

UT NEWS

www.utnews.utoledo.edu

NOV. 5, 2007 VOLUME 8, ISSUE 12



Photo by Daniel Miller

AUTUMN MORNING: UT Photographer Daniel Miller took this photo of the sun coming up over Main Campus last week.

Winter weather ahead: Know UT's snow policy

By Jim Winkler

With winter approaching, UT employees should familiarize themselves with the University's inclement weather plans.

In the event of a major snow or ice storm or other inclement weather, the University will announce class cancellations, delay of classes and changes to administrative office hours through the UT home page at www.utnews.utoledo.edu, the UT snow line, which is 419.530. SNOW (7669), and on local radio and television stations.

The University's policy is to remain open whenever possible to minimize interruption of teaching and research.

A decision to close UT or open late due to weather will be based on campus and area road conditions, and reports of local weather forecasters and local transit. Every effort will be made to decide by 7 a.m.

Using early information about conditions on campuses gathered by University police officers and members of the Grounds Department, local weather forecasts and consultations with city and county safety officials, UT Interim Senior Vice President for Administration and Finance William Logie and the provosts of the Main and Health Science campuses, Drs. Rosemary Hagggett and Jeffrey Gold, make the decision jointly. The trio then communicates the decision to University Communications — which notifies local radio and television stations — and to President Lloyd Jacobs.

Information frequently will be updated on the Web site and on the telephone line.

"The process starts very early — around 4 or 5 a.m.," said Gary Jankowski, UT associate vice president for safety and health. "Phone calls are made and everyone exchanges information and feelings about the weather. When everyone agrees on what decision to make, we tell the president and that decision is posted on the Web site. The decision to open or close sometimes is a tough call."

On occasion, inclement weather subsides as the day progresses. When that happens, a decision to reopen the University for evening classes and other activities

continued on p. 2

From 1872 to you: New UT ad campaign debuts

By Deanna Woolf

On the streets, on the airwaves and in the papers, The University of Toledo is rolling out its new advertising campaign.

The campaign features the slogan "From 1872 to you. Creating the future." It is a colorful, energetic take on the University and the opportunities for people to get involved at UT through education, health care and research.

"The campaign is designed to continue to build and strengthen our brand and increase enrollment for the University," said

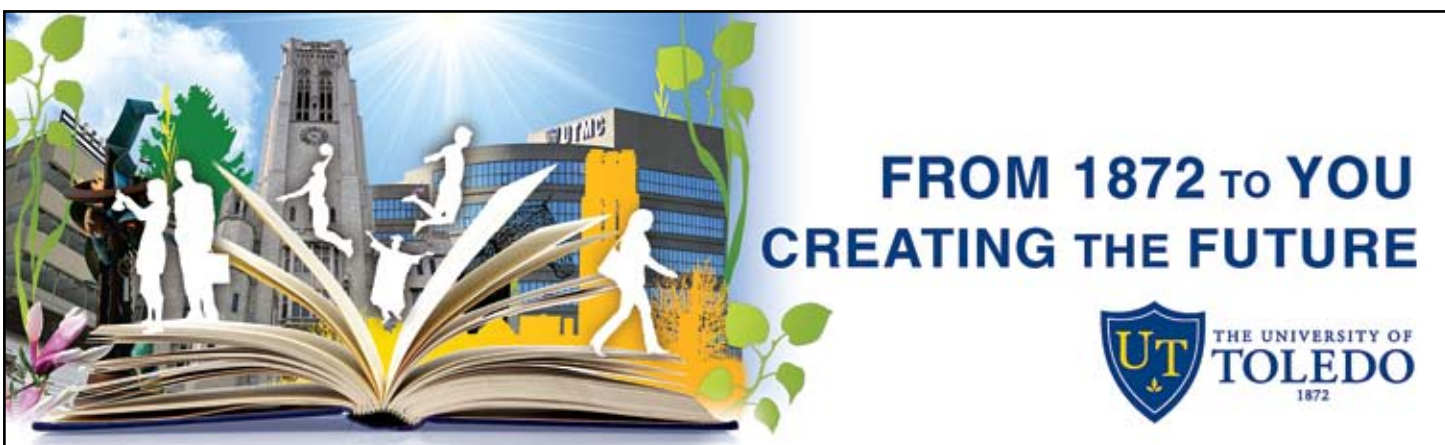
John Adams, senior director of the University Office of Marketing. "The theme of the campaign positions UT as an established institution poised for the future by preparing our students for life after graduation and as a positive transformational force for the world."

Adams added, "As with our other materials, I am proud that the initial print ad and billboard designs were done by our talented in-house team. We partnered with two outside agencies to develop the TV and

radio spots, and I think they really brought out the spirit and energy of UT."

In addition to local advertising in the greater Toledo area, the new UT ad campaign is hitting the road, with a presence in the Cleveland and Detroit markets. The campaign will run through spring semester 2008.

For your look and listen of the new UT TV, radio and print ads, visit www.utoledo.edu/campaign.



Publish and perish: How to protect great ideas

By Matt Lockwood

Eureka!

You've been conducting research diligently for years and you finally have an idea or an invention that you're sure will advance your field, garner acclaim and bring in big money.

Now what?

Before you publish a paper or talk with investors about your great idea, contact the Office of Research Development.

"If a faculty member discloses information to an outside entity before filing for a patent, they immediately lose most foreign rights to the idea, and they set in motion a one-year time period to file for a patent," said Dr. Dan Kory, director of intellectual property. "In order to be patentable, an invention must be novel and therefore unpublished, as well as useful and non-obvious to one skilled in the art."

And public disclosure is not limited to formal written publication. Things like poster displays in university buildings, Internet postings and casual conversation all constitute publication.

As the number of research dollars and opportunities for inventions at UT continue to grow, so do efforts by the Office of Research Development to educate faculty about how to protect their intellectual property. Invention disclosure and the licensing process, while not marking the only path toward technology transfer, are two major elements of the work of the office.

For example, if there is a special need to disclose information about an invention before full patent protection is gained, a confidentiality agreement can be prepared. The Office of Research and Development prepared about 150 of them last year.

The office isn't just waiting for people to approach them, either. Mark Fox, a technology associate, has been hired to walk the halls of University buildings and find out where new technology is coming from and educate faculty members about technology transfer.

The process should work like this.

If you think you have an invention, contact the Office of Research Development to secure protection.

The office will then evaluate the idea to determine if it's licensable. If it believes it has merit, the idea is then reviewed by a patent committee, which is made up of people from inside and outside the University.

"The decision to get a patent is expensive; it costs \$10,000," Kory said. "So we have to ask, 'Is it novel? Is the cost of developing the product worth the opportunity?' If we agree to move forward with a patent, we try to market the technology to anybody who might want to use it," Kory said.

After an aggressive marketing campaign, if somebody is interested, the University then negotiates a contract. Currently, UT has 76 active licensees and this year expects to bring in about \$4.5 million in



Photo by Daniel Miller

Dr. Brent Cameron, associate professor of bioengineering, right, listened as Anthony Webb, a doctoral student, discussed part of a non-invasive blood glucose device. Freedom Meditech in La Jolla, Calif., purchased a license from UT to develop Cameron's patented technology that reads glucose levels.

total revenues.

The University can license to outside entities, but the preference is to license its own faculty members.

"Licensing to faculty is a way to keep them in Toledo and benefit the community," said Dr. Frank Calzonetti, vice president for research. "Some universities are focused on making money. UT is interested in local economic development and creating jobs."

That's why UT has one of the most generous intellectual property income sharing policies in the country, and it offers faculty members help in creating business plans and launching spin-off companies.

"Today, more than ever, patents and licensing are meaningful and valuable aspects of academic life and demonstrate the University's commitment and contribution to the community," Kory said.

Winter weather

continued from p. 1

will be made by 3 or 4 p.m. In cases where UT is open during the day but worsening conditions warrant cancellation of evening classes and activities, that decision also will be announced by 3 or 4 p.m.

When UT closes, all classes, meetings and exams on all campuses are canceled, all administrative offices and libraries are closed, and staff other than those employed in "essential services" are not expected to be at work.

Cancellation of College of Medicine classes will apply only to the basic science teaching programs. All clinical programs — third- and fourth-year clerkships — will be carried on.

Some University operations can never close; these include the UT Medical Center, the lab animal medicine facility on the Health Science Campus, Physical Plant Operations, telephone services, Police Department and the Computing Center.

Jankowski pointed out that even when

the University is closed, services must still be provided to students in residence halls; these include food services, policing, electricity, heat, water, snow removal, and emergency repairs and maintenance.

A list of Main Campus employees who are considered "essential" and must report to work during a snow or ice storm is being reviewed by Jankowski and members of the Safety and Health Committee. When the review is completed, employees deemed "essential" will be issued identification cards that follow a template issued by the Lucas County Sheriff's Department.

"The UT Medical Center always remains open, regardless of the weather conditions," said Mark Chastang, executive director. "As a 24-hour, 365-days-a-year operation, UTMC must provide services to patients during even the worst of storms. Hospital employees are expected to report to work."

Even if Lucas, Wood or Fulton counties

declare states of emergency and ask people to stay off the roads, UT Medical Center employees should come to work. If they are stopped by the police during a state of emergency, they should show their identification badge and explain that they are on their way to work. The counties recognize that even during a state of emergency, essential employees must work.

The severe weather policy stipulates that Health Science Campus employees who come to work during storms will be paid for hours worked. Hourly employees who fail to show up for work because of inclement weather will be treated in accordance with policy 05-058, according to Connie Rubin senior director of labor and employee relations in Human Resources.

If UT closes early and there is an athletic contest scheduled, the Athletic Department, after consultation with University Police, will determine if the event can occur.

President Lloyd Jacobs met last week with more than 150 area leaders and asked for their help to brand Toledo as a university city as the region moves toward a knowledge-based economy. Read more at myut.utoledo.edu.

College of Medicine faculty member authors new prep-test review guide

By Jim Winkler

Medical students take many important tests throughout their careers, but none is more crucial than the high-stakes Step I of the United States Medical Licensing Examination (USMLE).

That's one reason a new physiology review text written by a longtime UT College of Medicine faculty member is likely to be a big hit.

Dr. Patricia Metting, professor of physiology, pharmacology, metabolism and cardiovascular sciences, College of Medicine associate dean for student affairs and vice provost for student affairs on the Health Science Campus, is author of the 12th edition of the physiology review titled *Physiology Pretest*, published by McGraw-Hill Medical and aimed at helping medical student pass the pressure-packed exam.

UT medical students must pass the often-dreaded computerized test before they can begin third-year clerkships in area hospitals, clinics and physician offices. The eight-hour, 350-question test covers everything from gross anatomy to the urea cycle, emphasizing basic science principles in anatomy, biochemistry, physiology, pathology, microbiology and immunology, pharmacology and behavioral science. The test is broken down into seven one-hour blocks, with 50 questions per block.

It is the only examination accepted by state medical boards for licensure. In most states, graduates of osteopathic medical schools may elect to take the USMLE or the osteopathic licensing examination.

The 379-page book opens with a 46-page chapter titled "High Yield Facts in Physiology," aimed at highlighting key facts. The volume then features chapters with 500 multiple-choice, exam-style questions on general principles of cellular physiology, multisystem processes, neurophysiology and musculoskeletal, respiratory, cardiovascular, gastrointestinal, renal and urinary, reproductive and endocrine physiology, with referenced explanations of the correct answers for each question. The book incorporates clinical vignettes in addition to questions that require interpretation of graphic information.

Metting, a Toledo native and a 1975 UT graduate who earned a PhD in physiology in 1979 from the former Medical College of Ohio, said medical students who use the book will have a good idea of what to expect on the exam.

"The major advantage of the book over other Step I review books is the use of clinical vignettes, which allows students to understand the clinical relevance of the basic science concepts that they are expected

to master," Metting said. "In addition, the case-based questions more closely simulate the long passages and the difficulty of the questions they should expect to see in the real test."

Dr. Robyn Gandy, director of the Health Science Campus Academic Enrichment Center, recommended Metting to McGraw-Hill officials to revise the study guide.

Medical students from Baylor College of Medicine, University of Louisville, Philadelphia College of Osteopathic Medicine and Weill Medical College of Cornell University reviewed the previous edition of the book and provided feedback on ways to improve it.



Photo by Jack Meade

Dr. Patricia Metting posed for a photo with her book, *Physiology Pretest*.

For Metting, the publication of the book is akin to the arrival of a long-awaited child. She started on the book Christmas morning 2005 and her labor of love took every holiday and many weekends over almost a two-year period.

Research animal care organization to recommend extending Health Science Campus program's accreditation another three years

By Jon Strunk

The University of Toledo Health Science Campus is expecting another full three-year accreditation for its research animal care program following a site visit from the Association for Assessment and Accreditation of Laboratory Animal Care International (AAALAC), an independent, nonprofit organization that promotes the humane treatment of animals in science.

Site visitors evaluated the University's policies and practices to confirm UT is running a high-quality care program, holding the program up against international standards and top peer institutions, and will recommend full accreditation to the association council at its next meeting in January, said Dr. Brent Martin, director of the Division of Laboratory Animal Medicine.

"One of the most important elements of this accreditation is its voluntary nature," Martin said, adding that the Health Science Campus — as the former Medical College of Ohio — has been continually accredited since 1981. "UT is dedicated to doing the

best possible science, and our dedication to this process is a prime example."

Martin said the nature of the AAALAC accreditation process, as a peer-review by member organizations, ensures that the animal care practices are fully compliant with policies and laws regarding the treatment of research animals, creating an environment for high-quality research.

"Humane animal use is an essential component of outstanding research, and it is our goal to ensure that all UT investigators have the benefit of the best animal care we can provide," Martin said.

Dr. Doug Wilkerson, vice president for research administration, said the goal is to unify the Main Campus and the Health Science Campus under a single, institution-wide, AAALAC-accredited animal care program.

Martin also said the site visitors commented positively on the university-wide effort needed to make the program so strong.

"This accreditation is thanks to a big

effort from individuals across the campus every day," Martin said, highlighting faculty researchers as well as employees in Facilities Maintenance. "The site visitors

singled out the people from the Department of Safety and Health as really making a positive contribution to the strength of our program."

UT NEWS

UT News is published for faculty, staff and students by the University Communications Office weekly 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, University Communications Office, Vicki Kroll. E-mail: vicki.kroll@utoledo.edu. Fax: 419.530.4618. Phone: 419.530.2248. Mailing address: University Communications Office, The University of Toledo, Toledo, OH 43606-3390.

VICE PRESIDENT FOR ENROLLMENT SERVICES, MARKETING AND COMMUNICATIONS: Lawrence J. Burns

SENIOR DIRECTOR OF UNIVERSITY COMMUNICATIONS:

Tobin J. Klinger

EDITOR: Vicki L. Kroll

ASSOCIATE EDITOR: Cynthia Nowak

GRAPHIC DESIGNER: Liz Allen

PHOTOGRAPHERS: Terry Fell, Jack Meade, Daniel Miller

CONTRIBUTING WRITERS: Chelsea-Lynn Carey, Alissa Hammond,

Matt Lockwood, Jon Strunk, Jim Winkler

EDITORIAL ASSISTANTS: Laurie Flowers, Joanne Gray

DISTRIBUTION ASSISTANT: Eric Brown

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

The University of Toledo is committed to a policy of equal opportunity in education, employment, membership and contracts, and no differentiation will be made based on race, color, religion, sex, age, national origin, sexual orientation, veteran status or the presence of a disability. The University will take affirmative action as required by federal or state law.

UT physician assistant faculty member receives national award

By Chelsea-Lynn Carey

Karen Graham was honored with the Physician Assistant Education Association's New Faculty Award for Professional Excellence Saturday, Oct. 27, at the national meeting in Tucson, Ariz.

Graham is the academic coordinator for the Physician Assistant Studies Program; she is responsible for coordinating curriculum content and the academic schedule for the didactic portion of the program.

She teaches Principles of Interviewing and the Medical History; Patient Evaluation; and Diagnostics and Therapeutics II, which includes a lab. Also as part of her duties, she coordinates a case series and advises students on their master's scholarly projects.

In addition, Graham is a practicing clinical physician assistant, working one day a week in the Center for Neurological Disorders in the Ruppert Center on the Health Science Campus.

She is in her second year of the doctoral program in higher education administration at UT.

This award was established to recognize faculty who have made noteworthy contributions to physician assistant education in teaching, administration, scholarship

or service. This award is given annually to one new faculty member in the field.

The requirements for the award include a nomination by the program director or medical director, employment at least part time for less than three years in the program, and two supporting letters of recommendation, according to the Physician Assistant Education Association's Web site.

"I was nominated by my chairperson, Dr. Patricia Hogue," Graham said. "My previous dean, Dr. [Christopher] Bork, and a colleague, Dr. [James] Hampton, wrote letters of support.

"It's a tremendous honor to be recognized nationally by my peers. As a new faculty member, there is a significant learning curve in adapting to academia and the demands of balancing teaching, research, service and clinical practice. This award motivates me to continue to develop in these areas," Graham said.

"Additionally, this is excellent timing for our new name to gain national recognition. The Medical College of Ohio had a respected PA Program, but this brings us national recognition as The University of Toledo PA Program."



Photo by Jack Meade

ASSISTING: Karen Graham talked with Sean Newbill, a second-year student in the Physician Assistant Studies Program, about a class project.

'Top Girls' to open Nov. 9

By Alissa Hammond

Set in London during the 1980s, "Top Girls," a play by British playwright Caryl Churchill, will run from Friday, Nov. 9, to Sunday, Nov. 18, in the Center for Performing Arts Center Theatre on Main Campus.

fied Human Remains and the True Nature of Love" and "Women of Lockerbie" at UT, introduces a talented cast of UT students and faculty. Nikki Soldner, a senior majoring in theatre and communication, will play the role of Marlene, and Dr. Deborah



Photo by Daniel Miller

FIGHT! In this scene from "Top Girl," Angie (Katie Rediger) bests her friend, Kit (Margaret Lute), during a teenage spat.

The play, directed by Irene Alby, juxtaposes the professional life of a high-ranking woman executive (Marlene) with her personal life back home in a small town.

"The play is known for its first scene, in which Marlene has a dinner party in a restaurant to celebrate her career advancement and invites figures from history, literature and art to join her," said Alby, UT lecturer in theatre. "These figures include Pope Joan, Lady Nijo, Lady Isabella Byrd, Dull Gret and Patient Griselda."

"On the surface, 'Top Girls' is about Marlene's capitalistic world of gender politics, class hierarchy and the struggle for women to rise to the top," Alby said. "On a deeper level, this play is a modern-day 'Electra.' In this version, Angie is the protagonist, rebelling against the lies and sins of the mother figure."

Alby, who also has directed "Unidenti-

Coulter Harris, a lecturer in the English Department who has worked professionally as an actress in Ireland and England, will play the parts of Isabella Byrd and Joyce.

Additional cast members are Margaret Lute as Patient Griselda/Kit; Tyria Allen as waitress/Louise/Jeanine/Mrs. Kidd; Amy Crable as Lady Nijo/Nell; Katie Rediger as Angie; and Jessica Kight as Win. Frances Teuber will be the stage manager.

The curtain goes up Friday, Nov. 9, at 7:30 p.m. Performances will take place through Sunday, Nov. 18. Sunday matinees will begin at 2 p.m.; all other shows will begin at 7:30 p.m.

Tickets are \$13; \$11 for faculty, staff, alumni and seniors; and \$9 for students. They can be purchased online at www.utoledo.edu/boxoffice, at the box office prior to the shows or by calling 419.530.2375.

**Look for the next issue
of UT News Nov. 13**



**Check out
UToday**

Don't forget to bookmark UToday
at myut.utoledo.edu.