How Much College Debt Do Our Students Owe?
(And what does it really mean?)
“Nicki’s Unforgettable Radiance”

The Turners honor their daughter

Photo by Troy Tuttle

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Jeff Goodman answers the question, What do flaming Gummy Bears™ and glowing pickles have to do with learning? 54
Dear Members of the Appalachian Community:

Another academic year begins soon, and our admissions figures show demand for an Appalachian education remains strong. This year’s freshmen applications are up 19 percent from 2007, and transfer applications in this same six-year period are up 33 percent. We expect to enroll nearly 3,000 freshmen and 1,000 transfer students this fall, for a total enrollment of about 17,700.

As our alumni around the world demonstrate every day, the Appalachian Experience is a springboard to magnificent life and career achievements. Young people seeking an Appalachian education know this, and they can look to our May graduates and see what is possible right after graduation. For example, global studies major Anja Wicker ’13 has accepted a job teaching English to Shandong University students in China, Honors College student Grant Canipe ’13 has received a fellowship to begin a Ph.D. program in cognitive psychology at UNC-Chapel Hill, and communication major Lauren Brigman ’13, also an Honors College student, works as a traffic reporter for Asheville’s WLOS News 13.

Great achievements lie ahead for Appalachian, too. Although I announced in April that I will move into a new chapter of my life when the next chancellor arrives, my dedication to advancing Appalachian is stronger than ever. I know you share this dedication as well, and I am proud of the hard work we all do for our University.

Our to-do list for the upcoming academic year is ambitious, but attainable. I am counting on you to help me reach these goals:

• Break ground on a health sciences building – Let’s give our students the space they deserve as Appalachian positions itself as a leader in enhancing the state’s health professions;

• Expand international opportunities – Our students need an understanding of how their scholarship and research can create global and local connections. Having just returned from China, I find myself even more enthusiastic about the tremendous potential for enhancing our international collaborations;

• Create more scholarships for high-achieving students – The newly announced Wilson Scholars Program is just the beginning. Additional support to this scholarship is needed, as well as for the Chancellor’s Scholarship in The Honors College, to attract the best and brightest students;

• Increase funding for need-based scholarships – The ACCESS Scholarship Program, and others like it, have allowed many of our students and alumni to succeed in ways they never dreamed possible. Any amount donated to support one of these scholarships is transformational for the students who earn them and for generations to come;

• Work with the athletics leadership to ensure a successful transition to the Sun Belt Conference – We must be financially prepared for this move, including the required new scholarships and costs associated with the transition. We also must continue showing our Mountaineer pride on game days; and

• Exceed the fundraising goal for the Campaign for Appalachian – None of these goals, or any future goals for that matter, are possible without your help. We are within $41 million of our $200 million goal, and your contributions have made – and will continue to make – a difference. You can help by making a gift to The Appalachian Fund, which helps support students, faculty and staff who have an urgent need for resources, and provides funding for areas left in critical need by significant budget cuts the University continues to face.

I am extremely proud to have been a part of Appalachian’s achievements in the past nine years. Together, we have created new and strengthened existing academic programs, sustainability initiatives and global connections. Thank you for your many efforts which have contributed to this success. I am looking forward to working with you in the months to come to ensure even greater success for this University we all love.

With Appalachian pride,

Kenneth E. Peacock
Chancellor

Kenneth E. Peacock at an Appalachian legislative reception held in the Executive Mansion in Raleigh. The event provided an opportunity to highlight the value of higher education in North Carolina, with Gov. Pat McCrory addressing the group.

Photo by Ken Martin

From the Chancellor
We value your input

Tell us what grabbed your attention, stirred your imagination, reminded you about a great Appalachian memory or made you think about an idea or issue in a new or different way. We want to know your thoughts - please share them with us.
As our 35th president John F. Kennedy said, “Change is the law of life. And those who look only to the past or present are certain to miss the future.” In a succinct and straightforward way, President Kennedy acknowledged the importance of historical context and remaining relevant to the current – all with our vision firmly fixed on the future. This is the essence of a university and our editorial goal for Appalachian Magazine.

In this issue, we engage in the national dialogue about student debt and the new economy. These are complex and multifaceted issues that call upon us to learn from our past, deal with the present, and think strategically about our future. While we understand that Appalachian offers an excellent value for the investment, we also see a generation burdened with debt and struggling to find their way in times of economic challenges. What lies ahead for our graduates? National experts, faculty and successful alumni weigh in on this conversation and what it means for Appalachian.

Change can be found from the design of the front cover all the way to the back of this magazine. This is our way to keep current with how you, our readers, prefer to be engaged in creative and stimulating conversations about our university. Thank you for joining us in these conversations.

Regards,

Hank Foreman
Executive Editor
Summer Reading Book

The Summer Reading Book for 2013 is “American Dervish” by Ayad Akhtar. Since 1997, incoming freshmen have been asked to read a book as part of their orientation to Appalachian State University. The purpose of the Summer Reading Program is for students to establish a common experience with other new students.

All incoming freshmen received a copy of “American Dervish”, and Akhtar will speak during Convocation in the Holmes Center on Sept. 10. The author also will participate in other discussions on campus and in the community on Sept. 11.
How Much College Debt Do Our Students Owe? (And what does it really mean?)

As it turns out, these are not easy questions to answer. Metrics like consumer confidence, credit card debt, homeowner debt, unemployment and gross domestic product, all of which help us contextualize our financial situations, are readily available. Additionally, the data used to report these metrics are current. If not monthly, much of these data are reported quarterly. The numbers are annualized, sliced and diced, and contextualized in many ways by analysts, economists, politicians and academics on a continual basis.

So one might think that data about the average college loan debt carried by a 2013 graduate would be fairly easy to find. After all, it is an issue that is widely discussed across a variety of media, which often leads to a discussion about whether or not it is “worth it” to get a college degree.

Logically, someone interested in measuring the return on his or her investment in a college education would want to begin with a litmus test, a benchmark, some measure that answers the question, “How does the amount of debt I am carrying compare with the national average?”

Anyone looking for a number that can accurately answer this question, however, finds that it does not exist. We asked an expert why the data on student debt are so hard to find, and what that means for new graduates.
Total student loan debt outstanding exceeded credit card debt in 2010 and auto loan debt in 2011, and reached the $1 trillion mark in 2012. While these milestones are impressive, it is more important to consider the impact of student loan debt on individual borrowers.

The average debt at graduation for the two-thirds of bachelor’s degree recipients who graduated with debt last year is about $28,000. If averaged among all bachelor’s degree recipients, not just those with debt, the figure is about $19,000. Other commonly reported figures include the average debt of all borrowers (not just recent graduates), the average debt of all undergraduate students (not just bachelor’s degree recipients) and the average debt of all borrowers who owe on their student loans (not just undergraduate students).

There is not a lot of good data about average debt at graduation. The National Postsecondary Student Aid Study provides aggregate and average data for cumulative federal and private student loans, but the study is conducted only once every four years. The Common Data Set surveys are annual, but the surveys are voluntary with only about half of colleges responding, and many of the more expensive respondents omit information about average student loan debt at graduation. The National Student Loan Data System has comprehensive information about federal student loans, but the U.S. Department of Education does not let researchers have access to this data. The Federal Reserve Bank of New York samples credit reporting agency data to measure student loan debt outstanding, but the data is inaccurate and the sampling methodology is biased toward older consumers, causing it to underestimate debt outstanding and overestimate delinquency and default rates.

What borrowers need is data concerning average debt at graduation for their degree level, field of study and institution. This debt data should also be linked to data concerning unemployment rates and average starting salary. This would help students make a more informed decision concerning the tradeoffs between college affordability and other criteria, such as quality and fit. This kind of data is not yet available except in a handful of states.

In the meantime, there’s a good rule of thumb students can follow: total student loan debt at graduation should be less than the expected annual starting salary, and ideally a lot less. Student loan debt can be estimated by multiplying the first year debt by the length of the educational program. Salary data can be obtained from a variety of sources, including National Association of Colleges and Employers, payscale.com, salary.com and bls.gov.
Mark Kantrowitz is a nationally recognized expert on student financial aid, scholarships and student loans. He is senior vice president and publisher of Edvisors Network. Before joining Edvisors, Kantrowitz was founder and publisher of FinAid.org and publisher of Fastweb.com. Kantrowitz has been quoted in more than 5,000 newspaper and magazine articles in the last five years. He has written for the New York Times, Wall Street Journal, Washington Post, Reuters, Huffington Post, U.S. News & World Report, Newsweek and Time magazine. He also writes extensively on student aid policy. Kantrowitz serves on the editorial board of the Journal of Student Financial Aid, the editorial advisory board of Bottom Line/Personal, is a member of the board of trustees of the Center for Excellence in Education and is a member of the board of directors of the National Scholarship Providers Association. He has two bachelor’s degrees in mathematics and philosophy from the Massachusetts Institute of Technology and a master’s degree in computer science from Carnegie Mellon University.
**Paying for College**

Creativity, sacrifice and determination make the difference.

By Jane Nicholson

The headlines stir anxiety on an almost weekly basis: “Sticker Shock,” “College affordability is a struggle as state aid drops, tuition rises” and “Students battle college costs, one paycheck at a time.”

There is no doubt the cost of earning a college degree can be daunting for students and their families. Tuition, fees, room and board, book rental fees and incidentals quickly add up.

The cost of a degree from Appalachian State University was $12,428 for an in-state, on-campus student enrolled in the 2012-13 academic year, up 21.24 percent from the 2008-09 academic year when the cost was $10,251.

But tuition and fees don’t always reflect what many students actually pay to attend a university.

Consider this: nationally, 54 percent of college students borrow from a federal loan program to attend college. At Appalachian, about 51 percent of all students borrow money to earn their degree. The average net price of an undergraduate education for those borrowers was $8,710 in 2011-12. That year, more than $45.5 million in loans were awarded to 7,520 Appalachian undergraduates.

That’s according to data available through the College Affordability and Transparency Center’s College Scorecard, a tool created in February by the U.S. Department of Education to help students and parents determine the actual cost of attending any university.

But with or without financial aid, paying for college requires creativity, sacrifice and determination for many.

This is the tale of two university students and the different paths that brought them to Appalachian.

**A tale of two students**

Like many prospective college students, Eric Barnes, a first-generation college student, worried about being able to afford college. Because of family circumstances, the senior management major concentrating in entrepreneurship qualifies for maximum financial aid.

“After a long look at prices, Appalachian was a little more affordable,” said Barnes who transferred from UNC Asheville after his first year. “I wanted to apply to bigger schools, but I knew because of cost that wouldn’t be a good decision.”

Each year while at Appalachian, Barnes has submitted the Free Application for Federal Student Aid, a tool used to determine a family’s ability to pay for college. FAFSA is managed by the U.S. Department of Education. In addition to financial aid, Barnes also has received leadership scholarships, works 20 hours a week during the school year in the Center for Student Involvement and Leadership on campus and has worked full time in the summer. He has taken out a few loans to cover his college costs. Barnes also received a stipend for being

**Tuition and fees don’t always reflect what many students actually pay.**
vice president of the Student Government Association in 2012-13.

He estimates when he graduates in December, his federal student loans will total no more than $10,000, thanks to careful planning.

“I probably couldn’t go to college if it wasn’t for financial aid,” Barnes said. He adheres to a strict budget to make the most of the funds he receives. “I have learned a lot about budgeting while in college,” he said.

One might think with his schedule, Barnes has little time for anything other than academics and his part-time work during the semester. Think again. Barnes is president of Higher Ground, an all-male a cappella group, a Walker Fellow student ambassador in the Walker College of Business, a member of Omicron Delta Kappa leadership society, was on the student Division IA feasibility committee, and has been involved in the university’s Red Flag Campaign against sexual assault and interpersonal violence.

This summer, Barnes had a paid internship in sales with the Hershey Company in Charlotte, which he hopes will lead to a full-time position when he graduates.

**Student loans: An investment in yourself**

While Barnes will graduate with what most consider a manageable loan to repay, student debt totals are “trending up,” according to Esther Manogin, director of financial aid at Appalachian. “But we don’t think at an alarming rate. Our average indebtedness is still very respectable,” she said.

At 3 percent, Appalachian has one of the lowest student loan default rates in the UNC system. The national default rate is 13.4 percent. Students at Appalachian typically borrow $18,274 in federal loans for their undergraduate studies, according to the 2011-12 College Scorecard, the most current data available from the U.S. Department of Education’s website. By paying an average $210 a month, the typical existing student loan can be repaid in 10 years. “That’s manageable. If that’s the only way you can obtain your education, then it’s a bargain, it’s an investment in yourself,” Manogin said.

**An advocate for affordable college costs**

Although she doesn’t qualify for financial aid, Cameron Carswell is an advocate for those who do.

“While our family income waxes and wanes with the economic times, we definitely are in the middle class,”

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**How the Average American Family Pays For College**

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<th>Source: Sallie Mae's report &quot;How America Pays for College 2012&quot;</th>
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<th>Parent Borrowing 9%</th>
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<th>Grants / Scholarships 29%</th>
<th>Relatives / Friends 4%</th>
<th>Student Income / Savings 12%</th>
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she said. “I’m right at the cut off for federal aid through FAFSA.” A senior psychology major and criminal justice minor, Carswell is the daughter of teachers and has a stepfather who owns his own business. She’s lucky that they were able to set aside savings for her and her 17-year-old brother’s college education when they were young. “It was an investment, just like their investment for retirement,” she said.

As former president of the Association of Student Governments, which represents all students in the UNC System, Carswell has stood toe-to-toe with members of the UNC Board of Governors, lobbyists and elected officials, including the governor to advocate for affordable tuition and fewer cuts to the UNC System budget.

“The more cuts we receive, the more exclusive education becomes,” she told N.C. Gov. Pat McCrory during the April meeting of the UNC Board of Governors. “By decreasing the accessibility to higher education (through higher tuition), you’re decreasing diversity and ensuring a lower quality of student body, because you are admitting the students who can pay first, rather than students who may be more qualified but can’t afford college.”

Back home at Appalachian, Carswell observes a cultural experience occurring when students of different socioeconomic statuses work together. “We have so much to teach each other. Even though I receive no portion of financial aid, I have been affected by my friends and my peers who I work with who do receive financial aid,” she said. Those interactions have taught her about leadership, being a strong, independent woman and standing up for the student body, even when administrators and others see things from a different perspective, she explained.

“Students who require financial aid or scholarships to attend college contribute to education and the quality of learning because they completely change and shift the dynamics of the environment in the classroom, have a rigor about their school work and don’t take their college experience for granted,” Carswell said.

“The college learning experience and what you sit down and learn in a lecture is probably 40 percent of what really affects you and helps you grow into a functioning member of society,” she said. “There are so many other factors that cultivate you into the individual you are once you pursue your career after college.”

“It’s an investment in yourself.”
- Esther Manogin, director of financial aid

Simple measures can ease college’s financial costs

With three grown children who each graduated from college, Manogin easily can put herself in parents’ and students’ shoes when it comes to developing a strategy to pay for college.

“The best way to control college costs is to get that degree in four years and get out. I guess that sounds crass, but it’s really not,” she said. “Part of the purpose of going to college is to matriculate and get a degree. While you are doing that there are other experiences that are very positive in terms of making a person a well-rounded individual. But the bottom line is to earn a degree, graduate and get a good job.”

Manogin also said that even if a student has to borrow money to earn a college degree, it’s well worth it, and “there is no shame in sitting out a semester and working, and working every summer to save as much as you can, if that is your only path forward.”

Barnes agrees. “Getting a college degree means you will have a better opportunity than people who don’t, have a better resume than people who don’t go to college, and if you can get a good job after graduating from college, then it’s worth it, even if you are in debt,” he said. “You will have hard times budgeting, but you’ll grow up from that (experience). Don’t let money be an issue when it comes to having a better education. As long as I can get a job and establish myself, it’s worth it in the end.”
Dr. Marty Meznar
A Four-year Degree?
Do the $$$ make sense?

Dr. Marty Meznar thinks so and believes the world is our classroom.

By Dr. Marty Meznar, associate dean for international programs, Walker College of Business

Is it possible to assign value to a four-year education? We all have to make decisions about how to invest our limited funds. We all need food, shelter, clothing, transportation and have a host of other financial obligations. A college education is in a different category of expenses; it is discretionary. Potential students, and often their parents, must decide if the cost of college is a good investment. Will the immediate cost of the education be offset by greater success in the long run? If so, going to college becomes an economically rational choice.

However, it is not really that simple. In the United States, especially, success is normally closely associated with income. There are many studies that quantify the value of a college education based on increased earnings during a college graduate’s professional career. I believe this approach to determining the value of education is too narrow.

At Appalachian we have excellent students equipping themselves for successful careers. Part of our responsibility as professors and mentors is to help them develop a personal definition of success that will lead not just to successful careers, but also to successful lives. Some students may decide to measure their life success as the sum of their possessions. In our competitive society that seems to be a popular choice. However they decide, students should at least be exposed to other ways of evaluating personal success. Stepping outside their culture and their comfort zone are critically important factors in helping expand students’ thinking about what is really important.

Spending a semester at one of Appalachian’s international partner universities allows our students to develop lasting relationships and respect for others who see the world from a different perspective. Visiting the Amazon jungle allows students to witness the finiteness of a vast resource and understand the plight of communities dependent on the jungle for their survival. Visits to Europe allow students first-hand exposure to alternative models of economic policy and political debate. This exposure helps students develop a better understanding of the strengths and weaknesses of their own points of view.

In Malawi, life expectancy is roughly 38 years. Most elementary students in this African country have class outdoors, sitting on the ground under a tree. Malawians subsist, on average, on less than $2 a day.

Perhaps, like most of us, many of our students had no idea of the living conditions in Malawi. After traveling there as part of a class, eight students initiated an effort to improve conditions in a small Malawian village called Mchezi. These students decided to measure their success in terms of helping residents in one of the poorest countries in the world. It would have been hard for them to learn that lesson sitting in a chair in a classroom in North Carolina. Can we possibly measure the economic value of the Malawi experience?

Unemployment rates as reported by the Bureau of Labor Statistics, as of June 2013 (seasonally adjusted):
• Less than a high school diploma: 10.7%
• High school graduates, no college: 7.6%
• Some college or associate degree: 6.4%
• Persons with bachelor’s, master’s, professional and doctoral degrees: 3.9%
As both college graduates and non-graduates strike out on their own, the reality of limited job opportunities hits home. National college debt is at an all-time high. In traditional and social media, on campuses nationwide and in general conversation, American college students and graduates are asking themselves tough questions about the value of their college education.

Appalachian State University has educated generations of students in the liberal arts tradition. What does this mean for our graduates, who likely do not learn the same skills acquired in a trade school or technical college? How does this kind of education prepare our graduates for success in the job market and in life?

Recently, we talked with three of our most successful alumni, each a recipient of Appalachian’s Distinguished Alumni Award. The three have different backgrounds and careers but each relates important lessons learned at Appalachian that have provided a framework from which to establish personal and professional success.

When I look back at my time at Appalachian and at the attributes we look for in a Special Forces soldier, a lot of it’s the same. Students learn similar attributes, and then mature and use them, in our case, as a Special Forces soldier.

Some of the things students learn at Appalachian that we also look for are: being an adaptive leader, developing strong competencies and capabilities, personal responsibility and integrity, moral courage, professionalism, and of course teamwork. It doesn’t matter what you are doing, it takes teamwork to succeed.

Whether you’re on the battlefield or in college, there isn’t always going to be a right answer. A lot of it is scenario-based. It’s a learning experience, and it’s not always black and white. There’s some grey there, and you have to figure out how that works. You’ve got to be a critical thinker about everything, so you can solve complex problems.

I think the attributes we look for are some of the same attributes that a young person gains through the learning experience at Appalachian State. Students there are developing those kinds of critical skills before they graduate.

Reeder is the commanding general of the U.S. Army John F. Kennedy Special Warfare Center and School, the Army’s Special Operations Center of Excellence at Fort Bragg. He earned Appalachian’s Distinguished Alumni Award in 2013.

today.appstate.edu/alumni-awards-2013
There is real value to earning a degree from Appalachian. As a first-generation college student, I wouldn’t be where I am now had it not been for the foundation I got at Appalachian State. The value of being an educated person is the ability to look at a challenge and turn it into an opportunity to do something great, so the challenge of succeeding after graduation can be overcome.

Coming from a liberal arts background and working at a rising research institution is interesting. My background in communication, and building relationships with people from different backgrounds, is really important. At Delaware State, we have students and professors from 33 states and 26 foreign countries. In terms of diversity and background, race, gender, you name it — we have it here. Building solid relationships is important to being successful in your career and in life.

Appalachian is strategically positioned for its graduates to be successful because of the quality that’s associated with an Appalachian degree. Employers, myself included, hire Appalachian graduates because we place value on an Appalachian degree. So, Appalachian graduates have options, they have opportunities. In my mind, they have a competitive advantage because of the quality of their education.

Williams is president of Delaware State University in Dover, Del. He earned Appalachian’s Distinguished Alumni Award in 2013.

today.appstate.edu/alumni-awards-2013

At Appalachian I learned how to make stuff. I always wanted to make something. I didn’t know what it was going to be, exactly, but in order to learn how to do that, you have to be in a place where you’re not always looking over your shoulder, where you feel encouragement, where you feel surrounded by other people who have the same desires.

What I love about Appalachian is it was a great concentration of energy and smarts and ambition in a very peaceful, rural place. Going to Appalachian for me was learning to have the metabolism to be someone who was going to produce something. From students and professors, that’s what I learned — that it’s OK to think, “I think I’ll make a movie. I think I’ll be in a band and try to make a record. I think I’ll write books.”

We know that people come to college to learn things — they learn facts, they learn figures, they learn procedure, they learn protocols. But the best economists in the field tell us that there’s a lot of value created at places like Appalachian. You take students and you turn them into more productive, healthier, happier people. It strikes me as some sort of wild, wonderful alchemy.

Dubner is the award-winning author of the worldwide best-seller “Freakonomics.” He is a journalist, TV personality and host of the popular “Freakonomics Radio” podcast. He earned Appalachian’s Distinguished Alumni Award in 2012.

today.appstate.edu/alumni-awards-2012
Why hire an App grad?
Comments from employers on how Appalachian graduates stack up

“I look for individuals that are able to present themselves well and articulate their ideas. Our business is relationship based, so they (need to) be able to network well with the business community. A grasp of new technology and the use of it are important. Knowledge of general business practices are also important – the Appalachian degree brings that. It is equally important that the candidate has a sense of community and is willing to give back. Further, a candidate should continue to be involved with his or her university.”

- Jimmy Barnes ’84
NAI Carolantic Realty Inc.

“In my business we look for the traditional, valued qualities that have not changed: a strong work ethic, demonstrated by an internship or a history with a job or two, someone who is involved with campus activities and the community. An ideal graduate has good analytical skills as well as interpersonal skills. He might have a 4.0 GPA, but if he cannot relate and communicate with his teammates he cannot be a leader. I appreciate a graduate who comes in willing to do whatever it takes. The (Appalachian business school) graduates seem to have common sense, a willingness to roll up their sleeves – maybe they just want it more.”

- J. Cantey Alexander III ’86
Regional President for the Triad Region, BB&T

“Appalachian’s risk management program is one of the best in the country. (The students) come to us very well rounded, thinking analytically and critically but also with the ability to communicate and interact from a relationship standpoint with our customers. (An employee) needs to be open to opportunities to build a deeper and broader background of experiences. It’s important to recognize the way to the top is not always a straight line. A person needs to be willing to move laterally and pick up a skill set that will complement skills they already have.”

- Mike Harrington
Liberty Mutual Regional Vice President

“College graduates need experiences that will prepare them to transition from classrooms to boardrooms through progressive leadership and engagement on campus – whether it be through athletics, student government or wherever their passions lie. Translating this passion into the work force with curiosity, a willingness to listen and to learn, and the desire to make a meaningful contribution are critical for a recent grad to find success in the workplace.”

- Sharon Decker
N.C. Secretary of Commerce
Employers endorse the concept of a liberal education. 74% would recommend the concept of a liberal education to their own child or a young person they know. Liberal education is similar to the liberal arts tradition; however, it is geared even more toward empowering students to deal with complexity, diversity, and change in the 21st century.

“New hires (must have) a strong work ethic, a positive attitude, a sense of humor, and a thirst for lifelong learning.”
-Kathryn Blanchard ’84
President, Crown Communications Inc.

“Employers endorse the concept of a liberal education.”

Employers endorse the concept of a liberal education.

Fairly Important 43%
Somewhat Important 6%
Very Important 51%

“Curious, adaptable, world aware”

“When hiring, we look for strong writers who are curious, adaptable, world aware and (who) learn new technologies quickly. The Department of Communication does an excellent job instilling in its students the importance of writing as a skill and preparing its graduates for a career filled with lifelong learning.”
-Kathryn Blanchard ’84
President, Crown Communications Inc.

“Employers endorse the concept of a liberal education.”

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“New hires (must have) a strong work ethic, a positive attitude, a sense of humor, and a thirst for lifelong learning.”
-Livian L. Jones ’87
Business Development Manager
W.M. Jordan Company

adapted from: It Takes More Than a Major: Employer Priorities for College Learning and Student Success, an online survey conducted on behalf of the Association of American Colleges and Universities by Hart Research Associates, April 10, 2013.
The world offers a complex cocktail of social and economic challenges. Universities exist to prepare individuals for these challenges while also expanding and applying the knowledge to mitigate them. With such an important role to play, Appalachian State University does much more than provide skills for a post-graduate job. Of course each student – and his or her parents – hopes for a good-paying job upon graduation. But this isn’t enough. Gone are the days when a graduate secures a company job with great benefits, raises a family in that same town, and retires from that company at age 65. An increasingly high-tech and global economy makes job market shifts a certainty, and that means one’s first job after graduation is only the first hurdle in what promises to be a lifetime of career changes, continuing education and geographic moves.

We at the university hope to prepare students for life by empowering them to navigate the ever-shifting economic and social landscapes. Job specific skills are necessary, but lifelong success is increasingly dependent on transferable skills and general knowledge because they determine a person’s ability to adapt and innovate in a volatile landscape. Graduates must understand how the world works and how they can best position themselves in it, and such understanding is not realized from a single course or a narrowly focused set of courses. It is provided by a curriculum that includes the humanities and liberal arts, and the social and natural sciences. And at Appalachian, it doesn’t stop in the classroom. Our residential campus offers a wide range of extracurricular activities – from undergraduate research to public lectures to community internships to political groups to outdoor recreation – that provides opportunities to develop interpersonal, citizenship and leadership skills.

Perhaps even more important than what the university does for its students is what it does for society at large. Indeed, the social benefits arising from universities are the reasons public universities exist. University-related research advances both human and economic development. Research at Appalachian has contributed to improving human health, rural economies, public policy and environmental management, among many other important challenges. University-related research is also an engine for economic growth. Because North Carolina has invested in higher education, the 17 campuses of the University of North Carolina system are home to some of the best research faculty and programs in the nation. These strong research programs secure about a billion dollars from outside sources, which leads to high-paying jobs throughout the state.

There is great wisdom in North Carolina’s constitutional requirement that tuition should remain low at UNC campuses, because by keeping the door to college open to all deserving people, we all do better. Indeed, funding public higher education does not compete with programs that target health, crime, civil rights and poverty for government funding; education is a solution to such problems.

By Dr. Todd L. Cherry, professor, Department of Economics, director of the Center for Economic Research & Policy Analysis
and cutting-edge economic activity. This activity attracts some of the brightest people and companies to the state. North Carolina’s ranking as 10 in the nation for university-related research and development explains why it is ranked 12 for private industry research and development. Without the strong research faculty and programs at UNC campuses, both university and private research and development would be taking place elsewhere. A 2010 study by Appalachian’s Center for Economic Research and Policy Analysis confirms that research faculty and programs at UNC campuses are a good investment. The study reports that an $80 million state appropriation for graduate programs and research attracts about $850 million in economic activity that creates over 8,000 jobs. Even better, this new activity generates about $90 million in additional tax revenue, which more than recovers the initial investment.

Even those who don’t attend college or who completed college long ago benefit from those who are going to college now because a better educated populace advances both human and economic development. Studies show that college attainment leads to better health outcomes, less criminal activity, higher incomes, less poverty, and more civic participation and voluntarism. Given that people with a college education also contribute more and demand less from government, these important social and economic gains are achieved while also providing substantial net savings to governments. There is great wisdom in North Carolina’s constitutional requirement that tuition should remain low at UNC campuses, because by keeping the door to college open to all deserving people, we all do better. Indeed, funding public higher education does not compete with programs that target health, crime, civil rights and poverty for government funding; education is a solution to such problems.

Feature: The New Economy

79,099 Number of Appalachian Alumni Living in North Carolina

Living in 72,269 Households

appstate.edu/magazine
In 1899, Blanford and Dauphin Dougherty founded Watauga Academy to create opportunities in the mountains of North Carolina. Today, as Appalachian State University, the residential campus continues to live up to this vision by being a hub of activity for learning, exploration, culture and entertainment. In 2012, economists at Appalachian’s Center for Economic Research and Policy Analysis estimated that the university’s annual economic impact is worth $560 million to the local economy, which supports approximately 6,100 local jobs and $36 million in additional taxes to local governments. While the numbers are critical to the local economy, they do not begin to capture the broader impacts to society at large arising from the academic mission of the university.

Appalachian also provides a stabilizing influence on the regional economy. While no region is immune to economic downturns, the university’s presence provides a buffer to recessionary pressures and a platform for economic recovery and growth. The Great Recession from 2007 to 2009 reduced employment for all areas, but the increase in post-recession employment levels has been nearly 50 percent greater in Watauga County than in the wider western North Carolina region. The local economy’s stronger recovery was largely due to Appalachian’s ability to maintain student enrollment and minimize faculty and staff layoffs, thereby supporting the continued activities of students and faculty that support the local economy.

Looking forward, Appalachian provides a conduit for future regional economic development. The lack of a college-educated workforce constrains most rural economies, but the High Country benefits from many Appalachian graduates choosing to stay in the area. The strong workforce provides a foundation for economic development, which is illustrated by plans for development of a client-ready business park on a 214-acre site in Watauga County. (The purchase of the site should occur in September 2013, subject to public approval.) The challenge is to create enough employment opportunities to match the supply of the college-educated workforce. When economic forces are leaving rural economies in decline across the country, the importance of Appalachian to northwestern North Carolina cannot be overstated.
How will Appalachian State University define itself?

By Dr. Lori Gonzalez, provost & executive vice chancellor

Under the guidance of the University of North Carolina’s strategic plan for 2013-18, we are developing a strategic plan that will guide the institution’s vision, mission and service to the people of North Carolina. We want to continue along a progressive path, which improves the student experience and creates an educated citizenry. Our students represent our future, and we believe the strategic plan will serve as the roadmap for continued excellence.

With input from the campus community and beyond, Appalachian’s University Planning and Priorities Council (UPPC) is leading the process for planning the strategic direction of Appalachian for 2014-19. The 32-member UPPC has been meeting since September 2012 to identify the priorities for the new strategic plan.

We are utilizing a mode of input-gathering called appreciative inquiry, which involves discovering institutional strengths through creative conversations. These conversations focus on what people within the organization are doing well and on how they are achieving excellence.

The university’s strategic plan will include elements of our Quality Enhancement Plan (QEP), which is a key component of our accreditation process.

Transparency is critical to the success of a solid and inspirational strategic plan. Stay up to date on our progress here: strategicplanning.appstate.edu.

Timeline and Process for Development of Appalachian’s 2014-19 Strategic Plan

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<td>Sept. 2012</td>
<td>UPPC Work Begins</td>
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<td>Jan.-Feb. 2013</td>
<td>Strategic Planning Survey</td>
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<td>June-Sept. 2013</td>
<td>Feedback Regarding Mission, Vision, Core Values</td>
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As the landscape for higher education changes, three professors share their vision for the future of Appalachian State University.
As Appalachian State University develops a new five-year strategic plan in the aftermath of the Great Recession, careful consideration of its unique strengths is needed as we plot a course for the future.

Appalachian is a truly comprehensive university offering a diversity of majors. We should remember we are not just consumer-oriented purveyors of siloed knowledge. A rigorous higher education provides an inquiry-based experiential journey through which students develop not only a major discipline but also a robust and extensive worldview; a framework by which to understand our rapidly changing world; and a practiced methodology that allows lifelong learning. As a mechanical engineer in graduate school, one of the most influential courses I took was environmental ethics. I still go back to the textbook when I need to dust off one of the equations from my advanced fluid dynamics class, but the understanding gained from exploring and discussing the theories of Aldo Leopold, Holmes Rolston and J. Baird Callicott with a skilled professor are with me daily. I was encouraged to take this and other non-major classes by my seasoned graduate faculty advisor. His philosophy on developing a graduate program of study was to create a solid core and then add courses outside the core from the best and brightest in their fields of study. My point is, higher education involves more than a rigorous study of one’s major (particularly in science, technology, engineering and mathematics fields). A degree is a destination, but the stops along the journey are equally important.

Appalachian has a blended teaching and research agenda with project-based experiential learning, service-learning and global learning opportunities. Hands-on projects such as the Solar Decathlon (one of my personal favorites) provide a huge educational opportunity for students and highlight the university on a global stage. Projects like the Solar Decathlon should continue to be supported and encouraged both on the small and larger scale. With our new Quality Enhancement Plan (QEP) based on global learning and the strength of the study abroad courses, this is an obvious strength to retain and build upon.

Appalachian has a strong focus on energy and sustainability in the built environment. Institutes, centers and offices such as the Research Institute for Environment, Energy, and Economics (RIEE), the Energy Center, the Renewable Energy Initiative (REI) and the Office of Sustainability are evidence of this strength. In addition, the university has diverse majors with a central focus on energy and sustainability such as appropriate technology, building science, environmental science, renewable energy engineering, sustainable design and construction, and sustainable development. There are sustainability related majors and programs in Appalachian studies, anthropology, biology, business administration, community and regional planning, economics, geography, geology, interdisciplinary studies, physics, political science, recreation management, and others. This core strength is one that, in my opinion, needs to be formalized and developed.

My vision for the next five years is built upon these strengths. We should continue to promote excellence in a diversity of majors with a general education that allows students to explore this variety. We should continue to enhance our blended teaching and research through project-based learning. Lastly, we should enhance our strengths in energy and sustainability in the built environment and create a central research campus focused on sustainability.

By Dr. Jamie Russell, assistant professor
Department of Technology & Environmental Design
Defining an entrepreneurial future

By Dr. Heather Dixon-Fowler, assistant professor, Department of Management; director, Transportation Insight Center for Entrepreneurship, July 2011 - June 2013

I envision an exciting future with opportunities for entrepreneurship at Appalachian State University as we continue to emphasize and build programs focused on global opportunities, cross-disciplinary collaboration, social and sustainable entrepreneurship, industry engagement and experiential learning.

Our students increasingly seek international opportunities. I envision a future in which, with the appropriate support, the campus Quality Enhancement Plan (QEP) is realized, faculty trip leaders are recognized and rewarded, all students can take advantage of international opportunities regardless of their financial position, and every student graduates from Appalachian with a passport. In entrepreneurship, we have already created relationships and led programs to Vietnam, Thailand and Panama. We will continue to focus on countries that show promise for future opportunities for our students in both traditional and social entrepreneurship. My undergraduate study-abroad experience changed my life and now I have witnessed, firsthand, how it can change the lives of Appalachian students.

My second hope for the future is that we encourage more collaboration among programs, departments and colleges in order to best prepare our students for the rapidly changing workforce and as citizens in the 21st century. I can envision more joint-degree programs such as sustainable development-entrepreneurship and technology-entrepreneurship and co-teaching opportunities, which provide a rich learning experience for both students and faculty. There is demand and a need for a sustainable and social entrepreneurship major where students take relevant courses from multiple departments across campus. Entrepreneurship skills are relevant for...
students in many disciplines including arts, sciences and sustainable development and vice versa. I have been impressed with faculty across campus and it is clear that many of us want more collaboration and understand its potential benefits. While the faculty and students seek more collaboration, an opportunity for Appalachian would be to provide more infrastructure mechanisms, resources, flexibility and policies to make this a reality.

In entrepreneurship, we will continue to build on our relationships with industry. When I have the opportunity to meet and interact with an entrepreneur, I learn things that I take back to the classroom. When entrepreneurs visit campus and share their stories in class, when guest speakers share knowledge and network with students at Association of Student Entrepreneurs meetings, or when an aspiring student entrepreneur is mentored through our Dale Tweedy Mentoring Program, students are inspired, make contacts that can help them find jobs or start their own business, and are able to make important connections between the concepts they learn in the classroom and the real world. Relationships formed with industry partners also help to provide important experiential learning opportunities for our students through entrepreneurship practicum projects and internships, so our students can apply what they have learned in the classroom and continue to learn by “doing.”

As I look at my colleagues, interact with my students, and raise a family in the Boone community, I continue to be impressed and inspired. Under unprecedented budget cuts and resource constraints, our faculty has stepped up to do more and more with less, often making personal and professional sacrifices, so our students can continue to receive a high-quality educational experience both in and outside of the classroom. In considering my vision of the future, I see challenges but also potential amazing opportunities for entrepreneurship at Appalachian.
International opportunities

Tyler Norwood ’12, an entrepreneurship graduate, participated in a five-week study abroad trip to Vietnam and Thailand. While in Saigon the class visited VinaCapital, the largest capital investment firm in Vietnam. Norwood landed a summer internship there that led to a partnership offer with Everest Education, a premier international tutoring center working to overcome challenges in the Vietnamese educational system.

Social and sustainable entrepreneurship

Todd Mortensen, from Appalachian and the Community Together (ACT), arranged for Pilar Fotta, former director of the Downtown Boone Development Association (DBDA) and now Boone’s cultural resources director, to speak to Dixon-Fowler’s social entrepreneurship class about the Appalachian Theatre Project, the restored 1930s-era Appalachian Theatre on King Street that’s creating a community hub for arts in Watauga County. The students completed a market research study for the DBDA gathered from 500 Appalachian students. Fotta wrote: “I cannot begin to express how helpful this (was) to us. A+.”

Global Preparation

By Dr. Garner Dewey, director
Quality Enhancement Plan

Beginning in Fall 2013, we inaugurate a new Quality Enhancement Plan (QEP) that intends to provide multiple and varied global learning opportunities, both at home and abroad. Our plan is particularly timely as research from the American Association of Colleges and Universities indicates that although the United States is a world power, “less than 10 percent of four-year graduates are leaving college globally prepared.” While Appalachian struggles with budgetary cuts and many faculty and staff are fatigued, we must be resilient and creative in making sure that this is accomplished as the “potential benefits of global interdependence are extraordinary.”

My teaching, travel and research experiences have led me to better understand the global forces that define my specific discipline of industrial design, and also to evaluate the impact that our products and technologies have on the economic, cultural and environmental well-being of other cultures and nations. It has been my privilege to take students abroad where they not only learn about the specific areas related to the discipline, but also glimpse the lives of those with whom they come in contact, providing conditions for even more holistic learning.

It is my charge as QEP director to facilitate more opportunities for students, faculty and staff to participate in international experiences. My hope is that everyone will embrace and promote this plan. This, in turn, will better prepare our graduates by pushing them on a journey that leads to cognitive, intrapersonal and interpersonal development.
New Horizons

By Jess Clarke

This commission was no conventional wedding reception or cute pet portrait. To bring the wild to Appalachian State University’s Plemmons Student Union, photographer Katie Langley ’01 hiked to Western North Carolina’s most sublime natural areas in pre-dawn and post-sunset darkness. Laden with up to 60 pounds of gear, she often ascended 1,000 to 2,000 feet.

Langley, a wedding and portrait photographer based in Boone, took 20,000 photos of heavenly vistas in every direction. Shot over a year’s time, the dramatic large-scale, wide-angle photographs, at once serene and stimulating, resemble paintings and reflect Mother Nature’s many moods in changing skies and seasons.

But Langley’s story behind the 19 photos at the student union is unseen: rising between 3 and 4 a.m. for some of her treks, about 10 trips to each remote site to catch just the right lighting; researching weather patterns to be on a mountaintop when a storm’s clearing brought the most vivid sunsets and textured clouds; getting lost in fog; and the deer and turkeys who warily watched her work.

“Tumultuous weather brings forth clouds, light and colors I find most interesting to photograph,” said the 34-year-old photographer, who used maps and hiked for hours to find different vantage points from which to shoot each location.

She captured artistic images of the landscapes that lure people to visit and live in the region. In the process, Langley rediscovered the wilderness that beckons people to Appalachian and Boone. One of her favorite locations for the project was Linville Gorge, where she went for an Appalachian Outdoor Programs rock climbing expedition as a student.

“What I enjoyed most was the opportunity to photograph the natural beauty that originally drew me to this area,” said Langley, a photography major from Guilford County.
GPS coordinates lead visitors to actual sites

She credits Appalachian with instilling in her an appreciation for the environment. And that’s the purpose of the display, which aims to inspire viewers to visit the places depicted: Cherokee and Pisgah national forests, Grandfather Mountain, Moses H. Cone Memorial Park, the incomparable Blue Ridge Parkway and more.

The student union meeting rooms and lounges are named for scenic areas in North Carolina: Bass Lake, Linville Gorge and Pisgah Commons, among others. Langley’s photographs hang at the entrances in the addition, which opened in January. The images are part of the permanent nature photography collection.

“It has always been our desire...to stimulate our graduates, employees and visitors to enjoy and protect these mountain locations forever,” said Dave Robertson, Appalachian’s director of student programs. “People have remarked that the pictures make them want to visit the locations, many of which they never knew existed.

“We catch people all the time stopping in front of Katie’s pictures. This truly was an artist’s inspired work, and everyone who visits the student union will marvel at the natural beauty and rich biodiversity of North Carolina’s mountains.”

To encourage viewers to visit the sites, GPS coordinates are listed beside each photo and on the student union website. That process was enabled by Langley’s equipment – photos were embedded with GPS data through a GPS unit attached to her camera. The technology she used is part of the exhibit’s compelling backstory.

To recreate the expansive views, Langley used specialized panoramic equipment for all sites except Linville Caverns where, because of regulations and tours, she did not have enough time to photograph multiple exposures or in a panoramic format. At the other sites,
the special apparatus, mounted with the camera on a tripod, allowed taking from 20 to 105 photographs in rapid succession to capture a single landscape. With advanced software and Photoshop, the images of each site were stitched and combined into one panoramic photograph. Langley used a 44-inch inkjet printer to reproduce the wide, dynamic range of colors and images on photographic paper.

The process enabled her to print huge images with minimal or no enlargement. The Pisgah Commons piece, for example, was created with 25 photographs. The final panorama is a 32-by-70 inch print. The image at Parkway Ballroom is 20 by 80 inches.

The giant photos also required a nontraditional framing system. Langley worked with Appalachian Signs, owned by Sarah Evans ’99 and Laura Shoemaker ’00, to mount the photos on a rigid substrate, apply a clear acrylic layer to the front of each, and fasten them with stainless steel hardware to the walls.

A love for technology, learning and research

“Dave Robertson’s commitment to environmental engagement, along with his vision of the student union addition, were the starting points for the photographs. Building on those concepts, I wished to create photographs that harmonized with the forward-thinking, technologically advanced open design and aesthetic of the addition,” Langley said. (Visit today.appstate.edu/student-union for more about the student union addition.)

Langley’s photography education at Appalachian gave her the background she needed for the student union project. “I learned the skills to walk into any lighting condition or situation and photograph it in a technically competent and creative way,” she said. “I developed a love for technology, learning and research...from image capture to computer processing to printing.”
Appalachian taught her other less tangible things as well

Appalachian inspired Langley to embrace conservation. “Boone is really a sustainable community. People want to live here, and they are committed to protecting the natural resources,” she said. She also learned the value of adaptability and the wisdom in seeking reasonable alternatives when the status quo will not work. In her last years at Appalachian, she worked for what was then First Union bank. Her promotion to a supervisory position conflicted with a basic requirement to have an internship related to her major.

“It would have been improbable to complete an internship in photography and pursue the opportunities of the new role as a supervisor. The heads of my department adapted to my nontraditional situation and supported an internship in banking and finance,” said Langley.

The supervisory position at First Union led to a job after graduation as a corporate trainer with the bank. The banking experience during and after college prepared Langley for her photography business.

She took a hiatus from banking to explore the rest of the world for a few months – Africa, Asia, Australia, Europe. Although she didn’t focus on taking photographs, the trip fueled a longtime aspiration to travel as a documentary photographer to highlight women’s and social issues.

Her travels – and the emergence of the digital format with its photojournalistic possibilities – planted the seed to transition to photography for a career. Before digital photography, the norm for weddings was posed, static images, Langley noted. “There are some people for
whom creative expression is vital. The inescapable urge to create transferred my life back to photography and finding a niche to share my visual insight of meaningful experiences and actions,” she said.

A calculated risk

The career transition was eased by Langley’s banking experience and the professional development opportunities it afforded her in consulting, logistics, project management and leadership. Still, going from a salaried position with health insurance, a retirement plan and six weeks of time off to an unknown was a bit daunting.

But not for long.

She’s been discovered by many Appalachian alumni, who return to the High Country to celebrate weddings and other events.

With wedding photography, as with Langley’s photos at the student union, it’s about the environment, capturing people, their personalities, the particular look that characterizes an individual.

Langley is now working on a project with large-scale panoramas and abstract images developed from objects in nature. Langley also wants to search for ways to chronicle social and economic equality issues and conservation of natural resources.

And maybe, in the process, she’ll continue to search for those quiet moments in the wild, when the colors, the clouds and the lighting align to perfection, to create images that inspire viewers to say, I want to be there.
New Trends and Cutting-edge Jobs

Social entrepreneurship

As a sophomore in 2006, Billy Riddle Jr. ’10 ’13 walked away from Appalachian’s championship football team, signed on with Samaritan’s Purse and soon found himself a rookie in “a country recovering from a civil war that had given humanity a glimpse of hell.”

His mission work in south Sudan “began in a world of malaria death tolls, wartime orphans, boy soldiers and girl sex slaves.” Riddle finished his second undergraduate degree in May in communication studies while building his nonprofit organization, Hope Grows (hopegrowsinternational.org). He shared his thoughts on the “business of giving” – perhaps the most cutting edge of all career alternatives.

“True social justice is a lifestyle first, a livelihood second,” Riddle said. “The motive should never be personal gain.” Social justice requires money and time, he said. “You are giving your money, or potential earnings, and time to benefit other people. (Both) are highly valued in the West, so, in a sense, you are giving two of the most important things away. Sometimes, with larger organizations that sacrifice can translate into a comfortable career. In my case that sacrifice translates into seeing something grow. Like the name of the organization, the harder I work, the more hope grows in me and in the people I work with.”

Revisit Appalachian Today’s 2009 coverage of Riddle at today.appstate.edu/riddle

Creative direction/animation

Ten years ago, art major Dena Light ’00 moved to Los Angeles and networked her way into a storyboarding gig with Animax Entertainment. The project, an educational series for children undergoing chemotherapy, was “a long way from the Looney Tunes and Merrie Melodies” she loved as a child, but it was the beginning of a steady ascent in the fast-changing and competitive world of animation: a stint as a generalist at Legacy Games (“Law and Order: Criminal Intent,” “Justice Served” and “Zoo Vet”); a reconnect with Animax as production coordinator (she scored an Emmy as part of the production team for an ESPN Radio Online series); and ultimately to her current position as digital producer for Omelet, a creative marketing agency. Her take on where the industry is headed: content is king, social engagement is key, and finding breakthrough ways to turn viewers into evangelists for brands is the No. 1 metric of success.
On a typical day, Brad Sparks ’97 ’98 makes an early morning call from his Los Angeles base to his KPMG boss in London, followed by a video conference call to Amsterdam. Midday, he’ll have a conversation with the global chief financial officer in Toronto. He catches a late afternoon bus to pick up his kids, shares dinner with his family and closes the day with a call to Asia regarding a disaster risk reduction project currently in the works in the Philippines.

Global and green? Fittingly so for KPMG’s director of global citizenship who has led the firm’s Global Green Initiative for the past few years.

Sparks majored in accounting and accepted a junior-year internship with KPMG, a global network of professional firms providing audit, advisory and tax services. The company “stood out based on the people I met,” he said. “I also wanted a global career and KPMG actively promoted opportunities across the global network.”

Under his leadership in just four years, KPMG’s green initiative has reduced emissions in 140 countries by 29 percent per employee and saved several million dollars in costs. “We are implementing a wide range of environmentally preferred practices, from sustainable IT to solar panels to enhanced video conference capabilities,” he said.

Sparks said his aim is “to continue working on sustainable development issues – whether through the corporate world or possibly for a non-profit.” Global, green and giving.

Music performance major Jason Graves ’96 composes soundtrack music for high-profile computer games including the “Dead Space” series (winner of two British Academy of Film and Television Arts awards, the British equivalent of the Oscars) and this year’s “Lara Croft Tomb Raider.” But because he started out playing drums in rock bands, Graves thinks of music in rhythmic terms even when he’s creating symphonic music. The orchestral tracks on “Tomb Raider” include numerous percussive sound effects wrought from a custom-built sculpture/instrument, which Graves banged, bowed and manipulated in various ways to create tension.

“Rubbing and bowing anything has really become a big part of my sonic palette,” he said. “There’s something cool about the aural texture of that. It can sound menacing or quite pretty. I wanted to take the textures of ‘Dead Space’ a step further with all these crazy weird sounds on ‘Tomb Raider.’ It was a great balance of three things I love – texture, big melodic orchestrations and percussion.”
The Power of Giving

A daughter lives on through her parents’ gifts to students
By Linda Coutant

Patsy and Ronny Turner

Hope is a word donors Ronny and Patsy Turner use often when they talk about Appalachian State University and their daughter Nicki. Hope was high for them when they moved her into a residence hall in fall 1988, with the dreams so many parents have for their child’s bright future. And hope for others drives their desire to give today.

Nicki finished high school with honors and earned a $500 academic scholarship to attend Appalachian, where her mother had studied for a year and a half before marrying Nicki’s dad. Nicki expressed interest in becoming a teacher. “She was smart, she loved school,” her father said. “But it was hard for her with her problems,” her mother remembers. “Her roommate soon began calling us to say Nicki wasn’t eating. She was very worried about her.”

Nicki struggled with eating disorders since age 15, and a resurgence of her condition caused her to move home after two semesters at Appalachian. Although Nicki sought residential and out-patient therapy, The Turners said she could never quite overcome her disordered eating.

“Nicki never gave up looking for recovery,” said Patsy Turner, who recently talked for the first time on campus to a group of students about their family’s ordeal and her own 14 years of healing from it. “She always had hope. It’s just that her heart gave out before her hope did.”

Nicki died in February 1999 at age 29 of a massive heart attack, a common cause of death among individuals with long-term eating disorders.

Yet, her life continues. At least that’s how the Turners choose to view the financial support they have made to Appalachian in their daughter’s memory and the hope it gives students.

Healing through giving

About seven years after Nicki passed away, the Turners sold the 107-acre farm where they lived with Nicki in Polkville, and bought a house in Blowing Rock. It was a way to shake off Patsy’s lingering depression.

They soon made friends with residents who were involved with Appalachian. On a walk together, Pinky Hayden ’71 suggested that Patsy join the advisory board for Belk Library and Information Commons.

After joining the board in 2008, Patsy Turner learned of a $500 scholarship for student employees in the library, a project that the library wanted to expand. The couple began supporting the scholarship and started an endowment for a new one called the Nicki Lynn Turner Student Employee Scholarship. It will be
awarded for the first time in Fall 2013. They also began supporting the chancellor’s discretionary fund and special events.

“At my age you think, ‘What has my life meant?’” said Ronny Turner, who is retired from a successful construction business. “We’ve been blessed, and I can’t think of anything better than to let a child go to school.”

**A gift for three areas**

Their most recent commitment to Appalachian is a planned gift that will make a difference in three areas. Each is symbolic of some aspect of Nicki’s life.

First, Nicki loved to read, so her parents’ library gift will create endowments to support popular reading, the university’s Children’s Literature Symposium and reading outreach programs. Their gift to Belk Library will also support reference materials in counseling, psychology and the health sciences and fund a distinguished professorship for a health sciences librarian. In recognition of their gift, the library’s main entrance has been named the Nicki Lynn Turner Atrium.

Second, in support of Chancellor Kenneth E. Peacock’s desire to preserve and enhance the Appalachian experience for all students, they have designated a portion of their gift to The Appalachian Fund.

Finally, the Turners’ gift will support the hiring of more psychiatrists in Counseling and Psychological Services to help students in need, a lecture series to bring noted speakers to campus to discuss eating disorders and other addictions, and additional health-related programming.

“If students would just talk to someone, anyone, about what’s troubling them. There’s always hope,” Patsy Turner said.

**Nicki’s radiance**

Eight months before Nicki died, she put her name on a waiting list for a 30-day treatment at Canada’s Montreux Clinic which had a celebrated rate of success. Also on the waiting list was a 17-year-old friend Nicki had met through therapy. Only one could go.

“Nicki said, ‘Lindsay, you go first,’” Patsy said. As painful as that decision was to hear, the Turners now see it as a gift, for it gave their family more uninterrupted time together and the chance for deeper emotional healing at home.

“She was a vibrant, sweet, loving, beautiful and smart girl,” Patsy said.

That vibrancy has been captured in a special variety of daylily, cultivated on their family land, now a hybrid daylily farm. Two years ago, the family’s church friends from Polkville – including their pastor’s grandchildren, Appalachian students Ethan Martin ’12 and his sister, Caroline – arranged for the nursery to design a one-of-a-kind, purple daylily to be named “Nicki’s Unforgettable Radiance.”

“**She always had hope. It’s just that her heart gave out before her hope did.**”
George G. Beasley is founder of Beasley Broadcast Group, consisting of 43 radio stations in large- and mid-market locations across the United States. He contributed the lead gift making a new media complex on campus possible – the George G. Beasley Media Complex scheduled to open later this year.

His life has been one of service and leadership to radio broadcasting, to his community, to his love of education and to his alma mater. He is a current member and past chairman of the Appalachian State University Foundation Board of Directors, a current member of Appalachian's Board of Trustees and Campaign Steering Committee, and a former member of the College of Fine and Applied Arts' Communication Advisory Board. In 1990 he received the Alumni Association's Distinguished Alumnus Award.

F.P. “Bodie” Bodenheimer has had a distinguished career in the military, as a bank executive and owner of Zickgraf Hardwood Company in Franklin, one of the largest manufacturers of fine hardwood flooring in America. He has served as president of the Appalachian Alumni Association, a member and chairman of the university’s Board of Trustees, member of the UNC Board of Governors, president of the Yosef Advisory Board, and member of the Foundation Board of Directors. During his term as Yosef board president, the Bodenheimer Challenge generated more than $200,000 for Yosef scholarships.

Through the years, Bodenheimer and his wife, Margy, created or helped create a number of scholarships and other endowments. He is known in particular for establishing scholarships in honor of former teammates who played football for the late coach E.C. Duggins.
Children’s book author and illustrator Eric Carle of Florida and northwest North Carolina has enriched children’s lives for nearly 50 years. His body of work spans more than 70 children’s picture books, including “The Very Hungry Caterpillar” and “Do You Want to Be My Friend?”

Recently, Carle granted the Reich College of Education permission to reproduce images from his best-selling work. The iconic “Hungry Caterpillar,” “Brown Bear, Brown Bear, What Do You See?” and 34 other characters are on permanent display on the third and fourth floors of the education building.

The collection is believed to be the only permanent Carle exhibit of its kind displayed in a public university in the United States, and, more specifically in a college of education.

Nanette and Budd Mayer are examples of entrepreneurs for whom philanthropy is a family value.

A successful businessman, Budd Mayer founded the Tampa-based Budd Mayer Co., one of the most successful food brokerage businesses in the nation. Nanette Mayer owned and operated her own interior design business for 20 years.

Together, they have served on the advisory boards of An Appalachian Summer Festival and the Turchin Center for the Visual Arts, and were among the initial planning board members who helped establish the Center. One of the center’s galleries is named in their honor.

They support the Broyhill Chamber Ensemble that performs each summer at An Appalachian Summer Festival as well as in New York City.

The couple established the Budd & Nanette Mayer Family Foundation in Fort Lauderdale, Fla., which supports Jewish organizations in Florida and the U.S. and theatre and arts outreach activities in Florida, New York City and Boone.
Emily Moore ’08 wasn’t sure how she’d handle the deluge of water in store for her and her band mates during their performance of “Carry On” at the February GRAMMY Awards. But when the water hit, she says, “It was amazing!”

“As the song built to a crescendo, water started pouring down on us,” said Moore, a second-generation Charlotte musician.

After the initial shock, it didn’t matter that she was soaking wet. “The audience was going wild, and I thought, ‘This is one of those lifetime moments. Let’s go for it!’”

Moore has been “going for it” since she joined the GRAMMY-winning band fun. as a touring musician in 2010. She plays guitar, keyboards, an occasional sax riff and sings back-up with the band. And yes, that’s “fun” with a period.

Between November 2012 and February 2013, she appeared with the band on NBC’s “Saturday Night Live,” performed at President Obama’s second inauguration, and played the GRAMMYS where they took home awards for Best New Artist and Song of the Year for their hit “We Are Young.” They’ve also been touring the U.S. and worldwide for the past few years.

Think this Appalachian psychology graduate might be pinching herself?

“If you told the 15-year-old me I’d be on stage at the GRAMMYS in 10 years, I’d have thought you were crazy,” said Moore, daughter of Les Moore, originator of the Charlotte-based band The Monday Nite Allstars.

“Right now we’re on the road a lot, and when I come home it’s like, ‘Wow! This is my reality. We just rehearsed for our upcoming tour at Prince’s Paisley Park Studios,’” she said.

Moore started her first band – Sweet Dreams – after she learned to play guitar in the eighth grade. It was the first of several all-girl bands she co-created, and it’s when she set her sights upon her future career.

She’s also an avid student, and is considering pursuing a master’s in psychology, depending on what happens with her current gig.

“I get really excited about learning new things. Being at Appalachian brought that out in me,” she said. “My professors kept me captivated and wanting more.”

For now Moore’s on the fun. ride – as long as it lasts. The band’s touring schedule is hectic, but aside from jet lag, Moore says it’s all worth it.

“I love to travel, and I’ve met wonderful people all over the world. The only downside is exhaustion. Oh, and packing,” she added. “How do I find a shampoo that won’t explode mid-flight?”
Taking the smarter risk

By Elisabeth Wall

In May, “XOX Betsey Johnson,” an eight-week reality series, premiered on the Style network. In the show Brandon Aldridge ’01 is the yin to Johnson’s yang. And it’s all because 10 years ago Aldridge took the “smarter risk.”

In April 2003 Aldridge walked away from a promising career with Gap and signed on as an unpaid intern for Betsey Johnson, an American fashion diva known as much for her runway cartwheels as for her whimsical, feminine designs.

Taking the “smarter risk” is one of the Gap management training slogans, part of what Aldridge, a fashion and textile major, said was “some of the best training I’ve ever had.” But, he added, “I want to say strongly, too, that the Appalachian fashion program gave me all the fundamentals to get my foot in the door.”

Aldridge has had a ping-pong career with Johnson. After his two-month internship, he was hired as a designer to research patterns and trends, help design the ready-to-wear collection, and supervise all the overseas design. But by 2009 he was itching for something new.

For the next two years, the Morganton native bounced around. He investigated producing a line out of China, freelanced design and even took a long vacation. Then Johnson made an offer he couldn’t refuse: full responsibilities for ready-to-wear, including market research, color and pattern trending, model castings, styling and fittings for the runway collections.

Less than a year later, Betsey Johnson, the company, filed for Chapter 11. “She told the staff over cupcakes and champagne,” Aldridge recalled as he, incidentally, was sipping champagne in an Asheville bistro.

Only months later Betsey Johnson, the brand, was back under the Steve Madden flagship. At her 70th birthday party, Johnson asked Aldridge to work as her consultant to “conceptualize and execute the creative vision for the brand.”

Shortly after, calling from the Style show set, Johnson upped the ante: “Hello, Brandon. You’re on speakerphone and they’re filming now! Will you come back? What could I say?” he recounted, laughing.

“The Appalachian fashion program gave me all the fundamentals to get my foot in the door.”
Rainey’s Trailer

Swoony, tattered tin shakes,
red-gone-rust, splayed siding
shuddering in the wind,
on a warped yellow pine
frame drilled with carpenter
ants – stripped, scavenged
to soured batting
and black-funk ply-board –
in cinquefoil and Saint John’s Wort,
along Linville Creek.
Bedclothes, gown and bonnet,
a girl-child’s play-pretties,
scrap and curio:
gone to char in what’s left
of the mud dooryard –
rope swing snared in the white pine,
rusted axe-head scored in its trunk;
frozen hemlock shivered
into punk wood; a well bit.
Swarmed in lavender whisks,
a butterfly bush engulfs the trailer –
a fable’s hexed weir – sewn
in thrift and profligacy of what
a life might look like moored
to a single patch of earth,
by a woman no one remembers,
who spirited off in the nocturnes
with her baby daughter.

Of summer, within
its gutted rectangle, Mourning
Cloaks, in requiem, hover
with Tiger Swallowtails – thousands:
fanning black and gold bellows,
ascending through the pierced roof.

Joseph Bathanti
is an American poet, novelist
and professor at Appalachian
State University. He was named
by former Gov. Bev Perdue as
the seventh North Carolina
Performing Arts Series

Performing Arts Series Highlights
Sept. 20-21: Banff Film Festival
Sept. 26: Cirque Zuma Zuma
Oct. 8: Frank Warren: PostSecret
Nov. 1: Tedeschi Trucks Band
Nov. 15: Savion Glover’s STePz
Jan. 31: River North Dance Chicago
Feb. 25: Orpheus Chamber Orchestra
March 4: STOMP!

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1-800-841-ARTS • 828-262-4046
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“The Schaefer Center will be home to magical moments and cultural treasures that define our campus and community. The venue will bring us together, as the arts are uniquely qualified to do, in a celebration of the human spirit and the creative drive that is part of us all.”

– Bonnie Schaefer

Technical Director Scott Haynes ’05 and Sarah Heustess, director of sales & patron relations at the Schaefer Center
The Schaefer Center: A Premier Venue

By Denise Ringler, director of Arts & Cultural Programs

The curtain rose in mid-July on the Schaefer Center for the Performing Arts, dark for the past year for major renovations.

The transformation of Farthing Auditorium into the Schaefer Center for the Performing Arts was funded privately through a $7 million gift from Bonnie and Jamie Schaefer, patrons whose corporate sponsorship by Westglow Resort and Spa and Rowland’s Restaurant has enabled An Appalachian Summer Festival to enhance the quality and diversity of its music programming since 2007.

The improvements made possible by the Schaefers’ gift address issues of safety, accessibility, and enhancement of the performance experience for audiences attending events in the venue. A new wing connected to the lobby will house an elevator to the balcony level, additional restrooms, office space and a concessions area. A sloped auditorium floor improves sightlines and visibility of the stage from all seating areas on the orchestra level. Other improvements include a new acoustical and sound system, a mechanized orchestra pit and a variety of cosmetic upgrades.

“Next year’s schedule is filling up quickly, and we have just a few open dates available,” reported Scott Haynes, director of technical and production services for the Office of Arts and Cultural Programs, which manages the venue.

Programming for the inaugural year includes world-class artists appearing as part of An Appalachian Summer Festival and the Performing Arts Series; the Catherine J. Smith Gallery’s dynamic exhibitions program; APPS concerts and the Banff Film Festival; performances by the Hayes School of Music and the Department of Theatre and Dance and community events such as Shooting Stars and Studio K’s “Nutcracker.”

Students work backstage and in the box office. “We serve as a ‘learning lab’ for students,” said Sarah Heustess, director of sales and patron relations. “The professional experience they gain in our venue builds skills that transfer to a variety of other career pursuits.”

When the gift to the university was announced, Jamie Schaefer noted: “The National Endowment for the Arts has long inspired us with the proclamation that ‘a great nation deserves great art.’ Perhaps a great university is equally deserving – of great art, and a place where it can truly shine.”

Students employed: 37
Number of events currently on the 2013-14 schedule: 103
Head Coach
Scott Satterfield
On Dec. 14, 2012, Athletics Director Charlie Cobb announced former standout player and coach Scott Satterfield ’96 would take the reigns of the Mountaineer football program from longtime head coach Jerry Moore. The 20th head coach in the program’s history, Satterfield spent his collegiate career quarterbacking for Appalachian, leading the squad to an undefeated regular season in 1995, before moving into a Mountaineers coaching role not long after graduation. As a player and an assistant, Satterfield helped guide the team to three national championships and eight Southern Conference titles. He coached for 11 seasons at Appalachian (1998-2008), then moved to Toledo and Florida International University (FIU) before returning to Boone in 2012 as the assistant head coach, offensive coordinator and quarterbacks’ coach.

“Coming to Boone as a student-athlete, I was just trying to find my way. Making the team and getting an education were my main goals,” said Satterfield. “Getting to come back and coach, and work my way up that ladder to be the head coach at my alma mater is a dream come true. I’m very excited about this opportunity.”

Satterfield and his wife, Beth Burleson Satterfield ’94, a former track and field athlete, cheerleader and gymnast at Appalachian, concur the community spirit of Boone is something the family holds dear. “The Appalachian Family means a tremendous amount to me. I met my wife while I was a student-athlete, we got married after graduation, and we grew our family here – we have three kids who were all born in Watauga County. We’ve met such wonderful people through the years here at ASU and in the community. It all means a great deal to us – it’s truly our home.”

The opportunity to lead a team under the lights is exciting to Satterfield, but he is just as interested in molding young lives outside of football. “I take it as a huge responsibility to take these guys who are 17, 18 years old and create great men out of them,” he said. “We want them to be great fathers, great husbands, great community members when they go out into the world. Building that is a huge part of what we do as coaches.” Satterfield believes that working hard the right way off the field translates into success on the gridiron. “As a program, the bar is set pretty high, and we’re going to continue to do the things it takes to be champions. For the most part, that’s off-the-field work: integrity, work ethic and a never-say-die attitude.”

This season is new all around for the team – a new head coach, a new conference, new opportunities at a higher level, and a national spotlight. None of this is daunting to Satterfield, who coached a championship team in the Sun Belt during his stint at FIU. “It’s great to get this opportunity in the Sun Belt. We have a lot of work to do between now and then. It’s a huge challenge. We’ll do all the things we need to do to build a championship-caliber program in a new league. We’ll build on the championship legacies we already have.”

“The Appalachian Family means a tremendous amount to me. We’ve met such wonderful people through the years here at ASU and in the community. It all means a great deal to us – it’s truly our home.”
Nate Healy '13 joined the men's basketball team his freshman year at Appalachian, as a walk-on with no guarantee of playing time or a scholarship. During the 2009-10 season, he did not start in a single game and averaged under 10 minutes of playing time as a mostly veteran team steamed their way toward a Southern Conference North Division championship.

But Healy was determined to succeed: by his junior season he had earned a scholarship, and by his senior season he was the best player on the squad and statistically one of the best in the Southern Conference.

In the 2012-13 season, the New Bern native led the Mountaineers in scoring (14.5 ppg), rebounding (7.7 rpg), blocked shots (45), and free throw percentage (.803), and was in the top 10 in those same categories in the conference.

For his efforts on the court this past season, Healy was named SoCon Defensive Player of the Year and received second-team all-SoCon (media poll) and all-SoCon (coach poll) honors. He also became the first player in Appalachian history to earn Academic All-America honors.

Healy's strong work ethic was evident off the court as well. As a double major in business and finance, he earned a 3.99 GPA and earned the Walker College of Business Top Student of the Year Award for the 2012-13 academic year.

Appalachian Joins Sun Belt, FBS in 2014

Appalachian’s football program will transition to college football’s highest level, the NCAA Division I Football Bowl Subdivision (FBS). What does this mean for Appalachian’s athletics programs? Here are some answers:

• In 2013, Appalachian will play a full Southern Conference schedule, but will be ineligible for participation in the NCAA Division I Football Championship and the Southern Conference title.

• In 2014, Appalachian will play a full Sun Belt Conference schedule and be eligible to win the Sun Belt championship but will not become bowl eligible until 2015.

• The number of football scholarships will increase from 63 to 85 during the two-year reclassification period.

• The Mountaineers field hockey team will continue to compete in the NorPac Field Hockey Conference, and men’s soccer and wrestling will stay in the Southern Conference.

Want to know more? Visit appstate.edu/sbfaq
By Leila Jackson

Each February, women’s basketball teams around the country don the ubiquitous pink T-shirts and shoes and have a “Play 4Kay” game to raise money for the Kay Yow Cancer Fund. At Appalachian, the fight against breast cancer includes one of their own – Hall of Fame player and current high school coach Valorie Whiteside ’89. The Mountaineers’ all-time leading scorer and one of just two players to have their number retired, Whiteside began her fight against the disease in 2011.

According to Head Coach Darcie Vincent, Whiteside’s diagnosis coincided with Vincent’s efforts to bring more awareness to a disease that statistically will affect one in four women. “As a women’s coach, the impact of breast cancer is huge. Fundraising for research has always been a part of my coaching, but when I moved to North Carolina it was easy to jump on board with the Kay Yow Cancer Fund. Val was diagnosed in October (2011), and everything progressed quickly from there. She was the obvious choice for an honorary coach, because she is an amazing fighter,” she said.

Vincent said seeing Whiteside’s fight has brought the issue of cancer to the forefront for her team. “There is a label that this generation has of ‘entitlement,’ where you get wrapped up in yourself and don’t notice the things around you. Something like this really opens our players’ eyes.” Rising sophomore Keke Cooper played for Whiteside at Dorman High School in Spartanburg, S.C., and keeps in touch with her former coach. “Having Keke on the team is a constant reminder for us,” said Vincent. “It keeps us involved every day.”

Vincent is proud of her team’s fundraising efforts, but, as on the court, she is always pushing for more, urging her squad to perform at a higher level. A competitor at heart, she makes it a contest. “The seniors mentor the younger kids, and we split into groups that compete to see who can raise the most,” she said. The coaches always remind the team what they are fighting for. “We share the stats with them, we are open about the realities. Breast cancer research is something we must highly support, and the kids embrace that,” Vincent said.

Each year the team has raised more money for the foundation. “Having Val there really opened the doors for us,” Vincent said. “The pockets got deeper, even in this small community, and our student-athletes became more motivated.” This past year, the team donated more than $4,000 to the fund, up from less than $1,000 two years ago.

Vincent encourages anyone who has fundraising ideas, would like to volunteer, or who knows a survivor who should be honored by the team to contact the basketball office at 828-262-3081.
Dr. Libby Puckett
Associate Professor and Forensic Science Program Director, Department of Chemistry

A high school science teacher encouraged Dr. Libby Puckett to forego a career in law and pursue science — a major life changer. Puckett combined her passion for chemistry and law by pursuing a degree in forensic science and has been paying it forward ever since.

Puckett earned her doctorate in bioanalytical chemistry from the University of Kentucky and came to Appalachian State University in 2004 to direct the forensic science program.

“I see it as my duty to help train the next generation of female scientists, particularly in a male-dominated profession like chemistry,” Puckett said. Her chemistry numbers reflect greater than 50 percent female majors; in the forensic concentration, about 70 percent.

As asked about great moments in her career, she recalls: “I recently filmed a section for Appalachian’s capital campaign with my then research assistant, Nicole Reilly ’12. In the interview I said there is a definite point in time when a student ceases to be a student and becomes a scientist in their own right. Nicole had a classic aha moment: ‘I am a scientist,’ she said. ‘That was a wonderful realization for Nicole and for me.’” (see the video here: campaign.appstate.edu)

Reilly, now working toward her Ph.D. at the University of South Carolina, said Puckett was a terrific role model. “People are always talking about that one influential person in your life. Dr. Puckett is that person for me. She took an interest in my goals and career aspirations. It is wonderful to have someone say, ‘I want to give you this time. I feel like you’re worth it.’”

Faculty of Distinction

“Appalachian attracts and retains an exceptionally talented and committed faculty. Small classes and close interactions between faculty and students create a strong sense of community, which has become an Appalachian hallmark. Meet a few of our extraordinary faculty who create life-changing experiences in the classroom and beyond.”
- Dr. Lori Gonzalez, provost & executive vice chancellor

99% of full-time faculty hold terminal degrees

16:1 student/faculty ratio

25 average class size

87.6% freshman-to-sophomore retention rate
Dr. Michelle Flippin
Assistant Professor, Department of Speech & Language Pathology

Dr. Michelle Flippin studies dads. Specifically, she studies fathers of children with autism and how to get them more effectively involved in their children’s communication intervention.

A featured expert in a documentary now in post-production, “Autistic Like Me: A Father’s Perspective,” Flippin spoke of the important, unique and often overlooked role fathers play in the lives of autistic children. “Over the last few decades, we’ve undergone a paradigm shift in American fathering – from the distant breadwinner fathers of the ‘40s and ‘50s to today’s co-parenting dads. The world of autism intervention has not kept up with this shift,” she explained.

“We don’t know how to work with dads,” Flippin continued. “My lab is one of the only labs in the country studying dads. For example, dad speech is generally more direct. We are finding that this unique dad communication style may be beneficial to language development for children with autism. In addition we are finding that the ways dads play – that more physical or rough and tumble play – may improve play and social skills.”

A full-time professor and mother of 3-year-old twins and a toddler, Flippin relies heavily on the dad in her family. “My husband, Travis, is an amazingly supportive friend and partner,” she said.
Scott Ludwig
Associate Professor, Department of Art

For Scott Ludwig, the “moment a student discovers something about their artistic abilities is the most rewarding. It keeps me coming back to the classroom.” In turn, he’s rewarded his students by making the printmaking process safer.

“A few of my past professors and colleagues have experienced some ill effects from working with various photo-etching chemistry,” Ludwig explained. He’s adopted contemporary applications that use water-based acrylic formulations and safer etching chemistry rather than noxious, solvent and acid-based processes.

Once he embraced these new printmaking techniques, “it was simply a matter of implementing (them) into the curriculum,” he said. “The contemporary media interface perfectly with various digital applications,” Ludwig said, “allowing an artist to create innovative, digital hybrid prints. The concept of a “hybrid print, a print that integrates traditional and state-of-the-art processes, is an area of creative research that has informed my work for the past decade. The creative potential that exists at the intersection of the digital and the traditional is virtually infinite.”

A proponent of experiential learning, Ludwig challenges his students to integrate their passion for art with the world around them. He has led students to Cuba, Costa Rica and the southwest United States to explore art and history related to printmaking and to develop a body of work culled from their personal observations and experiences.

Jeff Goodman
Practitioner-in-Residence, Department of Curriculum & Instruction

Jeff Goodman ’93 is not above sticking his head in a bucket of water to illustrate the principle of displaced volume. Or, to teach about light and color, to turn his classroom literally into a camera obscura, blocking all but a pinpoint of light and flipping his students’ viewed world upside down and backwards.

This Reich College of Education professor is all about the experience of learning. Using props such as glowing pickles, flaming Gummy Bears™ and juggling pins – always encouraging his students to join in – Goodman makes learning memorable because the concepts he teaches become tangible. “More importantly,” he said, “the activities strengthen the class community so that when we talk about (what we’ve learned) and share personal experiences, we are more open to one another and more likely to make meaning from the discussion. And,” he added, “we laugh a lot.”

The former Harvard University undergraduate believes laughter builds classroom community. “I don’t mind looking silly,” Goodman said, “to set the tone for the class and to connect students to one another.” He cites one exercise designed to differentiate emotion and complex cognitive brain activity: students cast as cavemen clutch rocks and chant “limbic system! limbic system,” while classmates with extended pinkies hold tennis balls and sing “prefrontal cortex.” Silly? Sure. Memorable? You bet.

Goodman, who holds a master’s in educational media from Appalachian, also is tuned into evolving learning/teaching models. He helped develop one of the Reich College of Education’s core classes, Teaching and Learning in the Digital Age, which examines how emerging technologies are transforming our society and schools, as well as the implications these changes have for teaching and learning.
Maj. Gen. Edward M. Reeder Jr. ’81 is renowned as a “warrior diplomat.” His career is filled with professional accolades and acts of bravery and compassion. Appalachian State University adds to his honors its Distinguished Alumni Award.

Reeder is currently the commanding general of the U.S. Army John F. Kennedy Special Warfare Center and School (SWCS) – the Army’s Special Operations Center of Excellence at Fort Bragg. Early in his career Reeder distinguished himself by earning the U.S. Army Special Forces Tab and Green Beret, a feat only one in 100 soldiers achieves. From there his professional trajectory continued upward.

Reeder’s promotion to brigadier general in 2009 landed him command of all U.S. Army Special Forces – Navy SEALs, Marine and Air Force special operators, selected coalition special operations forces in Afghanistan, and subsequently all Green Berets assigned to the Special Forces command. During this time he led his ranks of Green Berets in a humanitarian effort to support a girl’s orphanage in Kabul, and his support of the orphanage continues.

In 2012, Reeder was promoted to the rank of Major General, a feat achieved by less than one half of one percent of all Army officers. “While at Appalachian,” said Reeder, “I learned to be a critical thinker and an adaptive leader.”

Dr. Harry Williams ’86 ’88 ’95 is a first-generation college student, and a fierce advocate for higher education and for those hoping to pursue a college degree. The Alumni Association honored his 23-year career dedicated to the field with the Distinguished Alumni Award.

A native of Greenville, N.C., Williams became the 10th president of Delaware State University (DSU) in 2010. Prior to this, he served as the university’s provost and vice president of Academic Affairs.

Under his guidance, DSU’s national ranking rose from 17th in 2010 to 13th in 2013 in the Historically Black Colleges and Universities rankings by the U.S. News & World Report; the university’s research portfolio increased considerably, attracting more than $25 million in grants and project funding; and a scholarship program similar to Appalachian’s ACCESS program was implemented to provide financial assistance to first-generation college students.

Inspired by his academic and professional experiences at Appalachian, Williams has strengthened international and service initiatives at DSU, and he credits Appalachian for providing him with a strong foundation for success. “I can tie all the wonderful things that have happened in my life back to Appalachian State University,” Williams said.
Outstanding Service Award
Hughlene B. Frank

Appalachian honored Hughlene B. Frank ’68 for her exceptional and long-standing dedication to the university with the Alumni Association’s Outstanding Service Award.

Frank started her career as a math teacher, but her passion lies in building relationships with people. Her philanthropy, volunteer commitments and overall service to Appalachian span nearly four decades, and her presence is far reaching and deeply felt.

Frank is a founding member of the College of Arts and Sciences Advancement Council and has served on the council’s board for 21 years. She served on Appalachian’s Board of Trustees for eight years, and is currently a member of both the Foundation Board of Directors and the new College of Health Sciences Advisory Board. She and her husband, Bill, established the college’s first endowment in nursing. A love of literature and the Appalachian mountain region led the couple to establish the lead endowment for the university’s visiting writers series in 2004. Appalachian recognized their generosity by naming the program the Hughlene Bostian Frank Visiting Writers Series.

“I want every student at Appalachian to be the very best he or she can be,” said Frank.

Young Alumni Award
Erica Muschamp Adcock and Brandon Adcock

Erica Muschamp Adcock ’07 ’08 and Brandon Adcock ’06 were passionate and engaged students while at Appalachian who have become university benefactors and volunteers. In recognition of their generosity and service they received the Alumni Association’s Young Alumni Award.

Brandon Adcock is the co-founder of Direct Digital LLC, which was recognized in 2012 as the fastest growing, privately held company in the region by the Charlotte Business Journal. Erica Adcock works at a local non-profit, A Child’s Place, and coaches field hockey.

The couple met at Appalachian. She studied accounting and was a celebrated field hockey athlete; he was a marketing/political science major and was involved with many honor societies on campus. They were both William R. Holland Fellows for Business Study in Asia, and participated in an exchange program with Fudan University in China.

Since graduating, Brandon Adcock served as a member of the University’s Alumni Council, and is currently on the Foundation Board of Directors and the Walker College of Business Center for Entrepreneurship Advisory Board, of which he is the chair. Erica Adcock remains involved as a women’s field hockey team mentor.

The couple has given time and considerable financial support to the Center for Entrepreneurship, the Walker College of Business, Appalachian Student Ambassadors and student scholarships. “Anyone who knew us while we were there knows how much we each love Appalachian and how much it shaped who we are today,” she said.
A bow to an Appalachian tree guy

By Kate Cahow

Jim Bryan loves trees, though he’s not your typical tree hugger. His love – like roots – goes deeper than a hug.

A certified arborist and landscape superintendent at Appalachian, Bryan is the guy you might spot circling trees on campus – pen and clipboard in hand – recording measurements of height and girth, assessing each tree’s health and vigor.

When a tree becomes a hazard on campus and is slated for removal, Bryan goes above and beyond to relieve the concerns of disgruntled tree lovers – to educate them about his methods. He even established an email system to alert the Appalachian community when a removal is inevitable.

“I don’t enjoy cutting down trees,” he said. “But removing damaged and/or diseased trees ensures safety, while keeping our campus the beautiful place we all know and love.”

Over the past year, 15 large trees have been taken down on campus due to health and safety concerns – the majority between 18-24 inches, or about 50 to 60 years old. Thirty-five replacement trees have been planted, all in locations that benefit pedestrian traffic and campus infrastructure.
University completes self-study for accreditation

By Jane Nicholson

Appalachian State University recently completed a 10-year self-study as part of the process of reaffirmation of accreditation from the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).

While the university will receive official status of its reaffirmation of accreditation in December, the chairman of the onsite reaffirmation committee reported in April that the university was compliant in all core and federal requirements. The committee did list two areas for improvement – creating a standardized process for faculty evaluations, and developing a systematic evaluation process to use when hiring faculty whose credentials are based on experience instead of academic training in a discipline.

A SACSCOC accredited institution since 1942, the university last participated in reaccreditation in 2002. The recent reaccreditation process involved a detailed Compliance Certification covering federal requirements as well as issues including quality improvement, resources and mission, and a Quality Enhancement Plan for improving student learning. Appalachian chose the topic of global learning for its Quality Enhancement Plan, or QEP. Thirteen subcommittees were involved in writing the university’s Compliance Certification documenting compliance with SACSCOC standards. Their report comprised more than 400 pages of text and 6,000 pieces of evidence in support of reaccreditation.

The report was submitted for review and revision last September, and the Quality Enhancement Plan “Global Learning” was submitted for review this spring. The on-site evaluators were highly complimentary of the QEP, according to Chancellor Kenneth E. Peacock. The self-study culminated with a four-day campus site visit by the SACSCOC accreditation team in April. All federal and state funding is dependent upon accreditation.

Appalachian establishes Finish in Four initiative

Expected benefits include reducing student loan debt, increasing student retention and improved funding allocations

Appalachian has begun an initiative to ensure more students graduate in a timely manner. Called Finish in Four, this effort will, in addition to other benefits, function as one measure for controlling student loan debt.

The UNC Strategic Plan, “Our Time, Our Future,” articulates expectations to improve retention and graduation rates, and the UNC General Administration has been working with campuses to establish performance metrics that will be used in funding allocations.

In the past year, Finish in Four has developed the following:

- Four-year plans for each degree program so students can see the potential course combinations needed to graduate on time.
- An online degree audit and advising tool called DegreeWorks® that offers a “what-if” function for students who are considering a change of major.
- A first-year student retention software program called MAP-Works® that assesses risk factors and enables faculty, advisors and student development staff to learn more about an individual student’s needs in the first year.
- Increased summer school enrollment in 2013.

Appalachian will continue to review institutional data, relevant literature and best practices to make recommendations for additional Finish in Four efforts.
An Appalachian legacy

Robert L. “Bob” Turchin, dedicated friend and advisor to many, died Feb. 14, 2013, at age 90. His contributions to the communities he called home serve as his legacy.

“Bob led a long and blessed life, and we are fortunate for his generosity,” said Appalachian Chancellor Kenneth E. Peacock.

Turchin, who owned a construction company in Miami, spent summers in the High Country with his family.

A business and civic leader in Florida and a supporter of his Louisiana alma mater, Tulane University, Turchin began his philanthropy to Appalachian in the 1990s. He served on the university’s Board of Trustees from 1990 to 2007, the Foundation Board of Directors from 1992 to 2011, and the Athletics Facilities Enhancement Committee starting in 2005.

He and his wife, Lillian, supported numerous academic scholarships and campus projects.

They contributed the lead gift to establish the Turchin Center for the Visual Arts and served on its advisory board from 2000 to 2010. They received the Alumni Association’s Outstanding Service Award in 1997 and its Honorary Alumni Award in 2001.

“Bob understood the value of higher education, and was a champion both for the university and our students,” said Hank Foreman, associate vice chancellor for communications and cultural affairs, and director and chief curator of the Turchin Center.
Leaving a legacy that will change lives

After 57 years of marriage, the Webbs speak in tandem, anecdotes tumbling like so many pebbles, bouncing, blending, coming to rest in a formation rich with experience, relationships and life-long learning. There is little sequence to their stories – his undergraduate life at Duke, their working-class fathers from Hinton, WV, the shared years at Appalachian State University, travel in China and Italy, their daughters and grandchildren – but the essence is of a life devoted to education and to one another.

They expressed their ultimate devotion to Appalachian in 1998 through a bequest pledge for The Fred Webb, Jr. and Barbara Haynes Webb Endowed Scholarship for Geology Summer Field Course. A preference emphasizes courses taught outside of North or South America. The Webbs’ hope is students will travel abroad, experience and embrace other cultures in the way they and their children have.

Barbara Webb explained the catalyst for their gift: “I was the liaison for our department during the first campaign for Appalachian in the 1990s. I heard (then Associate Vice Chancellor of Gift Planning) Wayne Clawson speak and was so taken by his passion, his belief Appalachian could open a new world for students, I went home and told Fred, ‘We should give a percentage. We can set up a fund. No matter how small, we can be part of this.’”

Become a 1899 Legacy Society member. Learn more at give.appstate.edu/1899-legacy or call 828-262-3192.

In Memoriam: Faculty

Dr. James Louis Avant Jr. died Feb. 25, 2013. He was 80. His career at Appalachian spanned 33 years, and included serving as intramural director for 20 years and teaching in the Department of Health, Leisure and Exercise Science.

Dr. Sidney Wayne Eckert died March 4, 2013. He was 84. Eckert came to Appalachian in 1981 as chair and professor of business education and office administration. He also served in the Department of Management and Department of Curriculum and Instruction. He retired with professor emeritus status in 1991.

Dr. Maynard John Higby died Dec. 18, 2012. He was 76. He was a scholar of 17th- and 18th-century British literature. His love of research took him and many of his students to world-class libraries. He retired with professor emeritus status in 2012.

Dr. Bob Baynard McFarland ’53 ’58 died Jan. 30, 2013. He was 81. He joined the Appalachian faculty in 1961. He retired in 1988 and was awarded professor emeritus status in 1993.

Dr. Ben Gess Bosworth Jr. died March 18, 2013. He was 86. He joined the Appalachian faculty in 1960, focusing on student-teaching supervision. He retired with professor emeritus status in 1993.

In Memoriam: Staff

Alma P. Hartley died Dec. 13, 2012. She was 92. She retired from university service in 2000.

Jonathan H. Ragan Jr. died Jan. 24, 2013. He was 72. He was a maintenance supervisor and retired in 1993.

Barbara I. Taylor died Jan. 29, 2013. She was 67. She worked in Building Services, and retired in 2007.

Louis Warren died Dec. 26, 2012. She was 71. She worked as a certified nursing assistant in the infirmary and retired in 2000.

Billie M. Wilson died Nov. 30, 2012. She was 84. She worked as a secretary in several departments on campus and retired in 1994.

Thomas H. Wright Sr. ’56 died Jan. 17, 2013. He was 82. He retired as the director of finance in 1991.
2000-10s

ANNA KERNS '01 and James Kerns announce the birth of Nathan James, August 4, 2012.

ROBERT HERNON '02 was named to the board of directors of the Lupus Foundation of America, North Carolina Chapter.

RICHARD (WADE) NAGY '02 accepted a position as project and cost manager at Forever Home in Wilmington, N.C.

JOHN NIXON '03 and Mariell Nixon announce the birth of Wylan Michael, Nov. 29, 2012.

JONATHAN TRIPPLETT '03 and Tara Triplett announce the birth of Ryker William, May 15, 2013.

JAMES MILNER '04 and Catharine Milner announce the birth of Peter Graham, Dec. 12, 2012.


TASHA KOLBE '05 was promoted to senior manager talent development - human resources with Reynolds American in Winston Salem, N.C.

TASHA KOLBE '05 received a master's degree in management and leadership from Webster University.

TRAVIS TESTER '05 accepted a position at Purdue University as director of alumni/donor relations and events.

PRESTON CLARKE '06 and Hannah Clarke announce the birth of Emma Jean, Jan. 7, 2013.

BRANDON EUDY '06 and DANA EUDY '06 announce the birth of Matthew Ellis, June 10, 2012.

JOHN HALEY '07 received a law degree from University of Michigan Law School.

ASHLEY DAVIS '10 was named Charlotte Junior Chamber’s “Jaycees of the Year.” She was also awarded the “Presidential Award” and was one of three “Keymen” for the young professional group. Ashley has been a member of the Charlotte Junior Chamber since 2011 and has held two executive board positions with the organization.

REBECCA FAIN '10 was named by Wilkes County Schools as Elementary Math Teacher of the Year. She has presented at the North Carolina Council of Teachers of Mathematics state conference three times.

1990s

JULI HEDRICK '91 received a master’s degree in public health in global health/nutrition from George Mason University.

TONY HARRIS '92 was named the safety and risk director for Cabarrus County, N.C.

TAMARA OGIER '92 was elected to serve as the president of the National Association of Bankruptcy Trustees for 2012-13.

DONNA BATCHELOR '94 received the Wells Fargo’s prestigious Golden Spoke Award.

MAURICE MCNEILL '94 was selected as one of 50 to participate in the inaugural class of the Princeton University Black Theology & Leadership Institute. He serves as director of worship and the arts at Historic Ebenezer Baptist Church in Atlanta. The church’s choir performed McNeill’s arrangement of the national anthem during the 75th NCAA Final Four Basketball Tournament at the Georgia Dome in Atlanta. He is a board member of the Appalachian State University African American Alumni Association.

MARK VERTRESE '94 completed his second novel, “Chief of Staff.”

OLITA BOONE '95 and Michael Boone announce the birth of Joshua Matthew Ellis, June 10, 2012.

MICHAEL MACDONALD '96 accepted a position at Georgia Southern University as executive director of university housing.

MICHAEL ACKERMAN '99 is a member of the Charleston County Sheriff’s Office Crisis Negotiation Team.

PETER KAPETANAKIS '99 accepted a position at Bank of North Carolina as a vice president/appraisal manager.

MICHAEL MCKENZIE '99 was promoted to department chair of human performance and sport sciences at Winston-Salem State University.

WAYNE MATTHEWS '80 received a doctorate in educational leadership from Appalachian State University.

DAVID WEINBERG '81 was named New Jersey Sportswriter of the Year for 2012 by the National Sportscasters and Sportswriters Association, and he earned 3rd place in sportswriting in an annual N.J. Press Association contest.

W OODY CAIN '87 was named 2012 Radio Producer of the Year by the National Motorsports Press Association.

CHARLES BROWN '88 was elected president of the North Carolina Conference of Chief District Court Judges.

SHERRY FRYE '88 received the 2013 Presidential Volunteer Service Award, Bronze Level, for over 100 volunteer hours during 2012.

WAYNE HARTLEY '89 was promoted to executive director at CALEA in Gainesville, Va.

SHARON MARSH '89 was promoted to SVP / program manager at Bank of America in Jacksonville, Fla.

1970s

BART LASSITER '75 was appointed to the board of directors of Atlas World Group based in Evansville, Ind.

RAYMOND GEORGE '77 was appointed superior court judge of the Enoch Judicial Circuit.


1950-30s

JOANNE ALDRIDGE '55 received 1st place in feature writing for “Michael Feinstein Plays the American Songbook.” She won 1st place in feature writing for two articles: “Laura Linney has Large Mountain Background.” and “Jan Karon There Will Always be a Mitford” and was selected as the president of the National Federation of Press Women. She won 1st place in writing in arts and entertainment for two articles: “Jan Karon There Will Always be a Mitford” and “Laura Linney has Large Mountain Background.” She won 1st place in feature writing for “Michael Feinstein Plays the American Songbook.”
In Memoriam
2000-10s

BARRY WILLIAMS ’00, May 5, 2013.
WILLIAM KURTS ’01, Dec. 25, 2012
MARY HENDRIX ’02, Feb. 1, 2013.
DIANE CROWDER ’04, August 5, 2012.
SHELEY THUFTEDAL ’04, Dec. 29, 2011.
DAVID TATE ’09, Jan. 26, 2013.
FILIP MARSZALEK ’10, March 1, 2012.
DANIEL MAZZETTI ’11, Feb. 16, 2013.

1990s

CHRISTOPHER HAAS ’90, May 14, 2012.
TRACEY SNIPES ’93, March 25, 2013.

1980s

KENNETH EARNEST ’80, Nov. 30, 2012.
HOWARD HALL ’80, Feb. 27, 2013.
ALBERT BLACKMON ’81, Jan. 8, 2013.
MITCHELL WILSON ’81, May 28, 2011.
DORIS YOUNG ’81, Feb. 9, 2013.
KENNETH GUIN ’82, March 7, 2013.
MELONY MILLS ’82, June 4, 2012.
JON BROWN ’83, Jan. 9, 2013.
STEVEN BAGLEY ’85, April 27, 2013.
MARSHA BURCH ’85, May 2, 2013.
PATRICIA BURKHART ’86, March 30, 2013.
CHARLES OBERLE ’87, March 24, 2013.
JEFFREY HEDRICK ’88, Jan. 9, 2013.
JEANNE JONES ’88, March 9, 2012.
JAMES MATTY ’88, March 20, 2013.
BRIDGET PURDY ’89, March 8, 2012.

1970s

JOSEPH BARRINGER ’70, Oct. 21, 2012.
MARSHALL HARGRAVE ’70, August 28, 2010.
JAMES HAYES ’70, May 12, 2012.
JAMES ROGERS ’70, Jan. 5, 2013.
HARVEY SHAW ’70, Feb. 4, 2013.
STEPHEN BOLEN ’71, Nov. 29, 2012.
BETH BROCK ’71, May 1, 2012.
WILSON BROWNING ’71, Jan. 29, 2013.
RODNEY GREEN ’72, Jan. 4, 2013.
DOROTHY MCGINNIS ’72, Nov. 30, 2012.
TANA MORETZ ’72, Oct. 20, 2011.
EDWARD O’NEILL ’72, Nov. 12, 2011.
HAROLD POTEAT ’72, March 4, 2013.
ROBERT RHONEY ’72, Jan. 28, 2013.
JAMES ROACH ’72, April 12, 2013.
SANDRA SPARKS ’72, April 8, 2013.
MENOALA WILLIAMS ’72, Nov. 9, 2008.
BERNICE COLEMAN ’73, Nov. 9, 2008.
BILLY FRIEND ’73, Nov. 9, 2008.
BONNIE HOWARD ’73, May 22, 2012.
GLORIA JANNEY ’73, May 22, 2012.
MELVIN POPLIN ’73, Dec. 11, 2012.
PATRICIA RAINES ’73, April 13, 2013.
JANET WILKINS ’73, April 13, 2013.
ROBERT CROOKSHANK ’74, April 13, 2013.
ELIZABETH FELDER ’74, July 29, 2012.
MICHAEL PITTARD ’75, Jan. 1, 2013.

JAMES WILD ’75, Oct. 18, 2012.
ORVILLE ALLEN ’76, Sept. 12, 2011.
ANGELA ALONSO ’76, June 15, 2009.
CYRUS BAUCOM ’76, April 18, 2012.
MICHAEL BRUCKNER ’76, April 18, 2012.
FRED MCFARLAND ’76, April 1, 2012.
JIM WESTBROOK ’76, Nov. 27, 2012.
JULIA AMES ’77, Nov. 27, 2012.
ROBERT BERGEN ’77, Nov. 27, 2012.
DORIS HESTER ’77, March 26, 2010.
FREDDIE HUSKEY ’77, Nov. 27, 2011.
CHARLIE SMITH ’77, Sept. 8, 2011.
ROBERT GULLEIDGE ’78, Jan. 7, 2013.
CECIL BRAKE ’79, May 1, 2009.
KAY CUNNINGHAM ’79, May 1, 2009.
MICHAEL HUGHES ’79, August 20, 2012.
RAYMOND RAPER ’79, April 11, 2013.

1960s

THELMA DUNKLEY ’60, Nov. 22, 2012.
RICHARD LANE ’60, April 1, 2013.
RICHARD MCNEIL ’60, June 28, 2012.
CARL RIDDLE ’60, March 2, 2012.
IRENE SMITH ’60, April 10, 2012.
IVY WALKER ’60, Sept. 3, 2011.
MARY GRIMES ’61, Dec. 6, 2012.
MARTHA HICKEY ’61, April 19, 2013.
ANNE PHELPS ’61, March 17, 2013.
MARGARET BOONE ’62, Jan. 6, 2013.
MIKE CHANDLER ’63, March 19, 2013.
CAROLYN SANDERS ’63, July 30, 2011.
CONSTANCE RICHESON ’64, Jan. 5, 2013.
SANDRA GRAVES ’65, May 14, 2013.
EDWARD WATSON ’65, Sept. 9, 2012.
ANN ELLIOTT ’66, August 18, 2012.
BONNIE JOHNSON ’66, April 14, 2011.
BRUCE WELCH ’67, Sept. 13, 2011.
FRANCES CANTER ’57, Sept. 9, 2011.
RICHARD SAIN ’57, March 13, 2013.
CHARLES SHOOK ’58, March 7, 2013.
BRUCE WELCH ’58, Sept. 13, 2011.
MARY CRAIG ’40, June 29, 2011.
PAULINE JOHNSON ’40, August 2, 2012.
MILDRED DREESE ’41, Feb. 27, 2013.
ELLA DENNISON ’41, Nov. 15, 2012.
CLYDE MILLER ’41, Feb. 15, 2013.
CATHERINE VOSECKY ’42, March 17, 2012.
JUANITA GOFORTH ’44, April 12, 2010.
PRIDE RATTERREE ’44, April 13, 2012.
SARA KATE SIGMON ’44, August 5, 2011.
FERNE CAUDILL ’47, May 6, 2013.
ROBERTA ANDERSON’48, April 6, 2013.
WANDA SA WYER ’51, March 19, 2013.
LARRY BROWN ’51, June 9, 2012.
DAVE ROSS ’52, March 15, 2013.
HARRY DEESE ’52, March 17, 2012.
JAMES WILSON ’52, August 2, 2012.
MARY ROGERS ’52, April 6, 2013.
ROBERT SAIN ’52, Jan. 30, 2013.
JAMES EVANS ’52, March 13, 2013.
RICHARD SAIN ’52, March 13, 2013.
MARY ELLIOTT ’53, November 2, 2012.
JAMES WILLSON ’53, June 18, 2010.
ROBERT TUBBEREE ’54, March 13, 2013.
MICHAEL PIERCE ’54, June 16, 2011.
ED ROUTH ’54, July 1, 2012.
HOWARD YOUNG ’54, Nov. 18, 2010.
HUGH SETZER ’55, March 21, 2013.
AL BUMGARNER ’56, May 12, 2013.
MARY ROGERS ’56, Sept. 21, 2012.
FRANCES CANTER ’57, Sept. 9, 2011.
MARTHA MCFARLIN ’57, April 27, 2013.
RICHARD SAIN ’57, March 13, 2013.
WANDA SA WYER ’57, Jan. 1, 2013.
FERN WILLIAMS ’57, Nov. 10, 2011.
JACK HENDRICKS ’58, May 1, 2013.
DAVID HUNTSUCKER ’58, Jan. 27, 2013.
CORNELL JACOBS ’58, April 29, 2012.
HORACE JONES ’58, March 19, 2013.
RUBY LITTLE ’58, Jan. 23, 2013.
BOBBY WATTS ’58, July 11, 2011.
HORACE ALDRIDGE ’59, Nov. 9, 2012.
Hazel Hoover ’59, April 24, 2013.
JOHN MCLEOD ’59, June 8, 2011.
FRANCES PROCTOR ’59, January 30, 2013.
BOBBY THOMAS ’59, March 25, 2011.
Thank you, senior class donors!

Your gifts are making a difference in two very important ways.

**The Appalachian Fund**
Senior Class gifts support a funding source so critical to the university we call it The Appalachian Fund. This fund allows the university to allocate money to areas that need it the most: like scholarships, study abroad grants, and funding for conferences and research. In fact, there are few areas on campus that have not received support from this fund at one time or another. Its flexibility is the reason it is so critically important to the success of Appalachian’s students, faculty and staff.

**Alumni Participation Rate**
Called APR for short, this metric has implications for the level of state funding provided to Appalachian. So, any gifts Appalachian receives from its alumni – no matter the size – are in essence “votes” for Appalachian.

Join the members of the Appalachian Family who are making a gift – and making a difference – in the lives of Appalachian’s students, faculty and staff.

2013 contributors listed at: alumni.appstate.edu/senior-u

Scan this code or text "APPSTATE" to 50555 to make a $10 gift.

givenow.appstate.edu/appfund
The morning after

Documenting transformational moments is one of the favorite aspects of my job as university photographer. Last January was one such time as I photographed a group of students on a 24-hour home stay with a family in the Malawian village of Mchezi in Africa. The hosts were gracious, yet the young American students had been challenged beyond their comfort zones by doing unfamiliar chores, eating Ngumbi (flying termites) and Nsima (a cornmeal product and a staple food of Malawi) and sleeping on a dirt floor. The morning after brought not only a sense of accomplishment, but also insight and perspective on how the average Malawian family lives. Without a doubt, this was a defining moment in the students’ personal timelines and I am grateful to have shared it with them.

Above, Appalachian student Deja Borders pumps water from a borehole while classmates Anja Wicker ’13, Alex White ’13 and Ellen Mason ’13 wait their turn to carry water back to their host family’s hut.

Marie Freeman ’85
University Photographer
Appalachian specialty license plate sales support the Alumni Memorial Scholarship

“Block A” tag now also available in South Carolina!

Appalachian State University
Making a difference in the world... one student at a time.

Chancellor Kenneth E. Peacock has made a difference in the lives of our students, our alumni, our campus, our community and beyond. The Campaign for Appalachian, part of the Chancellor’s legacy for Appalachian, is within $41 million of the $200 million goal. If you have not yet made a gift, please join the thousands of donors who have contributed to Appalachian’s success today.

givenow.appstate.edu

A Rich Learning Experience

The people at Appalachian made the difference for Colleen Choate. She had her choice of many colleges, but when she visited Appalachian, she knew it was the place for her. A Chancellor’s Scholar in the Honors College, Colleen earned a full scholarship to Appalachian. She plans to major in Sustainable Development and says, “To be a Chancellor’s Scholar has been the most incredible opportunity of my life so far.”

In recent months, Appalachian has earned significant accolades, including:

- U.S. News & World Report’s list of “Highly Ranked Universities that Operate Efficiently”
- Kiplinger’s Personal Finance magazine’s “Best Values in Public Colleges, 2013”
- Princeton Review’s “Guide to 322 Green Colleges: 2013”