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As chairman of USF St. Petersburg's Campus Advisory Board (CAB), I'm very happy to be a part of this first alumni/friends newsletter. One of Bayboro Briefing's goals is to keep you abreast of the latest development at USF St. Petersburg — a dynamic campus soaring ahead.

We aim to publish the newsletter on a quarterly basis, focusing on the campus' endeavors and accomplishments. You'll also find features on USF-St. Petersburg gift donors and profiles of faculty members and their achievements.

Haslam's contributions to USF continues

The bumper sticker on Elizabeth Haslam's station wagon says "Read books, not bumper stickers."

That to-the-point philosophy sums up Elizabeth's career and to a large part, her life. She owns and operates Haslam's Book Store Inc., a 54-year-old fixture in downtown St. Petersburg.

It's that same philosophy that led her to support the Charles Haslam Award for Study in the Liberal Arts, an endowed scholarship created in 1985 as a memorial to her husband, Charles. Proponents of education and writing, the bookselling couple for years fostered learning in schools through book fairs and other special events.

Elizabeth is one of the largest contributors to the recently awarded scholarship. She says it reflects her long-standing belief in books being the cornerstone of education.

She should know. A child of the Depression whose parents taught school for 30 years, Elizabeth herself became an elementary school teacher. She also owned a preschool. She authored a book on teaching teachers to teach.

Now 75, Elizabeth recently was named one of 70 women in the United States who made a difference in the book business.

Alumni club seeks Pinellas residents

Carol Wedge considers herself one of the chief cheerleaders of USF St. Petersburg. She says it's a dimension of another of her roles — that as president of the campus' Pinellas County Alumni Club.

Her job is a big one. The fledgling club, resurrected in 1986 after the Clearwater and St. Petersburg clubs merged, aims to recruit a substantial number of members in 1988. Records show about 8,000 USF alumni live in Pinellas County, but the club's core group comprises just 15.
Wedge isn't daunted.

"We've got to develop our base, but we're making great strides in organizing ourselves—I'm real excited about it," she says.

The Pinellas club is adopting bylaws, and is setting up a marketing program to raise funds and attract new members. "An alumni association by its nature can play an important role in fund raising," Wedge says. "Now though, we have a more immediate need to generate interest in the club and USF St. Petersburg before we go out and ask for funds."

The Pinellas club has been strapped for cash since 1984 when the USF Alumni Association switched to constituency-based fund raising. That meant each club had to financially fend for itself.

Carol Wedge, president of the Pinellas County Alumni Club, says creative programming will lure funds and members to the club.

"The rules of the game changed drastically," says Lee Patouillet, director of alumni affairs. "Before, clubs could come to me, ask for some funds and usually get them. But now we don't have as much money to work with."

The USF Alumni Association still pays mailing costs for each of its 20 clubs and 10 societies, but it's up to them to raise most of their other funds.

Wedge calls it a chicken-and-egg situation.

"We've got to raise funds in order to do programs, but we need programs to raise money."

To do that, Wedge says, the club must draw on outside influences such as the Campus Advisory Board (CAB). The CAB is a group of business and civic leaders that promotes USF St. Petersburg through fund raising and gives university officials input on the community's educational and cultural expectations.

Wedge sees CAB members as being instrumental links between USF and the community.

"We'll tap into the power network of the CAB to become more self-sufficient." What's lacking in the community at large, she says, is a sense of ownership toward the campus needed to help underwrite its programs.

That will take time to develop, Wedge says, but USF St. Petersburg's achievements will help foster it along.

A great accomplishment was luring the U.S. Geological Survey to the Bayboro campus, and "it indicates the community support that can be mustered for USF, especially from the Chamber of Commerce and businesses," Wedge says. "The presence of the U.S.G.S.'s new coastal research center will bode well for fund-raising efforts because of the prestige factor."

The more involved the campus becomes with the community, the easier it will be to attract donors, she believes. Campus expansion in courses, programs and services can only enhance the university's image.

In the meantime, Wedge wants more alumni to become active with the association. But, she says, "it's difficult to get people involved."

Difficult, perhaps, because of the students themselves.

The majority of students on the St. Petersburg campus are mature, working adults whose average age is 33. Most have families and work full time. About 25 percent support children without the help of a spouse. Students, usually on campus only to attend classes or use the library, have no spare time to get into the college spirit.

Once they graduate, demands on their time increase as they plunge headfirst into careers. Wedge says these students offer the alumni club a challenge.

"Activities typically associated with alumni have gone by the wayside. We have no college football team to rally around."

"The USF St. Petersburg student profile reflects the changing profile of an older society. We need events more geared to accommodating the single-parent lifestyle — and there's so much competition for that group. We've got to become very creative in our programming."

Past events included tailgate parties before the now-defunct Tampa Bay Bandits games, dinners on cruise ships, and a black-tie ball and fashion show linked to the Grand Prix. Typically, about 50 alumni members would attend these events. Still, then-president Sharon Nolte describes those years as "lonely."

"In 1982 we started out with a red-hot core group that held successful events," says Nolte, president from 1982-1985. "But many couldn't continue their alumni responsibilities while trying to launch their careers. Nolte, a 1981 graduate, switched jobs twice during her three-year reign.

Now that the Pinellas club is awakening, Nolte has hope for its future.

"It has taken a long time to get to this point, and there's still a lot of building to do," says Nolte, who considers the club a lifelong commitment. "But at least we've risen from the basement to the ground floor."

**SETTING THE RECORD STRAIGHT...**

**Facts on the Pinellas County Alumni Club**

Graduates from *any* USF campus can become a member.

As long as they live in Pinellas County now. Records show about 8,000 USF alumni currently live in the county.

It doesn't take blood or big bucks to join.

It merely takes a couple of hours a month to attend meetings on the BEA-U-TI-FUL Bayboro campus, and a $25 annual fee that gets you merchandise discounts and access to low-cost medical insurance and Visa and MasterCard credit cards. You also get instant membership into the National Alumni Association. New graduates get their first year of membership free.

What's it in it for you?

Networking and social contacts — with a like-minded group of people who through their USF education have enriched themselves and Pinellas County.

Self-vested interests — the value of your degree increases the more an alumni association grows in stature.

USF provides $40,000 worth of academic scholarships a year to recruit the very best students, again increasing the value of your degree. Your membership also ensures that excellent higher education continues.
Geochemist Garrels dies

Bob Garrels was never above anybody. This famous geochemist at USF St. Petersburg who drew accolades and awards to him like a magnet rightfully was considered a scientific genius. But it was his humility that made the most impact to those around him.

Family, friends and colleagues are mourning the loss of Dr. Robert Minard Garrels, 71, who died on March 8, 1988. He died at his home after a long struggle with cancer.

Garrels came to USF St. Petersburg in 1979 from Northwestern University. His presence in the Department of Marine Science gave instant international recognition and elevated stature to the growing graduate program.

"It is a huge loss to the university and the community, and especially to those of us who knew him," says campus Dean Lowell E. Davis. "Bob made outstanding scientific contributions."

Garrels had exceptional intellect, says his friend and tennis partner Dr. Bill Sackett, a USF marine geochemist. "He was unique in every sense of the word," says Sackett, who joined the USF faculty with Garrels after the department was named a Center of Excellence by the state Legislature. "He was warm and vibrant, a friend to all who knew him."

Students and faculty revered Garrels, says his secretary, Valerie Kimball. "I consider myself very lucky to have crossed paths with him. He was never too busy to talk with you — his door was open to everyone from the maintenance man to the president."

Students initially would be awed by Garrels, but he quickly showed them how approachable he was. He never let his honors — including a medal from the same society that bestowed one on Darwin and being the first foreign lecturer invited to the Soviet Union’s annual Vernadsky celebration — interfere with his compassion.

Though Kimball has no scientific background, Garrels would take the time to explain his latest experiment to her so she could glean the nature of his work. "He opened up the world of science to me," says Kimball. "He was wonderful."

Garrels always thought about other people before himself. When illness forced him to enter the hospital, he was more concerned that his staff would lose their jobs than he was about his health. He worried about leaving the graduate students he directed in the lurch. "He was worried about his post-doctoral student in Belgium and what would happen to her. He made sure everyone was taken care of when he knew he was dying," Sackett says.

Ever optimistic, Garrels worked up to the last month of his life. This hearty man never complained about his enormous pain. He planned to retire April 1.

See GARRELS, Page 6

Geography professor named to state committee

The headlines read "College students flunk geography," and "Why Johnny can’t read maps, either."

A letter to Ann Landers begins "Dear Ann: I have discovered why so many young people don’t want to fight for their country. They don’t know where it is." From academic scores to informal polls, the findings are clear: Many people are geographically ignorant.

Strike Harry Schaleman Jr. from that category.

Schaleman, an associate professor and director of geography at USF St. Petersburg who 18 years ago launched its geography program, has been handpicked by state Education Commissioner Betty Castor to turn the tide of ignorance into enlightenment.

See SCHALEMAN, Page 4
Schaleman is one of 20 educators in the state chosen for the Department of Education's Curriculum Review Committee for Social Studies. Over a three-year period, the committee will update and expand the Social Studies curriculum for kindergarten through 12th grade and set its sights on improving education in Florida.

"There's a sizeable number of students unprepared to meet the challenges of the future," says Schaleman, who aims to change that.

There's a saying that goes like this: Geographers do it all over the world. As a member of the Century Club, a select organization whose members must have traveled to at least 100 countries, Schaleman has visited 140 countries. From Africa to China to the Soviet Union and Australia, he's been around.

What drives him is his sesty love affair with the earth.

Like life, it has its peaks and its cavities, its smooth and rough spots. Schaleman also loves the earth's life — human geography.

"People are our most valuable resources, and social studies is interested in the role of man — heritage, culture, where we've been and where we're going."

This man of global appetites pulls it all together for his students.

"I call geography the granddaddy of all sciences, with one foot in the social sciences and one foot in the physical sciences. It's man and his environment. What else is there?"

Schaleman, who in 1986 received the USF Outstanding Teacher of the Year Award for excellence in teaching, makes geography come alive for students.

"I take geography and tie it into the world around them, link it to current events, history, literature," Schaleman says.

"I tell stories about the places I've been to create the color and the sense of the place, weaving in personal observations to give them the feeling they were there."

It's an attention-grabber and it works, Schaleman says.

"It's not just memorization and regurgitation for an exam. A few weeks into the course, they're reading and cutting out newspaper stories about places that were unknown to them earlier. Suddenly, they discover a place and it becomes meaningful to them."

His students give him rave reviews, describing him as "turning confusion into clarity," and inspiring them to tackle the "world, its people and puzzles."

But Schaleman concedesthat sometimes — maybe too often — students have very little awareness of the world they live in.

"It appalls me how little they know. They may not have a grasp of history or literature. They may not follow current events."

Take the fighting in Nicaragua and the recent deployment of U.S. troops to Honduras, for example.

"I bet you could ask people walking along Central Avenue where these places are, and nine out of 10 wouldn't know."

In 1985, nine out of 10 North Carolina college students couldn't pass an elementary geography test. Test results have shown that about 20 percent of American students cannot find the United States on a world map. Part of the problem may be that teachers themselves are not well-educated in geography, Schaleman says.

"The thought is that most anybody can teach social studies. So in many cases you have a coach — whose main interest is in phys ed — teaching it to round out his schedule," Schaleman says.

To combat this, Schaleman conducts geography workshops for elementary and middle school teachers around the Tampa Bay area. He's always in demand in several counties to provide mini-courses for teachers who find themselves teaching a subject they don't know much about.

Schaleman thinks the demand for such services shows the "whole bay area is ignited" with the need for quality programs.

Pinellas County has a great social studies program, Schaleman says, "eclipse other programs in the state. But it also is the exception."

One of the goals of the Curriculum Review Committee for Social Studies is to set up a model curriculum after reviewing successful social studies programs in other states: "We want ours to be unique and geared to the best possible result so Florida is a leader and not a follower," Schaleman says.

During July, the committee will hold public hearings in Tampa to garner views from interest groups that want some say about what gets taught in social studies programs.

Social Studies is more than just geography, government, history and anthropology, especially in the formative years of grade school. It's values and citizenship, Schaleman says. Groups such as the American Legion and Daughters of the American Revolution are expected to comment, and the review panel will consider their remarks.

Another of the committee's goals is to develop a student awareness for Florida's role in the international marketplace.

"We live in competitive times. It's the space age, high technology, and we're overrun by foreign products. People are losing their jobs. We need an intelligent, well-educated and skilled labor force to combat this. If we don't keep up, obviously we'll slip backward. There's all kinds of implications."

Schaleman views it all cheerfully. A stronger social studies program may be the key to overcoming these problems, he says. Recognizing this is half the battle.

"If we know where we've been and where we are going, we can make a better plan for the future," he says.
Haslam from page 1

She likes to quote a phrase coined by Marguerite Murray — "The luckiest people in the world are those who are allowed to spend their lives with books."

That she does, six days a week. "It's in my blood," she says.

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In 1944, she and Charles moved to St. Petersburg to help Charles' parents with their blooming business, then a second-hand magazine exchange that was evolving into a used book store. The original store was located on Ninth Street North.

Four children and three locations later (now at 2025 Central Ave.) Haslam's Book Store has become an institution. It's a local haven for residents and a must-see for tourists who rank it right up there with Disney World.

Book junkies say they can spend days in Haslam's and never come out for food. History professor Ray Arsenault says Haslam's helped overcome his culture shock when he relocated from Minneapolis.

"Florida can sometimes be perceived as a cultural wasteland — you don't expect to find a bookstore of that quality here. It's a great find," says Arsenault, himself a writer about to publish a book on the history of St. Petersburg.

In fact, he recommends Haslam's to visiting professors and lecturers. "I tell them it's a required trip."

The trip paid off for one distinguished historian who visited USF St. Petersburg in 1981.

"He had been looking for a rare book on Harvard graduates printed in the late 18th century. He could have gotten it in Boston for $75, but found two copies of it for $4 each at Haslam's," Arsenault says.

Students call Haslam's a God-send.

"It's really a great bookstore — very useful for getting books for courses. It would be missed if it wasn't there," says English major Hilary Thomson.

"Why Haslam's? It's THE bookstore. It's the biggest and the best — it's the first word out of everybody's mouth in bookstores," says Jovina Berryman, a junior whose major is geography.

Elizabeth calls the store a family affair.

Son Andrew and daughter Suzanne, her husband, Ray Hinst, and Andrew's wife, Debbie, all run the store. Among other duties, they stock shelves, straighten merchandise, order books and supervise a "fine" staff of 26.

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When you enter Haslam's Book Store, the fresh, luscious aroma of print inspires the nostrils. Next, it's sheer number of books that grab you.

The Haslam family has owned and operated Haslam's Book Store in St. Petersburg for 54 years. From left are Debbie and husband Andrew Haslam, Ray Hinst and wife Suzanne Haslam Hinst, and Elizabeth Haslam.

Books. About 300,000 of them — and none of them pornographic, employees will tell you. It's a family bookstore, stretching 17,000 square feet. In fact, the store hosts a large children's section jazzy with colorful posters to beckon young readers.

Haslam's shelves are packed with a broad base of subject matter. The family prefers to stock one or two copies of each book in many categories rather than limit their scope of subjects to carry 100 copies of a book. Haslam's will special-order virtually anything.

The stock boasts nearly every category available. High-tech types can readily find some 700 books on computers, and self-helpers swear by the spectrum of books available for sale, adult children of alcoholics.

But obscure categories aren't forgotten at Haslam's. For plumbing enthusiasts, there's "The Straight Poop." Those who want to make a clean sweep of it can read the how-to's on chimney sweeping.

Many say Haslam's used-books section can't be beat anywhere.

The store carries thousands of used paperbacks and hardbacks at half-price or less. Prices start at 10 cents, and even out-of-print gems go for half their value.

"I'd rather pay $5 for a new edition of Moby Dick for a class when I can go to Haslam's and pay 50 cents," says student Joe Feuer, who is working on his master's degree in English at the St. Petersburg campus.

"It has an eclectic collection of books," Arsenault says.

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The book business isn't neat, says Elizabeth, and it keeps you humble. To be a success at it, "You have to get the right book to the right person. You have to care about people."

That translates into service — to the community and students especially.

"The key is to provide a place to get reference and supplementary material inexpensively," Elizabeth says.

But she and Charles didn't stop there.

They brought the books out of the store and directly to the people.

For 25 years, Elizabeth's pet project was running book fairs at local elementary schools. She had a clear purpose.

"I wanted to make a change in attitudes — owning a book as opposed to getting it from the library. If it's their own possession, they can read it over and over. Or save it for their children. Even sell it back to us years later," she says.

As longtime supporters of the St. Petersburg Campus' annual Suncoast Writer's Conference, the couple has toted hundreds of pertinent books on writing skills on campus to make it handy for the thousands of participants to buy. Elizabeth still upholds the tradition.

Before his death in 1983, Charles went one-on-one with students as a visiting lecturer at USF. He supported the Nelson Poynter Memorial Library. This bookseller of national repute promoted reading and books for 15 years during his WEDU-TV program titled "The Wonderful World of Books."

He also reviewed books on WSUN Radio for eight years, and regularly appeared on WTOG-Channel 44. Charles always signed off his broadcasts with "The man who doesn't read is not much better off than the man who can't read."

He was president of the American Bookseller's Association from 1978 to 1980, taught in Bookseller Schools and was a consultant to other booksellers.

Elizabeth continues that dedication with the Charles Haslam Award for Study in the Liberal Arts. "The scholarship is a nice way for Charley to be remembered," she says.

USF St. Petersburg recently named Marilyn Alfred as the first recipient of the award. Alfred, a 38-year-old English major and mother of two, is on the dean's honor list and maintains a grade point average of 4.0.

"It was the only scholarship I'd ever applied for, so it was a real honor," says Alfred, a Pinellas County native who is graduating in April. "Especially from Haslam's — I've always loved that store."
Garrels from page 3

Garrels spent his last intellectual energies trying to rebut a reviewer's critical comments about a paper he wrote on microbanded iron formations, Sackett said. The rebuttal will be published posthumously.

In 1983, Garrels became the first person to hold the St. Petersburg Progress Endowed Chair of Marine Science, and in 1985 was named Florida Scientist of the Year by Tampa's Museum of Science and Industry.

In 1986, he was offered the Fulbright Award for study in Brazil but declined because of illness.

Garrels grew up in Detroit and aspired to be a piano player until his music teacher discouraged him. But Garrels still played as a hobby and Sackett describes him as a Mozart-loving pianist.

Garrels also was a poet.

"On special occasions he would write a poem that captured the event," Sackett said. "I've got a collection of those.

"Bob was a great human. He'll be sorely missed by all of us."

Garrels' self-described "mania" was reconstructing ancient environments of Earth.

He was interested in paleoclimatology, a science dealing with the climates of past ages, and how it could be used to predict climates of the future.

He investigated the "greenhouse effect," the heating of the Earth's surface by an increasing level of carbon dioxide in the air. The result could warm world climates enough to eventually cause oceans to rise and polar ice caps to melt, Garrels has said. More immediate effects could alter growing seasons and food supplies, he has said.

He was also intrigued by global cycles — how elements such as carbon erode from land, wash down rivers to the sea, precipitate out of the ocean to become land and erode again, completing the cycle.

A member of the National Academy of Sciences, Garrels received his undergraduate degree from the University of Michigan and graduate and doctoral degrees from Northwestern University. He was a geology professor at Northwestern University, Scripps Institute of Oceanography, the University of Hawaii and Harvard University. He later became the chairman of the geology department at Harvard.

He also received honorary degrees from several institutions, including the University of Brussels and Universite Louis Pasteur.

In 1965, he wrote Solutions, Minerals and Equilibria, a renowned work that became a basic textbook in the Soviet Union. Though Garrels never received royalties from Soviet sales of the book, he was honored by the Russians when they invited him to their yearly celebration of the famous Russian scientist Vernadsky.

He has received the Day and Penrose Medals of the Geological Society of America, the Roebling Medal of the Mineralogical Society of America and the Golschmidt Medal of the Geochemical Society.

In 1981, Garrels was awarded the prestigious Wollasten Medal by the Geological Society of London, an honor which Charles Darwin also received.

He was a member of the American Chemical Society, American Academy of Arts and Sciences and the Society of Economic Geologists.

Memorial contributions can be made to the Robert Garrels Scholarship Fund in Marine Science at USF St. Petersburg, Hospice Care and American Cancer Society.

"Some of the information in this report came from stories in the St. Petersburg Times and by a USF alumni magazine story by Libby Allison."
Outstanding lecturers regularly visit USF St. Petersburg...

In February, community leaders agreed the future for blacks looks good in St. Petersburg. The panel includes, from left, Tony Collins of St. Petersburg Certified Development Corp., Peggy Peterman, a St. Petersburg Times staff writer, Effie Alexander, a counselor at St. Petersburg Vocational Technical Institute and Valorie Flowers of WRXB Radio.

Also in February, the campus celebrated the spirit of "glasnost" by hosting its Soviet Union symposium. The rich Russian heritage was explored through lectures, films and exhibits which intertwined with St. Petersburg's Centennial commemoration. Russian-born lecturers talked about underground cultural movements and the use of Soviet television as propaganda and educational tools. Above, Soviet rock commentator Stuart Anderson does a call-in interview with WPLP Newstalk Radio.

Dr. James Horton, a noted historian and project director at the Smithsonian Institution, discusses attacks on affirmative action programs, the backlash to the Civil Rights Movement and the rising tide of racial intolerance on university campuses. His March talk was the second in a series of three events hosted by USF St. Petersburg regarding black issues.

The international connection continued in March when Polish author Adam Zamoyski discussed the history of Poland. Zamoyski, who has written biographies of Chopin and Paderewski, recently published The Polish Way: A Thousand Year History of the Poles and Their Culture.
Welcome.
As dean of USF St. Petersburg, I offer you a hearty welcome to our growing campus community. It is an exciting place, full of purpose, ideas and most importantly, people.

First, the students. These are a dedicated group of about 2,800, all working hard to attain their degrees. I am just as committed to this outcome and I have a number of goals to help them along.

I am actively campaigning to add professors to our outstanding faculty and course offerings available to students. I want to establish complete programs in fine arts and mass communications here.

All liberal arts programs rank high on my list. I want to offer undergraduate courses in the natural sciences, and expand the College of Business' Information Systems program.

Speaking of expansion, we are getting closer to breaking ground for the $2.1 million multipurpose center. Designed for student use, the 18,000 square-foot auditorium and recreation center will house a gymnasium with a portable stage and an exercise room. We also are considering installing racquetball courts.

The auditorium and gymnasium will hold 1,500 people, a tremendous advantage for us when we host our popular special events, lectures and symposiums. Plans for the second phase of the multipurpose center include offices for student government and meeting rooms for other on-campus groups.

We are a campus on the move, gaining momentum with every new stride. Within the next year, USF St. Petersburg will be the home of the U.S. Geological Survey's newly created coastal research center. This center will study the shallow waters near the Atlantic and Gulf coasts, the effects of currents on the ocean floor, coastal erosion and resources in the sand.

As you can see, USF St. Petersburg is making exciting progress. Continued support from alumni and friends is essential to turn our visions for the future into reality. I look forward to working closely with you.