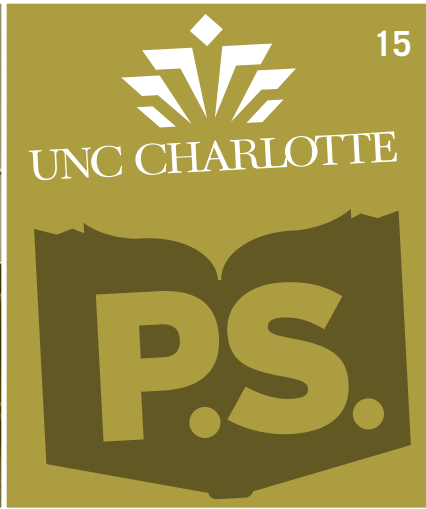




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# EXCHANGE

A MAGAZINE FOR THE  
COLLEGE OF LIBERAL  
ARTS & SCIENCES



## 10 Telling Stories

New Books from the College of Liberal Arts & Sciences

**INSIDE:** Honoring a Public Servant 36 in 6 Charlotte's Green Mystery On the Half Shell  
WGST Program Reaches Out Strong Partnerships Desperation and Hope Alumni 2.0

# EXCHANGE

THE MAGAZINE FOR THE COLLEGE OF LIBERAL ARTS & SCIENCES



# 10

## Telling Stories

Celebrating the commonality of narrative, three new books from college faculty help us make sense of the world around us.

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## Dear Alumni & Friends,

Once, when I was in college, my roommate and I were watching a TV drama, when the plot took a strange direction, presupposing events that we had not seen. Somewhat disconcerted, at the next commercial we discussed our confusion, realigned the story and made sense of the seeming gaps in the plot. But then, much to our surprise, after the TV drama resumed, we saw a replay of several earlier scenes, followed by several scenes we had not seen that filled in important plot points, and finally, the scene that created our first confusion. We suddenly realized that the television station indeed had inadvertently dropped a “middle” between scenes, and that our initial confusion about the plot had been warranted.

This particular incident stays with me because it is such a good example of how human beings make sense of the world. My roommate and I had been given muddled information, yet we logically took the information we had and created a coherent story that tied up the narrative loose ends. What had been confusion became, in our reworking, meaning. I also like this story because, on the one hand, it is so mundane, and yet on the other, it is anything but mundane. Every human being, every single minute of the day, makes meaning out of the experiences she is having. This issue of *Exchange* is an apt example of this practice.

Before they began writing, Jim McGavran, Christine Davis and Tom Rogers, featured faculty members in the cover story, each assembled a myriad of facts, observations and impressions, and then, from this myriad shaped their separate stories. In our alumni profile, we see Eva Rykr (psychology) and Rhiannon Bowman (communication studies), making meaning of ideas related to their professions, but doing so by using the newest social media tools and relating their stories in new ways to new audiences.

But there are other ways of making meaning.

Ross Meentemeyer, professor of geography, is studying Charlotte's urban ecology, making sense of a vibrant city's continual act of “becoming” a model of sustainability and growth. And biology professor Jim Oliver has been working for much of his career to “make sense” of the bacterial pathogen, *Vibrio vulnificus*, the most fatal food-borne pathogen in the world.

The friends of Susan Burgess certainly found value and meaning in her life of civic service. However, not content to put an end to this meaningful life of dedication, they elected to extend her impact by providing scholarship support for students following in her footsteps as a public servant.

The Model UN students, successful as debaters in an academic environment removed from the realities of issues they study, are in the process of changing the nature of their organization: in addition to its traditional identity as a training ground for an informed and engaged citizenry, the Model UN at UNC Charlotte is expanding the meaning of its organization to embrace human rights activism, specifically in service learning in Haiti.

Making meaning is a human habit of mind. And as so many stories in this issue demonstrate, it is both an intellectual and experiential pursuit. I invite you to make your own meaning, as you enter this latest issue of *Exchange*. &



*Nancy A. Gutierrez*

DEAN NANCY A. GUTIERREZ  
COLLEGE OF LIBERAL ARTS & SCIENCES



# news



1

## Bella Bloomed Again!

What plant grows a single giant leaf for 12 months or so, disappears entirely for six to nine months, sprouts a new leaf for another year, and repeats this cycle for at least 12 years . . . until it pushes forth from its pot a flower



so large, so smelly, and so rare, that 4,000 people rush over to bask in its brief, but spectacular display?

UNC Charlotte's own Titan Arum, or "Bella," of course! The botanical superstar that calls the McMillan Greenhouse home delighted faculty, staff and community members with its second bloom on June 22, several days earlier than anticipated. The Greenhouse staff got the word out about the early bloom, and thousands came to see the 34-inch, deep burgundy and yellow-spiked bloom before it faded on June 24 (more quickly than usual, perhaps due to warmer-than-average conditions).

According to assistant greenhouse direc-

tor, Paula Gross, pollination was attempted, but Bella did not produce seed. "Producing such large blooms takes a great deal of energy, and since this was her second time (she bloomed for the first time in 2007 to much fanfare), she used up her tuber," Gross says.

So, while campus bid farewell to its beloved Bella, everyone can look forward to possible stinky events in the future — the McMillan Greenhouse staff are currently nurturing two six-year-old Titan Arums. That means UNC Charlotte freshmen not only have football to look forward to before they graduate, but maybe another Titan bloom, as well.

2

## CTI earns over \$300,000 in national and local grant awards



Charlotte Teachers Institute (CTI) continues to make great strides in providing professional development opportunities for Charlotte Mecklenburg Schools (CMS) teachers and garnering support from national and local community partners and foundations. CTI has earned grants totaling over \$300,000 this year, including a recent \$200,000 award from the Arthur Vining Davis (AVD) Foundations. "In a highly competitive evaluation process involving strong proposals from across the country, the CTI distinguished itself as a top tier organization with the potential to have lasting impact on CMS teachers and students," said William Keator, vice president for programs at the AVD Foundations.

CTI's Founding Director Molly Shaw said other recent grants include: Arts and Science Council, Belk Foundation, Charlotte Mecklenburg Community Foundation, Imago Mundi Endowment Fund, Knight Foundation, Piedmont

Natural Gas, UNC Charlotte's Chancellor's Diversity Challenge Fund and Wells Fargo Foundation.

CTI is an initiative designed to strengthen teaching by cultivating content knowledge, creativity, leadership skills and collaboration within and among local public school teachers. CTI is a partnership among UNC Charlotte, Davidson College and CMS, and is made possible by a joint commitment of resources and energy from all three Institute partners and through the generosity of private funders. Starting in 2009, Charlotte Teachers Institute has conducted professional development seminars for over 150 CMS teachers, with six UNCC faculty members leading half of CTI's 12 seminars (Davidson College faculty also led six seminars). These six UNCC faculty members taught 75 CMS teachers who in turn have taught over 6,000 local students in grades K-12. Each teacher earned 30 hours

of professional development credit for a total of 4,500 hours, including 2,250 hours contributed by UNCC faculty alone. CTI also coordinated local teachers' involvement in summer seminars at Yale University, boosting CTI's total professional development contribution to over 5,000 hours.

### 3 English Professor Organizes "A Tribute to Novello"

Mark West, a professor in the English Department, helped an ailing Charlotte tradition by organizing "A Tribute to Novello," which took place Oct. 1, 2 and 9.



Novello, a popular literary festival normally produced by the Charlotte Mecklenburg Library, is on hiatus due to budgetary cuts.

"I felt like the community had benefited from Novello for all these years, and maybe it was time for the community to show its appreciation to the library for what the festival has come to mean," explained West.

Instead of a week's worth of events, "A Tribute to Novello" took place during two weekends. The first weekend, Oct. 1-2, featured adult authors, and Oct. 9 featured young adult and children's authors.

UNC Charlotte faculty members Aaron Gwyn and Aimee Parkison, English, and Andrew Hartley, theatre, participated in panel discussions. University librarian Stanley Wilder moderated a panel on mystery writing, and students from a number of classes served as volunteers.

### 4 In Memoriam: Dr. Schley Lyons

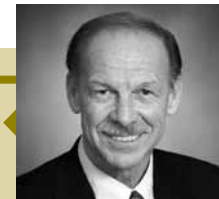
Dr. Schley Lyons, former long-time dean of the College of Arts and Sciences, died July 17. Dr. Lyons joined the faculty of UNC Charlotte in 1969 as chair of the department of political science, a position he held for 11 years. During that time, he established the department of criminal justice and criminology in 1971 and developed a graduate program in urban administration.

Lyons was appointed associate dean of the College of Arts and Sciences in 1980 and interim dean in 1985. Following a national search, he was appointed dean and held the position until he retired in 2005. Under his leadership, the number of faculty and students in the College nearly doubled, new departments and programs were added, and external funding and faculty research in the college grew significantly, which greatly enhanced the growing reputation of UNC Charlotte as a major research university.

Dr. Lyons earned his PhD from American University in 1964. His research areas included North Carolina state and local politics and American Electoral behavior.

His distinguished legacy includes the founding of Leadership Charlotte, which has cultivated over 1,000 community leaders since its inception in 1978, and the UNC Charlotte Taft Institute for Two-Party Government, which taught thousands of secondary school teachers to place real politics at the center of their teaching of social studies. In recognition of Dr. Lyons' 36 years of dedicated service to UNC Charlotte and the greater community, a lecture hall in Fretwell Hall is named in his honor.

The family requests that, in lieu of flowers, memorial gifts may be made to the UNC Charlotte Department of Political Science, in care of the UNC Charlotte Foundation, 9201 University City Blvd., Charlotte, N.C., 28223.



### 5 In Memoriam: Dr. Mike Eldridge

Dr. Mike Eldridge, department of psychology, died unexpectedly Sept. 20. Eldridge came to UNC Charlotte's philosophy department in 1995 after serving as chair of the department of philosophy and religion at nearby Queens University. In 2004, he was awarded a Fulbright Scholarship, and previously he held a Democracy in Education Fellowship at the Center for Dewey Studies. His degrees included a PhD from the University of Florida, a Masters from Columbia University, and Bachelor degrees from Harding College and Yale Divinity School. After officially retiring in 2008, he continued to teach, to advance the causes of Pragmatism and applied philosophy, and to provide a multidimensional university resource. Mike will be missed and long remembered by those who knew him. With his wit, charm, and energetic intelligence, he enriched the conversation of humanity called "philosophy."

donor

## Honoring a Public Servant

Friends Mobilize to Set Up a Scholarship in Susan Burgess' Name

**L**ong-time Charlotte City Council member and Mayor Pro Tem Susan Burgess was a fixture in local Charlotte politics for years. An at-large member of city council since 1999, Burgess chaired the City Council Housing and Neighborhood Development and Economic Development committees during her tenure. In addition to serving as mayor pro tem for six years, Burgess served on the Charlotte Mecklenburg Board of Education from 1990 to 1997, the last two years as chair.

“She was just a force,” says close family friend Mary Hopper, executive director of University City Partners. “She was the driving force in her family, her neighborhood, her church, and of course in the community.”

Even while battling colorectal cancer for three years, Burgess was a tireless presence in the community. But when she publicly announced in May that she was losing the battle against her disease and entering hospice care, it left her friends and colleagues reeling. It also left them wondering about her legacy.

UNC Charlotte first lady, Lisa Lewis Dubois — who had been friends with Burgess since working with her on a National League of Cities Women in Municipal Government event — sprang into action and made plans to develop a memorial scholarship in Burgess' name. She felt it fitting that the scholarship be created at UNC Charlotte because so many city and county public servants are graduates of the master of public administration program, housed in the College of Liberal Arts and Sciences' department of political science.

Dubois learned that to endow the scholarship, she would need to raise \$25,000.

“Everyone knew we didn't have much time, that we had to mobilize quickly,” says Dubois.

Dubois called Mary Hopper and told her about the plan and the amount of money that needed to be raised.

“I said, ‘We can make this happen,’” Hopper recalls.

Hopper and Dubois worked their phone tree and garnered commitments to contribute to the scholarship from Burgess' many friends and supporters. They also checked with other community leaders, like Charlotte Mayor Anthony Foxx and Foundation For The Carolinas President and CEO Michael Marsicano, to make sure their plans weren't interfering with other efforts to memorialize Burgess.

“Everyone we talked to embraced it and told us to go full force with their blessing,” says Dubois.

Within days, Dubois says, she knew they were going to reach their goal. When Hopper realized the scholarship was going to be a reality, she checked in with her dear friend to get her blessing.

“Susan was very much alert in the last days and weeks, and she was in ‘checking off’ mode,” Hopper recalls. “When I told her about our plans, she was so pleased, and I think we may have checked off a task that she didn't even know she had.”

“The scholarship is a fitting legacy for Susan,” says Dubois. “Although her passion and energy are irreplaceable, the fellowship will enable students to carry on Susan's example of public service.”

“In my mind Susan was the very definition of the ‘servant leader’ in her position on the Council,” says Hopper. “And what better way to give longevity to her service than to support future community leaders in UNC Charlotte's MPA program.”

The first scholarship is set to be awarded in fall 2011.

For more information, or to contribute to the Susan M. Burgess Scholarship in Public Administration, please contact Sharon Harrington, College of Liberal Arts and Sciences Director of Development, at 704-687-0082 or [sharrin@uncc.edu](mailto:sharrin@uncc.edu). &



Susan Burgess

## humanities

### 36 in 6

Shakespeare By the Numbers

“What’s in a name? That which we call a rose by any other word would smell as sweet.”

— “Romeo and Juliet” (II, ii, 1-2)

“What’s in a name,” is a question UNC Charlotte associate professor of English Kirk Melnikoff is getting a lot these days, regarding the new “36 in 6” project he’s collaborating on with his colleagues from the Shakespeare in Action (SIA) Center. Luckily, he has a good answer.

Launched this past April, the 36 in 6 series will mount six Shakespeare-related events for six years, according to Melnikoff, so that by the 400th anniversary of Shakespeare’s death (April 23, 2016, to be exact), they will have staged in some form the majority of Shakespeare’s plays. The events will include major productions, staged readings and the performance of selected scenes, alongside public lectures, colloquia and guest appearances.

But, “why” (or “wherefore,” as Shakespeare might have written), one might ask? Melnikoff can answer that question, as well.

“We are putting on this program to share our love of Shakespeare, particularly of Shakespeare in performance, with the larger Charlotte community in honor of the upcoming 400th anniversary of his death,” Melnikoff says. “Anyone interested in Shakespeare’s plays, his career, his time period or the theater in general will enjoy our events.”

The other goal of the series, according to Melnikoff, is to introduce the local community to the new Shakespeare in Action Center at UNC Charlotte, which brings together more than a dozen UNC Charlotte faculty with expertise in Shakespeare and the Renaissance. Among other outreach activities, the Center is responsible for producing the *Shakespeare Bulletin*, the premiere journal dedicated to Shakespeare in performance. Melnikoff, currently communications officer for the SIA center,

helped found it four years ago, along with current center director Andrew Hartley, Distinguished Professor of Shakespeare, and associate director Jennifer Munroe, associate professor of English.

The series was launched April 24 with a lecture about “Shakespeare’s Gardens,” which focused on “Richard II.” Other events included the SIA Center’s 7th Annual Sonnet Slam, featuring hip hop artist “CStar;” a workshop and lecture by Melnikoff; and a guest lecture by acclaimed scholar Stuart Hampton-Reeves, University of Central Lancashire, titled, “Shakespeare’s Worst Plays? Performing the three parts of ‘Henry VI.’”

Forthcoming events in 2011 include a lecture on “Henry VIII;” another workshop by Melnikoff, this time on “Measure for Measure;” and the year’s capstone event, “A Midsummer Night’s Dream,” featuring a lecture by world-renowned Shakespearean scholar Peter Holland and a performance of the play produced by UNC Charlotte’s Theatre department and directed by Hartley.

For more details about upcoming events, visit the SIA Center website: [shakespeare.uncc.edu](http://shakespeare.uncc.edu). &

words: Allison Reid and Fiona Hoover

pictures: Kirk Melnikoff, Shakespeare in Action Center



social sciences

## Charlotte's Green Mystery

Ross Meentemeyer Studies the Urban Environment

**C**harlotte, N.C., is a rapidly growing city. Charlotte is also a green city. Some people might see that as a contradiction.

In Charlotte, there are wooded lots and remnant farms plots almost in the shadow of the towers of the nation's second largest financial center. Social scientists find



ROSS MEENTEMEYER

the co-existence of strong urban growth and persistent green areas puzzling.

The National Science Foundation thinks that Charlotte's complex environment might make an interesting site for long-term research in urban growth and sustainability.

Researchers at UNC Charlotte, led by Ross Meentemeyer, professor of Geography and Earth Sciences, have been awarded \$300,000 by NSF's Urban Long-Term Research Areas Exploratory Research

Projects (ULTRA-EX) competition — one of 17 national awards given for pilot urban research projects. The exploratory projects are research trials that may lead to the later award of an ULTRA site — the establishment of a long-term study site with major NSF funding for urban-environment research.

Charlotte, which has experienced dynamic urban growth without losing all the pastoral charms of the North Carolina piedmont, may offer scientists an ideal living laboratory to study what makes a “human-dominated ecosystem” tick.

“We have the opportunity to track and understand what is going on because we are catching Charlotte early enough in its growth trajectory,” said Meentemeyer, the ULTRA-EX grant's principal investigator.

“Because of that we have a chance to determine if there are possibilities for alternative futures for Charlotte. Charlotte might be one of the best examples of a city projected to grow so fast and so big — we have a unique opportunity here to watch development,” Meentemeyer said.

Meentemeyer, a landscape ecologist and executive director of UNC Charlotte's Center for Applied Geographic

Information Science, heads the inter-disciplinary research team. Other members of the research group are Jean-Claude Thill, Knight Distinguished Professor of Geography and Earth Sciences at UNC Charlotte, who is an authority on urban systems and modeling; William Ribarsky, chair of the Department of Computer Science and director of the Charlotte Visualization Center; Chunhua Wang, an environmental economist from the Renaissance Computing Institute branch at UNC Charlotte; and Todd BenDor, assistant professor in the Department of City & Regional Planning at UNC Chapel Hill and an authority on land use planning and public policy.

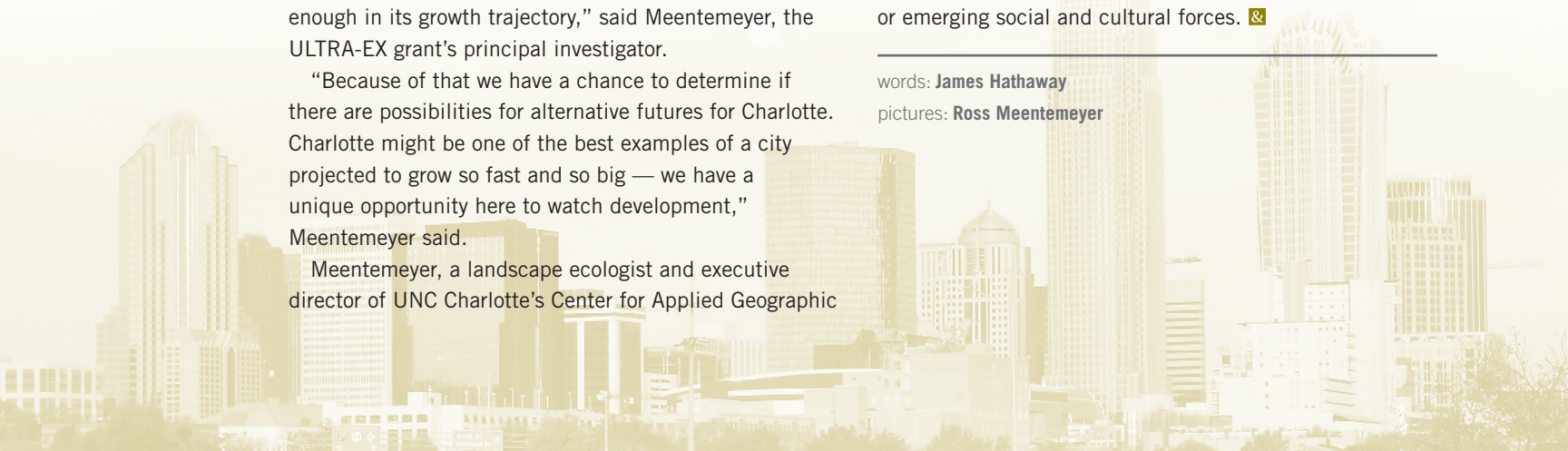
While the project will perform basic research on urban dynamics and links between economic and environmental sustainability, the science will be tied to real life issues and will closely involve the ongoing work of local agencies and land management professionals.

The Charlotte ULTRA exploratory project will focus particularly on the issue of the “persistence” of forest and farm lands within the urban boundaries. In Meentemeyer's words, the project aims to answer the essential question: “Hidden in Charlotte's current dynamic urban environment, are there alternative futures for growth where urbanization, forest and working lands can co-exist in an economic and environmentally sustainable fashion?”

At the heart of the project is a two-year plan to develop a complex and sophisticated computer model that will allow the researchers and land planning partners to examine such “alternative futures” that might result from a wide variety of new variables – new laws and regulations, changing economic, political or environmental conditions, or emerging social and cultural forces. &

words: James Hathaway

pictures: Ross Meentemeyer





## math &amp; science

# On The Half Shell

Jim Oliver Warns Us of a Fatal Food-borne Pathogen

**F**or those who love them, there is nothing to compare with the experience of the cold, plump, raw oyster, sipped from its shell. Unfortunately, even a brief conversation with UNC Charlotte's Jim Oliver will make you think twice about eating Oysters on the Half Shell ever again.

Oliver, Bonnie E. Cone Distinguished Professor for Teaching, is probably the foremost expert on the bacterial pathogen *Vibrio vulnificus*. This is the most fatal food-borne pathogen in the world, most commonly found in shellfish, like oysters. Although it is rare to become infected by the pathogen, the fatality rate is about 50 percent for those who do become infected, according to Oliver.

"It takes about 100 cells of the pathogen to infect you, and one oyster can easily host 1,000 to one million cells," says Oliver. "One oyster is all it takes."

This fall, Oliver was invited jointly by the United Nations' Food and Agriculture Organization (FAO) and the World Health Organization (WHO) to participate in an international panel in Rome to develop risk assessment tools to evaluate the hazards of *V. vulnificus* associated with seafood, and to help develop guidelines for the entire world.

This recognition by the two United Nations' health agencies was, Oliver says, a major honor and a rewarding recognition of a career of over 40 years working on the organism and publishing hundreds of articles on the subject.

The average healthy person won't become infected with *V. vulnificus*, according to Oliver. There are only around 30 to 40 cases reported each year in the United States. Even so, Oliver says that he no longer eats raw oysters. It's a "very ugly disease," he says, most commonly affecting men over the age of 40. The bacterium works its way through the bloodstream to the legs and causes tremendous muscle and tissue damage. If a person survives long enough, they may have their legs amputated.

The only people who become infected by the pathogen already have an underlying disease, but the federal government estimates that there are between 15 and 20 million people with an underlying disease, making for a

huge at-risk population.

That explains why the WHO and FAO are interested in developing international guidelines for shellfish safety, Oliver says. The panel, consisting of 17 experts from 11 countries, met for five days and developed a 45-page draft of recommendations for shellfish handling and testing.

Currently, according to Oliver, testing for *V. vulnificus* in oysters is problematic. First, the only way to test an individual oyster means destroying it. Secondly, there is huge variation in the *V. vulnificus* numbers among oyster populations carrying the pathogen.

"You could take two oysters side-by-side in the ocean, and one would have it and one wouldn't," says Oliver.

Even steaming the oysters doesn't completely negate the risk of consuming the bacteria, according to Oliver. However, he is hopeful that a new post-harvesting process that kills all the bacteria in an oyster might become more prevalent. Until that day, Oliver says, he enjoys his oysters fried. &



JIM OLIVER

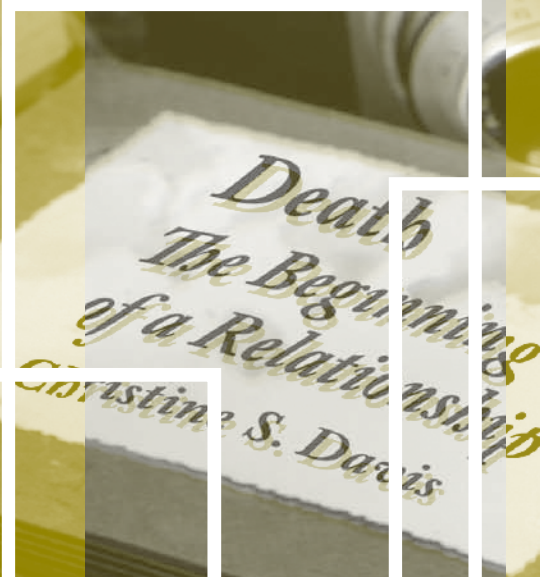
words: Allison Reid

pictures: Jim Oliver



# WOUNDS

ental History  
Brazil



GAVRAN

W OF THE BEAR

n Memoir



# TELLING STORIES

## NEW BOOKS FROM THE COLLEGE OF LIBERAL ARTS & SCIENCES

WORDS:  
ALLISON REID

The inclination to tell a story, to record our history and to somehow illuminate our lives through sharing, is as ancient as civilization itself. In that great tradition, the faculty of UNC Charlotte's College of Liberal Arts and Sciences publish dozens of books annually, on subjects ranging from poetry to Pinochet. For this issue of *Exchange*, we are highlighting three books that stand out from the list, each telling its own important story. Celebrating the commonality of narrative, be it personal or global, these three very different books share the same goal: to make sense of the world around us.

## The Deepest Wounds

Africana studies assistant professor Tom Rogers grew up in West Virginia, in the heart of Appalachia, where he observed two phenomena, in particular, that have stayed with him in the years since. First, he discovered the deep connection between the population and the land and how society is both molded by and molds its landscape. Second, he experienced the long-term patterns of mistreatment by the logging and coal mining industries on both the environment and the labor force.

“A childhood in Appalachia helped foster a fascination with society’s relationship to its surroundings and perhaps led to an intuitive understanding of the paired exploitation of labor and the environment,” he writes in his new book, “The Deepest Wounds: A Labor and Environmental History of Sugar in Northeast Brazil (UNC Press, 2010).”

These seminal childhood influences, as subliminal as they may have been, affected the course of Rogers’ life and career, which began with a job at a non-profit environmental organization. Rogers then went on to graduate studies in labor history and Africana studies

and now specializes in 20th century Brazilian history. He became interested in the state of Pernambuco, Brazil’s key northeastern sugar-growing state, no doubt because he discovered its unique history tied very much to the land and the labor movement there, and the exploitation of both.

In “The Deepest Wounds,” Rogers traces the social and environmental changes over four centuries in Pernambuco, with a focus on the period from the end of slavery in 1888 to the late 20th century. His book examines the business of making sugarcane grow, and its deleterious effect on the environment and its farmers. He combines a study of workers with analysis of their landscape and describes the impact the legacy of the area’s sugarcane industry has had on Brazil even today.

“This work and these lives, tied to the cultivation of sugarcane, shaped the landscape and drove history,” Rogers writes. “This book tells their story, acknowledging how closely that story intertwines with the history of the fields themselves.”

The story Rogers is telling — one of another country and another people at another time — is also his story. In many ways, he might say it is just another tale like that he heard in the mountains of West Virginia, retold.

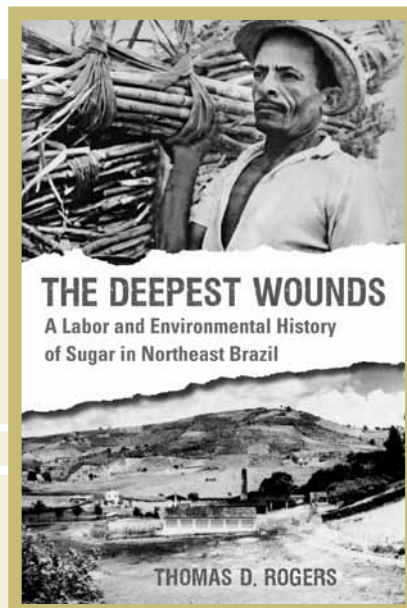
## In the Shadow of the Bear

Jim McGavran, an English professor who specializes in Wordsworth and the Romantics, made a career out of studying and teaching the tales that others have told. He teaches students how to read and interpret the classics, how to apply the lessons of years past to modern-day struggles. It was not until relatively late in his career that he realized he might have his own story to tell.

Like Rogers, McGavran’s story is very much tied to the land. His recently published memoir, “In the Shadow of the Bear: A Michigan Memoir (Michigan State UP, 2010),” largely takes place at Little Glen Lake in northwestern Lower Michigan’s Leelanau peninsula, his childhood family vacation spot for over a decade. The area holds a vast store of memories for McGavran, many of which were not unearthed until his return there, with his own family, some 40 years later.



TOM ROGERS



## CLAS BOOKS ROUNDUP

Books published by faculty in the College of Liberal Arts & Sciences in 2010

### AFRICANA STUDIES

Tanure Ojaide  
*Matters of the Moment*

Thomas D. Rogers  
*The Deepest Wounds: A Labor and Environmental History of Sugar in Northeast Brazil*

### BOTANICAL GARDENS

Larry Mellichamp and Paula Gross  
*Bizarre Botanicals: How to Grow String-of-Hearts, Jack-in-the-Pulpit, Panda Ginger, and Other Weird and Wonderful Plants*

### CRIMINAL JUSTICE AND CRIMINOLOGY

Joseph B. Kuhns and Johannes Knutsson, eds.  
*Police Use of Force: A Global Perspective*

Vivian B. Lord and Allen D. Cowan  
*Interviewing in Criminal Justice: Victims, Witnesses, Clients, and Suspects*

### COMMUNICATION STUDIES

Christine S. Davis  
*Death: The Beginning of a Relationship*

Christine S. Davis, Heather Powell Gallardo, and Kenneth A. Lachlan  
*Straight Talk about Communication Research Methods*

Shawn D. Long  
*Communication, Relationships and Practices in Virtual Work*

### ENGLISH

Nino Amiridze, Boyd H. Davis, and Margaret Maclagan, eds.  
*Fillers, Pauses and Placeholders*

Peter Blair  
*Farang*

Michelle Comstock, Mary Ann Cain, and Lil Brannon  
*Composing Public Space: Teaching Writing in the Face of Private Interests*

Kathy Merlock Jackson and Mark I. West, eds.  
*Disneyland and Culture: Essays on the Parks and Their Influence*

Jim McGavran  
*In the Shadow of the Bear: A Michigan Memoir*

Malin Pereira  
*Into a Light Both Brilliant and Unseen: Conversations with Contemporary Black Poets*

Lara Vetter  
*Modernist Writings and Religio-scientific Discourse: H.D., Loy, and Toomer*

### GEOGRAPHY AND EARTH SCIENCES

William Graves and Heather A. Smith, eds.  
*Charlotte, NC: The Global Evolution of a New South City*

### HISTORY

Jerry Dávila  
*Hotel Trópico: Brazil and the Challenge of African Decolonization, 1950-1980*

Mark Elliott and John David Smith, eds.  
*Undaunted Radical: The Selected Writings and Speeches of Albion W. Tourgée*

Christine Haynes  
*Lost Illusions: The Politics of Publishing in Nineteenth-Century France*

### LANGUAGES AND CULTURE STUDIES

Carmen Carney and Carlos Coria-Sánchez  
*Entre Socios: Español para el mundo profesional*

Carlos M. Coria-Sánchez  
*Ángeles Mastretta y el feminismo en México*

Michael Scott Doyle, T. Bruce Fryer, and Ronald Cere  
*Éxito comercial: Prácticas administrativas y contextos culturales*

Fumie Kato  
*Improving Student Motivation toward Japanese Learning*

### PHILOSOPHY

Gordon Hull  
*Hobbes and the Making of Modern Political Thought*

Robin James  
*The Conjectural Body: Gender, Race, and the Philosophy of Music*

### PHYSICS

Sohail Anwar, M. Yasin Akhtar Raja, Salahuddin Qazi, and Mohammad Ilyas  
*Nanotechnology for Telecommunications*

Robert K. Tyson  
*Principles of Adaptive Optics*

### POLITICAL SCIENCE

Silvia Borzutzky and Gregory B. Weeks, eds.  
*The Bachelet Government: Conflict and Consensus in Post-Pinochet Chile*

Suzanne M. Leland and Kurt Thurmaier  
*City-County Consolidation: Promises Made, Promises Kept?*

Elizabethann O'Sullivan, Gary R. Russell, and Jocelyn Devance Taliaferro  
*Practical Research Methods for Nonprofit and Public Administrators*

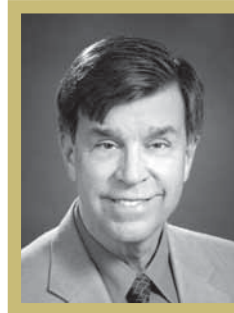
### SOCIOLOGY

Rosemary L. Hopcroft  
*Sociology: A Biosocial Introduction*

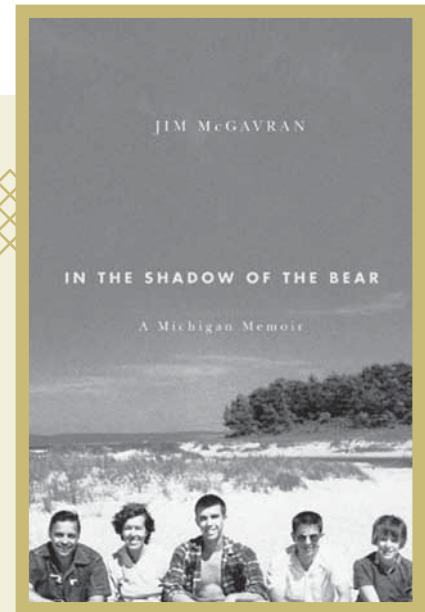
# 14 Telling Stories

“I was delighted to see that, in many ways, the area was completely unchanged since my youth,” McGavran says. “The flood of memories of my childhood and my parents that came back just upon experiencing this place again was so powerful, I knew I would have to write about it. This memoir was a way to recapture that time and place and to try to bring my parents back to life.”

McGavran uses the place of his childhood vacations as a way of understanding his mother’s powerful but sometimes restless force of love and ambition in the family, as well as his father’s quieter, often self-sacrificing love. Chapters devoted to the return to



JIM MCGAVRAN



Leelanau, to each of his parents, and to his father’s family, culminate in the narrative of his daughter’s 2005 Leelanau wedding.

McGavran tells his story, filtered through his consciousness of longing and loss, lending the writing a particular poignancy.

Recalling a particularly moving scene in the book that represents the overriding sense of longing throughout, McGavran describes a memory, “or perhaps just a dream of something I wished had happened at the lake that summer, but either way, I remember it vividly — I’m out in the lake with my dad, and he swims over to me and hugs me.”

## Death is Where the Story Begins

Like McGavran, Christine Davis, associate professor of communication studies, had a story to tell about her parents, who are also both deceased. Unlike McGavran, however, Davis’ story was not an effort to try and bring them back to life. It was, in some ways, to honor their death.

Fifteen years ago, Davis’ father died of prostate cancer. She says that during his illness, particularly in the final weeks and months, she longed for a book that would help her understand what she was going through. She vowed she would write one someday. One way to cope with the day-to-day stress and sorrow associated with caregiving, she discovered, was to write in a journal.

Davis was so profoundly affected by her father’s death that she left her career and pursued her PhD in communications, with a focus on the communication of aging. As part of her studies, she received a grant to study hospice care workers and how they communicate with patients and each other.

Her new book, “Death: The Beginning of a Relationship (Hampton Press, 2010),” intertwines her personal story of her father’s death, taken largely from the journal entries she wrote at the time, and the story of her ethnography of the hospice organization she shadowed in graduate school at the University of South Florida.

Written in narrative form, her book reads like fiction, as she crosses between the two stories of her dealing with her father’s death and the fictionalized characters from



CHRISTINE DAVIS



“Hospice helps facilitate the process of treating patients as persons, through the way they think about, interact with and communicate with their patients. My goal in the book is to describe the places where hospice staff, patients and families interconnect beyond their practitioner-patient roles.”

### Personally Speaking

John Steinbeck once said, “We spend all of our life trying to be less lonesome. One of our ancient methods is to tell a story, begging the listener to say — and to feel — ‘Yes, that is the way it is, or at least that is the way I feel it.’” The College of Liberal Arts and Sciences recognizes that need we have to share our stories, and to help faculty share theirs with an even broader audience the College developed, in partnership with the UNC Charlotte J. Murrey Atkins Library, a new speaker series called “Personally Speaking.” Four times a year, faculty authors will be celebrated with a presentation or reading from their book and a reception and booksigning. &

her hospice research. She says she hopes the book will help people, like her, who need a guide through end-of-life care and communications. She also hopes it will serve to support Hospice care staff and the important work they do.

“In our culture, when we see a person as being less than fully healthy, we also see them — and treat them — as being less than fully human,” Davis writes.



## Personally Speaking 2010-2011:

**1** **Sept. 7, 2010** Assistant professor of history Christine Haynes discussed the history of book publishing in France in her new book, “Lost Illusions.”

**2** **Nov. 2, 2010** UNC Charlotte Botanical Gardens director Larry Mellichamp and assistant director Paula Gross presented some of the crazy plants you can grow from their new book, “Bizarre Botanicals.”

**3** **Feb. 1, 2011** Associate professor of English Tony Jackson shares his take on how the very act of writing, which we take for granted, determined the nature of the modern novel, in “The Technology of the Novel.”

**4** **March 22, 2011** Associate professor of religious studies Sean McCloud discusses the connection between class and religion in his book, “Divine Hierarchies.”

*For more information about the Personally Speaking series, go to [clas.uncc.edu](http://clas.uncc.edu).*

# feature

## Women's and Gender Studies Program Reaches Out

**P**ulitzer Prize winning author Alice Walker once said, "Activism is my rent for living on the planet." The students and faculty in the Women's and Gender Studies (WGST) program at UNC Charlotte not only borrowed that quote for their website but for their guiding principle.

One of the goals of the WGST program, which has 290 undergraduate minors and 30 faculty, is to emphasize the link between theory and practice — to encourage applied learning through internships, community involvement, and service learning. To that end, the program formed its first community outreach partnership in 2009.

"The idea behind the partnership is to get students and faculty to make small contributions that, together, add up to something significant," says WGST program director and associate professor of anthropology Coral Wayland.

The first partnership, with Charlotte's Shelter for Battered Women, was kicked off with a linen drive last November. Students and faculty collected 112 towels, 31 twin sheet sets, 16 twin blankets, four infant car seats and numerous hand towels and washcloths. Students also collaborated with UNC Charlotte's Feminist Union and sorority Delta Zeta to sponsor a bake sale, which raised \$300 for the shelter.

"If you get everyone to bake one batch of cookies for the bake sale, or bring in just one towel, it adds up," says Wayland.

Other projects as part of the partnership included volunteering for the Shelter's annual holiday store, which provides women and children who have received assistance from the shelter with gifts for their family members. For their final contribution, 30 women from the program represented the shelter in the Avon Foundation's Walk the Course Against Domestic Violence, and they raised \$1500, the fourth highest amount of all participants.

This year's project is one that Wayland says she is particularly enthusiastic about, as it involves supporting a new school, The Charlotte Community School for Girls (CCSG). The CCSG, which just opened its doors this fall, is a tuition-free private middle school (grades five through eight) that provides a college preparatory program to girls from low income families, who are underrepresented in college. Tuition

is funded by donations; the students don't pay.

As part of this year's partnership, the WGST program is sending 14 faculty members to the school during lunchtime throughout the year, to lead informal conversations with the girls about varying topics all related in some way to gender.

The major initiative this fall is a book drive to help build the school's new library. The WGST program is going to help stock the library with books from the Amelia Bloomer Project, which creates an annual list of the best feminist books for young readers. Wayland says the goal is to collect 50 age-appropriate books.

### Where Academics Meets Activism

The WGST program also houses a freshman learning community called the Gender Excellence Learning Community, or GenX, which is a non-residential community open to all first-year students who are interested in issues related to women and gender. GenX students participate in a variety of classroom and community experiences that focus on women and gender. These experiences draw on the ideals of service learning and combine volunteer efforts with academic study.

"Our motto for GenX is 'Where Academics Meets Activism,'" says women's studies instructor Kelly Finley, who directs the GenX community, along with associate professor of criminology Jen Hartman. "We feel like part of our role for these students is to train them to see what needs to be done in the community, and educate them to be able to go out there and make a difference."

In fall 2009 the GenX community was full with 26 students, but this year they capped it at 20, to make it a more intimate experience, Finley says. Members of the community take a dedicated class in the fall and spring of their freshman year. Finley teaches the fall class, "Gender Activism and Leadership."

This year, GenX students supported the partnership with the CCSG by joining in a team-building ropes course through UNC Charlotte's "Venture" program. They also participated in the Susan G. Komen walk together, which raised over \$1100 to support breast cancer research.

In addition to supporting the program's annual



**“Our role for these students is to train them to see what needs to be done in the community, and educate them to be able to go out there and make a difference.”**

— KELLY FINLEY

community partnership, GenX students develop their own outreach projects each year. Last year, for example, students collected donations for “Pennies for Peace,” an organization started by the daughter of “Three Cups of Tea” author Greg Mortensen, to raise money for schools in Afghanistan and Pakistan.

GenX student Taylor Ranson said, “Something so small, like a penny, can change a kid’s life for as long as a pencil will last.” Students collected over 23,000 pennies for a total of \$239.12.

“Pennies for Peace allowed the students to become more aware of the global movement to educate,” Finley says. “The program stresses the importance for education for girls. They are the key to turning us around.”

#### Alumni Making a Difference

The WGST program keeps up with many of its graduates, and a number of them have continued with their community activism, according to Finley.

“Our graduates seem to take two tracks, and they are both remarkable in their own respects,” says Finley. “Some students graduate and get jobs with non-profits or other organizations that are making a difference in the community. Other students take corporate jobs or jobs otherwise unrelated to community outreach or philanthropy but are very involved and active in their personal time. We applaud both approaches.”

One example of a graduate developing a career based in activism is former WGST minor Robin Selby, who graduated from UNC Charlotte in 2007 with a major in Sociology.

Shelby says her WGST education helped her “understand the diversity of women and other minority groups in order to embrace our differences for enjoyable collaborative experiences.”

After graduating, Shelby started a non-profit organization, Anita Change Foundation. The foundation’s mission statement is “See the Needs, Fill the Needs.”



Shelby started the foundation after working with women in transition who were unable to reach their goals due to a lack of financing.

The foundation hopes to provide \$1 million annually to 100 women, beginning in 2012. The grants are for women who attend or who have graduated from UNC Charlotte. The foundation also provides financial education, life coaching, and professional development for women in transition. &

words: Allison Reid

pictures: Women’s and Gender Studies program

## faculty

## Strong Partnerships

Service Learning and Community Engagement in the Gerontology Program

**B**y definition, gerontology is the study of aging and older adults. The Gerontology Program at UNC Charlotte not only teaches important academic principles, it also works hard to establish and develop strong, practical partnerships within our local community.



DENA SHENK

This has produced a win-win experience for everyone: students, agencies, older adults and their caregivers.

Our program plays multiple roles within the university and larger community as we strive to educate students and serve the needs of the aging community. We bring undergraduate and graduate students into our local community to give them hands-on experience. We believe that it is important not only to teach academic

principles and prepare students to work in the aging field, but that we have a responsibility to the larger community in meeting the needs of aging members of the community and those who work with them. We have worked hard to establish and sustain strong, practical partnerships within the local community to help us meet the needs of our students, service providers and aging adults.

### What do strong partnerships bring?

On one hand, they give undergraduate and graduate gerontology students valuable direct experience with older adults, their caregivers and the agencies and professionals who serve them. This encourages these students to further apply their academic knowledge and skills while preparing for their future careers. Through field placements, graduate assistantships, research and applied projects, students are able to share their course-based knowledge with caregivers and providers. These experiences enable students to explore possible career opportunities within the senior industry. Many of our graduates are hired locally by these same agencies.

A large range of service providers are involved as supervisors for the students at a variety of sites including numerous assisted living communities, continuing care retirement communities, nursing homes, special care communities for people with dementia, adult day care

programs, home health and case management agencies, and regional health care providers, among others.

Community agencies include the Centralina Area Agency on Aging, the Charlotte Mecklenburg Council on Aging and Councils on Aging in Union and Cabarrus counties, Charlotte Mecklenburg and Cabarrus Senior Centers, the Western Carolina Chapter of the Alzheimer's Association, county departments of Social Services, AARP in Raleigh, the Center for Creative Retirement in Asheville, and the Association for Gerontology in Higher Education (AGHE) in Washington, D.C.

### What are the benefits of these strong partnerships?

These partnerships take multiple forms and specifically have included, for example, spending time in conversation with older adults with dementia, evaluation of the effectiveness of memory enhancing technology, studying disaster planning and establishing emergency evacuation procedures for long term care communities, facilitating a senior leadership program, and helping to establish the Aging and Disability Community Resource Connection (ADCRC) in Mecklenburg and Cabarrus counties. Our community partners assure us that the rewards are many for the agencies and programs, caregivers and older adults.

While these students bring energy, commitment and a real glimpse into the bright future to our senior industry providers, the clear winners who ultimately benefit the most from these partnerships are older adults living in the region.

“Service learning” is a term that has become widely used in gerontological education. It is most often referred to as intergenerational service learning, reflecting the emphasis on bringing together multiple generations of individuals into the experience. In the Gerontology Program at UNC Charlotte, we use a service learning model, developed over the last ten years, to connect undergraduate students to persons living with dementia as conversation partners. Following a decade of development we find what is particularly unique to our model is the inclusion of undergraduate students as highly trained members of our research team.



Our program blends extensive training about dementia, ethics, and research, with on-site training on concepts and controversies related to gerontological education. This results in a unique introductory experience.

Our service learning project is a key part of our introductory undergraduate gerontology course, “Aging and the Lifecourse.” Students come from a wide variety of majors and backgrounds, with varying levels of gerontological experience and interest. The service learning project is required for all students, and it requires ten hours of time spent on site with an older adult living with dementia.

While our model has evolved over ten years, student reflection has remained a consistent part of the process. A

few examples of students’ comments illustrate the impact of the service learning experience. When it comes to learning about aging in general, one student noted:

“I would actually venture to say that the older populations are more intelligent than younger people, in that they are more experienced than others, they have more knowledge and wisdom that can only come from experiencing things.”

Another said:

“I never once heard her [conversation partner] complain of her situation or time in life, she only talked about being thankful for the time she had. I realized that aging is what you make of it.”

In terms of their service learning experience, it is not uncommon for students to expect conversation to be difficult, and be surprised when it is not:

“I thought nobody would even want to talk to me and would keep mainly to themselves. That wasn’t the case at all. Many of the residents were very eager to talk and really enjoyed having a younger person there to keep them company.”

And another described:

“From the first moment of our introduction I knew it was a perfect match...we talked about almost everything...you would have thought we knew each other for years.”

Multiple students have reflected upon the personal growth that the service-learning experience brings to them. As one student expressed:

“Going to [dementia care unit] has been one of the most fulfilling things I have done this semester.”

For additional information about the MA and Graduate Certificate Program in Gerontology at UNC Charlotte, go to [gerontology.uncc.edu](http://gerontology.uncc.edu) or contact Dr. Dena Shenk at (704) 687-4349 or [dshenk@uncc.edu](mailto:dshenk@uncc.edu). For the undergraduate minor in Gerontology contact Dr. Cynthia Hancock at (704) 687-4080 or [chancock@uncc.edu](mailto:chancock@uncc.edu). &

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words: **Dena Shenk, Director of the Gerontology Program, and Professor of Anthropology at UNC Charlotte (with Cynthia Hancock, Gerontology Undergraduate Service Learning Coordinator)**

picture: **Dena Shenk**

## student

## Desperation and Hope

Addison Hodge's Month in Haiti

I spent this past July living and working in Port-au-Prince, Haiti. My days in Haiti can be divided into "before and after" my fellow UNC Charlotte Model United Nations teammates' arrival. Fresh off a winning season in the international competitions that many college Model U.N. teams participate in, we decided we wanted to

put the principles of our club into action: we embarked on a service trip to Haiti.

Before the team arrived, I spent the days negotiating prices for the materials that the 11 other members of my team would need for the build. This proved to be somewhat difficult since I don't speak Creole and very little French. Luckily, I had the help of two Haitians, Ely and Julio, with whom I stayed in Haiti.

On my second day in Haiti, I visited for the first time the Good Samaritan

Orphanage, where the team and I would be working long days. The orphanage is located off a dust-filled, bumpy road in Port-au-Prince, and, as of July, it was home to 93 children. Most of the children were between the ages of two and nine, with a few teenagers and infants. The scene at the orphanage was one of great need. The four caretakers literally worked around the clock. Whether it was washing clothes, cooking or tending to a child's need, they were always active. Most of the children have worms; some also have malaria, anemia or a host of other diseases that are common in Haiti. After that first visit, I spoke with the team back in Charlotte, and it was difficult to describe the situation. Yet, with all the destitution at the

orphanage, the children still smiled, played and were excited to see a new face.

On my fifteenth day in Haiti, the team arrived. Julio and Lucien (the couple we all stayed with) were gracious enough to allow all of us to sleep in their home. Some of us slept on cots in the living room, and the rest slept in tents on the roof. We all showered from a bucket, which everyone soon began to look forward to at the end of every long day. Although our living arrangements were a bit different from home, we all slept well, ate wonderfully, and had more than we could have asked for in hosts.

We had two primary objectives: a physical infrastructure project and a social infrastructure project. The physical project focused on building a raised latrine system along with three private showers. Our social project consisted of teaching different skills to the children every day — basic hygiene, arts and crafts, and English language classes. Both projects, physical and social, proved to be equally important. The latrine and shower system was needed because their old latrine system was within 10 feet of their water source, which threatened water contamination. We began to see that

the hygiene and English classes were a great success, as the children started to wash their hands before meals and constantly wanted to speak and learn English. By the end of the week, we were all exhausted emotionally and physically. We had accomplished much, but there was still so much that could be done.

The teams' fourth day, and one of my last, was by far the most difficult. A six-month-



ADDISON HODGE



**“When a six-month-old infant dies from preventable and easily curable causes...there is something fundamentally wrong. We all felt frustrated that we couldn’t do anything and sorrow for what had just happened.”**



old infant girl who had been suffering from malaria died. That moment, more than any other in Haiti, showed us the reality that engulfs the country. When a six-month-old infant dies from preventable and easily curable causes, like malaria and worms, there is something fundamentally wrong. We all felt frustrated that we couldn’t do anything and sorrow for what had just happened. For me, the death of the child personalized the word “indifference.” Maybe the saddest part of the whole ordeal was that the infant girl was in a deadlocked adoption process. A Spanish couple had been in Haiti waiting to adopt her, but because she did not have a birth certificate, the Haitian government would not approve of the adoption, because technically on paper, she did not exist.

As the trip was coming to a close, I reflected on how I imagined the trip before I came to Haiti. It occurred to me that everything I read about Haiti in preparation for the trip was negative. What most of the media leaves out is that the people are amazingly strong willed, eager to learn, and have an overall constant drive in pursuit of the betterment

of themselves and society — all qualities that I saw in my Haitian friends. As much gloom, destruction and extreme poverty as there is in Haiti, there is also a sense of hope that permeated throughout, which resulted in a kind of positive attitude that I had never witnessed before.

My trip to Haiti reinforced my desire to work internationally upon graduation and supported my soon-to-be degree in International Studies. Looking back on my trip, months afterward, I miss being there very much, but I look forward to returning even more.

Model U.N. is constantly spreading the word about the Good Samaritan Orphanage. If you would like to know more or potentially get involved, please contact me at [arhodge@uncc.edu](mailto:arhodge@uncc.edu). &

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words & pictures:

**Addison Hodge, BA '11**

## alumni

## Alumni 2.0

UNC Charlotte Grads Make Waves with Social Media

Everyone recognizes the yellow “Livestrong” wristband launched by Lance Armstrong as a fundraising item for cancer research. But Livestrong’s CEO and President, Doug Ulman, cites social media as an equally critical component in building the Livestrong organization’s awareness.

“It’s a free way to over-communicate and be very transparent and authentic with millions of people,” he said at the social media conference BlogWorld 2010.

Social media can be defined as primarily Internet- and mobile-based tools for sharing and discussing information. Yes, this includes Facebook, but it also includes blogs, Twitter, and lesser known tools such as Digg and Foursquare.

Two UNC Charlotte alumni are experiencing the game-changing effects of social media first hand. They are contributing to dialogues within their areas of expertise and making their voices heard in ways that would have been impossible even a decade ago.



RHI BOWMAN

**Rhi Bowman, Independent Journalist**

Rhi Bowman (BA '09) manages three Twitter feeds, two blogs and two Facebook pages. That is in addition to the other Twitter feeds and blogs to which she contributes frequently, including the online presence of the Charlotte weekly publication, *Creative Loafing*.

Bowman — who graduated from UNC Charlotte with a degree in mass communication and a minor in journalism — is a freelance journalist, working for such local publications as *Charlotte Magazine*, *Creative Loafing*, *University City Magazine*, and *Qcitymetro.com*.

Bowman becomes immersed in some of the topics she covers, continuing her research often beyond the scope of her paid assignment, either reporting on it in subsequent articles she convinces her editors to run or in other publications. More often, she shares her reporting, and her opinions, through social media outlets.

If you follow even one of Bowman’s Twitter feeds, you’ll know that one of her current preoccupations is the recent

Environmental Protection Agency hearings in Charlotte regarding the regulation of the coal ash ponds that are upstream from the city’s drinking water. A recent Twitter post, or “Tweet,” from Bowman reads, “Reminder: Many of the ingredients in #coalash are already listed as hazardous by the EPA.”

She started covering the story for *Mountain Island Weekly* and has pursued the subject long past the original hearings, with articles published in *Creative Loafing* and *Charlotte Magazine*, and blog posts and Tweets to numerous to mention.

Bowman makes good use of Facebook and Twitter to offer instantaneous, real-time reporting as a complement to her longer pieces.

She recently travelled to Knoxville, Tenn., to cover the hearings on similar waste ponds there. Bowman’s Twitter feed is interspersed with personal reflections: “Why didn’t anyone tell me Knoxville, TN, has a giant, golden disco ball downtown? Charlotte needs one!”

That invisible line that some think should exist between the personal and the professional? It doesn’t exist with Bowman. And it’s that transparency that she thinks sets her apart from some others in the media and also helps her do her job better. She knows she’s influencing the conversation on certain topics based on the number of comments she gets on her blog posts, or how many “re-tweets” she gets, which is essentially people forwarding her Tweets.

“I think we’re in a different media world right now,” says Bowman. “I’m OK with my readers knowing a lot about me; in fact, I think it’s important. They know my biases and where I’m coming from, and I’m OK with that. I think the old idea where there’s this line between the personal and professional – [because of] social media, I don’t think it exists anymore.”

**Eva Rykr, Organizational Psychology Expert**

Eva Rykr earned her M.A. from UNC Charlotte’s Industrial and Organizational Psychology program in May 2008 and soon discovered she missed the classroom. She had a great job at web-based professional development company EQmentor, but she felt like she was falling behind in her own professional development.



Hi!  
I'm Rhi Bowman.

**FIND ME ONLINE AT:**

Twitter.com/rhibowman  
thewordtrade.com  
twitter.com/angryfatwoman  
angryfatwoman.com  
blogs.creativeloafing.com/theclog/

Hi!  
I'm Eva Rykr.

**FIND ME ONLINE AT:**

Evarykr.com  
Twitter.com/evarykr

"I am a lifelong learner type," says Rykr. "I didn't want to lose the knowledge [after graduating], so I kept up with reading articles and journals and blog posts. I started my first blog as a way to process and integrate that new information."

Rykr's blog covers a broad range of subjects about psychology in the workplace — management, leadership, career development, and general self-improvement topics. She tweets about her blog posts and about articles related to topics she finds interesting.

After two years, Rykr now has nearly 4000 followers on Twitter, and her blog has had visitors from 91 countries. She says, for her, social media offers a way to learn and network without being limited by geography, and it offers the opportunity to reach more people.

"People interested in you (or your work) find you," Rykr says.

If you follow Rykr on Twitter, you'll see comments like this recent one: "People who can detach from work in off hours are more satisfied w/their life," with a link to a psychology journal article.

Most recently the series of blog posts she wrote on how to work with introverts and extraverts seemed to resonate strongly with her readers, she says. They were retweeted widely and featured on the daily business e-newsletter, SmartBrief on Your Career. A St. Louis newspaper also republished it in their careers column.

Rykr feels like her engagement in social media is an extension of her job, although she admits she writes her blog posts on her own time, each Sunday. Her management and leadership blog posts also get posted on Intuit QuickBase's Team Leadership blog.

Rykr's blog, while stemming from her professional work, holds appeal outside her industry and attracts general readers. Rykr's short profile as written on her blog states, "My passion is to apply insights from psychology to make work and life better. On this site I gather and reflect on bits and pieces of wisdom related to business, careers, self-improvement, finances, & health."



EVA RYKR

Her writing never feels wonky, and you can tell she is reaching out to a broader audience. Though her approach is professional, she does share some personal insights to better connect with the reader, like in her article on "Lessons Learned from Painting" and her piece "Four Reasons to Work Out."

What started for Rykr as a personal undertaking has grown into a sideline project that is extending her professional presence outside the margins of her nine-to-five job.

"When I started my blog, there really weren't many, if any, organizational psychology bloggers out there," Rykr says. "I hope that my influence is that I can inspire others to keep learning." &

words: Allison Reid

pictures: Rhi Bowman and Eva Rykr



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botanical

## Sharing the World of Plants with People

Science, art, and fundraising come together at UNC Charlotte's McMillan Greenhouse — in the form of their popular plant sales held in April, October, and February. Students, faculty and staff, and many visitors attended the 34th annual spring sale (pictured here) and took home special plants and expert growing information. The sales are a very direct way of fulfilling the gardens' motto of "Sharing the World of Plants with People," while gaining essential funds for operations. The next sale is the annual orchid sale, February 11 – 14, 2011.