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Scientist gets $16.5 million NASA grant

The largest federal research grant ever awarded to USF will enable a USF marine scientist to study global change.

A $16.5 million, 10-year grant was recently awarded by NASA to Kendall Carder, professor of marine science at USF's St. Petersburg campus. He will be part of a national team that will collect and analyze baseline data and information to better understand how climate works.

"The NASA grant is a reflection of USF's increasing stature at a national level," says USF president Francis T. Borkowski.

The system will observe global and climate changes from NASA's planned Earth Observing System (EOS) space.

Invest in the state's future

Recently, Gov. Lawton Chiles was in Pinellas County and received strong support for his "investment budget" concept. Although it has always been difficult to accept tax increases, it appears the time has come for the citizens of Florida to pay for the many services and benefits they receive as residents of this state.

The investment budget would allow the University of South Florida to appropriately serve the ever-increasing student population and meet the demands for higher education in the state. Conversely, the reality budget would mean a substantial cut to USF — $8 million and 100...

Wells springs eternal

English professor Dan Wells still passionate about teaching

Dan Wells sits relaxed in his book-lined office in Davis Hall on a cold winter morning. In a little while, he'll be lecturing an undergraduate class on the intricacies of The Scarlet Letter, still magical, still a classic of American literature. Wells, professor of English and coordinator of USF's College of Arts and Science at the St. Petersburg campus, was one of three chosen for the Outstanding Graduate Teaching Award in 1991.

Although he's been teaching the essential American writers for years, Wells has no trouble maintaining his enthusiasm.

"I'm as excited about American literature now as I was 10 years ago," he says. "More excited! I want to keep the students interested. That's my job. It's not my job to go in there and bore them out of their gourds. I try to do everything I can to avoid that, without being foolish or clownish."

Wells' goal is to present the work with as much honesty and drama as he can bring to it. If he conveys his enthusiasm to students, they think about why the literature is important. He tries to present the material in a way that allows them to see what the author was after, to "look at the literature from the inside," he says.

The classroom experience satisfies him in a creative sense, as well. "It's a creative moment for me," he confides.

Wells is a dramatic lecturer, his voice rising to a hero's crescendo or falling to the snickering tones of a villain. Sometimes his students ask if he's ever been on the stage but he tells them he's too shy.

"It took me a while to develop that (dramatic ability). I learned a lot from Bob Hall (professor of English at USF St. Petersburg). He's expert at it. I love teaching American literature, If I had to teach English lit, I'd be doing something else."

On the wall of his office is a travel poster of Switzerland. He is passionate.
This year's International Symposium celebrated the history, arts and culture of Spain. The symposium, held March 4 - 12 and sponsored by the USF St. Petersburg Lecture Series, included lectures, panel discussions, films, exhibits and demonstrations. The program also coincided with the 10th anniversary of the Salvador Dali Museum.

Unlike programs at other universities that may concentrate only on the Quincentenary and the Columbian exchange, speakers at USF St. Petersburg examined events that have shaped Spain throughout its rich and diverse history. Topics included the Spanish Civil War, politics in the post-Franco era, the development of an artistic and literary tradition, and Moorish contributions to the Iberian peninsula. The history and geography of Spain also was covered.

Participants addressed Spain's lasting influence in the Americas. From the Black Legend, search for treasures, and relations with indigenous populations during the colonial period, to the contributions of Spaniards throughout American history, Spain's involvement in American affairs transcends the voyages of Christopher Columbus.

Lecturers also evaluated issues that challenge Spaniards in the 1990s, such as regional separatist movements and Spain's role in the "new world order" and the Common Market.

Other highlights included a "fiesta" dinner that showcased Spanish food, music and dancers, and a wine tasting that featured Spanish wines.

The 1992 International Symposium continued a long tradition of quality programs produced by the USF St. Petersburg Lecture Series. Past symposia featured regions as diverse as Cuba, China, Nigeria, and the former Soviet Union.
Charted for success
Judith Flynn helped put Geonex on the map

There's a cartoon on Judith Flynn's wall depicting an attractive woman in a low-cut evening gown, cocktail in hand. She's talking to a well-dressed man. With a dazzling smile, she says, "No, I'm a company president. Are you a secretary?"

The cartoon hits close to home for Flynn, executive vice president of Geonex Corp., a map-making company based in St. Petersburg that is the largest supplier of digital and traditional maps in the world.

A maverick with a master's degree in teaching who also earned her executive MBA at USF, Flynn has run businesses since she was a child.

She thought the misconception was hers to correct. "What's important is that I did my job and the recognition came with that."

But discrimination was never a real issue for Flynn, a dynamo who routinely works 70 hours a week and smiles about it. "(I work hard," she says. "Everyone tells me this is incorrect and that I conduct myself, the results can become very positive."

If she wants to establish a good banking relationship, for instance, she simply establishes one. "I don't worry about the fact that they're not going to like me because I'm female," says Flynn, who in 1989 was one of nine business people honored as Florida's Entrepreneurs of the Year. USF also named her its 1989 entrepreneur of the year.

She faces enormous pressures — doing business on an international scale while rearing three children and four step-children. Sometimes she conducts her family life long-distance because of her travels. But come Thursday night, even if she's in Singapore, she calls home to quiz her kids for tests they might have the next day.

"I think it's hard to have parents who work as hard as we do and are gone as much, but I'm very blessed - all my kids are very smart and they're all nice," she says, her voice modestly dropping an octave or two.

When Flynn was 10 years old, she started her first business. An enterprising youngster, she wasn't content to merely set up a lemonade stand and wait for customers to come to her. She put her marketing skills to work and brought the product to the people by organizing the other kids in the neighborhood to sell for her by going door to door.

Laughing at the memory, Flynn says, "It's a known fact that if you send a little kid to the door people will buy something faster than if a big kid goes."

While studying English at Grove City College in Pennsylvania, she was the sole proprietor of an antique furniture business. She bought old furniture cheap, refinished it herself, and sold it to other students for their dormitory rooms. She sold that business at a profit. She managed various other businesses with varying degrees of success.

None have been as wildly successful as Geonex, a company that tackles such projects as mapping the U.S. wetlands and major projects for the U.S. government. Geonex's biggest clients are public utilities; for instance, the company maps gas and electric systems underneath New York City. Geonex has mapped the agricultural lands for the entire Nile Delta and about 400 miles of the Nile River Valley, and has surveyed crop acreage and soil conditions there in one of the largest mapping projects ever undertaken. The company creates extremely accurate three-dimensional digital data bases for navigation, and also offers hazardous site surveying and laboratory analysis of earth, air and water quality.

Flynn and her husband, Harold, began Geonex 14 years ago in Baltimore. Then, the business was named Martel. Harold and Judith, along with James Roser, were the only stockholders. Now the company is publicly traded on NASDAQ and employs more than 1,300 people — many of them USF graduates — around the world. Geonex's overseas locations include Egypt, Brazil, Pakistan, England and Scotland.

See FLYNN on page 6
Aquaculture at USF St. Petersburg:

**Down on the (scallopfarm)**

Professor Norman Blake uses strips of artificial turf to breed scallops. Scallops have been disappearing from Florida's west coast because of environmental damage caused by increasing development.

USF doesn't have a football team, let alone a football stadium, but it does have artificial turf.

For scallops, artificial turf, commonly called Astroturf, is helping a USF marine scientist to repopulate bay scallops along the west coast of Florida.

Scallops have largely disappeared from estuaries along Florida's west coast, including Tampa Bay, because of increasing development and the resulting environmental impact, such as the loss of seagrasses. Storms along the coast also can sweep many of the young scallops out to sea.

Norman Blake, professor of marine science at USF's St. Petersburg campus, uses strips of the turf in water tanks in his lab for the tiny, young scallops to hide. In the early stages of their development, says Blake, the tasty invertebrates attach themselves to the strips. The artificial grass is similar to the seagrass the scallops call home in their natural environment.

Beginning with only nine scallops, Blake has raised 10 million scallop larvae in his lab since October. A rather prolific breeder, one scallop can lay one million eggs.

With Blake's system, they will be grown to a certain stage in the lab and then moved to the natural environment when their chance for survival is higher. "We're trying to fool Mother Nature by bypassing the sensitive stage in the lab," he says. "They are relatively easy to cultivate artificially because of the short time required for the larvae to grow to a size that can then be placed in the natural environment.

"Reaching maturity and ready for harvest in less than a year, the 'aquaculture resource enhancement project' can be accomplished at a relatively minimal cost," says Blake. So far, 15 mesh bags each containing about a half million maturing larvae were placed in the seagrasses near Crystal River. Approximately 20,000 were reintroduced into Tampa Bay. In both locations, the larvae are growing beyond Blake's expectations.

He hopes to eventually place young scallops back onto the grass beds with the artificial turf.

"By actually placing the Astroturf in the seagrass, the larvae will have plenty of hiding places," he says.

Chinese researchers have been developing "scallop farming" for the past 10 years, according to Blake, who saw their system firsthand when he visited China last year. He says that Chinese aquaculture has currently yielded about 4 billion scallops.

In Crystal River, high school students are helping Blake and a graduate assistant monitor the progress of the scallops. He says this brings together the management and replenishment of a natural resource and the youth who will be the direct beneficiaries.

"This allows students to be involved with both a research project and the direct outcome of maintaining a natural resource."

Blake is optimistic about the return of the scallops to Florida's west coast.

"There are many indications that Tampa Bay is undergoing a cleansing process. Aquaculture enables us to restock marine species back into these important estuaries."

—Ron Faig
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faculty and staff positions.

If that occurs, USF St. Petersburg would not be in a position to meet higher education needs of Pinellas County citizens.

Throughout the 1980s, USF St. Petersburg made significant strides in academic programming and physical growth as it responded to the demand for higher education in the county. Since its inception in 1965, the quality and number of campus programs have grown at a phenomenal rate. It would be a tremendous disservice to Pinellas County if the campus lost its momentum and the many gains so many worked so hard to achieve.

The future depends on education...let’s all invest in that future now!

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platforms. The EOS system is part of the federal government’s U.S. Global Change Research Program. After its initial 10 years, the project is expected to run for at least 15 additional years to allow accurate modeling of the processes that control the environment.

“We need to be able to monitor what is happening now as well as predict the future,” Carder says.

Besides monitoring natural global cycles such as El Nino occurrences and weather fronts, the project will study the effects manmade pollutants have, for example, on the ozone layer and on the greenhouse effect. Greenhouse gases such as carbon dioxide, methane, water vapor and ozone block much of the heat lost by the earth to outer space.

“Our government’s recent and rather sudden appreciation of the extent of ozone layer depletion is a lesson in how quickly acute problems can attract attention and be attacked,” says Carder. “Congressional and administrative action initiating funding for NASA’s EOS last summer was a tremendous step forward, but political perseverance is necessary for EOS to become a reality.”

Carder has been a member of numerous NASA scientific advisory groups. He is a member of two sensor teams: the Moderate Resolution Imaging Spectrometer (MODIS) and the High Resolution Imaging Spectrometer (HIRIS).

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NASA GRANT from page 1

All 'Betz' are off —
this professor is a winner

Some people might say that in the Tampa Bay area, the name Peter Betzer is as well-recognized as "Stormin' Norman" Gen. Norman Schwarzkopf.

Everyone seems to know of Betzer and the marine science department he chairs at USF’s St. Petersburg campus. Betzer makes it his business that they do.

His “Let’s do it” reputation has earned him much-deserved recognition as one of Tampa Bay’s most influential people — an honor he shared with Schwarzkopf. The two were featured recently in the Maddux Report, a Tampa Bay business magazine that each year compiles a list of exemplary people who are catalysts for change.

“I’ve been fortunate indeed to have consistent, long-term backing not only from USF but from effective business leaders, the city of St. Petersburg, a generous private sector and enlightened legislators,” Betzer said. “With support like that, success is virtually guaranteed. In short, my community made all of this possible.”

As a scientist, fund raiser, friend raiser and visionary, Betzer helped the campus gain national acclaim for its marine science program, making it one of the nation’s leading oceanographic centers. His research on airborne dust found that extremely large dust particles can travel thousands rather than hundreds of miles — a startling finding that shook conventional beliefs about the long-range transfer of minerals and nuclear debris via atmospheric currents. His discovery made the cover of one of the world’s most respected scientific journals, Nature, and was covered extensively by the New York Times, Washington Post and a leading Japanese newspaper, Asahi Shim bun.

Betzer played a pivotal role in persuading the U.S. Geological Survey to establish its national headquarters for coastal geology on the St. Petersburg campus — and beat 22 other universities in the process. Now he is set on enlarging the international reputation for his department. Last March Betzer lured the Oceanography Society, a prestigious organization of 500 scientists from around the world, to St. Petersburg for its annual scientific meeting. The event went so well the Society may locate all of its Eastern U.S. meetings in St. Petersburg.

Betzer has been called an “academic entrepreneur” who helped launch the Pier Aquarium in downtown St. Petersburg and who was one of the top fund raisers for the Bayfront Center Foundation. Because of his work, the St. Petersburg Area Chamber of Commerce recently recognized Betzer for his "outstanding contributions to the betterment of the community.”

Betzer, who received a doctorate in oceanography from the University of Rhode Island, has worked at USF since 1971.

— Deborah Kurelik

He and other members of the NASA’s teams will recommend to engineers the specifications required for optical sensors to perform measurements from the space platforms.

The teams also will develop algorithms, or equations, for use in analyzing the spectral information received at the satellites. These algorithms determine constituents of the ocean such as chlorophyll pigments and dissolved organic carbon from the measured “color” of the ocean.
England and Scotland.

Success is relative to Flynn. “We didn’t do this to get rich. We did this to build a company. People are always amazed when I don’t know exactly how much of the company I own or how much money I make. But that’s not my life. My life is running Geonex.”

Flynn’s in business for herself because she likes having control over what happens in her life. Her middle-class background frames her definition of success: to have enough money to help out her family if it’s in trouble.

And lately, success means feeling a certain kind of confidence in herself.

“It’s knowing that when I walk into a room, I’m going to do a good job. And it’s an ability to forgive myself if I make a mistake. That’s new to me. I’ve always been horribly hard on myself.”

She remains aggressively interested in “growing” her company, and she believes entrepreneurship is a “spiritual thing.”

Flynn’s as passionate about education as she is about Geonex. As she looks toward the future of the United States economically, it seems very grim to her.

“We spend as a nation very little in research and development, we’re not investing in our plants, and we’re geared to short-term results. We’re not educating our work force, which means my kids will not have the opportunities I think I had,” she says, heating up and speaking rapidly.

“When our kids don’t even know basic math, who are they going to talk to? Yes, the rest of the world speaks English, but negotiating a contract in the host country’s language is a lot better — you’re much more competitive.

“If the United States doesn’t do something about education and the development of our people and industries, we’re going to see our standards of living decrease dramatically. We will not be an economic world power, particularly with Europe uniting. That’s why I’m interested in education.”

She’s been involved in projects such as the area Business and Industry Employment Development Council of Pinellas County, a group that helps economically disadvantaged people become employable, and Enterprise Village, a program operated by the Pinellas County school system that teaches economic education to children in middle school.

Now, she’s steering her spare energies toward USF St. Petersburg. She chairs the education committee of the Campus Advisory Board, and believes the campus is a well-kept secret that shouldn’t be.

She and her committee will help guide the campus in establishing a community luncheon program, where faculty members will conduct regular, educational forums; develop marketing programs; and determine how the campus can better meet the needs of students and the community through innovative academic programming.

“I’m so impressed with the quality of the professors I’ve met,” she says. “If you had told me before I went on the advisory board that those people were available at USF, I wouldn’t have believed you. It’s an incredible asset.”

WELLS from page 1

about Switzerland with its beauty and cleanliness, and its combination of culture, history and nature. He visits there from time to time, recently using the cash that was part of his teaching award for a European renaissance.


But doesn’t the typical American hero light out to the western territories rather than Europe?

Wells protests that he loves the American mountains, too — the Grand Tetons, Jackson Hole and Yellowstone National Park.

Mountains are part of his heritage. Growing up in the Berkshire Mountains of Massachusetts, he was near the area where the great American writers lived. Melville lived in Pittsfield when he wrote Moby Dick. Hawthorne was just five miles away in Lenox after The Scarlet Letter became a success. Even in high school, Wells was interested in reading what Thoreau said when he traveled through Berkshire County and went up Mount Greylock. Wells was, in fact, raised at the foot of Mount Greylock.

After high school, Wells began his college education at Union College in New York. He started out as a physics major.

“It was a romantic idea — I wanted to be a nuclear physicist or astronomer. I don’t know how I got through calculus. I was on scholarship and scared to death I’d flunk out.” But he survived the first year and then transferred to the English department.

One of his professors there was Frank Gado, a young and vibrant teacher who was an inspiration to Wells. Gado recommended Wells for a scholarship at Duke University where Wells did his graduate work. Later, Wells and Gado collaborated on a book, an editing and republication of James Kirke Paulding’s Koningsmarke. Wells has three other books and 20 scholarly articles. While at Duke, he won a prize for poetry with prize-winning fiction writer and literary scholar Reynolds Price as judge.

“I loved Duke and still do,” Wells says. “Good people — professional, intellectual — they cared about their students.” But some taught him in a negative way. “I also learned a lot from bad teaching technique — I learned what not to do.”

After Duke, Wells was pleased to be accepted at USF. He helped shape the English department at the St. Petersburg campus more than 20 years ago, along with Hall, Harriet Deer and Bill Garrett.

See WELLS on page 7
Don't miss these events! Need more info? Call 893-9160.

Bayboro Windship Regatta, April 11, 11 a.m. - 4 p.m.
Race starts at Bayboro Harbor

Scholarship Awards Dinner, April 21, 6 p.m. cash bar, 7 p.m. dinner
Keynote address by Peter Rudy Wallace, District 56, Florida House of Representatives. Reception features exhibits on art and history. Downtown St. Petersburg Hilton

Commencement, May 3, 1 - 3 p.m.
Mahaffey Theatre

Spirituality Symposium: Exploring Diverse Spiritual Paths, May 27 and 28
Jewish and Christian feminist scholars, Buddhist and Native-American scholars

Annual Meeting of USF's Pinellas Alumni Chapter, June 17, 5:30 p.m.
Election of officers and yearly agenda-setting. Feather Sound Country Club

Alumni wine tasting: the toast of the town

The "Fiesta" Wine Tasting, held in March at the Salvador Dali Museum, drew nearly 200 people to sample a variety of Spanish wines, hor d'oeuvres, classical guitar and an exhibit of Carmen prints by Dali.

The event benefitted scholarships at the St. Petersburg campus.

St. Petersburg Mayor David Fischer attended and was recognized for the city of St. Petersburg's commitment to the growth of the campus.

Food and wine was provided by Fancy's, and other sponsors included the Dali Museum, Barnett Bank of Pinellas County, and GTE Florida Volunteer Initiative Program.

Wells from page 6

The same four have been here since the campus's birth and make a strong and cohesive unit, overlapping all the areas that need to be taught for the English major. Since then, John Hinz has been added and other professors come from other campuses for a semester. Wells praises his colleagues and is quick to say how much they taught him and how he values their work. He worries about how they can be replaced when and if they decide to retire.

Although the English faculty is constant, Wells sees other things changing. He says the student body is growing younger. He sees fewer students in their 40s and 50s seeking degrees. Most students, he says, are in the 22 to 26-year old group.

English classes traditionally seem to have more female than male students, and right now Wells says he sees a lot of very bright women—women in their 20s and 30s who married before finishing college. "Now, their children are in school," he says, "and they're getting the education they should have had."

He tries to use more female authors in his curriculum, but it's tough — very tough, he says. "I insist on staying with quality and not bending to the prejudices of the age."

He has taught the works of poets Elizabeth Bishop and Marianne Moore. "But they don't really portray a woman's perspective. It's difficult to see that through their poetry."

In addition, the writers studied must all be of the same era and class time allows only for a limited number of books each semester.

"Time sequences produce problems," Wells says. "For instance, in order to include one of these women writers, Robert Frost, T. S. Eliot or William Carlos Williams have to be eliminated."

Another change that Wells sees is economic fear among students. "They are obsessed with grades and under tremendous pressures of time, money and energy investment. They're fearful their efforts will not lead to anything."

It's a legitimate fear for students these days, Wells says. "They will, I think and hope, come to see that they spent their time and money wisely studying literature."

Wells believes his English department is excellent. "An English student can get as good an education in the classroom on this campus as at Harvard, Yale or anyplace else."

"I'm happy to be here (at USF). I have no real desire to be anyplace else."

— Niela Eliason

Sail away at regatta

The ninth annual Bayboro Windship Regatta will be held Saturday, April 11, beginning at noon.

The race starts 1/4 mile east off the Pier, and runs a 6.5 mile course through Tampa Bay. Registration is $30.

For the first time, members of the public are invited to enter, but participation is limited to the first 10 entrants. For more information, call 893-9597.

Alumni golf tourney nets fun and profit

The USF Pinellas Alumni Chapter's second annual golf tournament held in November at Bardmoor netted nearly $3,000 for scholarships at the St. Petersburg campus.

Dave Stewart, Carl Kalinka, Hance McCain and Jo Ann Alessiandri took first place with a team score of 61. J.C. Penney Classic pro Tom Jewell's team shot a 63 to take second place. Other team members included Laura Pinard, Mike Barager and Brad Miller.
Working for the future

When one looks around the room at a Campus Advisory Board meeting, one is struck by the diversity of backgrounds and interests of the individual members. While many are graduates of USF and others have had spouses or children who have been students at USF, most are there because of their desire to provide for the citizens of Pinellas County an opportunity to study at a great university right here at home.

They have picked up the baton of the city of St. Petersburg and St. Petersburg Progress, which acquired and donated the campus, and are working tirelessly to enhance both the programs and the facilities so more students can attain their educational goals.

The task ahead is to broaden community support and involve more citizens in the programs and activities on the campus. The great resources of the faculty, students and community in concert with the other educational institutions in our area will, by creating a great institution, justify the foresight of the city and the business community in providing this campus.

There is much yet to be done, and I hope you will all join with us in fulfilling the dream for students of all ages here at USF St. Petersburg.

* * * * *

The Campus Advisory Board comprises the following voting members:

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By Louie Adcock,
Chairman of USF St. Petersburg's Campus Advisory Board

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