

MEMO

To the Faculty and Staff of Mississippi State University

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Engineering college honors Distinguished Fellows

The James W. Bagley College of Engineering recently honored 10 alumni for career accomplishments and personal contributions to the engineering community.

During a late February ceremony, the college bestowed the title of Distinguished Fellow on:

- Stephen K. Ball of Nashville, Tenn., a 1983 biological engineering graduate who now is a cardiac surgeon with Cardiovascular Surgery Associates at St. Thomas Hospital in the capital city.

- William W. Bunker of Little Rock, Ark., a 1992 industrial engineering graduate and majority shareholder in Insite Interactive, an Internet marketing design and strategy company. He co-founded Web Media Ventures, which launched match.com, an online dating service that was sold for \$45 million.

- Thomas M. Gladney of Houston, Texas, a 1975 petroleum engineering graduate who serves as executive vice president of exploration and production for Houston-based Plains Exploration and Production Co.

- Carl B. Mack of Ft. Washington, Md., a 1986 mechanical engineering graduate and fourth executive director for the National Society of Black Engineers, the largest student-managed organization of its kind in the world.

- Wade C. Patterson of Huntsville, Ala., a 1983 electrical engineering graduate who is the founder, president and chief executive officer of Synapse, a supplier of wireless home lighting systems, water heaters, wall thermostats, and other devices.

- Richard A. Rula of Jackson, a 1970 civil engineering graduate who is the owner and president of Florence-based Hemphill Construction Inc. and two other companies.

- William G. Shira of Savannah, Ga., a

1979 aerospace engineering graduate, now vice president of marketing and sales support for Gulfstream Aerospace Corp. in Savannah.

- Joe C. Turnage of Edgewater, Md., a 1967 nuclear engineering graduate, now a senior vice president of Constellation Generation Group, a national organization of diversified energy plants. He also holds master's and doctoral degrees from the Massachusetts Institute of Technology.

- Lashell M. Vaughn of Memphis, Tenn., a 1982 computer science graduate, now vice president of Hilton Hotels' Corporate, Information Technology Division. She also received a master's degree from Christian Brothers University.

- Kenneth A. Williams of The Woodlands, Texas, a 1972 chemical engineering graduate, now vice president and president of the U.S./Mexico Division for BJ Services, a Houston oil field services company.



President Charles Lee (l) confers with Cadence Bank Regional President Tommy Tomlinson before cutting MSU's 128th birthday cake. Cadence Bank provided corporate support for the Maroon and White birthday celebration on the Drill Field. The MSU Alumni Association organized the event, which included a cake large enough to feed 1,500 revelers.



Profs extend classrooms with podcasting

Starkville resident Vicki Brown is a fulltime employee, a mother—and a Mississippi State student.

Because personal commitments keep her from attending university classes during work hours, she's utilizing a new alternative that's the next best thing: podcasting.

"I can't say enough good things about podcasting," said Brown, operations manager for the Division of Continuing Education and Academic Outreach. "I feel like I'm actually in the classroom."

She is enrolled in principles of public relations, a class taught by Communication Department head John Forde, one of three faculty members participating in the pilot podcast project. The on-demand technology allows students to download audio files from the Internet and listen at their convenience, using a desktop computer or an MP3 player such as an iPod.

The collaboration between the offices of the Provost and Information Technology Services provides an "on-the-go" technology for busy students, Forde said.

"I really enjoy face-to-face contact with students," said the 20-year teaching veteran. "I don't want to diminish that dynamic, and I see podcasting as an enhancement."

While this is Forde's first experience with podcasting, he's a longtime fan of the technology and has about 2,000 iTunes downloaded on his personal iPod.

"With in-person lectures, PowerPoint summaries I post to the Web, lecture notes posted to the Web, and podcasting, I'm trying to provide as much information as possible with as many different methods as I can," he explained. "I want my students to do well."

Forde has more than 100 students enrolled in his traditional, in-person class, with an additional 25 enrolled online. Among the online students are a husband and wife, as well as students from Meridian, Nashville, Laurel, and Mantachie.

Forde, along with associate chemistry professor Stephen Foster and School of Human Sciences professor Michael E. Newman, teach in a podcasting environment created by the ITS team. Using a Web-based interface, each professor records audio at a designated technology lectern.

The recorded audio file is automatically processed and made available to students via podcast or download.

"I'm teaching six graduate students, most of whom live in other places," Newman said. "Not one of them owns an iPod, so they're using the Internet to access audio files of the class I teach in agricultural information science and education."

Newman said his school long has used interactive video to teach students, and he views podcasting as an "innovative way to reach students."

Students may attend the once-a-week lectures, and review using the audio version published to the Web. "They also have access to information published to a WebCT site, so they can cross-reference," Newman said. "Using multiple media, students have multiple ways to access information."

Foster said his students have been especially enthusiastic about a podcast of a "help" session before his first exam. "It

allowed students to listen to the discussion even if they had other commitments during the review time period. This made everyone feel they had participated in the session."

All three faculty members said they plan to conduct end-of-semester surveys to quantify the usefulness of podcasting.

But for students like Vicki Brown, the technology is providing a way to continue her education and maintain a full work schedule.

"There always will be people like me, who cannot, for one

reason or another, attend traditional classes," she said. "Podcast is the way to go."



Forde demonstrates Web view of podcast.

New rate structure for Henry Center in place

The Hunter Henry Center continues to experience steady usage for special events, and building facilitators are hoping a new range of rates will enable more campus groups to take advantage of the facility for smaller gatherings, as well.

"The Henry Center is a great facility that continues to attract a wide audience. However, we recently have taken steps to better serve the entire campus community by lowering our rates for small meeting spaces throughout the building," said Dennis Prescott, vice president for external affairs.

MSU departments, faculty and staff organizations, and registered student organizations can now book the facility at more "renter-friendly" rates.

The new fees are broken down into hourly rates, as well as half- or full-day rates for 10 of the 14 meeting spaces housed throughout the complex. Among these are the smaller meeting rooms which seat eight comfortably, and conference rooms which seat 12. Also included are the board rooms housed in the MSU Alumni Association and the MSU Foundation wings which seat 20 and 24 persons, respectively, and a theater-style seminar room which seats 55. The Henry Center is a self-supported facility, and receives no state funding.

Interested persons may contact Jenna Shook for scheduling at jshook@exaffairs.msstate.edu or visit www.hunterhenrycenter.msstate.edu.



U.S. manufacturing key topic for CAVS Showcase

Dr. Rupy Sawhney believes U.S. manufacturers must sell value and not just a product if they expect to keep pace with consumer demands in a dynamic and increasingly competitive global marketplace.

The director of the University of Tennessee's Center for Productivity Innovation predicts the closing of multiple manufacturing plants by General Motors and Ford will result in the loss of 60,000 jobs over the next several years.



Sawhney

"Are the predictions of gloom and doom for U.S. manufacturers true?" asks Sawhney. "The answer is only 'yes' if U.S. manufacturers do not respond in

an appropriate and timely manner to

customer demands.

"The customers no longer are only demanding a product, but are demanding 'value' from the manufacturers," he observes. "How many U.S. manufacturers actually have a paradigm of selling value rather than a product?"

He adds: "Value can be defined and customized for each manufacturer to include such things as the ability to manufacture current products quicker than competition, and introducing more reliable new products to the marketplace in a shorter period of time. Yet, value has to be provided to the customer in a manner that allows the manufacturer to sustain changes."

On March 9, Sawhney, whose premier research center provides high-quality training and assessment tools in the fields of lean

manufacturing and simulation modeling, will keynote the Center for Advanced Vehicular Systems Showcase at Mississippi State.

"Dr. Sawhney brings a visionary outlook on current trends in industry and how these trends will affect small, mid-size and world-class manufacturers," said CAVS director Rand German.

Business and industry leaders from Mississippi and neighboring states will get a first-hand look at CAVS resources while networking with faculty, researchers, students and each other during the daylong (8 a.m.-5 p.m.) program.

Sawhney's keynote presentation, titled "For Manufacturing to Survive in the USA...", takes place 1:30-2:30 p.m. in the CAVS seminar room.

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summer. It also is available on the Web at msuinfo.ur.msstate.edu/msu_memo/. Editorial material should be sent to Kay Fike Jones, Mail Stop 9512, or via e-mail to jonesk@ur.msstate.edu.

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Veterinary students open college doors

Thousands of school children and visitors from across the state will learn about animals and careers in animal medicine at the 22nd annual College of Veterinary Medicine open house April 7 and 8.

Events will take place at the Wise Center, located on the south side of campus off Spring Street. The theme of this year's open house is "Taking Steps to Restore Animal Well-Being."

While thousands of young children have been attracted to the event, open house offers an ideal opportunity for older students exploring careers in veterinary medicine. On schedule for the open house are a petting zoo, tours of the hospital complex and educational exhibits. CVM faculty and students will be on hand to answer questions about health care for large and small animals.

Dog demonstrations will take place, as well as a special show of different breeds. Two canine events are scheduled for the second day of the open house: the canine Frisbee competition and a one-mile walk/run event with dogs and their human companions. Horse care and performance demonstrations will take place each day.

Open house begins at 8:30 a.m. and ends at 3 p.m. both days. Admission is free.

For more information, telephone the CVM Office of Special Programs at 325-1103.

Mississippi State University complies with all applicable laws regarding affirmative action and equal opportunity in all its activities and programs and does not discriminate against anyone protected by law because of age, color, disability, national origin, race, religion, sex, handicap, or status as a veteran or disabled veteran.

Looking for a job?

View and apply for current MSU positions (executive, faculty, professional, and support staff) on the Human Resources Management Online Employment System at www.jobs.msstate.edu. For more information, telephone HRM at 325-3713, e-mail employment@hrm.msstate.edu or visit 150 McArthur Hall.



Calendar of Events

Send your calendar items to

Kay Fike Jones, 102 George Hall; Mail Stop 9512; FAX 325-7455; e-mail jonesk@ur.msstate.edu at least **TWO WEEKS** in advance. For updates, check www.msstate.edu and click on "Calendar of Events."

To list calendar events online, access www.ur.msstate.edu/news/today.asp and follow the instructions.

Ongoing Events

WMSV radio's free Live and Stripped Down Acoustic Series is held every Thursday, 6:30-8 p.m., on the new patio of the State Fountain Bakery. Local acoustic musicians are featured in a relaxed atmosphere. In case of inclement weather, the series moves inside the bakery. 325-8481.

Each Sunday the Presbyterian Collegiate Connection is sponsoring "The Bridge: A Worship Experience Connecting Past and Future," Chapel of Memories, 5-5:40 p.m. 312-6833; www.msstate.edu/org/pcc.

Exhibition: "Us and Them: Recent Paintings by Rodger Roundy," March 6-31, Department of Art Gallery, McComas Hall; opening reception March 23, 5:30-7:30 p.m. 325-2970.

March

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Bits & Bytes Workshop: "PowerPoint," Giles Classroom, Mitchell Memorial Library, 10 a.m.-noon. 325-7676.

7

MSU vs. Louisiana Tech, baseball, Dudy Noble Field, 4 p.m.

Library Instructional Services Workshops: "Agricola and Beyond! Resources for Agricultural Research," ELI Classroom, Mitchell Memorial Library, 2-3 p.m. Brad



Brazzeal, 325-3834. "JCR on the Web: Searching Basics," ELI Classroom, Mitchell Memorial, 3-4 p.m. Deborah Lee, 325-0810.

MSU vs. Southern Mississippi, women's softball, MSU Softball Field, 4 p.m.

50-Minute Madness Workshop: "Fireworks: Building a Button," Giles Classroom, Mitchell Memorial Library, 1-1:50 p.m. 325-7676.

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MSU vs. Louisiana-Monroe, baseball, Dudy Noble Field, 4 p.m.

Bits & Bytes Workshop: "HTML," Giles Classroom, Mitchell Memorial Library, 3-5 p.m. 325-7676.

Library Instructional Services Workshop: "EndNote 101: Managing Your Citations and More!" ELI Classroom, Mitchell Memorial Library, 2-3:30 p.m. Deborah Lee, 325-0810.

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Center for Advanced Vehicular Systems Showcase 2006, Thad Cochran Research, Technology and Economic Development Park, 8 a.m.-5 p.m. To register or reserve booth space, telephone 325-5558 or visit www.cavs.msstate.edu/events/showcase/.

ITS workshop: "ADMIN BANNER: Payroll Entry," 10 McArthur Hall, 10 a.m.-noon. www.its.msstate.edu/Information/Workshops/.

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Cadence Bank Classic: MSU vs. Arizona, baseball, Dudy Noble Field, 4 p.m.

MSU vs. Auburn, men's tennis, Pitts Tennis Centre, 2 p.m.

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Cadence Bank Classic: MSU vs. Arizona, baseball, Dudy Noble Field, 2 p.m.

"Bog Ecology and Pitcher Plant Rescue," (adults), Crosby Arboretum, Picayune, 10

a.m.-noon. Register at 601-799-2311. Crosby Arboretum volunteer meeting, 10 a.m.-noon. Robin Veerkamp, 601-799-2311.

12

Cadence Bank Classic: MSU vs. Arizona, baseball, Dudy Noble Field, 1:30 p.m.

MSU vs. Alabama, men's tennis, Pitts Tennis Centre, 1 p.m.

13-17

Spring Break.

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MSU vs. Middle Tennessee, women's softball, MSU Softball Field, 2 p.m. and 4 p.m.

"Wildlife Day," (children), Crosby Arboretum, Picayune, 9 a.m.-1 p.m. Register by March 10. 601-799-2311.

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MSU vs. Tennessee, baseball, Dudy Noble Field, 6:30 p.m.

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MSU vs. Tennessee, baseball, Dudy Noble Field, 2 p.m.

Annuity vendors to visit

Four of the tax-deferred annuity vendors authorized to conduct business on campus will be on campus in March to meet with interested employees and answer questions.

The schedule of visits, all at the Hunter Henry Center, follows:

- March 7 - VALIC
- March 8 - Equitable
- March 15 - TIAA/CREF
- March 21 - State Farm

The vendor visits are sponsored by the Department of Human Resources Management. Additional information will be sent via campus mail.

For more information, telephone HRM at 325-3713.