, and the people of Minnesota with the most challenging issues and creative ideas of our time," Rosenstone said.

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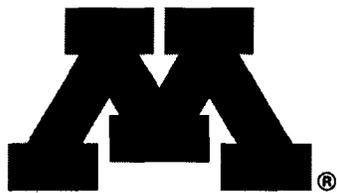
# UNIVERSITY OF MINNESOTA

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Rosenstone has already distinguished himself as a visionary and effective leader at the university. As dean of the College of Liberal Arts for the past 11 years, his accomplishments include insightful vision and leadership in developing the West Bank Arts Quarter (now a hub of artistic performance, teaching, and creativity); new and renewed partnerships with the community (e.g., with the renowned Guthrie Theater and St. Paul Chamber Orchestra); oversight of major renovations to create state-of-the-art facilities for teaching, research, and outreach; unprecedented levels of private giving to the college; substantial growth of outstanding new faculty; new research interdisciplinary centers; and significant enhancements to undergraduate education.

Rosenstone has had a distinguished career in higher education, beginning with his summa cum laude bachelor's degree from Washington University in 1973, and his completed master's degree in 1974 and his doctorate in 1979 at the University of California Berkeley. He established a national reputation as a specialist in electoral politics as a full professor at Yale University, and was recruited to the University of Michigan where he served as professor, program director for the Center for Political Studies, and director of the National Election Studies. He has also authored four books and many scholarly articles and serves as a member of the American Academy of Arts and Sciences.

Plans for interim leadership and a national search for a new dean for the College of Liberal Arts are underway.



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August 23, 2007

*Contacts: David Ruth, University News Service, (612) 624-1690*

## U OF M AT THE MINNESOTA STATE FAIR SCHEDULE FOR FRIDAY, AUG. 24

The University of Minnesota once again is among the largest attractions at this year's Minnesota State Fair. Fairgoers are invited to visit the university's main building and stage located at the corner of Dan Patch Avenue and Underwood Street.

The U of M State Fair highlights for Friday, Aug. 24:

### U of M Stage

11 a.m. Lake Superior trivia quiz

Noon Angel and Andy coffee art

1 p.m. Angel and Andy coffee art

2 p.m. Lake Superior trivia quiz

3 p.m. Enjoy the urban sounds of City Songs, a creative arts based youth and community development program for grades 4 - 8

4 p.m. Radio K live broadcast

### Building Exhibitors

#### 9 a.m. - 3 p.m., Medical School

Medical students will demonstrate "tools of the trade," showcase a heart and a smoker's lung and perform diabetes risk assessment.

#### 9 a.m. - 9 p.m., Initiative for Renewable Energy and the Environment (IREE): research and outreach to change the world

IREE addresses the urgent need to reduce our dependence on non-renewable, fossil fuel-based sources of energy and products; and to improve the health and sustainability of our global ecosystems. Register to win an energy efficient home package valued at \$200.

# UNIVERSITY OF MINNESOTA

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**9 a.m. - 5 p.m., Public Engagement and economic impact: University of Minnesota, Duluth**

Admissions information, handouts on public engagement and brochures about programs.

**9 a.m. - 9 p.m., Science and engineering department of astronomy**

Discover the wonders of the sky in this exhibit from the department of astronomy. The exhibit will include many tools used by University of Minnesota astronomers including an infrared camera, 3D simulation and a telescope. Some sample meteorites, activities from astronomy labs and information about research will also be part of the exhibit.

**9 a.m. - noon, Society, arts and culture: early education is vital**

Karen Cadigan, director of outreach for the Center for Early Education and Development (CEED), along with other researchers and program directors with CEED, will discuss the need for early childhood learning, all-day kindergarten and other early learning tools.

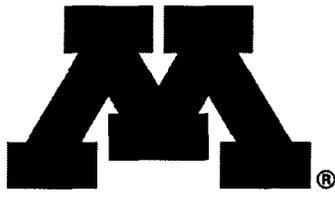
**Noon - 1 p.m., Society, arts and culture: parents of college students**

Jodi Dworkin, associate professor in family social science, will discuss how parents can support their children who are in college -- when to be there and when to step back.

**1 - 5 p.m., Society, arts and culture: "Learning Life"**

Sometimes the most meaningful journey starts with an unexpected question. Learn about a bold, education-based movement to help baby boomers.

**5 - 9 p.m., Society, arts and culture: University of Minnesota, Duluth: Multi-cultural Center**



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August 23, 2007

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Registration: (612) 625-0862, <http://www.misrc.umn.edu/registration>*

## U OF M CARLSON SCHOOL OF MANAGEMENT TO HOST QUARTERLY TWIN CITIES RFID INDUSTRY FORUM SEPT. 6

MINNEAPOLIS / ST. PAUL -- The Carlson School of Management at the University of Minnesota will host its seventh RFID Industry Forum 7 to 9 a.m. Thursday, Sept. 6, in suite 2-260Z, Carlson School of Management, 321 19th Ave. S., Minneapolis. The forum -- "Putting RFID to Work in Retail: Lowering Costs While Delivering Better Service" -- will explore how radio frequency identity (RFID) generates genuine worth for businesses.

Speakers from three companies will discuss how to leverage RFID to derive business value. Panelists are industry leaders drawn from a cross section of early players in the application of RFID and bring real world experience with RFID technology to the discussion. They include Jeanne McCann, senior project manager for RFID and printed electronics at Weyerhaeuser; Lucien Repellin from Hewlett Packard; and Peter Grimlund, CEO of RFX3, Inc.

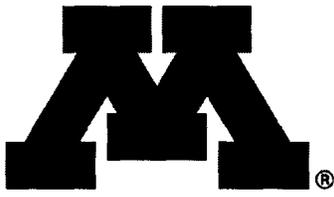
Frederick Riggins, assistant professor of information and decision sciences and RFID project lead at the Carlson School's Management Information Systems Research Center (MISRC), will be the panel's moderator.

The quarterly breakfast and speaker forum provides an educational and networking opportunity for individuals who want to learn more about the use of RFID technology in the Twin Cities. The cost for each quarterly forum is \$25 and includes breakfast. To register, visit <https://www.misrc.umn.edu/registration>. For more information, call (612) 625-0862.

**WHAT:** "Putting RFID to Work in Retail: Lowering Costs While Delivering Better Service," quarterly Twin Cities RFID Industry Forum

**WHEN:** 7-9 a.m. Thursday, Sept. 6

**WHERE:** Room 2-260Z, Carlson School of Management, 321 19th Ave. S., Minneapolis



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August 23, 2007

*Contacts: Kelly DeBrine, Carlson School, (612) 626-5904  
Mark Cassutt, University News Service, (612) 624-8038*

## U OF M CARLSON SCHOOL OF MANAGEMENT NAMED EDUCATIONAL PARTNER OF THE YEAR BY THE NATIONAL BLACK MBA ASSOCIATION

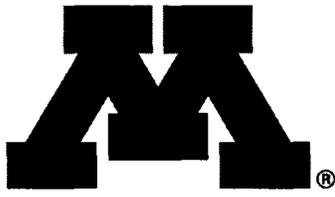
MINNEAPOLIS / ST. PAUL -- The Carlson School of Management at the University of Minnesota recently was named 2007 Educational Partner of the Year by the National Black MBA Association (NBMBA) for the school's commitment to diversity. The award was presented at the NBMBA's 26th Annual Twin Cities Gala on Thursday, July 26.

"A diverse community helps the Carlson School ensure a vibrant and challenging academic and social environment," said Kathryn Johnson, director of diversity initiatives at the Carlson School. "In accordance to this commitment, we have shown a greater presence in the NBMBA in the past year and thus strengthened our ties with the organization."

Johnson and her team have worked closely with the NBMBA to advance the representation of minorities within the business and academic communities. The Carlson School is a member of Minnesota Boulevard, an alliance between NBMBA, the business community and educational partners committed to the recruitment, advancement and retention of diverse business talent.

Since the introduction of a diversity initiatives program in 2006, the Carlson School has partnered with the NBMBA to launch the Leaders of Tomorrow Program, a nationally recognized pre-college and business immersion program for high school students primarily of African-American descent. Johnson has also opened doors for the organization to host meetings and professional networking events.

The Carlson School's commitment to diversity is also seen through partnerships with organizations including the National Association for African Americans in Human Resources, National Society of Hispanic MBAs, Women Venture, Forté Foundation and the PhD Project. Through dedication to diversity, the school hopes to gain more opportunities to recruit top-notch talent.



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**August 23, 2007**

**Contacts:** *Dave Finley, public information officer, (505) 835-7302, dfinley@nrao.edu*  
*Mark Cassutt, University of Minnesota News Service, (612) 624-8038*

## **U OF M ASTRONOMERS FIND GAPING HOLE IN THE UNIVERSE: DARK ENERGY REVEALS ITS POWER BY THE DAWN'S (OF THE UNIVERSE) EARLY LIGHT**

MINNEAPOLIS / ST. PAUL -- University of Minnesota astronomers have found an enormous hole in the Universe, nearly a billion light-years across, empty of both normal matter such as stars, galaxies and gas, as well as the mysterious, unseen "dark matter." While earlier studies have shown holes, or voids, in the large-scale structure of the Universe, this new discovery dwarfs them all.

"Not only has no one ever found a void this big, but we never even expected to find one this size," said Lawrence Rudnick of the University of Minnesota astronomy professor. Rudnick, along with grad student Shea Brown and associate professor Liliya Williams, also of the University of Minnesota, reported their findings in a paper accepted for publication in the *Astrophysical Journal*.

Astronomers have known for years that, on large scales, the Universe has voids largely empty of matter. However, most of these voids are much smaller than the one found by Rudnick and his colleagues. In addition, the number of discovered voids decreases as the size increases.

"What we've found is not normal, based on either observational studies or on computer simulations of the large-scale evolution of the Universe," Williams said.

The astronomers drew their conclusion by studying data from the NRAO VLA Sky Survey (NVSS), a project that imaged the entire sky visible to the Very Large Array (VLA) radio telescope, part of the National Science Foundation's National Radio Astronomy Observatory (NRAO). Their study of the NVSS data showed a remarkable drop in the number of galaxies in a region of sky in the constellation Eridanus, southwest of Orion.

"We already knew there was something different about this spot in the sky," Rudnick said. The region had been dubbed the "WMAP Cold Spot," because it stood out in a map of the Cosmic Microwave Background (CMB) radiation made by the Wilkinson Microwave Anisotropy Probe (WMAP) satellite, launched by NASA in 2001. The CMB, faint radio waves that are the remnant radiation from the Big Bang, is the earliest "baby picture"

- more -

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The CMB, faint radio waves that are the remnant radiation from the Big Bang, is the earliest “baby picture” available of the Universe. Irregularities in the CMB show structures that existed only a few hundred thousand years after the Big Bang.

The WMAP satellite measured temperature differences in the CMB that are only millionths of a degree. The cold region in Eridanus was discovered in 2004.

Astronomers wondered if the cold spot was intrinsic to the CMB, and thus indicated some structure in the very early Universe, or whether it could be caused by something more nearby through which the CMB had to pass on its way to Earth. Finding the dearth of galaxies in that region by studying NVSS data resolved that question.

“Although our surprising results need independent confirmation, the slightly lower temperature of the CMB in this region appears to be caused by a huge hole devoid of nearly all matter roughly 6-10 billion light-years from Earth,” Rudnick said.

How does a lack of matter cause a lower temperature in the Big Bang’s remnant radiation as seen from Earth?

The answer lies in dark energy, which became a dominant force in the Universe very recently, when the Universe was already three-quarters of the size it is today. Dark energy works opposite gravity and is speeding up the expansion of the Universe. Thanks to dark energy, CMB photons that pass through a large void just before arriving at Earth have less energy than those that pass through an area with a normal distribution of matter in the last leg of their journey.

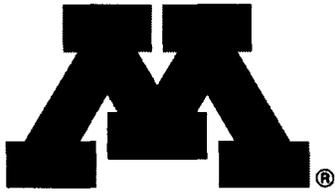
In a simple expansion of the universe, without dark energy, photons approaching a large mass -- such as a supercluster of galaxies -- pick up energy from its gravity. As they pull away, the gravity saps their energy, and they wind up with the same energy as when they started.

But photons passing through matter-rich space when dark energy became dominant don't fall back to their original energy level. Dark energy counteracts the influence of gravity and so the large masses don't sap as much energy from the photons as they pull away. Thus, these photons arrive at Earth with a slightly higher energy, or temperature, than they would in a dark energy-free Universe.

Conversely, photons passing through a large void experience a loss of energy. The acceleration of the Universe's expansion, and thus dark energy, were discovered less than a decade ago. The physical properties of dark energy are unknown, though it is by far the most abundant form of energy in the Universe today. Learning its nature is one of the most fundamental current problems in astrophysics.

The National Radio Astronomy Observatory is a facility of the National Science Foundation, operated under cooperative agreement by Associated Universities, Inc. This research at the University of Minnesota is supported by individual investigator grants from the NSF and NASA.

Images and graphics are available at [www.nrao.edu/pr/2007/coldspot/graphics.shtml](http://www.nrao.edu/pr/2007/coldspot/graphics.shtml)



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August 24, 2007

**Contacts:** David Ruth, University News Service, (612) 624-1690

## U OF M AT THE MINNESOTA STATE FAIR SCHEDULE FOR SATURDAY, AUG. 25

The University of Minnesota once again is among the largest attractions at this year's Minnesota State Fair. Fairgoers are invited to visit the university's main building and stage located at the corner of Dan Patch Avenue and Underwood Street.

### Saturday's highlights:

#### 3 p.m., U of M football Head Coach and celebrity guacamole chef Tim Brewster

Coach Brewster will appear at Tejas Express (Dan Patch and Underwood), where he'll whip up a batch of guacamole for fairgoers.

#### 4 - 5 p.m., Earl Bakken

Bakken, cofounder and chairman emeritus of Medtronic, Inc., will make an appearance at the university's fair building. Bakken invented the world's first wearable, battery-operated external pacemaker while at the University of Minnesota, and helped launch the modern medical-technology industry.

In 1949, a year after graduating from the university with a degree in electrical engineering, Bakken cofounded Medtronic in a Northeast Minneapolis garage. In 1957, he worked with the U to invent the cardiac pacemaker, the device that uses electric impulses to regulate the rhythm of a weak heart.

### U of M Stage

10 a.m. and 11 a.m. Go North! Online learning with polar huskies

Noon and 1 p.m. "Sleeping Giant" music

2 p.m. Who Wants to be an Entrepreneur?

2:30 p.m. U of M, Crookston student Deborah Halstad performs music

3 p.m. U Connects -- youth stage stars

4 p.m. Radio K live broadcast

- more -

# UNIVERSITY OF MINNESOTA

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6 p.m. U of M, Crookston student Deborah Halstad performs music

7 p.m. Pictures with Goldy Gopher

## **Building Exhibitors**

### **9 a.m. - 9 p.m., Science and engineering: chemistry department outreach program**

Chemistry is happening all around us every day. Join the University of Minnesota chemistry department as they unlock some of its secrets. This exhibit will feature hands-on experiments for chemists of all ages.

### **9 a.m. - 3 p.m., School of Nursing**

School of Nursing staff will be on hand to discuss the nursing profession and the school. Free blood pressure screenings will also be administered.

### **9 a.m. - 9 p.m., University of Minnesota, Morris: renewable energy for sustainable communities**

Speakers will be discussing how renewable energy production can be beneficial to communities by keeping financial resources and jobs within communities. In addition, there are significant environmental benefits by using renewable energy production systems.

### **9 a.m. - 9 p.m., Public engagement and economic impact: U of M Crookston**

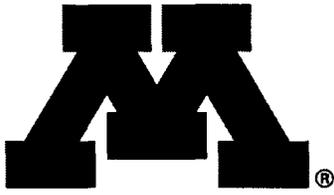
At 11 a.m., learn about a partnership between regional universities that brought a telescope to the Crookston community; find out how you can learn more about video game design during summer camps. 1 to 3 p.m., U of M Crookston animal nutrition professor Harouna Maiga will talk about alternative feed sources for dairy cows.

### **3 - 9 p.m., Department of surgery**

Medical robots demonstrate minimally invasive surgery techniques on models.

### **5 - 9 p.m., Society, arts and culture: University of Minnesota, Duluth**

American Indian Teacher Training Program.



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August 24, 2007

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## U OF M AT THE MINNESOTA STATE FAIR SCHEDULE FOR SUNDAY, AUG. 26

The University of Minnesota once again is among the largest attractions at this year's Minnesota State Fair. Fairgoers are invited to visit the university's main building and stage located at the corner of Dan Patch Avenue and Underwood Street.

### Sunday's highlights:

#### Maroon and Gold Day

Fairgoers are encouraged to wear maroon and gold to the State Fair on Sunday to show their pride in the U of M. The University of Minnesota is one of the largest, most comprehensive public universities in the world and ranks among the most prestigious. A land-grant university founded in 1851, the U's strong tradition of education, research and public service attracts a student body and faculty driven to discover some of the leading advances in medicine, engineering, agriculture and quality of life.

At 2 p.m., "The Pride of Minnesota," the U of M Marching Band, will perform in the parade.

#### U of M Stage

- 10-10:10 a.m. Alumni band kick-off
- 10 a.m. "Know Your U" trivia contest
- 1 p.m. "Know Your U Alumni" on a stick
- 2 p.m. Parade, mascots
- 3 p.m. Pictures with Goldy Gopher
- 3:30 p.m. How can we stop global warming?
- 4 p.m. Radio K live broadcast
- 6 p.m. Pictures with Goldy Gopher

#### Building Exhibitors

- more -

**9 a.m. - 3 p.m., U of M physicians: outreach lab**

Basic genetics information and examples of more common inherited genetic disorders.

**9 a.m. - 1 p.m., West Central Research and Outreach Center**

What role can rural Minnesota play in renewable energy?

**9 a.m. - 9 p.m., If corn gets too expensive, what else can we feed livestock?**

U of M, Crookston animal nutrition professor Harouna Maiga has discovered that mustard bran -- the outer layer of whole mustard seed and a by-product of mustard milling -- is a nutritious feed and a less expensive option than corn. This could be especially important as more feed crops are used for biofuels like ethanol.

**9 a.m. - 1 p.m., Why use prairie grass to make ethanol?**

U researcher Jason Hill will discuss the advantages of using diverse mixtures of prairie grasses as a source of biomass to make ethanol, rather than food crops such as corn and soybeans.

**1 - 5 p.m., Water Resources Center**

Why are lakes different colors?

**1 - 5 p.m., How do plants affect climate?**

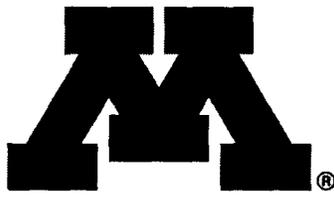
Graduate fellow Emily Peters will discuss how plants affect the Earth's climate at various spatial scales. Climate is influenced largely by the exchange of energy, water and carbon between the Earth's surface and the atmosphere. Peters will show how scientists study these interactions, specifically focusing on an urban ecology project in Roseville. Peters will also discuss the implications of land use or land cover change, such as deforestation and urbanization, on climate.

**3 - 9 p.m., Center for Bioethics**

What's your Spin? A wheel with ethical questions -- spin, answer and win a prize.

**5 - 9 p.m., How can we stop global warming?**

Researcher Clarence Lehman will explain the current climatic state and necessary future scenarios, including reducing greenhouse gases in the atmosphere.



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August 24, 2007

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## U OF M AT THE MINNESOTA STATE FAIR SCHEDULE FOR MONDAY, AUG. 27

The University of Minnesota once again is among the largest attractions at this year's Minnesota State Fair. Fairgoers are invited to visit the university's main building and stage located at the corner of Dan Patch Avenue and Underwood Street.

### **The U of M State Fair highlights for Monday, Aug. 27:**

#### **3 p.m., U of M men's basketball Head Coach and celebrity guacamole chef Tubby Smith**

Coach Smith will appear at Tejas Express (Dan Patch and Underwood), where he'll whip up a batch of guacamole for fairgoers.

#### **U of M Stage**

- 11 a.m. Members of the men's hockey, men's and women's golf programs
- Noon Members of softball, men's and women's track and field programs
- 1 p.m. Members of men's basketball program
- 2 p.m. Members of wrestling and soccer programs
- 3 p.m. Members of women's hockey and volleyball programs
- 4 p.m. Radio K live broadcast
- 6 p.m. Pictures with Goldy Gopher

#### **Building Exhibitors**

##### **9 a.m. - 9 p.m., U of M's Children's Hospital-Fairview**

Behavioral services staff will be on hand to answer questions and talk about the wide range of services available that support healthy mental development and learning for children of all ages.

##### **9 a.m. - 9 p.m., University of Minnesota, Morris: center for small towns**

The center for small towns is a community outreach program housed at the University of Minnesota, Morris

(UMM) and serves as a point-of-entry to the resources of the University of Minnesota. Small towns, local units of government, K-12 schools, non-profit organizations and other university units are able to utilize the center's resources as they work on rural issues or make contributions to rural society.

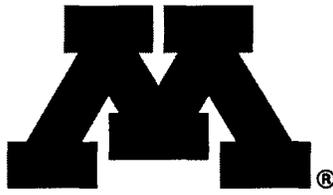
**9 a.m. - 9 p.m., Representatives available from sports & recreation athletics, alumni association and the Landscape Arboretum**

**9 a.m. - 9 p.m., Department of civil engineering**

This exhibit gives young people an inside look into the exciting world of intelligent transportation systems, earthquake research, structural engineering, transportation planning and design, groundwater mechanics and environmental engineering. The exhibit will feature a quicksand display, smoke tunnel and model bridges.

**5 - 9 p.m., Undergraduate Research Opportunities Program (UROP)**

Professor Marvin Marshak will talk about how the university involves students in research through the Undergraduate Research Opportunities Program.



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**August 24, 2007**

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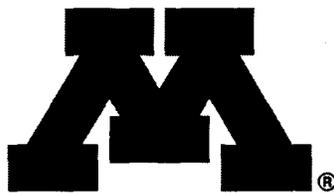
## **U OF M STATEMENT REGARDING AFSCME INTENT TO STRIKE**

MINNEAPOLIS / ST. PAUL -- The following is a statement from University of Minnesota Vice President of Human Resources Carol Carrier about the announcement by the American Federation of State, County and Municipal Employees (AFSCME) Locals 3800, 3801, 3260 and 3937 that they have rejected the university's contract settlement offer and intend to strike as early as September 4, 2007:

"The University of Minnesota is disappointed that AFSCME has voted to reject our contract offer and possibly strike. The offer we put forth would increase the salaries of 94 percent of AFSCME members by 4.25 percent for each year of the contract – a fair and competitive compensation package. The members of this union have seen their wages increase by 47 percent over the past 11 years.

"The union has delivered its 'intent to strike' notice, creating the potential for a strike at the beginning of fall semester classes, which is an unfortunate and completely avoidable disruption. Normal operations of the university will continue and every action will be taken to minimize inconveniences for our students, faculty and staff should AFSCME choose to go forward with the strike.

"The university is ready and willing to continue negotiations with AFSCME to avert a strike."



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FOR IMMEDIATE RELEASE

August 24, 2007

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**MACY'S NORTH CEO FRANK GUZZETTA TO DISCUSS MACY'S FIRST YEAR  
AND THE EVOLUTION OF THE DEPARTMENT STORE INDUSTRY**

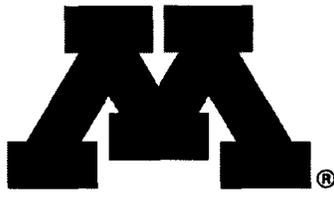
MINNEAPOLIS / ST. PAUL -- Frank Guzzetta, chairman and CEO of Macy's North, will speak at the University of Minnesota's Carlson School of Management First Tuesday luncheon at 11:30 a.m. Tuesday, Sept. 4, at the McNamara Alumni Center, 200 Oak St. S.E., Minneapolis.

In his address, "Star Story: Macy's First Year as a National Retail Brand," Guzzetta will discuss the process of transitioning Marshall Field's to Macy's and the ongoing evolution of the department store industry. Nearly a year to date after the national Macy's brand launch, Guzzetta will talk about how Macy's North is leveraging its new stature with national brand name recognition and the unbeatable advantage of a hometown department store.

Guzzetta served as president of Marshall Field's for a year before the conversion to Macy's North in December 2005. He also served as president of Hecht's and Strawbridge's, part of the May Department Stores Company since 2000, which were also renamed to Macy's after the merger. Before joining May, Guzzetta worked with Woodward & Lothrop, a department store chain based out of Washington, D.C., and spent eight years with the Peace Corps, three years as a volunteer in India and five years as director of the North African-East Asian region.

Macy's North is based in Minneapolis and operates 64 stores in Illinois, Indiana, Michigan, Minnesota, North Dakota, Ohio, South Dakota and Wisconsin.

Advance registration by Thursday, Aug. 30, is \$23 and \$30 for walk-ins. The fee includes lunch and parking in the Washington Avenue Ramp. Register by calling (612) 626-9634, visiting [www.carlsonschool.umn.edu/events](http://www.carlsonschool.umn.edu/events), or by e-mailing [fristuesday@umn.edu](mailto:fristuesday@umn.edu).



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For Immediate Release

August 27, 2007

*Contacts: David Ruth, University News Service, (612) 624-1690*

## U OF M AT THE MINNESOTA STATE FAIR SCHEDULE FOR TUESDAY, AUG. 28

MINNEAPOLIS / ST. PAUL The University of Minnesota once again is among the largest attractions at this year's Minnesota State Fair. Fairgoers are invited to visit the university's main building and stage located at the corner of Dan Patch Avenue and Underwood Street.

### The U of M State Fair highlights for Tuesday, Aug. 28:

#### U of M Stage

- 10 a.m. Department of applied economics: biomass energy
- Noon Department of entomology: honeybees
- 1 p.m. Department of soil, water and climate: climate and weather
- 2 p.m. Department of entomology: honeybees
- 3 p.m. Access Minnesota radio
- 4 p.m. Radio K live broadcast
- 6 p.m. Pictures with Goldy Gopher

#### Building Exhibitors

##### 9 a.m. - 9 p.m., Around the world with the U

Learn about different places around the world and even get your photo taken in an exotic locale.

##### 9 a.m. - 9 p.m., School of Public Health

Faculty and staff from various units from the School of Public Health will be on hand to run activities throughout the day, including DNA spooling, healthy habits trivia, the environment and your health, body image distortion and vodcasting recordings.

##### 9 a.m. - 9 p.m., Central Corridor, the U is on-board

The University of Minnesota, in partnership with the Metropolitan Council, will provide information about the

# UNIVERSITY OF MINNESOTA

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Central Corridor light rail transit line. This proposed light rail line will travel from downtown St. Paul through the Twin Cities East and West bank campuses into downtown Minneapolis. Attendees can participate in a virtual simulation of a light rail train ride along the Central Corridor.

## **9 a.m. - 3 p.m., Department of aerospace engineering and mechanics, Minnesota Space Grant Consortium**

This display from the Minnesota Space Grant Consortium will have items used by the high-altitude ballooning team including payload boxes and computer software for predicting where the balloons will go so they can be recovered. A video camera tethered balloon will be flown outside the building and shown on a monitor inside to demonstrate the capabilities of the technology. For children, the display will feature spacecraft models, rocket launchers and other space science activities.

## **1 - 5 p.m., Education for adults**

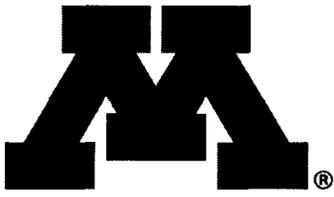
Your story is still unfolding. Start a new chapter with education -- for personal enrichment, career fulfillment or workforce development.

## **3 - 9 p.m., Department outreach program**

Chemistry is happening all around us every day. Join the University of Minnesota chemistry department staff as they unlock some of its secrets. This exhibit will feature hands-on experiments for chemists of all ages. Examine common chemistry in the kitchen, the chemical content of different beverages, everyday polymers and much more. Use chemistry to write secret messages, solve mysteries, compare sunscreens and make hamster toothpaste.

## **6 - 9 p.m., Department of food science and nutrition**

What impact does genetics versus diet have on health?



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August 27, 2007

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Justin Ware, University News Service, (612) 626-1720*

## U OF M ALUMNI ASSOCIATION KICKS OFF ITS 2007/08 STATEWIDE SPEAKERS TOUR

MINNEAPOLIS / ST. PAUL -- The University of Minnesota Statewide Speakers Tour began on July 23 in Fairmont, Minnesota, with University of Minnesota Alumni Association (UMAA) CEO Margaret Sughrue Carlson speaking to local rotarians, alumni and guests. The UMAA, along with university deans and faculty members, will travel to more than 35 Minnesota communities to talk about the U and how its teaching, research and outreach benefit these specific areas and the entire state. Speakers will discuss their cutting-edge research and the U's involvement with society's most pressing issues.

The purpose of the tour is to help the citizens of Minnesota understand that the university touches and belongs to each and every one of the five million people in the state. The tour presentations will help the people of Minnesota realize that the University of Minnesota teaches the people who solve the problems and change the world.

Carlson has served as the UMAA's CEO and a university associate vice president since 1985. The UMAA is an independent, 63,000 member organization dedicated to connecting alumni, students and friends in lifelong support of the University of Minnesota and each other.

"The University of Minnesota is an economic engine for our state and has a huge impact on the quality of life in Minnesota," said Carlson. "The university's leading educators, researchers and administrators will be traveling all over the state, talking to community leaders about the great teaching, research and outreach that happens at the university every single day. We're eager to hit the road again this year."

### THE VISITS ARE AS FOLLOWS:

Completed visits have been made to Fairmont Rotary, Forest Lake Rotary, Detroit Lakes Rotary and Red Wing Kiwanis.

- September 18, Tuesday: noon-1p.m. St. Cloud Rotary. Location: Radisson Suite Hotel, 404 W., Saint Germain

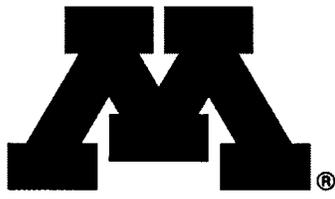
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# UNIVERSITY OF MINNESOTA

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- September 18, Tuesday: noon-1p.m. St. Cloud Rotary. Location: Radisson Suite Hotel, 404 W., Saint Germain St., St. Cloud
- September 19, Wednesday: noon-1 p.m. Belle Plaine Rotary. Location: VFW, 221 N Meridian St, Belle Plaine
- September 24, Monday: noon-1 p.m. Monticello Rotary. Location: Silver Springs Golf Club, 1854 County Road 39 West, Monticello
- September 25, Tuesday: noon-1 p.m. Brainerd Rotary. Location: Red Roof Inn, 2115 S. 6th St, Brainerd
- September 27, Thursday: 6:50 a.m. Lakeville Rotary. Location: Brackett's Crossing Gold Club, 17976 Judicial Road, Lakeville
- October 9, Tuesday: noon-1 p.m. Walker Rotary. Location: Bensons' Eating & Drinking Emporium, 400 Minnesota Ave. W., Walker
- October 23, Tuesday: noon-1 p.m. St. Michael/Albertville Rotary. Location: Russell's Restaurant, 25 Central Ave. E., St. Michael
- November 12, Monday: noon-1 p.m. Owatonna Rotary. Location: Holiday Inn, 2365 43rd St. NW, Owatonna
- November 20, Tuesday: 2 -3:30 p.m. Roseville Kiwanis. Location: John Rose Oval, 2661 Civic Center Drive, Roseville.
- November 28, Wednesday: noon-1 p.m. Winona Rotary. Location: Westfield Golf Club, 1460 W. 5th St, Winona.
- April 8, 2008, Tuesday: 8-9 p.m. White Bear Lake American Association of University Women (AAUW). Location: Methodist Church, 1851 Birch St., White Bear Lake
- April 28, 2008, Monday: 6:30-8 p.m. Faribault American Association of University Women (AAUW). First Congregational Church, 222 3rd Ave, N.W. Faribault

The UMAA's Web site will highlight additional tour stops as they are scheduled; for more information visit [www.alumni.umn.edu/UMAA\\_07-08\\_Tour.html](http://www.alumni.umn.edu/UMAA_07-08_Tour.html).



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August 28, 2007

**Contacts:** *Lisa Seaman, Disability Services, (612) 624-7338;*  
*Bob San, University News Service, (612) 624-4082*

## U OF M DISABILITY SERVICES TO HOST ORIENTATION FOR NEW STUDENTS

The University of Minnesota Office of Disability Services will host an orientation day for 22 new students and their parents on Wednesday, Aug. 29 from 9 a.m. to 1:30 p.m.

The university has over 1,400 registered students with disabilities and Disability Services is the unit that serves as the catalyst for ensuring equal learning and working opportunities for students, faculty, staff and guests with disabilities by increasing the capacity of the University of Minnesota to eliminate physical, programmatic, policy, informational and attitudinal barriers.

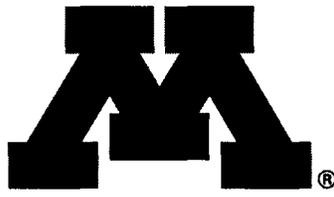
The students and parents will tour the Disability Services office in McNamara Center, 200 Oak St. S.E., Minneapolis, and watch a demonstration of equipment the office uses to help students with classes and homework.

The tour moves on to the Recreational Center, 1900 University Ave. S.E., where the students will learn about recreation opportunities available to students with disabilities.

The day will end with a visit to the Disabled Student Cultural Center (DSCC) at Coffman Union, 300 Washington Ave. S.E. U of M students will present a panel discussion to talk about their experience as students with disabilities.

**WHEN:** 9 a.m. to 1:30 p.m. Wednesday, Aug. 29

**WHERE:** U of M campus, Minneapolis



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August 28, 2007

*Contacts: Michelle Traen, Athletics, (612) 624-0522*

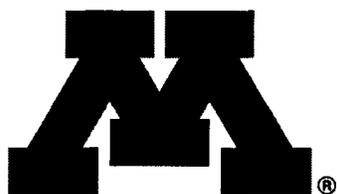
## **GOPHER COACHES, ADMINISTRATION AND STUDENT ATHLETES TO HOST ALLIANZ HOPE DAY FESTIVAL**

-- University of Minnesota coaches, student athletes and administration will host the Allianz HopeDay Festival from noon to 4 p.m. Sunday, Sept. 9, at the Bierman Track on the university's East Bank campus in Minneapolis. More than 750 family members from the HopeKids organization will be present along with over 700 student athletes from Minnesota will participate in the event. The festival marks the first full athletics department and HopeKids event and will replace the fall kickoff luncheon that has been held every year. A majority of the Gopher coaches and Athletics Director Joel Maturi, University President Robert Bruininks and Allianz Senior Vice President of Sales Eric Thomes will also be present.

The festival will include sporting clinics from a number of Gopher sports and student athletes, including a dunk tank by the swim teams and mini-golf station from the men's and women's golf teams. Along with student athletes participating in events, a magician, a juggler, a balloon artist, inflatables, a rock-climbing wall, face painters and air-brush tattoo artists will also be available.

HopeKids is an organization, which gives hope to children with cancer and other life threatening illnesses and their families, via a program of ongoing, highly anticipated events. Founded in September 2001 by Robert Cottrell in Phoenix, Ariz., it has recently branched out to chapters in Dallas/Fort Worth and Minneapolis/St. Paul in November of 2006. The Phoenix chapter serves nearly 300 children, while the Minneapolis/St. Paul chapter has already reached 250 kids and their families. A large percentage of the children in the program have already had their one large wish from one of the wish organizations, but their battle continues. Approximately 85 percent of the children in the program have some form of cancer. HopeKids also serves children with other life threatening illnesses including cystic fibrosis, kidney and heart diseases, and blood diseases. HopeKids is for children between the ages of zero to 18 and their entire family.

Media members are welcome to attend the event. A majority of the coaches, student athletes and administrators will be at the event from noon until 2 p.m. It is recommended for the media who wish to conduct interviews to attend the event at that time.



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## U OF M AT THE MINNESOTA STATE FAIR SCHEDULE FOR WEDNESDAY, AUG. 29

The University of Minnesota once again is among the largest attractions at this year's Minnesota State Fair. Fairgoers are invited to visit the university's main building and stage located at the corner of Dan Patch Avenue and Underwood Street.

\*New: View a U of M state fair segment at [www.umn.edu/urelate/newsservice/StateFairVideoL.htm](http://www.umn.edu/urelate/newsservice/StateFairVideoL.htm). The video was produced by the university and is free to use by the media for news purposes. Contact the News Service at [unews@umn.edu](mailto:unews@umn.edu) for alternate formats.

### The U of M State Fair highlights for Wednesday, Aug. 29:

#### U of M Stage

- 10 a.m. Physics Force
- 11 a.m. Physics Force
- 11:30 a.m. Scout Robots
- 12:15 p.m. Scout Robots
- 1 p.m. Tara Laberge and Eileen May featuring Dave Alstead, perform music
- 2 p.m. Louie Anderson live
- 4 p.m. Radio K live broadcast
- 6 p.m. Pictures with Goldy Gopher

#### Building Exhibitors

##### 9 a.m. - 1 p.m., Observational Cosmology Lab -- School of Physics and Astronomy

This exhibit by the University of Minnesota's Observational Cosmology Lab in the School of Physics and Astronomy showcases various technologies and techniques used by the U of M to examine the beginning of the universe. Exhibitors will demonstrate the levitating properties of superconductors as well as the polarization

- more -

# UNIVERSITY OF MINNESOTA

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properties of light in the visual and millimeter bands.

## **9 a.m. - 9 p.m., Northrop Auditorium**

Discover world-class performing arts and popular entertainment at Northrop Auditorium, the University of Minnesota's treasured icon. Get your tickets at the Fair and enter to win Sun Country Airlines Best Seats in the House.

## **1 - 3 p.m., Center for Distributed Robotics**

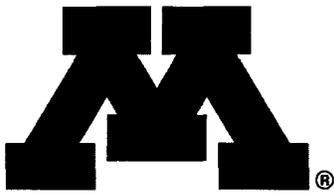
Find out more about robots by asking questions from experts who developed the Scout and Loper robots at the University of Minnesota. The Scout robot is currently being used by law enforcement and the military in search and rescue missions and reconnaissance deployments. This soda-can-sized robot is durable enough to break through a glass window and land ready to begin its mission, but it also has impressive technology such as sensors and cameras to help protect soldiers and police officers in dangerous situations.

## **1 - 5 p.m., Sustainable building research**

View the transformation to a sustainable society through research on sustainable design, windows and glazing, affordable housing, renewable energy, human factors, building physics and building foundations.

## **3 - 9 p.m., School of Earth Sciences**

Learn about what geology tells us about the formation of our state or find out why Minnesota has so many lakes in this educational exhibit from the University of Minnesota's School of Earth Sciences. Geology expert and University of Minnesota professor Harvey Thorleifson, who also serves as director of the Minnesota Geological Survey, will be on hand to answer questions from the public and help people understand the geology of our state from meteorites that fell from the sky more than a billion years ago to diamonds that may be in under our soil.



# MEDIA ADVISORY

UNIVERSITY OF MINNESOTA

University News Service  
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August 29, 2007

**Contacts:** David Ruth, University News Service, (612) 624-1690

## U OF M AT THE MINNESOTA STATE FAIR SCHEDULE FOR THURSDAY, AUG. 30

The University of Minnesota once again is among the largest attractions at this year's Minnesota State Fair. Fairgoers are invited to visit the university's main building and stage located at the corner of Dan Patch Avenue and Underwood Street.

View a U of M state fair segment at [www.umn.edu/urelate/newsservice/StateFairVideoL.htm](http://www.umn.edu/urelate/newsservice/StateFairVideoL.htm). The video was produced by the university and is free for media news purposes.

### The U of M State Fair highlights for Thursday, Aug. 30:

#### U of M Stage Schedule

- 9:30 a.m. Birds from the Raptor Center
- 9:45 a.m. An apple a day...
- 10 a.m. Arm exercise kicks leg pain
- 10:15 a.m. Cut down excessive sweating
- 10:30 a.m. Birds from the Raptor Center
- 10:45 a.m. A body of practical knowledge
- 11 a.m. Musical, magical, alchemists
- 11:15 a.m. How to test for peripheral arterial disease
- 11:30 a.m. Kicking butts ... cigarettes
- 11:45 a.m. Farm baby animals
- 12:00 p.m. What's your spin!
- 12:30 p.m. Arm exercise kicks leg pain
- 12:45 p.m. Chalk talk on prostate cancer
- 1 p.m. Foods for the spirit and the body
- 1:15 p.m. Kicking butts
- 1:30 p.m. The aging game
- 2 p.m. Musical, magical, alchemists
- 2:15 p.m. What women don't know about their #1 killer
- 2:45 p.m. What was this used for?
- 3 p.m. The aging game
- 3:30 p.m. Office space gone bad!
- 4 p.m. Radio K live broadcast

## **Building Exhibitors**

### **9 a.m. - 1 p.m., Design education group -- Design Camp**

Design is for students of all ages, from preschoolers to high school. Design thinking, project-based teaching and active learning environments are critical to nurturing skills for life-long learning. Learn about PreK-12 education initiatives at the College of Design, including Design Camp, an annual intensive, one-week experience that introduces teens to design and how it intertwines with their daily life.

### **9 a.m. - 3 p.m., Cancer Center and Center for Prostate Cancer**

Human tissue display; Cancer Center information; cancer quiz; informational flyers and talk with fair goers.

### **9 a.m. - 9 p.m., Office for Public Engagement**

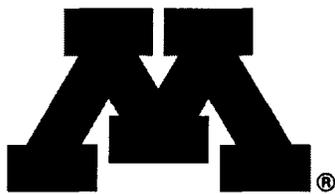
These are two centers/institutes that do a lot of public engagement work: CURA, the Center for Urban and Regional Affairs, and MISA, Minnesota Institute for Sustainable Agriculture.

### **9 a.m. - 9 p.m., St. Anthony Falls Lab -- National Center for Earth-surface Dynamics**

This exhibit highlights a dam removal and river restoration project from the world-renowned University of Minnesota St. Anthony Falls Laboratory and National Center for Earth-surface Dynamics. The exhibit will feature a scale model of the Elwha River in the state of Washington. After the dams were built in the early 1900s for hydroelectric power and flood control, it became apparent that they devastated the river's salmon population. In 1994, it was decided that removal of the dams was the best option. Scientists here at the University of Minnesota are researching the best ways to remove the dam without damaging the ecosystem.

### **3 - 9 p.m., Health program in physical therapy**

Physical therapy students will be conducting bicycle helmet fittings for state fairgoers and demonstrating proper fitting and wearing of helmets. Medical students will also take blood pressure readings for fairgoers.



UNIVERSITY OF MINNESOTA

NEWS

University News Service

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FOR IMMEDIATE RELEASE

August 30, 2007

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Patty Mattern, University News Service, (612) 624-2801*

## UNIVERSITY OF MINNESOTA TO HOLD SYSTEMWIDE SUMMIT ON GLBT CONCERNS

MINNEAPOLIS / ST. PAUL -- The University of Minnesota Systemwide Standing Commission on GLBT Concerns will host the first Gay, Lesbian, Bisexual, Transgender, and Ally Systemwide Summit at the Duluth campus on Thursday and Friday, Sept. 23 and 24. The two-day summit will bring together students, staff, faculty, alumni and community members representing every campus in the University of Minnesota system (Crookston, Duluth, Morris, Rochester, Twin Cities) who are committed to improving campus climate for GLBT communities.

The summit is free and open to University of Minnesota students, staff, faculty, and community members who want to improve GLBT campus climate. Space is limited and advanced registration is requested. Attendees from visiting University of Minnesota campuses may request support for transportation and lodging. For more information and registration, visit [www.glbta.umn.edu/summit](http://www.glbta.umn.edu/summit).

“This summit is historic. The commission formed in 2004, yet this is the first time that people from all of our campuses who are working to improve GLBT campus climate will be together in one room,” said Michael Moore, co-chair of the commission. “And we're thrilled to be able to meet with community members to share our vision of how the university can be a better place for its GLBT members and the steps we need to take to get there.”

The summit aims to:

- Showcase University of Minnesota programs and increase networking and information sharing for gay, lesbian, bisexual, transgender and ally communities systemwide;
- Strengthen reciprocal relationships with off-campus communities;
- Commit to ending racism and building more inclusive movements and communities;

- more -

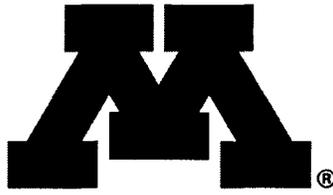
# UNIVERSITY OF MINNESOTA

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- Gather input and begin developing a strategic plan for improving GLBT campus climate systemwide.

On Sept. 23, community members will get a chance to talk with the GLBT Systemwide Commission and Nancy “Rusty” Barceló, vice president and vice provost for equity and diversity, will present a keynote speech.

Throughout the summit, commission and community members will work together on current projects and begin developing a long term strategic plan to improve GLBT campus climate. A centerpiece of the summit will be an opportunity for all attendees to participate in anti-racism training to advance an affirming University of Minnesota community that is reflective of and informed by its true diversity, and the intersections of privilege, power and identity.



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August 30, 2007

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## U OF M AT THE MINNESOTA STATE FAIR SCHEDULE FOR FRIDAY, AUG. 31

The University of Minnesota once again is among the largest attractions at this year's Minnesota State Fair. Fairgoers are invited to visit the university's main building and stage located at the corner of Dan Patch Avenue and Underwood Street.

View a U of M state fair segment at [www.umn.edu/urelate/newsservice/StateFairVideoL.htm](http://www.umn.edu/urelate/newsservice/StateFairVideoL.htm).

### The U of M State Fair highlights for Friday, Aug. 31:

#### U of M Stage

- 11 a.m. Fitness programs
- 12 p.m. Sports clubs
- 1 p.m. Fitness programs
- 2 p.m. Minnesota Space Grant Consortium -- astronaut training
- 3 p.m. Minnesota Space Grant Consortium -- astronaut training
- 4 p.m. Radio K live broadcast
- 6 p.m. Pictures with Goldy Gopher

#### Building Exhibitors

##### 9 a.m. - 3 p.m., Center for Drug Design

Computer with 3D goggles for fairgoers to look at the molecular modeling, microscope 9 (with camera) to take cheek swabs, slime table for kids.

##### 9 a.m. - 9 p.m., St. Anthony Falls Lab -- National Center for Earth-surface Dynamics

This exhibit highlights a dam removal and river restoration project from the world-renowned University of Minnesota St. Anthony Falls Laboratory and National Center for Earth-surface Dynamics. The exhibit features a scale model of the Elwha River in the state of Washington.

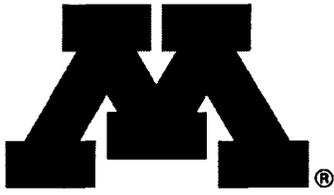
- more -

**1 - 5 p.m., Department of fisheries, wildlife and conservation biology**

Are all exotic (non-native) species invasive?

**3 - 9 p.m., Center for Lung Science and Health**

Researchers, physicians and other health care professionals will be on hand to answer your questions related to lung science and health, disease and prevention. Topics include: Lung function and testing, treatments and procedures, environmental lung health, including tobacco control and cessation and diseases such as asthma, cystic fibrosis, chronic bronchitis and emphysema, pulmonary fibrosis, and lung cancer and sleep disordered breathing/sleep apnea.



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August 31, 2007

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## U OF M AT THE MINNESOTA STATE FAIR SCHEDULE FOR SATURDAY, SEPT.

1

The University of Minnesota once again is among the largest attractions at this year's Minnesota State Fair. Fairgoers are invited to visit the university's main building and stage located at the corner of Dan Patch Avenue and Underwood Street.

View a U of M state fair segment at [www.umn.edu/urelate/newsservice/StateFairVideoL.htm](http://www.umn.edu/urelate/newsservice/StateFairVideoL.htm). The video was produced by the university and is free for media news purposes.

### The U of M State Fair highlights for Saturday, Sept. 1:

#### U of M Stage

- 10 a.m. Go North! Online learning with polar huskies
- 11 a.m. Go North! Online learning with polar huskies
- 12 p.m. Finding a Job: research and tips from the trenches
- 1 p.m. Hockey cheerleaders
- 2 p.m. Authors John Diers and Aaron Isaacs, "Twin Cities by Trolley, the Streetcar Era in Minneapolis and St. Paul." Did you know that Minneapolis and St. Paul had one of the finest street railway systems in America -- a 523-mile network stretching from Lake Minnetonka to Stillwater that carried 230 million passengers in its peak year? Did you know that it was built with private capital and paid dividends to shareholders? Twin Cities by Trolley tells the story of the great Twin City Rapid Transit Company and how from the 1890's through the 1950's the streetcar system shaped the growth and character of the entire metropolitan area. For more information, visit [www.upress.umn.edu/Books/D/diers\\_twin.html](http://www.upress.umn.edu/Books/D/diers_twin.html)
- 4 p.m. Radio K live broadcast

#### Building Exhibitors

9 a.m. - 1 p.m., Master of Geographic Information Science -- geography department

- more -

# UNIVERSITY OF MINNESOTA

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Geographic information science (GIS) is an exciting area of study that involves using geographic information systems for computer-based mapping and analysis of spatial problems. GIS has been applied to problems in urban planning, environmental management, public health, transportation planning, disaster management and many more areas.

## **9 a.m. - 9 p.m., Neuroscience**

Brain demonstrations will be hosted by the Medical School's graduate program in neuroscience and the department of neuroscience

## **9 a.m. - 1 p.m., Housing studies program**

Housing Studies is about the process of finding housing and making sure that housing is affordable, adequate and meets the needs of people and the community. Housing Studies graduates work in public, private, and nonprofit sectors to develop housing, finance and manage projects, assist individuals in finding homes, and work with seniors or others in need of supportive housing.

## **9 a.m. - 9 p.m., University of Minnesota, Morris: Office of Admissions**

The University of Minnesota, Morris is recognized as one of the best public liberal arts colleges in the nation. As one of five campuses of the University of Minnesota, the University of Minnesota, Morris offers the best of both in the world of higher education -- a small, close-knit campus complemented by the power of a world-renowned research university.

## **9 a.m. - 9 p.m., University Nanosat-5 project Goldeneye**

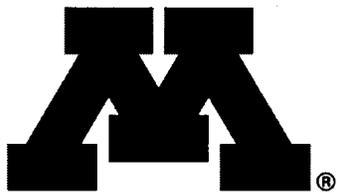
This student developed exhibit from the University of Minnesota Nanosat-5 project features a student built satellite called Goldeneye. In orbit, Goldeneye will validate the concept of using GPS as a radar for monitoring conditions on Earth. GPS signals reflected off Earth can provide information about conditions on the Earth's surface, which can aid in activities such as transportation safety, agriculture and urban planning. Over the next two years students will build and test the satellite and plan to compete in a national competition in 2009.

## **1 - 5 p.m., "Getting Ready for Your Next Job"**

If you are currently looking for a job, you can pick up a copy of "Getting Ready for Your Next Job," an inventory to help you diagnose areas you may need to work on in your job search.

## **1 - 5 p.m., Undergraduate Research Opportunities Program**

Professor Marvin Marshak will talk about how the university involves students in research through the Undergraduate Research Opportunities Program.



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August 31, 2007

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## U OF M AT THE MINNESOTA STATE FAIR SCHEDULE FOR SUNDAY, SEPT. 2

The University of Minnesota once again is among the largest attractions at this year's Minnesota State Fair. Fairgoers are invited to visit the university's main building and stage located at the corner of Dan Patch Avenue and Underwood Street.

View a U of M state fair segment at [www.umn.edu/urelate/newsservice/StateFairVideoL.htm](http://www.umn.edu/urelate/newsservice/StateFairVideoL.htm). The video was produced by the university and is free for media news purposes.

### The U of M State Fair highlights for Sunday, Sept. 2:

#### U of M Stage

- 11 a.m. Live a cappella music
- 12 - 3 p.m. Live jazz music
- 4 p.m. Radio K live broadcast
- 6 p.m. Pictures with Goldy Gopher

#### Building Exhibitors

##### 9 a.m. - 9 p.m., Center for Compact and Efficient Fluid Power

The hydraulic hybrid passenger vehicle is a promising new concept that could have greatly improved fuel economy, better performance and lower cost than any other approach. In this hands-on exhibit, fairgoers will be able to see first-hand how a hydraulic hybrid vehicle captures and reuses energy. The award-winning exhibit was constructed by senior mechanical engineering students and is on loan from the Science Museum of Minnesota.

##### 9 a.m. - 3 p.m., College of Pharmacy

Pharmacy students teach heart burn awareness.

##### 9 a.m. - 9 p.m., University of Minnesota, Morris: Alumni Association

- more -

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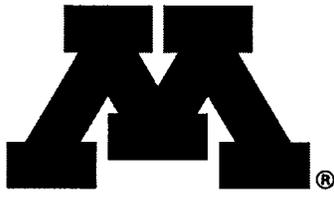
The University of Minnesota, Morris is recognized as one of the best public liberal arts colleges in the nation. As one of five campuses of the University of Minnesota, the University of Minnesota, Morris offers the best of both in the world of higher education -- a small, close-knit campus complemented by the power of a world-renowned research university.

## **3 - 9 p.m., Student sight savers**

Visual acuity and visual field screening by U of M medical students. Ophthalmologists from the Minnesota Academy of Ophthalmology will be on hand for retinal exams and to answer questions.

## **5 - 9 p.m., The Goldstein Museum of Design**

The Goldstein Museum of Design explores design that touches people's lives -- household items, clothing, textile design and graphic design. More than 26,000 designed objects are in the Goldstein's collection. Regular exhibits are held in the museum's gallery space in McNeal Hall.



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## U OF M AT THE MINNESOTA STATE FAIR SCHEDULE FOR LABOR DAY

The University of Minnesota once again is among the largest attractions at this year's Minnesota State Fair. Fairgoers are invited to visit the university's main building and stage located at the corner of Dan Patch Avenue and Underwood Street.

View a U of M state fair segment at [www.umn.edu/urelate/newsservice/StateFairVideoL.htm](http://www.umn.edu/urelate/newsservice/StateFairVideoL.htm). The video was produced by the university and is free for media news purposes.

### **The U of M State Fair highlights for Labor Day:**

#### **U of M Stage**

- 11 a.m. Warrior to Citizen campaign -- program for returning soldiers
- 12 p.m. Bringing back the front porch
- 1 - 4 p.m. Humphrey Institute of Public Affairs
- 4 p.m. Radio K live broadcast
- 6 p.m. Pictures with Goldy Gopher

#### **Building Exhibitors**

##### **9 a.m. - 9 p.m., Center for Compact and Efficient Fluid Power**

The hydraulic hybrid passenger vehicle is a promising new concept that could have greatly improved fuel economy, better performance and lower cost than any other approach. In this hands-on exhibit, fairgoers will be able to see how a hydraulic hybrid vehicle captures and reuses energy. The award-winning exhibit was constructed by senior mechanical engineering students and is on loan from the Science Museum of Minnesota.

##### **9 a.m. - 12 p.m., Center for Democracy and Citizenship**

The Center for Democracy and Citizenship is a partnership of the Jane Addams School for Democracy and the Neighborhood Learning Community. These long-term initiatives engage young people, immigrant families, college

# UNIVERSITY OF MINNESOTA

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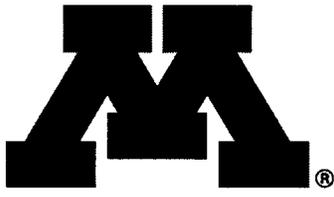
students and others as contributing members of the community. Come learn about and experience some of the ways people in the west side neighborhood of St. Paul are making their community strong and dynamic.

## **9 a.m. - 3 p.m. Anatomy bequest program**

Staff will be on hand to discuss and answer questions about the U of M's body donation program. Plastinated specimens of the brain and heart will be available for examination and handling. Brochures and sample forms will also be available for individuals interested in more information.

## **9 a.m. - 9 p.m., University of Minnesota, Rochester**

Learn about the nursing program, student opportunities and more.



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August 31, 2007

*Contacts: Patty Mattern, University News Service, (612) 624-2801*

## U OF M PROVOST LAUNCHES NEW EFFORT TO WELCOME STUDENTS TO THE UNIVERSITY TUESDAY, SEPT. 4

~ Media note: good photo and video opportunities ~

University of Minnesota Provost Thomas Sullivan is launching a new effort to welcome University of Minnesota students back to campus on the first day of school, Tuesday, Sept. 4.

More than 50,000 students including about 5,300 freshmen will be returning to the Twin Cities campus. On the first two days of school, Sullivan has asked faculty and staff to join him in greeting students.

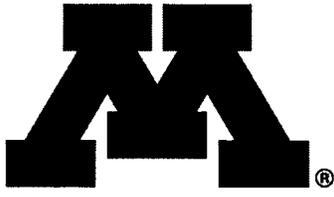
“As the university continues to transform itself, our foundation for success includes creating a culture that supports exceptional students. A tangible way to convey this message is to greet our students as they return to campus,” Sullivan said.

Sullivan along with deans, faculty and staff will be stationed at two welcome tents from 7:30 a.m. to 4 p.m. Tuesday and Wednesday. One tent will be located on Northrop Mall and the other will be located at the St. Paul Student Center.

“Students who are greeted by a dean or faculty member will remember that experience. You will send a clear message of accessibility and support of academic excellence to each student you encounter,” Sullivan said.

Through the entire first week Sullivan, faculty and staff will also be wearing “Ask Me” stickers.

“This simple act will identify you to students as someone they can approach with questions,” Sullivan said.



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August 31, 2007

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Patty Mattern, University News Service, (612) 624-2801*

## CLASS OF 2011 TO GET A TASTE OF UNIVERSITY OF MINNESOTA TRADITION DURING CONVOCATION 2007

The University of Minnesota class of 2011 will receive a rousing and traditional welcome during Convocation at 4:30 p.m. Tuesday, Sept. 4 in Northrop Auditorium.

When first-year students enter Northrop Auditorium for convocation at 4:30 p.m. Tuesday each student will receive an envelope and will be told not to open it until instructed to do so by University of Minnesota President Robert Bruininks. The envelope will contain a maroon and gold graduation tassel with their graduation year of 2011.

Bruininks will tell them: "This tassel represents the reason that you are here today -- to receive the education you came here to get and to grow as a global citizen and to graduate from the university in 2011, four short years from now. Hang this tassel someplace that you will see everyday as a reminder of the goal that you have before you."

Bruininks' welcome of the class of 2011 is just one part of the 2007 convocation. The convocation is designed to give new students a feel for the tradition and pride at the university while welcoming them to the community and campus. It begins at 4:30 p.m. with a traditional academic procession. Faculty and university leaders will be wearing colorful academic regalia in the march from Coffman Union down Northrop Mall to Northrop Auditorium.

Convocation also includes:

- A welcome by Irene Fernando, a 2007 U of M Carlson School of Management graduate.
- Ryan Wynn, an incoming first-year College of Biological Sciences student, will present the class of 2011 to President Bruininks.
- Faculty members offer insights to first-year students.

- more -

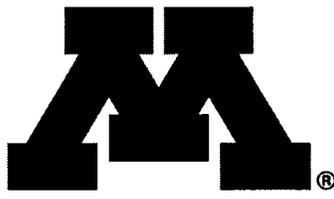
# UNIVERSITY OF MINNESOTA

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- Faculty members offer insights to first-year students.
- The U of M Marching Band will enter Northrop, perform school songs and at 5:30 p.m. lead the first-year students down the mall to Coffman Union.

At 5:45 p.m., a Pride and Spirit event will be held at Coffman where students will receive a free dinner and enjoy entertainment.

For more information on orientation and first-year programs, go to [www.ofyp.umn.edu](http://www.ofyp.umn.edu)



UNIVERSITY OF MINNESOTA

NEWS

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FOR IMMEDIATE RELEASE

August 31, 2007

*Contacts: Mary Sienko, Parking and Transportation Services, (612) 626-5828  
Patty Mattern, University News Service, (612) 624-2801*

## UNIVERSITY OF MINNESOTA TO HOLD TRANSPORTATION FAIR

~ Fair provides answers to new commuting challenges ~

MINNEAPOLIS / ST. PAUL -- The University of Minnesota will hold a transportation fair during the first two days of school to answer questions about the different ways people can commute to campus.

The transportation fair is more important than ever in light of the new traffic challenges with the 35W Bridge being gone and stadium construction at the U of M.

The fair will be held from 9 a.m. to 2 p.m. Tuesday, Sept. 4 on Coffman Union's front plaza, 300 Washington Ave. S.E., Minneapolis. On the second day, the fair will be held from 10 a.m. to 2 p.m. at the St. Paul Student Center's garden terrace, 2017 Buford Ave., St. Paul.

Attendees can learn more about the variety of transportation options available. There will be free refreshments and snacks.

U of M Parking and Transportation Services staff has been working hard to address this fall's challenges by encouraging people to leave their car at home and instead, bus, bike, walk or carpool to campus.

In fact, the U of M has lowered the monthly price of Metropass, the U of M's unlimited transit pass for faculty and staff, from \$64 to \$45.

To learn about all the steps the university has taken to make traffic flow smoothly this fall, come to the transportation fair and see: [http://www1.umn.edu/twincities/15\\_transport.php](http://www1.umn.edu/twincities/15_transport.php)

Participating organizations include:

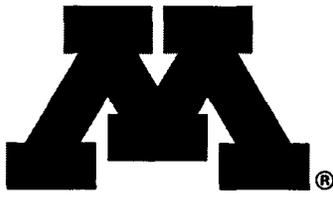
University of Minnesota Parking and Transportation Services, University of Minnesota Police Department's bike patrol; Metro Transit; Anoka County Transit; Maple Grove Transit; Minnesota Valley Transit Authority; Plymouth Metro Link; SouthWest Metro Transit and Jefferson Lines, Megabus

- more -

# UNIVERSITY OF MINNESOTA

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Representatives will also be on hand from the City of Minneapolis, Van-GO! and Zipcar.



UNIVERSITY OF MINNESOTA

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August 31, 2007

**Contacts:** *Patty Mattern, University News Service, (612) 624-2801, cell (763) 213-5019*

## U OF M STUDENTS START MOVING IN AT 8 A.M. SATURDAY, SEPT. 1

MINNEAPOLIS / ST. PAUL Parents and volunteers: It's time to flex your muscles. The big rush to move about 6,600 University of Minnesota students into their residence halls and apartments begins at 8 a.m. Saturday, Sept. 1.

With the assistance of Housing and Residential Life and "(President) Bruininks' Welcome Crew," students receive help in getting boxes, furniture and computers into their new campus homes. It's estimated that about 4,300 freshmen will live on campus. The university estimates that this year's freshman class will include about 5,300 students.

More and more first-year students are choosing to live on campus, said Laurie McLaughlin, director of housing and residential life. "Living in residence halls gives students a good opportunity to integrate their classroom and out-of-classroom experiences in a supportive living-learning community," she said. Students can benefit from educational, cultural, recreational and social programs in residential communities, she said.

**MEDIA NOTES:** *Media is welcome to come and do stories about students moving in. If you want to do interviews or shoot video or photos inside the residence halls, you must ask a student to escort you and you must remain with the student escort while in the residence hall. The residence halls in the Superblock area at Oak and Fulton Streets Southeast, Minneapolis, have the highest concentrations of students.*

**Interviews:** *Housing and Residential Life directors will be available for interviews only between 10 a.m. and 2 p.m. on Saturday. No interviews will be scheduled after 2 p.m. To interview them, call Patty Mattern at (763) 213-5019.*