

# USI Magazine

Winter 2014



**FOOD**

I belong to a group that meets weekly to discuss food. There are five of us, and we come together because we're each interested in learning more about the nutrients in food—or lack of—so we can make better choices about what we eat.

To organize our discussions, we selected a book that provides the science of foods by not only exposing the vitamins, minerals, proteins and fibers in foods, but also strips away the marketers' messages so we can comprehend the contents of what we are eating. In a world of packaged and processed foods, we no longer feel we are armed with the best information concerning nutrition and how our bodies benefit or are harmed. We want to know more, we want to be in charge of our choices and not be ruled by habit or marketing ploys. In other words, we want to change the way we think about food.

This issue of *USI Magazine* brings you a selection of thought-provoking, food-related stories intended to expand your understanding of the role food plays in all of our lives. In the features section—renamed Main Course for this issue—we've done something different. Instead of staff-written stories only, we invited two faculty members to share their personal perspectives of food. Other features investigate how the food industry impacts our lives, and discuss the impact certain foods have on our bodies.

Among athletes, food is a priority. To sustain their bodies for peak performance they not only have to eat the right foods, but a lot of it. In this issue, learn what it takes to fuel USI's runners and softball and basketball players so they can keep setting records and scoring points.

The deeper we indulged in the food theme, the more food stories we found. We were overwhelmed with campus content that had food connections. It seems food consumes us even when we aren't directly consuming it. Campus Tidbits (aka Campus News) offers an appetizing array of items illustrating the University's efforts to combat hunger, pair art and food, provide etiquette education and introduce foods from other cultures.

My food group wants to learn how to think differently about our food choices but, as the editor of *USI Magazine*, I simply want to bring you an assortment of tasty choices to feed your mind. Bon appétit.



C. L. Stambush  
Editor

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# USI Magazine

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Food Deserts



Meal Madness

We know our alumni are doing great things, and we want to hear about it. We're eager to share your stories in upcoming issues of *USI Magazine*. Next year, USI is celebrating its 50th anniversary and the magazine will have two themes: education and a historical perspective of 50 years in the making of USI. If you have a story to tell that addresses either of those subjects, or a topic to suggest that you think would be of interest to your fellow alumni, we're all ears. Contact us at usinews@usi.edu.

Thanks,  
C. L. Stambush  
Editor





**On the Cover**

Julia Kohnen, Master of Business Administration — Women's Cross Country, Track and Field and formerly Women's Soccer Story on page 14.



# The POWER of Food: exercising right eating

By Wendy Bredhold '98

**D**uring times of high anxiety many of us seek comfort in sugary and high-carb foods such as ice cream, chocolate, macaroni and cheese, pasta, candy and nachos. Frazzled from stress at the office or impending finals, people often turn to caffeine and sugar for an energy boost that helps them focus.

But Beth Young, USI instructor in food and nutrition, says caffeine and sugary foods offer only a very brief boost of energy followed by a quick crash, noting, "If you religiously consume caffeine, your body is not going to have that reaction to it. But if you're someone who ordinarily has moderate or low amounts of caffeine, you could see that jolt of focus and your energy level might be up a bit. You'll see that benefit only if you don't have a high tolerance to it."

The lift from sugar is similarly fleeting. "When you consume sugar, you get that energy rush because your body metabolizes it and breaks it down really quickly. So you do get that surge of energy, but shortly after, you crash."

To keep energy levels consistent, it helps to eat regularly spaced meals and snacks throughout the day. "Every three to four hours, have a snack or a small meal like a piece of fruit and peanut butter, yogurt or trail mix—something with calories, but also protein and fiber. That will keep you sustained until your next meal, so you don't get hungry and make poor decisions."

Protein and fiber provide sustaining energy because they help the body "stretch out" the process of digestion. "It takes longer for the body to break down proteins, and it can't fully break down fiber, so the body has to work harder. The food stays in your system longer, and you don't get that spike and crash. You get more stabilization of blood sugar and energy levels."

So instead of a candy bar and a soft drink, Young recommends grabbing an apple with some peanut butter. "You're going to get natural sugar and fiber from the apple, and if you put some natural peanut butter on it, you're getting a good protein and a good healthy fat with it. You're going to get energy from the carbs—from that natural sugar—but then the protein and the fiber are going to help stretch that snack out a bit. And, if you use a natural peanut butter—one mixed with flaxseed oil—you can get some Omega-3s."



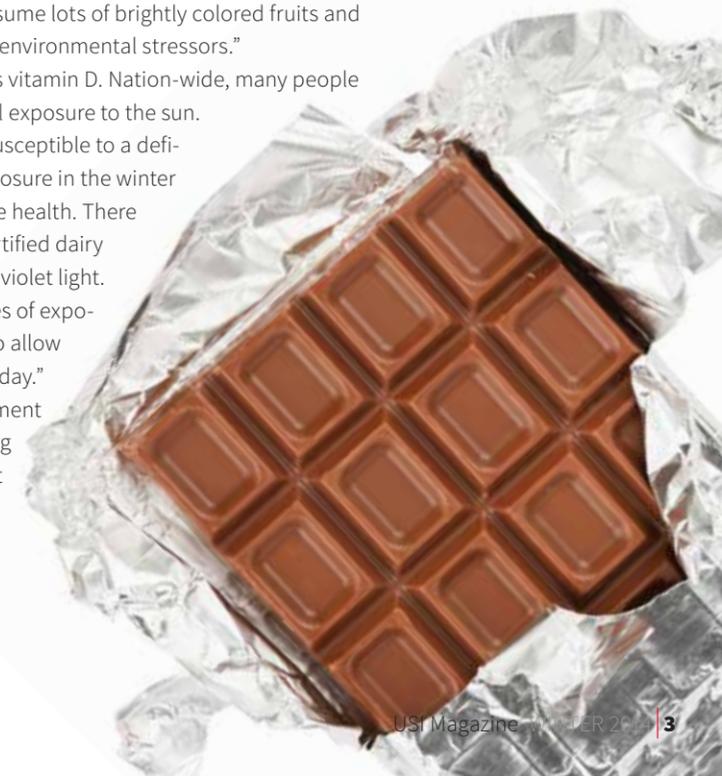
There is evidence to suggest that adequate consumption of Omega-3 fatty acids, antioxidants and vitamin D may help lay the groundwork for improving memory, focus and general health as we age. Young recommends all three be included in our diets for long-term health. "The solid research and data on the benefits of nutrition are at the extremes of the age span," she says. Research shows a strong correlation between fatty acids and brain and eye development in infants up to age three, and there is evidence to suggest that adequate consumption of Omega-3 fatty acids, antioxidants and vitamin D may help lay the groundwork for improving memory, focus and general health as we age.

Omega 3s can be found in fatty fish, walnuts and flaxseeds. Young says unless you are pregnant, people can safely consume two servings of fatty fish such as salmon or mackerel per week without worrying about the toxic effects of mercury consumption. "Generally, with about two servings per week, you're going to be OK with the mercury levels and also get enough Omega-3s."

Antioxidants are another essential nutrient. They help correct damage from free radicals, which cause disease and inflammation in our bodies. "If you consume lots of brightly colored fruits and vegetables, you're guarding yourself against damage from environmental stressors."

The final nutrient to consciously include in our diets is vitamin D. Nation-wide, many people are discovering they are vitamin D deficient due to minimal exposure to the sun. "There are certain geographic regions that may be more susceptible to a deficiency in the vitamin due to the decreased level of sun exposure in the winter months," Young said. A deficiency in vitamin D affects bone health. There aren't many food sources of vitamin D, but they include fortified dairy products and mushrooms that have been exposed to ultraviolet light. When the sun is out, Young advises getting 15 to 20 minutes of exposure on your arms and legs without the use of sunscreen to allow for the body to absorb the vitamin. "That's enough for the day."

So what's the best way to see an immediate improvement in energy levels and focus? Exercise. "Exercising and staying active increases blood flow, those feel-good hormones get released and that's going to help sharpen your attention and your mood is going to be better," Young says. 🍷



# The Language of Food:

every cuisine tells a story

By Norma Rosas Mayén



Guillermina Mayén Quezada and Felipe Rosas Mayén, parents of Norma Rosas Mayén, stop along the road to prepare breakfast on their way to the sanctuary of Our Lady of San Juan de Los Lagos, December 25, (circa) 1963. It's still a tradition in Mayén's family to visit the shrine on Christmas day.

I come from a family of cooks. My *abuelita*, as I affectionately called my maternal grandmother, was an indigenous Otomi woman whose passion was food. She prepared each dish from scratch. Born in the valley of *Jilotzingo* in the State of Mexico, *abuelita's* homeland was surrounded by blue cornfields, *maguey* plants (Mexican agave), Castilian rose bushes and aromatic Mexican herbs like *epazote*, spearmint and eucalyptus. In this natural environment, the private language my mother learned and spoke with *abuelita* was not Otomi, but the language of food.

Growing up, I watched my mother and *abuelita* converse around the table in an atmosphere of flavors, aromas, colors and textures, sharing a bond that shaped and impacted my life forever. *Abuelita's* kitchen, although rustic and modest, was a sanctuary. It resounded with the ringing of the *molcajete* (the Mexican version of the mortar and pestle), and food preparation was a daily ritual in front of the charcoal burner. On top of the burner, clay cooking pots of varied sizes and big wooden spoons were locked in a continuous dialogue with the skilled hands of *abuelita*. Aromas emanated from this lively scenario, bringing together my family, both nuclear and extended, every weekend, on high holidays and for funerals.

I still remember my mother helping *abuelita* kill and clean a *guajolote* (turkey) to make Mexican mole, seasoning *moronga* made of the turkey blood, frying *buñuelos* (crispy flat bread topped with brown sugar syrup infused with cinnamon sticks and orange peel), making *huitlacoche quesadillas* (a handmade fresh tortilla filled with edible corn fungus aromatized with *epazote*), seasoning rabbit or snake on a bed of *pipian* (a sauce made of pumpkin seeds) or gathering *gusanos de maguey* (a type of worm that grows under the *maguey* plant).

If someone entered my *abuelita's* kitchen and asked what she was cooking, she would answer, "*Todo lo que hay en la milpa, corre y vuela, va a la cazuela*" (All that grows in the cornfield, runs and flies to the pot). Both language and food underwent a symbiosis of humor and wisdom because her passion for cooking was so great that no matter what she prepared we loved.

When *abuelita* passed away, for the first time her kitchen was silent. But, the spirit of her food, anecdotes, recipes and know-how migrated to my mother, who became the guardian of our culinary legacy that remains alive and unchanged in the kitchens of my family, including mine. She pounded, hollowed, stuffed, wrapped, fried, steamed and baked as her mother had taught her. Because she was the oldest of our nuclear family, everyone sought her advice, especially when it came to food preparation.

One of our family's most important celebrations is *El Día de la Candelaria* (the Feast of Our Lady of Candelaria, also known as Candlemas Day). It falls on February 2, 40 days after Christmas, and is a fusion of pre-Columbian traditions and Catholic beliefs. For Catholics, it represents the "Presentation of Jesus at the Temple." For indigenous Mexicans, including Otomi, February 2 marks the midway point between the winter solstice and the spring equinox.

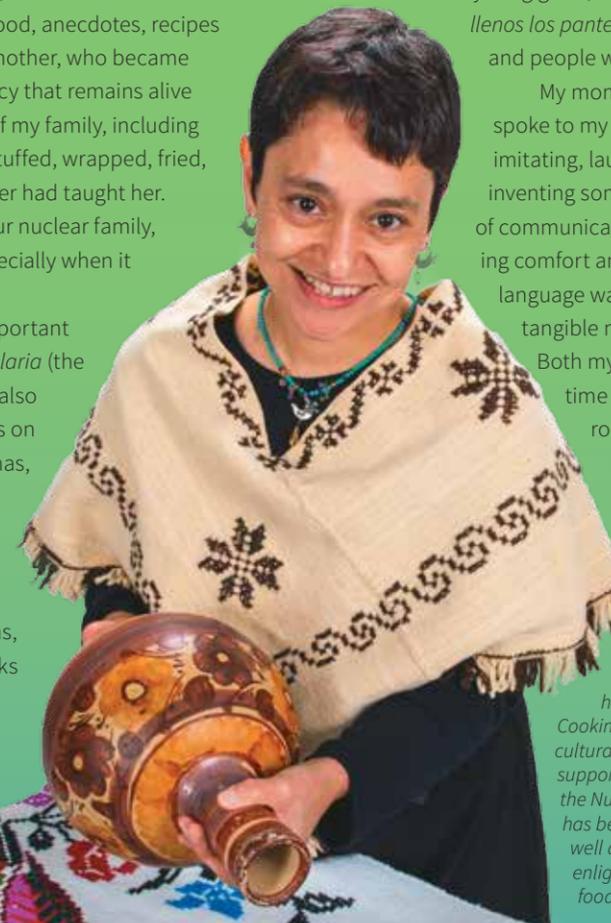
A week before *El Día de la Candelaria*, the women in my family would convene to carry on *abuelita's* tradition by preparing huge quantities of food: Mexican *barbacoa* (lamb slow-cooked in a hole in the ground, covered with *maguey* leaves), tamales wrapped in banana leaves and *capirotada* (Mexican bread pudding made with cinnamon, brown sugar syrup, cloves, raisins, bread and cheese), to name a few.

My mother and her sisters would pride themselves on their cooking skills, and were happy to spend hours in the kitchen and on the patio preparing a festival of dishes. They cooked in company—chatting about daily events, gossiping about the neighborhood, singing Argentinean tangos, sharing secret recipes and, from time to time, indulging in a cup of tequila or *mezcal* (a distilled alcoholic beverage made from the *maguey* plant). In doing this, they echoed and recalled *abuelita's* favorite sayings: "*Para todo mal, mezcal, y para todo bien también*" (For everything bad, *mezcal*; for everything good, the same) or, "*De golosos y tragones están llenos los panteones*" (The cemeteries are full of gluttons and people with a sweet tooth).

My mom learned to cook in the same way she spoke to my grandma; shoulder to shoulder, repeating, imitating, laughing, practicing, discovering and always inventing something new. They developed a secret code of communication through the preparation of food, bringing comfort and delight to my family's table. This secret language was documented in their recipes, creating tangible memories; an endless feast for my family.

Both my mother and *abuelita* are gone, but each time I visit these recipes, I reestablish that deep-rooted relationship in a vivid way, and I see myself—the woman I have become—a bit more clearly through the foods they created.

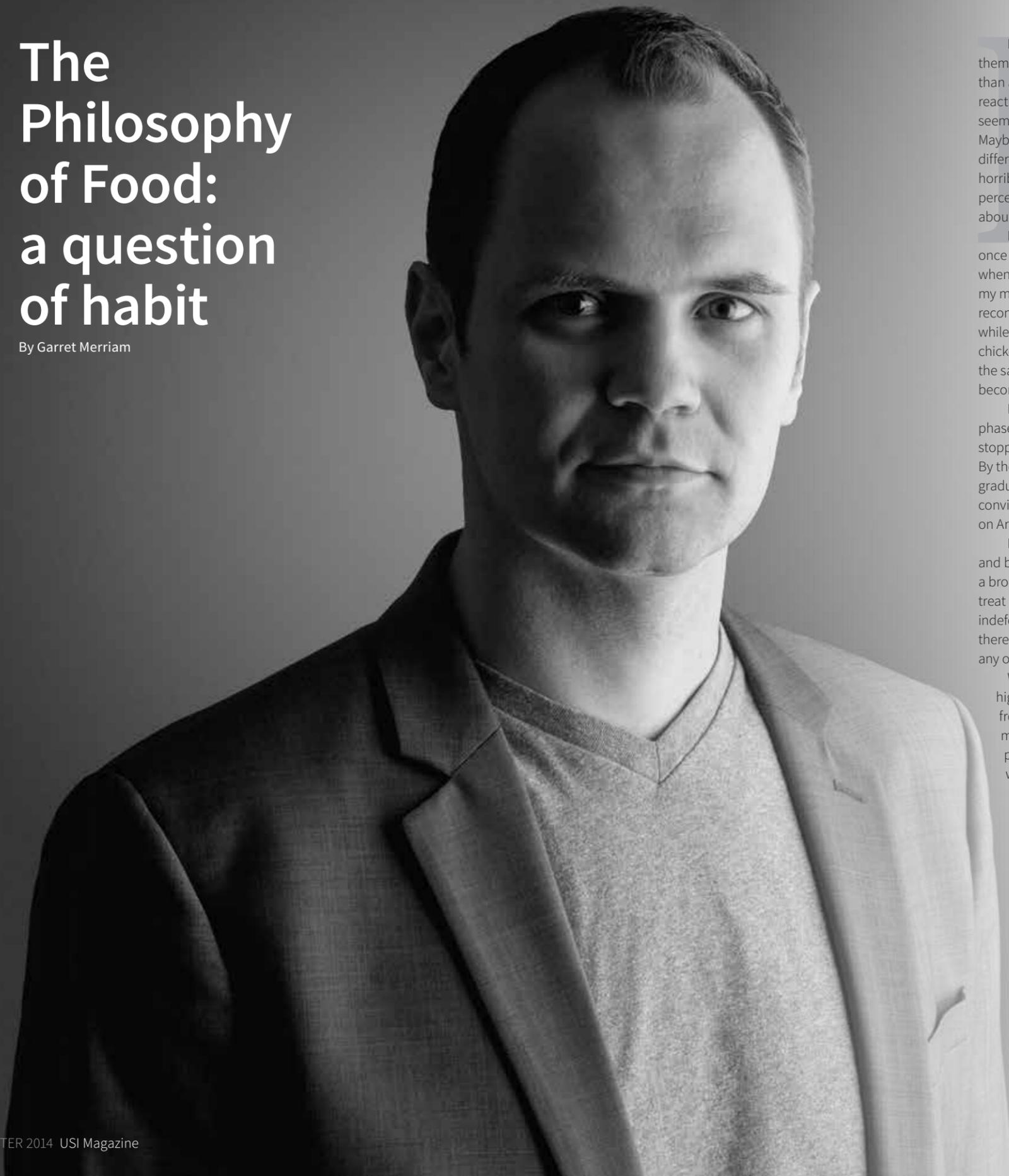
**Knowledge for Life**—Norma Rosas Mayén came to USI in 2008 as an assistant professor and became an associate professor of Spanish in 2013. In an effort to share her family's culinary traditions, she created the USI Cooking and Culture Lessons, a program that teaches cultural diversity through food. The program, with the support of the Hispanic Student Union, Latinos Unidos, the Nutrition Department and the College of Liberal Arts, has been embraced by students, faculty and staff, as well as members of the Evansville community. It has enlightened the USI family with valuable knowledge of food and culture and original recipes.



Extras at [USI.edu/magazine](http://USI.edu/magazine)

# The Philosophy of Food: a question of habit

By Garret Merriam



It's always interesting to note people's reactions when I tell them I'm a vegan. Some are curious, some are surprised and more than a few look at me like I'm some exotic species of bird. But, the reaction that interests me most is when people get defensive. They seem to assume that my dietary choices are a judgment upon theirs. Maybe they assume I'm looking down on them because they've made different choices than me. Maybe they don't like being reminded how horribly animals are treated in the factory farms that produce 99 percent of our meat, dairy and eggs. Maybe they don't want to think about it.

I don't blame them. I didn't want to think about it either, but once I started thinking about it I couldn't stop. I was 15 years old when it dawned on me that the substances I'd so thoughtlessly put in my mouth had once been living, thinking, feeling creatures. I couldn't reconcile professing to love my dog and cat—Kismet and Flash—while, at the same time, participating in the torture and killing of pigs, chickens and cows. Those animals were, in all morally relevant ways, the same as the four-legged members of my family. So I decided to become a vegetarian.

My parents didn't understand. They assumed it was a rebellious phase and that I would grow out of it. Many years passed before they stopped furtively putting meat on my plate when I wasn't looking. By the time I left for college they realized it was likely to stick. In graduate school, I decided to pursue my Ph.D. in philosophy. My food convictions had grown stronger, and I decided to do my dissertation on Aristotle and animal ethics.

Philosophers are a contentious bunch, both by disposition and by training. Yet, despite hardly ever agreeing on anything, there's a broad consensus amongst moral philosophers that the way we treat animals in our food system is not just immoral, but morally indefensible. Despite hundreds of articles criticizing factory farms, there are scarcely any defending the practice; and, no scholar takes any of those seriously.

While the percentage of vegans among moral philosophers is higher than in the general populous, an animal-free diet is still far from common. Even those of us who specialize in understanding morality don't do a very good job at abiding by our own self-professed moral standards. That goes for me as much as anyone, which again is why I don't condemn others for their choices. I'd known for years that the treatment of dairy cows and laying hens was just as torturous as that of pigs and beef cattle. My own moral standards committed me to giving up not just meat, but dairy and eggs, too. Still, I consumed dairy and eggs.

Aristotle taught me that becoming a better person is about learning better habits; conditioning myself to do a little bit better every day. I gradually phased animal products out of my diet and learned to replace them with non-animal-based products.

I made the full switch from vegetarian to vegan, giving up dairy and eggs, when I married my wife. She not only encouraged and joined me in my decision to give up all animal products, she also became an excellent vegan chef. For my part, I got a lot better at shopping. I learned how to read labels and where to find the best vegetables. I sought other like-minded people in the area to foster a support network. I became a faculty advisor to the vegetarian club at USI where I help coordinate veggie potlucks and other related events.

I'm still far from living up to my own moral standards. I do occasionally eat cheese, or products made with eggs. Sometimes this is by accident, but in full honesty, sometimes I do it knowingly, when I just lack the time or energy to find a vegan alternative. Many people, regardless of their own dietary standards, think this disqualifies me from owning the label "vegan." They may even suggest the alternative label of "hypocrite."

And I suppose that's only fair. But I doubt that any of us truly live up to our own moral standards 100 percent of the time. For me, being a vegan isn't about some unattainable standard of purity or moral perfection. Rather, it is about trying my best to make my decisions align with a simple principle, one which I think almost all of us share: I don't want any living creatures to suffer just so I can have a few moments of pleasure. I honestly don't see how anyone could reject such a principle, nor do I see how that principle can but help to commit us to a cruelty-free, animal-free diet.

Plenty of people will tell you that, given the size and scope of institutionalized moral problems such as these, no one person can make any real difference to the world at-large. Perhaps they're right. I really don't know, but neither do they. This kind of thinking is not a reason but an excuse, one that allows us to do something we know deep down we shouldn't. There's already far too much pain in this world. None of us need to add to it any more than we already do.

Whether or not you can change the world is uncertain, but it is undeniably true that you can change yourself. You can refuse to make excuses. You can refuse to be a party to the unimaginable cruelty involved in transforming emotionally sensitive creatures into products, into things, into meat. You can choose to cultivate better habits. You can try eating a little less meat, a little less dairy today, and a little less still tomorrow. Before long, you'll find you've given it up entirely and you'll be surprised that you don't really miss it.

I know I was. 

*Knowledge for Life*—Dr. Garret Merriam is an associate professor of philosophy who came to USI in 2008. He teaches *Introduction to Ethics, Bioethics and Business Ethics, as well as Philosophy of Religion, Philosophy of Science and the History of Philosophy.* He received the 2013 USI Foundation Award for Outstanding Teaching by New Faculty and is the 2014 H. Lee Cooper Core Curriculum Teaching Award winner.



# The Business of FOOD

# FOOD:

is it reshaping the way we live?

By C. L. Stambush

Until recent years, there's been but one way to shop for groceries: go to the store, select items from the shelves, pay for them at a checkout counter and carry them home. Today, however, grocers are vying to recreate the way we shop by offering options. Big or small. Physical or virtual. Home delivery, store pickup or do-it-yourself. No matter which format or shopping experience today's consumers choose, one thing is certain: the business of food is changing, and with it the way we live.

Stores once maintained modest footprints and stocked only food or food-related items. But in 1962 that changed when large discount stores such as Walmart, K-Mart and Target came along. They introduced entrées and appetizers that went far beyond basic staples, and consumers could now shop for lettuce and lingerie under one roof—roofs that today span up to 200,000 feet, or 666 football fields.

These colossal stores stomped across America obliterating mom-and-pop shops that had catered to families' needs for generations. The big-box stores' lure was irresistible for shoppers who, at the time, fed families on annual incomes averaging \$6,000, as they offered deeply discounted choices. Smaller retailers couldn't compete and shuttered their shops.

"When that happened, people lost that local connection with others, where they felt they knew the person they were doing business with and they knew you. That sense of community was now gone," said Dr. Antonina Bambina, USI assistant professor of sociology and Honors Program director. With the extinction of neighborhood shops came a reverberation that would be felt for

generations. "Urbanization caused a big loss for children. With corner stores gone, they had one less option to learn to be responsible on their own and negotiate small decisions, such as which streets to take and where to cross."

Some 50 years later, the cleaver is now poised over the necks of big-box stores and their fate is on the butcher block thanks to the Internet and smart devices; rather than going to the store, it's coming to us. "Shopping for food is changing, and technology is impacting that tremendously," said Stacy (Jobe) Dye '96, vice president of client experience at SIRS—Strategic Intelligence Research Services based near Cincinnati, Ohio.

Grocery shopping online is easy as companies such as Instacart, Peapod, Amazon Fresh and WalmartToGo will now collect your food based on an electronically-submitted order and deliver it to your home. Instacart sends a personal shopper to the store to fill the order, but Peapod, Amazon Fresh and WalmartToGo have picking warehouses in which workers wear devices that tell them which products to gather. "They pick it, scan it and move on," Dye said. "The ordering system is very smart. Employees will pick multiple orders at one time, then separate them. This allows them to stand and pick a section, say canned goods, at hundreds of items per minute."

The downside of someone selecting your food is that produce might be bruised or goods could be nearing their expiration. When consumers select their own food, they can root around in the apple bin for the most appealing one.

Beyond the possibility of receiving bruised items, there's the





question of decision making and substitutions. “Who decides what type of banana you like?” Dye said. “This is very subjective. Some people like them very ripe and others not so.”

For consumers who cannot succinctly express their distinct likes and dislikes on order forms, who aren’t detail oriented or who fail to be brand-specific, the outcome can be frustrating. But what if you are specific? Dye said her boss, while on a West Coast

Home delivery, however, may not be convenient for everyone either. After all, you have to be home to receive it; much like waiting for any service. To combat both these nuisances, stores that offer personal shoppers are beginning to incorporate curbside pickup. All you do is swing by the store on the way home and get it. In Asia, Tesco (a multinational supermarket chain) offers South Korean consumers the ease of cybershopping, with deliveries that

in the kitchen. Kraft® introduced its macaroni and cheese in a box in 1937, marketing it as “a meal for four in nine minutes for an everyday price of 19 cents.”<sup>1</sup>

Today’s kits require a subscription that cost \$60 per week, for which customers receive on average three meals feeding two people. The companies aren’t marketing to the typical homemaker yet, instead they’re appealing to a select demographic of young,

measly six meal choices. “If a hundred—or a thousand—families are eating the same thing, if retailers are streamlining our meals, then we as a nation are losing some of our diversity,” Bambina said. “It standardizes the way we live.”

Dye doesn’t believe technology will be the death of physical grocery stores. “There’s so much talk about online grocery shop-



trip, placed an order with WalmartToGo that included Johnsonville sausages. “They sent him some sort of sausage, but it was not what he was expecting. He was disappointed. Because of automated picking, it’s a lot easier for them to substitute or not get it exactly the way you want it.”

Online shopping is not yet for the masses. Retailers primarily target Millennials, upper-income and college-educated people because the ordering process requires computer skills. “These people are tech savvy and have disposable income to afford the delivery fees,” Dye said, noting that the industry is not yet efficient enough to offer the service at a low cost; delivery fees can be as high as \$16 per order, and that doesn’t include tipping the delivery person.

are precision-timed, by creating virtual stores in subway stations. Shoppers scan the items they want using smart phones. By the time the person arrives home, the order is there.

But what if you love cooking and loathe shopping? Don’t worry, there’s an app for that. Tech companies such as Blue Apron, Plate and Chefday! offer Web and mobile food-ordering services to consumers by delivering chef-inspired “meal kits.” The dinners arrive in refrigerated boxes with pre-measured ingredients and recipe cards, allowing consumers to prepare “home-made meals from scratch.” without the hassle of crafting and concocting them.

Bambina said meal kits are not new and have always been intended to help make busy lives more manageable by saving time

East Coast urbanites living in places like Manhattan. Bambina said this group spends most of their time out and about, and are too busy to cook or sit down together for a meal. They can afford these pricey meals and the convenience makes it worth it to them.

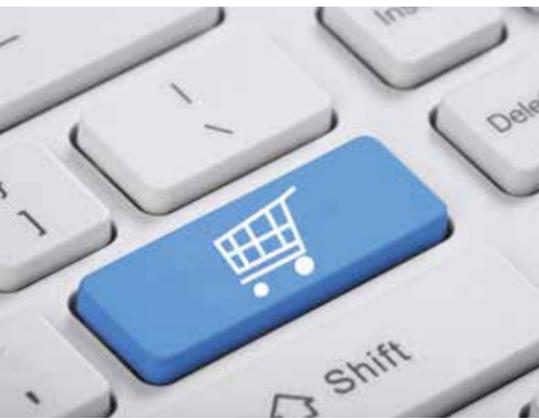
“The companies are offering a high-quality, semi-homemade meal people can actually make, allowing them to eat more nutritiously with less time in the kitchen,” Bambina said. “Those are the two things that population wishes they could do better, and doing so probably makes them feel better.”

Venture capitalists are betting meal-kit companies will deliver a great return on investment, and investors have sunk \$50 million into Blue Apron. According to the Wall Street Journal online, the company delivers 600,000 meals a month, yet each week it offers a

ping, but I think people still want a traditional grocery store. People like the experience. They like to touch and feel their food. There are colors and smells and samples. There is so much more to shopping than going online and picking out toilet paper,” she said. “There is a place for both, it’s just trying to figure out what role each will play in the shopping experience.”

While brick-and-mortar stores are unlikely to disappear, Dye said they are beginning to shrivel in size. In 2013, Walmart began building Neighborhood Markets—122 of them across the nation as opposed to 72 new super centers. Ironically, this new homogenized version resembles mom-and-pop stores of yesteryear, as these new markets stock mainly food plus a small section of drug-store items. “Little is the new big,” she said, “and has been for several years.

<sup>1</sup> *The Oxford Companion to American Food and Drink*



Not every grocery retailer, however, is heeding the trend and trimming the fat in an attempt to corner the market on convenience. Kroger (the nation's largest chain of grocers) is beefing up its footprint by incorporating Marketplace within their walls, offering shoppers the opportunity to purchase a pair of shoes when they venture in for milk. It's a strategy Dye isn't sure will work but admits she has succumbed to the convenience. "I was there on a store visit and had been looking for a specific type of shoe. It was an impulse buy, and here I am with a pair of shoes purchased at Kroger."

Both large and small retailers are doing everything in their power to capture consumers' attention. "Retailers have to provide people with the basics: quality products and value for their money. But they also have to earn consumers' trust, and make shopping an enjoyable experience," Dye said. "I think if a retailer can meet all four of these points, regardless of what format they have, they will be successful in business."

Larger stores are implementing niceties to make the shopping experience enjoyable and the store a destination. To improve the atmosphere, musicians are hired to play live music, ice cream stands are popping up at the ends of aisles or Saturday barbecues smoke briskets over applewood.

Small stores, on the other hand, don't have the space for such inducements, so they're focusing on convenience. The busy lives of people today mean many want to get in and out of stores as quickly as possible. To help them accomplish this, stores are

creating meal solutions by putting bananas next to cereals, or salad dressings, croutons and bacon bits alongside leafy greens.

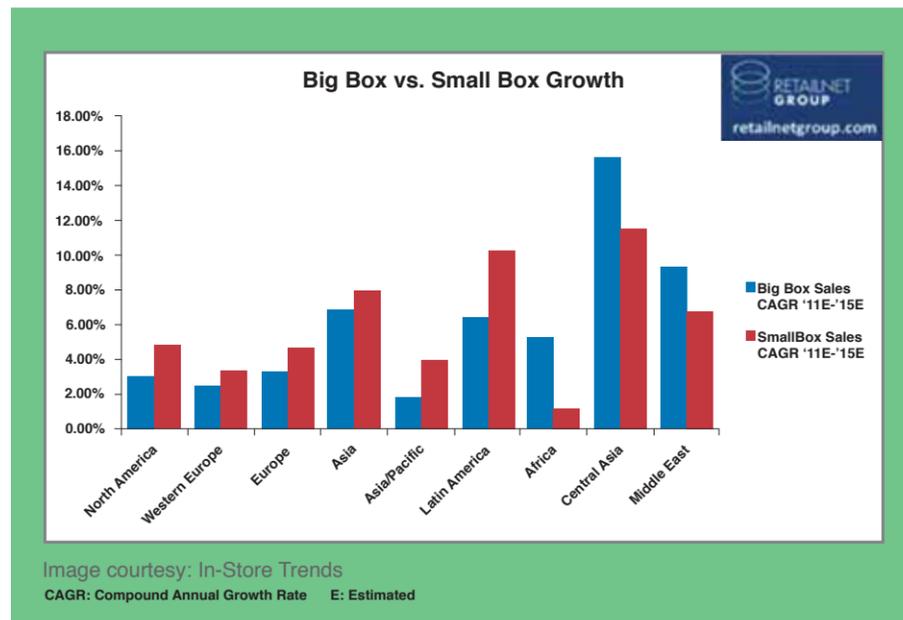
But what's next? Will retailers convert the descriptor signage on aisles from baking goods and spices to breakfast, lunch and dinner? "Retailers are trying to think of these things but it's hard to merchandise a large store that way," Dye said. "This is more of an option for smaller stores, although I don't think it will become the norm. A store like Trader Joe's could pull something like this off

but it's not operationally feasible for a traditional supermarket."

Today, people's lives are busier than they were half a century ago. To accommodate that, the grocery industry strives to understand how they shop and fill the niche. "Traditional stores have an advantage over online because over time, people have decided how they shop in stores," Dye said. "They know how to satisfy customers in a way

online stores don't." The unspoken word at the end of that sentence is "yet," but the question remains: How will your life change in the process, and what choice do you have? 

**Knowledge for Life** — Stacy (Jobe) Dye graduated from the Romain College of Business with a degree in business administration knowing she had a solid foundation no matter what career path she took. While at USI, she had the opportunity to partner with the owner of a local business through her Small Business Consulting course, and she credits that experience with giving her great insight into all aspects of the business world. She got her start in marketing research when she found a position through USI's Career Placement and Internships. She's since spent 18 years in the consumer research industry focusing on food retailing and consumer package goods.



## Brewmaster Victor V. Schriefer, Jr. decided to invest in the future.

After 23 years with Sterling Brewery, he retired as quality control manager. Until then, he'd spent his life giving his best to his career. Though he no longer oversaw the quality of beer, some of Vic's best work was yet to come. In 2005, he established the Victor V. Schriefer, Jr. Baccalaureate/Doctor of Medicine Scholarship Endowment to benefit USI students pursuing careers in medicine. The scholarship offers a full tuition waiver and provisional seat in the Indiana University School of Medicine.

People like Vic—people like you—help change lives by investing in USI students.

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Your gift to  
**Campaign USI**  
**Elevating Excellence**

will make a difference.

[USI.edu/campaign](http://USI.edu/campaign)

# THE FOOD OF CHAMPIONS

By Ashley Watson

There's a saying: "You are what you eat." This is especially true for athletes whose game and event performances depend on their bodies converting food into fuel. For them, calories are the name of the game. But replenishing the thousands burned while running a 10,000 meter race or practicing for three hours on the basketball court, requires not only an awareness of what they eat, but managing when they eat as well. The Screaming Eagles are no exception. Below is a sampling of what, when and why a few USI athletes choose to eat what they do.

## Tyler Pence

Senior, Elementary Education (Mathematics/Special Education)  
Men's Cross Country, Track and Field

*"When you're running that many miles, you worry more about being underweight than overweight. Sometimes we're just not eating enough." Because Pence runs 110 miles a week, he has to eat 6,600 calories per day just to maintain his current weight. "I don't skip meals, ever. Pasta is pretty big for the whole team. The day before a meet, Coach Hillyard takes us all out for a meal to load up on carbs."*

## Toni Braun

Junior, Pre-Elementary Education  
Softball

*"I used to drink six sodas a day, justifying I could because I'm an athlete. I would think, 'I worked out really hard today so I can eat this or drink that,' but you can't say that every day because it adds up." Cutting 'pop' out of her diet, however, allowed her to become leaner and faster, something necessary for the 4-11 infielder. "Instead, I drink a lot of orange juice and water. I tend to feel better, more awake (oddly), and my skin is clearer. I also lost 20 pounds from cutting out pop."*

## Julia Kohnen

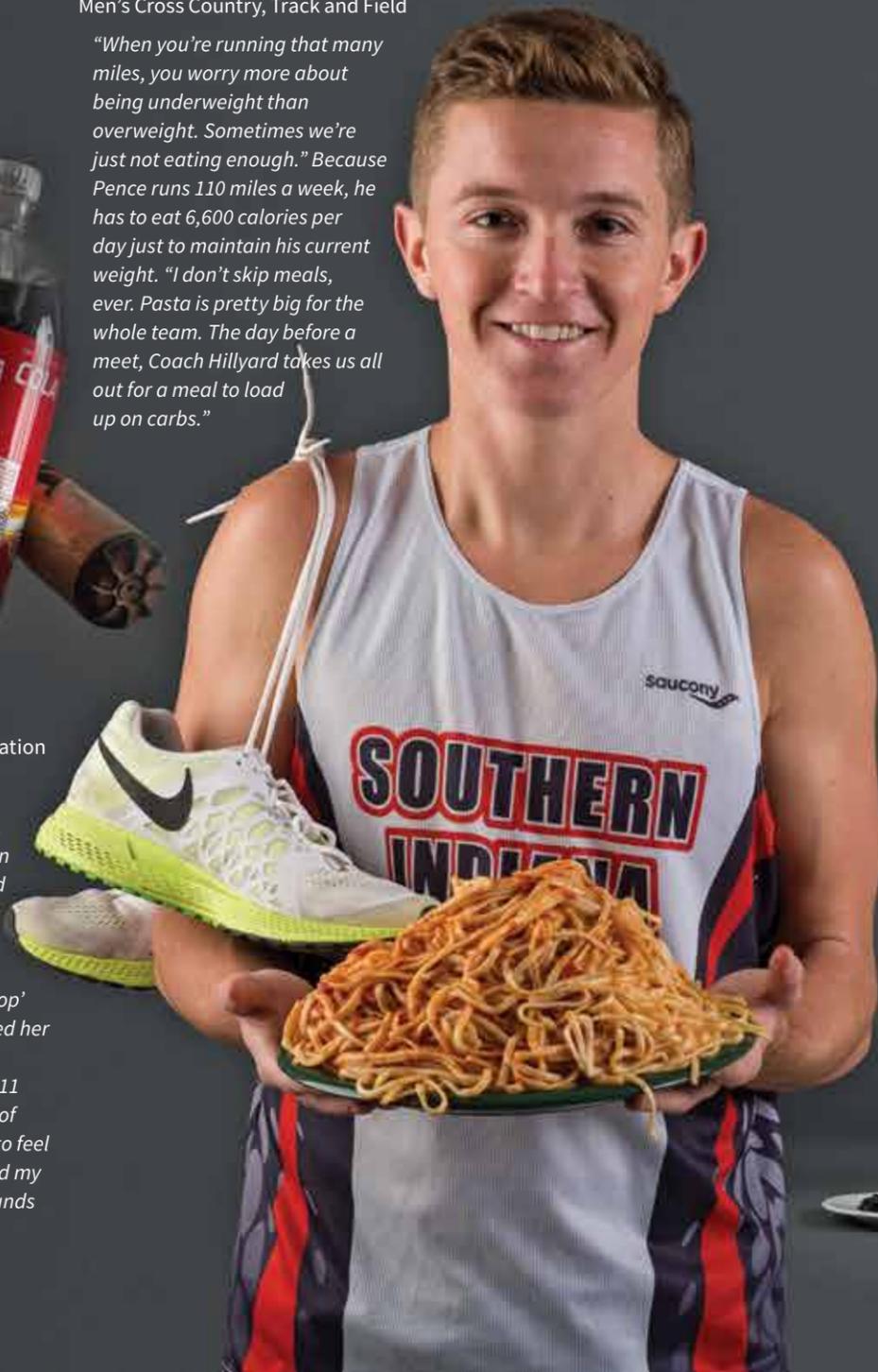
Master of Business Administration  
Women's Cross Country, Track and Field  
and formerly Women's Soccer

*"When I played soccer, I could eat bigger portions. Now, I am hungry every two to three hours and have to eat smaller and more frequent meals. I don't really eat that much meat, so getting protein from other sources is important to me. I eat a lot of peanut butter: pretzels and peanut butter, apples and peanut butter. It's my weakness." Protein is included in every meal. "For lunch, I'll make a salad the night before. It is usually spinach with chicken, tuna, avocado or beans."*

## Zach Watson

Junior, Finance  
Men's Basketball, Track and Field

*"I feel better when I don't eat fast food, but that doesn't always happen. It's easy to pick up a quick meal in-between class, practice or conditioning. I don't have time for a lot of little snacks, so I have to eat big meals." When he does have time for a snack, however, he tries to eat as healthy as he can. "I have tried to incorporate fruit into my diet as much as I can." He strategically consumes calories that will turn into muscle as his workouts continue through the season. "Sometimes when I want a snack I'll eat an apple with either peanut butter or Nutella."*



## Food Deserts

Despite the 430 billion pounds of food annually available to American consumers, 23.5 million people live in food deserts, meaning they don't have access to basic nutrition such as fruits and vegetables. Geography, sociology and politics play a role in what is and isn't available, leaving some urban and rural town dwellers without access to fresh, affordable and nutritious food.

The United States Department of Agriculture has multiple measures for defining food desert, the most basic being distance. If a rural area is more than 10 miles from a supermarket or an urban setting is more than one mile, then people living in those locations are in food deserts. Evansville, Indiana, has several, but USI's Food and Nutrition Department partnered with Welborn Baptist Foundation, St. Mary's Hospital and Deaconess Hospital in a pilot program to address the issue by creating a mobile produce market called FAVE (Fruits and Vegetables Evansville).

Every Friday for eight weeks in the months of March and April 2014, food and

nutrition students transported fresh fruits and vegetables to three sites—Glenwood Leadership Academy, Kennedy Towers and Buckner Towers—and sold items at cost to those community members. The produce was purchased from funds provided by both hospitals through Piazza Produce and delivered to USI via Sodexo. Forty-five food and nutrition students from advanced nutrition classes participated in the pilot by not only selling the produce, but also providing cooking demonstrations.

"As part of the class, each week students had to develop a recipe using one fruit or vegetable and create a brochure illustrating the nutritional value of the dish," said Dr. Julie McCullough, associate professor of food and nutrition and chair of the program. "They then demonstrated how to prepare the food. We were working with an area that was almost a complete desert."



The pilot program confirmed there was a need for such a service in those areas. McCullough said that in the future the hope is that buying and selling the produce will be taken over by a local non-profit, and that USI food and nutrition students will continue to participate by volunteering and providing food prep demonstrations to educate residents in local food deserts on more nutritious eating habits.

 [Extras at USI.edu/magazine](http://Extras.at.USI.edu/magazine)



(left to right) Molly Schulz, dietetics major, and Kristen Taylor, kinesiology major and nutrition minor

## Feeding the homeless

The United States government provides basic food staples for non-profits such as United Caring Service's (UCS) Day Shelter in Evansville, Indiana, to serve thousands of meals a month (over 12,000 in July 2014) to the homeless. Shelter cooks are a cadre of volunteers who prepare three meals a day, seven days a week, and dream up menus centered on what is available in the kitchen. But given the scope of meal planning, and the consistent core of volunteer cooks, ideas are bound to dry up and offerings may become routine, especially if the available foods don't vary. To help make better use of all the resources available and ensure those who UCS served received nutritious meals, Lee Ann Shafer, academic programs manager/advisor in Outreach and Engagement and board member at UCS, reached out to USI's Food and Nutrition Department for help and got more than she bargained for as three service learning projects evolved: a cookbook based on the shelter's food inventory, videos on food safety and body mechanics to educate volunteer cooks, and a study of plate waste to investigate the nutritional gaps confronting the population of homeless individuals.

This past spring, students collected recipes based on what was in the pantry and walk-in cooler at UCS. "They looked for recipes that used common produce items—potatoes, tomatoes, bananas, oranges, green beans, apples, carrots, legumes," said Elizabeth Ramos, instructor in food and nutrition. "These recipes were then extended—to allow quantities of approximately 150 servings per meal—and were incorporated into a UCS cookbook." Ramos collaborated with Dr. Julie McCullough, associate professor of food and nutrition and chair of the program, and Beth Young, instructor in food and nutrition.

## Eating Indiana

Every state has several species of edible plants that are native to it, and southern Indiana is rich with edible options. Amelia (Stoltz) Wilderman'03, a naturalist at Harmonie State Park in New Harmony, Indiana, leads a course for Outreach and Engagement twice a year that teaches people how to forage for food in their "backyards." Participants explore the woods around campus to learn how to identify, collect and cook obscure delicacies. For more information, call Outreach and Engagement at 812-467-1989 or 800-467-8600.

**#USIDayofGiving**

In a one-day Day-of-Giving social media blitz, your generous donations established 21 new scholarships for University of Southern Indiana students. You embody the great spirit of the University and make so many opportunities possible for our students.

Thank You.

[USI.edu/onlinegiving](http://USI.edu/onlinegiving)

## 1,000 bowls crafted and filled to feed the hungry

You didn't have to be talented or even an artist to be part of a USI-sponsored community-wide ceramics project aimed at combating hunger, you just needed a willingness to help others. For the third year in a row, USI students, faculty, staff and members of the Evansville community collaborated to "throw bowls" for the Empty Bowls Project, a nation-wide, grassroots event. At USI, 350 volunteers made more than 1,000 bowls this year (last year it was 800) under the leadership of Alisa (AL) Holen, assistant professor of ceramics in the College of Liberal Arts, an event she's organized at USI since 2012. "The ceramics program invites groups from the community to learn how to 'throw' bowls on the potter's wheels. Students in Ceramics 1, 2 and 3 courses become their 'teachers,'" said Holen.

The one-of-a-kind creations are then fired in USI's kilns before being transported to the site of the one-day event, which is the first Saturday of each November. This year, it was held at Kirby's Private Dining, which provided the space for free. Each bowl cost \$10 and came with free soup provided by Twilight Bistro (a downtown Evansville restaurant), Woodbine and Perfectly Fresh.

Students in the ceramics courses selected hunger-based charities to receive the proceeds. "The first year, the money was split between Tri-State Food Bank and United Caring Services," Holen said. "Last year, we wrote a check for over \$7,000 to United Caring Services." The 2014 event generated \$10,300 and 100 percent of the proceeds went to non-profits United Caring Services and Aurora to provide nutritious meals for those in need.

"Potters...we're all about food," Holen said.



## International food expo

Come February, long tables are rolled into Carter Hall and laden with exotic foods from around the world for USI's International Food Expo hosted by the International Club. Students as far away as Saudi Arabia, India, Germany, Zimbabwe and El Salvador, cook up cultural dishes from their homelands to share their culinary food traditions with the community and bring awareness of the diversity of foods in the world. They don't do it alone, however, Sodexo Food Services helps them by translating recipes meant to feed five into individual samples for 500, and ordering the ingredients. Once the students are ready to cook, they sign up for time in the Loft's kitchen, but first they're prepped on food safety. A maximum of three students are allowed in the kitchen at a time since it is business as usual for the Sodexo staff. Most years, there are between 25 and 28 international foods on the tables, but they've squeezed in as many as 30. Tickets cost \$10 in advance or \$12 at the door. This year the expo is February 20, 2015, 10 a.m. to 2 p.m.

## Food etiquette: learning to navigate a Dinnerview

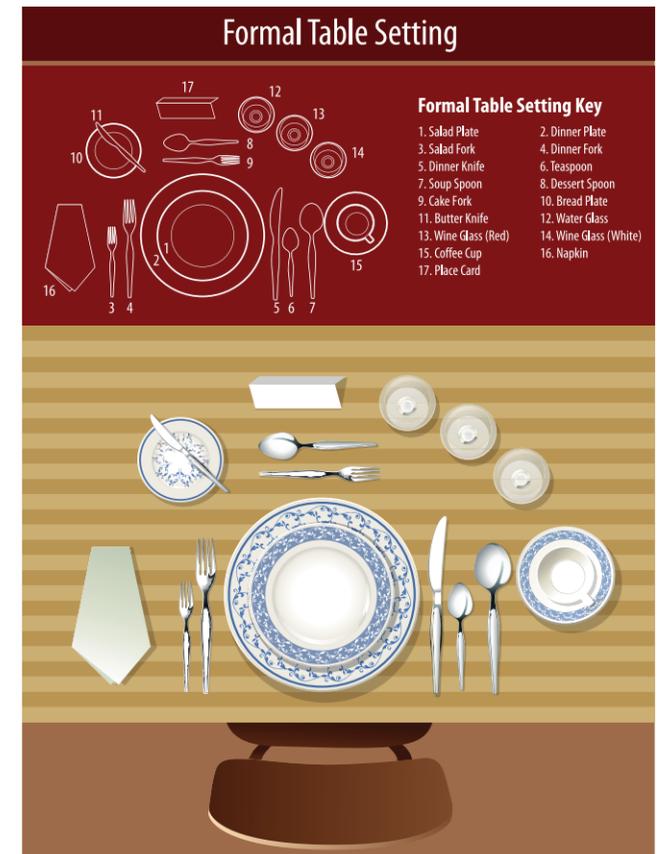
In the early 1990s, Nancy Bizal, instructor in business communication, witnessed something that spurred her to act. She was at a USI Alumni Association dinner and saw two of the University's most accomplished, well-dressed students awkwardly spooning food into their mouths with their fists wrapped around the handles. She thought, "Oh, I can do something about that" and incorporated Dinnerview into a required course in the Romain College of Business titled Career Planning and Professional Development. This particular segment of the course teaches students the art of the dinner interview, as it's common for job candidates who reach a certain level in the interview process to meet with potential employers over a meal.

Being interviewed can be uncomfortable, but not knowing which fork to use could be paralyzing. Bizal wanted to ease students nerves while increasing their chances of being hired by teaching them dining protocol. "I don't want them to have to be thinking about what they are doing with the utensils but rather why they are there," she said, "which is to answer the question: Why should we hire you?"

Bizal offers multiple dining lessons each semester, guiding groups of six students per meal through three-course dinners in which they navigate the use of a spoon, three forks, two knives and three beverage glasses. The course objective, however, extends beyond using the right fork. During the salad course, Bizal addresses touchy issues such as the use of cell phones during dinner, what to do if you don't like a food offered and the importance of writing thank-you notes after the interview.

Janet Johnson, director of Alumni and Volunteer Services, is a certified etiquette trainer who offers Dinnerview courses campus-wide to departments or clubs when asked. She likens the benefit of good manners and making a good first impression to building

a personal brand. "It's easier to maintain an outstanding brand, even if you have some slips, than repair or recover from a bad brand."



## Competition out of the closet

Each year, USI's Staff Council holds a food drive to collect non-perishable food and personal care items to give to those in need. The University's various departments compete to collect the most items and win the trophy. This year, a total of 3,661 necessities were donated by faculty, staff and students to help those in need.

### Competing Departments

College of Nursing and Health Professions: 1,243  
 Social Work: 1,188  
 Library: 433  
 University Division: 213  
 Wright Administration: 180  
 Other Competing Departments: 104

### Non-Competing Departments

Business and Engineering: 111  
 Foundation: 105  
 Chemistry: 48  
 Biology: 36

Archibald Eagle's Food Closet opened its doors on November 16, 1992. It was the brainchild of Sandra Lawrence, former director of Health Services. Lawrence recognized the financial need and lack of transportation for some students. The initiative was co-sponsored by the Social Work Club. A start-up grant of \$250 from the Student Government Association was used to initially stock the closet and it has been maintained through donations from USI employees, community and campus food drives. The goal of the food pantry, in Lawrence's words, was "Having a food pantry on campus seemed a way to provide temporary assistance, foster a caring atmosphere and promote wellness on campus."

The food closet is located in the Recreation, Fitness and Wellness (RFW) Center. Those in need simply come to the front desk with a USI ID and ask for Archie.



## Makeover feeds eagle spirit

Just in time for the celebration of the University of Southern Indiana's 50th Anniversary, USI revealed a proud new look for its mascot Archibald (Archie) T. Eagle, on October 17, and introduced a new Archie's Jr. Varsity Club for kids.

The eagle has been a University of Southern Indiana tradition since 1970 when the mascot was introduced at the first game of the 1970-71 basketball season. By 1978, students decided that the mascot needed a name. So, the Activities Planning Board, Student Government Association and the student newspaper (The Shield) held a contest. The winning name was Archibald T. Eagle (T. stands for "The"). He is now affectionately known as Archie.

As part of the evolution of the USI brand in 2014, focus groups were conducted with students, faculty, staff, alumni, donors, community members, coaches, athletes, varsity club members and retirees. A chorus of voices echoed that Archie is a force of USI spirit that needs to be more fully supported. As an ambassador for USI and its nationally-recognized athletic programs, it was suggested that he shed the cartoon look and take on some of the characteristics of the athletic teams—strong, competitive and tough.

With that in mind, and in the interest of involving the USI community, Archie's new look was put to a vote. Nearly 5,000 voted, and his makeover resulted in a proud, refined eagle that maintained the original coloration of the brown feathers and gold beak and legs, and donned the school colors of blue, red and white in his apparel.

The new Archie's Jr. Varsity Club is for younger Screaming Eagles fans and future USI students—a fun way for kids to be part of USI Athletics. Membership in the club is \$10 per child for the first three children and \$30 for a family of four or more children.

For more information visit [USI.edu/archie](http://USI.edu/archie).

[Extras at USI.edu/magazine](http://USI.edu/magazine)



## Eat like a king at the royal Renaissance Madrigal Feaste

The holiday season has historically been an occasion for a sumptuous feast and good cheer. Families and friends gather around tables laden with platters of sizzling meats and bowls heaped with steaming vegetables only to be outdone by decadent deserts.

For 45 years, USI's Chamber Choir has been reenacting a resplendent 15th-century European feast called the Madrigal Feaste. The evening is a scripted event with processions and music accompanying each item on the menu. The gala is open to the public and tickets are in much demand as the event includes

not only a lavish meal but "dancing and merriment on a grand scale" too.

This year's five-course feast included a freshly tossed garden salad topped tomatoes, cucumbers and drizzled with a choice of two dressings; a steaming goblet of wassail (mulled cider); a hot bowl of beef barley soup; his majesty's roasted chicken crusted with herbs, new potatoes seasoned with butter and parsley, an array of baby fall vegetables and a dinner roll with pats of butter. For dessert, bread pudding simmering in rum sauce was served with fresh, aromatic coffee.

[Extras at USI.edu/magazine](http://USI.edu/magazine)

## Art of food — refreshingly creative

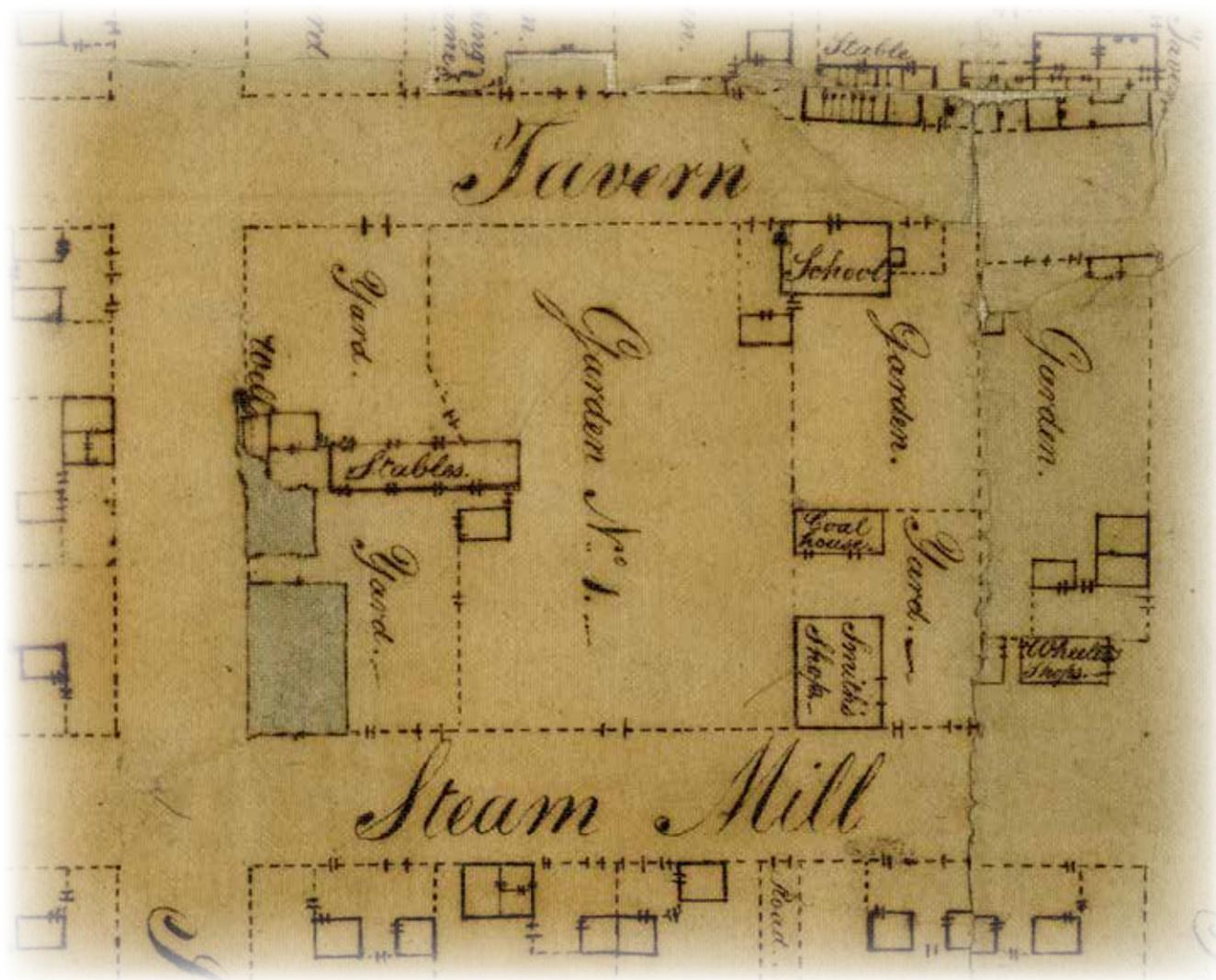
What do Cheez Whiz, Chinese sweets and pomegranate punch have to do with art openings? Plenty, according to Katie Waters, professor of art and director of USI's McCutchan Art Center/Pace Galleries. Since 2008, Waters has been selecting and pairing food to match art exhibits to create a multi-sensual experience for art lovers.

Refreshments are chosen to reflect the look and theme of each art exhibit. Andy Warhol's iconic 1960s art featuring Campbell's® Tomato Soup labels inspired Waters to offer cheese puffs and electric blue punch, but for Huili Yin's Chinese ink paintings and stamp designs, trays of Chinese sweets and bubble tea were presented. Bubble tea, also known as pearl milk tea, has tapioca balls in it for extra chewiness.

"We always strive to create a stimulating and sensuous experience for our reception attendees, delighting their eyes with remarkable art and gratifying their tastes with artistically chosen food and drink," Waters said.



In Northern Light: The Expatriate Art of David Kegel and Paul LaJeunesse. "The paintings and photographs are all neutrally toned, so we sustained that understated and sophisticated look with all white and black refreshments." – Katie Waters



An 1824 survey map created by William Pickering identifies the location of the dormitory, which stood next to the current site of the Working Men's Institute. Measuring approximately 40 by 70 feet, it served as a dwelling for Robert Dale Owen and David Dale Owen after Robert Owen, their father, purchased the community from the Harmonists in 1825.

## 19th century bones illuminate diet

USI's Archaeological Field School unearthed artifacts from the Harmony Society's "long-lost dorm" last summer in New Harmony, Indiana, when students excavated the Harmony Society's Dormitory No. 1, built in 1817 and torn down in 1858 for reasons unknown. The foundation of the dormitory kitchen was discovered adjacent to the dormitory. Sifting the soil, students found animal bones, pottery, glass, fish scales, stoneware, buttons, straight pins and decorated pottery. "These were the remains of daily life," said Dr. Michael Strezewski, associate professor of anthropology, who leads the field school. "You could tell something about the residents' diet based on what was found there—the animal bones showed they ate a lot of pigs," he said. "There is a lot of history on this spot, and it's never really been investigated."

The Archaeological Field School is a six-credit summer course designed to give students experience in archaeological field methods through participation in a site excavation. Students learn basic excavation techniques, mapping and artifact identification.



Photo: Christine Thompson

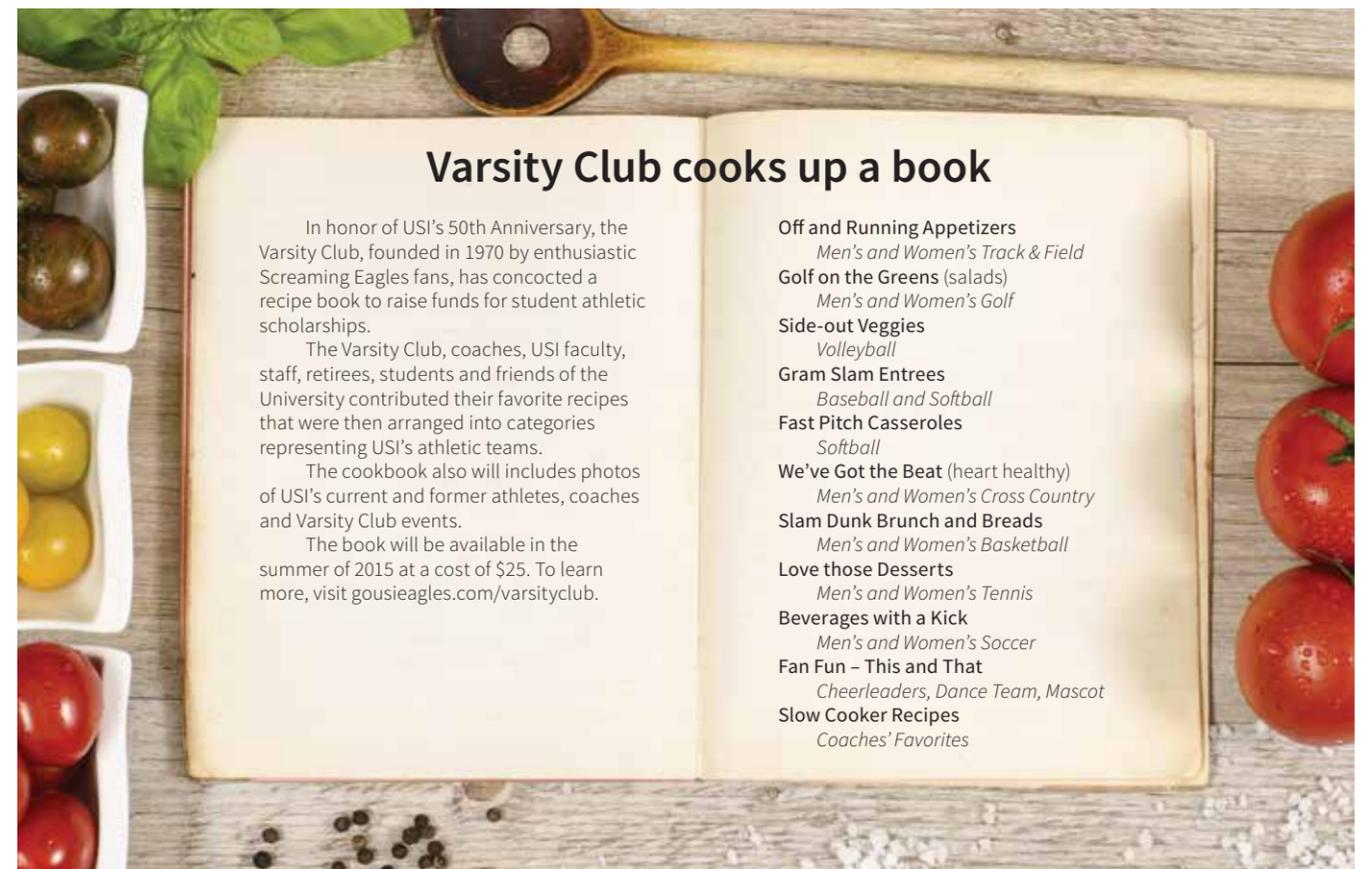
## Faculty foodies

Did you know...?

Several faculty in the College of Nursing and Health Professions have taken to raising their own backyard chickens in an effort to eliminate chemical additives from their food. "Backyard chicken-keeping has boomed across the country and, more and more, people are interested in knowing where their food comes from to avoid genetically modified organisms (GMO) and additive-laced foods," said Christine Thompson, coordinator of clinical simulations. Dr. Jennifer Titzer, assistant professor of nursing and Dr. Kevin Valadares, associate professor of health services; both have their own flocks.

Dr. Eric McCloud, associate professor of biology, has a hobby of tracking temperatures of briskets and the smoking chamber around them. The data he's collected in the four briskets he's experimented with to date clearly demonstrates what barbecue folks call "the stall," in which the temperature of the meat plateaus for several hours and then resumes increasing.

Famous among the faculty for their culinary skills are Michael Aakhus, dean of the College of Liberal Arts, who is renowned for his cooking at open-invitation dinner parties; David Bower, president of USI Foundation, for his baked goods; and Jill Kinkade, instructor in English, for her lengthy history of food connections, including owning the Lady Day Café in downtown Evansville, shadowing a French pastry chef in New York, and belonging to a Thursday night supper club.



## Varsity Club cooks up a book

In honor of USI's 50th Anniversary, the Varsity Club, founded in 1970 by enthusiastic Screaming Eagles fans, has concocted a recipe book to raise funds for student athletic scholarships.

The Varsity Club, coaches, USI faculty, staff, retirees, students and friends of the University contributed their favorite recipes that were then arranged into categories representing USI's athletic teams.

The cookbook also will include photos of USI's current and former athletes, coaches and Varsity Club events.

The book will be available in the summer of 2015 at a cost of \$25. To learn more, visit [gousieagles.com/varsityclub](http://gousieagles.com/varsityclub).

### Off and Running Appetizers

*Men's and Women's Track & Field*

### Golf on the Greens (salads)

*Men's and Women's Golf*

### Side-out Veggies

*Volleyball*

### Gram Slam Entrees

*Baseball and Softball*

### Fast Pitch Casseroles

*Softball*

### We've Got the Beat (heart healthy)

*Men's and Women's Cross Country*

### Slam Dunk Brunch and Breads

*Men's and Women's Basketball*

### Love those Desserts

*Men's and Women's Tennis*

### Beverages with a Kick

*Men's and Women's Soccer*

### Fan Fun - This and That

*Cheerleaders, Dance Team, Mascot*

### Slow Cooker Recipes

*Coaches' Favorites*



USI Magazine earned a gold medal in the 2014 Pride of CASE V Awards Program. The 2014 Entrepreneurs issue was selected as best of its class in the Excellence in Feature Writing Series category. CASE is the Council for Advancement and Support of Education, a world-wide organization for university communications professionals. This was our first entry into the prestigious competition and we are thrilled to be recognized for our efforts.

## Feeding curious minds



(left to right) Keegan Odney, Derek Hollinger and Meredith Feagley

The folks in USI's Center for Education Services and Partnerships like to use food to get students thinking about math and science as part of the Super Summer Enrichment Programs. For the past 25-plus years, the center has provided learning opportunities for hundreds of children ages 4 to 14 by offering a selection of one-week classes involving art, science, writing, robotics and cooking for children. "Most classes try to incorporate food in some way because learning makes kids hungry," said Jaclyn Dumond, manager of school partnerships in the center.

This past summer, Cooking and Computing taught fourth- through sixth-graders how to integrate math, science, art and technology as they mixed ingredients, discovered facts about food and nutrition, baked, taste-tested and created their own cookbooks. Older students, seventh- through ninth-graders, explored what made dough rise, why lemon juice kept apples from turning brown and why eggs turned white when cooked in The Chemistry of Food.

Other years, students investigated the differences between solids and liquids by making homemade ice cream and butter in Messy Edible Science or cooked up pizza, bread and chocolate in Kids in the Kitchen. "Kids love it," Dumond said. "They love getting in the kitchen. Often they eat what they've cooked in less time than it took to prepare."

For more information visit [USI.edu/supersummer](http://USI.edu/supersummer), or call USI's Outreach and Engagement at 812-464-1989 or 800-467-8600.

## SAVE THE DATE

Ben Bernanke, former chairman of the Federal Reserve, will speak at USI on March 23 as part of the Romain College of Business Innovation Speaker Series. This is the College's second guest speaker in the series, established to deliver thought-provoking talks on campus. The first was T. Boone Pickens in spring 2013. The event is free and open to the public.



## Meal Madness serves up food and fun for campus groups

In the spirit of recent hit television shows like the Food Network's "Chopped" and "Iron Chef America," teams of USI students gathered this fall for some friendly—and tasty—competition in Meal Madness, a showdown of culinary talent sponsored by USI's food service provider Sodexo.

Teams were challenged to prepare an entrée and an appetizer for a panel of judges, in front of a host of spectators. Presented with a basket of six ingredients, students were required to use at least three of those in each of their dishes. Basket ingredients included chicken breast, graham crackers, figs, habanero peppers, Mountain Dew and mint.

To make things more interesting, USI's mascot, Archie, dropped by to introduce two mystery ingredients: Hershey's chocolate in the appetizer round and Doritos in the entrée round.

This was the first year USI's Sodexo put on an event like Meal Madness, a national competition aimed at getting students more involved on campuses. "It's a national event; we just found a few ways to make it our own—adding Archie and choosing some of the special ingredients," said Megan Hubbard, customer service specialist with Sodexo.

Five teams competed in the event, including Alpha Kappa Psi (co-ed business fraternity), the Vegetarian Club, Chinese Club, Rugby Club and the Sodexo Student Board of Directors. Each team had 20 minutes to prepare an appetizer and 30 minutes for the entrée. Everything necessary to prepare the dishes was provided, including

cutting utensils, cooking materials and a common food pantry stocked with fruits, vegetables, pasta and grains, and other secondary ingredients.

During the timed competition, Sodexo employees also were on hand to supervise and answer any questions while judges made



Megan Newhouse-Bailey

Photo: Alyssa Smith/The Shield

their way from table to table, asking questions and observing the cooking.

Judges included USI faculty, staff, coaches and students.

At the end of the day, Megan Newhouse-Bailey, cooking solo and representing USI's Vegetarian Club, was served the honor of Meal Madness champion, earning campus culinary bragging rights as well as a prize package made up of an AMC movie gift card, Walther's Golf and Fun gift card and USI Dining Dollars.

In the appetizer round, Newhouse-Bailey presented a spinach salad tossed in a dressing of Mountain Dew reduction,

figs, habaneros, olive oil, lemon juice and caramelized onions. The plate was topped with a jerk-spiced tofu "crouton" and sprinkled with chocolate shavings. For the entrée, she whipped up a potato, onion and pepper hash; crusted tofu coated with graham cracker and Dorito crumbs; and a mint chimmichurri drizzle. She livened the plate with zucchini medallions.

"I love watching competition shows on the Food Network," said Newhouse-Bailey. "I've been a vegetarian since I was 12 and a vegan since I was 14, so I learned to cook for myself early on. I'm delighted that I got to participate, and honored to have won."



1  
action  
1,000+  
students impacted

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Deb Schmuck  
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**CALENDAR OF EVENTS**

*All alumni are invited to attend these events.*

- January 4 Varsity Club's Alumni Soup and Hotdog Supper**  
Physical Activities Center, Room 200, following the Men's Basketball game
- January 15 USI Eagle Hour**  
Sald World Grill and Bar, 5-7p.m.
- January 17 Greater Indianapolis Alumni Chapter Pizza Gathering**  
University of Indianapolis Nicoson Hall, between Women's and Men's Basketball games
- February 6 Athletic Hall of Fame Induction Dinner**  
Carter Hall, 6:30-8:30 p.m.
- February 7 USI Homecoming 2015**  
Physical Activities Center, Room 200, following the Men's Basketball game
- March 26 Breakfast with the President**  
Carter Hall, 7:45-9 a.m.
- March 26 USI Eagle Hour**  
Turoni's Pizzeria & Brewery, 5-7 p.m.
- April 11 USI Day at the Zoo**  
Mesker Park Zoo & Botanic Gardens, 10 a.m.-3 p.m.
- April 19 Spruce Up**  
USI Campus, 1-4 p.m.
- May 1 USI Graduate Commencement, USI Campus**  
Alumni Graduation Reception, University Center East
- May 2 USI Commencement, USI Campus**  
Alumni Graduation Reception, University Center East
- May 12 USI Alumni Association Annual Meeting**  
University Center West, Room 206

**More events at [USI.edu/alumni](http://USI.edu/alumni)**

**1970s**

**James Jaquess '71**, management, is an attorney/senior consultant at Link Resources in Panama City, Florida. He is a globally recognized consultant to the energy industry, including nuclear, fossil and renewable power generation. James is an executive with 41 years of experience in power generation, project and business development, marketing, corporate acquisitions, project management, regulatory compliance and construction.

**Roger Griffin '72**, business, owns Brucken's Restaurant Equipment and owned Lorenzo's Bistro for nearly 10 years. "We specialized in artisan breads and used a \$40,000 oven imported from France. Thanks to ISUE (USI) and my business degree, I have had a good career."

**Susan Hansen '75**, elementary education, has been elected Regent of the Captain Henry Vanderburgh Chapter of the Daughters of the American Revolution in Evansville.

**William Dieckmann '78**, political science/sociology, is a director of missions and lead intervener with the Palmetto Crisis Intervention Team at Columbia Metro Baptist Association in Columbia, South Carolina. He has devoted his life to serving others, taking a strong initiative for the homeless in Columbia. For all of his involvement and support he was presented the Key to the City by the Mayor of Columbia and the Order of the Silver Crescent Award by the Governor of South Carolina.

**1980s**

**Michael Head '80**, finance, was elected vice chairman of the 2015 Indiana Bankers Association Board of Directors in Evansville.

**Dan Tuley '81**, political science, has perfected a marinade he and his brother Mark have been cooking up for 12 years, and they now sell Bad Ass Marinade (or Tuley Brothers Marinade, depending on where you buy it) in various Indiana stores and on their Bad Ass website.

**Randy Haaff '84**, finance, is a financial advisor with Raymond James in Evansville. He received a Certified Financial Planner designation from the College of Financial Planning.

**Larry Baysinger '85**, mathematics, is director of human resources at Indianapolis Symphony Orchestra in Indianapolis, Indiana.

**Dale Carter '87**, political science, began a career in country radio in 1979 at WROZ in Evansville, Indiana. He moved to WKDQ during

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his college days at the University of Southern Indiana, and took a job at WYNG in 1984, becoming program director at only 21 years old. The following year, he won the Beasley Group's Program Director of the Year award. In 1992, he moved to WWYZ in Hartford, Connecticut, settled into his current position as program director and morning show co-host at KFKF in Kansas City, Missouri. In 2011, he was inducted into the Country Music DJ and Radio Hall of Fame. He also is a District 1 City Councilman in Blue Springs, Missouri, and the stadium voice for the Kansas City Chiefs.

**Tracy Zeller '89**, accounting, president and chief executive officer of Tracy Zeller Jewelry, was awarded the 2014 Richard A. Schlottman Business Person of the Year Award by the Southwest Chamber of Commerce in Evansville.

**1990s**

**Phil Coudret '90**, accounting, has been named vice president of credit administration for Commerce Bank in Evansville.

**Tim Fulton '91**, electrical engineering technology, '06, Master in Industrial Management, has

been promoted to engineering electrical distribution manager at Vectren Corporation in Evansville.

**Brenda Lechner '92**, dental hygiene, is a licensed dental hygienist at Flannagan, Kizior, Young Family Dentistry in Jasper, Indiana.

**Kelly Pace '92**, political science, is co-owner of Pacetre Bake & Brew in Evansville.

**Jason Carroll '95**, social science teaching, is an account manager at Commonwealth Technology in Evansville.

**William Centifanto '96**, English, '01, Master in Education, has been promoted to locomotive engineer with CSX Transportation in Evansville.

**Rachel Mayes '97**, Master of Business Administration, has been named Alcoa global packaging controller in North America. In her new role, she will be accountable for the financial operations of both Alcoa facilities in Indiana and Tennessee.

**Doug Allison '99**, Master in Education, is superintendent at South East Fountain School Corporation in Veedersburg, Indiana.



# Thinking Inside the Box

By John Farless '98

Entrepreneurs often are encouraged to look “outside the box” when developing new ideas. But, for Nitin Naidu '00, success meant looking—both figuratively and literally—inside the box. The 37-year-old entrepreneur and self-proclaimed foodie is the co-owner of the wildly successful Spice Box food truck in Indianapolis, Indiana. Spice Box, which began as a food truck, and now includes a sit-down location, has been featured on the Food Network and in the *Indianapolis Star*, and was ranked one of Indianapolis’ best new restaurants in 2013—the only restaurant included with a price point below \$10.

Naidu comes from a business-minded family; his parents managed a hotel owned

by his aunt in Indianapolis. “We all have an entrepreneurial mindset,” he says. When he was 7, his family emigrated to Greencastle, Indiana, from Dandeli, India, a small town along the southeast coast of the state of Karnataka near Bangalore. Food is a major part of Indian culture, and that part of Naidu’s heritage traveled with him through his mother’s cooking—renowned back home by family and friends. It also was something that stuck in the back of his mind as he entered his professional career.

When it came time for Naidu to choose a college, it was an easy decision. A degree in business administration would prepare him to manage the various aspects of running a business. USI offered several things he was looking for—a great value, an opportunity to get away from home and a beautiful campus. What he got was much more than that. His education laid the foundation for the day he would merge his two passions—food and business.

“USI has top-rate professors and I could always talk to them—they were accessible. I felt like my education was in their best interest,” he said. “One of my favorite classes was Organizational Behavior. It taught me interpersonal communication skills and the value of business roles, both internal and external.”

With college behind him, he moved to Denver where he worked for U.S. Bank and met his wife Mo. They later moved back to Indiana. Naidu continued working



Spice Box crew: Ty Wald, Paul Dantan, Nitin Naidu, Chris Worman, Clinton Corbin

in banking and the couple was living a corporate lifestyle. “It was a great experience and rewarding,” he says, “but my passion’s always been food—at work I was always thinking about what I would eat for lunch.”

He knew he wanted to own a business one day but couldn’t envision how he could lucratively involve his love for food. People always told him that his mom’s food was great, and “In the back of my mind, I’d always felt that way too,” he said. Noodling on the notion of business and food, he asked his mother if she’d ever considered doing anything with her food. She was hesitant at first. “I think she said something like ‘get back to work,’” Naidu jokes. But eventually she wrote out all of her recipes which have become the backbone of his business today.

That lit the fire under the pan, and in 2011 he and Mo decided to act. He realized he had a unique and marketable product and created a business plan around his mother’s recipes. “The best part about her food is that you can eat it every day and not feel guilty,” he says. “It’s not too rich, and there’s a balance between healthy and tasty.”

While contemplating where to offer the nouveau fare, a friend and mentor asked if he’d considered a food truck. He hadn’t, but decided to attend an upcoming large annual food truck festival in Indianapolis. Waiting in line at one of the trucks, Naidu and Mo met Tyler Wald, a kindred spirit also investigating the option of opening a food truck. They exchanged information, reconnected a short time later and purchased a truck off the Indianapolis Craigslist. Four months later, they opened for business.

Naidu and Wald split the duties of day-to-day Spice Box operations. Mo is less involved. She was a medical student when the business started, and now is a full-time resident at St. Vincent Hospital.

Spice Box debuted in downtown Indianapolis during Super Bowl XLVI—the first time the city had hosted the event. “It was a hectic and stressful way to launch a business,” says Naidu. “But it was a success, and there was no looking back. Having confidence and a degree from a respectable school like USI allowed me to go into business situations knowing how things worked, or at least how they should work,” he said.

Feet wet and spirits high, they held an official grand opening a week later at Sun King Brewery in downtown Indianapolis. They marketed via social media and utilized Sun King’s prominent brand presence. Today, Naidu sites Twitter as the number-one reason for Spice Box’s success and continued expansion. Through market research and trial and error, they find the

best locations and the truck is sought after by hungry foodies across the city.

Spice Box offers traditional (with mom’s twist) and authentic dishes, but served in a more convenient way—for instance, packaged in naan wraps (Indian flat bread). “Quality is important, but we made it convenient,” says Naidu.

A little over a year after the Spice Box food truck got going, a sit-down, brick and mortar establishment was added inside City Market. Locating in the City Market was a conscious decision. When Naidu’s family first came to Indianapolis, City Market was one of the first places they came to visit. “It was a cool experience, and I fell in love with it,” he says. Today, the area has become the epicenter for the city’s winter and summer farmers markets—a great place to find fresh and interesting ingredients for Spice Box recipes.

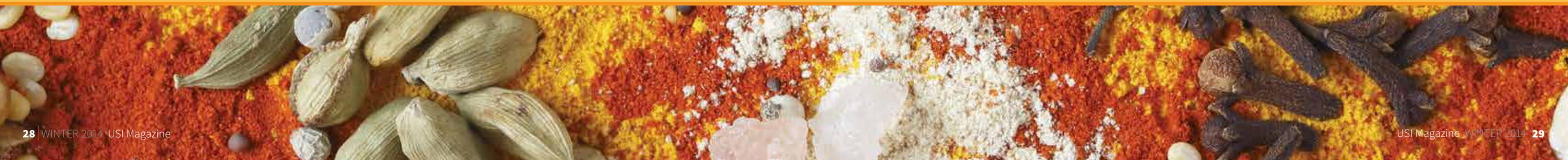
“With some ingredients, quality makes all the difference,” Naidu says. Eggs are one of those ingredients. Spice Box gets all of its eggs from a local vendor, Walker Hatchery of Greenwood, Indiana—a small family business. “I use local whenever possible and I’m able to change our menu based on what’s available. Last week, we had goat tacos. The goats were from a farm in Connorsville, Indiana. I not only know the farmer, I know the process behind how he raises his goats.”

Today, between the truck and the restaurant, Spice Box employs nine people, including two trained chefs. “Our entire team is knowledgeable about food,” Naidu says. “And, we make sure our customers



know that when they support us, they’re also supporting local farms and agriculture. It makes them feel good about the food they’re eating.”

For now, Naidu is pleased to see the business grow organically. He’ll expand as the need or opportunity arises, and he says growing too fast can feel heavy and might prevent him from focusing on the important things. “I’m keeping it simple and day-to-day, and just focusing on the food.”



**Rob Goodge '99**, business administration, has been promoted to receivables management and customer billing manager at Vectren Corporation in Evansville.

## 2000s

**Kathleen Kremer '01**, English, is a client services manager at Reference Services, Inc., in Evansville.

**Julie Rathgeber Hope '02**, art, has joined Tucker Publishing Group as a graphic designer in Evansville.

**Jessica Rinks '02**, political science and Spanish studies, is the owner of Purple Leaf Farms on the outskirts of Chicago. The farm focuses on annual vegetable, herbs and flower crops, and offers a box of produce each week in its affordable Community Supported Agriculture (CSA) summer program.

**Eric Jost '03**, accounting, '04, Master in Accountancy, has been named executive director of finance at St. Mary's Health Center in Evansville.

**Shaun Angel '04**, business administration, and his wife Molly opened Upgrade Café in Newburgh, Indiana, a cold-pressed juice and smoothie bar that also offers organic coffee, teas and food options. "We still believe that eating real food in whole form is the way to go the majority of the time; however, incorporating a juicing or smoothie regimen into our lives helps fill the void of nutrients that we are missing from not eating enough fruits and vegetables, especially the micronutrients," Shaun said. "Juicing can help serve as the real whole food multivitamin and mineral for people who are wishing for better health. Regular juicing helps increase energy, detoxifies and can help with weight, not because it's juice necessarily, but because a person is eating real food—many pounds of produce in a quantity they would not, and probably have not, ever eaten."

**Stephanie Biggs '04**, elementary education, is a sixth grade teacher at Bluegrass Middle School in Elizabethtown, Kentucky.

**Charles Pride '04**, finance, '08, post baccalaureate certificate in accountancy, '09, accounting and professional services, '13, computer information systems, was promoted to data analyst for the Indiana State Board of Accounts in Indianapolis, Indiana.

**Allen Collins '05**, electrical engineering technology, has been promoted to engineering electrical distribution manager at Vectren Corporation in Evansville.

**Andrew Clevenger '06**, economics, accepted the position of government relations team lead at First Advantage in Indianapolis, Indiana.

**Lora Arneberg '06**, economics and international studies, is working on a master's degree in gastronomy from Boston University. "It's an incredibly interesting program that focuses on food's wider role in society rather than just cooking. It's rooted in anthropology, history, archaeology, sociology and more."

**Robert Saladin '07**, sociology, is the owner of A-1 Power Equipment in Newburgh, Indiana.

**Julie Cline '08**, marketing/public relations and advertising, was named manager of integrated operations support for WOW! in Evansville.

**Andrew McGuire '08**, accounting and professional services, is an assurance manager at PricewaterhouseCoopers LLP in Indianapolis, Indiana.

**Trent Martin '08**, elementary education, is a third-grade teacher at Luce Elementary in Richland, Indiana, who, along with a co-worker, applied for a grant so students could grow food in a garden. "We built our own greenhouse where the students help raise 36

different types of herbs every year. Not only are these students learning about raising crops and herbs, but they also are learning about sustainability and overall wellness."

**Andrea Phan '09**, nursing, is a registered nurse at Deaconess Hospital in Evansville.

**Jason Williams '09**, Master in Business Administration, has been promoted to operations manager at Vectren Corporation in Evansville.

## 2010s

**Juanita Jones Musich '10**, business, is the senior administrative associate in the President's Office at USI.

**Jennifer Rathgeber '10**, public relations and advertising, has been named assistant media buyer at AXIOM in Evansville.

**Alexandria Stout '11**, health services, is an onsite health coach/wellness coordinator of The Boeing Company in Renton, Washington.

**Taylor Dennis '12**, marketing, joined Golf Plus as a sales associate in Evansville.

## Are you interested in becoming a mentor?

Contact Janet Johnson at 812-464-1924 or alumni@usi.edu.



"I was fortunate to have been paired with Janet who demonstrates a great work ethic and has helped me in more ways than I could have imagined. I hope I will one day do the same."  
—Alexa Bueltel '16, majoring in management with a human resources concentration

"Having had several great mentors over the course of my career and life, I firmly believe it's important to share what I've learned while challenging Alexa to reach her goals."  
—Janet Heldt Baas '85, Senior Vice President and Old National Bank Foundation President

# PERU

## USI Alumni Association trip

May 16–26, 2015



### Tour Highlights

Come with us as we travel to Peru and explore some of the world's greatest archeological treasures at Machu Picchu, Cuzco and Lima. While we're there we'll dine on exquisite Peruvian cuisine that combines diverse native ingredients and indigenous dishes with international culinary influences.

### Essential Experience

- Arrive at Machu Picchu via the famed Vistadome train
- Explore the "Lost City of the Incas"
- Investigate local ways of life while in the Sacred Valley
- Immerse yourself in Cuzco, a city that blends Inca and Spanish colonial influences
- Absorb the ancient heritage in the "City of Kings," a UNESCO World Heritage site

### Please Join Us!

Call Ken Meyer or Tracy Wilson at LifeStyle Tours, 812-682-4477, with your travel questions. You also may contact Janet Johnson at USI at 812-464-1924 or alumni@usi.edu. Joining the trip will be Michael Aakhus, expert faculty representative, and dean of the College of Liberal Arts. Proceeds from alumni travel fund scholarships for USI students.



[alumni.usi.edu](http://alumni.usi.edu)

**Hannah Jay '12**, art, has been promoted to art director at Tucker Publishing Group in Evansville.

**Kelli Vincent Rainey '12**, business administration, has taken the position of clinical applications analyst II at Deaconess Health Systems in Evansville.

**Cortlin Sawyer '13**, computer information systems, has joined Kitch & Schreiber as a web developer and a member of the company's Interactive Media and Web Development team in Evansville.

**Carly May '14**, accounting and professional services, has joined Harding, Shymanski & Co. Inc. as a staff accountant in Evansville.

**Brittany Brasel Skeels '14**, accounting and professional services, has joined Harding,

Shymanski & Co. as a staff accountant in Evansville.

**Kari Weinzapfel '14**, public relations and advertising, has taken the position of publications and events coordinator at Deaconess Foundation in Evansville.

**Matthew R. Mings '14**, political science, has owned a traditional farm, organic farm and popcorn company, as well as served as former agricultural adviser and relief worker to non-profits internationally (operating in West Africa). He's currently operations manager for a premium grain facility in the Louisville area. As a world traveler, Mings believes "food connects people from varying backgrounds across the globe like nothing else. It is the universal language. From a bustling boulangerie in the Montmartre of Paris, to a smoky Irish bar, to a decrepit cart in the deserts of West Africa, to my favorite spot in Evansville, food is the great equalizer which can unite strangers by the tastes, sensations and fulfillment it brings, allowing strangers to become friends and friends to become family."

**Marriages**

**Jennifer Rice '03**, Master of Business Administration, and John Guzman, March 15, 2014.

**Stephanie Ulrich '05**, elementary education, '14, Master in Education, and Zakary Tanner, July 12, 2014.

**Lori Blackford '06**, marketing, and Joseph Underwood, May 3, 2014.

**Jillian Myrick '08**, mathematics, and **Timothy Scheirer '08**, biology, October 12, 2013.

**Jessica Dughaish '09**, communication studies, and Dale Roos, April 26, 2014.

**Samantha Brescher '10**, dental hygiene, and **Matthew Kuzemka '10**, political science, June 14, 2014.

**Jessica Gatewood '12**, nursing, and Alex Goeckner, October 18, 2014.

**Kelsey Kreke '12**, accounting, and **Brian Spillman '12**, marketing, September 13, 2014.

**Cara Emmert '13**, nursing, and Dean Stuckey, June 28, 2014.

**Natasha Gravenhorst '13**, nursing, and Eric Deig, May 10, 2014.

**Alissa Piekarski '13**, management, and **James Wallace '12**, geology, June 7, 2014.

**Logan Wagler '13**, management, and Brooke Wittmer, September 27, 2014.

**Births and Adoptions**

**Andrea Oxley Shanks '95**, accounting, and Donald welcomed Abigail, July 11, 2014.

**Ann Bittner VanWinkle '07**, business administration, and Mark welcomed Holly Marie, July 21, 2014.

**Jason Goodwin '07**, social science teaching, and Jaqueline welcomed Matthias Abraham, **July 13, 2014**.

**Sara Browning Ridlen '08**, nursing, '12, Master in Nursing, and **Aaron Ridlen '08**, economics, welcomed Matthew Owen, August 19, 2014.

**Megen Hauser Brown '10**, nursing, '13, Master of Nursing, and David welcomed Conner Allen, July 20, 2014.

**Shannon Painter Eickhoff '12**, nursing, and **Jonathan Eickhoff '11**, engineering, welcomed Jace Kent, July 26, 2014.

**In Memoriam**

**Michael Murray '73**, social science, of Cadillac, Michigan, died October 9, 2014. He was retired from the insurance field. Mike enjoyed playing pickle ball at the YMCA.

**Betty Sue Roth '76**, elementary education, of Evansville, died August 26, 2014. She was a

teacher at several schools before retiring in 2002. She had a passion for hiking and completed 1,600 miles of the Appalachian Trail, which she aspired to finish.

**Betty McClarney Schmitt '74**, English, of Evansville, died September 15, 2014. She was director of Evansville Protestant Home and Newburgh Health Care for many years and taught at Ivy Tech.

**Ruth Reising Moore '78**, elementary education, of Evansville, died September 15, 2014. She was a lay teacher at Saint Agnes Catholic Church and a program director at St. Vincent de Paul Day Care.

**Paul Koester '78**, business administration/economics, of Evansville, died August 29, 2014. He was a retired carpenter and a veteran of the Vietnam War.

**Tammi Lattner '87**, marketing, '96, occupational therapy, of Evansville, died August 27, 2014. She was an occupational therapist with Evansville School Corporation and also worked at Saint Mary's feeding clinic.

**Debra Arnold Busler '89**, Master in Education, of New Harmony, died July 28, 2014. She was a teacher for 30 years.

**Janice Kissel Williams '89**, computer information systems, of Evansville, died September 30, 2014. She retired from Welborn Hospital.

**Dana Kay Birchler '05**, nursing, of Georgetown, Kentucky, died October 8, 2014. She was a registered nurse at Clark Regional Hospital.

**Karen Buchser Elpers '92**, post-baccalaureate certificate in accountancy, of Evansville, died July 13, 2014. She worked in the accounting field.

**Rick Davis '93**, communications, of Evansville, died September 8, 2014. He was active in local politics and recently worked as a financial advisor for Edward Jones.

**Faculty/staff in Memoriam**

**Thomas Boyd '79**, accounting, of Evansville, died August 8, 2014, at West River Health Campus. He joined USI's Bursar office in 1969; in 1983 he became bookstore merchandise manager before retiring in 1989. Prior to joining USI, he served four years in the US Navy and 20 years in the US Coast Guard. He loved to work puzzles, go bike riding, travel and read.



**Cooking Up Education**



Betty Rice in the University Home kitchen in 1983. Betty is the wife of Dr. David L. Rice, USI's first president. She loves to cook and was known to cook for the entire USI family when the couple hosted University events at their home.

**Take Your USI Spirit on the Road!**

Ask for a USI license plate at your local Indiana Bureau of Motor Vehicles when you order a new plate.

The plate costs \$25 and is a tax-deductible contribution supporting the Alumni Scholarship Endowment.

For more information, contact Alumni and Volunteer Services at 812-464-1924 or alumni@usi.edu.

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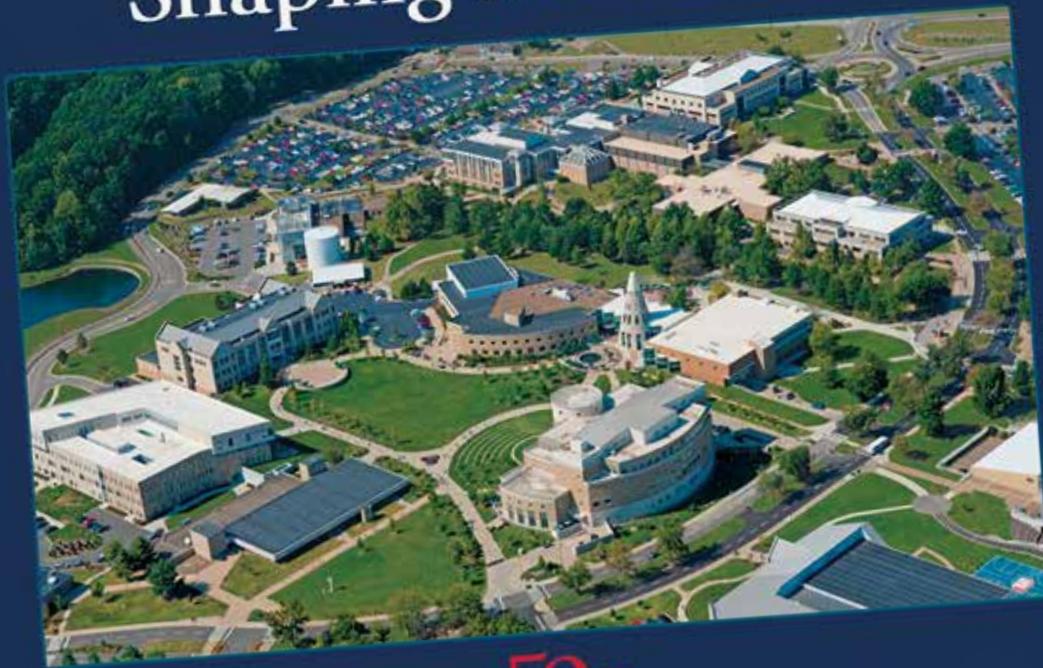
**The University of Southern Indiana is celebrating its 50th Anniversary in 2015.**

The festivities begin in early January and last through the end of the year, commemorating USI as an institution of educational excellence. Marking five decades of hard work, dedication, achievements and successes will be a series of events: lectures, historical displays and alumni events on campus and in the community. A special Signature Event will be during the 50th Anniversary Celebration week, September 14-20. We hope you'll join us for a year of celebration.

For more information on anniversary happenings and opportunities to share your stories and memories, visit

**USI.edu/50**

# Shaping the Future



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Discover and celebrate five decades of the University of Southern Indiana's educational excellence with a deluxe hardcover coffee table book memorializing USI's 50th Anniversary. This commemorative book—*Shaping The Future*—traces USI's historical grassroots beginnings at Centennial Elementary School to its transformation into a state-of-the-art campus.

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