

**Vol. 38, No. 34 » April 30, 2004**

## SGA presents Spirit of the Eagle awards

Alumnus Brian Chattin '96, student Amanda Diehl, the Student Ambassadors, and Dana Willett, media production manager in Instructional Technology Services, received Spirit of the Eagle awards at the Student Leadership Awards and Recognition Ceremony April 21.

The awards, presented by the Student Government Association, honor excellence and those who bring recognition to USI.

The SGA honored Chattin for being an excellent example of the type of student USI produces. After graduating from the University with a degree in business administration, he earned a master's at Ohio University and is now assistant director of Player Development for the World Champion Florida Marlins.

Diehl, a junior business administration major, was honored for her dedication and involvement as attorney general of the Student Government Association and president of the Student Ambassadors as well as in Alpha Kappa Psi and Southern Hospitality Days.

The organization award was given to the Student Ambassadors for showing more pride in USI than any other organization on campus and for welcoming new students.

Willett, winner of the Spirit of the Eagle Award for a USI employee, was honored for regularly helping students, programs, and classes as well as any individual or organization in need of a technology boost.

The SGA also recognized outstanding members of the faculty, staff, and administration.

Janet Greer, instructor in teacher education, is the 2004 Faculty Member of the Year. She was selected for the honor because of her concern for students, student advising, and willingness to put forth extra effort to help any student.

The Staff Member of the Year is Lois Stevens, Physical Activities Center building and equipment supervisor, who was recognized for dedication to her both her work and her student workers.

Cynthia Brinker, vice president for Governmental Relations, is the 2004 Administrator of the Year. Students applauded her for conveying a strong and positive image of USI to the Indiana Legislature.

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## RopeWalk returning to New Harmony

The 2004 RopeWalk Writers Retreat will be held June 13-19 in New Harmony, Ind., and the registration deadline is quickly approaching.

The weeklong retreat, a program of University of Southern Indiana, gives participants an opportunity to attend workshops and confer privately with one of five prominent writers.

Limited space remains in the three poetry workshops that will be led by Andrew Hudgins, Rodney Jones, and Leslie Ullman; the fiction workshop led by Erin McGraw; and the nonfiction workshop led by Speer Morgan.

Hudgins, who serves on the faculty at Ohio State University, has published six books of poetry, including *Ecstatic in the Poison*, *Babylon in a Jar*, *the Glass Hammer*, *The Never-Ending*, *After the Lost War*, and *Saint and Stranger*. His honors include several poetry prizes as well as fellowships to Stanford and Princeton universities and the National Endowment for the Arts.

Jones, professor of English at Southern Illinois University-Carbondale, is the author of six books of poetry: *The Story They Told Us of Light*, *The Unborn*, *Transparent Gestures*, *Apocalyptic Narrative*, *Things That Happen Once*, and *Elegy for the Southern Drawl*. His awards include a Guggenheim Fellowship, the Lavan Award of the American Academy of Arts and Letters, and the National Book Critics Circle Award.

Ullman, who serves on the faculty of the University of Texas El Paso's Creative Writing Program and the Vermont College MFA Program, has published three poetry collections: *Natural Histories*, *Dreams by No One's Daughter*, and *Slow Work Through Sand*. She is the recipient of a Yale Series of Younger Poets Award, an Iowa Poetry Prize, and two National Endowment for the Arts Fellowships.

McGraw, associate professor of English at Ohio State University, is the author of three books: *The Baby Tree*, *Lies of the Saints*, and *Bodies at Sea*. Her new book, *The Good Life*, is forthcoming from Houghton Mifflin. McGraw's awards include the 1996 Pushcart Prize and the National Society of Arts and Letters Career Award as well as fellowships at MacDowell, Yaddo, and Stanford.

Morgan, professor of English at University of Missouri, is the author of five novels: *Belle Star: A Novel*, *Brother Enemy*, *The Assemblers*, *The Whipping Boy*, and *The Freshour Cylinders*. He is the winner of an American Book Award, editor of *The Missouri Review*, and co-editor of *For Our Beloved Country: Diaries of Americans in War*. He also published the short story collection, *Frog Gig and Other Stories*.

Retreat events will be held at various locations in New Harmony, including the New Harmony Inn, the Wheatcroft Guest House, the Barn Abbey, and The Atheneum. Lodging options are available in New Harmony and nearby.

Tuition, \$545, includes workshops, individual conference, readings, receptions, and several meals. May 15 is the registration and manuscript deadline. For registration or additional information, call USI Extended Services at 812/464-1989 or 800/467-8600, e-mail ropewalk@usi.edu, or visit www.ropewalk.org.

Now in its 16th year, RopeWalk has been assisted by grants from Mrs. Ruth Lilly, Susan R. Enlow, the Indiana Arts Commission, the Blaffer Trust, the Witter-Bynner Foundation, the USI Society for Arts and Humanities, and the support of Historic New Harmony, an outreach program of USI.

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## Women's golf receives NCAA II team bid

The USI women's golf team has received an invitation and a bid to play in the NCAA Division II East Regional Tuesday and Wednesday, May 4-5. Hosted by Ferris State University, the 54-hole regional will be held at Katke Golf Course in Big Rapids, Mich.

The Screaming Eagles are currently ranked 18th nationally by Golf Stat and third in the East Region. This appearance in the 2004 East Regional will be USI women's golf's first as a team. Sophomore Amanda Zehner advanced to the regional as an individual as a freshman last spring.

The regional field will include Grand Valley State University, Northern Kentucky University, USI, Southern Illinois University Edwardsville, the University of Indianapolis, and Ferris State University.

USI, which was second in the GLVC Tournament last fall, is led by Zehner and freshman Megan Pendergraff, both from Henderson, Ky. Zehner leads the squad with an 80 strokes per round (spr) average, while Pendergraff is right behind with an average 80.4 spr.

Pendergraff got off to a fast start in 2003-04, setting a USI 36-hole record with a 151 (76-75) at the Cardinal Classic hosted by Ball State University and led the team during the fall with an average 79.9 spr during the fall season. Zehner broke Pendergraff's 36-hole mark during the spring with a 149 (73-76) at the Northern Kentucky Invitational and led the squad with an average 79.3 spr during the spring.

Zehner also set the USI single round record with a 73 at the Cardinal Classic and the Northern Kentucky Invitational.

Pendergraff and Zehner are followed by a pair of seniors – Jennifer Beaman, Evansville, and Brandi Irvin, Benton, Ill. – who are having career seasons. Beaman has averaged 84.0 spr this year, 9.2 strokes under her career average, while Irvin is averaging 84.4 spr, 7.2 below her career mark.

Sophomore Tara Ulmer, Bluffton, Ind., rounds out USI's top five. Ulmer has improved 10 strokes over her freshman season with an 84.5 spr average and recorded a pair of 79s at the GLVC Tournament last fall to tie for eighth with Zehner.

The top two teams and the top two individuals not on an advancing team will advance to the NCAA Division II National Championship held in conjunction with the first-ever Division II Sports Festival in Orlando, Fla. The women's golf championship tournament, which is a 72-hole tournament, will be held May 12-15 at The Legacy Club at Alaqua Lakes in Longwood, Fla.

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## Names in the news

### Achievements

**Dr. Marv Albin**, chair of the Information Systems and Business Education Department, served on a panel of local technology leaders during the presentation, "Outfitting a Small Business," April 27 at The Signature School. The Webcast and technology discussion focused on ways small businesses can set up and improve IT foundations. The presentation was part of "Tech Tuesday," a program regularly offered on the fourth Tuesday of the month. For more information, call Vision 2000, 812/423-2020.

The drawing, "Cheers," by **Katie Waters**, professor of art, has been selected for inclusion in the "2004 10th Annual Great Plains National," a juried exhibit of artworks from across the United States. The exhibit will be on display April 30-May 28 at the Moss-Thorns Gallery of Art at Fort Hays State University.

## In sympathy

The University community extends sympathy to the family of **Traci Brown**, sales coordinator for Historic New Harmony, whose father **Charles V. "Charlie" Wilkinson**, 55, Grandview, Ind., died April 27. Services will be at 11 a.m. Friday, April 30, Huber Funeral Home in Tell City, Ind., where friends may call from 9 a.m. until service time. Visit [www.huberfuneralhome.net](http://www.huberfuneralhome.net) to make condolences online.

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## FYI

### Final exams

Final exams will begin Saturday, May 1, and continue through Friday, May 7. For more information, call the Office of the Registrar, 812/464-1762, or visit [www.usi.edu/REG/final.asp](http://www.usi.edu/REG/final.asp).

### Chamber concert

The USI Chamber Choir will present its spring concert at 3 p.m. Sunday, May 2, at Old North United Methodist Church, 4201 Stringtown Road. Performing under the direction of Daniel R. Craig, assistant professor of music, the spring concert kicks off the choir's second spring tour to Ireland, May 10-18.

### Women's health

The Witness Project will offer low- or no-cost mammograms and pap smears from 10 a.m. to 3 p.m. May 8 at Osborne Funeral Home in collaboration with St. Mary's Breast Center, St. Mary's Mobile Outreach Clinic, St. Mary's Cancer Center, and the Indiana State Department of Health's Regional Breast and Cervical Cancer Program.

Appointments are recommended. To schedule an appointment, call the Hope Cancer Resource Center, 1-877/580-3883 or 812/485-5725. Participants should bring their insurance cards to the screening. Walk-ins will be accepted if time permits. Free bone density screenings also will be available.

### Grecian Odyssey

A private tour of Greece designed by Eric von Fuhrmann, associate professor of English, and Go Ahead Vacations is being offered during spring break 2005, March 3-14. Members of the University community are welcome to participate in "Grecian Odyssey," which will include popular sights as well as areas off the beaten paths.

Overnight stays will be in Athens, Delphi, Meteora, Corfu, Rio, and Nauplion. Registration for the trip will remain open until September 30, but cost increases will go into effect May 15. For information, call von Fuhrmann, 812/464-1749.

### Wiener Wednesday

The USI Alumni and Student Alumni associations will host Wiener Wednesday from 11 a.m. to 1 p.m. May 5 on the University Center Mall. The event provides free food for all USI students. Call 812/465-1215 for more information.

### Newsletter deadline

Friday, April 30, is the deadline for submitting information for the next online issue of *University Notes*. Submissions received after the deadline will be published at the discretion of the editorial staff.

Submissions may be made via e-mail to Libby L. Keeling, associate editor, or by calling 812/461-5259.

## Job openings

For job openings, visit the Human Resources Web site at [www.usi.edu/hr/](http://www.usi.edu/hr/). Information also is available on the bulletin boards in the front lobby of the Wright Administration Building and outside the Human Resources Office, or by calling the USI Job Line at 812/465-7117.

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## Web tips

### "Getting the Web in Your Head"

by Ed Scharf, Web developer

For most of us, the idea of webs in our heads refers more to the cloudiness of Monday morning cobwebs than to the infinite possibilities represented by the interconnected patterns of the World Wide Web.

After all these years of trying to "shake those webs out of our heads," there's a whole new way of thinking. Nowadays, if we don't have webs - or Web sites - in our heads, we just might be doing ourselves a disservice.

For the first 10 years of the Internet, most businesses and organizations regarded their Web pages as an afterthought, if at all. Web sites became crammed with content that was simply repurposed ad copy from other marketing campaigns.

Users were encouraged to "check us out on the Web," only to be given information they already had. Everyone was in such a hurry to have "a presence on the Web" that no one was really thinking about the best and most practical ways to utilize this revolutionary communications tool. It was tantamount to everyone rushing to buy cars in the 1920s just so they could park them in their driveways and show them off to their neighbors.

Well thankfully, we're finally stepping on the gas, as it were, and figuring out just how powerful this car is. We're quickly finding out how to make our Web sites not only complement but also enhance our efforts.

That often doesn't mean a complete redesign or incorporating complex animations or fancy gimmicks. It's often as simple as thinking ahead and thinking differently. To make the most of the Web's numerous capabilities, we must incorporate it at the initial planning stages of everything we do.

It is no longer sufficient, or e-efficient, to slap a Web address onto a mailing or a poster or a brochure at the last second.

When it comes time to sit down and plan a strategy for that next big event or publicity push, try to think of ways the Internet might best suit your needs:

**Does your task require people to fill out forms or supply you with information?**

The Internet is a great place to send people to fill out forms. It saves time for both you and your audience. Utilizing online forms can help you organize and track your data, as well as help you create a database of constituents, patrons, or customers. Meanwhile, your audience will appreciate your efficiency, and they'll be happy you saved them a trip to the post office.

**Does your task require the printing of expensive brochures, posters, or other mailings?**

One way to cut down on these costs is to make some of the information available online. That way you don't overwhelm your audience with too much information all at once, and your

brochure doesn't turn into a phone book. If they're interested in learning more, they can look you up on the Web.

If printed materials urge people to visit a Web site that offers only stale, redundant information on pages that aren't coordinated with those printed materials, it's easy for an audience to get confused or lose its enthusiasm.

Another way the Web can help you get the best bang for your printing buck is by narrowing your demographic. If you start with an online solicitation and ask your audience if they'd be interested in your expensive, glossy, four-color brochure, then you can get a better idea of exactly how many to order.

In addition, one of the Web's main selling points is that you can change or update your message very easily. Information can be released in a timely manner, reminders can be sent days in advance, and important updates can be posted in a matter of hours.

**Does your task appeal to a mass audience?**

Are you planning a festival with a number of different attractions: arts and crafts for kids, concerts for teenagers, programs for adults? What better way to cater to your mass audience than by giving them the opportunity to investigate what interests them? Linking information off of a Web page can have the effect of filtering out information that is irrelevant for some while making it available for others.

**Would making your task Web-based increase your response rates and/or participation?**

Earlier this year, USI decided to hold the voting for Homecoming queen and king entirely online. Students were directed to a secure Web page through MyUSI that allowed them to read about all the nominees and make their selection from the comfort of their own laptop. There were no ballot boxes, tiny sheets of paper, or "hanging chads" to deal with. It was quicker, easier, and more convenient for everyone involved and produced a record number of votes - four times the usual response!

These are just a few examples of how to incorporate the Internet into your everyday routine. It may be difficult for some to fathom, but the Web does have the potential to make life simpler. And remember, your Web doesn't have to be intricate... as long as it catches the right flies.

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## Tell-A-Friend

The Employee Wellness Committee is coordinating the Tell-A-Friend program on campus in cooperation with the American Cancer Society.

The ACS goal is to reduce the number of breast cancer deaths by 50 percent by the year 2015. The society's No. 1 message is "a mammogram is a woman's best defense against breast cancer because it catches the disease early, when it is the most treatable." After the age of 40, women should receive a mammogram every year.

USI employees interested in making a difference are being asked to contact five females over the age of 40 to encourage them to get a mammogram in 2004.

Participants should contact one of the following building coordinators for an information packet:

Orr Center	Angie Brawdy
Science and Education	Joan Devillez
Rice Library	Mona Meyer
UC/Liberal Arts	Deb Weigand
Health Professions	Beth Thompson



Fitness Center/PAC

Glenna Bower

Physical Plant

Miles Mann

All forms should be returned to Angie Brawdy, manager of Benefits and Compensation in Human Resources, by Friday, May 7, to meet the ACS deadline.

The Employee Wellness Committee appreciates the University community's assistance with this important community project.

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## Marketplace

### For sale

Evansville Bluecats - half price tickets for this Saturday's (May 1) game at Roberts Stadium at 7:05 p.m. against interstate rival Fort Wayne Freedom. Regular ticket prices are \$9, \$13, and \$16. Discounts will be given at the gate with a valid USI Eagle Access Card. Call 491-9401 for more information or visit [www.evansvillebluecats.com](http://www.evansvillebluecats.com).

Chest freezer - free with pick up. Perfect for a garage or basement. Works great. Call 423-6640 or Ext. 1918.

INDY 500 tickets - two excellent tickets to the May 30 race. Will sell for face value: \$80 each. For details, call Bob Ruble, 490-0770.

Plant sale - May 1-8. From USI, take Eickhoff north to stop sign, turn left on Hogue Road, take next right to 545 Roesner Road, second house on right. Plants include Hosta, Bee Balm, Coreopsis, Gaillardia, Liriodendron, Salvia, Fever Few, Iris, Yarrow, Lambs Ear, Black Eye Susan, Chameleon, Evening Primrose, Hardy Geranium, Obedient, Coral Bell, and more. Call 464-1987 for more information.

Perennial plant sale - through month of May. Take Highway 65 north to Armstrong Recreation Center, turn left on Baseline Road, turn right on County Line Road. Sale on right. Many varieties. Call 464-1987 for more information.

Craftsman home - in excellent condition, near University of Evansville, 15 minutes from USI via the Expressway. Three bedrooms, two full baths - downstairs bath remodeled last year. Sunroom with seven windows and tile floor, den, living room with new gas fireplace and built-in bookcases, dining room, kitchen, full basement, two-car garage, professional landscaping with lots of perennials, privacy fenced backyard, yard lights in front. New roof and gutters, new concrete driveway, new high energy-efficient furnace and central air-conditioning, newly refinished hardwood floors. Great neighbors on both sides. Street T's in next block, minimal through traffic, quiet neighborhood. \$129,900. Call Nancy, Ext. 1244 or at home, 477-4375.

2000 black Honda CR-V - excellent condition, CD player, 57,000 miles. \$11,500. Call Ed, Ext. 1999 or 477-2569 (evenings and weekends).

2000 Dodge Avenger - ES, red, gray leather interior, loaded 55K miles. \$8,900. Call 464-1959.

1992 Lincoln - Town Car, lots of new parts, motor under warranty until October, \$3,200. Call 812/491-0870 evenings.

1994 Buick Century - 60,000 miles, new tires, new front brakes and rotors, CD player, excellent condition. \$3,500 firm. Call 491-8798.

1995 Ford Windstar GL van - 155,000 miles, new transmission, new head gaskets, new tires, CD player, \$3,000. Call 491-8798.

### Help wanted

Yard work - summer and more - job opportunity. Forty hours per week during the summer. School year hours scheduled around your academic schedule. Start as soon as possible or when school gets out. Pay depends on capabilities - experience with tractors, mowers, etc., a plus. You will be working with another person, so it is not lonely! Call 867-2147 and ask for Mrs. I.

### For rent

Large downtown apartment - available for rent May 22, one-half block from Penny Lane. Two bedrooms, one bath with double sinks, lots of windows, huge master bedroom, brand new carpet, washer/dryer included. \$560/month; \$250 deposit. Contact Ronda Priest, 465-1092 office, or [rpriest@usi.edu](mailto:rpriest@usi.edu).

One-bedroom unfurnished apartment - 131-153 S. Barker, one block south of the Lloyd Expressway. Water, sewage, trash pick-up provided. One-year lease, no pets, non-smoking. Rent \$350/month, \$200 deposit. Call 476-3411.

House for rent - two miles from USI at 250 S. Redbank Road, three-four bedrooms, two-and-a-half baths, two-car garage, deck, walk out basement with fireplace, new kitchen appliances, washer/dryer hookups. Available for rent June 1. \$1,200/month. Call 760-3402.

### Community

Free drinks for USI faculty and staff - to show appreciation for USI staff and professors, Penny Lane, 600 S.E. Second St., is offering a free small coffee or tea with the purchase of any soup, salad, or sandwich. Hours: 7 a.m. to 10 p.m. Sundays through Thursdays and 7 a.m. to 11 p.m. Fridays and Saturdays. A valid Eagle Access Card will serve as identification.

EDITOR'S NOTE: "Marketplace," a free service available to University employees and retirees, publishes information of a non-commercial nature that may include items for sale or rent, desired items or services, available services, free items, and fund raisers. The editorial staff reserves the right to decline any submission and to enforce the column deadline.

Friday, April 30, is the deadline for submitting information for the next "Marketplace." Submissions may be made by calling 812/465-1192.

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