9-1-1994

Bayboro Briefing : 1994 : Fall

University of South Florida St. Petersburg.
A mini submarine used to take new technology sensors to the depths of the ocean is lowered into the water at USF St. Petersburg. The sensors can generate almost instantaneous information about underwater conditions. This is part of the university's new Center for Ocean Technology that will be housed in newly renovated facilities on Bayboro Harbor.

USF launches new era of ocean research

Studying the ocean just got a little easier for the USF Center for Ocean Technology.

With a $2-million federal grant from the U.S. Office of Naval Research, researchers from the institute — a collaborative effort between Marine Science, USF's College of Engineering and Florida Atlantic University's Department of Ocean Engineering — will now be better able to gauge how storms, winds and currents change nutrient volume and other conditions under water. It will allow them to better monitor oil spills, even during storms.

The grant funds research and development on sensors that can generate almost instantaneous information from fixed locations, but also can be deployed on unmanned, miniature (8-foot) submarines called autonomous underwater vehicles. (The mini-sub are a product of a joint venture between USF and Florida Atlantic University.)

"This is the ship of the future, as far as I'm concerned," said Peter Betzer, chair of the USF's Marine Science Department.

Betzer's comments were made to
'Senior' wins national writing contest

USF St. Petersburg student Ben Levin wrote winning story for his creative writing class with Professor Herb Karl.

The story of Ben Levin, a teenager in the 1930s, and his fascination with an older woman has an innocent, almost playful tone at first.

There is young Ben, an eager but awkward 15-year-old, and the mysterious, beautiful Ursula, who arrives from Europe one day to live in his aunt's house in Baltimore.

She helps him with his high school German lessons. "From her lips, the language, usually so gregarious, turned musical."

But like life, Ben Levin's story of innocence yields to disappointment and finally to darkness.

"It was very painful to write, very hard," Levin, a 79-year-old pharmacist about 15 years ago.

"I've always written, and was heavily into photography," said Levin, who along with his wife, Bette, spends winters in Florida and summers in Minnesota. "I thought about making a career of it, but you have a family, you have to make a living."

Levin is widely known in local writing circles. His work has won other awards, in Pinellas and in his hometown of Baltimore. But he said the Legacies award is the top honor. "I didn't want to write it. I'd never even told my wife that story," said Levin. "My family never knew until I read it to them. They were so interested when they heard it." That is Legacies' goal, said Solomon.

"We acknowledge every entry, not just the winners," she said. "We urge everyone to share their stories with someone, a child or a friend."

"We are so into the 'instant' these days. This is something lasting."


Not just tourists getting burned in Florida Keys

It's not just pale tourists who are in danger of a bad sunburn in the Florida Keys. And it will take a lot more than high-numbered sunscreen to protect a tiny, but important, inhabitant of coral reefs.

USF marine scientist and coral reef expert Pamela Hallock Muller has found that the reef-dwelling protozoan Amphistegina shows evidence of sunburn that is altering the way the tiny creatures reproduce and build their shells. While these symptoms indicate genetic damage, Hallock Muller says she is observing an adaptability that scientists didn't know the creatures were capable of.

"The point is that these critters have been sunburned for the past three summers," said Hallock Muller, who has studied the protozoa for 25 years. "This may be the first strong evidence that ozone depletion is affecting tropical organisms."

If the creatures do not adapt, the effects could be far reaching if ultraviolet light continues to damage the animals. As the protozoa die, their shells eventually become beach sand. In Hawaii, Hallock Muller says, these shells make up about 25 percent of the state's beach sand. If over time these protozoa decrease in number or build weaker shells, Hawaii's beaches may erode.

Even though Florida's beach sand is not composed of Amphistegina's shells, there is still reason for alarm, says Hallock Muller.

"Florida's beach sand is mainly ground-up quartz. But the Amphistegina's signs of stress are another piece of evidence that Florida Keys are in danger."

The USF marine scientist began her research June 1, documenting genetic changes and adaptations, which will help paleontologists understand how new species arise.

Her research will continue through 1995, focusing on the Conch Reef in the Florida Keys. Hallock Muller will sample reef rubble from various water depths, evaluate living specimens for shell damage and deformities, and place them in an environmental chamber to monitor their asexual reproduction.

The Leibovitz Foundation of New York sponsors the annual contest, which drew 12,000 entries—twice as many entries in only its second year. The winners of last year's contest were gathered in a book, also called Legacies (HarperCollins Publishers, $22, but to be available later this year in a lower-priced trade paperback edition).

The free contest is for people over age 60, who are asked to write brief, true stories about their lives. The point is to create memories—legacies—so that the wisdom of old people will not be forgotten, said Linda Solomon, who directs the Legacies project.

"In each round of judging, Ben's story came to the top," said Solomon. "It was clearly way above the rest."

Solomon said that by "inspiring older people to look at their lives and write about them, it becomes possible to save the past.... Elders have so much advice to give in the stories of their lives."

Levin, like almost all Legacies contestants, is not a lifelong, professional writer. But he has taken up prose and poetry writing seriously since retiring from his job as a pharmacist about 15 years ago.

"I've always written, and was heavily into photography," said Levin, who along with his wife, Bette, spends winters in Florida and summers in Minnesota. "I thought about making a career of it, but you have a family, you have to make a living."

Levin is widely known in local writing circles. His work has won other awards, in Pinellas and in his hometown of Baltimore. But he said
Cindy Snyder spent her early summers swimming at USF St. Petersburg while her parents took classes. Now a reporter, she writes stories about the campus.

While Cynthia Snyder's, '89, parents were involved with their classes at USF St. Petersburg in the mid 1970s, she was enthusiastically jumping off the high dive at the campus pool, not ever imagining she would be taking courses at USF St. Petersburg 15 years later. Snyder remembers playing in the swimming pool with her brother, Scott, as their parents worked on their masters degrees. Her most vivid memories are of "jumping off the high dive...and being up there with the top of the bleachers." Now, to her disappointment, both are gone. Snyder also recalls her parents' classes being held in the old barracks building, which is gone too. (The Knight Oceano-graphic Research Center stands on that location.)

Snyder is among the campus's earliest second-generation students, with her parents each holding graduate degrees from USF St. Petersburg. Her mother, Sarah K. Snyder, '76, is now president of the Pinellas Private Industry Council. Her father, Walter S. Snyder, '78, taught industrial engineering at USF. He died in 1992.

When Snyder returned years later to attend classes in mass communications on the St. Petersburg campus, she was surprised and pleased to see the tremendous growth and changes; she could not even find the pool where she and her brother had so many memories.

As a working student, Snyder was unable to spend much time at the pool. Any available free time was reserved for her hobby—observing landings and take-offs at Albert Whitted Airport.

Her real desire is to learn to fly. "My interest in flying was sparked by reading the works of Richard Bach, best known for Jonathan Livingston Seagull and Illusions," says Snyder.

She talks jokingly of one day becoming a travel writer and flying herself all over the world. Snyder is on the right path to her dream; she was the assistant editor of the Pinellas County Review, a business, financial, real estate and legal newspaper published bi-weekly. As assistant editor, she spent most of her time driving throughout Pinellas County covering stories for the newspaper. She left the Review in October, however, because of management changes. Rather than a set-back, Snyder sees this change as an opportunity to write about causes close to her heart. "My immediate plans are to do some freelance writing for environmental publica-

tions. I would also like to help focus (public) attention on women's issues, such as domestic violence, equal pay and benefits."

Snyder hopes her writing in some way "will change the world by informing the general public about important issues so they can make better choices."

She has already focused public attention on several key issues at USF St. Petersburg, including separate articles on the return of the nursing program and the campus's 20 year master plan.

During her rare moments of spare time, Snyder enjoys reading murder mysteries and visiting art shows and galleries.

In the last 15 years, Snyder and USF St. Petersburg have grown and matured together. The stories Snyder writes as a reporter reflect the dramatic changes they both have undergone. Her experience as a student, however, illustrates the sense of community that will always remain.

Cindy Snyder hopes to combine her desire to fly with her talent as a writer.

USF St. Petersburg, including separate articles on the return of the nursing program and the campus's 20 year master plan.

During her rare moments of spare time, Snyder enjoys reading murder mysteries and visiting art shows and galleries.

In the last 15 years, Snyder and USF St. Petersburg have grown and matured together. The stories Snyder writes as a reporter reflect the dramatic changes they both have undergone. Her experience as a student, however, illustrates the sense of community that will always remain.

— Holly Piper
Moral philosopher Peter French fills ethics chair at campus

Moral philosopher Peter French recently was selected to fill the Marie E. and E. Leslie Cole Endowed Chair in Ethics at USF St. Petersburg.

French was the Lennox Distinguished Professor of Humanities at Trinity University in San Antonio, Texas, where he also taught philosophy. He is credited with translating complex philosophical and moral dilemmas into subject matter that is accessible to students and the general public. He has written widely on individual and collective responsibility, merging tenets of philosophy, the social sciences, law and literature.

He has written many books in his field, including Responsibility Matters, Corporations in a Moral Community, Ethics in Government, and The Scope of Morality. His new book, published by Harcourt Brace, is called Corporate Ethics.

French joined the USF St. Petersburg faculty in August and took an immediate role in the campus's proposed ethics program and will help develop its mission and curriculum.

"Dr. French is a renowned ethicist who will help USF St. Petersburg initiate what we intend to be a nationally recognized force on ethics," said Campus Dean H. William Heller. "He, along with Jay Black, will create an ethics center second to none in the nation." Black holds the Eleanor Poynter Jamison Endowed Chair in Media Ethics and Press Policy.

French was instrumental in making the philosophy department at Trinity University successful and in increasing enrollment from about 15 students to more than 100, said Nancy McIntosh, a USF St. Petersburg professor of business who chaired the search for the ethics chair.

"Dr. French has strong scholarship, and an entrepreneurial spirit and skills," said McIntosh. "He knows how to get programs up and running."

Campus administrators anticipate that the ethics program will build upon the Bishop Program already in existence, and assist Pinellas County and other school systems to facilitate an infusion of ethics into their curricula. French also will work with students, the community and the corporate sector on ethical problems and decision-making processes.

Ethicist receives $12,000 grant for lecture series

Jay Black, the Eleanor Poynter-Jamison Chair in Media Ethics at USF St. Petersburg, was awarded a grant of $12,000 by the Ethics and Excellence in Journalism Foundation. The grant will cover expenses for a lecture series open to the public, focusing on the much discussed and debated issue of the ethical journalist as an isolated individual versus a committed member of the community. Speakers will include media ethics scholars and professionals of the industry. The lecture series began this fall and will signal the establishment of the ethics initiative at USF St. Petersburg. Following each lecture, the speaker will prepare a formal paper on his topic. These papers will be compiled for a book that will be published in 1995. Black will collaborate with Peter French, who recently filled the Marie E. and E. Leslie Cole Chair in Ethics, and both will offer ethics programming at USF St. Petersburg.

It's never too late for more education.

USF St. Petersburg

A new sign at the corner of Second Street and Fifth Avenue S beckons students and visitors to the campus.
Campus plans day care center

USF St. Petersburg and the YWCA of Tampa Bay are combining forces to provide a family village for the Pinellas County community. The new 22,000 square foot facility will be located on the campus, near the present site of the Virginia H. Lazzara Emergency Shelter.

Peggy Sanchez, YWCA executive director, contacted USF St. Petersburg's Campus Executive Officer and Dean H. William Heller after learning the city purchased the land for USF's expansion. Both Heller and Sanchez saw an exciting opportunity to offer services needed at the university and the YWCA.

"There is not a university in this country that would not cherish the opportunity to have a program and facility like this proposed on its campus. As far as I'm concerned, this partnership is a dream come true," said Heller. Sanchez shared the same sentiment. "This is the most exciting partnership I've ever been involved with" she said.

The family village will include emergency housing for families, and child care facilities for families staying at the center. Students in USF's College of Education will participate in the project by offering childcare services. Students will also intern at the village, and get experience in human services. The city of St. Petersburg has shown its support of the project by giving $100,000 through the Community Development Block Grant Program. Pinellas County has pledged to match the city's gift.

The entire project is expected to cost $1.8 million and will be funded with federal, state and local support.

Dean receives national appointment

H. William Heller, campus executive officer and dean of USF St. Petersburg, was appointed to the Exceptional Needs Standards Committee of the National Board for Professional Teaching Standards.

Heller, who also is a professor of special education, will help develop board certification requirements for special education teachers. Those requirements will become the highest level of licensure in the exceptional education field, including teachers of disabled and gifted students.

The Board is developing board certification requirements for teachers of all disciplines, in an overall effort to elevate the teaching profession to a level similar to medicine, where the highest level of licensure is board certification.

The certification process, although voluntary, will be rigorous and will impact colleges of education by improving the quality of teacher education, Heller predicts.

"We'll be developing high standards to put teachers on a level of achievement which will rival any other profession," Heller says. "The board certification will be an important designation for those teachers with outstanding skills. These standards will epitomize excellence and competence in the teaching profession."

Public administration program begins

USF St. Petersburg recently welcomed Ambe J. Njoh as a full time faculty member in public administration. Njoh comes to USF from the Florida Department of Transportation where he held the position of Transit Planning Manager. He also has served as an adjunct professor at Florida State University in urban and regional planning.

Njoh received his Ph.D. in 1990 from the University of London's Bartlett School of Architecture and Planning. He has published articles in publications such as the International Review of Administrative Sciences and the Social Indicators Research Journal.

Born in Cameroon, Njoh's research has taken him across Africa and around the world studying urban planning.

Njoh's appointment allows the University to fulfill the growing demand for a graduate program in public administration.
Ocean from page 1

business leaders and media who gathered on campus June 2 to see a demonstration of the mini sub. The crowd of 300 also heard praise for the politicians who were instrumental in making the institute a reality. The federal grant was received largely through the efforts of Congressman Bill Young.

USF President Betty Castor cited interdepartmental researchers for their work on behalf of the institute, and saluted Young for helping translate “dreams into dollars.”

"Without Congressman Young and the support of the Pinellas Legislative Delegation, such a result could never have been achieved," said Castor. "The Tampa Bay area benefits both environmentally and economically."

Young, who seemed genuinely touched by the tenor of the comments as well as by the turnout on a drizzly afternoon, spoke effusively about the marine science complex and reputation of USF and the city of St. Petersburg.

“One day the world will look to St. Petersburg and this campus for scientific information about the ocean," said Young. "This is the place they’re going to get it. We have pretty grandiose plans for this campus and this city."

Young made those comments from the front steps of the $21-million Knight Oceanographic Research Center, which will house the USF Marine Science Department and the Florida Department of Environmental Protection’s Florida Marine Research Institute.

The Florida Legislature earmarked $600,000 earlier this year to the USF Marine Science Department for added faculty, research and academic programs.

The U.S. Geological Survey’s Center for Coastal Geology, which is located at USF St. Petersburg and works closely with USF oceanographic faculty on research projects, recently announced plans to construct a $2.5-million facility next to the existing Studebaker Building on the St. Petersburg campus.

---

Nursing program returns to campus

The nursing program at the University of South Florida St. Petersburg was reinstated this fall, thanks to more than $168,000 in funding from the Florida Legislature and $100,000 from a hospital group that endowed a professorship in nursing.

The program is for registered nurses and others who want to earn a bachelor's degree in nursing, and will replace one that was canceled in 1991 as a result of budget cuts. Classes will begin January 1995. The program works in collaboration with USF’s College of Nursing and will enroll a class of 25 students.

Sarah Shoup, a member of the last nursing class graduating from St. Petersburg commented, "there are so many nursing students that work full time in Pinellas County and need a program closer to them. Having the nursing school back in St. Petersburg will benefit the community and the hospitals."

The Non-Profit Hospitals’ Venture, a group of area hospitals consisting of Bayfront Medical Center, Helen Ellis Memorial, Mease & Morton Plant, St. Anthony’s and Sun Coast, donated $100,000 for the professorship. The state will match that gift with $50,000.

"We’re pleased to assist USF St. Petersburg and the College of Nursing in re-establishing a baccalaureate nursing program in Pinellas County," said Grant Hurst, executive director of the hospital group. "Many nurses will be able to earn their degree while they continue to work; others may be full-time students, but the net result will be enhanced patient care of the people we serve."

"There was a definite need for the return of the nursing program at USF St. Petersburg. Thanks to tremendous community support, and that of the Pinellas County Legislative Delegation, we’re able to have it back at the campus," said Dean H. William Heller. "The program will truly be a community asset."

---

Joe O’Neill
USF Tampa
President Betty Castor wrote in a recent newspaper guest column that “The University of South Florida is on a roll, and the new school year is certain to be one to remember.” Her enthusiasm could not be more on target. USF had a record year with almost $85 million in sponsored research funding, was upgraded to a Research II institution by the Carnegie Foundation (putting USF in a class with Notre Dame and Syracuse), and received excellent support in funding from the state legislature.

And there’s much more to come, especially in St. Petersburg, my hometown for over 45 years, as we celebrate both the reestablishment of the nursing program and the opening of the Knight Oceanographic Research Center on our own campus.

Equally exciting is the momentum developed by the University of South Florida Alumni Association. A long-range plan has been developed and implemented, paid membership has reached an all-time high, and important by-laws changes were made to better position the association for the coming years.

As president of the alumni association for 1994-95, I hope to continue this momentum. The Board of Directors will focus on the continued development and support of chapters and alumni associations by building a strong membership base and working with the legislature to support USF initiatives. I am also excited about the prospects of completing fundraising for the Sam and Martha Gibbons Alumni Center on the Tampa campus.

I urge you to become a member of the USF Alumni Association, participate in Pinellas County Chapter events, support activities on each of the USF campuses, and learn about issues affecting USF. There’s no better time to become involved, because USF and your Alumni Association, truly are “on a roll!”

Campus welcomes new board members

**USF St. Petersburg welcomes the following to its advisory board:**

Marion Ballard, Bayboro Books
Michael W. Davenport, '72, First Key Mortgage
G. Cristin Delano, Bankers Insurance Group
Frank J. Hancock, '64, Harper, Van Scoik & Co.
Susan Davis Jones, '73, AT&T Paradyne
Curtis Lyman, Raymond James Trust Co.
Mary Joan Mann, active community volunteer
Wayne Mock, Patrick Media Group
Mike Stange, Stouffer Vinoy Resort
James Simmons, Pinellas County Urban League
Robert Smith, Templeton Fund

**The new board of directors and officers for USF’s Pinellas Alumni chapter are:**

Frank D. Reinhart Jr., '91, Florida Power Corp.; President
Nancy L. Johnson, '90, Barnett Bank; Vice President
Michael D. Starr, '85, Prudential Securities; Treasurer
Patricia Weaver, '75, '77, Dean Witter Reynolds; Secretary
Paige Fisher, '90, Pinellas Assoc. for Retarded Children; Past President
Pauline Arnold, '68, Congressman Bill Young’s office
Walter Cotton, '92, Thompson & Company of Florida
Elizabeth Dale, '75, Triangle Consulting Group
Kimberly Horstman, '80, '82, South Trust Bank
Valerie A. Prosser, '85, University of South Florida
Richard M. Todd, '80, Raymond James & Associates
Lana Romani, '94, recent MBA graduate

**USF St. Petersburg**

**Be a part of it!**
A year of promise
USF is on solid footing and gaining momentum

As I go from campus to campus around our university, I find that hopes are high for the University of South Florida as we head into the new academic year — and with good reason. The momentum from last spring is enough to make an optimist of anyone.

During the last semester we were named a "Research II" university by the Carnegie Foundation — a ranking that places us in the same academic league as Syracuse, Notre Dame, George Washington and other top-flight institutions with broad, diverse academic programs and significant research activity.

As if to underscore that point, we closed the academic year with our highest amount of sponsored research funding ever — some $85 million, an increase of nearly 30 percent over 1992-93. And the spring legislative session was our most successful in recent memory, with an increase in funding of several major new academic initiatives.

The Marine Science Department, for instance, benefits from both new federal research dollars as well as generous state legislative support.

All of those accomplishments highlight the strength of our university. They also tell me we are on solid footing as we turn our attention this fall toward strengthening our institution even further with challenging new endeavors.

The first of these has been more than a decade in the making — USF's new liberal arts curriculum. This curriculum incorporates five "dimensions," identified by university faculty as central to a liberal arts education into courses that meet the liberal arts requirement and places a new emphasis on critical thinking and communication skills.

Our liberal arts curriculum is hardly the only new venture that will be launched this year. Construction of new buildings, such as the new $15 million Nelson Poynter Memorial Library and renovation of old ones, the start of our new doctoral program in aging studies, the continued upgrading of our library system and many, many other initiatives lend even more excitement to the approach of 1995.

All of which is why I and so many others around our five campuses are so enthused about this new academic year. It promises to be one to remember.