

UVU magazine



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CIVIC ENGAGEMENT \\\ PG. 30

From
GREEN To
GREEN

Golf legend Billy Casper's family roots run deep at UVU.
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Mar. 29	Southern Utah	6:00pm	Apr. 27	NJIT	4:00pm
Mar. 30	Southern Utah	6:00pm	Apr. 27	NJIT	7:00pm
Mar. 31	Southern Utah	1:00pm	Apr. 28	NJIT	1:00pm
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Apr. 5	North Dakota	6:00pm	May 15	Utah	6:00pm
Apr. 6	North Dakota	4:00pm	May 17	Northern Colorado	4:00pm
Apr. 6	North Dakota	7:00pm	May 18	Northern Colorado	7:00pm
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ON THE COVER: FAMILY TIES

THE CASPER FAMILY TREE IS ROOTED IN TWO THINGS:
GOLF AND UTAH VALLEY UNIVERSITY.



PHOTO COURTESY BILLY CASPER

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UVU Is On The Rise



PHOTO BY JACOB SCOTT

IN MAY OF LAST YEAR, UTAH VALLEY University was quite literally on top of the world. Martin Frey, a member of the Woodbury School of Business National Advisory Council and an avid mountaineer, made the daunting trek to the top of Mount Everest, packing a small UVU flag all the way to the summit at 29,000 feet. That flag is now displayed outside my office, along with a quote from Martin that I think aptly summarizes the transcendent message of his experience: “An education at UVU can take you anywhere you want to go.”

In keeping with the Everest metaphor, several recent milestones underscore that UVU is on the rise with respect to its reputation as a place of ambitious intellectual discovery and achievement. Last fall, UVU became the largest public institution in Utah with 33,400 students. This is not growth for growth's sake, but part of a state-wide effort to get at least two-thirds of Utah adults a diploma or certificate by 2020. If Utah is to extend higher education to more people than ever before, UVU will play a central role by providing open access to a broad array of quality educational programs.

During the winter, UVU was named a “top producer” by the prestigious Fulbright program. In connection with Fulbright, UVU faculty have built scholarly ties in places like China, Bangladesh, Belarus and Montenegro recently. UVU's growing reputation with this distinguished program is a reflection of our excellent faculty and institutional emphasis on connecting to an increasingly global society.

Most recently, UVU cut the ribbon to open a new 160,000-square-foot science building. This magnificent structure adds a new dimension to UVU's public façade and, more importantly, offers some breathing room for the campus's burgeoning student body. A recent independent report confirms what we have known for some time — UVU is the most under-resourced public institution in Utah. Additions like the science building are critical as UVU works to bolster its academic profile and support the worthy educational goals of the state and industry coalitions.

These are successes worth trumpeting, and UVU's cause is worth championing. We've made tremendous progress, but there remains much to do. I am confident that UVU will continue to grow into its tremendous potential as more and more friends and alumni join in the noble work of advancing this great institution.

Sincerely,

Matthew S. Holland
President



Utah Valley University Named Top Producer by Fulbright

UTAH VALLEY UNIVERSITY WAS given the distinction as a “top producer” for the Fulbright Program, which is sponsored by the U.S. Department of State's Bureau of Educational and Cultural Affairs. The accolade was the result of two UVU faculty members winning Fulbright scholarships in 2011. Jonathan Westover, a UVU assistant professor of business management, was granted a Fulbright Scholar grant to Minsk, Belarus, to teach MBA students at the Belarussian State University. Ruhul Kuddus, an associate professor of biology at Utah Valley University, was given a Fulbright Scholar grant to lecture and conduct research at the University of Dhaka in Bangladesh while also assisting non-governmental health agencies with molecular diagnoses.

UVU Student Entrepreneurs Survive 'Shark Tank'

UTAH VALLEY UNIVERSITY STUDENT entrepreneurs Dallas Robinson and Mike Buonomo won a \$200,000 investment from media mogul and Dallas Mavericks owner Mark Cuban on the popular ABC show "Shark Tank." In exchange for the funding, Cuban will take a 40 percent stake in Kisstixx, the students' promising lip balm company.

On "Shark Tank," entrepreneurs and start-up companies pitch their products or services to a panel of millionaire business executives who either decide to make them an investment offer, or toss them overboard. Robinson and Buonomo said they plan to use the majority of Cuban's investment for Kisstixx inventory with national drugstore chain Walgreens.

Robinson, a junior from South Jordan, Utah, and Buonomo, a sophomore

from Pleasant Grove, Utah, credit UVU faculty, students and economic development resources targeted at entrepreneurs and small businesses with helping them turn a dynamic business concept—a lip balm with complimentary flavors that combine and react when two people kiss—into a viable company.

The duo has maximized business resources at the University, including the Small Business Development Center, the Entrepreneurship Institute and the newly opened Business Resource Center. And from mentors like UVU business management professor Pete Robinson's (no relation to Dallas Robinson) sage counsel, to UVU students helping create Kisstixx's logo and initial website, the duo have utilized their connections at the University to make their business a reality.



PHOTO BY JACOB SCOTT



PHOTO BY JACOB SCOTT

First MBA, MSN Cohorts Honored at Commencement

THE FIRST COHORTS OF UVU'S Master of Business Administration and Master of Science in Nursing programs were honored at the University's 71st Commencement.

MBA students studied for two years in the part-time program, which culminates with an engaged learning project with a local business or non-profit organization. The program, which will welcome its third cohort this fall, is structured to accommodate the schedule of a working professional and offers tracks in management and accounting. The MBA is administered by the Woodbury School of Business, which is the largest business school in the Utah System of Higher Education and is accredited by the Association to Advance Collegiate Schools of Business.

MSN students can use their new graduate degrees to assume greater responsibility in the clinical setting or to enter the classroom as nurse educators. The MSN program is administered by the College of Science & Health, which has a stellar record for placing students in science and health fields or medical school programs after graduation.

For the Second Straight Year, Former Miss UVU Vies for Miss America



PHOTO COURTESY MISS AMERICA PAGEANT

FORMER MISS UVU DANICA OLSEN competed for the title of Miss America at the national pageant in January. Olsen made her mark on the contest, winning the preliminary category for Lifestyle and Fitness.

Olsen's run at the Miss America crown was the second in as many years for a UVU student. In 2011, former Miss UVU Christina Lowe represented Utah at the national event in Las Vegas and finished in the top 15. Olsen was the first to win Miss Utah as a sitting Miss UVU. The year prior, Lowe had competed for Miss Utah as a sitting Miss Utah County after having won Miss UVU previously.

Renowned Civil Rights Leader Julian Bond Keynotes MLK Commemoration

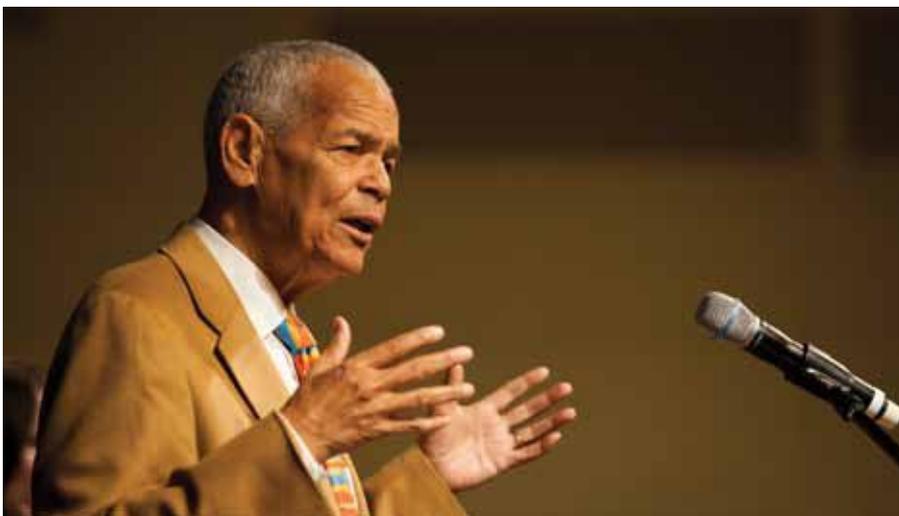


PHOTO BY JACOB SCOTT

CIVIL RIGHTS CHAMPION JULIAN Bond spoke of his five-decades-long civil rights campaign as the keynote speaker of Utah Valley University's 18th annual Martin Luther King Jr. Commemoration.

In the MLK tradition, Bond has been a vocal proponent of civil rights and has waged several legal battles

and public campaigns on the subject. In 1960, he led Atlanta student sit-ins to peacefully demonstrate segregation issues. He served six terms in the Georgia Senate and four terms in the state's House before being tapped as director of the National Association for the Advancement of Colored People from 1998 to 2010.

Utah Valley University Officials Honored, Installed by Chamber

UVU PRESIDENT MATTHEW S. Holland was presented with the Utah Valley Chamber of Commerce's Rising Star Award on Jan. 27 at the chamber's annual Installation and Awards Banquet that honors outstanding community members for their commitment to civic engagement.

At the same event, Val Hale, UVU vice president for university relations, was installed as the chairman of the chamber's board of directors and Steve Roy, UVU associate vice president for economic development, was named to the General Board.

"President Holland is quickly establishing himself as a key community leader and innovator while his involvement in the Chamber and other community organizations reflects his personal commitment to community engagement," Hale says.

New York Times Journalist Discusses Brazil's Rise

IN CONNECTION WITH THE INSTITUTION'S Global Spotlight: Brazil initiative, UVU's International Center hosted New York Times journalist Larry Rohter's lecture, "Brazil on the Rise: The Story of a Country Transformed," on Feb. 8. A correspondent in Brazil for 14 years, Rohter discussed the country's rebirth and transformation into one of the world's rising economic powers.

Two decades ago, Brazil was emerging from a military dictatorship and faced a crippling debt. Today it has the world's sixth largest economy, overtaking the United Kingdom, and has achieved energy independence. With its successful bid for the World Cup in 2014 and the Olympics in 2016, Brazil, at last, is ready to take its place on the world stage, Rohter said.



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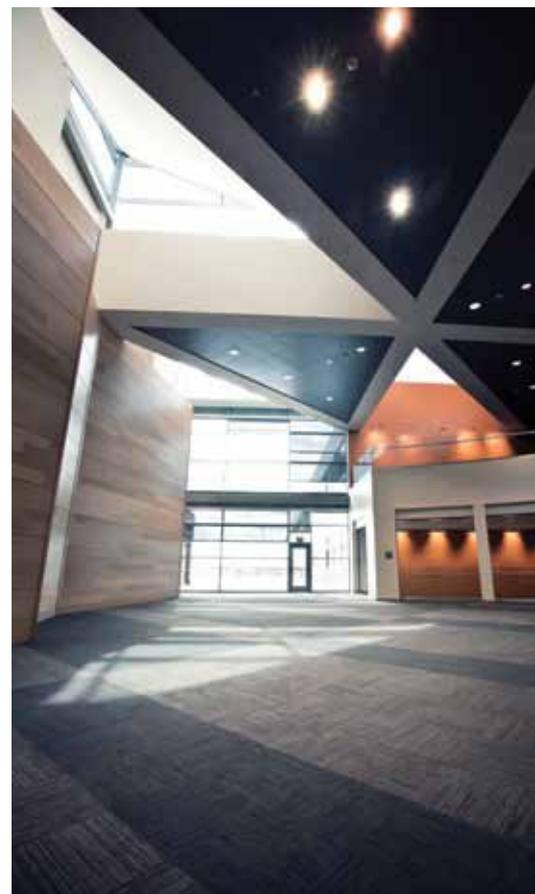
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SCIENCE BUILDING

The UVU Science Building offers 160,000 new square feet to give Utah's largest university some much-needed breathing room, and it provides an attractive new aesthetic dimension to the campus's public facade. The state-of-the-art facility houses 27 laboratory classrooms, 12 specialized research rooms, 18 lecture classrooms and a 400-seat auditorium, the largest on campus. The new space comes at a critical time for UVU, which operates with the fewest square feet per student among all state institutions of higher education in Utah. The building officially opened on April 20.

PHOTOGRAPHY BY LAURA TRINNAMAN





VERBATIM

NEW ERA FOR SCIENCE AT UVU

A dean's musings about the growth of science and health programs at UVU, and why the new science building is a really big deal.

BY SAM RUSHFORTH

PHOTOGRAPHY BY AUGUST MILLER

SEVERAL YEARS AGO, I WAS DOING research and teaching at another academic institution when Lucille Stoddard, who knew of my work, phoned and asked if I would apply for the position of dean of the College of Science & Health at Utah Valley State College, where she was serving as vice president over academics at the time. My opinion of UVSC was rather neutral, although I did know of several impressive scholars who taught on that campus, including a couple of my former students.

I agreed to look into the proposal. The first thing I did was look at the credentials of those who were teaching in the College of Science & Health. I expected to find a list of competent junior college or somewhat more advanced faculty. To my amazement and delight, however, I found many of the faculty were excellent – wonderful teachers and well-known scholars in their fields. Furthermore, Dr. Stoddard assured me I would have many new hires to make in the next few years and would have the opportunity to help shape the College in the future.

Well, as the cliché goes, I took the bait and signed on to fill the open slot as dean, suggesting I would agree to a five-year period of duty. That was in 2000. At the time, the College of Science & Health had approximately 60 faculty members, one baccalaureate degree (biology), and many programs that were very good but not yet offered at the bachelor's level. I immediately focused on these issues and realized that to be who we wanted to be, we would need many more excellent faculty and staff, as well as a functional suite of degrees that would accommodate our students.

When I became dean, reality loomed. I realized we would have to bring forward many degree programs to make us competitive and that having degrees approved at the state level could be difficult. We would also need to focus on hiring world-class scholars and teachers. And I foresaw the College outgrowing our space and capabilities in the Pope Science Building.

The first degree Dr. Stoddard and I proposed (Earth science) and several thereafter were vigorously opposed by

our sister institutions, but we persevered. I answered many hard questions, as did our presidents and academic vice presidents, and soon a group of degrees was approved that made us competitive with many other universities in the U.S. We now have a collection of degrees that rivals or surpasses most universities in the West, and we are considering a few more select programs that would benefit our community and students. Some of our programs are best in class.

We've been fortunate to build upon the shoulders of tremendous faculty and staff. Our students are mentored by some of the best faculty in their fields, including Steve Wasserbaech, who has an appointment in physics at the famous CERN lab in Switzerland, and Ruhul Kuddus, a biologist who has a Fulbright Scholar grant at the University of Dhaka in Bangladesh, as well as many, many others. Our faculty not only excel at traditional teaching, but they mentor students in research projects, coursework and individual experiences to enhance their educational goals at UVU. This has become a focus of our College, and we are delighted with the outcome. Most of our students are placed in careers or post-graduate education after studying here, their salaries average higher than those at other Utah institutions, and the word back from our employers is typically, "Your graduates are great and grounded. Give us more."

When I came to UVU in 2000, the entire institution had only 20,000 students. Today, nearly that many take science and health courses alone each semester. To address the need for space, we moved the nursing, dental hygiene and public and community health programs to a new health sciences campus west of the main campus in Orem. This campus has been completely re-invented, the spaces are educationally friendly and the faculty and students are able to do things they could not imagine in the past.

Then, in April, the much-awaited new Science Building opened. This state-of-the-art structure is a technological wonder and is at the cutting edge of technology and pedagogy. It will allow us to alleviate

bottlenecks in important science classes, offer critical new programs, improve our pedagogical interaction with students and enhance critical faculty-student interactions.

The building's features include:

- 18 lecture classrooms
- one 400-seat auditorium
(used for classes and special events)
- 27 laboratory classrooms
- 1,715 classroom and laboratory seats
- 19,145 students engaging in courses each semester
- 12 student research laboratories
- 18 preparatory rooms for labs and classes
- 57 offices for faculty and staff
- 198 computer workspaces
- 30 sub-zero degree freezers for biological and forensics work
- 7 high-powered centrifuge spaces
- 2 vacuum ovens
- 12 autopsy tables
- computer-friendly student study spaces
- group study spaces
- small seminar rooms to facilitate group discussions
- new space for cross-disciplinary collaborations

The faculty, staff and administration in the College of Science & Health could not be happier with these new developments. We could not be more pleased that the governor and Utah Legislature recognized our need for this facility and funded our new building to the benefit of UVU and beyond. Now, keep track of what we do with this new facility, both for the student body of UVU and the state of Utah. You may be surprised and will certainly be proud.

Sam Rushforth is dean of the UVU College of Science & Health.

UVU Chemists Lend Expertise to Inventor's Dilemma

WHEN A LOCAL ENTREPRENEUR got stumped in his quest to engineer the perfect dental drill, he turned to his alma mater for answers.

Tim Nelson '09, CEO of H2O Tech, had a promising product in the WaterJet — a super-precise jetted stream drill — but try as he might, his WaterJet slurry concoction kept clogging the drill nozzle.

“When we ran into chemistry issues, UVU was the first place I looked for help,” Nelson says.

With the backing of a Grant for Engaged Learning, UVU associate professor of chemistry Daren Heaton assembled a team of four students to tackle the clogging conundrum. Essentially, this meant formulating a substance that would suspend silica particles, which function like the sand in a sand blaster, throughout the WaterJet slurry with perfectly even consistency.

Heaton assigned each student to experiment with a different family of substances — gums, cellulose fibers,

etc. — and inside of seven weeks, they had perfected the slurry: solution 971 (a proprietary formula) slipped through the WaterJet clog-free.

“Daren and the team did a tremendous job of isolating the issues involved and overcoming them,” Nelson says.

The WaterJet is still a year away from production, but UVU students were pivotal in eliminating its biggest developmental hitch. For their part, this is a very bright spot on the résumé.

“It was more beneficial to work with a real project than it would be to just study a book and regurgitate it,” says senior Nick Corbett, 26, a chemistry major from New Mexico. “We could see the value of an industry through their eyes, rather than student’s eyes.”

Team member Scott Voorhees, 26, a senior biochemistry major from Spanish Fork, left the experience with a good taste in his mouth despite slogging through the less glamorous task of testing the con-

trol group, which had already proven unsuccessful.

“I’m looking over my shoulder [at teammates’ tests] — ‘Oh, that’s awesome, your’s is working,’” Voorhees recalls, tongue in cheek. But the opportunity to “get out of the classroom and do some hands-on work” was well worth it, he says. “It’s one thing to memorize something; it’s another to use math to actually solve a problem.”

Regardless of the outcome, and really, independent of the commercial success or failure of the WaterJet, the students came away with marketable skills and experience that will bolster any job application or graduate school application, Heaton says. In fact, Nelson already scooped up Corbett for his team.

“This is the type of project where UVU can contribute to the community and economic development,” Heaton says. “We can use our resources and expertise to help local businesses with technical aspects of their projects.”

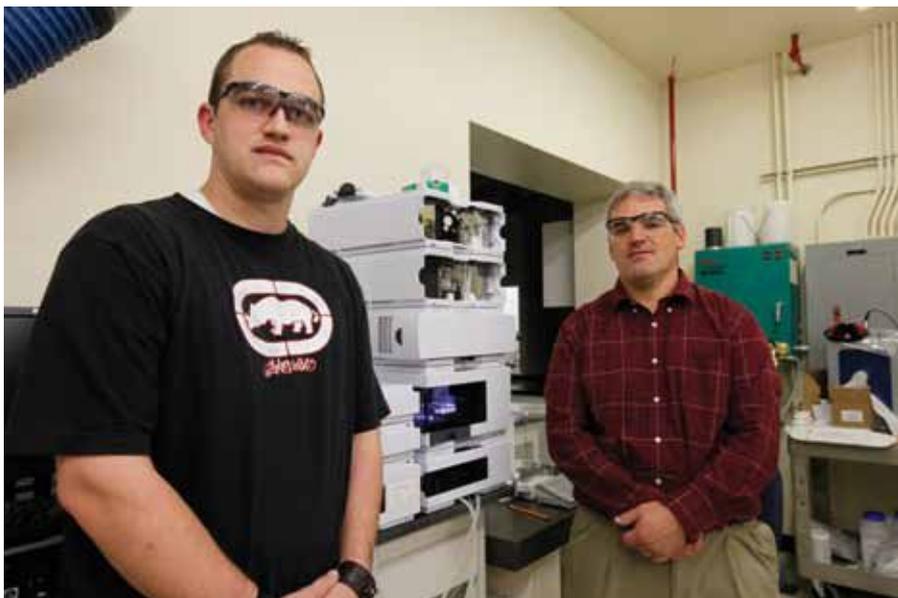


PHOTO COURTESY DAREN HEATON

CHEMISTRY MAJOR NICK CORBETT (LEFT) AND ASSOCIATE CHEMISTRY PROFESSOR DAREN HEATON POSE FOR A PICTURE INSIDE UVU'S CHEMISTRY LAB. HEATON AND HIS TEAM OF FOUR STUDENTS WORKED FOR NEARLY TWO MONTHS BEFORE DISCOVERING THE MISSING INGREDIENTS THAT MAKE H2O TECH'S WATERJET STREAM DRILL POSSIBLE.

A Whale of an Internship in the Seychelles Islands

UTAH VALLEY UNIVERSITY SENIOR Leah Myer concedes that whale sharks are an odd avocation for a teenage girl, but she's been inexplicably drawn to the creatures since junior high nonetheless.

So when it came time for Myer, 23, an integrated studies major from Oklahoma, to choose an internship, she naturally gunned for an opportunity to get close to the world's largest species of fish.

"Leah Myer told us on the first day of Capstone One that she wanted to write about her passion — whale sharks," says Integrated Studies program director Scott Abbott. "Since there aren't many whale sharks in Orem, and given that she didn't just want to study what others had written about them, she arranged an internship with an organization working off the coast of Africa."

Myer's opportunity came through the Marine Conservation Society Seychelles (MCSS) — never mind that she couldn't find the Seychelles Islands on a map. She was among six international interns, the only American, to journey

to the remote island cluster northeast of Madagascar.

From August through October of 2011 (whale shark season), every day the MCSS microlight airplane would scan the islands to spot whale sharks, relaying coordinates to Myer and her colleagues, who tracked the sharks down by boat.

That's when the fun began — Myer swam right next to behemoths, observing their behavior and recording data, including length (the juveniles she usually swam with averaged 25 feet), sex, markings, distance from shore and even how many pilot fish were floating nearby, not to mention water data such as temperature and ocean salinity.

All this is accomplished in snorkel gear alongside a whale shark that may or may not wish to stick around.

"It was exhausting; you're chasing a wild animal," she says, unless of course you're swimming with a younger shark that thinks the bubbles coming off your fins are plankton, in which case the shark starts chasing you.

Myer spent half her time analyzing the information she collected while underwater, along with other data recorded by MCSS pilots from the air. She hopes to incorporate the aerial observation data into her senior thesis.

When the whale shark sightings grew uncharacteristically slim in October, Myer was able to dig into other research, including endangered turtle monitoring and nest relocation and acoustical tracking of lemon sharks.

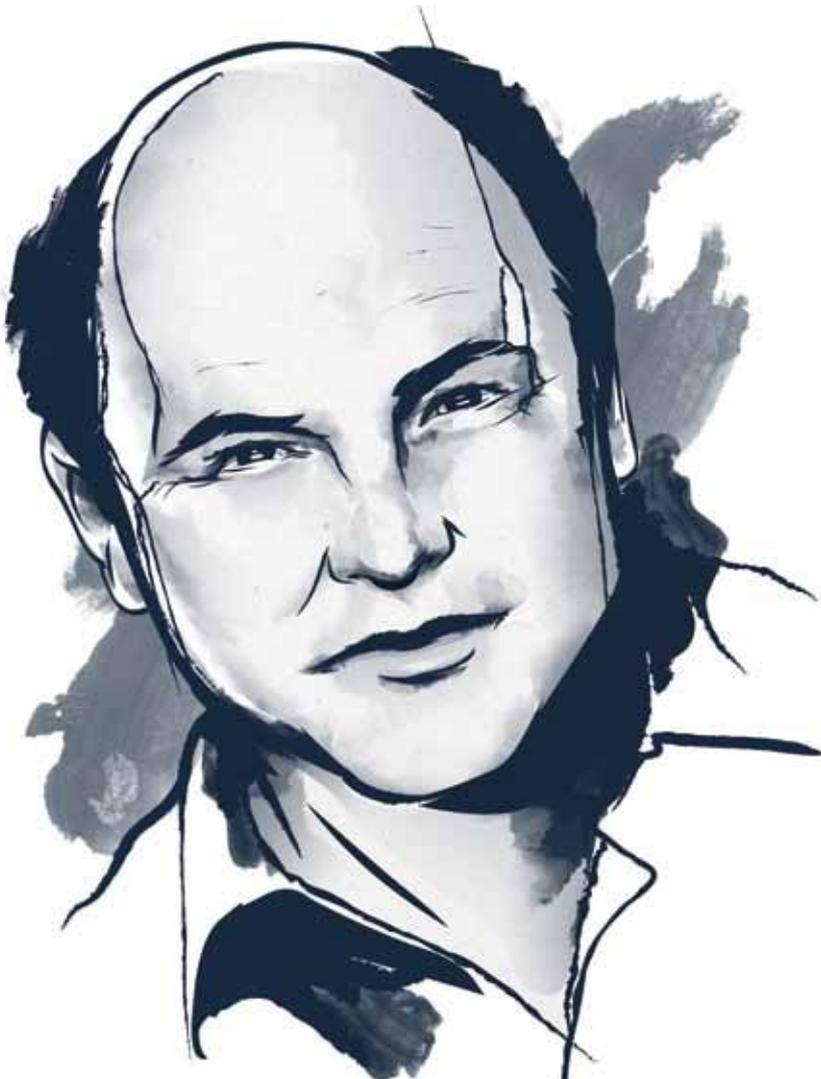
"Whale sharks are weird and quirky and very specific — I feel strongly that if everybody just did something that they're already interested in and followed their dreams, everything would be taken care of," Myer says. "I shrugged off this whale shark thing for so long, but if I'm not going to care about it, who is?"

(LEFT) UVU STUDENT LEAH MYER, SECOND FROM THE RIGHT, RIDES ALONGSIDE THE MCSS TEAM EN ROUTE TO STUDY A POD OF WHALE SHARKS, WHICH ARE SPOTTED FROM THE AIR BY A ROVING MCSS PILOT. (RIGHT) JUVENILE MALE WHALE SHARK SURROUNDED BY YELLOW PILOT FISH AND REMORAS.



PHOTO COURTESY GARETH JEFFREYS





BY GEORGE, JASON ALEXANDER'S AT UVU

By Brad Plothow

Illustration by Jory Dayne & Photography by August Miller

The man best known for his role in "Seinfeld" talks about teaching, fame and moving beyond George Costanza

Jason Alexander describes himself as a reluctant celebrity. Not only is he unsettled about his own stardom, but he doesn't understand the attention people give to celebrities instead of doctors, scientists and the like. Astronaut John Glenn is deserving of standing ovations, not movie stars like Robert DeNiro, Alexander told hundreds of students and community members gathered in Utah Valley University's Grande Ballroom on Feb. 28. The crowd gave him three ovations in spite of those words.

For three days in late February, the actor best known for his role as George Costanza in the popular sitcom "Seinfeld" led intensive acting workshops with UVU theater students. Unlike many who rise to fame on network television, Alexander is a thespian in the truest sense — classically trained and serious about the craft. In addition to "Seinfeld," Alexander has starred in Hollywood hits like "Pretty Woman" and Broadway productions such as "The Producers."

For the past decade, his passion has been focused on teaching young aspiring actors in university settings, and his visit to UVU was his first to Utah. Acting, like carpentry, requires one to understand not only the various tools of the trade, but also how to use them to make something extraordinary, he believes.

Amid the three-day whirlwind at UVU, Alexander took a few minutes to share his thoughts on teaching, fame and the blessings and blights of being forever associated with "Seinfeld."

"People go, 'Are you tired of talking about 'Seinfeld?'" Alexander said to the crowd in the Grande Ballroom. "Yes, but I'll do it for you."

Q: WHAT MOTIVATES YOU TO SPEND TIME TEACHING YOUNG ACTORS ON A COLLEGE CAMPUS LIKE UVU?

A: It's a very selfish thing. I love good actors. I've worked with a lot of wonderful actors, but even some unbelievably successful actors, if you ask them how they do what they do, they don't know. They're inarticulate about their own craft. When I learned that it was a craft and not a magic trick, I got really excited about the idea of being a craftsman, being an artisan, being an artist. It chagrins me when people are

not taught how to be an artist. They think actors don't need a similar training. You know, when you teach a painter to paint, there are definitive skills that you teach them, and you teach them in a particular order, and you know how to grow their skill level.

Q: WHAT QUALITIES DO YOU LOOK FOR IN ASPIRING ACTORS?

A: Seriousness of intent. There's a difference between someone who wants to be an actor and someone who wants to be a star — one can be taught and one cannot. Those who just want to be stars are not usually willing to put in the work on skills. They'd rather put their time and energy into networking publicity, image-building, that kind of thing. So, seriousness of purpose is great. Courage — it takes a lot of guts. A willingness to be foolish and to be wrong in a very exposed way. A wonderful imagination. And I think the best thing is wonderful skills of observation. They have to like people. I almost think you have to be like a people vampire. You have to really be fascinated, endlessly fascinated by behavior and language and the human experience because that's the thing that's going to feed you.

Q: YOU MENTIONED COURAGE. HOW DOES THAT APPLY TO ACTING?

A: That courage I talk about usually means that they have a very available emotional life. It doesn't mean they can always cry on cue, but they are able to move themselves through imagery and spoken word and empathy with things they observe. Usually, that combination will create something very exciting. When you see it, it's pretty crystal clear.

Q: DID ANY UVU STUDENTS HAVE THE COMBINATION YOU'VE OUTLINED?

A: There were one or two occasions where I saw exactly that, and one very significant one. I went, "Wow. That woman needs a little time and a little practice and a little additional training, but there's something very special there."

Q: ON TO YOU FOR A MOMENT. WHAT ARE THE PROS AND CONS OF BEING FAMOUS?

A: There are very few cons, although people would like you to believe there are, at least at

my level. The con is you are never anonymous. It is very hard to find real privacy and security. You're never sure, "Are the people I'm with, post-celebrity, because of me or the persona or experience?" But at my level of success and what I represent in the marketplace, there are very few cons.

When I walk out the door to my home, I have to know, in the back of my head, "I'm on." I have to assume someone is watching. So, you really don't want to pick your nose at the stoplight in the car. You really don't want to have a public bad day. You have to kind of suck it up and wait until you get home. But that's the only con, because the pros are the world gives you stuff you don't deserve. They make a big fuss when you walk into the room, they applaud when you finish your work, they give you tables at restaurants you can't get into, they give you free stuff when frankly you can afford stuff the average person can't afford. So there are all kinds of stupid perks you're afforded.

Q: YOU FEEL TYPECAST AS GEORGE COSTANZA FROM SEINFELD?

A: [I] didn't when we were actually making the show. But, now that it's on four times a day all over the world, and I'm not all that visible in something else, that's all they're getting. So yeah, it's worse now than when the show was on.

Q: WHAT WOULD YOUR "SUMMER OF JASON" INCLUDE?

A: Just better and more interesting challenges. You know, I've had a blessed life and a blessed career. It's been really fun, but the kinds of opportunities I get are a little stale right now. In the Summer of Jason, everyone would look around and say, "You know, I know he did that well. I wonder if he could do this." That would be really cool.

Editor's note: "Summer of Jason" references an episode of "Seinfeld" in which Alexander's character yearns for the "Summer of George" — a season of unbridled laziness and indulgence.



BUSINESS RESOURCE CENTER

UVU's new Business Resource Center is a one-stop shop for the University's economic development services and resources. Unveiled in January with a ribbon-cutting ceremony attended by Gov. Gary Herbert, the BRC houses an economic development office, a technology commercialization office, the state's top-producing Small Business Development Center, representatives from the Utah Science Technology Research (USTAR) initiative and the nationally ranked Manufacturing Extension Partnership. UVU's Woodbury School of Business and Entrepreneurship Institute will also assist the BRC in its efforts to create businesses and jobs.



PHOTO BY LAURA TRINNAMAN



UVU'S ECONOMIC FOOTPRINT

A step-by-step look at the impact of Utah's largest public institution

Utah Valley University plays a significant role in boosting Utah's economy, and it does so on a number of fronts. First, UVU's mere presence generates more than a half-billion dollars in annual economic activity. Second, UVU creates jobs both directly and indirectly. Third, UVU works with the state to proactively spur economic development.

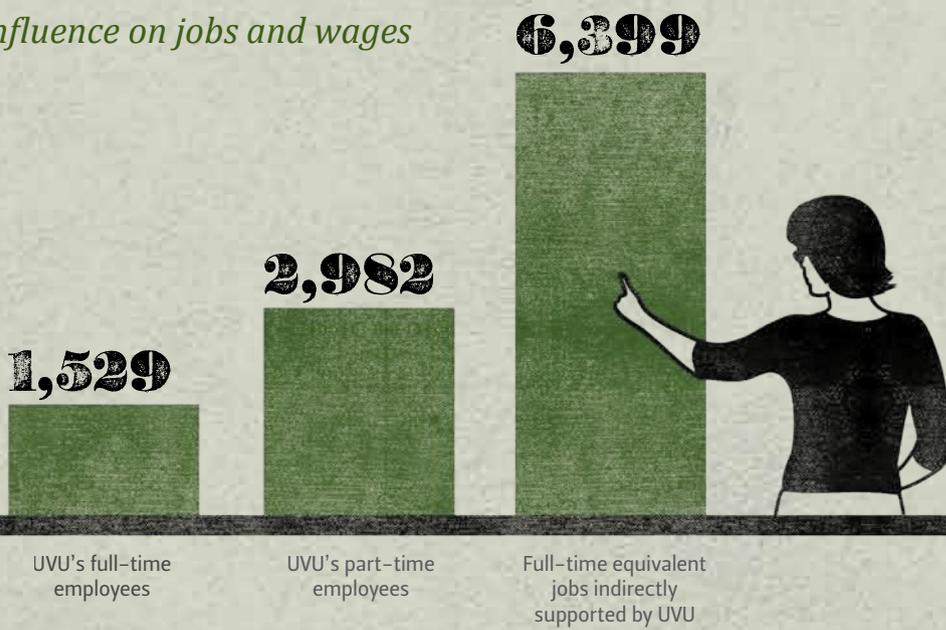


STEP 1: ECONOMIC IMPACT

UVU's economic influence just by being here

STEP 2: EMPLOYMENT

UVU's direct and indirect influence on jobs and wages

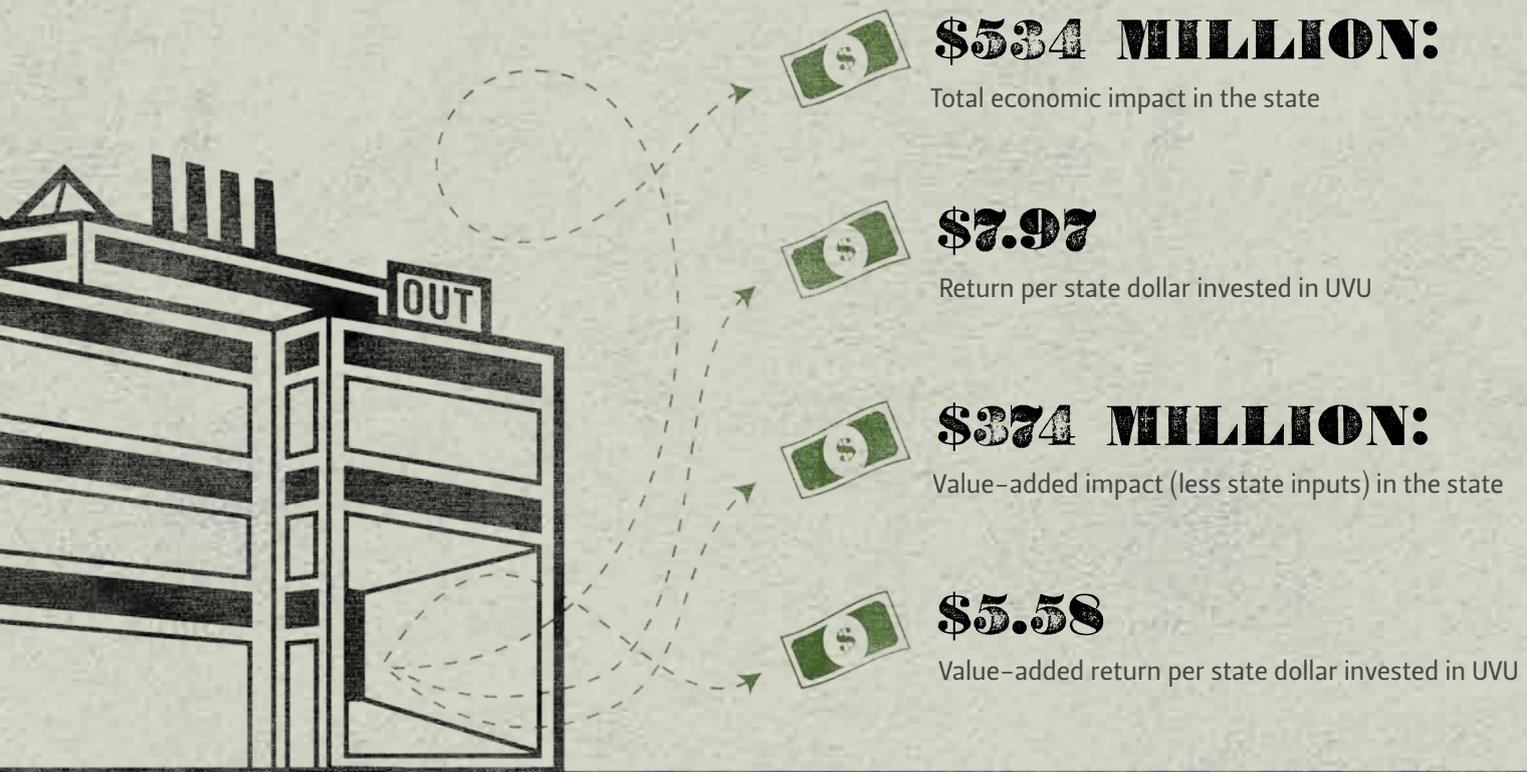


\$1.65 
BILLION:

The potential additional income added to Utah from one graduating class

87%

UVU alumni who remain in Utah, lending their expertise and earning power to the state



STEP 3:

ECONOMIC DEVELOPMENT

UVU supports the creation and growth of businesses that provide jobs

Economic Development Office:

Leverages UVU resources to facilitate job growth and industry development

Technology Commercialization Office:

Spins academic and entrepreneurial technologies into viable businesses

Small Business Development Center:

Ranked No. 1 in Utah in almost every key category

Cluster Acceleration:

UVU hosts the state's efforts in accelerating development of the digital media industry

Manufacturing Extension Partnership:

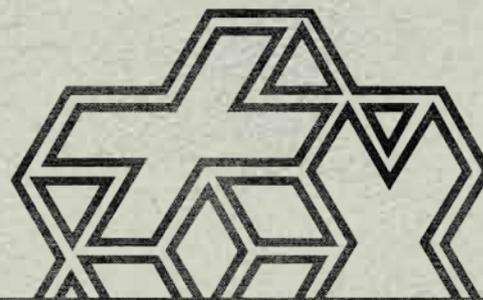
UVU hosts the nation's top manufacturing partnership

Entrepreneurship Institute:

Promotes and facilitates new businesses

Woodbury School of Business:

Largest business school in state system, AACSB-accredited, and offers a new MBA program







From

GREEN To GREEN



How Billy Casper, one of golf's founding fathers, has watched his grandson Mason grow the game at UVU.

By Matt Reichman | Photography by August Miller

In 1955, golf legend Billy Casper played in his first PGA tournament, pocketing \$33.33 for a top-30 finish — not a bad haul for a Navy enlistee accustomed to making half that for twice the hours, albeit nothing like the payouts to be had on tour nowadays.

It was a different game back then, Casper says. The total yearly purse for the entire PGA Tour was less than \$750,000, and forget about TAG Heuer watch endorsements. Even the players themselves were different — not really what you'd call athletes, he says, recalling how peculiar his occasional roommate Gary Player seemed for puffing out pushups in the evenings.

There were no private jets or lush resorts in Dubai. They lived more like a garage band on tour, playing as many gigs as they could to keep the lights on back home. And the equipment nowadays, with fancy shaft bend profiles and aerodynamic ball dimples? Casper gets wistful just imagining swapping out Bobby Jones' old hickory sticks for modern gear.

"We grew with the tour," he says, noting it took him a full 14 years to total \$1 million in tourney winnings (the only one to get there faster was Arnold Palmer).

Now, more than a half-century later, Casper is witnessing his grandson Mason grow the game in his own right at Utah Valley University. The sophomore is nearing the end of only his first full season on the UVU Golf Team, yet he's already spent time ranked in the

NCAA's national top 10. And just as granddad labored to establish the PGA Tour in the sports world, Mason is elevating UVU's status in the collegiate world. Back when Billy started swinging the wrenches in the 50s, UVU was just a tiny Provo campus called Central Utah Vocational School. Now, with more than 33,000 students enrolled, it's the largest institution in the Utah System of Higher Education.

And Mason's game, along with the Casper name, is poised to push UVU's reputation higher still.

Unsung Heroes

Hype and history have a way of occasionally sidestepping extraordinary people for no apparent reason. Billy Casper, though certainly revered, isn't mentioned today with quite the same reverence as Palmer, Nicklaus and Player.

"A lot of people say I'm the most underrated golfer that ever played," Casper says.

Yet he won 51 PGA Tour events, including three majors — the 1970 Masters and the U.S. Open in 1959 and 1966. He was a member of eight Ryder Cup teams and the captain of another, and

received the 2010 PGA Distinguished Service Award.

"I got my share, but it wasn't like the big three," Casper says of his fame (hence the name of his newly released book, "The Big Three and Me"). "From '64 to '70, I won more tournaments than Jack Nicklaus, and many more than Player and Palmer put together," he says. "I was sort of the predominant player of the 60s."

Just like his grandfather, Mason is well acquainted with flying under the radar, despite his legendary last name.

As one might expect of a boy with his lineage — his father, Bob, is also a golf pro and host of the nationally syndicated Real Golf Radio program — Mason took to the links at an early age. When he was 8, Mason started accompanying his older brother, Ashton — who later played golf at UVU and graduated in 2010 — to Provo's East Bay Golf Course.

"We'd be there all day, every day," says Mason, a Springville, Utah, native. "That went on for about four summers. We played a lot of golf."

This led Mason to a decent run with the golf teams at Springville Junior High and Springville High School, with a few blips of brilliance at junior tournaments after that.

Lest you think Mason ever traded on the Casper name, this is the part where his predestined meteoric rise became something much less than meteoric. He didn't see much in the way of recruiting — a phone call from UTEP here, an email from the University of Utah there — but it would have been moot anyway, as the NCAA Clearinghouse soon ruled Mason ineligible as a student athlete due to a misunderstanding over a single math credit.

Two years later, having completed a church mission to Chile, Mason found himself in the same boat, still discouraged by the yearlong process required to obtain NCAA eligibility.

“My priority wasn't golf; it wasn't going anywhere,” Mason recalls. He played casually, but dedicated most of his time to security system sales. The occasional amateur tournament served as a painful reminder of what could have been: “I'm playing against college kids that practice every day. I play once a week and I'm still competing with them — what if I practiced every day?”

Fortunately, his girlfriend at the time (now wife), Chelsea, foresaw the agonizing regret that would have plagued her gifted and hyper-competitive husband should he deny himself the old college try. At Chelsea's urging, he dusted off the clubs, enrolled full-time at UVU, and a year later, UVU's Chris Curran, then in his inaugural year as the men's golf coach, took in the newly eligible Mason as a walk-on.

“(The process) was frustrating, but in a lot of ways, it was kind of good that he was away from golf because I think that made him want it more,” Bob says.

Likewise, Billy looks back on his underappreciated body of work as a motivating factor. He thinks the lack of publicity forced him to play harder and smarter, helping him become one of the game's greatest virtuosos of course management — skills, he says, that have made their way into Mason's repertoire.



PHOTO COURTESY BILLY CASPER



“I would say 90 percent of the guys out there never win an event in their career; he won his first,” Curran says. “At that moment, I knew we had a superstar on our hands.”

The Program Changer

When Mason first set foot in Curran's office in December 2010, the new coach didn't know a thing about him, except that he had a decent résumé and a famous grandfather.

“I really liked his attitude and could tell he would be a hard worker,” Curran says. “I said I'd give him a shot this semester, see what he brings to the table, and if at the end of the year it didn't pan out, no big deal.”

Curran's decision would be vindicated no later than Valentine's Day, when Mason won his first collegiate tournament, the SUU Pat Hicks Thunderbird Invitational in St. George, Utah, with a 7-under-par.

“I would say 90 percent of the guys out there never win an event in their career; he won his first,” Curran says. “At that moment, I knew we had a superstar on our hands.”

St. George was no fluke — Mason went on to place 5th at both the University of Kentucky Bluegrass Invitational and the America Sky Conference Championship. He torched the field by 10 strokes in the fall season opener, the Battle of the Tetons in Victor, Idaho, with a 14-under par finish.

“He absolutely lit it up. His putter was on fire,” Curran says, adding that, on top of possessing a fluid, old-school swing, Mason is “the best putter I’ve seen in person.”

Better still, Mason’s blowout win contributed to a first-place team finish — its first since 2003, and first ever against a full Division I field. Though golf is an individual sport, a rising tide lifts all boats, and top-notch talent like Mason’s is a program-changer, Curran says. Continued athletic exposure, such as a January Golfweek Magazine feature story on Mason, coupled with UVU’s rise to becoming one of the largest open-admission universities in the country, will only attract more success.

“Growth kind of snowballs,” Curran says, noting that Mason’s confidence rubbed off on his teammates, which brought more top-shelf recruits that are already making an impact. “When I took over two years ago, our team was ranked 227th in the country in Division I. This fall, we got ranked as high as 44th. To grow that much that quick is quite an accomplishment.”

Mason’s name is spreading like a virus through UVU’s record books. His 14-under finish at the Tetons to open the current season tied the school record for lowest 54-hole total. No UVU men’s golfer has ever notched more than two career collegiate tournament wins — Nic Van Vurren (’04-’07) got a pair after four years and 38 tournaments — but Mason won two of his first six. Now he’s off to a steady start in the spring slate of the 2012 season. As of this writing, his season scoring average of 71.3 ranks 35th in all of Division I men’s golf, and is the lowest season average in UVU golf history. And all while becoming a father to his first son, Urban,

in December, and plowing through a degree in business management.

“I enjoy watching the program continue to grow,” says Ashton, who golfed for UVU from 2007-2008. “Even more so, I enjoy watching my brother. Maybe this is self-proclaimed, but I’m probably his biggest fan.”

And what’s next?

“To be honest with you, Mason is the first person I’ve coached that has

a legitimate shot to make it on the PGA tour,” Curran says.

Mason’s had the unique opportunity of watching his grandfather stroll among the big guns at the world’s most prestigious courses, a few times right alongside him as his caddy.

“You get to walk inside the ropes, throw a bib on and listen to him and his friends tell stories,” Mason says. Most grandfathers have their own bag

“The reputation of UVU just keeps growing,” adds Billy. “You have the leadership of that school and very solid and sound people dedicated to the principles of building young people to the potential that they have in front of them.”

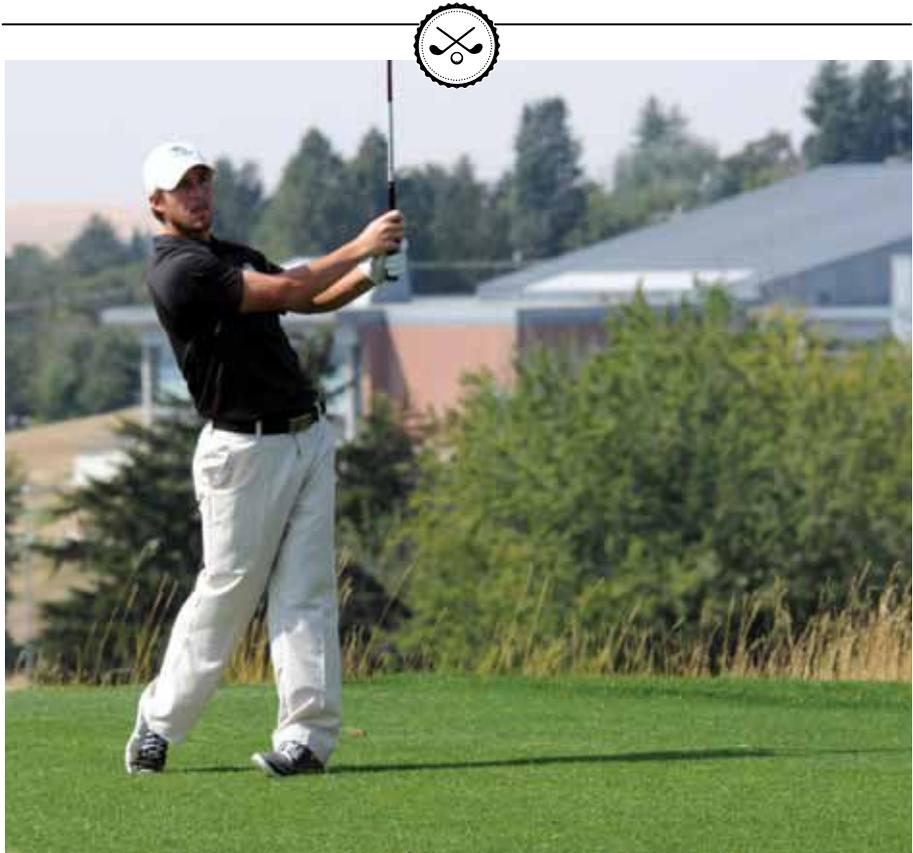


PHOTO COURTESY UVU ATHLETICS

of stories, but how many include that time he outsmarted Bob Rosburg on the third hole at Winged Foot in 1959, or busted Phil Mickelson's chops in the Augusta Champions locker room?

(Interestingly, Billy doesn't often attend his family's golf events; after coming down with shingles while caddying for Bob, he found the stress of watching – without being able to step in and take some cuts himself – to be too much to bear.)

The other side of the coin is that Mason has also watched his father, who, though an accomplished pro golfer, never rose to the elite ranks that provide the life of luxury many assume is the norm for golf pros.

"To get to the highest level, you need to eat, drink and sleep golf," says Mason, who is willing to dedicate the traveling and hours on the course he watched his dad put in. And he's got a wife who supports him and the moxie to reach for it, so for now, it's PGA or bust.

The Casper Clan Sees Green

As a San Diego native, Billy didn't even know UVU existed until he moved to Springville in 1974. But he's watched this school he never heard of become a common thread in his life and progeny – right up there with golf, in fact. His daughter Sarah '11 graduated from UVU in spring 2011, alongside his granddaughter Lauren '11, just a year after his grandson Ashton donned his own cap and gown.

With the Caspers, everything seems to be leading either to golf, UVU or both.

Lauren earned a bachelor's degree in graphic design, a "progressive-thinking program that is growing like crazy," she says. Her aunt Sarah, a single mother of three, graduated in exercise science. She moved from San Diego to attend a school she deemed ideal for her non-traditional education path.

"I was in a geology class with my nephew Ashton, who introduced me

as his aunt – 'Uh, you just aged me,' I remember thinking – but that's the kind of atmosphere you have at UVU," Sarah says. "It's what makes UVU great – so many different, versatile people come together."

Next in line, of course, is Mason, who intends to follow his 2013 graduation with an MBA at UVU. For Bob, seeing his son, daughter and sister graduate from the same place in the space of a year has been phenomenal.

"I can't say enough about the opportunities that are available there for students as well as athletes," he says.

"The reputation of UVU just keeps growing," adds Billy. "You have the leadership of that school and a very solid and sound people dedicated to the principles of building young people to the potential that they have in front of them." 



2011-2012 UVU Men's Golf

DATE	TOURNAMENT	UVU TEAM (RANK/TOTAL TEAMS)	MASON CASPER (RANK/TOTAL GOLFERS)
<i>9.6.11</i>	Battle in the Tetons	<i>1st/9</i>	<i>1st/54</i>
<i>9.13.11</i>	Palouse Collegiate	<i>2nd/13</i>	<i>4th/74</i>
<i>10.3.11</i>	Firestone Grill Championship	<i>2nd/9</i>	<i>T12th/62</i>
<i>10.11.11</i>	Wildcat Invitational	<i>7th/11</i>	<i>T9th/66</i>
<i>11.1.11</i>	Kauai Invitational	<i>4th/6</i>	<i>T6th/43</i>
<i>2.14.12</i>	SUU Pat Hicks Invitational	<i>10th/14</i>	<i>T18th/90</i>
<i>2.28.12</i>	Snowman Getaway Invitational	<i>9th/16</i>	<i>T4th/95</i>
<i>3.18.12</i>	Bandon Dunes Championship	<i>13th/15</i>	<i>T28th/85</i>
<i>4.10.12</i>	Braveheart Classic	<i>*</i>	<i>*</i>

* Results unavailable at the time of this writing





SHEEDING A LIGHT ON CHINA

HUI XU BRINGS A GLOBAL PERSPECTIVE TO UVU
AS A FULBRIGHT SCHOLAR-IN-RESIDENCE

BY: BRAD PLOTHOW
PHOTOGRAPHY BY: JACOB SCOTT

China is making a profit on its burgeoning economy. In the process, it's making a prophet out of Napoleon Bonaparte.

"China is a sleeping giant," the French leader is believed to have said in the 18th or 19th century. "When she wakes, she will shake the world."

She's up and at 'em.

The world's eyes turned to China last year when it leapfrogged Japan as the globe's second-largest economy. China had been on the rise for 50 years, but something about this particular news item verified that China had arrived. After looming for decades, China suddenly trailed only the U.S. in global economic influence.

With the rest of the world, Utah Valley University has watched China's rise with interest. In recent years, UVU has formalized that interest. From academics to conferences to partnerships, Utah's largest public university has put an institutional spotlight on the world's most populous nation. Most recently, UVU won the distinction of hosting a scholar-in-residence from China through the Fulbright program. As a visiting scholar, Professor Hui Xu brought a unique perspective and expertise during her time at UVU.

"My objective is to help people learn how to do business in China and throughout the world," says Hui, who has been with the prestigious business school at Nankai University since 1997. "People in China know a lot about the United States. People in the United States will want to know more about China and other places in the world to do international business."

In connection with her Fulbright Scholar-In-Residence grant, Hui was assigned to teach and consult at UVU during the spring 2012 semester. A decorated scholar in the fields of international business and marketing, Hui represents a connection to China and the world of global business for students, faculty and the community.



FULBRIGHT PIPELINE

Hui was one of only about 50 international scholars who were given grants through the Fulbright Scholar-In-Residence program for 2012. Her presence at UVU is the latest evidence of a growing pipeline with Fulbright, which is a U.S. government program designed to facilitate the exchange of ideas between the U.S. and other countries.

The Fulbright program pairs up talented professors with interested hosts. In Hui's case, she had applied to come to the U.S. at the same time that UVU administrators had requested a visiting scholar from China. Paul Dishman, chair of UVU's marketing department and a former Fulbright Scholar, helped write the proposal.

"We're very serious about the China initiative, so it made sense to request a Chinese academic," Dishman says. "It's really a prestigious thing to have been selected, and it's important not only for the institution's focus on China and its growing influence in the world, but also for UVU's growing reputation with Fulbright."

When Dishman went to Montenegro in 2010 as a Fulbright Scholar, he was the first academic from UVU to go overseas for Fulbright work. He greased the skids. In 2011, UVU was named a "top producer" by the Fulbright program for sending Ruhul Kuddus, associate professor of biology, to Bangladesh and Jon Westover, assistant professor of business management, to Belarus. Hui is UVU's first visiting scholar through the Fulbright program.

GLOBAL SPOTLIGHT: CHINA

During the 2010-2011 academic year, UVU turned a bright light on the Far East. UVU held a conference on doing business with China, included a focus on China in its Business Engagement Strategy, and President Matthew S. Holland and Dean

Norman Wright were part of a delegation that traveled with Gov. Gary Herbert to create diplomatic and educational ties between Utah and China. In 2011, UVU was one of 10 U.S. institutions selected for a special China initiative sponsored by the U.S. Department of Education's Fund for the Improvement of Postsecondary Education.

All that attention is certainly warranted — there is nearly universal agreement that the not-so-sleepy giant is now a force to be reckoned with. With more than 1.3 billion people, China is by far the largest nation on earth. China has 171 cities with more than 1 million people, including Tianjin, Hui's home, which boasts more than 5 million residents. An urban migration over the past few decades has positioned that massive population for unparalleled economic influence.

Throughout China's bumpy past, such a dense concentration of people has been a double-edged sword. As both an academic observer and a citizen, Hui has seen firsthand that China can do things on a scale that can't be matched, but the country is just now learning how to leverage that potential.

"The Chinese market is very large," Hui says. "It's a very large market for production and consumption."

As a producer, China can tap into a workforce that's nearly triple the size of the entire U.S. population. In Longhua, Shenzhen, the Foxconn factory employs between 300,000 and 450,000 people who manufacture a range of popular electronic devices, including the Amazon Kindle, Apple iPod and Microsoft Xbox 360. The operation is so gargantuan that it includes dormitories and municipal services such as firefighters. By comparison, Davis County in northern Utah is home to about 310,000 people. Operations like Foxconn made China the world's top exporter in 2010.

On the consumption side, China represents the world's largest collection of potential buyers, and U.S. companies have taken notice. Major global brands

like Apple and Coca-Cola are very popular in China, Hui says, and while Chinese immersion is just now gaining traction in the U.S., the Chinese typically learn English at an early age.

Part of her Fulbright experience has involved helping UVU students and local businesspeople understand the cultural dynamics that are important to the Chinese. There are the small things, such as presenting your business card with two hands. And then there are the big things, such as how the Chinese blend their business and social agendas. Plenty of business is done over dinner, Hui says, and it might take several meetings before there's any shoptalk whatsoever.

"If you want to do business in China, you have to have good relationships, especially with the local government," Hui says. "You have to invest in taking the time to build good relationships."

Hui's main touch point with students has been through the classes she team-teaches in the Woodbury School of Business. The author of four books and numerous scholarly papers, Hui had also prepared three academic articles with UVU colleagues in the first weeks she arrived in Utah, with more in the works. Ultimately, Hui hopes to awaken students, faculty and the community to a realization that China can't be ignored in today's global business climate.

Though a small man, Napoleon certainly knew a giant when he saw one. 



DOING BUSINESS WITH CHINA CONFERENCE

WHAT: A FORUM TO DISCUSS THE NUANCES OF BUSINESS IN THE WORLD'S SECOND-LARGEST ECONOMIC STATE.

WHEN: MAY 10

WHERE: UVU SORENSEN STUDENT CENTER

MORE INFORMATION: UVU.EDU/BUSINESSWITHCHINA





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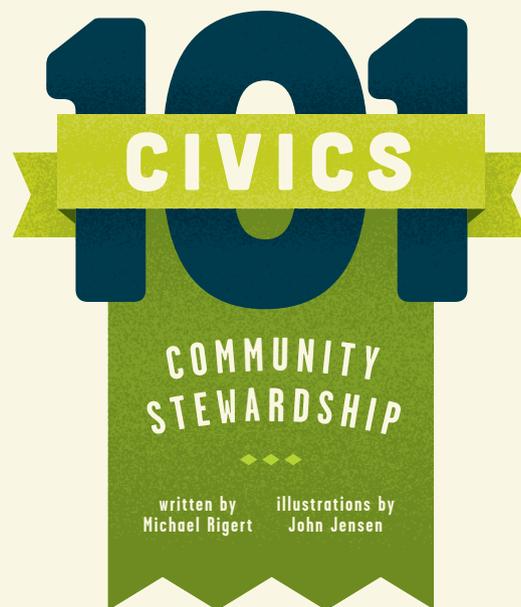


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NEW CIVIC ENGAGEMENT STRATEGY LEVERAGES THE UNIVERSITY'S INFLUENCE TO BENEFIT THE COMMUNITY

MELANIE FROST flashes a smile as she reflects on how a part-time job she landed not only leaves her feeling like she's contributing to the betterment of society, but also how it may influence what type of business the aspiring, 23 year-old entrepreneur will one day start.

The senior Spanish major at Utah Valley University never imagined that her pursuit of a higher education combining three of her passions — business, speaking Spanish and people — would lead to the South Franklin Community Center in Provo, Utah, becoming her second home. A mentor tutor in UVU's School Community University Partnership (SCUP) program coordinated with United Way of Utah County, Frost is one of a dozen UVU students who spends considerable time at the center, and nearby Franklin Elementary, helping area K-12 students bone up on their literacy and math skills.

"One thing I've learned at this job is that I really like seeing improvement in families, communities and children," she says. "If the children are struggling, then the whole society will struggle in the future. Helping them improve academically is something worth fighting for."

At its essence, that's the focus of UVU's new civic engagement strategy — ratcheting up the University's involvement with local community organizations in order to identify challenges, needs and opportunities where the institution can help. Beginning last fall, UVU President Matthew S. Holland and members of his cabinet began meeting with each community's leaders to establish clear lines of communication and pinpoint avenues for productive collaboration. Ad hoc councils of university and community leaders also have been formed for improved cooperation, and students — a key component to the initiative's success — are finding ever-greater opportunities to apply their learning outside the classroom.



MELANIE FROST

MENTOR / ENTREPRENEUR

Frost, bilingual by way of her church service in southern California, and mentor tutors likewise fluent in Spanish, are critical to the success of the tutoring program. That's due to the high concentration of Spanish-speaking school children in the neighborhood who require extra help getting up to speed academically because of the disconnect between learning English at school and speaking Spanish with their non-English speaking parents at home. To assist entire families, the SCUP program's mentor tutors hold parent literacy workshops to teach the kids' parents English.

The program's success dovetails with Utah leaders' goals to raise public education standards in language arts and math and, ultimately, to increase the college-readiness of residents. The state's Prosperity 2020 campaign is aimed at increasing the proportion of Utahns holding post-secondary degrees and certifications from 39 to 66 percent.

To that end, UVU's civic engagement-oriented efforts like SCUP's South Franklin Community Center Mentor Tutor program may present an effective and sustainable grass-roots model for boosting children's college preparedness. By teaching Provo children to enjoy devouring a "Dragon Slayers' Academy" book or calculating how many cups there are in a gallon of chocolate milk, UVU students are making a difference, one child at a time.

COMMUNITY-MINDED CAMPUS

Of course, reaching out to the local community is nothing new at UVU. Since its founding in 1941, the institution has been in tune with the post-secondary educational needs of the surrounding communities and the general needs of the Utah Valley populace.

This commitment to community has continued in this century. A year after obtaining university status, UVU was recognized by the Carnegie Foundation as a "Community Engaged Institution," and is one of only 110 institutions to receive the classification in both curricular engagement, and outreach and partnerships.

Brian Birch, UVU's associate vice president for engaged learning, says a cornerstone for creating closer ties between the University and residents over the years has been to act as a civic, cultural and educational forum for the community. Those community touch points include political debates, guest lectures from leading scholars and foreign diplomats and a vast array of first-class performing arts and cultural events that allow participants to learn, grow and be exposed to new ideas and perspectives.

"To be truly engaged with our community, the University must provide opportunities to connect with the social fabric in a variety of ways," President Holland stated in his Feb. 1, 2012, State of the University address regarding UVU's renewed emphasis on community engagement.

Recent examples of UVU's expansion of the civic exchange concept include President Holland's establishment of a Center for Constitutional Studies, the Forum on Engaged Learning's "For the Love of Reading" literacy conference and a University partnership with Orem City to form a free Community Writing Center resource for residents at the Orem Public Library.

But what is new is UVU's development of a comprehensive civic engagement strategy (CES) based on three pillars: civic forums, civic visits and a university project. During the past year, Birch and UVU Vice President for University Relations Val Hale labored across divisions to bring together the critical elements of the program that will greatly enhance the institution's community outreach efforts. Along with the Community Relations Council that serves as a means to discuss ideas, information and issues with the community, Hale and Birch have convened an Engagement Council that consolidates the resources of UVU's most community-connected faculty, staff and administrators.



UVU IS ONE OF ONLY 110
INSTITUTIONS RECOGNIZED BY
THE CARNEGIE FOUNDATION AS
"COMMUNITY ENGAGED"

“WE’RE TRYING TO HELP THE CITY SAVE MONEY”



The CES is rounded out by the creation of a university project that will bring all the resources of the institution to bear toward a common issue or concern in the community, and the establishment of a community engagement awards program to recognize the significant contributions from individuals and organizations in spurring cooperation.

“One of the things that Val and I are both excited and passionate about is that UVU can establish itself as a civic leader in Utah County and beyond,” Birch says. “We have the resources, the labor, the creativity and the expertise to really make a difference.”

TOWNHALL TEAMWORK

Nowhere is that vibrant spirit of lending a helping hand off-campus more evident than in opportunities for UVU students to go into the communities. Kyler Ludwig — City Manager. That’s how the senior UVU political science major’s future employee desktop nameplate will read — if he has anything to say about it.

If drive and gumption are any indicators, Ludwig is well on his way to a career in municipal management. For spring semester 2012, he secured an internship with David Tuckett, the city manager of Payson, Utah, through some networking with Luke Peterson, UVU’s director of corporate and community partnerships. Thus far, he’s helped draft a social media policy for the city, written a business regulations report and conducted a cost analysis of a fleet vehicle program versus employee car allowance model.

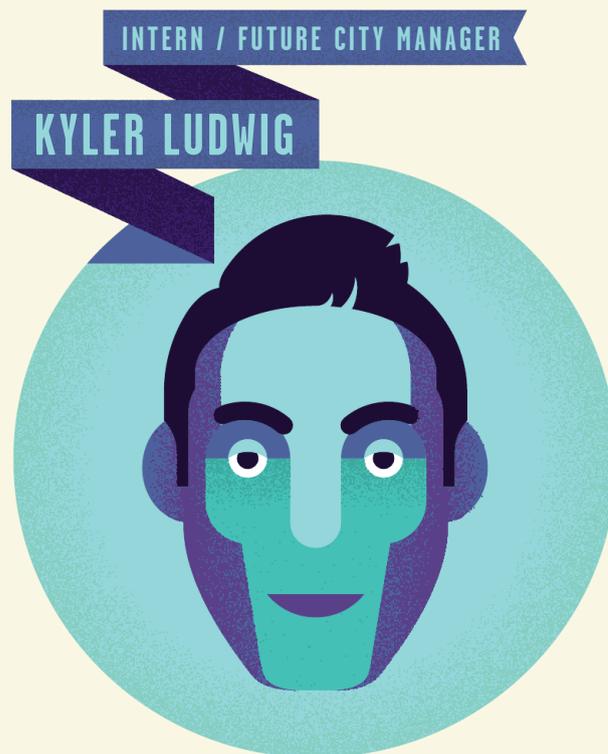
“We’re trying to help the city save money,” Ludwig says. “I think when you look at government right now, at Congress, and what is being done, there are so many problems at the national level. But it’s been very political instead of solving problems. I see local government as a place where I can make a difference.”

At the same time, Ludwig, as a member of Peterson’s Applied Public Policy 420 course, embarked on a collaborative multi-disciplinary project with UVU students in public policy, advanced marketing and graphic design sections that all include a rigorous community engagement component. By semester’s end, they’ll have presented a detailed proposal to make the city of Payson’s regulations more business-friendly in order to attract new employers to the city’s industrial park and authored a document that catalogs the benefits to prospective companies of setting up shop in Payson.

“Through the last few years of budget tightening, we’ve had to make cuts and eliminate positions, and one of the things that has suffered is our economic development,” Tuckett says. “If we were to go and hire a consulting firm to help with what the students are doing, we probably couldn’t afford to have the work done. Their contributions are going to be a great benefit to Payson.”

While simultaneously seeking to maximize the quality and quantity of community engaged learning occasions for UVU students, President Holland and his cabinet have hosted civic visits with six local communities’ leaders in recent months, forging new relationships with those organizations and getting a pulse for those communities’ needs and challenges. They will continue to meet with community leaders in UVU’s service region.

“We’re trying to make UVU as relevant in the community as possible,” Hale says.



BANKER / MBA STUDENT

DAVID JIMENEZ



CITIZEN STUDENTS

University organizations and students aren't the only UVU representatives metaphorically grabbing a shovel to contribute to civic improvement. Entire academic departments, such as the Woodbury School of Business' MBA program, are also reaching out.

For David Jimenez, a second-year graduate student in the MBA program, time is a resource that is continually in short supply. Employed full-time at Zions Bank as an executive banker, he is also a husband and father of five children ages 15 years to 10 months, and a lay clergy leader in his church congregation. Simply scratching together enough time and energy to study and complete his business management program assignments can be daunting.

But Jimenez doesn't hesitate when it comes to carving out some clock for his MBA cohort's capstone project's adoption of the Provo-based nonprofit Community Health Connect, a small group that seeks to help low-income and uninsured Utah County residents get the specialized health and dental care they need but can't afford. The cohort's 40 students, all of whom are working professionals themselves, are divided up into teams tasked with developing various elements of a strategic plan, marketing plan, fundraising system and other organizational assets for the group. Four years ago, Jimenez was asked by his employer to sit on Community Health Connect's board of directors, and it was through him that the MBA faculty and students learned of the small nonprofit's great need for organizational consultation.

Between his two connections to CHC and its considerable humanitarian mission of aiding families in the community he lives in, the endeavor has made a believer out of Jimenez in the value of community-engaged capstones as opposed to a project based on a replicated scenario.

"I think, honestly and selfishly, the way most of us saw it was, if I'm going to spend hours and hours on something, it better darned well not be a simulation," Jimenez says. "Our biggest point is we want to do something that we can show that we've helped a person, helped the community and somebody benefitted from it. If we can raise \$50,000 for an organization and add medical and dental providers for the organization, if we can actually do that, then that's an impact we've made."



MBA STUDENTS ARE HELPING FAMILIES GET THE CARE THEY NEED

Starr Stratford, Community Health Connect's executive director, says the nonprofit is limited in the number of people it can assist by the quantity of doctors and dentists who agree to extend their services. In addition to a doctor recruitment strategy, the MBA students are devising marketing and budgeting plans that will strengthen the charity's long-term financial viability.

"It's been really nice to work with a group of professionals," she says. "Most of them are working in the community, have skill sets and connections they use in conjunction with their current employment and are settled here. I'm really excited about that. I think it's got great potential."

A BARN RAISING

In addition to the sustainability of UVU community projects, Birch and Hale wanted to employ the CES to create a framework to get the entire campus on-board with a multi-year university project. Because three out of 10 Utah County third graders are not reading at grade level, President Holland's cabinet has identified a program focused on improving literacy and numeracy in area public schools as a sphere of focus and will initially partner with United Way of Utah County. Beginning fall of 2012, UVU will concentrate its considerable human resources to do good by helping those who need it the most.

"In general terms, universities are one of the foundational structures in the communities in which they reside. In our particular case, we are one of the largest organizations in the valley. We have an organizational imperative to help and contribute to that enterprise," Birch says. "We have everything in place, if we can pull everything together and cooperate, we can have a huge impact. We have 33,000 students looking for projects. If we can channel and direct that, we can be a very potent force."

Though only in its infancy, UVU's new civic engagement strategy is already bringing the community together, improving neighborhoods and changing lives — including those who came to campus to obtain a higher education and who will depart as society-engaged citizen alumni. 

UVU OUTSTANDING EDUCATORS

Utah Valley University's Outstanding Educator Award is presented annually to one faculty member from each of the institution's seven schools and colleges for his or her exceptional teaching practices and dedication to student success, one of the institution's core values. Recipients are selected by graduating students. The following are the winners for the 2011–2012 academic year: >>>



PHOTO BY JACOB SCOTT

TAWNI SHULER

Art & Visual Communications — School of the Arts
Years at UVU: 3

Academic background: Bachelor of Fine Arts in painting and drawing from University of Montana and a Master of Fine Arts in painting and drawing from Arizona State University.

Favorite travel experience: "A trip to my home state of Wyoming for a month-long artist-in-residence program called the Jentel Artist Residency."

Favorite class to teach: "Color theory — I believe it is the foundation for all classes in the visual arts!"

JANN BELCHER

Behavioral Science — College of Humanities & Social Sciences
Years at UVU: 12

Academic background: Holds a bachelor's degree in psychology and anthropology, a master's degree and a doctorate degree.

Favorite class to teach: "My favorite course to teach is introductory psychology with a strong emphasis on cross-cultural psychology and neuropsychology."

Hobbies: People and relationships — fortunately, this hobby fits in nicely with traveling.

Interesting fact: "I began my college experience later in life which, ironically, was an escape from stress."



PHOTO BY JACOB SCOTT



MATTHEW DUFFIN

Criminal Justice/Law Enforcement — College of Technology & Computing

Years at UVU: 3 ½ years

Academic background: Holds a bachelor's degree in business-finance and a master's degree in military law.

Hobbies: "I love the outdoors. I hike, 'canyoneer,' snow and water ski. I love to do home improvement projects and work in my garden."

Reason for teaching: "I felt like teachers in my life helped me achieve the rewarding career I had. I really wanted to give back to others that same gift."

Inspiration: "I would say it is the students at UVU themselves."

BILL DINKLAGE

Earth Science — College of Science & Health

Years at UVU: 10

Academic background: A bachelor's degree in physics from Carleton College in Minnesota, and a doctorate in geology from the University of California, Santa Barbara.

Reasons for teaching: "Knowledge is beautiful, and the natural world is elegant and fascinating. I love sharing that appreciation with others, helping students to see, helping students to think."

Favorite class to teach: "I would say that at one point or another, every class I have taught has been my favorite class. Right now, I am partial to my introduction to geology class."

Favorite teaching experience: "I love taking students to the Pequop Mountains in Nevada for my Earth materials class. I get to watch students mature in their geological thinking throughout the course of a single day."

Hobbies: Gardening, Aikido martial arts and the outdoors."

KEVIN SMITH

Accounting — Woodbury School of Business

Years at UVU: 2

Academic background: Holds bachelor, master and doctorate degrees in accounting.

Reasons for teaching: "Teaching is in my blood. My father taught accounting at BYU for many years, and I grew up with a great respect for education and the important role that teachers and professors play in helping students achieve their best."

Inspiration: "I want to make a difference in the lives of my students. I believe that if all my students walk out of my class with is a knowledge of the textbook material, then I have failed as a teacher."

Celebrating UVU Legacies



I recently received a wedding invitation for the son of a woman I met 24 years ago when she was a newlywed. It's been fun to watch Ricky grow up, attend UVU and now marry. I'm hoping that I'll receive baby announcements in the coming years as Ricky and his new bride start their family.

It's always exciting to hear about and celebrate milestones in the lives of friends and family, especially if they are members of our UVU family. We love to hear about marriages and the birth of "baby wolverines" from our alumni.

Because these events should be celebrated, we've started a new Legacy Program to encourage alumni to share these important events with us. Children of alumni are considered legacy children, and universities often have special perks or programs for them. For example, when a legacy child is registered with us, we will send him or her a baby gift and additional birthday cards or small gifts on important birthdays.

Included in our Legacy Program are gifts for newlyweds, with an additional gift for legacy couples, when both spouses are alumni (have completed 24 credit hours) of UVU.

Included in our Legacy Program are gifts for newlyweds, with an additional gift for legacy couples, when both spouses are alumni (have completed 24 credit hours) of UVU.

Besides gifts and cards, the alumni association has three endowed scholarships for legacy children as well as several out of state tuition waivers. Children often follow the paths of their parents, and we are hoping to encourage them to continue the tradition of a UVU education.

To learn more or to register your marriage or new baby, go to uvualumni.org/legacy.

Jeri Allphin
Alumni Director
jeri.allphin@uvu.edu



SUZY COX

Secondary Education – School of Education

Years at UVU: 6

Academic background: Holds a bachelor's degree in Spanish, a master's degree in instructional psychology & technology and a doctorate in instructional technology.

Hobbies: Running, yoga, hiking, my children, my husband, cooking and playing with technology.

Favorite traveling experience: "I had the unparalleled opportunity to live and teach in rural Mexico, which was one of the great experiences of my life."

Favorite teaching experience: "I don't know if I could narrow it down to one, but my favorite aspect of teaching is when a student comes up and tells me how something they've learned in class helped them better understand his or her child or friend or relative or student or self in a new way."

LARRY WOLFLEY

Mathematics – University College

Years at UVU: 3

Academic background: Holds a bachelor's degree and a master's degree in math education, both from BYU.

Favorite class to teach:

"I enjoy teaching at all levels of mathematics, but if I had to choose one level, it would be trigonometry."

Inspiration:

"My inspiration for teaching came about from one of my math professors at BYU. He helped me to get into an internship program in the Weber County school system."

Interesting fact:

"I guess an interesting fact about me is that I am 74 years old, and still enjoy teaching my subject (as much) now as I did from the start."

ANALYZING THE ARCHETYPE

NEW UVU CENTER

Gives Unique Background On

CONSTITUTIONAL INFLUENCES

by Jim Rayburn

The popular uprisings of the 2011 Arab Spring were based on the same underlying concepts as the American Revolution more than 200 years earlier — namely, change and freedom. Protests in Middle Eastern nations like Egypt, Libya and Tunisia left dictators ousted, but a year after the upheaval many of those countries are adrift in anarchy.

Would the American Revolution have given way to a stable government under different circumstances? A key dynamic was the Founding Fathers' establishment of the U.S. Constitution as the bedrock for a sustainable government. As yet, only time will tell if the nations freed from oppression through the Arab Spring will build on a foundational document in a similar way.

More than two centuries after being crafted, the Constitution may be garnering more interest than ever before. Presidential hopefuls are invoking it on the

campaign trail. Economists point to it as the U.S. and the world try to cope with global financial difficulty. And political scientists look to it as a model that is perhaps the country's biggest export.

With interest in the Constitution growing on so many fronts, it is an ideal time to leverage the academic presence of the University to dig deeper into the subject. At Utah Valley University, a confluence of forces made it possible to open the new Center for Constitutional Studies at a peak time. The Center will give students, faculty and the community the oppor-

tunity to better understand this seminal legal document and assess its relevance in a variety of areas through scholarly inquiry, symposia, guest lectures and many other avenues.

"Today, more than maybe any time in history, there is a tremendous appetite for thoughtful understanding of this revered document," says UVU President Matthew S. Holland, whose academic background is in early American political thought. "The fact that the Constitution remains, more than two centuries after its creation, the organizing force of our



SKYLER JOHNS, a constitutional studies student at UVU.

PHOTO BY AUGUST MILLER | COSTUME MADE BY SKYLER PINALES

free and democratic republic, is truly remarkable. The challenge for our day is to foster the kind of knowledge of and commitment to the document to make it last another two centuries."

"Current world events create a unique opportunity to study the Constitution through a variety of contexts and fully realize its importance in the U.S.'s rise from humble beginnings," says Rick Griffin, director of UVU's Center for Constitutional Studies.

Converging Forces

❧ "Children should be educated and instructed in the principles of freedom."

— John Adams

Not only does the time seem ripe for UVU to offer constitutional studies as part of its curriculum, but the resources and capabilities have amalgamated as well.

The center, officially established last September and in the early stages of a three-year organizational plan, is the convergence of Griffin's academic background in constitutional studies and Anglo-American political theory, President Holland's academic pedigree in early American political thought, and two anonymous donors who contributed a total of \$1 million to get the center up and running.

In Griffin's 10 years at UVU, he has developed and taught the constitutional courses for the history and political science department. He completed his law degree at the University of Mississippi, the same university where, in 1962, James Meredith launched his heroic civil rights battle to attend the then all-white university. "The fact that Meredith could not attend the university without the aid of over 100 U.S. Marshals and the might of the U.S. Army has always stayed with me throughout my constitutional studies," says Griffin.

Griffin also studied law at the University of Cambridge and Brigham Young University, earned a Master of Laws degree from the University of California, Berkeley, a Doctorate of Philosophy degree from Brigham Young University, and is nearing

completion of a Doctorate of the Science of Law from U.C. Berkeley.

"The great thing about constitutional studies is there is no ideology being taught, just principles of government that came from some of the greatest minds the world has ever known," says Taylor Roderick, a UVU senior majoring in political science. "We are left to consider these principles from an objective light and examine how they are being applied to modern times. Studying these principles helps us make informed decisions about government."

With a highly credentialed staff, the Center will facilitate a wealth of constitutional and political studies, bring in expert guests, offer constitutional studies abroad, promote student engagement activities on campus, and eventually hopes to support a highly academic constitutional studies minor program that will be available to all majors.

A Unique Perspective

❧ "I know no safe depository of the ultimate powers of the society but the people themselves; and if we think them not enlightened enough to exercise their control with a wholesome discretion, the remedy is not to take it from them, but to inform their discretion by education. This is the true corrective of abuses of constitutional power."

— Thomas Jefferson

The Center for Constitutional Studies has a close relationship with the political science program, but with Griffin's background as support, it will also operate with a multidisciplinary lens — an aspect that makes it unique in undergraduate studies. While most universities teach constitutional issues from one main academic discipline, Griffin hopes to construct a program

that benefits from pertinent courses in history, law, economics, political science, and other disciplines across campus.

"With this multidisciplinary approach, students will learn to more fully analyze and understand constitutional issues. It is our hope that as we grow, UVU will be known as a regional leader, if not a national leader, in undergraduate constitutional studies," says Griffin.

The center also provides a stronger educational foundation for those continuing on to the many related graduate programs. The constitutional studies that begin at UVU help make students better-informed citizens, and will continually benefit those pursuing careers in fields such as law, business, education and every level of government, Griffin says.

"UVU has helped me develop analytical and critical thinking skills that have proven to be necessary for recognizing and understanding the subtleties of constitutional issues," says Skyler Johns, a senior majoring in political science who plans to pursue graduate programs at Cambridge, Stanford or other highly respected academic institutions. "Studying the Constitution is demanding and has forced me to stretch my mind, but it has all been worth it."

UVU graduate Mike Balser is already applying the skills he learned from UVU's constitutional studies curriculum to his post-graduate education at Indiana University Law School.

"Not only did I learn about the U.S. Constitution, its foundation, and the relationship between law and politics, I learned what kind of student I could become," Balser says. "Some of my success in law school comes from having a foundational understanding of the law. But much of my success comes from my UVU constitutional studies courses where I was taught how to read and understand case law. Being able to read and understand cases much faster than many of my classmates is an invaluable skill." 

Planning for the future?

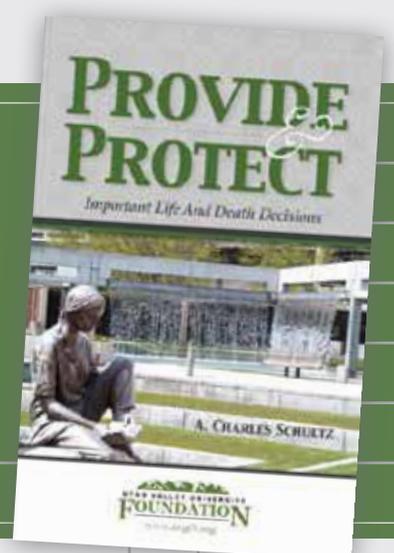


Let us help.

If the thought of estate and financial planning seems overwhelming, we have the answer. It's our new multimedia book called **Provide & Protect**, that is packed with tips on how to plan for a secure and satisfying future.



Visit uvgift.org to get your **free copy** of **Provide & Protect**. Click on the cover of the book and follow the instructions.





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