March 27, 2009
INSIDE INSIGHT
Food for thought
Food label warnings for education?

At the border
Event probes immigration issues

Go Devils!
U Devils Appreciation Month kicks off

No trek necessary
No time to tour the wonders of Earth and space in the museums at ASU? The College of Liberal Arts and Sciences has the next best thing—a bite-size, five-minute tour in a display case located in the reception area of the Dean's Office. The display showcases the college's research interests and features something new every two months. The current display includes a “moon rock,” image of the Crab Nebula from deep space, a shiny model of the Lunar Reconnaissance Orbiter, and a 500-million-year-old specimen from the Byrd Glacier in Antarctica. The artifacts, rocks, models of space exploration vehicles, and climbing tools on display are courtesy of the college's School of Earth and Space Exploration. Established in July 2006, the School of Earth and Space Exploration fuses Earth and space sciences with engineering to enhance our understanding of the universe and, especially, our home planet. Among the items on display, nestled in a small plastic case, is the moon rock, which was blown off the surface when an asteroid crashed into Earth's moon. The meteorite later was found in the sand desert near Dar al Gani, Libya. Other geological samples on display include vanadinite from Globe, Ariz.; azurite on malachite type of geode called “thunder egg” from the sand desert near Dar al Gani, Libya. Among the items on display, nestled in a small plastic case, is the moon rock, which was blown off the surface when an asteroid crashed into Earth's moon. The meteorite later was found in the sand desert near Dar al Gani, Libya. The meteorite later was found in the sand desert near Dar al Gani, Libya. Other geological samples on display include vanadinite from Globe, Ariz.; azurite on malachite type of geode called “thunder egg” from the sand desert near Dar al Gani, Libya.

By Debbie Freeman
The W. P. Carey School of Business at Arizona State University ranks among the Top 25 schools in the world for business research productivity, according to a new study.

School officials say the new rankings reflect that ASU faculty members are producing new knowledge and analysis for global use in a rapidly changing world now faced with added business challenges from the recession.

The new rankings came from an annual study by the University of Texas at Dallas. The study measures research contributions to top business journals from 2004 to 2008. On the list of Top 25 Business Schools, the W. P. Carey MBA, "We want our students to have the best faculty members to instruct and support them. These faculty members are on the leading edge of producing new knowledge." The W. P. Carey School of Business is the only Arizona school to rank in the Top 50 on the research productivity list. Recent research projects at the school have focused on a wide range of subjects, including how to reduce the number of oil spills, how smoking bans may affect a state's economy, how a software program can help slow the spread of an epidemic, and how to control the costs of hip and knee replacements.

Freeman, with the W. P. Carey School of Business, can be reached at (480) 965-9271 or Debbie. Freeman@asu.edu.

ASU on the Web
The ASU Women’s basketball team is back in the Sweet 16. ASU advanced to the regional semifinals of the NCAA Women’s basketball tournament with a 63-58 win over Florida State. To track its tournament progress and find more information on the tournament, visit www.thesundevils.com.

To suggest a Web site to be profiled in ASU Insight, send the site address to asuinsight@asu.edu.

W. P. Carey School ranks among world’s best

By Joe Caspomery
A ghostly property of matter, called quantum tunneling, may aid the quest for accurate, low-cost genomic sequencing, according to a new paper in Nature Nanotechnology Letters by Stuart Lindsay and his collaborators at the Biodesign Institute at Arizona State University.

Tunneling permits a particle like an electron to cross a barrier when, according to classical physics, it does not have enough energy to do so. Unveiling the DNA sequences of the human genome a decade ago was a remarkable achievement. Today, the task of sequencing some 3 billion chemical base pairs of the genome — enough, in fact, to fill a 20-volume encyclopedia — remains a daunting challenge, thus far accomplished largely through brute force means. Such methods are typically slow and extravagantly expensive (though costs have dropped considerably from the initial sequencing of the human genome, which took 11 years at a cost of $1 billion).

Bringing the power of DNA sequencing to every individual will require new, affordable technologies to help mine the wealth of information that DNA can provide concerning morphology, hereditary traits and predispositions to disease.

Various techniques for sequencing DNA have been used to determine the identities of the four nucleotide bases — adenine, thymine, cytosine and guanine — which make up the ladder rungs of the DNA’s double helical structure. Most of these require stopping DNA into hundreds of thousands of short fragments, sequencing the fragments, and then reassembling the fragments. The result is a complex and laborious procedure.

Lindsay and his collaborators, by contrast, have developed a technique that can produce about 200 bases at a time. By using two sources of energy — quantum tunneling and enzymes — the method produces a DNA solution that is 100 times faster than current methods.

The new technique is about 300 times faster than existing methods, he notes, and may provide a new avenue for studying DNA sequencing. Two sources of energy — quantum tunneling and enzymes — are used to speed up the analysis of DNA sequences.

Lindsay and his collaborators have already sequenced a 500-base DNA fragment using the new technique and plan to test the method on much longer DNA sequences in the near future.

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ASU’s Lindsay hone leadership skills, tackles program head on
By Judy Smith

To get something done, just ask Candyce Lindsay to take on the challenge. With great respect for leadership, she can help get the project through – and that’s just how she approached the Leadership Development Program, being sponsored by the National Council of University Research Administrators (NCURA). Lindsay accepted her assistant director of Sponsored Projects Service, Ten Executives in the sponsored-research area from 30 universities and consortia work for the program.

At the institute, Lindsay and others learned “how you can be a phenomenal leader, whether you are a manager or not,” she says, adding, “You look at the things in your life and see how you formed you. It teaches you how to be the best leader you can be in your life. I describe it as an expected course of professional growth, while building last-longing professional and personal relationships.” In addition, those in the class had to complete a project. “I created a guide for new employees Sponsored Projects Service,” Lindsay says. “We didn’t have anything like that.” Lindsay earned her bachelor’s degree in psychology with a minor in biology from Simmons College in Boston. She worked as a housing administrator, interim director and program administrator for a mental-health organization, then was an analyst at a for-profit health-care company managing a $200 million health-care program. She also has volunteered as a board member and grant writer for the Susan G. Komen North Central and the American Heart Association, and has served on the Temple Library advisory board.

After she was “downsized” at the health care management company, she decided to apply to NCURA. The Office for Research and Sponsored Projects Administration (ORSPA) hired her as a grant and contract liaison. Lindsay is part of the on-job training. “Research administration is not something you go to school to train for,” Lindsay says.

In the past seven years, Lindsay has worked her way up the ladder and is now assistant director of sponsored projects service for ORSPA.

Her main challenge as a delegate is helping new people work in others, Lindsay says. “When I was overwhelmed with actions that others could take care and I hadn’t delegated, the board would say, ‘Have you delegated lately?’” she says.

Lindsay is not through with her leadership training, though. “I need to hone my skills if I want to continue in leadership at ASU,” she says. “I just signed up for Leadership in the New American University.”

Smith, with Media Relations, can be reached at (480) 965-4821 or js.uaia@asu.edu.

Morrison Institute offers insight into Arizona’s teen population

By Nadia Mustafah

“Great Expectations: Arizona Teens Speak Up,” the fourth issue of the Morrison Institute’s For Policy and Practice brief series, offers insights into the state’s 600,000-plus adolescents from professionals who work with them every day – and from teens themselves.

There’s no shortage of adult opinions that too many teens are on the wrong track, and there are discouraging statistics about educational achievement. But school and community professionals interviewed for “Great Expectations” noted that those numbers don’t tell the whole story. The results of the institute’s teen poll also paint a largely positive picture of today’s young people.

Responses from nearly 1,000 students showed that they are reasonably optimistic with positive attitudes about parents and school. Almost all acknowledge a college education as a key to a successful life. Key findings included:

• When asked about the essential elements of a “good life,” most teens chose “doing work that you enjoy” and “having a happy family.”

• When asked whether a college degree is key to a good future, 88 percent agreed. Thirty-seven percent said they did volunteer work. When asked why, 55 percent chose “because it helps other people,” while 31 percent acknowledged that they do it expected or to required at school or work.

• More than seven out of 10 agreed that society doesn’t do enough to help poor people, and 59 percent said there’s a lot of prejudice and mistrust among Arizona’s racial and ethnic groups.

• Most teens say they have lots of friends (84 percent), enjoy diversity (93 percent),

AZ education policy program builds momentum

By Carol Sowers

In its second year, the Arizona Education Policy Fellowship Program (EPPP) has accomplished a wide array of goals set forth under the umbrella of the national Institute for Educational Leadership (IEL), and can claim a number of items.

Jointly sponsored by the Lincoln Center for Applied Ethics and the ASU Fulton College of Education, it is one of the 15 statewide programs across the country that is located in the West, and the only branch with a focus on ethics, diversity and educational leadership, says Caroline Turner, Lincoln Professor of Ethics and Education with the Mary Lou Fulton College of Education and coordinator of the EPPP.

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**Cronkite broadcast students finish second in Hearst Awards**

Broadcast students in the Walter Cronkite School of Journalism and Mass Communication at Arizona State University finished second in the nation in the news portion of the prestigious Hearst Journalism Awards program.

The Cronkite School has finished in the top six every broadcast competition for the past five years, including three first-place finishes.

This year’s broadcast winners are Liz McKernan and Erin Divan in television news; Joe “JW” Cox and Colton Shone in radio features; and Jill Galus and Elena McKernan and Amber Dixon in television news.

The Cronkite School has more students consistently led the way in the Hearst Awards, which is arguably the toughest college journalism competition in the country,” said Cronkite Dean Christopher Callahan.

“They work for us to give them the tools they need to communicate their knowledge effectively,” says Jianguo “Jingle” Wu, professor in ASU’s School of Life and Sustainability.

“Jingle Wu is gifted in the art of using words of the intellect. By recognizing that scientists commonly receive uneven or nonexistent training for public discourse, it is understandable that nurturing their inner communicator is one of the core goals of the leadership program. Conducted by the Woods Institute for the Environment at Stanford University, the Leopold fellowship program was founded in 1998 by Jane Lubchenco, distinguished professor of zoology and professor of marine biology at Oregon State University. Lubchenco and two colleagues, all former presidents of the Ecological Society of America, recognized a need to fill “a gap in environmental decision-making: getting the best scientific knowledge and the hands of government, nonprofit and business leaders to further the development of sustainable policies and practices.”

The program, led by Pamela Marion, professor and dean of the Stanford School of Earth Sciences, as well as the scientific director of the leadership program, offers intensive leadership and communications training, networking and mentoring from leaders in science and public outreach.

“Our approach is to select excellent and highly credible scientists and to give them the tools they need to communicate their knowledge effectively,” Marion says. “Dr. Wu's scientific excellent and research make him a perfect choice for the Leopold Leadership Program.”

It’s tricky to negotiate the leap from discussing scientific theory and approaches with professional peers to communicating science in accessible ways to the public, without training,” adds Robert Page, a professor and the founding director of the School of Life Sciences. “Jingle Wu is gifted with a cultural dexterity that allows him to demystify complex environmental questions for others. The fellows program will fuel both his and ASU's ability to create information that the public and legislator can connect with and use to improve daily lives and experiences.”

Wu, who is multilingual and multicultural, is accustomed to having an “added sensitivity to communication challenges.” But he credits his field of research for extending his understanding of the hurdles that scientists face when translating their research into the public sphere. Landscape ecology and sustainability science, Wu’s primary areas of study, have, he says, “developed holistic and humanistic approaches to studying the linkages of nature and society.”

To view a full list of the 2009 Leopold Leadership fellows, visit the website with the School of Life Sciences, can be reached at (480) 727-8934 or margaret.coulombe@asu.edu.

Lost in translation: Fellows aim to express the complex

By Margaret Coulombe

The term “gridsland” can conjure up different meanings to different people.

To some, gridslands are major components of “drylands” – regions that cover more than 40 percent of the world’s land area and home to more than 40 percent of the global human population. To others, gridslands bring to mind yin-yang phrases, such as “dews of grass” and “amber grains of grass.”

Authors and musicians commonly connect with their audiences through rich metaphor or simile, striving to evoke evocative landscapes.

“I experiment with language,” says noted poet Diane Clancy and author of All You Can Get in the Green Land.”

A scientist studying gridslands, however, observes with experiment and nature, looking for patterns or relationships, developing data or statistics – using words to make sense of the world.

So how can a researcher convey his or her experience and discovery in a meaningful way to the public?

“As the world is faced with increasingly complex environmental and economic challenges, the role of scientists in educating the public and influencing policy-making has also become increasingly important and imperative,” says Jianguo “Jingle” Wu, professor in ASU’s School of Life and Sustainability. “This means that we scientists need to be able to communicate with our audiences through rich metaphor or simile, striving to evoke evocative landscapes.

“Extremely fortunate and honored to be part of this program,” says Wu, “my selection is reflective of the overall strength of our inter-disciplinary work in the College of Liberal Arts and Sciences, and the Global Institute of Sustainability, than anything that I have accomplished as an individual.”

Arizona State has attended a grand conversation where expression is filled with meaning, metaphor, words of the intellect and sustainability science, Wu’s primary areas of study, have, he says, “developed holistic and humanistic approaches to studying the linkages of nature and society.”

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**New grant supports ethics professorship**

A new grant from the Ethics and Excellence in Journalism Foundation will support a visiting professorship at Arizona State University in honor of pioneering newsman Ed Kinsey Gaylord.

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Immigration issues come into focus at border justice event

By Matt Grun

Complex and controversial issues of crime, enforcement, security and human rights will come into focus during the “Crime, Justice, and the Border” conference, March 31 through April 2 at Arizona State University’s West campus. Additional activities will be held April 3 at ASU’s Downtown Phoenix campus.

The sixth annual Border Justice Event at ASU draws national and international experts from Mexico and the United States in a public forum format that is a hallmark of the conference. Central to the event is a multi-part panel on Social Justice: Violence and Human Rights Crimes abroad and at home. This panel on immigration, security, and human rights is a forum for sharing research findings. An additional series of symposia on security, crime, and the environment will provide a forum for discussing the latest research. The symposia include: "The U.S.-Mexico border represents different things to different people," says Stancliff. "For some, it’s a bridge to a new life – for others, it’s a wall not to be penetrated by outsiders. And for many who have experienced its dark side, the border is a birthplace of crime, violence, and human rights abuses. All events associated with "Crime, Justice, and the Border" are free and open to the public. For a complete schedule of events, visit the Web site http://west.asu.edu/borderjustice.

Crom, with Public Affairs at the West cam- pus, can be reached at (602) 543-5209 or math.crom@asu.edu.
March 27, 2009

**Events and Performances**

- **Rubrics in Large Classes:** 12:15-1:30 p.m., Interdisciplinary (INTDSB) room 365. Increasingly larger classes challenge our being able to connect with students to increase their knowledge. There are some “fixed and free” activities that can increase student participation and engagement in the large lectures. Sponsored by the Center for Learning and Teaching Excellence. Information and registration: http://cte.asu.edu.

- **Active Learning II:** 12:15-1:30 p.m., Interdisciplinary (INTDSB) room 365. More students can participate in the center for learning and teaching excellence. Information and registration: http://researchadmin.asu.edu/training/workingshops.

- **Classroom Assessment Techniques:** 12:15-1:30 p.m., Interdisciplinary (INTDSB) room 365. Provides an opportunity for adults to play, have fun and interact. Admission: $5 (children under 11 free). This unusual exhibit provides an opportunity for adults to play, have fun and interact.

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ASU grad named Social Worker of the Year  
Cindy Vogt Anderson, an ASU School of Social Work graduate student, recently was honored as the 2009 New Mexico Social Worker of the Year by the New Mexico chapter of the National Association of Social Workers for her work with the mentally ill geriatric population.

UT Devils month kicks off April 1  
New standards for address placements  
Effective March 29, the U.S. Postal Service (USPS) is changing the location of the delivery address on “flat” mail. The USPS is in the process of installing postal equipment that requires all delivery addresses on flat-size mail to be at the top back of the mail piece. This equipment is called the “Flat Sequencing System,” and it will automate the processing of mail that is processed manually at the USPS. “Flat” mail consists of items such as catalogs, large envelopes, 8.5-inch-by-11-inch newsletters and magazines. The flat size for a flat is always the longest side.

ASU Alumni Association mixer will celebrate the ASU Alumni Association’s 130th anniversary, will be held at 7:30 p.m. April 18 at the ASU Band Practice Field. The event, to be held at the ASU Band Practice Field, is $6.50; seniors, $3.50; and children 12 and younger, $2.50.

The ASU Alumni Band Practice Field is located at 371 W. Deer Valley Road, two blocks west of 35th Avenue. To reserve a spot, call (623) 582-8007.

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The USPS is requiring new delivery address placement standards for standard mail (including nonprofit mail), literature mail, media mail, parcels and bound printed matter that are flat-size mail pieces.

Departments must place the delivery address in the upper left corner of the mail piece. Flat-size mail that does not meet the new addressing standards will be mailed at the first-class rate, which can greatly increase postage costs.

Campus departments need to make sure any large newsletters, magazines, envelopes and other items that fall into a “flat” category are printed to match the layout needed for correct address placement.

For more information, contact Linda Augustine at (480) 965-2524 or e-mail letspowwow@asu. For information on the origin of pow pow dance, please see the descriptions of the dances, visit the Web site http://powpowasu.edu.

ASU and Penn State researchers find mushrooms could improve immune system.

Edible mushrooms are a versatile, healthy food and have been toasted as a way to preserve yeast, longevity and overall health for centuries. Now, nutrition researchers from Arizona State University and Pennsylvania State University are finding that mushrooms are beneficial for health for centuries. Now, nutrition researchers from Arizona State University and Pennsylvania State University are finding that mushrooms are beneficial for health.

The amount of mushrooms consumed by the animals is equivalent to the amount of mushrooms consumed by the animals.

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Fellowships reward students for research  
From Arizona socio-economic conditions as seen through the camera lens to special needs education in Africa, this year’s recipients of graduate completion fellowships are engaging in diverse research that can have an impact locally and globally.

The College completion fellows are: Quaylan Allen, Division of Educational Leadership and Policy Studies; Malcolm B. Anderson, Division of Curriculum and Instruction; Francis Nance, School of Justice and Social Inquiry; Sharon Chappell, Division of Curriculum & Instruction; Claudio Doncheva, School of Art; Dena Freed, School of Theatre and Film; Richard Karam, Department of English; Lars Krutak, School of Human Evolution & Social Change; Josephine Polk-Mattheos, Division of Educational Leadership and Policy Studies; Marcus Roseuchelli, School of Art; Joao Salm, School of Justice & Social Inquiry; Halit Mustafa Tugcu, Department of Political Science; Megan Todd, School of Theatre and Film; Joe Trevino, School of Art; Chris Trepka, Department of English; Elizabeth Shannon Whealey, Department of Political Science; and Bryant Klein, Division of Curriculum and Instruction.

Edible fungi may boost immune system.

Edible mushrooms are a versatile, healthy food and have been toasted as a way to preserve yeast, longevity and overall health for centuries. Now, nutrition researchers from Arizona State University and Pennsylvania State University are finding that mushrooms are beneficial for health.

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New program helps graduate students become better writers

By Michele St George

Not everyone is a writer, and yet every graduate student is expected to write a thesis, dissertation, grant or research paper. Without training or feedback, it’s an intimidating prospect. But a pilot program is under way to boost the writing skills of graduate students in the core concerns of their specific disciplines.

The new Graduate Writers’ Studios resulted from collaboration between ASU’s Writing Center, the Graduate College, and faculty members and departments across several disciplines. Each writers group of six to 12 graduate students in related disciplines, whether at the undergraduate or graduate level, participates. A graduate student, trained by the Writing Center, serves as facilitator. Students bring in problems for structured peer reviews and critiques. The facilitator is paid a stipend, and students attend for free.

Individual departments recommend both the facilitator and the students who will attend that semester, says Joan Bresnahan, associate vice provost and director of the Graduate College professional development.

“This began because a faculty member contacted the Graduate College about the need for writing support for graduate students, and it evolved into a collaboration that none of us could accomplish on our own,” says Bresnahan. “All writers need somebody to react to their writing,” says Jeanne Simpson, director of the ASU Writing Center. “We have one-to-one tutoring available in the Writing Center, but collaborative effort are important for MBA students. Their interaction with recruiting managers can open the door to professional opportunities.”

“We tell students to write and write and write, but they need to get feedback on their work,” says Pamela Goecke, the executive chair of ASU’s doctoral program in physical activity, nutrition and wellness. “There are generic writing rules that apply to all fields, but it’s great to have a program that is discipline-specific, because students need to hear and use the language of their field.”

Podcasts and resources on writing in specific disciplines are available at the Web site http://studentsuccess.asu.edu/home/writing/gradstudios. For the last six years, ASU has served as America’s largest effort at institutional transformation, a region negotiating models significantly for others at the highest level.

At the same time, the toughest and the largest of the roughly 150 public and private research universities in the nation, ASU counts more than 67,000 undergraduate, graduate and professional students on four campuses of equally high aspirations configured across metropolitan Phoenix, a region negotiating societal and environmental challenges that anticipate coming trends worldwide.

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**Economy, energy are topics of Southwest Poll**

*By Carol Hughes*

Economic forecasts are diurnal, yet many Southwesterners in Arizona, Nevada, Texas and New Mexico wonder how conditions in the United States will improve over the next year, according to the most recent ASU-Southern Arizona Business Poll.

The poll also shows that younger residents are more likely to say the economy will improve in the next year compared to older respondents. Poll results are available online at asisr.asu.edu.

The telephone poll, which was conducted by ASU’s Institute for Social Science Research in the College of Liberal and Creative Arts, reached 800 adults at least 18 years old. The sample included more than 800 residents in the four Southwestern states their opinions on several issues, including the economy, jobs, the environment and energy. Some questions also were asked in an earlier poll that was released Oct. 30.

On the subject of the economy, 41 percent of the respondents say economic conditions in this country will be better a year from now, while 34 percent say they will remain the same, and 23 percent say they will be worse. Two percent did not respond or didn’t know.

This compares to the same time last year, when 49 percent of respondents said they believed the economy was “better,” 34 percent said “same” and 25 percent said “worse.”

Southwesterners continue to voice concern about losing jobs, with a little more than half (54 percent) saying they had good chances of keeping their jobs in the next year, while 46 percent said they had only a “fair” or “somewhat” chance of doing so. Of those with jobs, 31 percent said they “very well” or “somewhat well” understood “clean coal,” while 34 percent said they understood “renewable resources.”

The poll was conducted by telephone Jan. 13-Feb. 8 among a random sample of 837 adult residents in the southwestern United States (105 in Arizona, 111 in Nevada, 380 in Texas and 101 in New Mexico). The results from the full survey have a margin of sampling error of plus or minus 3.5 percentage points.

This is the third ASU-Southwest Poll since 2008. The next one – on health care – is planned for this spring.

Hughes, with the College of Liberal and Creative Arts, can be reached at (480) 965-6379 or carol.hughes@asu.edu.

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**Stimulus package may favor states other than AZ**

*By Debbie Freeman*

Even though Arizona and some other Western states are among those hardest-hit by the current economic recession, they are not expected to receive as much help from the federal stimulus package as other states.

Surprising analysis reveal that the new numbers from the U.S. Bureau of Labor Statistics show that the Southwest’s stimulus package favors some of the states least affected by the recession.

Lee McPheters, research economist, editor of Economy@W. P. Carey and professor of economics at the W. P. Carey School of Business at Arizona State University, compared nonagricultural employment figures for all 50 states from the start of 2001 to October 2008.

Southwesterners are more likely to say the stimulus package will favor states that lost greater percentages of jobs won’t really get as much of the stimulus package impact as needed, the formula holds.

“Analysts will be watching closely to determine whether these funds are going only to favored job categories, but also to those parts of the country most in need of economic support,” McPheters says.

Stimulus doesn’t mean that funds will go to all states, as some are unlikely to receive any at all. Arizona is one of them.

“The program, however, is a narrow band of high stakes for Arizona,” he says. “Whatever happens, however, it will be the same as 2001 figures.”

Stimulus is expected to be distributed based on a formula linked to each state’s share of national employment. However, McPheters notes that, according to the newest numbers, some Western states that lost greatest percentages of jobs won’t really get as much of the stimulus package impact as needed, the formula holds.

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Lee McPheters

Economy@W. P. Carey is a portal to economic information and analysis about the West and the nation. The W. P. Carey School of Business at Arizona State University is a leader in global business research and education.

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**Top mortgage expert testifies before Congress**

*By Debbie Freeman*

As the amount of money spent on bailing out failing banks, and institutions continues to grow, more and more Americans are asking what is going to happen to their homes. A top mortgage expert from the W. P. Carey School of Business testified before Congress on transparency when it comes to the use of Troubled Assets Relief Program (TARP) funds.

“Transparency is of critical importance to the stability of financial markets, as well as the reputation of the United States in the international economy,” says Professor Anthony Sanders, the Bob and Doe Bean and Aubrey and Rosemary Partygoer International Chair at the W. P. Carey School of Business at Arizona State University.

“This is a crucial issue for the Americans and the government,” he adds. “It’s about transparency and accountability.”

Sanders says financial institutions are “ill-equipped” to manage the funds and that more transparency is needed when it comes to the use of TARP funds and the Treasury and Federal Reserve decisions on the loans. He particularly has testified about Fannie Mae and Freddie Mac, and the U.S. Senate Banking Committee. In November, he testified about the TARP before the Domestic Policy Committee of the House of Representatives Oversight and Government Reform Committee.

Sanders was called for his testimony and transparency about the use of TARP funds and the Treasury and Federal Reserve decisions on the loans. He repeatedly stated that the public should be able to understand how the Treasury and Federal Reserve are valuing banks relative to the way they’re being valued in the private sector and the stock market.

He said if the Treasury and Federal Reserve were valuing banks correctly, then the public would know how much the banks are worth. If the banks are worth more, then taxpayers would know how much they are paying when they support the banks.

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By Debbie Freeman

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**Business students build ties to local arts community**

*By Debbie Freeman*

In a time of recession when funding for the arts is scarce, students from Arizona State University’s W. P. Carey School of Business are learning more about the intimate relationship between business and the arts.

Two new projects have been designed to encourage business students to work with arts groups and learn about show business – and possibly even pave the way for participation on the boards of arts organizations.

The Business 4 Arts program is a partnership between the W. P. Carey MBA – Executive Program, and the Earl and Gladys Davis Distinguished Professor of Information Systems at Phoenix College.

MBA students learn more about the arts, and the arts community learns more about current and future business leaders.

Adda Harrison, executive director of Arizona Opera, says we look at the MBA students coming through the program and going into the field of business, we’re catching them at a time when they can gain an understanding of the value of the arts. They also learn the arts don’t just benefit individuals like them, but also the entire business community.

For example, corporations considering a headquarters move or building a new facility may be more likely to locate in a community that invests in the arts. Researchers say that arts invest in the arts, such as Arizona Opera, and the arts community at large.

Arizona Opera also is enjoying the results of another business and arts program through the same time. Brooke May, director of Development and staff members, and students from his honors statistics course provided research to Arizona Opera officials about the demographics of their audiences, which the opera will use in developing and marketing programs. The students learned about observational studies of 13 opera performances in two cities.

“The program benefits both business students and arts community,” says Ajay Aggarwal, a 2008 Business 4 Arts graduate. "The students really embraced this opportunity," says Brooks, who teaches in the nationally ranked Simply Manage Department at the W. P. Carey School of Business. "They worked closely with Arizona Opera throughout the study, conducted the sampling and write the report summarizing their insights.

"The officials say the statistical research revealed new opportunities for more effective marketing that will influence their outreach and marketing strategy. The class executives take a lead in providing research and good artistic performances have a common objective: the continued viability of our quality of life.

"Freedman, with the W. P. Carey School of Business, can be reached at (480) 965-9271 or debbie.freeman@asu.edu.

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**Economists surprised by stimulus numbers**

Economists were surprised by the stimulus package numbers as well. Lee McPheters, the W. P. Carey School of Business at Arizona State University, noted in an interview that the stimulus package favors some of the states least affected by the recession.

The poll was conducted by telephone Jan. 13-Feb. 8 among a random sample of 837 adult residents in the southwestern United States (105 in Arizona, 111 in Nevada, 380 in Texas and 101 in New Mexico). The results from the full survey have a margin of sampling error of plus or minus 3.5 percentage points.

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