

Campus, government, community leaders welcome The University of Toledo's 16th president

By Tobin J. Klinger

An event characterized by understated pomp and circumstance allowed representatives from around the world to formally welcome the new president of The University of Toledo, Dr. Lloyd Jacobs.

In a ceremony that marked the retirement of the medallions and maces of the once-separate UT and Medical University of Ohio, the approximately 750 students, faculty, staff, alumni and friends of the institution who gathered in Nitschke Hall Auditorium were treated to histories of the two entities and thoughts on the future.

"Here begins a new era," declared James Tuschman, former UT trustee and member of the Ohio Board of Regents.

"Dr. Jacobs takes us down a new road.

This is our highway to excellence."

Toledo Mayor Carleton Finkbeiner joined the celebration, pledging to work alongside the new president and institution to "enhance community relations" and work toward a "balanced town-gown relationship."

According to Dr. Lawrence Elmer, associate professor and medical director of the Center for Neurological Disorders and chair of the Health Science Campus Faculty Senate, health science faculty are enthusiastic and are committed to "work side-by-side" with the new president "to improve the human condition [and] dramatically enhance the lives of those within our sphere of influence."

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Photo by Daniel Miller

President Lloyd Jacobs and Simas Laniauskas, president of Student Senate on the Health Science Campus, at the investiture

Former Temple University president to faculty: Give president support

By Jim Winkler

One of the country's leading university educators and administrators urged UT faculty members to give President Lloyd A. Jacobs their support as he begins his tenure as the University's 16th president.

Speaking last week at a joint meeting of the faculty senates from the Main and Health Science campuses, Dr. David Adamany, chancellor and president emeritus at Temple University in Philadelphia and former president at Wayne State University in Detroit, said that UT will face important challenges in the next several years,

including the best possible way to merge the cultures and missions of the University's two campuses, improving the quality of UT's educational offerings, dealing with an expected decline in college-age students, and coping with a health system that has to provide care to more than 45 million people without health insurance.

"Give Lloyd a wide berth and your best advice," said Adamany, whose friendship with Jacobs dates back to the 1980s, when he was WSU president and Jacobs was a

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UT announces \$100 million capital campaign at surgery center dedication

By Jon Strunk

The University of Toledo kicked off the public phase of its capital campaign Sept. 14, announcing a \$100 million goal at an event dedicating the University Medical Center's new George Isaac Minimally Invasive Surgery Center.

Of the almost \$61 million already raised by the campaign, Isaac donated \$1 million to show support both for the new surgery center and the merger between UT and MUO.

Calling upon constituents from both the former UT and MUO, Dr. Lloyd Jacobs,

president, showcased the gift as symbolic of the merger's benefits.

"This is the time for all of you, in every way you are able, to the degree you are able, to support this capital campaign," Jacobs said, also thanking the northwest Ohio community for its support. "We've reset our goals and widened our vision, but the community's support is the one thing that hasn't changed [since the merger]."

Vern Snyder, vice president for institutional advancement, said that major gifts

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UT's accrediting body to visit campus, evaluate merger-related changes

By Jon Strunk

Representatives of the Higher Learning Commission, The University of Toledo's accrediting body, will be on campus Monday and Tuesday, Sept. 25 and 26, to evaluate the new University following the merger.

The visit is standard whenever an institution goes through such an organizational change, UT officials said.

Dr. Robert Reid, emeritus provost and professor of history at the University of Southern Indiana, and Dr. James Cicarelli, professor of economics at Roosevelt University, will represent the commission and meet with administrative and faculty leaders.

"We provided a self-study to the Higher Learning Commission in May explaining how we would address merger-related changes, which the commission accepted,"

said Dr. Robert Sheehan, interim provost and executive vice president for academic affairs. "This visit is a follow-up to verify our progress."

Sheehan said he was optimistic that UT would receive a successful evaluation but stressed that because of the visit's importance, the evaluation was being treated with a great deal of respect and attention to detail.

This visit is outside of the normal accreditation cycle for the University; UT is accredited through 2012.

The Higher Learning Commission is a commission of the North Central Association of Colleges and Schools.

For a schedule for Reid and Cicarelli, go to <http://myut.utoledo.edu>.

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"I think adding the line 'improve the human condition' [to the mission statement] takes The University of Toledo to a new level," said Dr. Carter Wilson, professor of political science and chair of the Main Campus Faculty Senate.

"The products of his tenure are abundantly evident," said Simas Laniauskas, president of Student Senate on the Health Science Campus, of Jacobs' time as MUO president and expressing his optimism for the future.

Dr. David Adamany, who retired as president of Temple University earlier this year, provided the keynote address. He has known Jacobs since the UT president was a faculty member at Wayne State University and not only echoed other speakers in his support for the new president, but also called on the crowd to embrace the important role of an urban university.

"It's in our public and our urban uni-

versities that the greatest opportunities have occurred," Adamany said. "There should be joy and rejoicing about the merger."

Jacobs himself closed the ceremony, thanking his family first and foremost, and noting that his youngest son chose instead to attend class at UT rather than attend the event.

To his wife, Jacobs said, "Ola, without you my life would be meaningless."

In his remarks, Jacobs drew attention to the latest version of the UT seal, loosely translating its old Spanish inscription to read "Engage the present, create the future" and asking the crowd to interpret the meaning and apply it to their own lives and work.

"Act in the present," Jacobs said, "and in doing so you will create the future. That's what The University of Toledo is all about. That's an awesome responsibility for all of us."



Photo by Daniel Miller

REFLECTIVE MOMENT: Chris Faber, a junior in the College of Business Administration, read about New York Police Officers Richard Lang and Nino Navarra, who had their photo taken with the UT flag at Ground Zero in 2001. The two officers later presented the NYPD shirt to the University to thank the campus community for its support and to display in remembrance each year. The photos were in the Student Union South Lounge last week.



Photo by Daniel Miller

GO ROCKETS! President Lloyd Jacobs and his wife, Ola, watch as their nephew, Christopher, picked up a football schedule poster during the backyard barbecue Wednesday. The picnic was one of the events held last week to celebrate the president's investiture.

PAGE-TURNING PREVIEW: Craig Holden, author and UT alumnus, stopped by Sullivan Hall Sept. 13 to read from his recently finished manuscript, *Matala*. The event was sponsored by the newly formed UT Honors Alumni Affiliate. Holden also shared advice on writing and spoke about his published books, the most recent of which is *The Narcissist's Daughter* (2005).



Photo by Tom Barden

Look for these stories on UToday

UT plans events in honor of Hispanic Heritage Month

Changing Face of Health-Care Series: Impact of women in health care Sept. 27

Go to <http://myut.utoledo.edu/>

Gains in key areas show new UT is on right track

By Tobin J. Klingler

Official enrollment figures released Sept. 5 show that the new University of Toledo is back on course when it comes to its 2006 class, especially in some strategic areas targeted for growth.

"I'm delighted to see that The University of Toledo's value proposition is being recognized," said Dr. Lloyd Jacobs, president. "I have no doubt that we are the very best educational experience per dollar in northwest Ohio."

UT has experienced a 1.3 percent increase in headcount, rising from 20,447 in fall 2005 to 20,715 this year. Meanwhile, full-time equivalence (FTE), which is the measure used by the state to determine subsidy, rose .04 percent on the Main Campus, from 16,087 to 16,150. FTE is calculated by taking the total number of course credit hours taken by students divided by 15.

"These gains are just the beginning," said Lawrence J. Burns, vice president for enrollment services, marketing and communications. "We intend to build upon this success and get UT back to our ideal size."

"I'm extremely proud of the accomplishments of the enrollment services staff," said Kevin Kucera, associate vice president for enrollment services. "They have met the challenge, earning significant increases in some areas we had hoped to grow substan-

tially."

Among the strategic growth areas were at the graduate level and among transfer students, which saw 5.2 (from 3,143 in 2005 to 3,307 in 2006) and 21.8 (from 895 in 2005 to 1,090 in 2006) percent increases, respectively.

"These areas are key to our financial success, as they tend to take more credit hours and have a greater positive impact on state subsidy," Kucera said.

"The data certainly shows some areas that we need to pay attention to moving forward," Burns said. "Retention among our continuing student population is not where we would like it to be, and we are going to change that."

"Enrollment is everybody's business," Jacobs said. "Whether you are a faculty member challenging minds in the classroom, a staff member who lends a helping hand or a groundskeeper who keeps the campus looking great, we all have a role to play in attracting and retaining our students. And that means doing whatever we can to help them succeed."

Note: Total enrollment figures reflect a combined enrollment between the Main and Health Science campuses, while other figures reflect only the Main Campus.



Photo by Terry Fell

HONORED RESEARCHER: Dr. Richard Komuniecki and his wife, Dr. Patricia Komuniecki, center, recently posed for a photo with Julius and Joan Jacobson following Richard's investiture as the first Joan L. and Julius H. Jacobson II Endowed Professorship in Biomedical Research. Julius, director emeritus of vascular surgery and Distinguished Service Professor of Surgery at Mount Sinai Medical Center in New York City, and his wife donated more than \$1 million to establish the position in 2004. Julius, a 1947 UT alumnus, is widely regarded as the inventor of microsurgery. Richard, Distinguished University Professor of Biological Sciences, specializes in the identification of novel drug targets that can be used to control parasitic worms, or nematodes, that cause billions of dollars in economic damage annually to crops, livestock and humans. "My lab is focused on understanding signaling in nematodes, especially those pathways that have the potential to be useful drug targets," Richard said. "The Jacobson Professorship will allow me to expand my basic research in this area and study a number of additional aspects of signaling in nematodes." Since 1981, Richard has received more than \$5 million in continuous funding for his research from the National Institutes of Health and pharmaceutical companies. Patricia is professor and chair of biological sciences.

Former Temple president

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medical school faculty member.

He told the senators that the addition of an academic health science center with four health-related colleges and a teaching hospital to UT's selection of programs, courses and services is a "wonderful model," and that most of the nation's 125 medical schools are part of larger, comprehensive, research universities.

"You are not in completely uncharted waters," Adamany said. He urged the faculty members to take advantage of being "part of a larger family" and not let the separation of the two campuses dampen their enthusiasm for working to make UT the best university it can be.

Adamany, who was the keynote speaker at the investiture ceremonies on Tuesday, spent the week meeting with administrators, faculty members and students as a scholar-in-residence.

He covered several topics during a question-and-answer period with faculty members, who are trying to figure out the

best way to create a University-wide senate to represent a broad range of professors and to give advice and recommendations to the administration and the Board of Trustees.

He stressed the importance and value of faculty input on important strategic planning issues, but cautioned that in the end it is the trustees and administration that have to set priorities and make final decisions. As academic disciplines have gotten "more specialized" and require faculty members to work harder to remain current, it has become harder for them to find sufficient time to understand and be involved in complex university governance issues and formulate a vision for universities, he said. A priority-setting process is critical if a university is to increase its academic quality, remain fiscally sound, and boost its reputation nationally.

"As universities mature, the devolution of consultative powers occurs," he explained. He also told faculty members that:

- Promotion and tenure standards should require excellence in teaching and

research and that tenure is "not an entitlement, but a responsibility." He said universities will demand more of their faculties in the future;

- The time soon will come when the general education standards nationally for undergraduates will have to be raised, that undergraduate instruction will be judged by measurable outcomes, and that undergraduate professors "will be held more accountable." Students will no longer be allowed to coast to a degree; and

- There will be fewer college-age students in the future and that some level of contraction of programs, courses and ser-



Photo by Jack Meade

Dr. David Adamany spoke with faculty members last week.

vices is inevitable, particularly at colleges and universities in the Midwest.

When Adamany, the Laura H. Carnell Professor of Law and Political Science at Temple, returns to Philadelphia, he will teach at the law school and also teach political science to undergraduates.

Rejoice about the right to read Sept. 28

“Read Banned Books: They’re Your Ticket to Freedom” is the theme of the ninth annual Banned Books Vigil, which will take place Thursday, Sept. 28, at The University of Toledo.

Fifteen speakers will give short presentations from 10 a.m. to 6 p.m. in the Sullivan Hall Reading Room on Main Campus.

“The fight for freedom of expression is never over. Most of us take for granted our right to think, speak and write freely,” said Dr. Paulette D. Kilmer, UT associate professor of communication. “We recognize ground hogs and trees

with holidays. We send each other cards on Halloween and Valentine’s Day. Yet, we do not commemorate our right to read and think freely. The Banned Books Week Vigil inspires students, faculty, staff and community people to participate in a grand public conversation about the ways reading enriches our lives and challenges us to participate in our democratic institutions.”

To see a list of topics and speakers, go to <http://myut.utoledo.edu/>.

For more information on the free event, contact Kilmer at 419.530.4672 or paulette.kilmer@utoledo.edu.

UT, BGSU co-sponsor conference on Nuremberg war crimes trial Oct. 6-7

A two-day conference, “The Nuremberg War Crimes Trial and Its Policy Consequences Today,” will take place at Bowling Green State University on Friday and Saturday, Oct. 6-7.

Conference speakers will range from those involved at the Nuremberg trial to those involved in the special tribunals currently taking place throughout the world. They will address the implications of the Nuremberg Trials within the disciplines of history, law, military science, international relations and political science. Participants also will discuss how that history relates to events unfolding today in the arena of international law and justice.

The Bowling Green State University

Graduate Program in Policy History and the Social Philosophy and Policy Center, The University of Toledo College of Law and the Robert H. Jackson Center are hosting the conference, which will take place in BGSU’s Bowen-Thompson Student Union.

This event also is partially sponsored by the Ohio Humanities Council, a state affiliate for the National Endowment for the Humanities, and will be the location for an American Society of International Law Centennial Meeting.

Monday, Sept. 25, is the deadline to register for the conference.

For more information, including programs and registration forms, go to www.bgsu.edu/departments/history/nuremberg.

University Medical Center physicians team up to treat UT student-athletes

By Jon Strunk

As a Rocket running back sprints down the sideline toward the end zone or a soccer forward braves a collision to get a shot on goal, fans won’t be thinking about how UT now boasts a hospital. However, as soon as the player hits the ground and the crowd sees he or she is slow to get up, the link will be clear.

For serious sports injuries and more intensive procedures, all UT student-athletes will receive treatment from UT team physicians at University Medical Center for anything from X-rays and MRIs to arthroscopic surgery.

In addition to increased access to medical care, the new relationship will help speed the diagnosis process for athletes.

“It used to take us 30 to 45 minutes to get an X-ray taken and read to see if a student-athlete could be taped up and safely return to competition or had to be held out due to the severity of the injury,” said Brian Jones, UT associate head athletic trainer.

The UT Department of Radiology will have UMC physicians at the Glass Bowl to immediately evaluate X-rays, according to Dr. Lee Woldenberg, professor and chair of radiology.

About 25 student-athletes have been treated since the relationship was initiated in early July.

“The physicians and staff at the University Medical Center have been great about understanding the urgency and flexibility needed when dealing with injuries to student-athletes after hours or on weekends,” Jones said. “We recently had a case when a student-



Dr. Lee Woldenberg, left, and Brian Jones check out an X-ray.

athlete needed to be seen in the Emergency Room. The collaboration between our team physicians and the physicians and staff at University Medical Center allowed us to provide this student-athlete with excellent care.”

“Our student-athletes will receive all of the same University-quality care we provide to our students, our employees and the regional community,” said Dr. Jeffrey P. Gold, executive vice president and provost of health affairs and College of Medicine dean.

“We hate to see anyone injured, but when those injuries come, I can’t think of anyone I trust more to get them back in the game than physicians at The University of Toledo,” Gold said.

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such as Isaac’s, Marvin and Judy Herb’s \$15 million to the College of Education, and Chuck and Jackie Sullivan’s \$6 million to scholarship funds and John F. Savage Hall, among many others, have helped the national campaign generate momentum.

The support of a longtime Medical University of Ohio leader like Isaac came at a crucial time, according to Lawrence J. Burns, vice president for enrollment services, marketing and communications, and president of the MUO Foundation, helping fuel the merger’s momentum.

“I can’t think of a better ambassador for the Medical College of Ohio, the Medical University of Ohio, and now for The University of Toledo than George Isaac and his family,” Burns said.

Isaac also has donated \$700,000 to endow a chair for cancer research during the last MCO capital campaign, as well as provided medical students with an education in perpetuity by way of an endowed College of Medicine scholarship.

Jacobs, who said Isaac’s



George Isaac, left, shook hands with President Lloyd Jacobs following the dedication last week of the center that bears his name as Vern Snyder looked on.

welcome was the warmest he received when he first came to Toledo, added that the new center that bears Isaac’s name is the most modern outpatient center in the northwest Ohio.

Jacobs explained that surgeons can now perform operations through very small incisions, speeding the recovery of the human body and the human psyche as visible wounds and scars are greatly reduced. In many cases, patients that would have required hospital admittance in the past are often able to return to work the next day.

Exhibit offers reflections on history of Owens-Illinois Inc.

It's clear that Michael J. Owens helped Toledo earn its nickname as the Glass City. Take a look at the exhibit "Time in a Bottle: A History of Owens-Illinois Inc."

The exhibition will open Wednesday, Sept. 20, at 3 p.m. in the Ward M. Canaday Center for Special Collections in Carlson Library on Main Campus. Jutta Page, curator of glass at the Toledo Museum of Art, will present the opening talk.

"While Edward Drummond Libbey brought the glass industry to Toledo in 1888, it was Michael Owens, hired at age 29 by Libbey, who made the industry in the city successful," said Barbara Floyd, director of the Canaday Center. "This exhibit showcases Owens' invention and the development of his company. It details how that company grew and changed — and influenced the city and the world."

The exhibit focuses on the history of O-I started by Owens in 1903. Owens, who began working in the glass industry at age 10, was hired by Libbey in 1888 to come to Toledo to supervise his new glass factory. Owens began experimenting with new technology for the industry and developed the first automatic bottle-making machine, which could make nine bottles a minute in 1905.



Photo by Daniel Miller

Workers stand on the Owens Bottle Machine in one of many photos included in the exhibit.

This invention significantly reduced child labor in glass factories and the dangerous work Owens was familiar with — shoveling coal, handling hot and cool glass, and opening and closing molds for glass blowers.

In 1983, the American Society of Mechanical Engineers designated the Owens Bottle Machine as an international historical

engineering landmark because of its impact on the glass industry.

"It made possible the modern distribution of many processed foods at greatly reduced costs. It provided a cheap and safe method for storing and transporting prescription medicine," Floyd said. "Without it, some of the country's major corporations, like

Coca-Cola, might not have been possible."

The exhibit will feature documents, photographs and artifacts from a collection of historical records O-I deposited with the Canaday Center last year. The collection, which also includes many historic bottles, has been organized by the staff of the Canaday Center and will be available to researchers at the conclusion of the exhibit.

Included in the exhibit are correspondence and photographs of Owens; drawings he sketched to design his bottle machine; photographs of workers using the machine; and materials from the Illinois Glass Co. of Alton, Ill., which merged with the Owens Bottle Co. in 1929 to form Owens-Illinois Inc. Also included are some of the earliest bottles produced on a prototype of the bottle machine in 1899, along with some whimsical bottles used for alcoholic beverages. The exhibit traces the history of the international corporation from its founding to the current day.

The free, public exhibit will be on display in the Canaday Center Monday through Friday, 8 a.m. to 5 p.m., until Dec. 29. A catalog is available free of charge.

For more information about the exhibit, contact Floyd at 419.530.2170.

Theatre professor to perform solo shows in Hungary

By Vicki L. Kroll

Sue Ott Rowlands will reprise her role from Tony Kushner's "Homebody/Kabul" for five shows in Hungary Sept. 25-29.

The interim dean of the College of Arts and Sciences and professor of theatre will take the stage for solo shows at Pazmany Peter Catholic University in Piliscaba, the University of Pannonia in Veszprém, the University of Debrecen in Debrecen, Szent István University in Jaszbereny, and MASZK Theatre in Szeged.

"All of these performances bring together the many collaborations the theatre and film department has had over the years," Ott Rowlands said.

And it'll establish a new creative tie with the University of Pannonia. "Every time I go, I try to extend the connections a little bit further," she said.

For the tour, Ott Rowlands decided to play the Homebody, a bored British housewife who is obsessed with an old travel guide for Afghanistan.

"It's easy to tour with this production — just a table and a chair — and the props and costumes I bring with me," she said. "But I also think because 'Homebody' is about the history and cultural richness of

Afghanistan, it makes it a very relevant play. It provides a lot of opportunity for discussion.

"And to have an American actress performing a play in which a British woman is interested in things in Afghanistan for a Hungarian audience, it's a good example of the power of international arts," Ott Rowlands said. "The arts have the ability to bring us together and shorten the distance between us as people."

She first performed the role at UT last fall and then played Homebody during a visit to Piliscaba in June.

The artist believes international performances are important.

"A friend of mine from New Zealand says we don't really understand who we are as people until we have traveled away and looked back at ourselves from a distance. I really think for our students in Ohio and in this time in history, that's particularly critical," Ott Rowlands said. "There's no better way to promote peace and dialogue than to get to know people in other countries."

Traveling and performing also is vital for teaching.

"It reminds us [faculty] that there's a



Photo by Daniel Miller

Sue Ott Rowlands holds a hat from Afghanistan in a scene from "Homebody/Kabul."

world of art and history and political issues that are different, that transcend the ones we are comfortable with, that push us to be better artists, that push us to be better teachers," she said. "Every time we go, it makes possible the future exchanges of teachers and students."

Holly Monsos, interim chair of theatre and film and costume designer/producer of last season's "Homebody/Kabul," will make the trip with Ott Rowlands in an effort to expand opportunities for departmental collaborations with the Hungarian universities.

New book looks at how Irish helped shape Michigan

By Stacy Moeller

America has always been known as a giant melting pot of different ethnicities, and one of the largest groups is the Irish, who are the focus of a new book from Michigan State University Press, *Irish in Michigan*.

Dr. Seamus Metress, UT professor of anthropology, and his wife, Dr. Eileen Metress, UT professor emerita of public health, wrote the book. Seamus is a specialist in Irish studies, with more than 30 books and numerous articles. His book *Irish in Toledo* was selected as the Best Local History Book for 2005 by the Center for Archival Collections at Bowling Green State University. Eileen is the author of several books and articles. She was the 2005 recipient of the National Irish Freedom Committee's Pearl Flannery Award, presented in New York.

The book is an analysis of Irish settlement in Michigan, from Detroit to the scattered farms and lumber towns across the state, to the hardy Beaver Islanders of Northern Lake Michigan and the copper and iron mining settlements of the Upper Peninsula. It is a broad story of Irish immigration and the Irish contribution to the growth and development of the modern state, while the Irish maintained their identity.

There are numerous pictures in the book along with a map of the distribution of Michigan's population claiming Irish ancestry from a 2000 U.S. census.

"Many of the pictures are from the Beaver Island Historical Society and personal photographs from local Irish descendants," Seamus said.

The work is one of 23 in the series *Discovering the Peoples of Michigan*. Other ethnic groups with books in this series include African Americans, Amish, Dutch, Germans, Latinos and Poles.

"This book is part of a series which does a marvelous job providing education materials as well as an appreciation for cultural backgrounds on a variety of ethnic groups," Seamus said.

"The book is dedicated to a group of now deceased men from the Detroit Irish community who worked tirelessly in the cause of Irish freedom and the promotion of Irish culture," he added.

Appendices offer more Irish information. The first gives resources for those wishing to find out more on Irish history in Michigan. The second lists nearly 80 Catholic parishes in Michigan with Irish or heavy Irish origin. The third lists recipes for Irish ethnic specialties that are still made by Irish



The main structure of St. Joseph's Shrine was built by 20 early Irish settlers in 1845 near Brooklyn, Mich. This is one of several photos in *Irish in Michigan*.

descendants today; these include colcannon, wheaten bannock bread and scones.

For those who would like to read more books on Irish history by Seamus, they can look forward to his recently finished work based on 20 years of fieldwork in Ireland and America on Irish resistance to British rule. He also is working on a book about

Irish women in the American labor movement.

Copies of *Irish in Michigan* can be purchased online through the Michigan State University Press at www.msupress.msu.edu. Cost is \$11.95 plus shipping and handling.

Trust enables alumnus to boost chemistry education

By Jim Winkler

Time makes a big difference. Just ask one of The University of Toledo's most successful graduates, Dr. Willard M. Bright.

When he enrolled at the University in 1932, the campus consisted of three buildings, and he had his classes in University Hall.

"The University now has a magnificent campus, one of the nicest in the country," he said. "I think anyone who sees it should be greatly impressed, and anyone who attends there should be proud."

Attending UT made a big difference in his life, and now Bright is helping make a big difference at the University. Through a charitable remainder trust, he will donate \$1 million to fund an endowed distinguished professorship or chair in chemistry that will enhance the reputation of the department, the College of Arts and Sciences, and the University.

Bright was honored last week by students and faculty members in the Department of Chemistry and the Office of Institutional Advancement for his contributions. He was recognized at a dinner

Thursday night and at a luncheon and a reception on Friday. He toured the campus and attended the UT-Kansas football game, where he met President Lloyd Jacobs.

Bright, who earned a bachelor's degree from the College of Arts and Sciences in 1936 and a master's degree in 1938, attributed much of his success to the education he received at UT and has chosen to philanthropically express his gratitude. A lifetime member of the UT Alumni Association, Bright first established an endowed fund to support science literature at UT in 1981.

"I'm happy to make this gift to the University," he said, "as a payback for the help and guidance I received in my career."

"My hope is that the Chemistry Department can use this gift to attract a very productive and distinguished individual," said Bright, who was director of five Fortune 500 corporations and president of two of them. "I want to help the University make progress, across the board, to be a great university, and I think it's already on its way."

"We are delighted by this bequest," said Dr. Alan Pinkerton, professor and chair of chemistry. "This will provide the opportunity to recruit an internationally known scholar into the department and will furnish additional recognition for an outstanding science department."

"Dr. Bright's outstanding career is a model for our students who are studying chemistry, biology, pharmacy and the other sciences," said Dr. Janet Krzyminski, director of development in the Office of Institutional Advancement. "He appreciates the value of an education and the impact it



Photo by Daniel Miller

Willard Bright talked with faculty, staff and students last Friday.

has on the lives of young people. He truly is a living example of a true philanthropist, and his gift will greatly benefit students aspiring to careers in science."

Bright is founder and chairman emeritus for Zoll Medical Corp., a maker of cardiac resuscitation equipment with headquarters in Chelmsford, Mass.

UT brand creates opportunities

By Deanna Woolf

After extensive research and discussions, the brand of the new University of Toledo has been defined and is being communicated through internal vehicles, such as publications and Web sites, and paid advertising in local, area and other select markets.

"The University of Toledo brand is a promise, a pledge of quality and service. It means opportunity for many stakeholders — an opportunity to shape their future in many ways," said John Adams, director of marketing. "The new UT is your university and is here to help you shape your future through academic, collaborative, health, social and community opportunities."

The UT brand offers:

- Choice — More than 150 undergraduate, graduate and professional programs;
- Convenience — Part- and full-time schedules and day, evening, weekend and online courses for traditional and adult students;
- Collaboration — Joint research efforts with other institutions and community partnerships; and
- Community — Attractive campuses, increased quality of work force, positive economic impact, health education and care, an active alumni association, and arts and athletics events.

An overview of the brand is available online at http://hsc.utoledo.edu/depts/marketing/pdf/brand_brochure.pdf.

Based on the UT brand, advertising in print outlets and billboards has been created to make all of the stakeholders aware of the numerous opportunities the University offers.

The advertisements that were developed in-house for The University of Toledo and the University Medical Center feature people in their real roles, according to Adams.

The University of Toledo institutional print ad features a student, a student-athlete, a doctoral graduate and a researcher. "The slogan 'A lifetime of opportunities' shows that no matter where you are in life, you have opportunities to learn, grow and be engaged at The University of Toledo," Adams said.

"The University of Toledo institutional billboard uses the headline 'Shape your future' to illustrate that you can take an active role in all that UT has to offer through opportunities for education, discovery and engagement," he said.

The University Medical Center print ad features a patient, a physician, a nurse and a researcher. The slogan "University-quality health care" is reflective of the patient-focused care available at the only academic health center in the region, the University Medical Center.

"The University Medical Center billboard uses the headline 'Care for your future' to reflect the role that you and the UMC can play in your well-being and health care," Adams said.

Look for the brand awareness campaign on billboards throughout the area and in advertisements in newspapers and magazines throughout Ohio and Michigan.

The campaign also will be expanded to television and radio media.



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Stationery, business card orders

Almost out of business cards or stationery? The new University of Toledo and University Medical Center logos are available.

Orders must be processed through the UT Marketing and Communications Office.

To initiate your order, fill out the PDF Business Card Request Form at <http://monitor.meduohio.edu/depts/mktandcom/pdf/stationery.pdf>.

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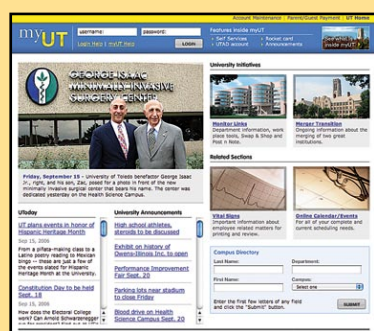
Print the form and attach a signed requisition and send it to the Marketing and Communications Office, Attention Lynn Gowing, Mail Stop 949, University Hall 2160, or fax it to her at 419.530.5177.

Old stationery and business cards may be used through Jan. 1.

In memoriam

Sonia Anderson, wife of the late Dr. Marion C. Anderson, who served as the second president of the former Medical College of Ohio from 1972 to 1977, died at her home in Decatur, Ga., Aug. 25 at age 77. She moved to Decatur in 2001 following her husband's death. Anderson was the first chairman of the Department of Surgery at MCO before assuming the presidency in 1972.

Dr. Franklin Samuel "Sam" Schaeffer, 72, Scottsdale, Ariz., who served as dean of admissions at the former Medical College of Ohio from 1971 until his retirement in 1991, died Sept. 8. The Toledo native earned bachelor's, master's and doctoral degrees from UT in 1962, 1965 and 1974, respectively. At the end of his MCO career, the college honored him by creating an award in his name given to the medical student who best exemplifies his characteristics.



Check out UToday

Don't forget to bookmark UToday at <http://myut.utoledo.edu>.

UTNEWS

UT News is published for faculty and staff by the Marketing and Communications Office biweekly during the academic year and periodically during the summer. Copies are mailed to employees and placed in newsstands on the Main, Health Science, Scott Park and Toledo Museum of Art campuses. UT News strives to present accurate, fair and timely communication of interest to employees. Story ideas and comments from the UT community are welcome. Send information by campus mail to #949, Marketing and Communications Office, Vicki Kroll, E-mail: vicki.kroll@utoledo.edu. Fax: 419.530.4618. Phone: 419.530.2248. Mailing address: Marketing and Communications Office, The University of Toledo, Toledo, OH 43606-3390.

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Read UT news at www.utnews.utoledo.edu and <http://myut.utoledo.edu>.

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Photo by Terry Fell

THAT'S FUNNY: Al Comley and Julia Wingard, senior director of the Student Union, shared a laugh at Comley's recent retirement party in Libbey Hall. Comley retired as assistant vice president of auxiliary and business services. He joined the UT staff in 1991 and worked as a purchasing administrator, director of purchasing and director of business services. He and his wife, Pat, plan to relocate to either Knoxville, Tenn., or Asheville, N.C., "where snow comes in water form," Comley said, adding they would be closer to their sons and grandchildren. He said he'll miss the people at UT. "The students' youth and vitality invigorates you. I felt like they, along with the faculty and staff, were my extended family," he said.

Sept. 22 is deadline to nominate outstanding staff

By Krista M. Hayes

Do you know a UT staff member who exceeds expectations and goes beyond his or her normal job requirements to enhance the University environment for students, staff, faculty and the community?

If so, here's your chance to recognize a staff employee who makes a strong continuing contribution to the University's overall mission by nominating that person for the 2006 Outstanding Staff Awards.

Eligible nominees must be from the Communications Workers of America Local 4530, Professional Staff Association or the UT Police Patrolman's Association and have at least two years of service with the University. Those on the president's leadership team and previous award recipients are ineligible.

Employees from the American Federation of State, County and Municipal Employees Local 2415 and professional staff on the Health Science Campus are not eligible this year, but will be included in 2007.

All nominees will be acknowledged

at an awards program Thursday, Oct. 19, at 3 p.m. in the Student Union Auditorium. In addition, three Professional Staff Association recipients and three CWA or UTTPA recipients will receive a plaque and a check for \$1,500.

Nominations are confidential and will be accepted from faculty, staff and students. A committee composed of peers will select award recipients.

The selection committee will consider:

- Career accomplishments/outstanding contributions on the job;
- Service to the University community/commitment and involvement;
- Leadership/loyalty to the University community; and
- Positive and professional impacts.

Nominations must be submitted by 3 p.m. Friday, Sept. 22. Completed forms may be sent to the attention of Kathy Bielski, Mail Stop 313. Forms can be found online at <http://utpsa.utoledo.edu>.

For more information, contact Bielski at 419.530.5871.

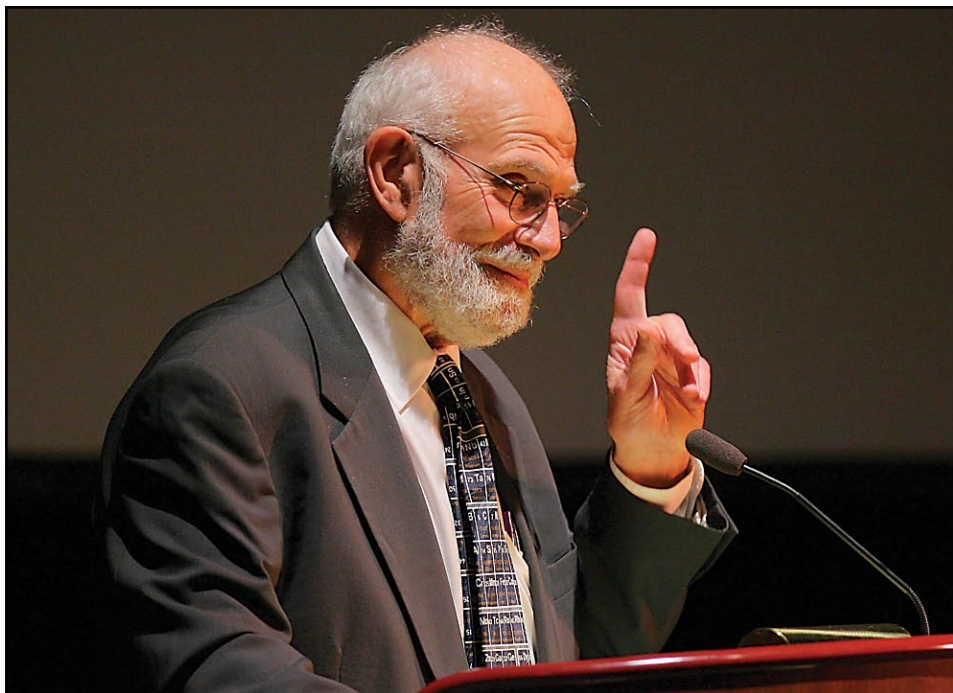


Photo by Daniel Miller

CROWD PLEASER: Dr. Oliver Sacks talked about "Creativity and the Brain" last Thursday, and more than 1,000 people came to listen to the physician and writer. It was standing-room-only in Doermann Theater, and some watched via closed-circuit television in the Student Union. Sacks is known for his research on neurological conditions. His work in the 1960s with patients who spent years in frozen states was documented in his book, *Awakenings*, which was later made into a movie starring Robin Williams and Robert DeNiro. Sacks' lecture was the inaugural presentation of the College of Arts and Sciences' Edward Shapiro Distinguished Lecture Series, named in memory of Dr. Edward Shapiro, a UT economics professor who donated more than \$4 million to the college during his lifetime.

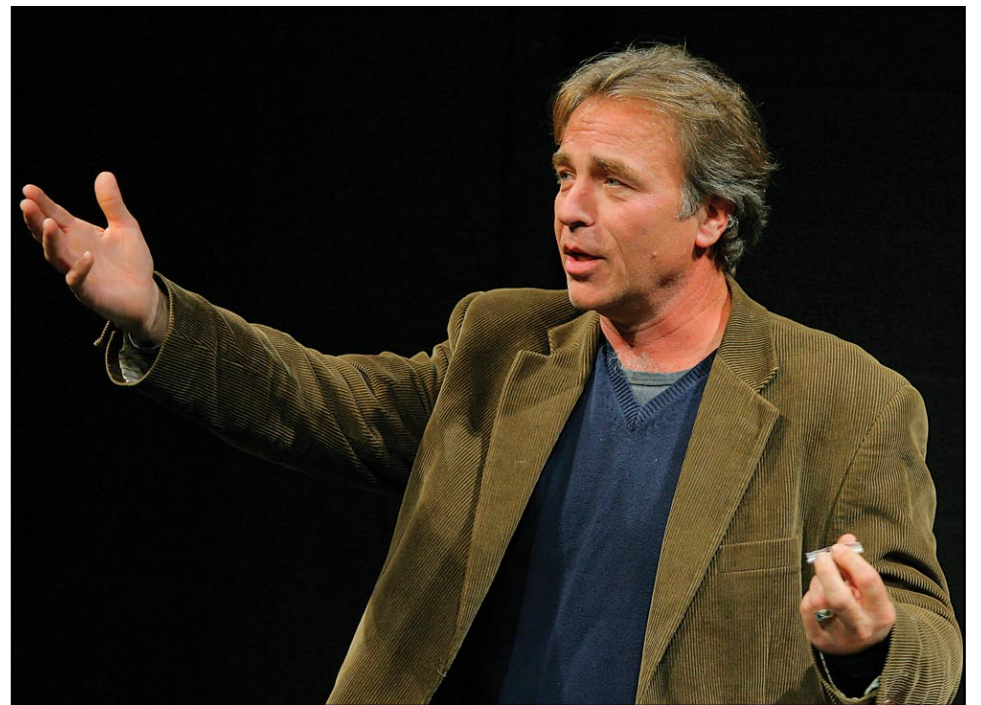


Photo by Daniel Miller

TO TREK OR NOT TO TREK: That was never the question for actor Casey Biggs, who spoke to a packed room at UT's Center for Performing Arts on Wednesday evening. Biggs, a graduate of Julliard and Toledo's Central Catholic High School, shared his insights on an actor's life and his recurring role on "Star Trek: Deep Space Nine" during a day of events sponsored by the Visual and Performing Arts Affiliate of the UT Alumni Association.