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Friedrichs Wins Presidential Award

VIMS professor only marine scientist recognized

President Bill Clinton named VIMS Assistant Professor Carl Friedrichs a recipient of a Presidential Early Career Award for Scientists and Engineers (PECASE) on Oct. 24. Presented to 20 National Science Foundation-supported (NSF) researchers in 2000, the

Sediment moved by tides also tends to fill the deeper portions of estuaries, including economically important shipping channels. Finally, as sediment enters the estuary from land, it brings nutrients but also toxic chemicals, which can detrimentally affect organisms and water quality.



Carl Friedrichs

Rather than obeying the "traditional disciplinary divisions within oceanography," Friedrichs' work plays on its boundaries, involving principles of physics, geology, biology and chemistry. And Friedrichs partially credits his selection to the NSF's wish to recognize such approaches, as well as to Wright and Associate Professor Linda Schaffner's encouragement of interdisciplinary study. Friedrichs has investigated topics as diverse as the deposition of hydrocarbons and toxic chemicals in the Elizabeth River near Norfolk and the way that storms transport sand off the Outer Banks and bring it back to the shore. With support from the U.S. Navy, he has studied the movement of fine sediments

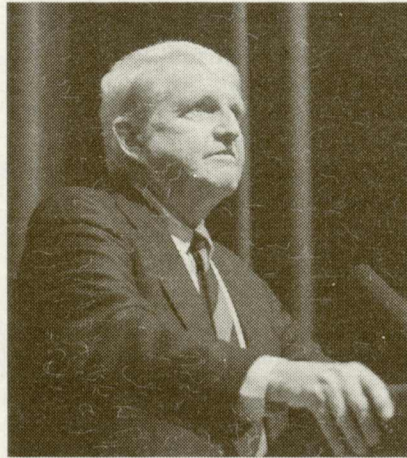
award recognized Friedrichs' interdisciplinary research and mentoring. The president's science adviser, Neal Lane, presented the award at the White House Old Executive Office Building ceremony. Friedrichs was the only marine scientist among the recipients.

The PECASE award is the highest honor that the United States government bestows on scientists and engineers in the early stages of their careers. The Clinton Administration established the award in 1996 to recognize the nation's finest junior scientists and engineers and to maintain United States leadership in scientific research.

Friedrichs' research focuses on the ways in which sediments moving through estuaries and around coasts affect the biology of such bodies of water. The research goal of Friedrichs' project—"Sediment Dynamics of a Microtidal Partially Mixed Estuary"—is to critically examine classical paradigms predicting how sediments are cycled through estuaries. Friedrichs and his graduate students saw a connection between patterns of mixing in the tidal currents and the transport of muddy sediment upstream along estuaries.

Friedrichs' study can have great significance for "the health of the Chesapeake Bay and of human beings who live around it," according to L. Donelson Wright, dean of VIMS/SMS. Intense sediment transport by tidal currents, for example, hampers the ability of benthic (bottom-dwelling) organisms to recruit and feed. Also, certain sea grasses in the York River provide habitat for economically important fisheries, but the growth of the grasses is limited when suspended sediments cut off their access to sunlight.

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Mark McCormack

What IMG Taught At The W&M Business School

Mark McCormack '51 and IMG colleagues treat the School of Business to a four-day symposium

Last week, Mark McCormack '51 and the senior management team from his International Management Group (IMG) brought more than three decades' worth of business lessons back to William and Mary for a four-day symposium titled "IMG@W&M." McCormack, who kicked off the event Monday morning and presented the capstone lecture Thursday evening, was presented the T.C. and Elizabeth Clarke Business School Medallion (see story on Page 5).

"I do a lot of speaking about sports and about business," McCormack said between symposium sessions on Tuesday afternoon, "but this is the first time we've brought our team and offered an inside

look at the business." The 13 IMG executives who made the trip to Williamsburg from Cleveland and around the world offered lectures, workshops and lunch discussions that addressed topics from "Client Management" to "Sports on the Internet." Students and professors in the College's School of Business took advantage of IMG's expertise as the world's premiere sports agency, sports licensing outfit and sports television production company.

Doug Pirnie, senior vice president of IMG's Sales and Marketing services, began the symposium Monday morning with an overview of sports marketing. Highlighting the many ways in which IMG has encouraged the rise of sport in American culture, Pirnie set the stage for several days worth of lively exchanges.

"We had very good questions in each session, and very often perceptive insights, as well," Pirnie said after the symposium's final session. Like McCormack, Pirnie is quite familiar with the College, having visited Associate Professor of Business Todd Mooradian's sports marketing class a few years ago and having offered advice related to the marketing of the institution. Ingrid Markham '99, a student in that class, attended several symposium sessions. "It was fascinating to hear his perspective, as a student. And as someone who's thinking about a career in sports marketing, this week is another wonderful opportunity," she said.

Today a multibillion-dollar, global conglomerate, IMG was founded on client relationships, a theme emphasized on Monday evening when McCormack and Mark Steinberg shared the stage. Steinberg leads IMG's "Team Tiger," the group responsible for marketing and managing the world's number one golfer—and number one marketing personality. Comparing the art of "Managing a Superstar" then—when McCormack landed his first client, Arnold Palmer, with a simple handshake—and now—when Steinberg connects with Tiger Woods by cellular phone as many as 10 times a day—the two men found much has not changed.

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Revisiting Virginia Indians



Danielle Moretti-Langholtz, second from right, reviews research materials with seniors, from left, Erin Gaffney, Rebecca Costanzo and Amy Cadge.

"The Indians in Virginia did not live in tepees, they never rode horses, they never hunted buffalo, but there were always Indian people here," says Kenneth Branham, chief of the Monacan Indians, one of eight state-recognized tribes. Because Virginia Indians lived outside stereotypes—and outside the law, after the Virginia Racial Integrity Act was passed in 1924—we don't know much about their 20th-century lives.

But that's about to change, thanks to Visiting Assistant Professor of Anthropology Danielle Moretti-Langholtz and her team of three students. They have spent the last six months recording the contemporary oral history of Virginia's state-recognized Indian tribes, which, besides the Monacan, include the Chickahominy, Chickahominy Eastern Division, Mattaponi, Upper Mattaponi, Nansemond, Pamunkey and Rappahannock. Their efforts will ultimately produce a Web site to educate Virginia schoolchildren; a documentary aimed at high school and college students, the general public and legislators; and archives containing the group's research, including photos, transcripts and video footage.

"For most of the 20th century, you couldn't legally be an Indian in Virginia,"

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news makers

Three Commitments Endow Faculty Chairs

Alumni generosity benefits art history, biology, School of Education

Three commitments totaling \$4 million will endow three new faculty chairs at the College. Income from the endowments—all of which were established by alumni—will be used to recruit and retain outstanding professors in instructional technology, biology and art history. The commitments were announced by President Timothy Sullivan at a meeting of the William and Mary Endowment Association just before Homecoming Weekend.

"Faculty members of the caliber we seek at William and Mary are among the most sought-after individuals in the nation," said Sullivan. "These new endowments provide critical funding that will enable us to compete for the women and men who can keep our academic programs on the cutting edge. We are most grateful for the foresight and generosity of each of the donors."

A \$1.5-million commitment from Robert and Patricia Lee Pavey of Cleveland will establish the Pavey Family Chair in Instructional Technology in the School of Education. The Paveys are members of the College's Class of 1964 and their two daughters, Deborah and Susan, graduated from William and Mary in 1990 and 1991, respectively. Bob

Pavey is a former trustee and Trisha Pavey a current trustee of the William and Mary Endowment Association.

In explaining their commitment, Bob Pavey said, "Trisha and I have devoted our lives to family, to education and to the productive application of leading-edge technology. We are excited by the opportunity to combine these interests with our love of William and Mary." The Paveys' commitment will enable the School of Education to strengthen its programs in educational technology, an area that recently received two grants totaling \$2.67 million from the U.S. Department of Education. The grants were designed to promote the integration of instructional technology into secondary and primary school classrooms and were funded by the Federal Partnership to Renew Educational Preparation in Technology and the Advancing Creative Technology program.

Another \$1.5-million commitment, from an alumnus who wishes to remain anonymous, was made in memory of Roy Ash, a biology professor who taught at William and Mary from 1935 until his death in 1953.

Noting that "Professor Ash was more than my professor, he was my mentor and

friend," the anonymous donor made the commitment to endow the Roy P. Ash Distinguished Chair in Biology. Ash taught general biology, embryology and anatomy and was an active mentor to students who hoped to attend medical school.

The Ash Chair will enhance an already distinguished biology department. Over the last four years, five biology faculty members have received CAREER awards from the National Science Foundation, a rate matched only by Princeton University. Another faculty member was named a Presidential Faculty Fellow in 1995 and was instrumental in winning a \$1.7-million research grant from the Howard Hughes Medical Institute.

A \$1-million commitment from Jane Williams Mahoney, a member of the Class of 1943, will endow the Jane Williams Mahoney Professorship in Art History. Income from the endowment will be used to attract and retain eminent scholars in the field of art history, with a special focus on colonial art and architecture.

A resident of Canton, Ohio, Mahoney noted that her ability to make this commitment "Pleases me very much, and fulfills a lifetime ambition to return in some tangible fashion to William and Mary many of the benefits which have

accrued to me as a result of my undergraduate experiences at the College."

As an undergraduate, Mahoney was active in Mortar Board, Scarab Society and Phi Beta Kappa and won three prizes for scholarship. She is a lifetime member of the President's Council and has been active in the Cleveland Alumni Chapter.

Each of the endowments will qualify for matching support from the Commonwealth of Virginia's Eminent Scholars Program, noted Provost Gillian Cell.

"Established by the General Assembly, the program provides funds to match the income generated from privately supported endowments established to attract and retain the nation's most outstanding teachers and scholars to Virginia's public universities and colleges," said Cell. "Gifts for these purposes are thereby increased dramatically in their value to the university and their benefit to the education of our students."

The College currently has eight endowed faculty chairs (including the three new chairs), and 72 endowed professorships. ■

by Bill Walker

making headlines

"The Federal Appointments Process" First in Series To Honor Marshall

How are Supreme Court justices, lower federal court judges and other executive branch officials appointed and confirmed? Professor of Law Michael Gerhardt will lead a panel of experts to discuss "The Federal Appointments Process" tomorrow at the Law School, in the first of three John Marshall Scholarly Symposia. Panelists will include Supreme Court Justice Stephen Breyer and law school professors Erwin Chemerinsky of the University of Southern California, Chris Eisgruber of New York University and David Strauss of the University of Chicago. The symposium, to be held in the McGlothlin Courtroom at the Law School, will focus on Gerhardt's newly published book, *The Federal Appointments Process*.

The symposium is the first in the Institute of Bill of Rights Law's "Constitutional Conflicts" book series honoring the 200th anniversary—in February—of the appointment of John Marshall as chief justice of the United States.

Students Make a Difference

Spending time with children, preparing a "scallop feast" for senior citizens, painting rooms at a YMCA and completing beautification projects were some of the many ways in which College students spent—collectively—about 2,500 hours on Make a Difference Day, Oct. 21. In the highest participation yet for the annual day of service, an estimated 800 students worked on 40 projects that were coordinated with local nonprofit agencies. The event was hosted by the College's Office of Student Volunteer Services.

While doing meaningful work for neighbors in Williamsburg and surrounding towns including Newport News, Surry and New Kent, William and Mary volunteers learned about the missions and purposes of the agencies involved, and thus gained greater understanding of local social issues. The bonds that students form with the community on Make a Difference Day have given rise to traditions.

Combined Virginia Campaign Scores Up Donations

Almost 200 classified and hourly staff members took a break from work Oct. 31 for a Halloween party/CVC Mid-Campaign Rally in Trinkle Hall. Besides opportunities to win door prizes—including Linda Tuck's fine baked goods—the event was a chance for donors to get to know the organizations that benefit from their contributions. Big Brothers/Big Sisters, ARC and the Boy Scouts of America were all represented—and many in costume.

Employees were encouraged to join the campaign by, among others, Associate Director of Auxiliary Services Mark Gettys, nattily costumed as the King of "Care-A-Lot." Thus far, College employees have helped earn his kingdom's name, committing more than \$75,000 through Friday, Nov. 3. So far 283 employees have contributed to the Campaign.

While this year's contributions are outpacing last year's performance, there is still a long way to go to reach the goals of \$120,000 and 500 donors by the end of the campaign, Nov. 17. Visit the campaign's Web site at www.wm.edu/cvc and give as generously as you can.



Linda Tuck, payroll manager and CVC committee member, prepared dozens of baked goods for the CVC's Mid-Campaign Rally Oct. 31.

In Class With . . . David Lewis

Government 371 01 . . . The Presidency

Julianna Lewis would have been right at home in her daddy David's last pre-election meeting of "The Presidency" on Monday afternoon. Like most of his students, she was on record predicting a Gore victory; like most of his students, she's not the least bit jaded by election-season advertisements, recriminations, or petty partisanship; like many of his students, this is the first presidential election in which she has participated. Actually, this is the first presidential election during which she's been *alive*. Unlike the students in her father's survey, Julianna is four.

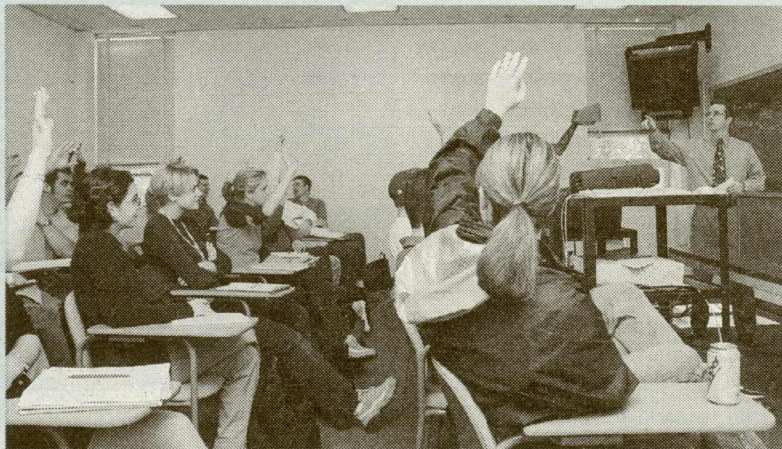
So although her vote may not have counted on Tuesday, her prediction was well-informed. And why not? She benefits from excellent genes—her father, an assistant professor of government, is fresh from Stanford University's doctoral program—and her presidential preference merited inclusion on a list compiled by Lewis' colleague Ron Rapoport. (For example: If a team with an animal mascot wins the Rose Bowl, or the wine harvest is particularly good in France's Beaujolais region, Republicans are in trouble.) Thanks to the Wisconsin Badgers, good grapes and Julianna, Gore looked awfully good.

In fairness to Professor Lewis, his daughter's forecast came at the end of a long parade of predictions, most with more scientific approaches. After checking the polls of around a dozen news organizations on-line, the class carefully parsed the Electoral College picture. Their calculations found 262 electoral votes likely headed Gore's way, 254 leaning toward Bush, and 22 simply too close to call.

Lewis and his class looked to other means to help decide who might win these tossup states. The candidates' marathon schedules—Tennessee to Wisconsin to Iowa to Texas, for Bush, and Iowa to Missouri

to Michigan for Gore—and last-minute advertisements were all compared. When one student suggested that the Gore campaign was wise to gibe rather than jab at Gov. Bush's preparedness, Lewis offered some inside skinny. "The campaign prepared a more direct ad, but the focus group said exactly what you said," Lewis told his satisfied student.

Like their professor, who's in the midst of his



Assistant Professor of Government David Lewis (standing at right) got an enthusiastic response when he asked students in his course on "The Presidency" who voted for their candidate via absentee ballot.

first semester on campus, Lewis' charges are short on neither enthusiasm nor insight. Several students sported campaign stickers, and few were shy about voicing their opinions. Some of their thoughts would have made the best-paid pundits proud. One student wondered aloud if Florida's members of the military, and their ostensibly conservative absentee votes, were accounted for in the state's perennially close polls. Another student—perhaps having come, as Lewis did, straight from checking polls on her computer—pointed out that 90 percent of African American voters were now behind Gore.

After half an hour's intense deliberation, Lewis placed a graph with each student's name on the overhead projector and implored them to "get down to brass tacks." Invited to revise their predictions from earlier in the campaign, most students felt comfortable with their original read, with about 2 to 1 going for Gore. Like Lewis, who ventured that Gore would win with around 290 electoral votes, many of his students had detailed formulae explaining how their candidate would secure the exact number of votes they had settled on.

Lewis' enthusiasm for politics began as a freshman at Berkeley, when we worked for a member of the California Assembly. During his last three years of college, Lewis worked three days a week in the office of longtime U.S. Rep. Pete Stark, an influential member of the House Ways and Means Committee. He followed his interest in politics to the University of Colorado, then Stanford, where his research focused on the president's role in designing and managing the executive bureaucracy.

For a graduate student familiar with the writings of Professors Rapoport, John Gilmour and Larry Evans—and thoroughly interested in teaching, too—William and Mary was a welcome opportunity when Lewis finished his doctorate in May. "The faculty here are not only smart, but very collegial, too," Lewis says. "I feel fortunate to talk to these people in the halls, to learn what they know."

Except, perhaps, when they give bum advice in a half-hearted attempt at hazing. When Lewis recently queried Clay Clemens about where to find the President's House, where he was expected for lunch, Clemens insisted that custom required him to take a host's gift. Before you feel too sorry for Lewis, though, you should know he had already hacked into Professor Clemens' Web site and done some, well, redesign.

Despite being a long way from his native California, Lewis is feeling more at home all the time. And nothing feels more natural to him than an election night. "If the race is tight, will you stay up late?" one student asked as class dismissed. "I'll stay up as long as I can," Lewis said with a laugh. "This is my meat and potatoes." ■

by Jackson Sasser

Lend a Holiday Helping Hand

What would the holiday season be without a fully stuffed stocking? The Hourly and Classified Employees Association (HACE) will, with the help of the Salvation Army's annual Christmas stocking project, make sure that many area senior citizens never find out. Last year, the College's faculty, staff and students stuffed 50 stockings for seniors in need of help during the holidays, and they hope to meet that goal again this year. Your donations of useful but inexpensive stocking stuffers will help make the drive a success. Please make contributions to the project by Friday, Nov. 17.

HACE is also sponsoring a food drive to benefit fellow employees who may need a helping hand during the holidays. Collection boxes for canned or dry goods (e.g., stuffing mix, cranberry sauce, canned vegetables) can be found across campus and at HACE's November and December meetings. Donations for the Thanksgiving baskets should be made by Wednesday, Nov. 15, and Christmas basket contributions are due Tuesday, Dec. 12.

Monetary gifts to either of these efforts are also welcome: make your check payable to HACE and send it to treasurer Laura Sherman, in Grants and Research Administration. For more information, call Sandy Wilms at 221-1257.

Egyptian Ambassador to Speak on Middle East Violence

Egyptian Ambassador to the United States Nabil Fahmy will address more than 650 delegates attending the 14th annual College of William and Mary High School Model United Nations conference, which is being held on campus Nov. 9-10. In his talk, Fahmy will focus on Egypt's role in ending violence in the Middle East. He will speak at 4:30 p.m. in the Chesapeake Rooms of the University Center, and overflow accommodations will be available in the Commonwealth Auditorium. The talk is free and open to the public.

Fahmy led the Egyptian delegation to the Middle East Peace Process Steering Committee and has served in Egypt's delegation to the UN General Assembly. His talk is sponsored by the College's International Relations Club and the Model UN team. For more information, call 221-4805.



Stewart Gamage, vice president for public affairs, greets Dean Olson's colleagues, friends and family—including son Poul, visiting with Vice President Sam Sadler at right.

Dean Olson Dedication

A magnolia tree, planted adjacent to Ewell Circle, was dedicated Friday, Nov. 3, in memory of Dean Olson, former director of publications at the College who died Oct. 22, 1999. Olson served 32 years at William and Mary as news director, assistant to College Presidents Davis Paschall and Thomas Graves and, for 25 of those years, as editor and director of publications.

Olson's publications, magazines and books received national acclaim and won numerous awards. He was honored at Commencement 1999 with the Algernon Sydney Sullivan Award for a career of service to the College.

Last month, the College Communicators Association of Virginia and the District of Columbia, an association of public relations, publications and Web-design staff in higher education, recognized Olson's "meritorious service and contributions to the field of college and university communications," with a posthumous Distinguished Service Award. The award was presented to his son, Poul Olson, and Dean's widow, Annelise Olson, Oct. 12 at James Madison University.

homecoming 2000

“You Shall Yet Be Heard”

Jim Kelly '51 addresses Sunset Ceremony

This is a special moment in the life of our College, when annually we come together on the eve of Homecoming. We come together in a memorial tribute to friends and family and perhaps—just perhaps—we come together to reflect in some solitude on that warm and buoyant time when as students we knew this place as *our* campus.

Several of my colleagues have expressed concern that this ceremony has been moved from its traditional location in the back court of the Wren Building. I do note here that there may be no more beautiful spot on the campus than the back of Wren—but this service is a relatively recent arrival to that location. In the early part of the last century and up to October 1961, the precursor of this event took place on Class Day at 12 noon at the College cemetery and at the grave site of Colonel Benjamin S. Ewell, our 16th president. It was sponsored by the Alpha Chapter of Phi Beta Kappa and was primarily a faculty and alumni event. The ceremony included the reading of the Roster of the Dead and was always a moving tribute to the valiant effort of President Ewell who, following the ravages of the Civil War, kept the College alive with a few students and the tolling of the bell at the opening of each new academic session. Across the years we can almost hear the prayer of that old soldier saying, as he pulled the bell rope in an empty College building: “You shall yet be heard.”

Class Day was the day before Commencement in June. All class reunions were held at that time, with the usual frivolities. As an undergraduate, I was

strongly encouraged to attend the memorial service—not unlike, I suspect, the student representatives and the choir that we have with us today. In 1961 this event was moved from Saturday before Commencement to sunset on the eve of Homecoming, and to the steps of the Sunken Garden and re-titled the Sunset Parade. There it remained until the Parade with the Queen’s Guard ceased to be a principal element, and then the ceremony evolved most naturally to the Wren Courtyard and once again was primarily a memorial service.

There may be no place on earth that celebrates tradition like William and Mary. But one of the College’s finest attributes has been our ability, over the years, to redirect a cherished tradition toward a more serviceable and meaningful mode, ever reminding ourselves that it is still a tradition.

A friend once suggested to me that word on campus had it that there were two William and Mary’s: the real William and Mary and the image that Jim Kelly projected whenever he was given the opportunity. Now this was a startling accusation, but the more I thought about it, the more I realized it was true—but not just for me. For each of us who has served and loved this College, there is an image of William and Mary partially frozen in time—our time on the campus—and partially colored by the excitement all generations now share in the knowledge that each day we become a greater College.

This afternoon we come together to remember alumni and friends who have shared our experience and who have

shared a vision, believing even in those times when it was hard to believe in anything that the day would come when this College would have a future that might equal or even surpass our well-known



Assistant to the President Jim Kelly '51

and often chronicled colonial heritage.

And it follows that, on this weekend, we will often speak of and celebrate the spirit of William and Mary. And I need not remind this group that there most definitely is a spirit of William and Mary; we have all seen it, we have all felt it and we know—particularly at this time and in this place—that it is inexplicably tied to the lives of alumni and faculty and friends, the course of whose lives were first and often finally set in this extraordinary community.

And this afternoon, in the presence

of some of our students, I must tell them that there will come a time in their lives when they will know, as most of us here know, that William and Mary does not belong to them—does not belong to me.

William and Mary has been loaned to us—loaned to us by the ages—loaned to us by the men and women who have preceded us in this place and who, like Presidents Blair, Dew and Ewell, have had an extraordinary faith.

This is our time at William and Mary. We are the caretakers of this, our moment in its history, and as we received this trust from an earlier generation, we must pass it on and be able to say in all good conscience—we have done our best. And then we will hand to the next generation this most precious of gifts, this magic community of possibilities, this College with potential beyond our most imaginative dreams.

In a few moments the Wren Bell will toll and the Roster of the Dead will be read. Hear each name and know that each of them shared with us wonderful memories of golden afternoons in the fall, beach parties, mid-winter dances, Christmas concerts, homesickness and rewarding classroom experiences. We close our eyes and see their faces, hear their voices and we know that our image of William and Mary will always—always—include them. ■

Staff Spotlight: Bob Johnson, Fire Safety Officer

Annual Homecoming pep rally is his time to shine

Bob Johnson conducted his share of drills during 22 years as a fire safety officer in the Air Force—not one of which, oddly enough, began with his fellow airmen enveloping him in hugs. He’s making up for it these days, since that’s exactly the welcome Johnson receives once a month when he visits the College’s Sarah Ives Gore Child Care Center.

“The kids come running toward the door when they see me coming,” says Johnson, the College’s fire safety officer for the last four years. “A couple are a little afraid of the alarm, but most of them are happy to see me and go through their drill.”

Though they don’t show their thanks with knee-high hugs, Johnson has another opportunity to delight a group of young people, which comes around every October. While the College’s alumni are getting down to “Disco Inferno” at the Homecoming Ball across town, Johnson monitors an inferno of his own during the undergraduate pep rally on Yates Field. Only a week’s worth of planning and some serious on-site at-

tention keep the bonfire from becoming a barbecue.

After securing an open-burn permit from the City of Williamsburg and arranging for a fire truck to join the festivities—just in case—Johnson carefully determines the event’s layout. Establishing a 75-foot perimeter around the fire—itsself 20 feet long, wide and tall—Johnson supervises the arrival of several dump truck-loads of wood pallets. Once arranged over a fireproof tarp and a sub-

stantial layer of sand, the pallets are infused with newspaper, and just a few minutes before ignition, doused with a gasoline-diesel mix.

Johnson’s best laid plans notwithstanding, the fire remains a fickle mistress. “The wood was so dry this year, we had a pile of coals within about 20 minutes,” he says. “Last year, on the other hand, it took some work to get it going, and then several hours to burn down.” Each year, Johnson’s tries to build a fire that will burn throughout the two-hour rally.

And not too much longer, either, because as soon as the last student spirit award has been handed out, Johnson is going about putting the fire out. Lasting until the early hours of Saturday morning, Johnson’s cleanup efforts are so thorough that the crowd of several hundred students does more damage to Yates Field than does his 1,000-degree fire.

Although the bonfire and the Yule Log ceremony find Johnson in the spotlight, well turned out in his safety coveralls, the overwhelming majority of his work is behind the scenes. “So far I’ve counted 1,300,” he says about fire extinguishers on campus. “But I’m still finding new ones all the time.”

To track those extinguishers and other fire safety measures, Johnson is at work on a fire-safety database. Eventually, it will help him monitor contract

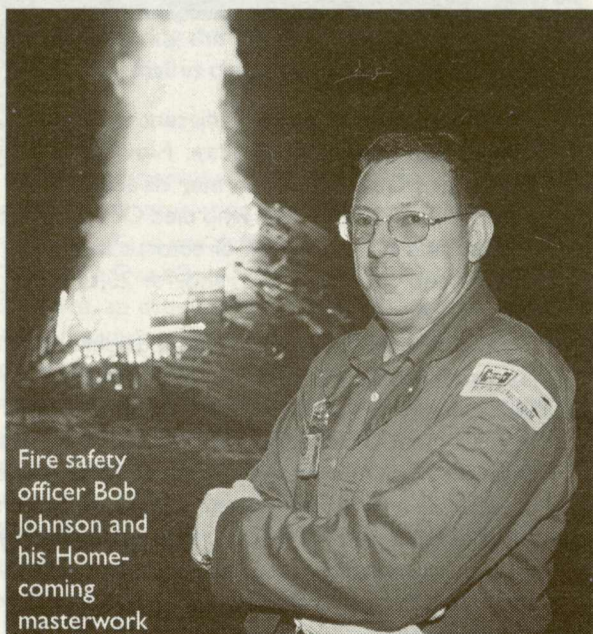
work and his own responses to more than 250 fire calls a year.

After hearing Johnson discuss different models of fire extinguishers like many people describe classic cars, you may not be surprised to hear that he “was born and bred in the fire service.” The son of Niverville, N.Y.’s volunteer company chief, Johnson was for a long time the youngest firefighter on the force. “Our insurance company wrote an exception into the policy so that I could drive the trucks when I turned 16,” he recalls. “Even then I could only drive them during daylight hours.”

After a brief hitch as an infantryman in the Army, Johnson transferred to the Air Force to fight fires full time. Before retiring as the deputy chief at Langley Air Force Base, Johnson served in Japan and Belgium, where he worked at NATO headquarters. There he was responsible for the safe comings and goings of, among others, the commander’s plane.

Recently Johnson had another excuse to visit his most ardent fans at the child care center, during the week of Oct. 9, Fire Prevention Week. “It’s comical how excited they are,” he says with a laugh. “I’m not dressed as a fireman, and I don’t drive a fire truck, but they love it all the same.” ■

by Jackson Sasser



Fire safety officer Bob Johnson and his Homecoming masterwork

IMG symposium combines lessons of the past, predictions for the future

IMG@W&M

Continued from Page 1.

"The world has gotten smaller as travel and communication have improved," Steinberg said, "but we're still providing the kind of all-inclusive, global support Mark envisioned so many years ago." He pointed out that with offices in more than 30 countries, IMG has a team ready to assist Woods just about



Lillian Kelly, from the Office of Public Affairs, gets her copy of *Staying Street Smart in the Internet Age* signed by the author.

anywhere he travels around the world. The kind of personal relationship that brought out Steinberg's cellular phone—even on stage—is the subject of McCormack's latest book, *Staying Street Smart in the Internet Age*. A best-selling author several times over, McCormack signed copies of his new book at a Wednesday afternoon reception. Fellow alumnus and sports entrepreneur Tim Harris '90, president and CEO of Williamsburg-based teetimes.com, mused on McCormack's example as he waited in line for a signature.

"He basically created an industry where there was none before," Harris said, "and did it by building relationships along the way. And not wrestling pigs," he said with a laugh, in reference to one of McCormack's colloquial chapter titles. Each of the author's symposium presentations was seasoned with the kind of anecdotes accrued during years of fascinating friendships. For example, not everyone knows to call Arnold Palmer bright and early, but let Jack Nicklaus sleep in.

The IMG symposium has been just one of McCormack's many contributions to the campus community. "He and Betsy have come back every year to welcome the Intercollegiate Tennis Association Hall of Fame inductees," said Millie West, the athletic department's director of special programs and a longtime friend of McCormack's. McCormack and wife Betsy Nagelsen together made William and Mary's indoor tennis center possible. McCormack stayed through the weekend to preside at this year's ITA induction, but it wasn't his first visit to the courts during the



In introducing Mark McCormack last Thursday, President Timothy Sullivan noted that, like Jefferson, McCormack is a compulsive note-taker. Here he listens to his colleague Doug Pirnie lecture.

week. When asked on Tuesday if he planned to play while in town, his response was, "Four this afternoon!" Only later did he reveal that his match was with the women's tennis team, some of whom he managed to beat with the help of doubles partner—and women's coach—Brian Kalbas.

After Monday's focus on client relationships, the IMG team devoted the rest of the symposium to events, television and the Internet. In one especially effective workshop, IMG associate Brian Williams invited the business school's students to help create marketing models and generate ideas that will carry on in their classes. And Professor Franklin Robeson's graduate busi-

ness students were especially intrigued by Thursday's sessions on emerging Internet and broadband technologies.

"The unique thing about this week is *this week*," said Robeson, who teaches the School of Business' e-commerce courses. "Very often we have guest speakers, but most of the time they're with us for a few hours and then gone. It's been terrific to be able to visit with and learn from these executives all week. My students have encountered real-world applications of ideas that we'll build on for the rest of the semester."

McCormack put the finishing touch on the symposium with his capstone lecture Thursday evening, addressing sports "Yesterday, Today and Tomorrow." Noting that his recent trip to the Sydney Olympics was much easier than his first journey to Australia, years ago, which required 26 hours and stops in Hawaii, the Fiji Islands and Japan, McCormack's overriding theme was the coming globalization of sports. Not only will professional leagues like the NFL and NBA establish franchises around the world, but Major League Baseball will also soon conduct a true World Series. Popular international sports such as soccer, cricket and badminton will also continue to gain fans in the United States, according to McCormack.

The audience of several hundred students, faculty and community members queried McCormack both about large-scale developments—technology will revolutionize the way we watch sports on television, but never replace the stadium experience—

and his own personal experiences with sport and celebrity. (The single greatest performance he's witnessed was by French skier Jean-Claude Killy, who won three gold medals in the 1968 Olympics.)

After McCormack's talk, graduate business students Austin Fricks and Gavin Young presented McCormack with a wooden golf club—inlaid with a piece of pine from the Wren Building—

as a token of the College's appreciation for the week's symposium. Dan Wakely

'98, a graduate business student who also works in the College's sports information department, shared their gratitude. "It's good to learn from someone who created an industry and then is still on top of it almost 40 years later," he said. "This is the kind of thing you won't see anywhere else." ■

by Jackson Sasser



The golf club presented to McCormack by the School of Business' graduate students includes a piece of pine from the Wren Building's great hall.

McCormack Receives T.C. and Elizabeth Clarke Medallion

"We think of this as our Nobel Prize," Dean Larry Pulley told Mark McCormack before recognizing him with the School of Business Administration's T.C. and Elizabeth Clarke Medallion at a reception on the final day of the "IMG@W&M" symposium. "Since the Nobel foundation has been a client of yours for some time, we think you'll understand how much the award means to us at the business school." Pulley presented the medallion, the highest honor accorded by the School of Business, on behalf of the faculty, who gathered in the University Center Thursday evening to honor McCormack, the founder and CEO of International Management Group (IMG).

Established in 1975, the award is presented annually to an individual whose distinguished career in management represents the highest standards of professionalism and integrity. Previous winners include Katharine Graham, former CEO of the Washington Post Company; Thomas A. Murphy, retired chairman and CEO of General Motors; and Frank Batten, chairman of Landmark Communications Inc., among others. In 1989, the medallion was renamed to honor the longtime generosity and support of Thomas Clifford (T.C.) and Elizabeth Clarke. T.C. Clarke, a member of the Class of 1922, was a vice rector of the College.

"The Medallion is an honor bestowed upon exceptional individuals who epitomize the characteristics we seek to instill in our business school students," said Pulley. "We are honored and delighted that Mark McCormack has agreed to accept this recognition of his accomplishments."

"This is the pinnacle of any award I could hope to receive," McCormack said after accepting the citation. "It has been wonderful to come back to campus almost 50 years after I graduated, and I'm honored to be in a position to give back to the College. William and Mary provided me with a background to accomplish whatever I've been able to accomplish, and I'm happy to give back to the school any way I can."

McCormack revolutionized the sporting world by demonstrating the value of sports as an effective corporate marketing tool, along the way changing the definition of entrepreneurial leadership. IMG is responsible for one-third of the global sports marketing business, has the world's largest licensing division, the world's number-one modeling agency and one of the most prestigious classical and event management divisions, IMG Artists. The world leader in hours of televised sports programming with its broadcast division, TWI, IMG is also an emerging force in the new media revolution with TWIinteractive. ■



Professor Herrington Bryce (right) joined Dean Larry Pulley (left) in presenting Mark McCormack with the T.C. and Elizabeth Clarke Medallion.

Friedrichs' research merits chief executive approval

Continued from Page 1.

in the southern Baltic Sea and the transport and deposition of mud on the northern California continental shelf.

Because the PECASE awards also recognize mentoring, Friedrichs considered it an advantage "to be from William and Mary, where teaching is taken very seriously. Scientists at larger institutions," he continued, "focusing almost exclusively on research, have a harder time explaining to NSF the importance of teaching and mentoring to their overall career goals." Friedrichs has enjoyed lecturing in the Geology Department and serving as adviser to geology majors, and has also taught students from area high schools—and colleges around the country—through the Research Experience for Undergraduates program.

Friedrichs' project also includes an outreach program titled SEDIMENT (Science Education Inspired through MENToring), in which high school and undergraduate students team with graduate student and faculty co-mentors to investigate the impact of estuarine sediment dynamics. One of SEDIMENT's goals is to promote the physical and geological aspects of oceanography. While many students are interested in whales and dolphins, far fewer enter marine physics and marine geology. SEDIMENT will leverage the field program with additional resources to facilitate inquiry-based science learning. Undergraduate involvement will include enrollment in the VIMS Summer Intern Program following a student's junior year. Along with a summer stipend, the SEDIMENT program can

provide support for research expenses and travel to a national meeting for presentation of student research findings.

The National Science Foundation selects its PECASE nominees from among its CAREER (Faculty Career Development) awardees. The CAREER award supports promising college and university junior faculty members committed to the integration of research and education. A member of the VIMS faculty since 1993, Friedrichs earned his bachelor's degree from Amherst College and his doctorate from the Massachusetts Institute of Technology/Woods Hole Oceanographic Institution. ■

by Kelly Gray

Faculty-student team finds Indian cultures thriving

Continued from Page 1.

says Moretti-Langholtz. "Because of the Racial Integrity Act, Indians were classified as 'colored' and subject to all that meant. They saw what that would do to their culture and withdrew. Consequently we know very little about their lives."

As the Jamestown quadricentennial approaches in 2007, the descendents of the tribes who first greeted the English settlers want to let people know they still exist, debunk the myths and claim their rightful place in history. The project should assist this effort by shedding light on the lost years when Indians couldn't own property, dress in tribal garb, attend white schools or openly proclaim their Indian heritage.

"The project will reconcile the Virginia Indians' oral history with the white world's written version," says senior Rebecca Costanzo, the project's technology expert.

An outgrowth of Moretti-Langholtz's six years of field work among Virginia Indian tribes, the project began last March. She, Ruth Haas at the Jamestown-Yorktown Foundation and representatives from the Virginia Council on Indian Affairs agreed on the project's focus and format. Moretti-Langholtz invited Costanzo, Erin Gaffney and Amy Cadge, all senior anthropology majors, to work with her. The three students were offered internships at the Jamestown-Yorktown Foundation as Indian interpreters over the summer to help them prepare for the project.

Compiling an oral history

involves much more than discovering ancient tribal legends—it requires planning and a systematic process of collecting data about a culture from an individual's experience. "From the data you collect, you can identify the trends or traditions that emerge," says Moretti-Langholtz.

With the support of the Virginia Council on Indians, a state-sponsored advisory board to the governor, the team began its interviews. Moretti-Langholtz's years of fieldwork among the Virginia Indians—her doctoral dissertation discussed their political resurgence—laid the groundwork for the mutual respect and trust necessary to make the project work.

Gaffney and Moretti-Langholtz formulated questions to ask the chiefs. Among other topics, they asked about the importance of land to their tribes, how they became leaders and how they hoped to affect the public's knowledge of their people.

"We found the chiefs to be very modest about their individual accomplishments," says Moretti-Langholtz. "Their emphasis was on the future welfare of their tribes."

The interviews completed and the transcribing done, the team has begun synthesizing the data, picking out the common threads and editing and organizing information for the Web site and documentary. "We have tons of good information," says Gaffney. "We just have to figure out how to sort it out and identify what would be good for the video and what will tell the story best for younger audiences."

According to team members, several themes are ever-present in their research. The chiefs stressed the importance of education, probably because they were denied access to mainstream educational institutions for years; they talked about the continuity their people gained from connection to the land; and they emphasized the need for federal recognition and what it can do for the tribes.

"They want people to know they are here and have been here for a long, long time, and that they are not going anywhere," says Cadge.

Excitement about the project is evident in the voices of the young women when they describe what they have experienced, and they are equally animated when they talk about Moretti-Langholtz. "Professor Moretti-Langholtz turned into a mentor for all of us, and not just about anthropology either," Gaffney says. "We feel honored to have worked with her and worked on this project."

Not only do the students say their work changed them personally, but they also insist it opened their eyes to much they hadn't known. "I was educated in Virginia," says Costanzo, "and I didn't know there were Indians here. Now I've met the chiefs of eight tribes. That's why there is so much excitement about this project."

Says Cadge, "We're doing projects and we're learning, but we're helping, too." ■

by Cindy Baker

notes

Predict Globally, Lecture Locally

What global trends will predominate over the next 30 years? World trends analyst William Van Dusen Wishard will draw on his experiences and research of the past decades to predict future developments in his lecture "Warning: You Have Entered the Most Decisive Three Decades in History." This talk, the first Emery Reves Memorial Lecture, will be delivered Monday, Nov. 13, at 7:30 p.m. in the Commonwealth Auditorium of the University Center. It is free and open to the public.

Wishard heads WorldTrends Research, a Washington-based consulting company that specializes in analysis and synthesis of worldwide trends. The author of several books, Wishard's political analyses have garnered praise from members of Congress, the military and the media, and college and corporate executives.

Romanian Ambassador to Describe Developments in Eastern Europe

Ambassador Caius T. Dragomir will provide a first-hand account of "Recent Political, Economical and Cultural Developments in Eastern Europe" when he visits campus on Thursday, Nov. 16. The Romanian physician, poet, cultural commentator and statesman will describe his experiences at 4 p.m. in Chesapeake Room C of the University Center. The event is free and open to the public.

In Romania, Dragomir was a political commentator and editorialist in the early 1990s and a presidential candidate in 1992. He served his country as secretary of state, chief of the Department of Information, senator and ambassador to France. Currently, he is a member of the National Council of the opposition party in Romania—the PDSR—and dedicates his energies to furthering Romanian policies with the United States and NATO.

A medical doctor by training, Dragomir also holds doctorates in cytochemistry and histochemistry. He currently serves as the director of the National Victor Babes Institute of Biomedicine. Dragomir has published several books of poetry, a number of volumes of essays and books of prose and philosophy. He is a columnist for several literary and cultural journals in Romania, a member of the Romanian Union of Writers and chief editor of *Viata Romaneasca* ("Romanian Life").

Borgenicht Program Call for 2001 Proposals

Made possible by a generous gift by Mr. and Mrs. Jack Borgenicht, the Borgenicht Program for Aging Studies and Exercise Science supports faculty and student research with awards ranging from \$500 to \$1,500 for the spring 2001 semester. Applications must be received by 5 p.m. on Friday, Dec. 1, and the awards will be announced Dec. 8.

Proposals will be judged on their potential to contribute to the understanding of the aging process and their potential to help people live longer, healthier and more productive lives. Faculty and students from various disciplines may bring their interests and expertise to bear on the aging process. For more information, contact Ken Kambis, director of the Borgenicht Program, at 221-2766.

Spring 2001 Registration

Registration for undergraduate students will conclude tomorrow, Nov. 10. Students will have an opportunity to make course adjustments on Nov. 11, 20 and 21. The Spring 2001 course schedule is now available on WORCS.

Drug and Alcohol Policy

William and Mary endorses the Drug Free Workplace Act, which requires the College to inform employees that the unlawful manufacture, distribution, possession, or use of a controlled substance is prohibited in the workplace. The workplace consists of any state-owned, controlled, or leased property, or the site where state work is performed. Any employee who violates this prohibition will be subject to disciplinary action, up to and including discharge, and/or required to satisfactorily participate in a drug abuse assistance or rehabilitation program at the discretion of management. As a condition of employment, each employee must abide by the terms of this prohibition and notify his supervisor of any criminal drug statute conviction occurring in the workplace no later than five days after such conviction.

tribe sports

From 0 to 3 Points in 1.2 Seconds

All-America kicker Sterba depends on flawless long snapper and sure-handed holder

BRETT STERBA ON TO ATTEMPT A FIELD GOAL FOR WILLIAM AND MARY." These few words—some of the sweetest Coach Jimmie Laycock will ever hear—never fail to incite the enemy.

"When kids on the other team start yelling things after I'm announced, I just take it as motivation," Sterba says of the lively exchanges that preface his place kicks. An All America who's missed exactly a dozen kicks in his career—that's out of 150 attempts, a 92-percent success rate—Sterba usually has the last word. "When we make the kick, I have to give it right back to them," he says, "and sometimes they're shocked—'Did that kicker just yell at me?'"

That he did, and he's not alone. Matt Sanger and Daron Pope, Sterba's long snapper and holder, share the work in making kicks—they're the "we" in the previous paragraph—and the celebratory responsibilities. "We each have our individual celebrations," says Pope, who also serves as the Tribe's punter. The only thing more certain than Sterba's headbutts with the offensive line and Pope and Sanger's roundhouse high-fives is the trio's flawless execution. In four years working together, they have never—never—had a bad exchange.

It's hard to appreciate the magnitude of this accomplishment until you see them in action, and up close. From the time Sanger snaps the ball seven yards deep to Sterba's foot connecting with the ball, just 1.2 seconds elapse. Pope has about a half second to catch the ball, put it down, spin the laces away from Sterba, and tilt the ball correctly: both Sterba and Sanger acknowledge that Pope's is the hardest job. But for all their effectiveness on the field, the three have a hard time agreeing on who's to blame for those dozen kicks that got away.

"Between place kicks and punting, I've never had anything approaching a bad snap from Matt," Pope says of Sanger, who's delivered the ball successfully almost 300 times in his career. "I've

missed kicks, and Daron's squibbed punts, but to think that Matt's been a four-year starter without making a bad play—that's just amazing," Sterba says. Though he most often earns the accolades, Sterba emphasizes that without Pope and Sanger—and an effective offensive line, which has helped protect his career-long string of *no* blocked kicks—he'd never be able to dent the scoreboard like he does. Literally.

Speaking of the scoreboard, take the Tribe's recent Homecoming victory as an example of these three seniors' offensive effect. In a 26-15 dispatch of Northeastern, Hameen Ali became only the 11th Tribe rusher to pass 2,000 yards during his career, and sophomore quarterback David Corley set a new William and Mary record by passing for 426 yards. But for Sterba, Pope and Sanger, Oct. 28 was just another day at the office—two extra points and field goals from 23, 25, 27 and 46 yards. In a not uncommon occurrence for the Tribe, Sterba outscored his offense: Northeastern 15, Sterba 14, Tribe 12. Last season, Sterba led the Tribe in scoring with 86 points—more than double the second highest tally.

Though the football squad is seriously endangering Coach Laycock's streak of eight winning seasons this year, you won't hear him complain about the Tribe's kicking game. "We pride ourselves on knowing that every time our team crosses the 40-yard line, we're at least going to get three points out of it," Pope says. "It's helped us win a lot of games." Sterba and company have also made their mark on the Tribe record book, and if not for a former kicker—

and current Buffalo Bill—named Steve Christie, they would have rewritten it altogether. Earlier this season Sterba set a new record with 50 consecutive successful extra points, and tied Christie's record with a 53-yard field goal. Sterba also owns a share of the Atlantic 10's record for field goals in a season with

Sanger could make a go of long-snapping on Sundays. Both have drawn looks from professional scouts this season, including Pope's father, Mike, an assistant coach with the New York Giants. "He's been really helpful in telling us how to improve, and what to be ready for," Sterba says of Coach Pope. "He also tells me to

give them a hard time if they think things are going too well," says his son. "I try to keep Brett and Matt on an even keel."

Sterba, Sanger and Pope took very different paths to their current special-team duties. While Sterba was a walk-on—"I recruited myself here," he says jokingly—Pope and Sanger were recruited as quarterbacks. "My career as a quarterback lasted about two weeks during the summer," Sanger says to his buddies' great amusement. "Since then, I've played just about every other position on the offensive side of the ball—tight end, fullback, h-back, wide receiver." Pope lasted a little longer under center, and began last season as the starter, until an injury forced him down the depth chart. But he's been holding all along. "I have no problem being the starting holder and starting punter instead of the starting quarterback, if it helps the team win," he says.

The trio's paths will likely diverge again after graduation. Pope is head-

Although their paths will likely diverge next year—to the classroom, the NFL and Wall Street, respectively—for now, seniors and fast friends (left to right) Matt Sanger, Brett Sterba and Daron Pope are of one mind: making kicks. During the next two weeks they'll try to secure a winning season for the Tribe and a regular season record for field goals made.



ing to Wall Street to work as an account executive for Lehman Brothers. Sanger, after a July wedding, hopes to teach and coach unless the NFL intervenes. Sterba's not quite ready to give up on football, though he doesn't look forward to working without his Tribe teammates. "Working with someone for four years, you develop a confidence in your program and know that everything's going to be there every time," he says.

Besides an ideal snap and a quick, crisp hold, Sterba has also come to expect Sanger and Pope to keep him loose out on the field. "I'll remind him of something stupid he did last weekend, or use a particularly colorful nickname he's earned," says the holder and humorist. "We're pretty much smiling or laughing throughout the entire operation."

Not so for the vanquished opponents, and one Sterba remembers in particular. When a Rhode Island cornerback took special delight in heckling him last year—never mind that he converted on a field goal and three extra points during the game—Sterba was surprised to see him after the contest. "I'm sorry I yelled at you, man," Sterba recalls him saying, laughing at the player's change of heart. "You're the best college kicker I've ever seen."

by Jackson Sasser

sports briefs

Women's Soccer Earns CAA Title, Honors

The Women's soccer team captured its fifth consecutive CAA title and 14th straight CAA tournament game last week, beating top-seeded George Mason 1-0. Senior defender Kim Newell was named the tournament's most valuable player, and was joined on the all-tournament team by Tara Flint, Franny Swajkoski and Lindsey Vanderspiegel.

The Tribe also captured top regular season honors, with Jordan Krieger earning Co-Player of the Year and Vanderspiegel taking home Rookie of the Year. The pair was joined on the regular season All-CAA team by Newell, Swajkoski and Flint.

Field Hockey Earns Record Number of All-CAA Selections

Seven members of the field hockey team—a record number for the Tribe, and more than any other CAA school this year—were named All-CAA players on Nov. 3. The first team All-CAA includes seniors Kathy DeJong, Jamie Bolen and Nicole Whitfield and junior Jess Jiao. Named second team All-CAA were seniors Tara Duffy and Katie Uhran and sophomore Ann Ekberg.

This is the third straight year that DeJong has been named to the first team. She leads the team with six assists and has 12 career defensive saves, third on the all-time list. Bolen, Jiao and Whitfield are all first-time selections. Bolen led the team in scoring this season with 12 goals and three assists. Jiao is a key player in the midfield, scoring five goals to go along with four assists this season. Goaltender Whitfield has recorded a pair of shutouts this season and has a 1.66 goal against average, the second-best mark in the CAA.

