

University of Arizona

CAMPAIGN KICK-OFF GUIDE

April 11, 2014



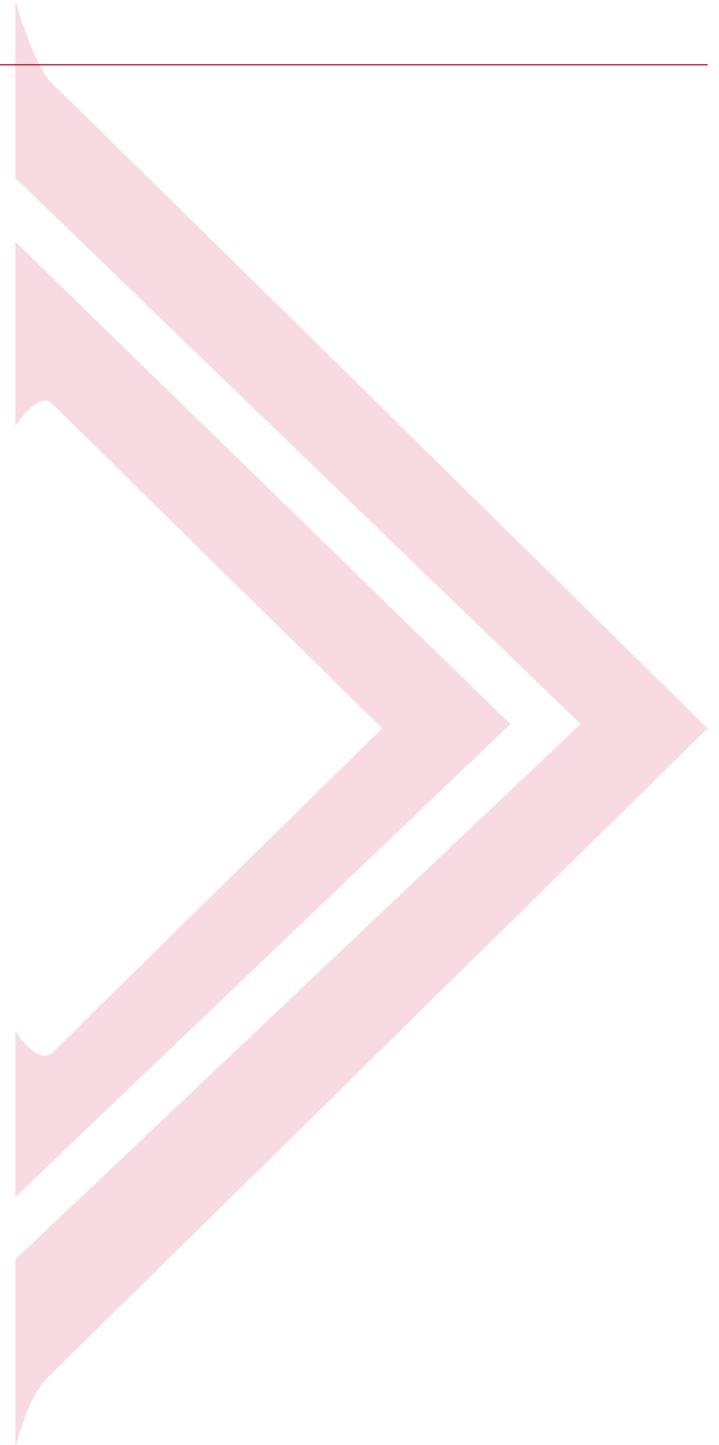
SCHEDULE OF EVENTS

- 2 – 4:30PM** Insider Tours and Talks across Campus
(See attached schedule for locations and times)
- 4:30 – 6:45PM** Interactive Expo of Excellence
(UA Campus West Mall, east side of Old Main)
- 6:45PM** Public Campaign Announcement and Fireworks!
(West Mall, east side of Old Main)
- 7:30PM** *American Authors* in concert at Spring Fling
(Sponsored by the University of Arizona Foundation)

Recommended parking in Highland Avenue and Tyndall Avenue garages.

Additional parking is available in Main Gate, Second Street, Park Avenue, and Sixth Street garages on a space-available basis. Parking fees apply.

For questions and information the day of the event, look for the Information Booth at the Expo of Excellence or talk to a UA volunteer.



DETAILED GUIDE TO APRIL 11 TALKS

Join UA faculty and researchers as they explore what's new in fields ranging from medicine to pop culture to relationships. These 20-minute talks are just enough to whet your appetite, and might help you discover projects and people you can support during the campaign. The talk locations and descriptions are included below.

LOCATION 1: Meinel Optical Sciences Building, 1630 E University Blvd., Room 307

MOLECULAR IMAGING: A REVOLUTIONARY TECHNOLOGY FOR SEEING BIOLOGICAL FUNCTION (2:10-2:30PM)

Thanks to medical imaging techniques such as CT and MRI scans, exploratory surgery is all but obsolete. Learn more about what's next in this field—molecular imaging—which offers minimally-invasive views of biological function. Thanks to molecular imaging, scientists and physicians can now diagnosis and treat health issues such as cancer and heart disease. Hear how UA researchers are working to advance this clinical and research tool.

Speaker: Lars R. Furenlid, PhD, Professor of Optical Sciences and Radiology

WHEN CARDIOLOGY & ENGINEERING INTERSECT: AN ILLUMINATED VIEW OF ELECTRICITY IN THE HEART (2:35-2:55PM)

What happens when heart experts team up with UA electrical and computer engineers? They create one of the only 3-D heart models that can visualize cardiac arrhythmia. Discover more about this 3-D model and electricity and your heart.

Speaker: Peter Ott, MD, Associate Professor of Clinical Medicine, The Peter Ott, MD Endowed Chair, and Director of the Cardiac Electrophysiology Laboratory and Arrhythmia Service

Speaker: Jerzy W. Rozenblit, PhD, Distinguished Professor Electrical and Computer Engineering, The Raymond J. Oglethorpe Endowed Chair, and Professor of Surgery

MARRIAGE: PROMISES AND PERIL (3-3:20PM)

Explore of the benefits of marriage, including health, happiness, and longevity, as well as some of the perils of a troubled marriage in this talk. Hear about ingredients of both successful and unsuccessful marriages that are evident before a couple say “I do”, and discover the role of education in mate selection.

Speaker: Chris G. Segrin, PhD, Department Head, Communication

CREATING A SMARTER WORLD USING BIG DATA (3:25-3:45PM)

The explosive growth of social media, mobile applications, sensor-based technologies and the Internet are generating a flood of “big data” and disrupting our world in many ways. Examine the paradigm shift caused by big data and learn how to use data science to harness its power and create a smarter world.

Speaker: Sudha Ram, PhD, Anheuser-Busch Endowed Chair in Entrepreneurship Studies, Director of the Advanced Database Research Group and INSITE Center for Business Intelligence and Analytics, Department of Management Information Systems, Eller College of Management

BLEEDING RED AND BLUE: THE HERITAGE AND TRADITIONS OF THE UA (3:50-4:10PM)

Come discover the points of pride (and a few dark secrets) in the history of our own university in this talk that's based on one of the most popular undergraduate courses at the UA. Professor Jim Knight will present some of the rich and unique stories that define and distinguish UA students and alumni alike.

Speaker: James Knight, PhD, Professor of Agriculture Education

TALKS

LOCATION 2: Flandrau Science Center & Planetarium, 1601 E University Blvd.

ARIZONA ASTRONOMERS USE BIG MIRRORS TO TIME TRAVEL (2:10-2:30PM)

When you look into a personal mirror you see the present. When Arizona astronomers look into a mirror, they see the beginning of the universe. Learn about life, habitable earth-like planets, and amazing telescopes such as the Giant Magellan Telescope (GMT).

Speaker: Chris Impey, University Distinguished Professor, Deputy Department Head, Astronomy

FOCUSING THE UNIVERSITY (2:35-2:55PM)

Professors Beudert and Mulcahy are working on a project to reveal the UA's past and present through film. Their first work portrayed the President, faculty, and students at the time of Arizona's statehood, February 11, 1912. Their current project examines the creation of Steward Observatory and the influence of the man who imagined it: Andrew Ellicott Douglass.

Speaker: Peter Beudert, Distinguished Professor, School of Theatre, Film and Television

Speaker: Michael Mulcahy, Associate Professor, School of Theatre, Film and Television

CRITICAL MINERALS AND GEOPOLITICS: WHY HYBRID CARS AND SMART PHONES NEED A PEACEFUL PLANET (3-3:20PM)

As more of the world's population emerges from extreme poverty and advances into a more affluent middle class, the amount of mineral resources consumed will increase dramatically. Geopolitics from China to Crimea can

create situational scarcity of critical minerals. We will explore the supply and demand issues along with the growing geopolitical, social, environmental, and technological challenges of producing mineral resources. The central role the University of Arizona plays in addressing these challenges will be featured.

Speaker: Mary Poulton, PhD, University Distinguished Professor, Head, Department of Mining and Geological Engineering, Director, Lowell Institute for Mineral Resources

RESEARCH TO ENHANCE PATIENT CARE (3:25-3:45PM)

What is iCAMP? It's the program bringing together surgeons and clinicians, nurses, anthropologists and biomedical engineers to study motion performance applicable in sports medicine, geriatrics, wound healing, rehabilitation, and more. Dr. Najafi will discuss iCAMP's aim to enhance patient care as well as function, mobility and quality of life through human motion assessment.

Speaker: Bijan Najafi, PhD, Associate Professor of Surgery and Director interdisciplinary Consortium on Advanced Motion Performance (iCAMP)

THE DOWNTON ABBEY PHENOMENON: THE POWER OF HISTORICAL FICTION (3:50-4:10PM)

Lost in the glowing praise of the hit TV series Downton Abbey is this: the series has shown a surprising commitment to the long-standing conventions of historic fiction. Professor Hogle will discuss ways the show's fiction has followed fact—and how it sometimes plays with the facts to good effect.

Speaker: Jerry Hogle, PhD, Professor of English

TALKS

LOCATION 3: Gerard P. Kuiper Space Sciences, 1629 E University Blvd., Room 308

NEW FRONTIERS IN PERSONALIZED HEALTH, WELLBEING, AND SUSTAINABLE DESIGN (2:10—2:30PM)

It is time to re-define human health. The Institute on Place and Well Being (IPW) will look to a new definition—one that fully encompasses the role of the physical environment in health and wellbeing. Through research that spans medicine, architecture and planning, we will change the landscape—literally—of health and healing. Learn more about the IPW, the only institute of its kind in the world.

Speaker: Esther Sternberg, MD, Director of Research, Center for Integrative Medicine & Director of the Institute on Place and Wellbeing

INNOVATION IN LEGAL EDUCATION (2:35-2:55PM)

Drawing from his rich academic and practical expertise, Dean Miller will discuss the changing environment of legal practice and describe how legal education must change to meet professional demand. The James E. Rogers College of Law has become a thought leader in reforming law schools, from making them more affordable through tuition reduction, to developing innovative programs of international stature, to offering meaningful hands-on experience to students. Dean Miller will also share his thoughts on future initiatives and discuss opportunities to partner and collaborate to improve the educational experience for UA students.

Speaker: Marc L. Miller, Dean & Ralph W. Bilby Professor of Law

AUTISM: WHERE ARE WE NOW? (3:00-3:20PM)

The media focus on autism continues, and so does academic research into this disorder. What does the latest research show us? Find out in this exploration of epidemiology, the brain, and epigenetics.

Speaker: Sydney A. Rice, MD, MS, Associate Professor, Developmental and Behavioral Pediatrics Director, UA LEND Medical Director, Children’s Clinics for Rehabilitative Services Core Faculty

IS NEW MEDIA CHANGING OUR MINDS? (3:25-3:45PM)

The public discussion about new media and young people has been dominated by experts arguing that digital devices are altering brains in dangerous ways and promoting anti-social personality traits like narcissism. Absent from this discussion are the voices of young adults and their concerns about the struggles that are unique to their digital lives. Professor Braitberg will share how today’s college students are struggling to make sense of their technology saturated lives in ways that may surprise you.

Speaker: Victor Braitberg, PhD, Honors College Interdisciplinary Professor

GUIDE ON THE SIDE (3:50-4:10PM)

“Hear and forget, see and remember, do and learn.” That aphorism sums up the basic principle behind the UA Libraries’ award-winning Guide on the Side tutorial software. It’s one thing to tell a student how to do something, but guiding them through the work helps ensure the learning will stick. Replicating that same “guide on the side” model online, however, has been easier said than done, especially for librarians and educators with limited budgets or access to technical help . . . until now.

Speaker: Leslie Sult, Associate Librarian

DETAILED GUIDE TO APRIL 11 TOURS

Take an exclusive and behind-the-scenes tour (or two!) to learn more about the buildings, people, laboratories and creative spaces that make the UA unique. Discover more about our philanthropic priorities along the way. Our half-hour or hour-long tours are scheduled between 2-4:30PM, with locations and descriptions provided below

DISCOVER RARE SOUTHWEST TREASURES!

Get an up-close look at the UA's extensive collection of Southwest Indian pottery and American Indian basketry during a tour of the conservation laboratory. You'll meet the preservation scientists who set international standards for collection care. You'll also visit the laboratory of zooarchaeology, where scholars will show how we learn about human behavior by studying animal bones.

Where: Arizona State Museum

1013 E. University Boulevard

Tours offered at 2PM and 3PM

NOTE: Please RSVP to Sandra Um, 520-626-3466

or sum@email.arizona.edu

The Museum is also offering free admission between 2- 4:30PM

SO, WHAT EXACTLY IS SUSTAINABLE DESIGN?

Join Professor Ronald Stoltz for a tour of CAPLA's national award-winning facilities and learn more about sustainable design, or the science of how we plan for and build environments to balance complex demands on people and resources. You'll see design studios and classrooms, learn about the inner-workings of the landscape laboratory, see the materials laboratory in action, and envision the future with research spaces on the building's roof.

Where: College of Architecture, Planning, and Landscape Architecture (CAPLA)

Sundt Gallery

1040 N. Olive Road

Tour starts at 2:30PM

SEE WHERE THE WORLD'S LARGEST TELESCOPE MIRRORS ARE MADE!

Tour the facility where the largest ground-based mega-telescope mirrors are produced. Learn about this revolutionary process that uses some of the most advanced technology and unparalleled optical expertise.

Where: College of Science – Steward Observatory Mirror Lab

527 National Championship Drive

Tour offered at 2PM, 2:30PM, 3PM, and 3:30PM

NOTE: Limited spaces available – please RSVP to cduncanf@email.arizona.edu

VISIT A LIVING ARCHIVE WHERE THE SPIRIT OF POETRY THRIVES!

Visit the UA Poetry Center, which houses America's largest collection of contemporary poetry. It is also the home the UA Creative Writing program and the hub of literature in Southern Arizona. Since its founding in 1960, the Poetry Center has brought to campus more than 1,000 writers to read or lecture in Tucson.

Where: College of Humanities - The Poetry Center

1508 E. Helen Street (at Vine Avenue)

Tours start at 2PM

TOURS

HAVE YOU EVER WANTED TO VIEW THE SCIENTIFIC DISCOVERIES OF COPERNICUS AND GALILEO?

Tour the archival collections and rare books that changed the world, including holdings from illuminated manuscripts such as the Book of Kells, scientific discoveries of Copernicus and Galileo, miniature books and photographic works of Edward S. Curtis and his North American Indian portfolio. Rare books curator Roger Myers will lead a discussion following the tour, joined by UA graduate students to speak about their research.

Where: UA Libraries Special Collections

1510 E. University Boulevard

Tour begins at 2PM and lasts 45 minutes

OUR CAMPUS RECREATION BUILDING WAS RECENTLY NAMED “MOST IMPRESSIVE IN THE U.S.”

Take a guest- and student-led tour through the platinum LEED-certified Campus Recreation Building to see what a college fitness center looks like today. Learn about the integration of programs in one location, including academic support, campus health, and fitness and sports—all designed to help students succeed.

Where: Student Affairs and Enrollment Management

Campus Recreation Building, 1400 E. 6th Street

Tour starts at 2PM

UA GHOST TOUR: A LITTLE SPOOKY AND A WHOLE LOT OF FUN!

Tour some of the most historic buildings on campus and share the ghostly and mysterious history of the UA. Learn about the Old Main ghost and the haunting of Maricopa Hall and plenty more spooks on this walking tour led by the Student Alumni Ambassadors. (Please wear comfortable shoes.)

Where: UA Alumni Association –UA Ghost Tours guided by Student Alumni Ambassadors

Meeting in front of the Main Library, 1510 E. University Boulevard

Tours start at 2PM and 3PM

SEE ANDY WARHOL PRINTS, UP CLOSE AND PERSONAL!

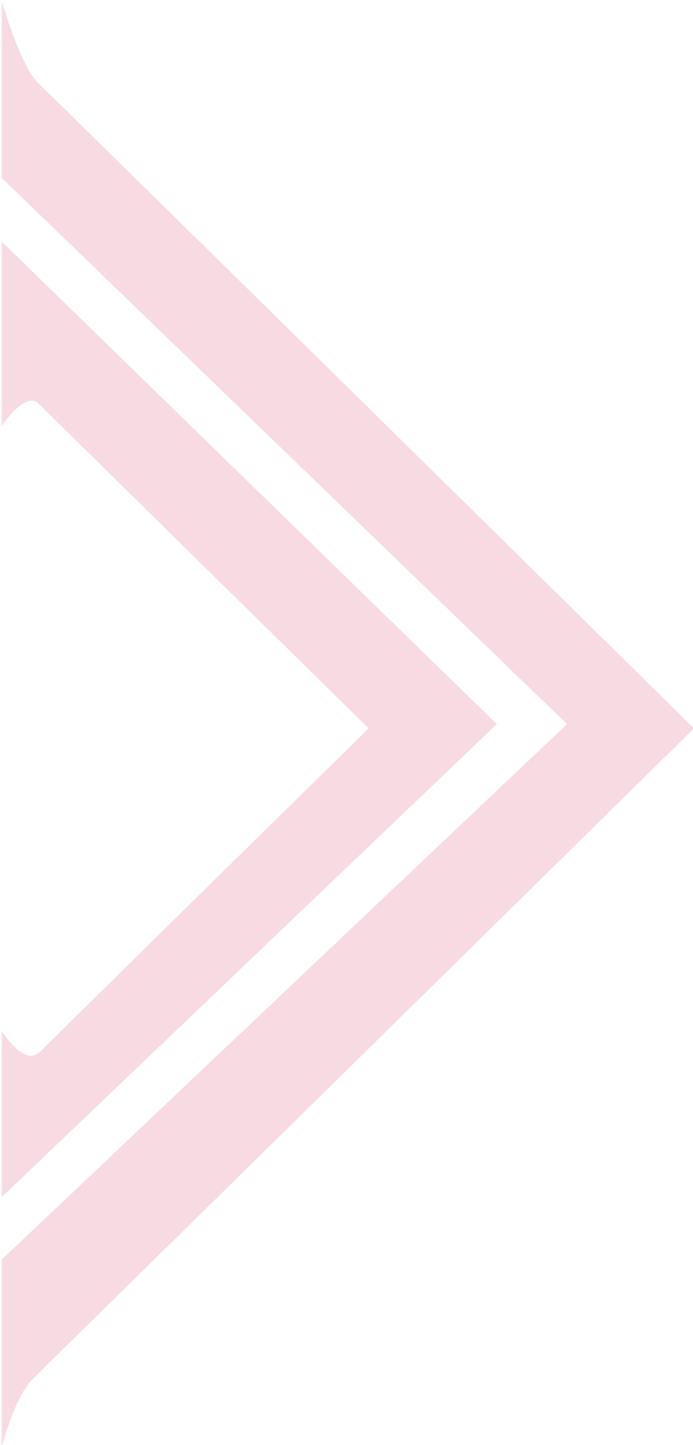
At 3PM, get a close-up and private viewing of our newest acquisition, a series of Andy Warhol prints, without the barrier of a frame. Olivia Valencia, a prestigious Flinn Scholar, School of Art Endowed Scholar, and curatorial intern, will speak about the exhibit and her studies.

Where: UA Museum of Art

1031 N. Olive Road

Tour starts at 2PM

The Museum is also offering free admission between 2 – 4:30PM, providing you with an opportunity to view the annual *Master of Fine Arts* exhibit and hear first-hand from the artists themselves about their inspiration and process.



...AND DON'T MISS THE EXPO OF EXCELLENCE!

Please join us on the UA West Mall, east side of Old Main, from 4:30PM until the public campaign announcement at 6:45PM for even more exploration of the UA's research and innovation at the Expo of Excellence. The Expo will showcase interactive booths, provide opportunities to meet researchers and students, and help identify a new interest or philanthropic passion.

JOIN US AT THE EXPO TO:

- Learn about solar cars, autonomous vehicles and robotics. See them in action!
- Witness a 3-D printer and discover how it works.
- Write poetry and learn to speak in another language.
- Meet insects. Insects. More insects!
- Enjoy live entertainment including dance, music, theatre and improv.

Don't forget that at 6:45PM there will be a special public campaign announcement, fireworks, and much more!

Come to listen, learn, and explore the world. Take home new knowledge and the inspiration to participate in the largest fundraising campaign in UA's history.