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Record

Aug. 27, 2004

Volume 29 No. 3



Washington University in St. Louis

Campaign creates 165 endowed professorships

By MARV MEINZ

The Campaign for Washington University, a fund-raising initiative launched to secure the resources needed to realize the University's potential for the good of generations to come, ended June 30 with \$1.55 billion in gifts and commitments and a record 165 new endowed professorships.

The campaign's successful completion was announced by Chancellor Mark S. Wrighton.

The gift total is a Washington University record, and the number of new endowed professorships is believed to be the largest number generated in any national campaign to date.

"This extraordinary generosity ensures that Washington University will do even better at what it already does very, very well — learning and discovery," said Wrighton, whose appointment as the University's 14th chancellor coincided with the start of the campaign. "Our students and society will be the beneficiaries."

The decision to undertake the Campaign for Washington University followed an early 1990s, long-range, University-wide strategic planning process, dubbed Project 21. During that process, the deans and faculty of each of the University's eight schools, the University Libraries and the Division of Student Affairs — under the guidance of their national council advisory groups — examined their respective areas, identified priorities for the early 21st century and developed strategies to turn those visions into reality.



A celebration was held July 1 — the day after the end of the Campaign for Washington University — in Holmes Lounge to acknowledge the hard work and dedication of staff members who helped the campaign surpass its \$1.5 billion goal. The event featured remarks by Chancellor Mark S. Wrighton (left) and David T. Blasingame, executive vice chancellor for alumni and development programs, among others.

The Board of Trustees assessed each of the Project 21 reports — which identified more than \$1.5 billion in needs and opportunities — and focused on common themes, adopting the singular goal "to accelerate Washington University's ascent among the world's premier universities."

Goals exceeded — twice!

In September 1998, after a three-year leadership phase in which gifts and commitments of \$541 million had been secured, the University publicly announced

the campaign with an overall goal of \$1 billion to be raised by June 30, 2004.

By October 2000, with imminent achievement of that goal in sight, trustees raised the bar to \$1.3 billion to more closely approximate the 1995-projected cost of implementing high priorities identified in Project 21. The original goal of \$1 billion was surpassed in April 2001.

By December 2002, the increased goal of \$1.3 billion had been exceeded. And on June 30, 2004, the campaign was concluded

with gifts and commitments of \$1,551,350,170.

"Building a world-class university is an exciting challenge," Wrighton said, "and the success of our campaign will ensure Washington University's leadership in the 21st century."

"Thanks to extraordinary leadership provided by campaign chairs John McDonnell and Sam Fox and the generosity of the more than 95,000 alumni, parents and friends — including the many corporations, foundations, faculty and staff members and

others — who contributed to this campaign, the University today is stronger than ever."

International network of leadership, volunteers

The campaign was carried out under the direction of 25 local, national and international volunteer leaders, assisted by more than 5,000 volunteers.

John F. McDonnell, retired chairman of the board of McDonnell Douglas Corp. and chairman of the University's Board of Trustees from June 1999-July 2004, chaired the leadership phase. Sam Fox, chairman and chief executive officer of Harbour Group Ltd. and a life trustee of the University, headed the public phase.

David T. Blasingame, executive vice chancellor for alumni and development programs, served as executive director of the campaign.

"Ours is a university that exerts a powerful impact on people's lives — here in St. Louis, throughout the Midwest and across America," McDonnell said. "All of us who are associated with Washington University, who know what the University has accomplished and what it stands for, also know the tremendous potential it has to contribute even more to the frontiers of science and scholarship."

"I am confident this unprecedented investment in Washington University will result in even greater benefits for society and will make a significant difference in what our faculty and students can accomplish. By participating

See Campaign, Page 4

WUSTL is awarded full research accreditation, a select distinction

By KIMBERLY LEYDIG

The Association for the Accreditation of Human Research Protection Programs (AAHRPP) recently awarded full accreditation to the University, one of a very select group of organizations in the nation to gain this recognition.

The AAHRPP, a non-profit organization, works to protect the rights and welfare of research participants by fostering and advancing the ethical and professional conduct of scientists and organizations that engage in clinical research.

"The safety and protection of human research participants has always been at the forefront of patient care at Washington University," said Theodore J. Cicero, Ph.D., vice chancellor for research. "The AAHRPP accreditation is another example of our faculty and staff's unwavering commitment to protect our research participants."

"We are very proud that Washington University is one of only 14 organizations awarded accreditation by AAHRPP."

The AAHRPP was founded by seven prestigious organizations, including the Association of American Medical Colleges, the Association of American Universities and the Federation of the American Societies of Experimental Biology, "to foster a culture of science and responsibility within institutions seeking its services." The clinical research accreditation process was initiated by AAHRPP in 1991.

Before an organization earns AAHRPP accreditation, it must go through rigorous evaluations and demonstrate a strong commitment to protecting participants in research.

The first step of the voluntary process includes a self-assessment of the institution's human research protection programs and to make needed improvements. Next, a team of experts reviews the materials and schedules an on-site visit for the AAHRPP to evaluate the institution's performance.

The AAHRPP Council on Accreditation reviews the reports

See Accredited, Page 6



Cicero

Entrepreneurship endeavors bolstered Skandalaris gift is third to support such programs

By BARBARA REA

The University has received a gift of \$2,325,000 from Robert and Julie Skandalaris, Chancellor Mark S. Wrighton announced. This is the third major gift from the Skandalaris family for the support of the University's growing entrepreneurial programs.

Two million dollars will be contributed to the endowment for the newly established Skandalaris Center for Entrepreneurial Studies (SCES); the

remainder will be used to support the Center for Research on Innovation and Entrepreneurship, a faculty-based program with a mission to generate quality research on targeted topics in the area of entrepreneurship.

"Bob and Julie Skandalaris have given Washington University the resources to make entrepreneurial education a strong and significant program for all students," Wrighton said. "This is a unique and much-needed component of the curriculum, and I am very grateful to them for their

extraordinary support."

No one is more aware of the impact of their gifts than Stuart I. Greenbaum, Ph.D., dean of the Olin School of Business and the Bank of America Professor of Managerial Leadership.

"The Skandalaris family's generosity has transformed the study, teaching and practice of entrepreneurship at Washington University," Greenbaum said, "and this most recent gift will spread the entrepreneurial culture to virtually every venue

See Skandalaris, Page 6

Project proposals sought from all University faculty

By EILEEN P. DUGGAN

All University faculty members are being invited to submit proposals for academic research projects addressing aspects of entrepreneurship in their discipline area or cutting across disciplines.

More than \$600,000 will be available over three years for single or multiyear projects through a grant program to be administered and coordinated

by the newly established Center for Research on Innovation and Entrepreneurship (CRIE).

Each research project may receive up to \$40,000 for each year of work for up to three years. The funding is provided by the Ewing Marion Kauffman Foundation and Robert and Julie Skandalaris.

The new center will serve all areas of the University but will be physically located in the School of Law, which is also providing

funding.

"We are extremely excited about the role CRIE can take in advancing the understanding of entrepreneurship," said Ken Harrington, managing director of The Skandalaris Center for Entrepreneurial Studies. "The field of entrepreneurship needs quality research, and we are fortunate to have the opportunity to support work by Washington

See Proposals, Page 6

WUSTL ranked 12th in best value by U.S. News

By NEIL SCHOENHERR

Washington University — consistently ranked among America's 20 best national universities — is now ranked 12th in the best value category, titled "Great schools, great prices," an increase of two spots from last year, according to new undergraduate rankings released by *U.S. News & World Report* magazine.

The University is tied with Northwestern University for 11th place in undergraduate programs among the nation's best national universities.

WUSTL dropped one place from a tie for ninth with Dartmouth College to a tie for 11th with Northwestern among the 248 national universities rated by *U.S. News*.

The *U.S. News* undergraduate rankings are derived from peer assessments by university chief executive officers, provosts and admissions deans, as well as from data gathered from each institution. This data is broken down into categories and assigned a weight reflecting the magazine's judgment about which measures of quality matter most.

This year's results, published in the weekly edition of *U.S. News* and its *America's Best Colleges* guide, rank WUSTL fourth in financial resources; sixth in faculty resources; an increase of five spots; eighth in selectivity; an increase of one spot; and ninth in alumni giving.

A complete list of the rankings is posted on the publication's Web site, usnews.com.

The formula used to determine which schools offer the best value relates a school's academic quality, as indicated by its *U.S. News* ranking, to the net cost of attendance for a student who receives the average level of financial aid. The higher the quality of the program and the lower the cost, the better the deal.

"I believe we are a better university than we were a year ago," Chancellor Mark S. Wrighton said. "Our focus continues to be on the quality of our students, faculty programs and facilities, and I think that is

reflected in our ranking as 12th in overall value.

"We have improved dramatically in all those areas, and we are working hard to continue that improvement."

The Olin School of Business is ranked as the 11th-best business school among national universities, tied with Indiana University and the University of Illinois. It is an increase from the Olin School's ranking of 14th a year ago. The business school also ranked 17th in finance.

"We are delighted at this recognition from *U.S. News*," said Stuart I. Greenbaum, Ph.D., dean of the Olin School and Bank of America Professor of Managerial Leadership.

"Our program has improved from year to year and is among the most distinguished in the nation. This is a product of our outstanding students and faculty and a commitment to excellence that is unswerving."

The School of Engineering & Applied Science is ranked 39th, tied with seven other schools, including Brown University, the University of Notre Dame and Michigan State University.

U.S. News rankings

Undergraduate programs:

1. (tie) Harvard University
2. Princeton University
3. Yale University
4. University of Pennsylvania
5. (tie) Massachusetts Institute of Technology
6. Duke University
7. Stanford University
8. California Institute of Technology
9. (tie) Columbia University
10. Dartmouth College
11. (tie) Washington University
12. Northwestern University
13. Brown University
14. (tie) Cornell University
15. Johns Hopkins University
16. University of Chicago
17. Rice University
18. (tie) University of Notre Dame
19. Vanderbilt University
20. Emory University

Orientation welcomes new students

By NEIL SCHOENHERR

The Class of 2008 has arrived! Orientation 2004, Aug. 26-31, will introduce new students to campus, their professors and their classmates. It will feature open houses, entrance exams, meetings with deans and several special programs.

The highlight again this year will be the Faculty Perspectives Program. Started last year, the program gives freshmen the opportunity to engage in a lively discussion with a faculty member about a book of common readings each freshman received this summer.

This year's book, *Freedom*, includes the Declaration of Independence and other famous essays, speeches and documents on the topic of freedom.

Each section of the book includes questions that students are encouraged to consider and present in writing during the Faculty Perspectives session from 7-8:30 p.m. Aug. 30.

"We are quite excited about this program," said Karen Levin Coburn, assistant vice chancellor for students and associate dean for the freshman transition. "It's a wonderful way for students to begin thinking about the college experience before they arrive, and it also gives them a chance to meet with a professor in an informal setting."

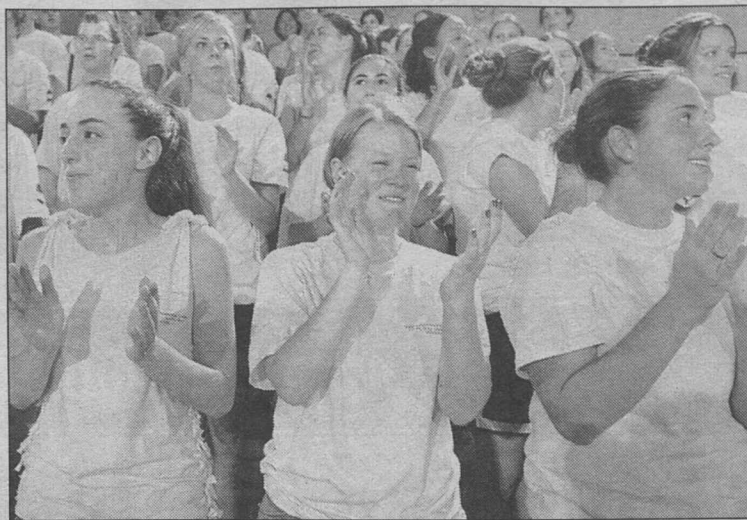
Orientation 2004 will also include more focus on transfer students, featuring a formal welcome and social event today, and the new Transfer Transitions Program from 7-8:30 p.m. Aug. 28.

Orientation officially kicked off the evening of Aug. 26 with residence hall floor meetings, followed by Convocation — Chancellor Mark S. Wrighton's opportunity to welcome all new students and parents to campus. A celebration in Brookings Quadrangle was planned to conclude the day's events.

An array of departmental open houses is scheduled for today. These give students an opportunity to meet with representatives from the faculty and staff to learn more about the curriculum.

Various placement exams, financial aid meetings and campus ministry dinners will also take place today. The closing event is the Club 40 Dance at 10 p.m. in the South 40 Clock Tower Plaza.

Aug. 28 will feature meetings



New students enjoy the festivities at last year's orientation. This year's edition, Aug. 26-31, will again feature open houses, entrance exams, meetings with deans and several special programs. Also scheduled are a variety of events designed especially for international, commuter and transfer students.

with deans and residential college receptions.

Highlighting the day will be "Choices 101 — An Introduction to the First Year Experience," presented by upperclassmen at 7 p.m. and again at 8:30 p.m. in Edison Theatre. A discussion will follow.

Aug. 29 consists of a full schedule of adviser meetings for all incoming students. From 6-7 p.m. and again from 7:30-8:30 p.m., students can attend *The Date*, an interactive theatrical presentation that examines the issues of sexual assault and alcohol on college campuses. A discussion will follow.

Aug. 30 features academic advising and more campus orientation sessions. "Freshmen Foundations," which will run from 1-2 p.m. and on Aug. 31 at the same time, will take place in the Arts & Sciences Laboratory Sci-

ence Building, Rm. 300.

"Foundations" will provide an opportunity for students to gain an insider's view of how to succeed in the classroom while at the same time creating a healthy balance outside the classroom.

Students will be able to explore the Athletic Complex from 9 p.m.-midnight. The evening will feature games, open gyms and prizes.

The Aug. 31 schedule will include more academic advising and deans' meetings, as well as the "Foundations" program. An outdoor movie will be shown at the South 40 Swamp from 9-11:30 p.m.

Also scheduled are a variety of events designed especially for international, commuter and transfer students.

For more information, call 935-6679 or go online to orientation.wustl.edu.

Service First slated for Sept. 4

By NEIL SCHOENHERR

With students arriving on campus and classes about to begin, one thing must be certain: It's time for Service First.

More than 1,000 University students, mainly newly arrived freshmen, will volunteer their time Sept. 4 to landscape, paint, clean and renovate 11 St. Louis public schools to make the new school year more enjoyable for students and their teachers.

It's all part of the sixth annual Service First, an initiative that introduces first-year University students to community service in the St. Louis area.

This year's projects, as part of the St. Louis Public Schools' "First Day, Every Day" initiative, will range from painting indoor and outdoor murals and painting activities and maps on the playground, to creating bulletin boards and preparing classrooms.

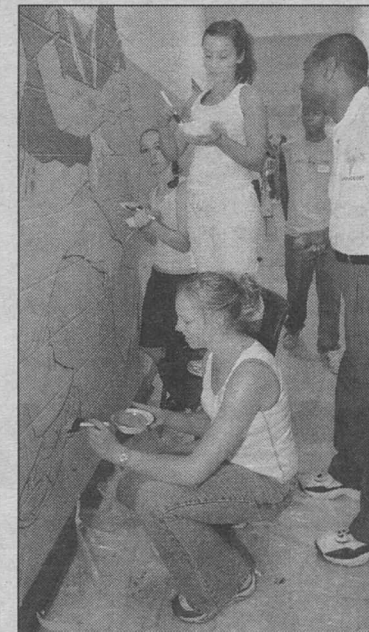
"Service First is a wonderful day from beginning to end," said Stephanie Kurtzman, coordinator for community service and manager of Service First. "It is well-loved by students, staff and faculty at WUSTL, and by principals, teachers, students and their families in the St. Louis Public Schools."

"It's a positive, colorful day full of hard work, good conversations and lots of fun."

Upon returning to the University after a day of work, students will participate in a Community Service Fair and barbecue featuring more than 30 student-run organizations that focus on community service.

Service First is co-sponsored this year by The Women's Society of Washington University, Student Union, Congress of the South 40 and St. Louis Public Schools, among others.

Service First began in 1999 with about 600 student volunteers helping to clean and beautify sce-



Students paint a mural at Beaumont High School as part of last year's Service First, an annual initiative that introduces first-year students to community service in the St. Louis area.

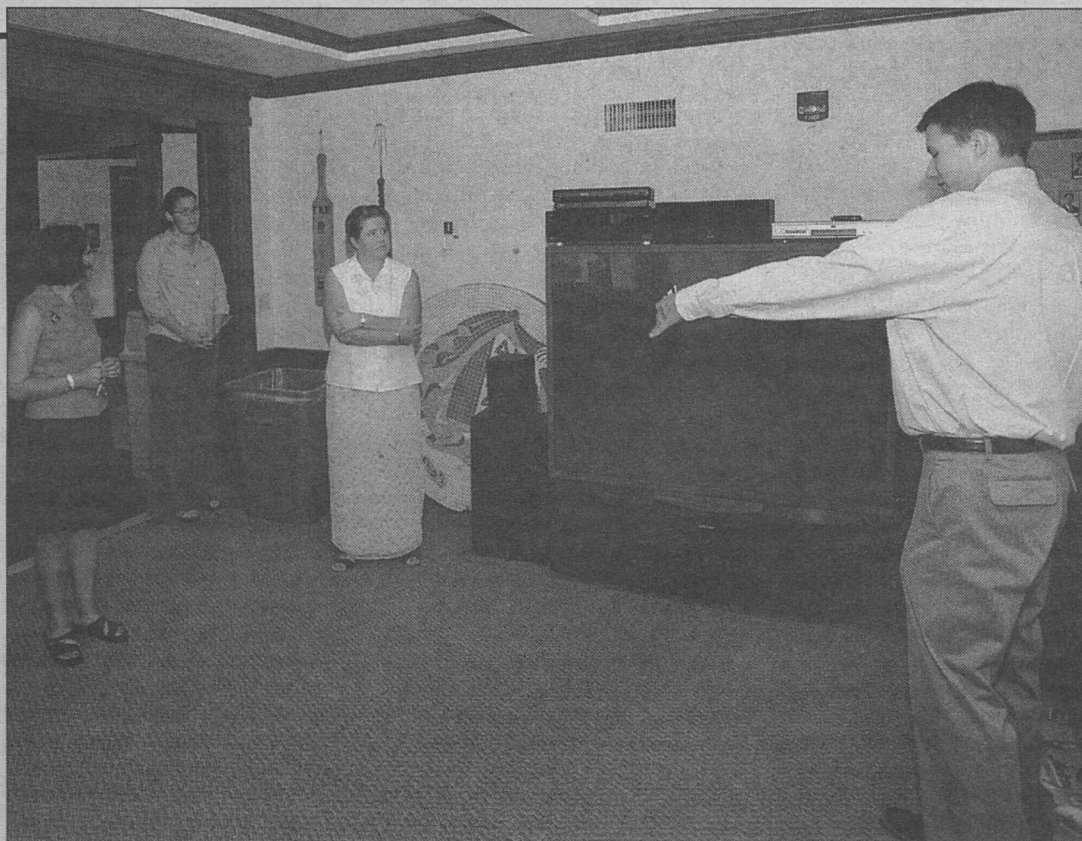
nic trails.

This original Service First event won national recognition as one of seven "Exemplary Practices and Model Programs" from the National Association of Campus Activities. The award recognizes higher-education institutions that have successfully addressed a contemporary issue in student affairs with exemplary skill, creativity and resourcefulness.

The program has grown and flourished every year since.

Schools to be visited this year are Adams Elementary, Blow Middle, Bryan Hill Elementary, Buder Elementary, Clay Elementary, Columbia Elementary, Dewey Elementary, Mullanphy Elementary, Sigel Elementary, Washington/Euclid Montessori and Yeatman Middle.

For more information, call Kurtzman at 935-5066.



Fraternities' new look Patrick Biddix (right), coordinator for Greek housing programs, gives a guided tour of the newly updated Tau Kappa Epsilon fraternity house earlier this month. The University's 11 on-campus fraternity houses were closed this summer for some long-needed renovations that were difficult to accomplish with students living in the houses.

School of Medicine Update

Powell to direct Department of Radiation Oncology

BY MICHAEL C. PURDY

Simon Powell, M.B.B.S., Ph.D., a cancer physician-scientist from Massachusetts General Hospital and Harvard University, has been appointed head of the Department of Radiation Oncology and a professor of radiation oncology.

He will join the University Oct. 1.

"Simon is a talented research scientist who has done much to uncover the molecular mechanisms that allow normal tissues and cancer cells to repair their DNA after exposure to ionizing radiation," said Larry J. Shapiro, M.D., dean of the medical school and executive vice chancellor for medical affairs.

"He possesses the leadership skills and vision to move our Department of Radiation Oncology forward in a continued effort to achieve excellence in all of its missions."

Powell is a leader in research into BRCA1 and BRCA2, two genes that can sharply increase a woman's risk of developing breast cancer.

Among other accomplishments, Powell developed tests that let doctors interpret formerly ambiguous results from tests for the risk-enhancing forms of BRCA1 and BRCA2.

Powell, who is originally from England, was head of the Breast Cancer Service and clinical director of the Gillette Women's Cancer Center Program at Massachusetts General, which is affiliated with Harvard Medical School.

He earned both a M.B.B.S. (the British equivalent to the M.D.) and a Ph.D. in cell and molecular radiation biology at the University of London.

Powell trained at the Royal Marsden Hospital and the Institute of Cancer Research in England before coming to the United States in 1991 as a clinical oncology fellow at Harvard.

Powell will also become a professor in the Department of Radiation Oncology. As department head, he will succeed Carlos A. Perez, M.D., who served as the department's head since it was founded in September 2001.

"Replacing a colleague like Carlos Perez was not easy, but I think in Simon we are incredibly fortunate to have someone with solid leadership capability and outstanding clinical and research skills," said Timothy J. Eberlein, M.D., the Spencer T. and Ann W. Olin Professor and director of the Siteman Cancer Center.

Powell is principal investigator or co-principal investigator for six federal research grants, and he has served on various committees for the National Institutes of Health, including site visit committees that have reviewed major cancer-related grants at the University of Pennsylvania, the University of North Carolina and MD Anderson Cancer Center in Houston.

He was associate editor for the *International Journal of Cancer* for eight years and serves on the editorial boards of the journals *Radiation Research* and *Cancer Biology and Therapy*.

Powell said his goals include creation of a Center for Molecular Targeted Radiotherapy that will work to "combine the latest biology with the best technology."

"We plan to encourage this attitude in the teaching of residents, recruitment of new faculty and in the development of clinical trials within the Siteman Cancer Center," Powell said.

"The opportunity clearly exists to make Washington University's Department of Radiation Oncology the premier radiation oncology department in the country."



"The opportunity clearly exists to make Washington University's Department of Radiation Oncology the premier radiation oncology department in the country."

SIMON POWELL

Department member Joseph L. Roti Roti, Ph.D., professor of biochemistry and molecular biophysics and of cell biology and physiology, noted that radiation oncology includes a unique mixture of applied medical research, basic biological

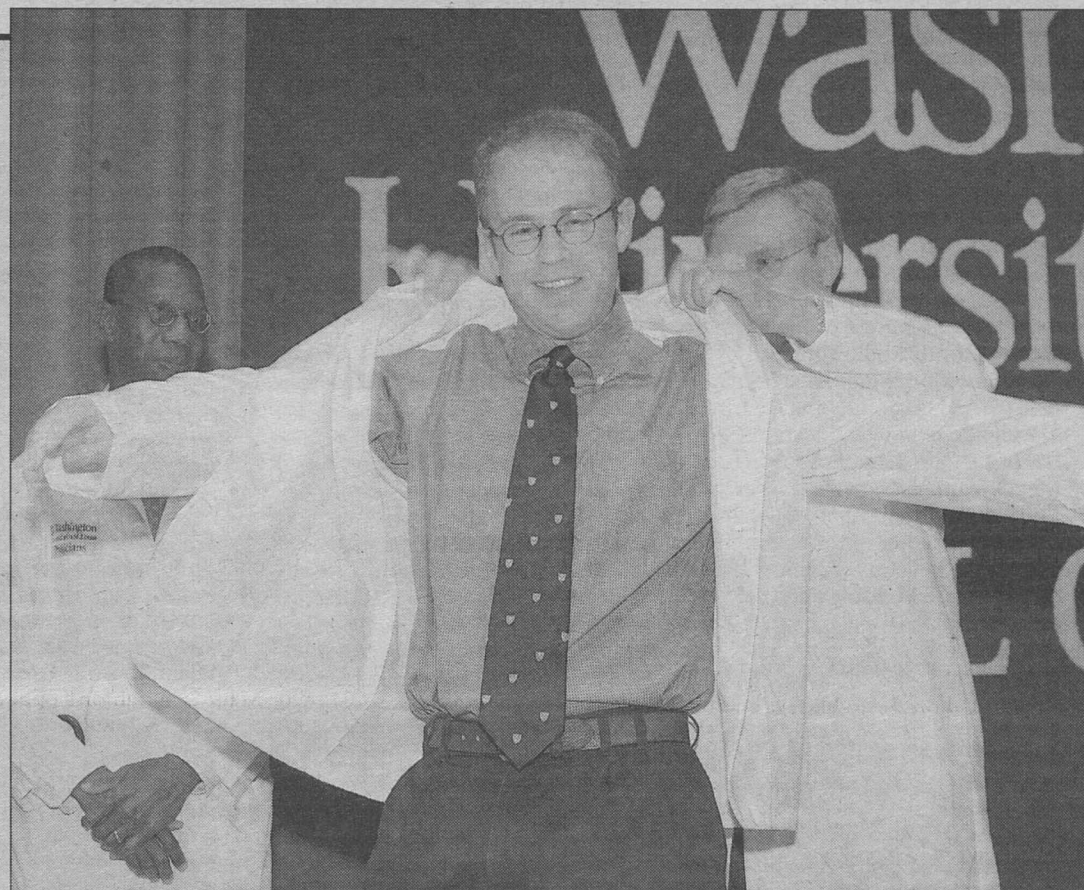
research and physics research. These three areas focus on different aspects of one question: How best to use radiation to destroy tumor cells while minimizing damage to regular tissues?

"Radiation damages DNA,

and how well cells can repair that damage is one of the main determinants of how well they survive after radiation treatments," Roti Roti said.

"Simon has a solid record of achievements in DNA repair research, and that experience is going to be essential to improving our ability to make it tougher for tumor cells to recover while reducing damage to normal tissues."

Shapiro said, "Simon is committed to the best possible patient care, to providing superb training and education, to continuing the development of the scientific basis of radiation oncology, and to translating new discoveries into meaningful clinical advances."



A warm welcome Edwin Dodson, M.D., professor of neurology and of pediatrics, helps medical student Seth Bloom put on his new lab coat at the School of Medicine's White Coat Ceremony held Aug. 13 at the Eric P. Newman Educational Center. Dodson and Will Ross, M.D. (left), associate dean for diversity programs and assistant professor of medicine, presented the 123 first-year students of the Class of 2008 with their white coats, long a symbol of the medical profession.

Tinnitus study needs volunteers

BY GILA Z. RECKESS

Millions of people with severe tinnitus currently have little hope for quick relief from the unrelenting ringing or buzzing noises the disorder produces.

But School of Medicine scientists suspect a drug already approved for seizure disorders and chronic nerve pain can also help silence the noises that plague tinnitus patients.

A team is recruiting volunteers for the first large study of the potential treatment.

"This trial is very exciting because we are studying a drug that may have direct impact on tinnitus," said principal investigator Jay F. Piccirillo, M.D., associate professor of medicine and otolaryngology.

"All other medications currently used for this condition just work on the negative effects of tinnitus, like sleep disturbance and anxiety. But if this trial is successful, it could lead to a new type of treatment option."

According to the American Tinnitus Association, more than 50 million Americans have tinnitus, about 2 million of whom are so severely affected that they cannot function

properly.

However, there is no direct pharmaceutical treatment for tinnitus approved by the Food and Drug Administration.

Typically used for seizures and chronic nerve pain, gabapentin is known to have few drug interactions and to be well-tolerated by most patients. Research on tinnitus suggests the condition may be similar to chronic nerve pain, so School of Medicine researchers hypothesized that gabapentin's benefits might also mitigate symptoms of tinnitus.

According to their preliminary data, they were right: Gabapentin significantly reduced the symptoms of severe tinnitus in a small group of patients. The team now is recruiting participants so they can test the drug in a larger population.

Volunteers between 18 and 70 years old whose tinnitus has interfered with their daily activities for at least six months may be eligible.

Participants will be randomly assigned to take either the drug gabapentin or an inactive placebo pill for eight weeks.

The medication and physical examination are free.

For more information, call Joshua Finnell at 362-4356.

Carpal tunnel research focuses on new employees

BY DIANE DUKE WILLIAMS

The University has received a five-year, \$2.5 million grant from the National Institute for Occupational Safety and Health to help employers determine which employees are more likely to get carpal tunnel syndrome and other hand, wrist and elbow problems.

Bradley A. Evanoff, M.D., the Sutter Associate Professor of Occupational, Industrial and Environmental Medicine, is leading the study.

Carpal tunnel is a painful progressive condition caused by compression of a key nerve in the wrist. Approximately two out of every 1,000 workers will experience carpal tunnel every year, leading to significant medical expenditures and lost time from work.

The average lifetime cost of carpal tunnel syndrome, including medical bills and lost time from work, is estimated to be about \$30,000 for each injured worker.

The risk of developing carpal tunnel is not confined to people in a single industry but is seen more often in hand-intensive work requiring frequent task repetition and forceful hand exertions.

Jobs at higher risk include

food processing, manufacturing and assembly jobs. Personal risk factors such as age, gender, obesity and other diseases also contribute to the risk of developing the syndrome.

One strategy to reduce the risk of carpal tunnel syndrome is to screen workers for pre-existing abnormalities of the median nerve, the nerve involved in the development of the condition.

Workers with abnormalities are then kept out of jobs requiring high-hand force and repetition. Although many employers in the United States use this practice, there are both scientific and social controversies regarding its use.

In this study, Evanoff and his colleagues will evaluate whether screening is a useful and cost-effective preventive strategy. They will also study how personal risk factors and job-related exposures contribute to the cause of carpal tunnel.

"This study will provide guidance to employers and employees in deciding what policies and practices will best prevent this common and disabling condition," Evanoff said.

The researchers are recruiting local employers in order to screen approximately 1,200 new workers in the metropolitan area.

Screenings will consist of a

brief questionnaire on medical history and symptoms, an examination of hands and arms and nerve conduction testing of both wrists. Study participants will be interviewed by telephone six months, 18 months and 36 months after the initial testing.

Evanoff and his colleagues then will review the data and determine who developed carpal tunnel and other hand, wrist and elbow problems.

People will not be turned away from jobs based on screening during the study.

Participation in the study is voluntary, and subjects will be compensated for their involvement. No individuals will be identified.

Employers participating in the study will learn about specific physical exposures and health changes in their work force over time. Employers will also receive an analysis of whether screening would be an effective strategy in their workplace.

"This study will test a screening practice that is being rapidly disseminated in the workplace despite little study of its effectiveness," Evanoff said. "We hope our study will help people make decisions about the best use of resources to prevent carpal tunnel syndrome and other hand and arm conditions."

Campaign for Wash

Campaign

26 new buildings
have been constructed
— from Page 1

in this campaign, each of us will be making a permanent mark on the University."

Impact of the campaign

In fact, the impact of the campaign is already being felt across the Hilltop and Medical campuses, inside and outside the classrooms and laboratories. From the many new emphases in education and research, to construction and renovation, to new initiatives to enhance student life, the campaign is helping the University to better serve its students and the wider world.

For example, in the years since the counting period for the campaign started:

- 165 new endowed professorships, including 11 endowed faculty fellowships, were established, more than double the number in existence at the University prior to the start of the campaign. That added incentive helps the University attract more of the outstanding faculty it seeks, while retaining more of the great faculty already at the University.
- 26 new buildings have been constructed, including the Charles F. Knight Executive Education Center in the Olin School of Business; the McDonnell Pediatric Research Building and the Eric P. Newman Education Center in the School of Medicine; the Arts & Sciences Laboratory Science Building and the Earth and Planetary Sciences Building in Arts & Sciences; Anheuser-Busch Hall for the School of Law; Uncas A. Whitaker Hall for Biomedical Engineering in the School of Engineering & Applied Science; Alvin Goldfarb Hall for the George Warren Brown School of Social Work; and the Lucy and Stanley Lopata House for students.

Ground has been broken for two more buildings in the Sam Fox Arts Center — the Mildred Lane Kemper Art Museum and the Earl E. and Myrtle E. Walker Hall — for the School of Art, and for the Farrell Learning and Teaching Center on the Medical Campus.

Extensive renovations have been completed on other buildings, including historic Graham Chapel and Olin Library.

- More than \$185 million in new endowment for scholarships, including \$25 million — the largest gift ever received for this purpose in the history of the University — for the Enterprise Rent-A-Car Scholars program, has been raised to help ensure that more deserving young men and women will have the opportunity for a Washington University education, including those with limited personal and/or family resources.

- New academic initiatives and programs have been launched, including a Department of Biomedical Engineering, American Culture Studies in Arts & Sciences, and a joint executive master of business administration program with Fudan University in Shanghai, China.

New centers and institutes have placed increased emphases on cancer treatment and research at the Alvin J. Siteman Cancer Center; international law through the Whitney R. Harris Institute for Global Legal Studies; executive education in the Olin School of Business. Two campus-wide, interdisciplinary centers — The Skandalaris Center for Entrepreneurial Studies and the Center for Aging — also were established.

The BioMed 21 initiative, which was announced in 2003, will facilitate advances designed to address diseases' biggest questions.

- An unprecedented investment in campus life has reconfigured the residential areas, including the South 40 and The Village's new clusters for small-group living, channeled millions of dollars into new residential construction and renovation, broadened the landscape of health services available to students through the Habib Health and Wellness Initiative, and redefined the concepts of student housing.

And on the 100th anniversary of the 1904 Olympic Games hosted by the University, Francis Field — the historic outdoor athletic facility — was renovated.

Wide basis of support serves many needs

A breakdown of the \$1.55 billion raised shows the following designations:

- \$558.5 million for academic programs;
- \$230.9 million for endowed faculty support and research;
- \$185.1 million in new endowment for scholarships;
- \$180.9 million for facilities;
- \$114.6 million for the Annual Fund;
- \$127.8 million for the Alvin J. Siteman Cancer Center (\$62.9 million of which is included in other totals listed here); and
- \$216.1 million for unrestricted and other endowment purposes.

"This is a very significant sum of money, and we have the responsibility to deploy these resources wisely," Fox said. "When I accepted the job of

chairing the public phase of the campaign, I told people this: 'Washington University is doing

such great things, but it has the potential to do even more, to go further; not so that we can boast about how much we raised, not to move up on the list of universities with the largest endowments, but to do even more to make this a better country, a better society, and yes, a better world.'

"And I tell people the same thing today: Washington University's potential is unlimited."

Among the major contributors to the campaign were:

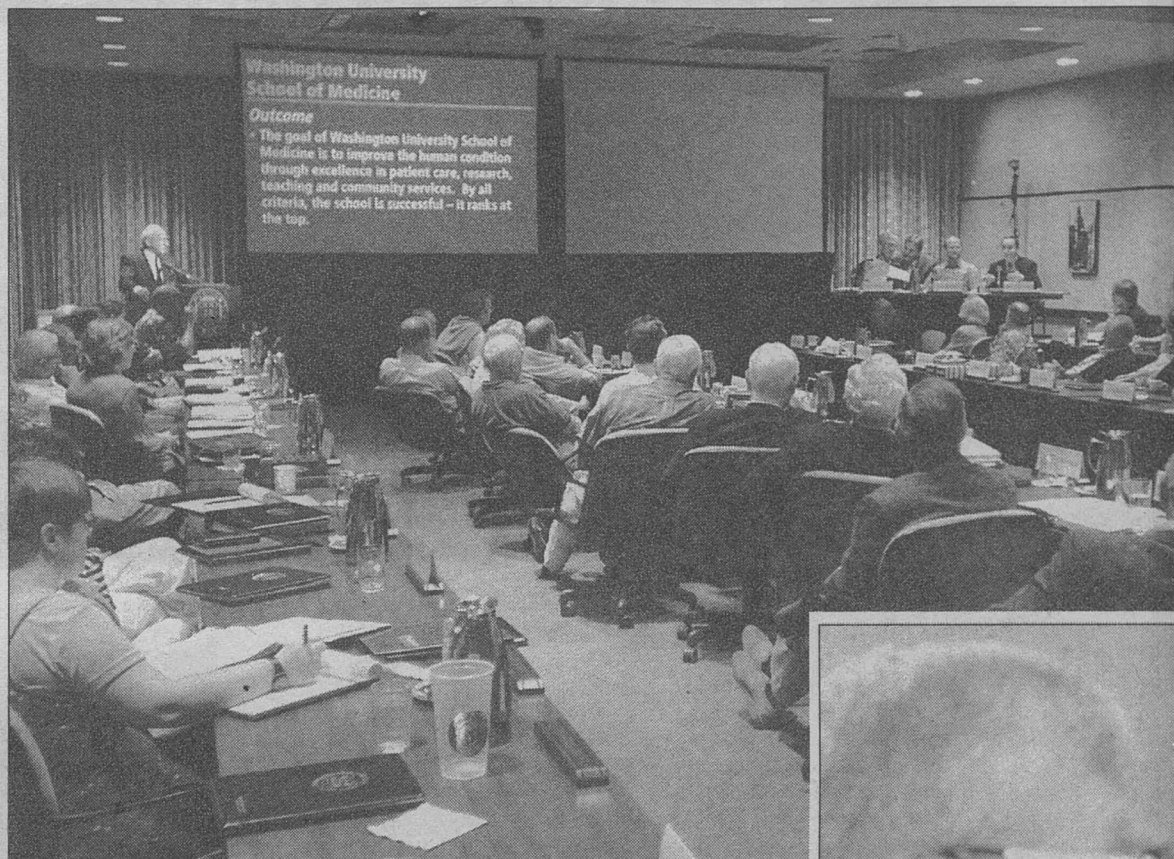
- Alumni, who provided \$609.5 million;
- Parents of students, who gave \$46 million;
- Other individuals, who provided \$261.4 million;
- Corporations and foundations, which contributed \$442.1 million; and
- Other organizations and groups, which donated \$192.5 million.

The largest single gift to the campaign was a \$100 million grant from the Danforth Foundation.

"Washington University is extremely fortunate to have so many alumni and friends who recognize what it does for its students and society, and who care so deeply about its future," Blasingame said. "I am extremely grateful to each and every one who participated in this most ambitious effort — to each of our many volunteers, to our faculty and staff, and to the more than 95,000 individuals who supported this drive for excellence with their gifts."

"The success of this campaign is helping to accelerate our ascent among the world's premier universities, but ultimately that success will be measured by what we do in service both to our students and to the wider world."

Barbara Rea contributed to this story.



The campaign's beginnings

Above: At the Project 21 planning retreat, volunteer leaders and University administrators came together to create the blueprint for the Campaign for Washington University. Right: Attending the Project 21 planning retreat were Chancellor Emeritus William H. Danforth (left) and Chancellor Mark S. Wrighton. Below: Campaign chairs Sam Fox (left) and John F. McDonnell share a lighter moment during the retreat. "When I accepted the job of chairing the public phase of the campaign," Fox says, "I told people this: 'Washington University is doing such great things, but it has the potential to do even more, to go further; not so that we can boast about how much we raised, not to move up on the list of universities with the largest endowments, but to do even more to make this a better country, a better society, and yes, a better world.' And I tell people the same thing today: Washington University's potential is unlimited."

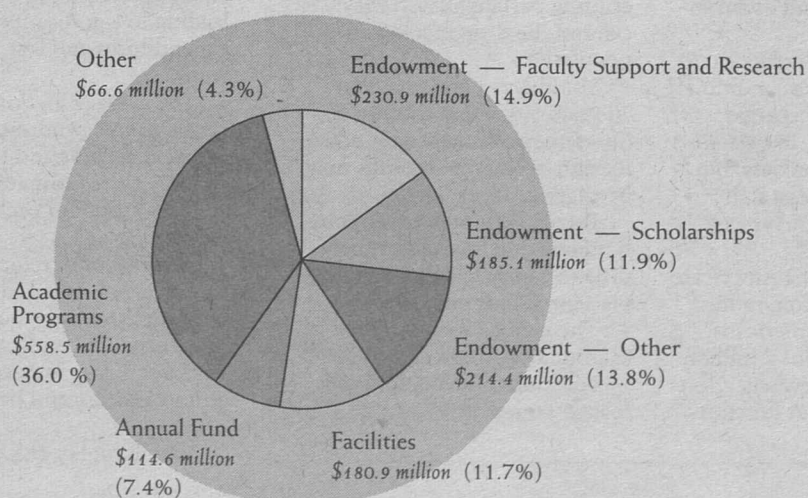


Highlights for Washi

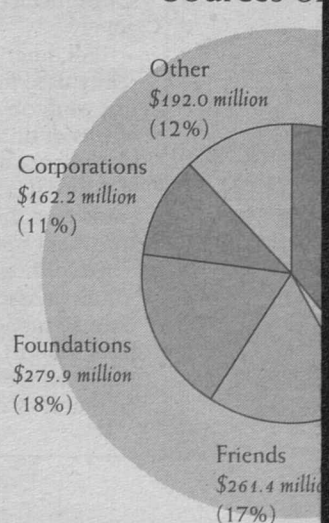
- Gifts and commitments of \$1,551,350,170, the sixth-highest total among completed campaigns in U.S. college and university history
- More than 95,000 donors
- Each of the eight schools exceeded its original and/or revised campaign goal
- 165 new endowed professorships, including 11 new endowed faculty fellowships, were secured
- \$185.1 million in new endowment for scholarships was raised and

Breaking down th

Purposes of Gifts



Sources of



Washington University



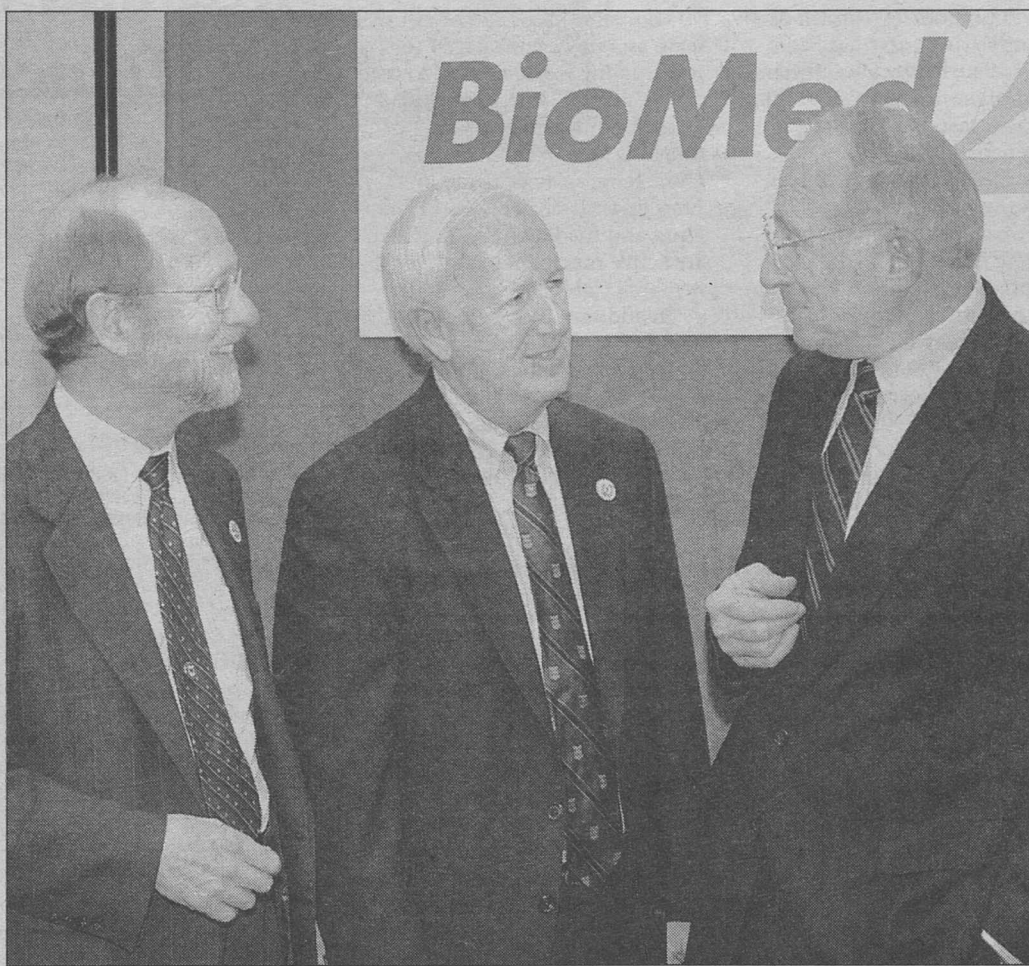
JOE ANGELES



JOE ANGELES

of the Campaign Washington University

- over 600 new endowed scholarships were established
- 26 new buildings have been constructed, major renovations have been completed on others, and ground has been broken for three more
- More than \$300 million was raised in the regional campaigns, and each of the 22 regions achieved its campaign goal
- Parents donated \$46 million
- Faculty and staff contributed \$62.5 million



BOB BOSTON



JOE ANGELES



MARK BEAVEN

Campaign moments

Top: (From left) John F. McDonnell is joined by Larry J. Shapiro, M.D., and Philip Needleman, Ph.D., at the announcement of the BioMed 21 initiative. Above: Edith L. Wolff and Timothy J. Ley, M.D., pause at Ley's installation as the Alan A. and Edith L. Wolff Professor in Medicine — one of a record 165 new professorships endowed during the campaign. Left: Marilyn and Sam Fox display characteristic aplomb during the groundbreaking of the Sam Fox Arts Center, one of more than two dozen construction endeavors aided by campaign gifts. Below: Andrew C. Taylor, a University trustee and chairman and chief executive officer of Enterprise Rent-A-Car Co., meets with two of the beneficiaries of the Enterprise Rent-A-Car Scholarships. The campaign raised \$185.1 million in new endowment for scholarships — including \$25 million from Enterprise, the largest designation for undergraduate scholarships in University history.

Blasingame promoted to executive vice chancellor

David T. Blasingame, vice chancellor for alumni and development programs, has been promoted to executive vice chancellor in recognition of his leadership and for his success in executing the Campaign for Washington University that secured more than \$1.5 billion and much visibility for the University's academic programs during the last nine years.

The announcement was made by Chancellor Mark S. Wrighton.

"David Blasingame's skillful management of our highly successful campaign deserves recognition, and I believe this promotion reflects our gratitude for a job extraordinarily well done," Wrighton said. "He and his team have built an exceptional program of volunteer leaders and a record-setting number of donors whose support has provided the University with much-needed resources."

"Beyond his leadership of the campaign, David Blasingame is an invaluable future contributor to the advance of the University. He is a powerful advocate for the academic enterprise, and he is a key member of the University Council."

Under his new title as executive vice chancellor, Blasingame will continue his current responsibilities for all development activities for all schools of the University, as well as for alumni and parent relations.

He earned a bachelor's degree from the University in psychology in Arts & Sciences in 1969 and then a master of business administration from the Olin School of Business in 1971. From 1971-73, he served as an officer in the U.S. Army.

Blasingame joined the University in 1974 as associate director of alumni relations. In 1976, he was named associate director for alumni annual giving, and in 1978 he became director of development for the Olin School and University College.

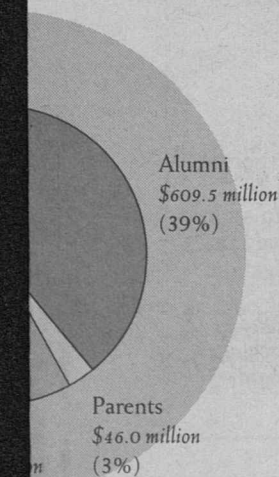
In May 1985, he became executive director for schools alumni and development programs, and later that year he was promoted to assistant vice chancellor with the added responsibilities of alumni and parent relations.

Two years later, he was promoted to associate vice chancellor and director of alumni and development programs, assuming responsibility for the offices of corporate and foundation relations, and planned giving. In 1990, he became vice chancellor for alumni and development programs.

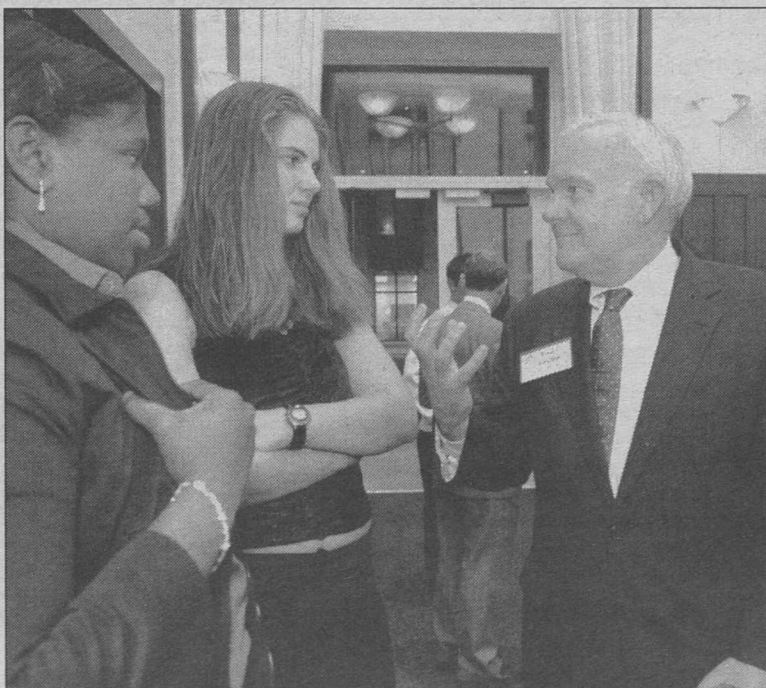
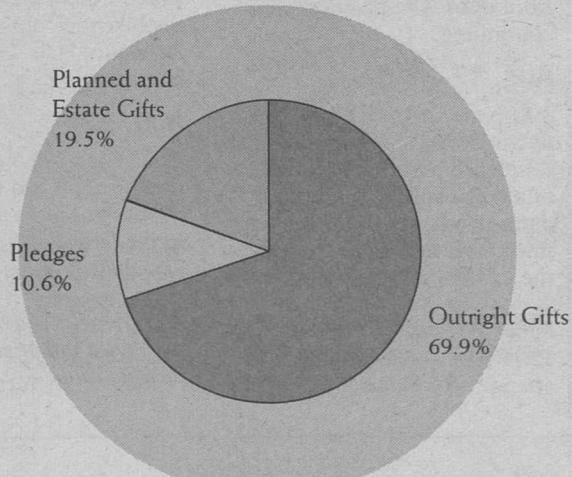
For more on David Blasingame, see Washington People, Page 8.

e campaign

Gifts



Types of Gifts



MARY BUTKUS

Skandalaris

Gifts over the years have 'a direct impact'
— from Page 1

at our University."

Nearly five years ago, the Skandalaris gave the Olin School \$1 million to name the Hatchery Seed Capital Fund and enhance the school's ability to provide funding for Olin students attempting to start their own businesses after graduation. A year later, an additional \$2 million gift established the Skandalaris Entrepreneurship Program.

This gift enabled the Olin School to add a complete set of traditional courses in tandem with simulated and real-world learning programs like the Hatchery, thereby establishing the school as a leader in entrepreneurial education.

With these programs firmly in place, the University was poised to take the next step: making entrepreneurship education accessible to faculty and students campus-wide.

In December 2003, the University was awarded a \$3 million grant from the Ewing Marion Kauffman Foundation expressly

for that purpose. The Kauffman Campuses Initiative for Entrepreneurship Education at Washington University, as the plan is known, is a direct outgrowth of initiatives made possible at the Olin School by the Skandalaris gifts.

In addition, the expansion of the Skandalaris Center has been further supported by a Kauffman Foundation award of \$675,000 for academic research in the area of entrepreneurship.

"The Skandalaris' gifts over the past five years had a direct impact on achieving our hope of expanding entrepreneurship throughout the schools," Wrighton said. "Their investment in Washington University demonstrated to the Kauffman Foundation our commitment to become a leader in this important field."

Some of the components of the Kauffman Campuses Initiative include creating entrepreneurship courses to fit with the curriculum of other schools on campus, expanding internship opportunities, opening two clinics to provide specialized services to entrepreneurial projects, establishing an endowed professorship to accelerate research in the field, and increasing student-run businesses on campus.

The SCES's managing director, Ken Harrington, will head a new campus-wide steering committee

coordinating the Kauffman Campuses Initiative at Washington University.

The Skandalaris gift will count toward the \$14 million challenge associated with the Kauffman Foundation grant.

"Bob and Julie's recent gift will serve as a powerful catalyst for securing the funds needed to meet this challenge," Wrighton said.

Beyond the financial support, Bob and Julie Skandalaris have given generously of their time. They have co-chaired the Parents Fund and the Parents Council and are active members of the Detroit Regional Cabinet.

In addition, Bob serves as a member of the University's Board of Trustees and the Olin School of Business National Council.

Bob is the chairman of Noble International Ltd., a company he founded in 1994, and Quantum Value Partners, LLC, an entity that invests its resources to help develop and grow middle-market businesses. Noble is one of the world's leading providers of laser-welded steel blanks in service of the automotive industry.

Julie is an active community member who volunteers with organizations such as the Red Cross and the Detroit Country Day School. She serves on the Visitors Board at Duke University.

Proposals

Applications must be e-mailed by Sept. 30
— from Page 1

University's faculty.

"We hope to engage faculty and students across the campus."

The mission of the center is to generate top quality research on targeted topics in the area of entrepreneurship, said Charles R. McManis, J.D., director of the Intellectual Property and Technology Law Program at the law school and founder of CRIE.

"The desire is to have this research published in leading academic journals in the faculty member's discipline area," McManis said.

Faculty or interdisciplinary teams representing diverse disciplines such as art, economics, political science, engineering, social work, law, business and the sciences may submit proposals. CRIE is particularly interested in research relating to the following areas:

- Innovation and/or productivity in organizations, including for-profit, not-for-profit, government and education types;
- Technology transfer, including all the relationships between scientific discovery, law and business;

- How entrepreneurs learn;
- Women and minorities as entrepreneurs; and

- Economic development policy and how entrepreneurial activity affects growth, wealth and mankind.

"Our definition of entrepreneurship is broad and meant to invite research concepts from academic disciplines that might not typically consider this topic," said Robert E. Thach, Ph.D., dean of the Graduate School of Arts & Sciences and chair of the Entrepreneurial Research Sub-Committee of the University's Entrepreneurship Steering Committee.

"Our definition is meant to be more encompassing than only considering 'the activities of starting a new business.' Rather, the committee views entrepreneurship as a process that has an impact on others and causes change."

The Entrepreneurial Research

Sub-Committee, which will approve the awards, defines entrepreneurship as the process of seeing opportunities, acting energetically and using limited resources to create new value for others. The process results in innovative discoveries, products, services and sustainable activities that satisfy individuals while benefiting mankind.

Application details

Applications must be submitted by Sept. 30 with awards expected in late October. Interested faculty, including new assistant professors, should prepare a submission following the Faculty Research Funding Application Outline and related Research Funding Supplemental Worksheet, which can be obtained from Josephine Hobbs (jdhobbs@wustl.edu; Campus Box 1120; 935-6474). These forms must be e-mailed to Hobbs by Sept. 30.

Proposal requests may be made for up to three years with the understanding that funding is approved only for the first year. Funding for subsequent years will be contingent upon research results in previous years.

Funding will be made on a calendar-year basis, with the first award covering researchers' needs for January-December 2005.

The strength of the proposals will be evaluated on these criteria:

- Synergy with faculty-member interests and relationship to previous work;
- Significance of research and expected value of findings, including journals targeted for publication;
- Overall research project plan, including references to methodology and approach; and
- Relationship to the stated topics of interest.

Other factors to be considered include engaging graduate students in the research, degree of collaboration with scholars in other disciplines, previous scholarly record and interest in the broad topic of entrepreneurship.

Washington University is one of eight U.S. universities recently selected by the Ewing Marion Kauffman Foundation to share \$25 million in grants through the Kauffman Campuses initiative, which is designed to make entrepreneurship education available across campus and transform the way entrepreneurship is viewed, taught and experienced. Schools must match the Kauffman Campuses grant at least 2-to-1.

University Events

Rise and Fall of Enron • Dance Close Up

"University Events" lists a portion of the activities taking place Aug. 27-Sept. 9 at Washington University. Visit the Web for expanded calendars for the Hilltop Campus (calendar.wustl.edu) and the School of Medicine (medschool.wustl.edu/calendars.html).

Lectures

Wednesday, Sept. 1

7:30-9:30 a.m. Center for the Application of Information Technology Executive and Management Forum. "Radio Frequency Identification Systems (RFID)." Featuring Bill Allen Instruments. James S. McDonnell Planetarium, St. Louis Science Center. To register: 935-4444.

Thursday, Sept. 2

Noon. Center for Health Policy Brown Bag Seminar Series on Ethnic and Racial Disparities in Health Care. "Health Disparities Outcomes in the St. Louis Region — Findings From the RHC." Robert Freund, chief executive officer, St. Louis Regional Health Commission. Simon Hall, Rm. 241. 935-9108.

Tuesday, Sept. 7

4 p.m. Biology Seminar. "Info-gap Theory and Decision Making for Conservation and Population Management." Per Lundberg, Lund U., Sweden. McDonnell Hall, Rm. 212. 935-4105.

Wednesday, Sept. 8

11 a.m. Assembly Series. Delta Sigma Pi Lecture. "The Smartest Guys in the Room: The Amazing Rise and Scandalous Fall of Enron." Bethany McLean, reporter, *Fortune*. Graham Chapel. 935-5285.

4:30 p.m. Program in Physical Therapy Research Seminar. "Movement Impairments in People With Low Back Pain." Sara Gombatto, doctoral candidate, program in physical therapy. 4444 Forest Park Blvd., Lower Lvl. Classroom. 286-1406.

Thursday, Sept. 9

8 a.m.-3 p.m. Midwest Regional Center of Excellence for Biodefense and Emerging Infectious Disease Research Annual Meeting. David Franz, chief biological scientist, Midwest Research Inst. and dir., National Agricultural Biosecurity Center, Kansas State U., keynote speaker. Clopton Aud., 4950 Children's Place. To register: 286-0432.

On Stage

Thursday, Sept. 9

8 p.m. Performing Arts Department Dance Program. *Dance Close Up*. (Also 8 p.m. Sept. 10 & 11.) Cost: \$14, \$10 for seniors, students and WUSTL faculty & staff; \$6 for floor mat seating.

Campus Watch

The following incidents were reported to University Police Aug. 11-24. Readers with information that could assist in investigating these incidents are urged to call 935-5555. This information is provided as a public service to promote safety awareness and is available on the University Police Web site at police.wustl.edu.

Aug. 11

11:47 p.m. — A caller stated an unknown male climbed up onto her balcony and entered her suite in Myers Residence Hall, and left through the front door. The investigation is continuing.

Aug. 12

1:24 p.m. — A fire broke out in a microwave oven in Mudd Residence Hall due to the use of a metal cup. There was no damage other than to the microwave and cleanup from the use of a fire extinguisher.

Aug. 17

12:18 p.m. — There was an attempt to cash a counterfeit

Washington University payroll check at Cash Express on South Grand Boulevard.

Aug. 19

5:19 p.m. — A back wheel was stolen from a bicycle locked to the bike rack outside of Eliot Residence Hall. The investigation is continuing.

Aug. 22

11:22 a.m. — A person reported that his iPod had been stolen about two weeks ago from a room in the Office of Residential Life. The theft is under investigation.

Additionally, University Police responded to one report each of parking complaint and assault.

How to submit 'University Events'

Submit "University Events" items to Genevieve Podleski of the Record staff via:

- (1) **e-mail** — recordcalendar@wustl.edu;
- (2) **campus mail** — Campus Box 1070; or
- (3) **fax** — 935-4259.

Upon request, forms for submitting events may be e-mailed, mailed or faxed to departments, and they may fill them out and return them.

Deadline for submissions is noon on the Thursday eight days prior to the publication date.

Mallinckrodt Student Center, Annelise Mertz Dance Studio. 935-6543.

Worship

Saturday, Sept. 4

9 a.m. Jewish Shabbat Luncheon. (11:30 a.m. Kiddush luncheon.) Sponsored by Chabad on Campus. Bais Abraham, 6910 Delmar Blvd. 721-2884.

And more...

Friday, Aug. 27

1-4 p.m. Career Center Event. OCRA Afternoon. Umrath Hall Lounge. 935-9442.

Tuesday, Sept. 7

4 p.m. Career Center Event. Resume & Cover Letter Writing. Umrath Hall, Rm. 157, The Career Center. 935-9442.

4:45 p.m. Student Union Educate Yourself: 2004 Panel Discussion. "Foreign Policy & Homeland Security." Rebstock Hall, Rm. 215. 935-7878.

Wednesday, Sept. 8

4 p.m. Career Center Event. Interviewing Skills 101. Umrath Hall, Rm. 157, The Career Center. 935-9442.

Thursday, Sept. 9

12:30-2:30 p.m. Career Center Event. Ice Cream Social. Graham Chapel Field. 935-9442.

Friday, Sept. 9

1-4 p.m. Career Center Event. OCRA Afternoon. Umrath Hall Lounge. 935-9442.

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Washington University in St. Louis

Notables

Introducing new faculty members

The following are among the new faculty members at the University. Others will be introduced periodically in this space.

Timothy E. Hullar, M.D., joined the School of Medicine as assistant professor of otolaryngology after having completed his post-graduate training at the Johns Hopkins School of Medicine. His clinical work focuses in diseases of the ear, and his research work focuses in the vestibular, or balance, system. Hullar earned a bachelor's degree from Stanford University in 1990 and a medical degree from Harvard Medical School in 1996. Among his academic achievements, Hullar received the Outstanding Chief Resident Award from the Johns Hopkins University and was a Fulbright Scholar in Germany.

Sam B. Bhayani, M.D., joined the Division of Urologic Surgery as an assistant professor. Most recently, he served as an instructor in urology and fellow in laparoscopy at the Johns Hopkins University School of Medicine. Bhayani earned his medical degree from Washington University in 1996, and completed a residency in urologic surgery at the University in 2002. His specialty areas include laparoscopic nephrectomy, laparoscopic prostatectomy, urologic oncology, nerve-sparing prostatectomy, cystectomy, kidney cancer, bladder cancer, prostate cancer, testicular cancer and laparoscopic lymph node dissection.

William G. Hawkins, M.D., joined the section of Hepatobiliary Pancreatic Surgery as an assistant professor after completing a surgical oncology fellowship at Memorial Sloan-Kettering Cancer Center in New York. Hawkins earned his medical degree from the State University of New York-Stony Brook in 1995. His specialty areas include multi-modality treatment of primary and metastatic malignancies of the liver and pancreas. He also completed a residency in surgery at Massachusetts General Hospital in 2002.

Anna A. Kuang, M.D., joined the Division of Plastic and Reconstructive Surgery as an assistant professor. Most recently, she completed a craniofacial and pediatric surgery fellowship at the University of Washington. Her specialty areas include craniofacial surgery and general adult and pediatric plastic surgery. Her areas of clinical interest include craniosynostosis repair, distraction osteogenesis, cleft lip and palate repair and facial trauma reconstruction. She earned her medical degree from Cornell University Medical College in 1994.

In print

Henry L. Roediger III, Ph.D., the James S. McDonnell Distinguished University Professor of Psychology, chair of the department in Arts & Sciences and president of the American Psychological Society, has published an essay in the society's newsletter titled "The Great Handbook Scam," about the weed-like proliferation of psychology handbooks. ...

Daniel Ma, a second-year stu-

dent in the School of Medicine, as recently selected as an honorable mention winner in the 22nd annual Northeastern Ohio University College of Medicine's William Carlos Williams poetry competition. There were 253 entrants this year. ...

Dan Carlin, who graduated from the University in May with a bachelor's degree in political science in Arts & Sciences, was awarded third place and \$1,500 in the Elie Wiesel Foundation for the Humanity's Prize in Ethics essay contest for his essay, *Chasing*

Images of the Dead: The Unreality of the Iraq War in American Media.

Speaking of

Cynthia Weese, dean of the School of Architecture, delivered a lecture on "Architecture and the Midwest" as part of the "Centennial Symposium" celebrating the 100th anniversary of the Department of Architecture at Kansas State University's College of Architecture, Planning and Design.

Of note

Andrea Perry, a senior majoring in English literature in Arts & Sciences, recently participated in the Washington Center for Internships and Academic Seminars 6th national political convention seminar in Boston. In addition to attending lectures, workshops and seminars, the participants volunteered with various convention delegations, media representatives and organizing groups to experience the nominating convention.

Obituaries

Sol Garfield, 86, professor emeritus in Arts & Sciences

By GERRY EVERDING

Sol L. Garfield, Ph.D., professor emeritus of psychology in Arts & Sciences and director of the University's clinical psychology training program from 1970-1986, died Saturday, Aug. 14, 2004, in Cleveland. He was 86.

Garfield earned a doctorate in clinical psychology from Northwestern University in 1942. He taught at Northwestern, the University of Connecticut, the University of Nebraska, Ohio State University and Columbia University.

He served as a clinical psychologist with the U.S. Army and several Veterans Administration hospitals. From 1979-1984, he served as editor of the *Journal of Consulting and Clinical Psychology*. He

contributed more than 150 journal articles or chapters to edited volumes.

Garfield became a clinical psychologist at the beginning of the movement and his career spanned the history of the field, from World War II until the present day.

His contributions earned numerous prestigious awards, including the American Psychological Association's (APA) Distinguished Contribution to Knowledge Award, the APA Division of Clinical Psychology's Distinguished Contribution to Clinical Psychology Award, the Society for Psychotherapy Research Distinguished Research Career Award, and the Council of University Directors of Clinical Psychology 3rd Annual Award for Outstanding Contributions to

Clinical Training.

Garfield is the author or editor of many books, notably the first four editions of the *Handbook of Psychotherapy and Behavior Change and Psychotherapy: An Eclectic-Integrative Approach*.

Garfield began a collaboration with A.E. Bergin during the six years that both worked together at Teachers College, Columbia University, where Garfield was director of the clinical psychology program. It was there that the team published the controversial first edition of its handbook on psychotherapy.

The handbook, Bergin said, was an attempt to bring order out of a bewildering array of claims and counterclaims in the field of psychotherapy.

"We decided that the clinical

issues could best be addressed by establishing as clearly as possible the empirical status of each question," Bergin explained. "We wanted to clarify how the field could advance by bringing it solidly within a research as opposed to a purely clinical framework."

Some professionals considered the goal controversial, but the results, Bergin said, far exceeded expectations.

"We have been surprised and pleased to find that the book became a standard text and reference in the U.S. and many parts of the world, as well as gaining acceptance among disciplines as diverse as social work, psychiatry, and school counseling," Bergin said. "It clearly filled a need and apparently its empirical framework proved persuasive."

Gregory Gurtner, 36, assistant professor of medicine

By JIM DRYDEN

Gregory J. Gurtner, M.D., assistant professor of medicine in the Division of Gastroenterology, died of complications of melanoma at Barnes-Jewish Hospital on Wednesday, Aug. 11, 2004. He was 36 and was first diagnosed with the disease 15 years ago.

Born in Buffalo, N.Y., Gurtner spent most of his youth in the Baltimore area. He earned bachelor's degrees in anthropology and music from Vanderbilt University in 1990 and attended medical school at New York Medical College, completing his M.D. in 1994.

He completed both his residency in internal medicine and a

fellowship in gastroenterology at the Washington University School of Medicine, and prior to joining the faculty in 2002, he did post-doctoral training in the laboratory of William Stenson, M.D., professor of medicine.

Gurtner's research focused on the role of Indoleamine 2,3-Dioxygenase (IDO) in regulating immune responses in the gastrointestinal tract. IDO is made in many cell types throughout the body, but the small intestine and colon contain some of the highest levels of the enzyme. Gurtner was working to determine whether elevated levels of IDO might prevent unwanted immune responses. He studied the enzyme's role

in inflammatory bowel disease, particularly Crohn's disease.

These findings were recently published in *Gastroenterology*, the most prestigious specialty journal in the field. Gurtner's work was very recently recognized, with his being awarded a 2004-05 Regal Award for Excellence in Basic Research.

In fact, he continued to do research until only days before his death, according to Nicholas O. Davidson, M.D., professor of medicine and chief of the Division of Gastroenterology.

"Greg was an outstanding physician-scientist and an exceptional role model," said Davidson, who is also a professor of molecu-

lar biology and pharmacology. "He seemed destined to emerge as a leader in inflammatory bowel disease research. He will be sorely missed."

Gurtner also was a big fan of the St. Louis Cardinals and the St. Louis Rams and will be remembered for his musical talents on the piano, guitar and ukulele.

His funeral was held Aug. 16 in Ridgefield, Conn., but he will be remembered locally in a memorial service from 4-6:30 p.m. Oct. 8 at the Eric P. Newman Education Center at the School of Medicine.

Gurtner is survived by his mother, Nancy Gurtner of Ridgefield, Conn., and by a brother, Geoffrey Gurtner of New York City.

Saul Rosenzweig, 97, professor emeritus in Arts & Sciences

By GERRY EVERDING

Saul Rosenzweig, Ph.D., professor emeritus of psychology in Arts & Sciences and an internationally recognized expert on psychoanalysis, died Monday, Aug. 9, 2004, in St. Louis. He was 97.

Rosenzweig earned a doctorate from Harvard College in 1932 and was a friend and classmate of B.F. Skinner. He became affiliated with Worcester State Hospital and Clark University before becoming the chief psychologist at the Western State Psychiatric Institute.

He made his mark on the field in the 1930s with a publication outlining common factors underlying a range of popular and competing approaches to psychotherapy. He dismissed the contentious contemporary arguments about which approach was most effective, arguing that all methods of therapy — when competently used — could be equally successful.

His premise became known as the "Dodo Bird Hypothesis" — a reference to Lewis Carroll's 1865

book, *Alice in Wonderland*, in which a dodo bird declares: "Everybody has won and all must have prizes."

Rosenzweig joined Washington University in 1948 and remained active in teaching and research here for more than a half-century. He retired in 1975, but continued conducting research with post-graduate students until shortly before his death. His last paper, an autobiographical summary of his life and work, is published in the current *Journal of Personality Assessment*.

His professional work included such diverse areas as experimental social psychology, psychoanalysis, frustration theory, and the idiodynamic approach to human behavior. With more than 200 articles and books to his credit, he remains an important figure in the history of psychology.

Rosenzweig spent much of his career exploring the experimental, clinical and historical aspects of aggression, including his creation of the Rosenzweig Picture-Frus-

tration Study, a test to measure latent hostility. The test is popular in Europe and the former Soviet Union and was featured in Stanley Kubrick's movie, *A Clockwork Orange*.

In 1970, he penned a letter calling for establishment of an International Society for the Study of Aggression. Noting that neither the United Nations nor the field of psychology could define aggression, he urged scientists worldwide to join in the effort to understand this difficult human problem. Colleagues responded enthusiastically, and Rosenzweig became founding director of the new society.

Franklin, 71

Hugh Franklin "Sid" Keister, an instructor in the School of Medicine in the late 1960s, died at Barnes-Jewish Hospital on Monday, Aug. 16, 2004, after a long battle with Parkinson's disease. He was 71 and a resident of St. Louis.

Suydam, 54

John P. Suydam, interlibrary loan assistant for the Washington University Libraries from 1992-97, died Thursday, Aug. 12, 2004, of a heart attack at Riverside Regional Medical Center in Newport News, Va. He was 54.

Washington People

Perhaps it's fitting that a boy who grew up in Arkansas with limited financial resources would grow to become one of the top fund-raisers for the University.

After all, he's just giving back to the school that gave him an opportunity of a lifetime.

David T. Blasingame grew up in rural Arkansas, where his mother was a secretary. His father died when David was 2.

Blasingame moved to Little Rock when he was 10, and a few years later, in 1965, started looking for colleges.

"One of my guidance counselors told me (Washington University) was a good school that I should look into," Blasingame said, "and as it turns out, my two best friends' fathers went to school here. They were coming up here



David T. Blasingame (left) and Jim Thompson, associate vice chancellor for development, share a light moment after the conclusion of the lengthy — and highly successful — Campaign for Washington University.

Returning the favor

David T. Blasingame helps raise money to allow other students to follow his path

one weekend to visit, and I decided to tag along, but I didn't really know too much about the University."

The only problem was money. And that's when the University came to Blasingame's rescue by offering him a full scholarship, including room and board.

It's an act that has stayed with Blasingame his whole career.

"I couldn't have managed to attend Washington University without that," he said.

After graduating from the University with two degrees (B.A. in 1969; M.B.A. in 1971), he joined the Army for a couple of years, aided by a condensed ROTC program he enrolled in while taking graduate classes.

Then came a moment every young person goes through when at a crossroads in his or her life.

"I was working for the Postal Service," Blasingame laughed. "The former dean of the business school had been on their board of governors, so I went to work for them as part of an exciting management program they had initiated around that time.

"However, I decided after a few months that I didn't want to pursue that career, and I just sat down and tried to think through what I wanted to do with my life."

He kept returning to Washington University, the more and more he thought about things.

"I had a great experience here," he said. "I loved the University, I loved the professors and my classmates, and they were some of the best years of my life."

"I was also very grateful for the scholarship support and the professors who took an interest in me. I thought it was a great place and

wanted to be a part of it so I could help do for others what had been done for me."

So, without eyeing any particular job or position, he walked onto the campus and said he'd be interested in working here, and started asking about available jobs — with admittedly no concept of what development was.

But a position was available in development — and he turned it down.

"I didn't think I'd be very good at it, but luckily they came back to me a couple of weeks later and asked me to reconsider," Blasingame said. "I thought I'd try it out for a couple of years, and I'm still here."

"I've loved every minute of it."

He started as associate director of alumni relations, and has risen through the ranks to his current position of executive vice chancellor for alumni and development programs.

While here, he has seen his son, Josh, graduate from the University with a political science degree in 1992.

While his responsibilities have grown from those first years when he handled Founders Day and some other alumni programs, the goal has remained much the same — to develop mutually beneficial relationships between the University and its alumni, parents and other constituents, and to help marshal the financial and volunteer human resources to enable the University to achieve its mission.

"David Blasingame has been an effective leader at the University and specifically in the campaign, because he has taken the time to learn what the students and faculty need," Chancellor Mark S. Wrighton said. "He is a quick study and understands what it takes to strengthen the University. His personal dedication and exceptional ability to encourage others have been most rewarding to our effort to accelerate the ascent of the University."

And the ascent of his department. When he started in 1974, the office was very small in terms of both space and personnel.

Blasingame credits his predecessor, Herbert F. Hitzeman Jr., who oversaw the University's fund-raising efforts from 1968-1990, for starting the transformation that Blasingame continues to this day.

"Herb was a great mentor to me and gave me the opportunity

to do what I'm doing today, which I greatly appreciate," Blasingame said. "He and his wife, Jane, are very close friends."

In the late 1960s and early 1970s, a large part of the staff was devoted to planned giving, corporate and foundation relations, and alumni relations, but no development staff was assigned to work specifically for the schools at the University, and there was no major gift office.

Those additions in the past two to three decades have had a major impact on the University, but the changes don't stop there.

In 1990, in preparation for the Campaign for Washington University, Blasingame created the office of major gifts and capital projects, which has helped build a strong network of alumni and friends outside of St. Louis, and allowed the University to enhance its gift support from outside St. Louis.

Through these regional efforts, Blasingame estimates that more than \$300 million was raised from alumni, parents and friends in the recently concluded Campaign for Washington University.

"We have a regional development team that works outside of St. Louis, because it's inefficient for each of the schools' development officers to travel to each of the cities in the United States," Blasingame said. "Also, a greater percentage of our alumni (about two-thirds) now are living outside of St. Louis, so this investment was made for this reason, as well as some others."

"Our alumni and friends in St. Louis, however, remain vitally important to us, and our greatest share of gift support comes from our home community, St. Louis."

"David Blasingame is one of Washington University's unsung heroes," said Julia Jane (J.J.) Stupp, chief financial officer of Data Search Systems Inc., chair of the Alumni Board of Governors and ex-officio trustee. "Many of the University's development successes over the past 20 years can be attributed to relationships that he has built."

Blasingame was in on the campaign from the ground floor, and was part of the group that recommended the ultimate goal to the Board of Trustees.

"The campaign was launched to provide the resources to implement the Project 21 strategic plans that were developed from 1993-95," Blasingame said. "The full cost of implementing the plans was \$1.5 billion. So, to set the goal we looked at our past experience, the experience of our peers and then we analyzed our prospect pool and estimated what could be raised to

implement the plans.

"At that time, I think there were only a couple of billion-dollar campaigns in the country, so we initially recommended that we set a goal of \$750 million in the quiet period, then raise it to \$1 billion in the public phase if our friends responded with enthusiasm. We felt it was a goal that would definitely stretch us and keep us awake at night, but we also felt that we had a realistic chance of making it."

"It was scary at times, though, to be honest."

But the campaign was unequivocally a success.

"David is the epitome of dependability, forthrightness, and integrity," said Marie Oetting, one of the University's most dedicated alumni volunteers, past recipient of the Eliot Society's Search Award and former chair of the Alumni Board of Governors. "His steady, even temperament, combined with his enormous energy and persistent way, is motivating to every person who knows him."

Blasingame shrugs off any individual accolades, though, because he truly loves his job and he stresses that the results of the campaign were due to a great team effort involving thousands of volunteers and numerous staff, faculty and administrators.

"Mark Wrighton and our campaign chairs — John McDonnell and Sam Fox — provided great leadership," Blasingame said. "Our trustees led the process and were extraordinarily supportive. Our alumni and friends were very generous."

"It is rewarding to know our efforts make a difference," he said. "We are securing scholarship support for outstanding students who couldn't come here without it, research funds for faculty working on cures for cancer and other diseases, and for new and renovated facilities, to name just a few examples."

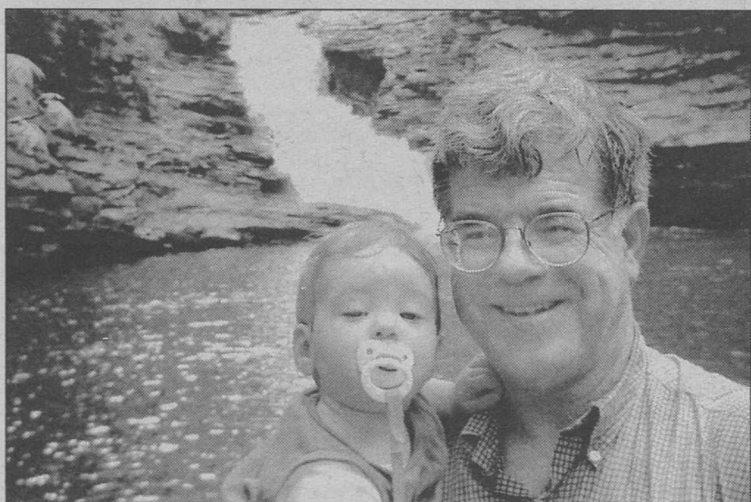
"In the big picture, as a member of the alumni and development team, you are really investing your life in a great institution that is doing extraordinary work for the benefit of society."

"I tell prospective employees that when you work at Washington University, you go home at night, you look in the mirror, you feel great about what you did that day because you are working with great people and on very worthy endeavors."

"I try to regularly remind our staff that they are involved in the process of building a great university that has a very positive impact on many, many people."

David Blasingame

Blasingame and baseball: When he was an undergraduate, Blasingame played for the Bears under coach John Claiborne, who would go on to become general manager of the St. Louis Cardinals. Several years later, David's son, Josh, also played baseball at the University. It's still a part of their blood — a few years back, Josh was playing in a league in Forest Park and was short a player. "He came out and said they were going to forfeit if they couldn't get another player," David laughs. "I was out there playing with those young guys, and it was kind of frightening. You look at the stats and I did OK. I had I think three squirrely hits, a pop fly no one could get, a squibbler between a couple of guys. Over the years my legend has grown, but I was pretty dismal in the field." Also, former Cardinals All-Star infielder Don Blasingame is a distant relative.



Blasingame enjoys a moment with grandson Jackson Blasingame.