

# WILLIAM & MARY

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## NEWS

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A NEWSPAPER FOR FACULTY, STAFF AND STUDENTS

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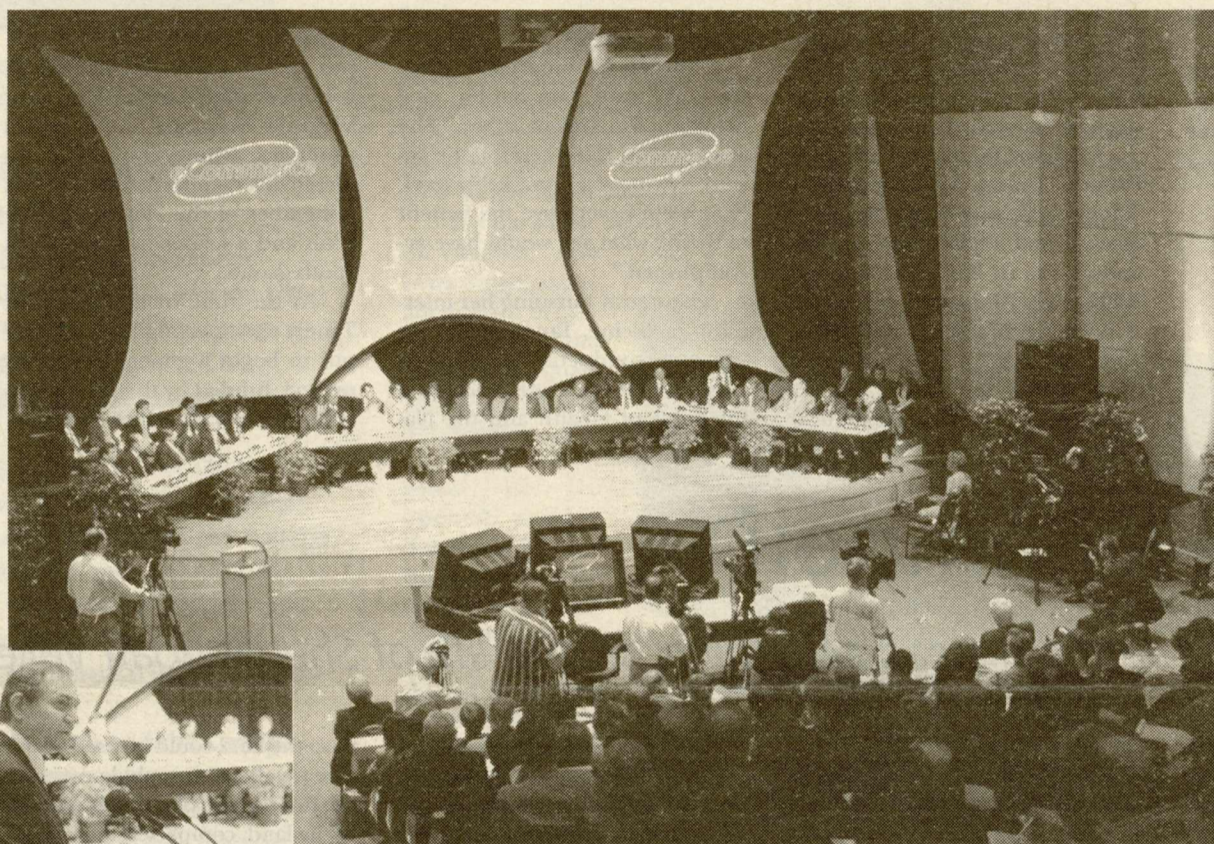
### Technology Panel Debates Taxation On Internet

*Holds historic meeting in UC*

A high-powered commission, including several of the nation's top politicians and business leaders, met for the first time Monday and Tuesday at the University Center to begin discussions on one of the most important economic issues of the 21st century—how and/or whether to tax the burgeoning Internet economy.

In referring to the historic nature of the first meeting of the federal Advisory Commission on Electronic Commerce, Virginia Gov. James Gilmore, chairman of the group, put the importance of the meeting in perspective when he said: "This commission begins a journey not different from the one that began at Jamestown. ... Our decision will affect every American citizen who buys, sells or trades on the Internet. At stake is the future of commerce in America."

Gilmore cited a recent study by the University of Texas that estimated that the Internet generated more than \$300 billion nationwide last year, and thus ranked as the world's 18th-largest economy. However, nearly 90



In welcoming remarks to the federal Advisory Commission on Electronic Commerce, President Timothy Sullivan quipped that he thought he had accidentally walked into a new Circuit City store. Three concave-shaped projection screens provided the backdrop for the commission, which met on Tuesday in the UC. Broadcast live over the Internet, the opening meeting was consumed largely by procedural and administrative matters. At left, Gov. James Gilmore, who chairs the panel, told commission members that the setting of their first meeting was appropriate given the historic nature of the business facing them.

percent of that revenue, for various reasons, is not subject to taxation. The federal government got into the act last year when it declared a three-year moratorium on new

Internet taxation. At the same time, it appointed the 19-member commission to come up with recommendations by April 2000 on the matter.

Industry and government appear to be at odds over taxing goods sold on the Internet. Industry believes taxes will slow the development of a driving force for eco-

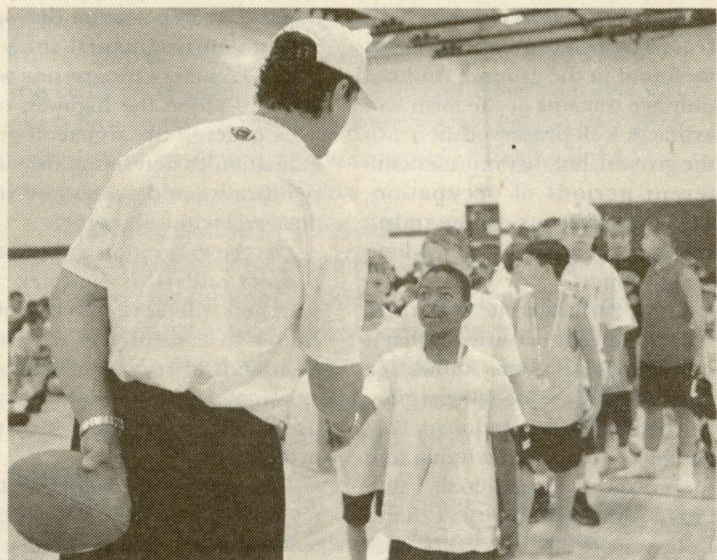
nommic growth in general, while some state and local governments are concerned that as more business is done on the Internet, it will cost them millions of dollars in lost sales tax revenue.

Besides Gilmore, the commission includes the governors of Utah and Washington state, three federal government representa-

tives, eight state and local representatives and eight members of the electronic commerce industry, including AT&T Chairman Michael Armstrong, the president of Charles Schwab Corp. and the presidents of Gateway Communications and America Online Inc.

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### NFL QB Awes Football Campers



Mshon Pulliam, a 10-year-old from Leesburg, Va., shakes hands with New England Patriots quarterback Drew Bledsoe.

Nearly 250 young football players attending the Colonial All-Pro Football Camp at William and Mary were treated to a visit by New England Patriots quarterback Drew Bledsoe on Monday. The 27-year-old NFL veteran, among four NFL players who visited the camp this week, told the kids to pursue success in all facets of their lives, both on and off the football field. Bledsoe also emphasized the importance of thinking about the team rather than yourself. ■

### Economists' Study Of African-American Men Draws National Attention

When William Rodgers III talks labor economics, people listen. The Frances L. and Edwin L. Cummings Associate Professor of Economics' recent study of low-wage men made headlines in *The New York Times*, *Newsweek* and other national publications. He's been contacted by *The NewsHour with Jim Lehrer* and has appeared on radio talk shows in New York City and Washington, D.C. Rodgers' findings were also reported by the Black Radio Network, which distributes news stories to 175 radio stations nationwide.

In the study, published in April by the National Bureau of Economic Research, Rodgers and his

co-author, Harvard University professor Richard Freeman, concluded that the economic boom of the 1990s translates into more jobs and higher wages for young African-American men whose lack of education and job skills—coupled with discrimination in hiring—have traditionally kept them out of the economic mainstream.

"These men, who are the most disadvantaged and socially troubled group in the U. S., have experienced sizable gains in the tightest of labor markets," said Rodgers. "What our findings show is that these young men are finally

CONTINUED ON PAGE 6.

## BOV Approves Contract For President Sullivan

Citing Timothy J. Sullivan's "major role in preserving and building upon the College of William and Mary's reputation for excellence," the Board of Visitors awarded the president a four-year contract at a meeting in Washington, D.C., on June 17. The contract extends Sullivan's term through 2003 and contains

an option for a four-year renewal to 2007. The president's compensation for the coming year was set at \$234,606.

The process of developing a contract was initiated by Rector of the College A. Marshall Acuff last November and had been discussed at succeeding meetings of the Board. Acuff, who will soon as-

sume the presidency of the Association of Governing Boards—a national group dedicated to enhancing the effectiveness of the boards of institutions of higher education—initiated the action at the urging of several members of the Board to put the employment arrangement on a more business-like footing.

Passed by a 15-2 vote, the resolution authorizing the contract also expresses the Board's appreciation for Sullivan's "outstanding service to the College of William and Mary and the people of Virginia" and notes that he has been a "critical factor" in building the College's reputation for providing outstanding educational opportunities. ■

## Junior Dies From Injuries Sustained In Car Accident

Baninder Taneja, a rising junior from Fairfax Station, Va., died Sunday, May 23 following a car accident the previous day.

Known as Bonnie by family and friends, Taneja graduated from Thomas Jefferson High School for Science and Technology in Alexandria, Va., in 1997, and came to William and Mary to study biology. She was both a Monroe Scholar and a William and Mary Scholar. As a sophomore, Taneja was accepted to Eastern Virginia Medical

School in Norfolk.

"She was very impressive, a top student," said Sam Sadler, vice president for student affairs. "She was a person of tremendous promise achieving at a remarkable level. Now, we'll never have the benefit of seeing what she would have accomplished."

Constantly pursuing her interest in medicine, Taneja spent her summers conducting research at organizations such as the National Institutes of Health and the Na-

tional Eye Institute. Active in campus service organizations, Taneja volunteered at various Northern Virginia hospitals and medical practices, where she also completed several internships. She was a member of the Health Careers Club and a leader in her church youth group.

At the time of the accident, Taneja was traveling back to campus to begin a genetics research project, funded by the prestigious GTE Summer Research Program,

with biology professor Paul Heideman.

The 19-year-old's love of science was accompanied by a passion for art and music. An officer in the Indian Cultural Association, Taneja enjoyed choreographing and performing traditional Indian dance.

"She was a very beautiful person, both beautiful looking and beautiful at heart," said her father, Manjit Taneja. ■

by Amy Ruth

## Virginia's Pompeii

*Artifacts from burned farmstead offer glimpse into life of Shenandoah Valley settlers*

When Dennis Blanton and his team of archaeologists unearthed almost perfectly preserved artifacts on a farmstead site near the town of Parnassus, Blanton quickly dubbed the find the

"Pompeii Parnassus."

Like the ancient city of Pompeii, destroyed by the eruption of Mount Vesuvius in A.D. 79, the Parnassus site has yielded a bounty of everyday items left just as they were at the time of a catastrophic event.

In the case of the late-18th-century and 19th-century farmstead, located in Augusta County in the Shenandoah Valley, fire destroyed the main structure about 120 years ago. After the fire, the house was probably leveled and the site filled

in so the land could be used again. The weight of the rubble covering the fire's ashes, plus continued use of the land, compacted the layer of ash, which allowed it to preserve the items underneath. During excavation, archaeologists found thousands of artifacts, including coins, a pair of scissors and large earthenware storage crocks standing upright and intact. The fire also preserved organic items such as walnuts, dried meat, pieces of wooden barrels and fabric.

"We're not aware of any other such archaeological study in this part of the world done under these circumstances," said Blanton, who is the director of the College's Center for Archaeological Research, which evaluated the site for the Virginia Department of Transportation. "Three critical elements have combined to make our findings possible. A rich historical record helped contextualize what we found in the ground. And not only are remains of the farm and artifacts well-preserved beneath the ground, but they represent different periods of occupation, which allows us to examine changes in farm life over a long span of time."

The Parnassus site is particularly significant because of what it can contribute to our knowledge of ethnic settlement in the region. Just before the Revolutionary War, Germans from Pennsylvania and the northern Shenandoah Valley began settling in Augusta County. Between 1790 and 1834, the Parnassus site was occupied by German-American farmer Adam Rusmeisel and his family. For more than 40 years, multiple generations

of Rusmeisels probably lived simultaneously on the property in separate dwellings. The remains of one of these structures indicate it was not used after the 1830s, and therefore can reveal much from the German-American era.

In addition, once remnants of locally made pottery are chemically analyzed, researchers may better understand the unique trade system of potters who once flourished in the region.

The sale of the Rusmeisel farm in 1834 marked a transition to Anglo-American occupation of the land. At the time of the devastating fire in the 1880s, the Parnassus site is thought to have been occupied by Frank Harlow, a saddle maker who may have purchased the property in 1871.

The Parnassus site was discovered three years ago by the Department of Transportation during a routine environmental study of Route 42. Before progressing with plans to widen the highway, officials ordered an archaeological evaluation to determine the site's significance and preserve it in a detailed technical report.

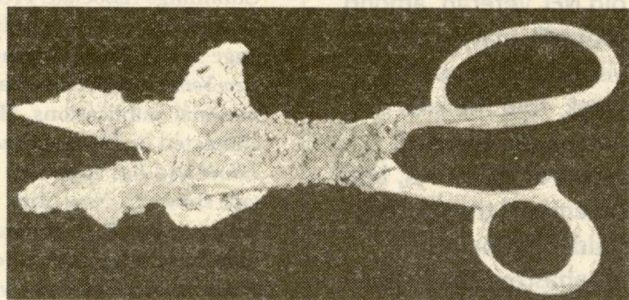
As the excavation stage of the project ends this summer, researchers will move into the laboratory to carefully analyze the thousands of recovered artifacts, culminating in a final interpretation drawing on all facets of the project.

"Overall results will be put in regional context to provide important details on local economic, social and agricultural history," said Blanton. ■

by Amy Ruth

Chad Long excavates a stone-lined well shaft at the Parnassus site in the Shenandoah Valley.

Below, a three-cent coin from 1853 and a pair of scissors are among the thousands of artifacts excavated at the Augusta County site. Despite the fire that destroyed the home, the items are well preserved.



## making headlines

## c a m p u s   n e w s



Donald Regan (left) joined President Timothy Sullivan at the Wren Building for the announcement of the hospital's gift.

### Williamsburg Community Hospital Donates Regan Print Of Wren Yard

Donald Regan, chief of staff to former President Ronald Reagan and a Williamsburg resident, was on hand June 16 in the Wren Building when the Williamsburg Community Hospital presented a signed print of his painting "Fourth of July, Awaiting the Ice Cream Social" to President Timothy Sullivan.

The print depicts the Wren Yard set up for the hospital's annual fund-raiser, the Ice Cream Social, which is held each July 4. The print was presented to the College by Auxiliary President Julie Westland and Gail Allburn, hospital auxiliary chair for the Williamsburg 300th Anniversary celebration, as a 'thank you' for William and Mary's annual contribution to the hospital event—use of the Wren Yard and a donation.

"We are delighted that Dr. Sullivan and the College have been a major part of the festivity since its inception," Westland said. "When we first started the Ice Cream Social, we wanted to hold it in a public place of special beauty, hence, the Wren Yard. The social has become our premiere fund-raising event. The money raised is then returned to the community in the form of health care services."

"It has been our honor and our pleasure to participate with the hospital auxiliary these many years," Sullivan said. "We are pleased to assist one of the critical institutions in this community and accept this gift from one of America's great public servants and a great artist."

### Food Service Expands To VIMS, Dillard Complex

The Virginia Institute of Marine Science and the Dillard Complex are the latest locations to benefit from expanded food service.

Aramark Services began selling salads, sandwiches and snacks this week in Byrd Hall on the VIMS Gloucester Point campus. When they return in the fall, students at the Dillard Complex will also no longer have to travel to get a bite to eat. A small food service operation will be open in the basement of the complex, offering light meals and convenience items.

Following on the heels of last summer's renovation of the Marketplace, the Commons cafeteria will be totally renovated this summer. In addition to the installation of new carpet and a new color scheme, the traditional cafeteria line format will be scrapped in favor of multiple food stations serving a variety of food. The Pan Geos granary will also be replaced with a Pan Geos pasta kitchen.

Although it is closed for the summer, the Starbucks Café in Swem Library did "great" during its first year, according to Pam Harabis, director of operations for Aramark Services.

## Parking Study Identifies Shortage Of Spaces

*Most lots at capacity during academic year*

**T**oo many cars, not enough parking. Few places on campus demonstrate the mounting problem better than the University Center. Whenever the building is host to a large event, such as Tuesday's meeting of the federal Advisory Commission on Electronic Commerce, temporary parking spaces must be carved from the pedestrian roads surrounding the building and even the baseball field behind Zable Stadium.

"It's the nicest meeting space on campus," said Mark Gettys, associate director of auxiliary services, "but there's inadequate parking to support the facility."

Since 1993, when the UC opened, parking has grown increasingly difficult on campus. A recently completed study, the first ever conducted of parking at William and Mary, identified a shortage of between 300 and 680 spaces on campus. Consultant Wilbur Smith Associates found that at peak times during the academic year, almost all the major parking lots are near capacity.

A Parking Oversight Committee consisting of 10 faculty and staff members, students and administrators has been meeting since April to study various options for addressing the consultant's recommendations. The group has reached no final conclusions.

Over the last several years, the College has made a concerted effort to enhance the pedestrian character of the campus. The net result has been to shift student parking from the center of campus to William and Mary Hall. The move, coupled with the added demand from the UC, has nearly outstripped the capacity of the Hall's 791-space lot. At times during the academic year, as few as 50 spaces are available at the Hall lot—a level insufficient to support athletic events in the facility.

"We know that people are showing up for some basketball games and are turning around because they can't find a place to park," said Gettys.

To alleviate the strain on the Hall lot, the Parking Oversight Committee is considering a variety of options including moving some 300 freshmen and sophomores who have parking exceptions for work or extracurricular reasons to a satellite lot. Possible locations for

the lot are the Dillard Complex or near the population lab on South Henry Street.

To preserve and enhance the pedestrian character of the campus, the parking committee is considering redesigning the Zable Stadium lot. Preliminary recommendations call for parking to be eliminated on both sides of the road adjacent to the football field. Some of the remaining spaces will be converted to visitor parking.

Depending on the recommen-

present its recommendations to President Sullivan for consideration by the end of the summer.

Reports on the committee's meetings can be reviewed at <http://www.wm.edu/auxiliary/parking/consult.htm>.

Members of the College community who wish to provide input on the parking study may contact Mark Gettys at 221-2435 or via email at [mmgett@wm.edu](mailto:mmgett@wm.edu). ■

by Poul E. Olson



Traffic congestion in the Zable Stadium parking lot has raised concerns for the Parking Oversight Committee about pedestrian safety. The group is studying the possibility of eliminating parking on one side of the lot.

### campus crime report

May 1999

#### crimes

Forcible rape	1
Arson	1
Burglary/breaking and entering	1
Public drunkenness	3
Driving under the influence	2
Destruction/damage/vandalism of property	9
Credit card/ATM fraud	2
Counterfeiting/forgery	1
False pretenses/swindle/confidence game	1
Simple assault	2
All other offenses	11
Larceny and motor theft	
Motor vehicle	1
From buildings	6
Bicycles	11
All other	21

#### arrests

Driving under the influence	2
Public drunkenness	3
All other offenses	11
Summons (traffic)	44

## curriculum

## Bridging Divides

*From body snatching in the Middle Ages to enigmatic books in the Bible, one-credit seminars capture topics spanning disciplines*

Interpretations of the Song of Songs, the only book in the Bible that does not mention God, have ranged widely over the centuries. Is the aggressive, physical, yearning girl described in the Old Testament text a metaphor for the House of Israel, the Church or the Virgin Mary? Or does the book guide a medieval cleric exploring a feminine spirituality?

Given the complexity of the text, the Song of Songs can rarely be studied to any depth in a traditional three-credit undergraduate course. The material also doesn't fall neatly into any one discipline. But this past spring, the Song of Songs found a home in a novel one-credit interdisciplinary seminar offered by the Program in Medieval and Renaissance Studies.

Since 1992, more than half a dozen specialized topics from body snatching and relic theft in the Middle Ages to women's legal rights in medieval Spain have been offered as one-credit seminars. Taught only once and never offered again, the classes are consistently among the most popular courses offered in the humanities.

Each eight-week seminar begins several weeks into the semester and is taught by faculty from as many as four departments. The classes are especially popular with Area III concentrators, business students and even law students, who often don't have time in their schedules to take a traditional three-credit course outside their concentration.

"It's a refreshing change of pace from what many of these stu-

dents study normally," explained Professor George Greenia, director of the Medieval and Renaissance Studies program. "It provides them an opportunity to sample the curriculum more broadly and to participate in a seminar experience with students who they wouldn't typically interact with in their own disciplines."

A book by the late Yale professor John Boswell, a 1969 graduate of the College, titled *The Kindness of Strangers*, which explores the abandonment of children in the Middle Ages, initially sparked Greenia's interest in developing the one-credit seminar model for specialized topics in medieval and Renaissance studies that might otherwise not get taught.

Although Boswell's study hasn't yet been used in a seminar, books like his form the core of the one-credit courses. Intensive discussion of the books are complemented by campus visits from the authors who give a public lecture and participate in informal discussions with students.

"For most of the students, this is the first opportunity they've had to get close to a famous book and its author," said Greenia. "Interacting with a real person behind the book humanizes the scholarship and allows for a peek inside the workshop of a successful scholar."

In addition to discussing their books' contents, the authors share how they became interested in their topics, the process of putting the material together, the criticism leveled against it and what they might do differently in a revised

text.

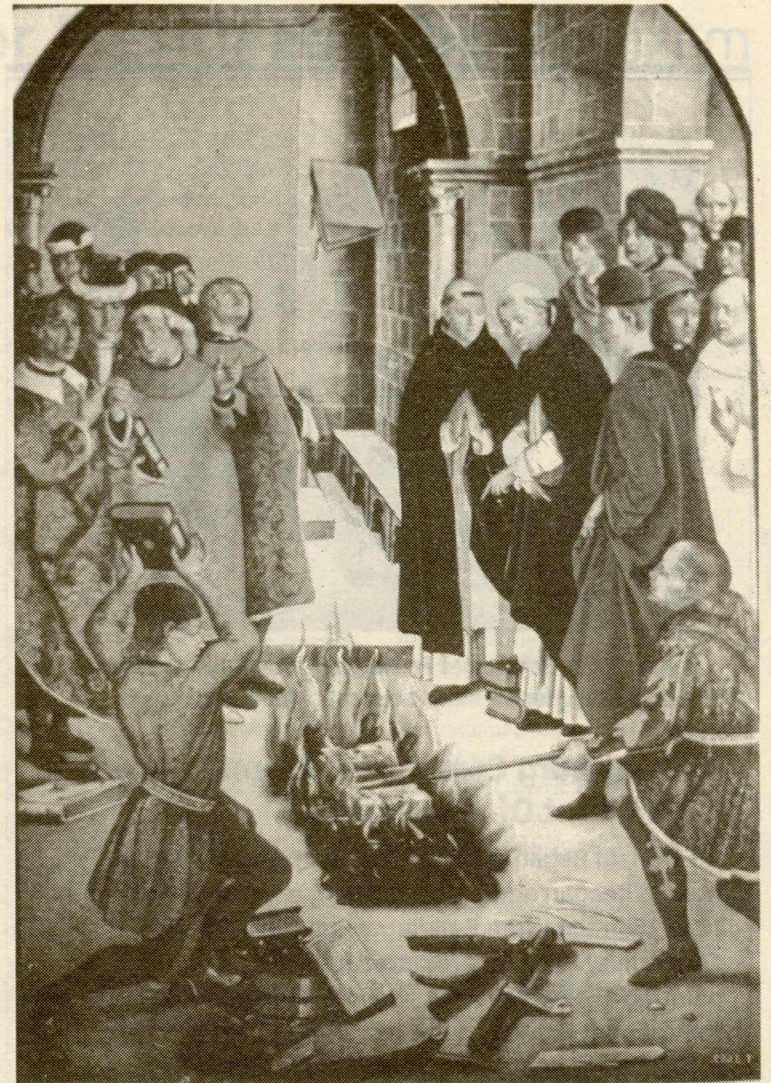
"Finished books are too pat and prim," said Greenia. "We would like students to know honestly some of the quiet omissions and lingering questions that keep us fascinated and working."

For many of the authors invited to the seminars, it is the first time that they have had their work scrutinized so intensely. Greenia said they find it thrilling to have their books studied to that depth and to hear the students' feedback.

Topics for the seminars arise out of interdisciplinary faculty reading groups organized by Greenia and his colleagues. In the case of the seminar on Song of Songs, a group of 10 faculty members from religion, English, modern languages and history and even a faculty member from Old Dominion University spent eight weeks studying the book, with each leading a discussion on a different aspect of the Biblical text. Group members also shared their perspectives on a modern study of the Song of Songs titled *The Voice of My Beloved*, by Ann Matter.

"The reading groups promote cross-fertilization among disciplines by helping us keep abreast of what's happening in neighboring fields," said Greenia. "The unique perspectives that we bring to these discussions also allow us to feed and build off one another."

Next fall, four faculty members from a reading group that met last spring will teach a one-credit seminar on the Book of Revelation, exploring the roots of apocalyptic literature and Revelation in its his-



A one-credit seminar on the Inquisition examined the suppression of literature in the Middle Ages, as depicted in this 15th-century painting by Pedro Berruguete.

toric context. Topics under consideration for future seminars include the definition of madness in early modern Germany, medieval medicine, the Reformation, medieval magic: black and white, and the struggle to define heresy.

Faculty who might not feel comfortable teaching an entire three-credit course on a specific topic find the one-credit seminars ideal for nurturing their own scholarly interests. In many ways, said Greenia, the courses are a learning experience for both students and teachers, the latter of whom must often conduct original research in prepar-

ing for the seminars.

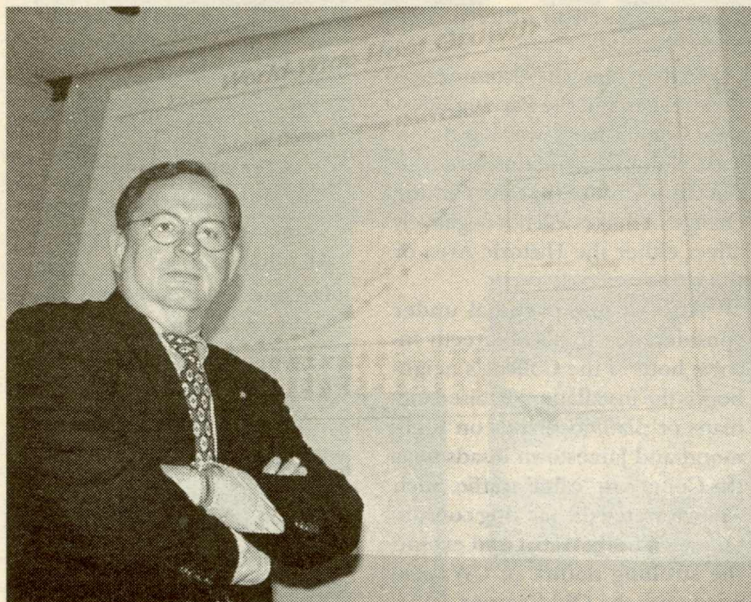
"Part of the attraction for faculty is not having to be the expert on the topic," said Greenia. "We really do learn a lot from students' insights because the material is new to everyone."

Noting that the College counts the seminars as an uncompensated teaching overload, Greenia said, "We do this for the love of learning something new. Our hope is that the material we develop can be incorporated into existing three-credit courses or possibly turned into entirely new courses." ■

by Paul E. Olson

## school of business

## Business School Launches E-Commerce Class



Catching the wave: Bud Robeson's class on electronic commerce has grown increasingly popular with both resident MBA and EMBA students.

In response to student demand, the School of Business has developed a graduate class in electronic commerce. Offered in both the resident and executive Master of Business Administration programs, the course has become quite popular.

"Over half the resident MBAs and 80 percent of the EMBA's registered for the class last year," said Professor of Business Administration Franklin Robeson, who developed and teaches the class. "Many students are now taking positions directly related to electronic commerce strategy development and implementation."

Robeson believes that electronic commerce—"the exchange of information, transactions, payment, products and services on the Internet"—presents a fundamental challenge to traditional business

models. Most companies, he says, grapple with the endless opportunities made possible by electronic commerce.

"Although universal success formulas for electronic commerce have yet to be discovered due to the rapid development in the electronic commerce area, all seem to agree that the sure way of failure is to ignore electronic commerce and continue with business as usual," said Robeson.

The objectives of this course are two-fold. The first is to gain critical understanding of the underlying technologies that herald the era of electronic commerce. The second objective is to examine how to capitalize on the new electronic commerce and business opportunities afforded by such technologies.

"We use a variety of teaching

methods to accomplish the objectives, including lectures, class discussions, case studies, presentations, guest lectures and an optional field trip. However, this course emphasizes the students' active role in learning," said Robeson.

The course aims to maximize students' learning experience by encouraging them to take the lead in most of the learning cycle. In particular, student groups conduct an in-depth electronic commerce analysis of a particular industry.

This past semester, student teams developed electronic commerce studies for the music, travel, shipping, automobile, consulting, on-line education and gambling industries. On the technical side,

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## applied science

## Poised For Discovery

Scientists consider applications for world's most powerful surface analyzer

With the recent acquisition of a Time-of-Flight Secondary Ion Mass Spectrometer (ToF/SIMS), William and Mary has become the first university in the state, and the second in the nation, to own the world's most powerful surface analysis instrument.

The \$745,000 machine will be used chiefly in research projects currently being proposed to federal and other agencies by William and Mary faculty in applied science, biology, chemistry, physics and marine science, in partnership with area universities and corporations.

A major share of the purchase was funded by the Virginia Microelectronics Consortium (VMEC), an education and research consortium comprising Virginia universities' engineering schools, William and Mary's applied science department and Virginia community colleges and created to serve the state's growing microelectronics industries.

"We're in the discovery stage right now," said Michael Kelley, professor of applied science. "While the agency proposals for which the machine was bought are now being submitted, we're asking ourselves what other questions we want to answer."

What separates the ToF/SIMS from other surface analyzers is its ability to reveal the most detailed picture of a surface's composition, down to the atomic level. By using the most sensitive detection technique available—time-of-flight mass spectroscopy—the machine can determine the composition of the outermost surface layer in molecular detail.

Even the slightest impurities on the surface of microelectronics, such as computer chips, can be

revealed with the ToF/SIMS. Having such a capability is essential to the microelectronics industry for the miniaturization of integrated circuits, according to Kelley.

In another effort with the ToF/SIMS, William and Mary applied science and biology researchers, together with DuPont and Temple University Hospital partners, hope to improve human health by developing surfaces that are deadly to germs—that is, that are antimicrobial. Possible applications are hospital furnishings, air filters and even the interiors of entire ventilation systems where illnesses such as Legionnaires' disease grow and are spread.

The development of antimicrobial surfaces differs from other processes for manufacturing antimicrobial products in which the antimicrobial ingredient is added to the whole object. The surface-only approach can use different substances and far smaller amounts, because the active material is put only where the microbes will come in contact with it.

Kelley explained that the sensitivity of the ToF/SIMS to detect the smallest amounts of antimicrobial material on a surface will help scientists to control better the manufacturing process. It will also shed light on several other critical issues, including whether ordinary washing and cleaning eliminate the material's antimicrobial prop-



Michael Kelley and physics graduate student Jason Gammon with the ToF/SIMS. William and Mary is only the second university in the country with a spectrometer of this type.

erty. Also, does the material fade away with time or sunlight? If it loses activity, how can it be restored? And how can it be affordably made?

In still another application, researchers at VIMS, William and Mary and Christopher Newport University are asking the Environmental Protection Agency to support their study of the fate of metals in contaminated soil. The ToF/SIMS' high spatial resolution, combined with surface sensitivity offers a way to view individually the surface chemistry of the small particles that make up soil. Another novel feature of the study involves attaching the tiny individual particles to metal foils and monitoring their interaction with contaminated soil.

Surface analysis, at least the modern version, is a relatively new

science dating to the late 1960s. Kelley believes there is room for the discipline to grow, possibly even into the social sciences. The ToF/SIMS could aid, for example, in the study of the origin of historic documents and artifacts as well as in their preservation.

"We don't know if the uses in these areas will work out, but we certainly intend to find out," said Kelley. "We'd like to hear people's ideas about how this machine and others can be used now and in the future. This is a tremendous opportunity for our faculty and students to participate in research using state-of-the-art equipment."

Kelley added that a workshop is expected to be offered next month for interested scientists to learn about the ToF/SIMS and other new instruments, and how to include them in their work.

## Internet Commission Holds First Meeting

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Commission members appeared to agree on one point: that any tax should be fair, neutral and simple. Michael Armstrong, chairman and CEO of AT&T, said: "My company already fills out 39,000 tax forms a year. That's one every 3 1/2 minutes." Ted Waitt, chairman and CEO of Gateway, said any policy "should be simple, clear, uniform and provide a level playing field."

In his welcoming address to those assembled, President Timothy Sullivan lauded Gov. Gilmore on his leadership of the commission and highlighted the importance of the task ahead.

"The work of this group will produce what may well be the definitive policy that will impact the way that people everywhere conduct electronic commerce," said Sullivan.

The panel will hold meetings in New York, California and Texas before issuing its report to Congress next year. Although Gilmore joked that "this is a national congressional advisory committee on the diversity of views," he suggested the group may issue a single recommendation to Congress. "We have a long way to go," Gilmore said. "Hopefully we can learn a lot from each other during this process."

by S. Dean Olson

## MBA Students Study E-Commerce

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student groups investigated topics such as: Internet telephony, security issues, microcash implementation, trends in XML, wireless Lan technologies and the role of JAVA in electronic commerce.

by Bill Walker

## Doctoral Student Wins Vacuum Society Award

Lingling Wu's research in materials processing has earned her the annual Student Award from the American Vacuum Society's (AVS) Mid-Atlantic chapter. Awarded each spring on a competitive basis, the prize money helps the winning student travel to the fall AVS annual meeting, to be held this year in Seattle.

Wu's award-winning poster presentation, made at the chapter's May meeting, described her ongoing research of ion implantation, one of several surface-strengthening processes she is studying as part of her doctoral work

in applied science.

"Ion implantation is a way to put ions into the surface of the sample you want to treat so you can change the surface properties," said Wu. "For example, scientists want to use titanium for spaceships' mechanical parts because titanium is very lightweight and very strong. But titanium has very poor surface properties. You can do some ion implantation to improve the surface property so the mechanical parts won't have any wear and will work forever."

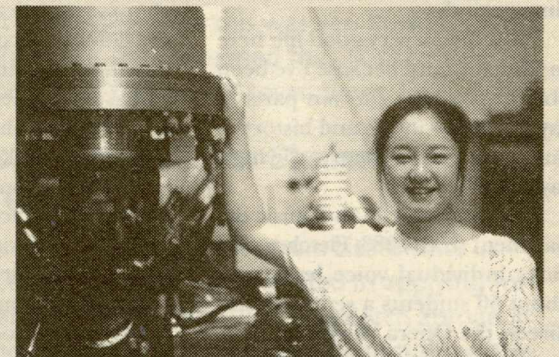
Other, more down-to-earth applications of ion implantation include improving the surfaces of knives and razors, making them last longer and therefore making them more cost effective to the consumer.

Wu's research has also led her to design and build the largest RF planar coil inductively coupled plasma source in use at the Applied Research Center in Newport News. A large plasma source allows Wu and her peers to con-

duct large-scale immersed ion implantation. Wu's use of this relatively new method of improving surface properties is of interest to the semiconductor manufacturing industry because of its large area and sophisticated shape-processing capability.

Wu, a native of China, earned a bachelor's degree in electrical engineering and information systems and a master's degree in surface physics from Peking University. She enrolled at William and Mary in 1994 and expects to receive her doctorate in the next two years. Future plans include completing a postdoctoral project, then continuing her research while teaching at a university.

"I want someday to be someone who helps young people in their scientific endeavors," she said. "It is really important to have a



A specialized X-ray machine allows Lingling Wu to determine the elements on the surface of a research sample.

good advisor to help you at the beginning of your scientific career."

by Amy Ruth

## economics

## Rodgers Finds Tight Labor Market Benefiting African-American Men

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entering the fold."

Using Current Population Survey economic and statistical data for the years 1992 to 1998, Rodgers and Freeman studied African-American men, many with prison records and lacking high school diplomas, ages 16 to 24, in 322 U.S. metropolitan areas. As consumer confidence and spending increased in that time period, the pool of available labor shrank, causing employers to hire workers they wouldn't consider in a looser market.

"We've finally pushed the unemployment rate down low enough to where employers are pursuing these less-educated men," said Rodgers.

Unemployment figures released June 4 by the U.S. Department of Labor support Rodgers' findings: In May, unemployment among blacks fell to the lowest level on record. Rodgers predicts that the gains he documented for the period from 1992 to 1998 have most likely continued into 1999



Bill Rodgers has applied his commitment to civic responsibility in a number of public service roles, including serving on the WJCC School Board.

and probably brought even more men into the fold.

Rodgers will broaden his study of economic expansion and African-American workers with help from a Russell Sage Foundation grant. A National Science Foundation grant will allow him to discover

why older black men's participation in the labor force has decreased faster than that of their white counterparts.

While Rodgers, who came to William and Mary in 1993 with his wife Yana, also an associate professor of economics, may make head-

lines with his research, his first commitment is to teaching and mentoring.

"The mission here is that our students come first," he told the *W&M Magazine* in 1998. "I like our efforts to blend good teaching with good scholarship and good research. One thing that ties my department together is that we all value our teaching in and out of class."

Rodgers wants his students to be doers and helps them translate theory into action by seeking out opportunities for student-faculty collaboration. Over the years, his collaboration with students—and the resulting collegial relationships—have continued after graduation. As an example,

Rodgers cites his upcoming article in the journal *Economics Letters*, co-authored with former student Sarah Bruhl.

Rodgers is himself a doer who believes that "numbers really have to be sound in determining public policy." The Harvard doctoral

graduate manifests this creed through a variety of advising activities, locally and nationally. He has testified before the United States Congress and the Virginia General Assembly and continues to advise many organizations, from the Department of Labor and the National Urban League to Williamsburg's own Crossroads Workforce Training Group. In 1995 and 1996, he was a consultant to Labor Secretary Robert Reich's chief economist, and he is currently a member of an expert panel created by the U.S. Department of Labor/Employment Training Administration to implement the research arm of the Workforce Investment Act.

Civic responsibility is also important to Rodgers, who shares his time and talents as a member of the Williamsburg-James City County School Board, vice chairman of the New Horizons Regional Vocational Education Center and the YMCA board.

"Institutions do matter," he said. "It's nice to be able to give back in all these different dimensions." ■

by Amy Ruth

## music

## In Character

*Instructor takes love of music and history to a new level*

If pressed, Ryan Fletcher might find it difficult to choose a century to call home. In the 20th century he's a successful teacher and vocalist. In the 18th, he enjoys the life of prosperous merchant John Greenhow. Fortunately, Fletcher's associations with the College and Colonial Williamsburg allow him to exist happily in both time periods.

"I've had a very good life here in Williamsburg because I've been able to combine the two parts of my training—music and history—and make them add up to a living," says Fletcher.

An instructor in the music department since 1983, Fletcher provides individual voice lessons to about 50 students a semester and directs the Opera Workshop.

As an historical interpreter, Fletcher assumes his post at the Greenhow store on Duke of Gloucester Street, where visitors may find him examining inventory or penning a letter to his many tourist pen pals.

"You interpret not only by the words you say, but by the way you look and stand and sit," says Fletcher, who has interpreted Greenhow for 16 years. "However

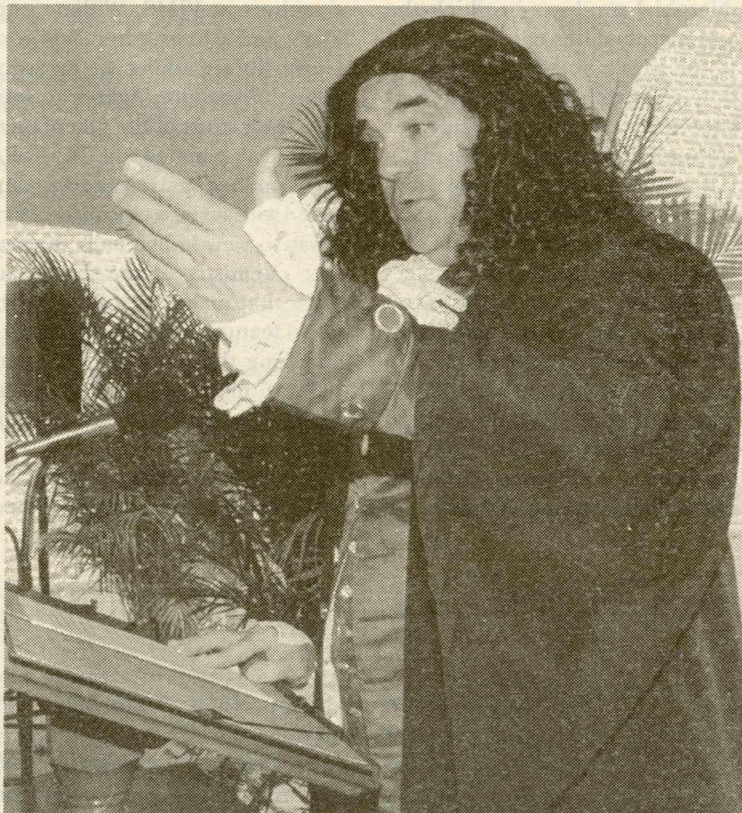
you interpret, even by holding a quill pen, it forms a tableau, and that image stays with visitors much longer than the words you say."

Some tourists are so taken with the interpretation that they become part of Greenhow's world, a trend Fletcher welcomes. Once when Greenhow was called before the Committee of Safety, accused of opportunistically raising prices, a vacationing economist spoke before the committee in Greenhow's defense. Another tourist visits every summer with the turkey feathers Fletcher makes into quill pens.

While Greenhow is Fletcher's principle character, he has interpreted others, including Patrick Henry. His most recent challenge was addressing members of the Sir Robert Boyle Society as the 17th-century scientist whose estate endowed the College in its early years.

"My oration was Robert Boyle coming to Williamsburg to see what became of the money he gave the College," says Fletcher, whose performance at the May luncheon drew on Boyle's prolific writings.

Fletcher believes Boyle would have been pleased with the College's progress. "Do know that through the prism of hindsight



Ryan Fletcher took on the persona of Sir Robert Boyle in a recent address to the William and Mary organization named for the 17th-century scientist whose estate endowed the College in its early years.

and history I take great pride in my association with this College," Fletcher told a delighted audience gathered in the Wren Yard.

As a vocalist, Fletcher's audiences and critics are equally appreciative, praising his rich baritone voice. He has performed with several American opera companies and on stages throughout Europe. Closer to home, Fletcher is a soloist at Bruton Parish Church and sings with the Colonial Singers of Williamsburg.

"I especially enjoy performances that are a marriage of my historical ability and my musical talents," Fletcher says. As an example, he cites his musical interpretation of a church song liner—an individual who sings a line, prompting the congregation to sing back—and invites guests to experience this performance at Bruton Parish Church Thursdays at 2 p.m. throughout the summer. ■

by Amy Ruth

## WILLIAM &amp; MARY NEWS

The next issue of the *William & Mary News* will be published on Thursday, July 22. The deadline for submission of items is 5 p.m. on Friday, July 16, although submissions before the deadline are encouraged. Call 221-2639 with any questions or concerns. For information about classified advertising, call 221-2644. Ads are only accepted from faculty, staff, students and alumni.

The *William & Mary News* is issued throughout the year for faculty, staff and students of the College and distributed on campus. It is also available on the World Wide Web at [http://www.wm.edu/wmnews/wm\\_news.html](http://www.wm.edu/wmnews/wm_news.html).

News items and advertisements should be delivered to the *News* office in Holmes House, 308 Jamestown Rd. (221-2639), faxed to 221-3243 or e-mailed to [wmnews@mail.wm.edu](mailto:wmnews@mail.wm.edu), no later than 5 p.m. the Friday before publication.

Poul E. Olson, *editor*  
Marilyn Carlin, *desktop publishing*  
C. J. Gleason/VISCOM, *photography*  
Stewart Gamage, *vice president for public affairs*  
Bill Walker, Amy Ruth and Ann Gaudreaux, *university relations*  
Kelly Gray, *proofreader*

## staff spotlight



Lance Richardson sits amid a pile of antiquated computer equipment stored in the defunct computer repair workshop in the basement of the Dillard Complex.

## The Computer Repairman With The Checkered Past

*Lance Richardson took an unusual path to W&M*

As he drove through Manhattan to the Russian Tea Room, the cabbie vaguely recognized his passenger's baritone voice.

"We had a really nice conversation," recalled Lance Richardson. "But I didn't know he was James Earl Jones until he got out of the car and told me."

In his two-year stint as a cab driver in the late 1970s, Richardson ferried at least 40 famous people in his Checker Cab. The fast-talking New Yorker drove the streets of Manhattan to put himself through computer school. It was an exciting job, he said, that paid extremely well—\$150 a day.

"I was making more money as a cab driver than I did in my first computer job," said Richardson, who manages the PC maintenance division of information technology. "The best tippers, though, weren't the famous people, but ordinary folks."

When he entered the computer profession in 1982, IBM had just introduced the DOS-based personal computer. The first one had only 4K of memory and could store 160K of information on a five-and-a-quarter-inch floppy disk.

Following jobs with a software maker and a publisher, Richardson decided that he wanted a "different life" away from the Big Apple.

"When you're in New York City, it's all about going out and having a good time," he said. "But when you start to get values, then it's time to leave."

At age 36, he and his wife sold their condo and moved without

jobs to Hampton, Va. After a few months of laying around the pool and mulling over career options, Richardson applied for seven computer jobs, including one at William and Mary to oversee maintenance for the 100 terminals in the public access labs, and quickly discovered that his skills were in high demand.

"I was offered all seven of the jobs," he recalled.

Taking a position with Lillian Vernon, which had ironically assigned him to spend several weeks each month in their New York City division, Richardson was soon the focus of a bidding war between the mail order distributor and William and Mary, whose offer he ultimately took.

The computer repairman—known around campus simply as "Lance"—hasn't looked back in the 11 years since he came to William and Mary. For much of that time, he has overseen hardware maintenance from a basement workshop in the Dillard Complex. More recently, he has been assigned to the IT Helpdesk, where he responds to calls for computer assistance and oversees vendors who now handle hardware maintenance.

While the technical challenges associated with computers have grown considerably, Richardson has maintained a focus on upholding the highest standards of customer service.

"Customer service is my first love. It's what I've been doing all of my career," said Richardson. "I could excel in any customer service position. Right now, it just happens to be computers."

Whatever problem he's called on to solve, Richardson said that he always tries to put himself in the other person's position and appreciate their perspective on the importance of solving the problem.

Richardson sees his greatest strength in knowing not necessarily how to fix computers himself, but how to get the job done. "The technology has become so complicated that no one person can know everything," said Richardson. "But I do know where to turn to get the knowledge to get the job done."

Always focused on staying abreast of new technology, Richardson has shifted his sights recently to learning the minutiae of specialized software. He expects to soon have a command of Microsoft Access and become IT's resident expert on the database management program.

Richardson's wife of 16 years graduated last month from the University of Virginia with a doctorate in education policy. Later this summer, she will begin work in a faculty position at Hofstra University, in New York City, and will be splitting her time between New York and Virginia.

When he's not building computers for his 12-year-old daughter, who is also a technical whiz, Richardson pursues his other passion—jazz music.

"I'm thinking about getting my FCC license when I retire and becoming a late night deejay on a jazz radio station," he said. "In the meantime, I plan to continue making every day a learning experience." ■

by Poul E. Olson

## notes

### Swem Recognizes Outstanding Employees

Swem Library recognized a number of its staff for their outstanding contributions and service to the library at the fourth annual Swem Staff Recognition Breakfast on May 25. Library Assistant Ellen Cloyd was named Paraprofessional of the Year and Science Librarian Pat Hausman was named Librarian of the Year. Their awards included \$500 and a plaque.

Outstanding achievement awards went to Sharon Garrison, Stacy Gould, Nancy Hadley, Gladys Jones, Doris Kappes, Trish Kearns, Stephanie Kobezak, Karen McCluney, Natasha McFarland, David Morales, Glenda Page and Susan Riggs.

Service awards were presented to: David Morales (5 years); Selma Blair, Sharon Garrison, John Lawrence, Carol McAllister and Donald Welsh (10 years); Sheila Brown, James Deffenbaugh, Bettina Manzo, Anne Newman, Ellen Strong and Alan Zoellner (15 years); Ellen Cloyd (20 years); and Kay Domine, Gladys Jones, Delores Lee, Brenda Moyer and Linda Templeman (25 years).

### Alumna Named Women's Basketball Coach

Debbie Taylor '86, a former Tribe basketball and lacrosse player, was named head women's basketball coach on June 1.

Taylor, who holds a bachelor's degree in health and physical education, comes to the College after two seasons at the University of South Carolina, where she served as an assistant coach and recruiting coordinator. Taylor began her coaching career as the head girls' coach at Trinity Episcopal High School in Richmond. In 1992, she was hired as the assistant coach for the boys' varsity team at Goochland High School and was promoted to the head coaching position after the first season. At the time, she was one of only two women coaching boys' basketball in Virginia. From 1995 to 1997, she was an assistant at West Virginia University.

Taylor replaces Trina Patterson, who resigned the position at the end of this past season as the winningest women's basketball coach in William and Mary history.

### Van Rossum Named Track Coach of the Year

Track and field coach Pat Van Rossum has been named the Women's Coach of the Year by the Colonial Athletic Association. Van Rossum led the Tribe to its first-ever CAA track and field title this season, when the Tribe handed George Mason its first loss in 10 years at the conference meet. At this year's ECAC Championships, the Tribe finished in 11th place, posting its highest point tally ever. While this was Van Rossum's first track and field honor, he has earned the CAA's cross country Coach of the Year award seven times.



Van Rossum

### Applications Available For Student Fulbright Grants

Application forms are available from Lisa Grimes in the Charles Center for students interested in applying for Fulbright Grants for graduate study or research abroad in academic fields or for professional training in the creative and performing arts. The purpose of these grants is to enhance mutual understanding between the people of the United States and other countries through the exchange of persons, knowledge and skills. For application forms or for more information, call 221-2460 or stop by the Charles Center in the basement of Tucker Hall.

# Calendar

Any member of the College community may submit an item about an upcoming event at the College. All information must be provided in writing via campus mail to the *William & Mary News* Office, Holmes House, 308 Jamestown Rd., by Friday, July 16, e-mailed to [wmnews@mail.wm.edu](mailto:wmnews@mail.wm.edu) or faxed to 221-3243. Items may be edited for clarity or length. Call 221-2644 for more information.

## June 28

**Final Oral Exam for Doctoral Degree in Physics:** Alan Clayton Coleman will defend his thesis, "Electroproduction of Omega(783) Mesons Using CLAS at Jefferson Lab." 10 a.m., Small Conference Room. Open to the public. 221-3501.

## June 28-July 2

**Camp Articipation Session II:** sponsored by the Muscarelle Museum and James City County Department of Parks and Recreation. Registration required. 259-4178.

## July 5

**Observance of Independence Day:** the College and VIMS will be closed in observance of Independence Day. Except for employees required to maintain essential services, most administrative offices and the plant department will be closed. Management should inform employees who must work of this need as soon as possible. Summer classes will be in session. 221-1993.

## July 9

**Virginia Shakespeare Festival Opening Night:** "Love's Labour's Lost." 8 p.m., Phi Beta Kappa Memorial Hall. See article at right. 221-2674 (box office).

## July 13

**Hourly and Classified Employees Association (HACE) general meeting:** "Computer-Based Training Options Accessible Over the Internet from Work or Home." Gwen Rutherford, IT analyst. Noon-1 p.m., Chesapeake Room A, University Center. 221-2741.

## July 16

**Final Oral Exam for Doctoral Degree in Physics:** Kevin Michael Hern will defend his thesis, "Decay Search for the Supersymmetric  $R^0$  ( $g\bar{g}$ ) Hadron via the Channel  $R^0 \rightarrow \pi^+ \pi^- \gamma$ ." 10 a.m., Small Conference Room. Open to the public. 221-3501.

## July 21, 23

**Virginia's Oyster Reef Teaching Experience (VORTEX) Workshop for Science Educators,** Virginia Institute of Marine Science. Registration required by July 2. For additional information, visit the VORTEX web site at [www.vims.edu/fish/oyreef/vortex.html](http://www.vims.edu/fish/oyreef/vortex.html) or call (804) 684-7169.

## July 22

**Final Oral Exam for Doctoral Degree in Physics:** Deonna Faye Woolard will defend her thesis, "Thermoelastic and Photoelastic Full-Field Stress Measurement." 2:30 p.m., Small Conference Room. Open to the public. 221-3501.

## July 28

**Employee Appreciation Day,** featuring a luncheon buffet, awards ceremony and door prizes. 11:30 a.m.-1:30 p.m., William and Mary Hall. Invitations will be mailed. 221-1365.

## Through Aug. 15

**Ash Lawn-Highland Summer Festival:** Highlights include performances of *The Marriage of Figaro*, *The Wizard of Oz* and *Susannah*; Summer Saturdays featuring children's theatre; Music at Twilight, a potpourri of music under the tent; and Plantation Days with dancing, children's games, music, crafts and food. Ash Lawn-Highland, located off I-64 near Charlottesville, is the estate of James Monroe, acquired by the College in 1974. For a complete schedule of summer festival events, call (804) 293-9539.

## deadlines

### Sept. 30, Oct. 7, Oct. 14

Sept. 30: **Minor Research Grants.** Faculty, staff and students may apply for grants up to \$500.  
Oct. 7: **Faculty Semester Research Assignments.** Only tenured faculty may apply.  
Oct. 14: **Faculty Summer Research Grants.** Only full-time faculty may apply. Policies and forms are available at <http://www.wm.edu/grants/WMGRANTS>. Hard copies are available from the Grants Office, Rowe House, 314 Jamestown Rd. 221-3485.

## exhibitions

### Through June 30

"Recent Acquisitions of Contemporary American Art."

### Through July 11

"Mapping the West: 19th-Century American Landscape Photographs from the Collection of the Boston Public Library."

"More than Words: The Book Illustrations of J.J. Lankes."

### Through Aug. 15

"Facing the Past: Portraits from the Permanent Collection."

*The exhibitions above are on display 10 a.m.-4:45 p.m. weekdays and noon-4 p.m. on weekends at the Muscarelle Museum.*



Suzy King (left) as the Princess of France and Dana Benningfield as Rosaline will perform in "Love's Labour's Lost," which opens July 9.

## Love And Politics Take Center Stage At Virginia Shakespeare Festival

Two of William Shakespeare's less known plays, "Love's Labour's Lost" and "Richard II," will be featured in the 21st season of the Virginia Shakespeare Festival, which runs July 9 through Aug. 1.

"We decided on these plays because they are not often done, which is a shame because they are wonderful," said VSF Executive Director Jerry Bledsoe.

"Love's Labour's Lost" explores the attempt of a king and his lords to swear off life's luxuries—including food, sleep and women. The characters are forced to stretch the limits of their cunning when the Princess of France and her ladies-in-waiting show up at the court.

A lavish portrait of ancient English court life emerges in "Richard II," which portrays the country's transition from feudal rule to modern monarchy. Consumed with politics, Richard must learn—or decide—what being a king is all about. A jousting match is included in this play, which is widely held to contain some of Shakespeare's most intricate thought.

Forty-five company members, including professionals, amateurs, interns and volunteers, are involved in this season's productions.

In addition to the plays, VSF will hold Camp Shakespeare to provide classical training to aspiring actors, ages 8-14. Co-sponsored with the James City County Parks and Recreation Department, the week-long camp will be offered in two sessions—July 19-23 and July 26-30. For information, call Pam Johnson at 259-4178.

"Love's Labour's Lost" opens the festival on July 9, and "Richard II" will premiere on July 16. Both plays will run in repertory after July 16.

Performance times for the plays are 8 p.m., Tuesday through Saturday, and 2 p.m. on Sundays, at Phi Beta Kappa Memorial Hall. Tickets are \$15 for one play and \$25 for both, per person. Group rates are available. For information and reservations, call the box office at 221-2674. ■

## classified advertisements

### FOR SALE

End unit townhouse inside City of Williamsburg. 2,200 square feet, 2 large BRs, 2.5 baths, LR/DR with fireplace and new carpet, finished basement, deck, eat-in kitchen with bay window and new floor. Great storage space. Recently painted inside and out. \$114,900. Call 565-2258 for appointment.

1994 Ford Probe GT, red, V6, AT, fully loaded. 72,000 miles. Very good condition. \$9,000 o.b.o. Call 566-1749.

Solid walnut Danish modern dining room set: large table, six chairs, buffet table with drawers and one cabinet. Very nice condition. \$500 negotiable. Moving. Call David at 234-1003 or 229-9393 (evenings).

Antique wooden game table with hidden compartment for cards/dice (or fold to convert to foyer table), \$60. Pair of twin beds (head-

board and footboard) with firm Sears foam mattresses/boxsprings, matching sheet and three matching coverlet sets, nightstand and dresser, all in excellent condition, \$800. Wrought iron table with four matching chairs, \$175. Call 221-2305 or 565-1317 (after 6 p.m.).

Tri-color Shetland sheepdog (Sheltie), AKC registered, one year old, crate-trained, excellent with children, loving and obedient, neutered, shots current. \$350 with XL crate, food, toys, rawhide bones, leash and six-month supply of flea control and heartworm medication. Call 221-2305 or 565-1317 (after 6 p.m.).

Packard Bell Legend 770, 468 computer with 15" color monitor. Perfect condition. \$200. Call Barbara at 221-1478 (days) or 887-1714 (evenings).

### FOR RENT

Two rooms in a 3-BR, 2-1/2-bath townhouse

close to campus (Raleigh Square). Washer and dryer. Clean, quiet place to live. Prefer law or grad students or part-time faculty members. One room available immediately, one available in August. Call 565-4073 or e-mail [tpmona@facstaff.wm.edu](mailto:tpmona@facstaff.wm.edu).

Room for single male grad student or faculty/staff member in faculty member's home, located in Berkeley's Green, Route 5. Amenities include pool, basketball, fitness trail, community center. \$350/mo., furnished or unfurnished. Call 258-0336.

### WANTED

Graduate student or visiting faculty member to share a two-bedroom apartment located three miles from campus beginning Aug. 1. Call (609) 265-1625.

Muscarelle Museum docent volunteers for training beginning in September. Docents guide

visitors through the museum's exhibitions and collections. Call Lanette McNeil at 221-2703.

Married couples for a two-hour psychology study. Earn \$30 and a chance to win \$250. Scheduled at a time and place convenient for participants. Call Suzanne Hurst at (800) 484-7744, code 6094.

Female, non-smoking grad student seeking housing for fall '99. Looking for something small and close to campus. Contact Julia at [QWT05244@niftyserve.ne.jp](mailto:QWT05244@niftyserve.ne.jp).

Tenant who enjoys and is knowledgeable about cats for brand-new walk-to-campus apartment beginning mid-August. BR w/double bed, large LR/office, bath w/privacy. Good light, lovely woods view, limited cooking facilities. Tenant required to pet-sit loving, old but healthy cat 4 to 7 months per year. \$275/mo., waived during pet-sitting periods. Call 220-5743 after 2 p.m. or on weekends.