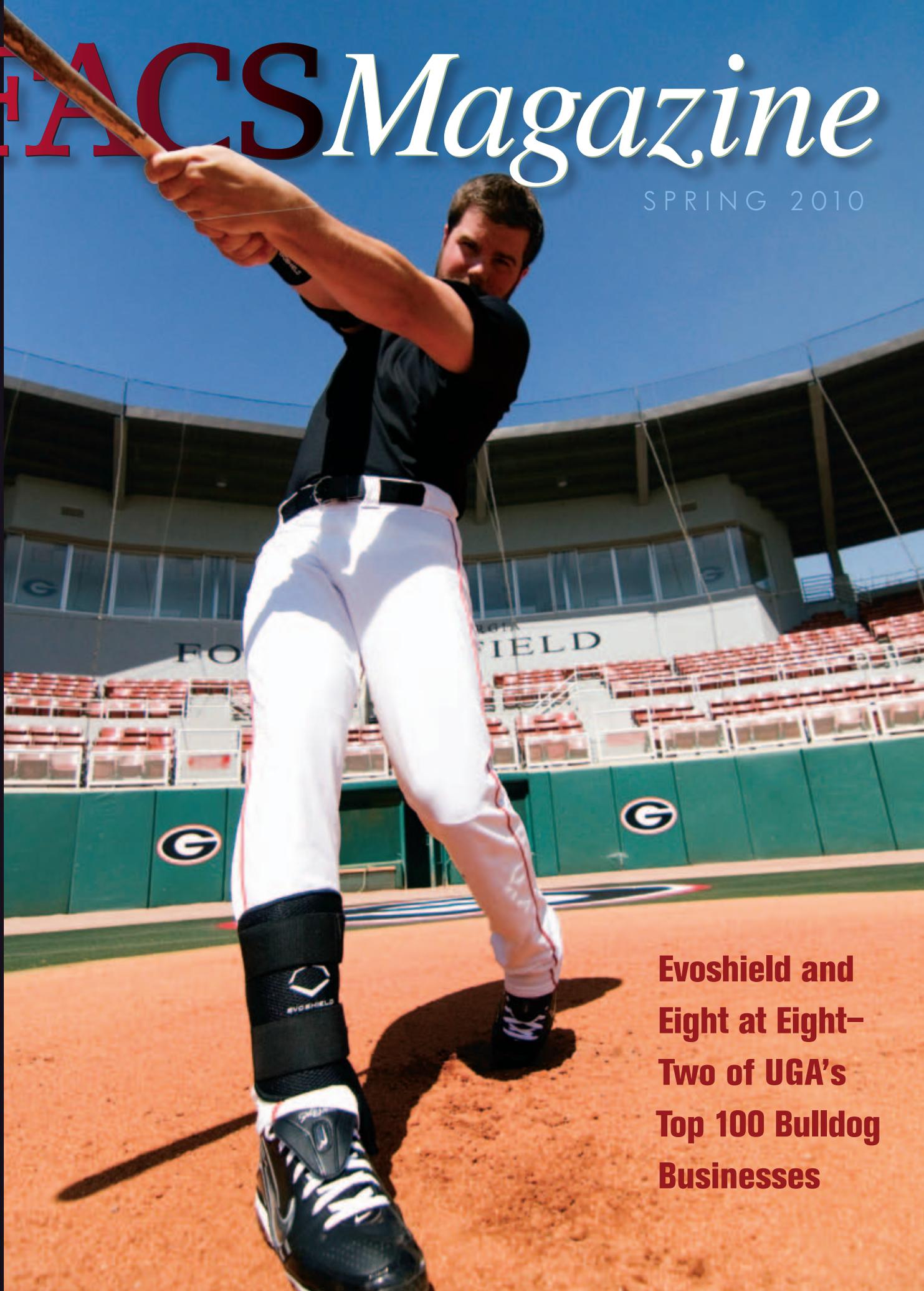


FACS Magazine

SPRING 2010

THE UNIVERSITY OF GEORGIA COLLEGE OF FAMILY AND CONSUMER SCIENCES

**Evoshield and
Eight at Eight-
Two of UGA's
Top 100 Bulldog
Businesses**



TOP DAWGS



In this issue of FACS Magazine you'll meet some of our successful young alumni. Justin Neifer and Sarah Kathryn Smith were among the UGA graduates named to the Bulldog 100, a program that rated companies by their compounded annual growth rate of revenues for the past three years. Justin's company, Evoshield, was ranked second, while Sarah Kathryn's business, Eight at Eight, came in at 48th.

In both cases, they could have joined any number of companies that offered retirement plans, health insurance, and far greater entry-level salaries. Instead, Justin and Sarah Kathryn chose to take a risk and become entrepreneurs. Their success, as validated by their being named to the inaugural Bulldog 100 list, demonstrates what can be achieved when you're willing to work long hours and forego immediate rewards. I want to salute Justin, Sarah Kathryn and all of our alumni who demonstrate this entrepreneurial spirit.

In addition to Justin and Sarah Kathryn's stories, you'll also read about the successes of some of our undergraduates.

I recently visited the house built by Athens developer Jared York that is based on plans developed by 2010 Furnishings and Interiors graduates Addison Ruffin, Margaret Reid, Lauren Lee and Katherine Ward. The students, one of four teams, created their design as a part of Assistant Professor Megan Lee's fall 2009 course on universal and sustainable design. Jared has said that he really only hoped to get a few ideas from the students' plans, but when he saw this particular design, he knew he wanted to build it.

It was exciting to tour the new home with these young women, their professor, and others. To see them talk with Jared about modifications he made and the cost-benefit ratio of choosing various materials was to see young professionals at work. I look forward to watching the career arc of these new graduates. Will they choose to join an architectural firm, an interior design business, or will they go into business for themselves? Regardless of their choice, I'm confident that this initial success will bode well for them.

Finally, you'll find stories on this year's Alumni Award winners, including a feature on our newest inductee into the Honor Hall of Fame, Bill Flatt.

You'll read about the value of hard work as Bill tells stories of picking cotton and strawberries as a small boy and selling tea door-to-door to earn money as an undergraduate who was also a newlywed. Bill is also clear, however, about the role financial support in the form of scholarships played in his ability to attend college and, ultimately, to earn a doctorate and go on to a highly successful academic career.

As we begin what we hope will be a final year of extremely tight budgets, we hope that you'll give to the College of Family and Consumer Sciences as your finances permit. Your gifts help us provide the academic grounding for FACS students, which translates into "Knowledge for Real Life."

Thank you for your ongoing support of our students and the College of Family and Consumer Sciences. ■

Sincerely,

Laura D. Jolly

Laura D. Jolly, Dean



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FACS *Knowledge for Real Life*

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Dean Takes On New Tasks

FACS Dean Laura D. Jolly has taken on additional duties this semester as interim vice president for instruction, a position previously held by new UGA Provost Jere Morehead.

In this new capacity, Jolly will oversee continued improvements to teaching, advising and student learning not only on the Athens campus but also on the university's extended campuses in Griffin, Tifton and Gwinnett County.

"The responsibilities associated with this office focus on the quality of the student experience and are essential to supporting and enhancing instruction at the University of Georgia," Jolly said. "I am committed to academic excellence and look forward to working with the senior administration, faculty, staff and students to advance the instructional mission at UGA."

Others look forward to it as well. In these "critically important times for the university," said President Michael F. Adams, Jolly's presence "will greatly enhance discussions in the Cabinet and other venues."



Competitive Reading

UGA President Michael F. Adams no doubt added "boom chicka rock" to his lexicon this past semester while reading to 3- and 4-year-olds at the McPhaul Child Development Lab. In addition to "Boom Chicka Rock," a counting book, Adams read "Kindergarten, Here I Come," as a part of a competition sponsored by the Ferst Foundation for Childhood Literacy.

After Adams and leaders of other Georgia universities and corporations were videotaped reading to children, the recordings were posted to YouTube and viewers voted for their favorite reader. The winning contestant? Mark Becker, president of Georgia State University, whose rendition of "When You Give A Mouse A Cookie," most pleased the voters.

The Ferst Foundation is celebrating its 10th anniversary of giving free books each month to Georgia children from birth through age 5.



COUTURE À LA CART

A new sales enterprise kicked off this spring with the debut of “Couture à la Cart,” a “pop-up” store that sells clothing and accessories on consignment.

Developed by students of **Emily Blalock**, the movable wooden kiosk features items developed by her class, other fashion-merchandising classes, and other UGA students, as well as necklaces made by children in a Ugandan orphanage.

“Each student had a particular role in the class,” Blalock says. “They were in charge of identifying products to sell; serving as a liaison between our class and campus administrators in discussions about where we would be located; visual merchandising of the items we were selling; photographing the items in unique ways to be posted online; and using Twitter and Facebook for ‘guerilla marketing’ efforts.”

In future efforts, Blalock says her classes will be taking the cart to a variety of locations on campus. “I would like the cart to become more of an underground subculture cool, with a lot of unique items” she said. “Those who follow our store on Twitter or Facebook will find out where we’re located on campus and come find us. After a short while, we’ll disappear again and pop up in a new location.” Hence the terms “pop-up” and “guerilla.”

Blalock emphasized that the students were thoughtful in deciding which merchandise to sell by identifying their ideal customers as the campus “fashion leaders”—individuals, viewed as having social prestige and authority, to whom peers look for fashion advice.



Student Services Moves



After years of being located on the second floor of Dawson Hall, Student Services is now the first office that visitors to the College of Family and Consumer Sciences see when they pass through Dawson’s front door.

While Assistant Director **Connie Rash** and staff members **Nicki Sauls**, **Andy Davis** and **Kassie Suggs** are still focused on helping new and transferring students, moving the Student Services office to the first floor allows it also to serve as a welcome center, according to **Jan Hathcote**, associate dean for academics and research.

“Previously, the first floor of Dawson Hall was primarily classrooms and faculty offices,” she said. “By relocating Student Services, we have a centrally located office to serve visitors.”

In addition to being at a central location, Student Services now has expanded space, which enables a comfortable seating area for students and their parents when they visit the college.

Other changes in Dawson include the establishment of the FACS Alumni Affairs Office in Room 114, just down the hall from Student Services; and a new spot for the college’s business office, which has moved out of cramped quarters inside the dean’s suite and is now located in Room 210.



Swinging for the Fences with

EVOSHIELD

By Denise Horton



Justin Niefer (BSFCS '05, Consumer Economics) wasn't sure where his future lay. Having completed his eligibility with the University of Georgia's baseball team, he spent the summer of 2005 in Crestwood, Ill., with the Windy City Thunderbolts, a member of the Frontier League, but realized that professional baseball lacked the camaraderie he found most appealing about sports.

Niefer returned to Athens and to his final semester of classes in consumer economics believing he'd likely join a large financial planning firm upon graduation. But fate intervened in the form of a part-time job helping kids with their batting skills.

Company owner "Stan Kanavage had called Coach [David] Perno, asking if he knew of any former players with a marketing background who could also give baseball lessons," Niefer recalls. "So I spoke with Stan, and we agreed I'd receive internship credit for helping market his business, All Sports Training, and offer lessons."

Just a few months later, Kanavage announced that he was starting an additional business, one focused on developing sports-protection gear made of a new lightweight and malleable substance that hardens to fit the wearer's body and disperses impact. Kanavage invited Niefer and Stan Payne, another All Sports employee, to join David Hudson and himself in establishing this new company.

"The people you're around every day bring value that money can't buy," Kanavage says of his decision to include Niefer and Payne in the venture. "I told them: 'You guys are my friends and family. I'll pay you what I can; but sweat equity will be expected.'"

For Niefer, the new product, originally dubbed All Sports Armour, offered the opportunity to be in on the ground floor of a commercial phenomenon that may someday be as well known as Gatorade. "For a 23-year-old, this was pretty exciting," he recalls, "especially when I saw what the material could do. Instead of foam and plastic and bulky padding, this is only a quarter-inch thin." And it works like a charm, he adds. "We have a YouTube video showing someone hitting me in the ribs with a bat, and it clearly doesn't hurt. After classes, I'd buy poster board and start drawing different designs. I'd cut them out, see how they would fit and then work on them some more."

From January 2006 until spring 2008, Niefer continued to teach baseball lessons in addition to getting the new company off the ground. Because money was so tight,

he also lived cheaply, managing to find a house that rented for a mere \$150 per month in exchange for Niefer painting the interior and resurfacing the wood floors.

During that time, the business began to grow. By the end of 2006, chest and back protectors were being produced, and its product line now also includes wrist guards, a shin/foot guard, and an elbow guard, among others. In 2007 Niefer proposed a new name for the company—Evoshield—which his colleagues embraced.

**BULLDOG
100**

FASTEST GROWING
BULLDOG BUSINESSES

The "Bulldog 100: Fastest Growing Bulldog Businesses" were announced in January by the University of Georgia Alumni Association. To be considered for the program, an organization must have been in business for at least five years, had revenues of \$100,000 or more for the past calendar year, and must have been owned or operated by a former UGA student. The program recognizes the fastest-growing businesses by focusing on a three-year growth rate average. The accounting firm of Gifford, Hillegass and Ingwersen verified the information submitted by each nominee.

“The ‘Evo’ stands for how the material evolves from a soft material into a hard shell, but it also stands for our vision of evolving the world of sports and the way athletes are protected during competition,” he says.

A Bulldog from Buffalo

Niefer spent his childhood in Buffalo, N.Y., with an Old World influence. “My mom is from Poland, so we grew up with an Eastern European family dynamic where everything was earned,” he says. “My athletic endeavors were important, but my parents taught us that sports were an opportunity to be a good leader as well as a team player. They also could facilitate higher learning.”

From ages 6 to 16, Niefer participated both in hockey and baseball. While the baseball season for kids growing up in the Northeast is short, he could play hockey nearly year-round as he participated on travel teams. And because he stood out in both sports, as Niefer entered his junior year of high school recruiting letters began to arrive. His father told him the time had come to choose which sport he would pursue in college. The choice was easy. “Hockey had become a job for me,” Niefer recalls. “But I *loved* baseball. When I told my dad I was choosing baseball, he said, ‘Be the best you can at it.’”

During his senior year of high school, his dad, an electrical engineer, landed a new job that resulted in his parents moving to Cumming, Ga., while Niefer headed off on a baseball scholarship to the University of Cincinnati. There he became captain of the school’s team and was named to the All-Conference USA Team.

“Even with a scholarship, I still worked in the library reshelving books and as a valet,” Niefer says. “So I started thinking that if I transferred to Georgia I would have the HOPE Scholarship and not have to worry about out-of-state tuition. Besides, I’d also be closer to my parents.”

After three years, he did transfer, though an administrative snag resulted in his not being able to enroll in fall 2003 as he had intended. “I spent that fall working at a local gas station,” Niefer says, “and that was when I began to realize my entrepreneurial nature. I established a keg refrigerator—which was popular with the college students—and opened up a little memorabilia section.”

In January, he enrolled as a business major and “redshirt senior” on the baseball team. But “in the business school I was in an auditorium with 150 other students,” he says. “When I transferred to consumer economics I was looking for something more intimate, but I also got a variety of knowledge in housing, economics and consumer-buying behavior—a cornucopia of real-life applications.



Photos by Angelina Bellebuono

Evoshield co-founder Justin Niefer revisits the Diamond Dawgs locker room.



It was an environment that allowed me to find out what I was good at.”

In spring 2005, Niefer suited up for the Diamond Dawgs and quickly established himself as a hitting threat, moving into the top 10 in the nation during the first 20 or so games. But a freak accident during fielding practice in Louisville, Ky., virtually ended his college-baseball career.

“We were warming up for our game, in the snow, at the old Louisville fairgrounds,” he recalls. “A coach hit me a deep fly ball. I put out my hand to stop myself and caught it on the old metal lettering they still had on the fence. It ripped a hole in my hand that resulted in nerve damage.”

The injury limited Niefer’s throwing ability for the rest of the season and while he did serve as a designated hitter, his statistics dropped. But “I consider it a blessing,” he says. “If that hadn’t happened, I might be playing in the minor leagues and this [he motions around his Evoshield office] might not have happened.”

Evoshield Prospers

In 2007, Niefer traveled to spring training in Florida and experienced notable success when the first seven major league baseball teams he met with placed orders for rib, wrist and ankle protectors. Back home, the Georgia baseball team began wearing Evoshield products and word soon filtered to UGA quarterback Mathew Stafford and his football teammates.

“What we heard was that the players felt faster and more protected in Evoshield gear,” Niefer says. Independent testing has in fact shown that Evoshield disperses energy rather than absorbing it, which is what occurs with traditional foam and plastic gear.

Despite their growing success, the Evoshield founders were still juggling two businesses. “We were working on Evoshield from 9 to 4 and then giving baseball lessons from 4 to 10 p.m. It was especially tough for Stan Payne, who is married and has kids,” Niefer recalls. “By the end of 2007, we began to realize that we needed to commit to either the new business or All Sports Training; we couldn’t keep doing both.”

The decision to pursue Evoshield full-time came after what Stan Kanavage calls divine intervention: “Two gentlemen came to see me and said, ‘Our church has voted to buy your building,’” a purchase that meant there would no longer be a location to teach baseball and other sporting lessons. Thus for the past 2½ years the founders have dedicated all of their energies to growing their Evoshield business. And through word of mouth and grassroots



marketing, interest in the products has indeed continued to grow.

Last year, Niefer set up a booth at the College World Series in Omaha, Neb., and saw sales of Evoshield wristbands and other items rise dramatically as players and fans alike sought him out.

A particular boon was when 2009 Rookie of the Year and former UGA standout Gordon Beckham became the first professional athlete to endorse

Evoshield—free of charge. Beckham was shown on the cover of *Baseball Express*, a leading equipment company, tagging third base, with his glove hand raised high in the air and the Evoshield logo prominently displayed.

A Team Culture

While the company has expanded to include 12 different products and lists 80 college and professional teams among its customers, it still operates like a start-up business. Housed in borrowed offices on the outskirts of Athens, three of Evoshield’s most recent hires share space with inventory, such as the foil packages that hold the malleable material. When large orders arrive, everyone joins in packaging the products for shipment.

But things may soon change. Evoshield has hired Bob Pinckney, a UGA business school graduate who also holds an MBA from Harvard, to move the company to new levels. Niefer, now 29 and product-development manager at Evoshield, welcomes the skills Pinckney brings and his commitment to maintaining the company’s team-like culture.

“We’ve had a lot of investment offers, but they also want to change our culture. Bob liked our tight-knit group, and he’ll allow us to continue focusing on what we’re each good at. I think he’ll provide us the infrastructure to support our growth.”

Kanavage speaks with pride about the accomplishments of Niefer and Payne in growing Evoshield from an idea into a business that was listed as the second-fastest-growing business in the Bulldog 100, a program sponsored by the UGA Alumni Association that rated companies by their compounded annual revenue-growth rates during the past three years.

“They’ve worked diligently, developing ideas, selling and showing. They’ve done everything that needed to be done,” Kanavage says. “Whatever Justin does, he does with passion, and he’s been very passionate about what we do and how we do it. He’s matured into someone who could today start and run his own company.” ■

From Eight at Eight to One on One

By Denise Horton

*Professional
matchmaker
helps clients
searching
for that
perfect fit.*



Eleven years ago **Sarah Kathryn Smith** (BSFCS '98, Consumer Economics) turned her idea for a dating service into a small business, called Eight at Eight, which has grown so much that it has been featured on the Oprah Winfrey Show, CNN and in the Wall Street Journal. Using her college savings to buy a website, stationery, and a candidate membership list, Smith (who was featured in the Spring 2004 issue of FACS Magazine) launched Eight at Eight in Atlanta as a way for local singles to meet others of similar age and interests. She now runs the service in New York, Chicago and Washington, D.C., as well. In addition, Smith has expanded her business into a new area, called One on One, in which she works with single men who pay a premium for her matchmaking skills.

On the recent Bulldog 100 (a list of the fastest-growing firms owned by UGA graduates), Eight at Eight ranked 48th.

The premise of Eight at Eight is that singles between the ages of 21 and 50 pay \$450 for the opportunity to attend five dinners. On each occasion they are greeted at 8 p.m. by a hostess, who buys the first round of drinks and makes introductions. After cocktails, the diners—four women and four men—are seated in a manner, designed by Smith and her colleagues, that enhances the opportunity for meeting someone compatible while also allowing each individual to get acquainted with all of the other seven others at the table. Future romance is the primary focus for Eight at Eight members, but it is not the only goal. Smith's website is filled with testimonials regarding friendships and business relationships that grew out of the dinners.

Since 1999, more than 200 couples who met at Eight at Eight have become husband and wife, and Smith now has more than 20,000 names in her database of clients with a thousand actively participating in events.

At one time, Smith thought Eight at Eight would become a franchise, but after unsuccessful efforts along those lines in Las Vegas, Denver and Fort Lauderdale she has decided that maintaining ownership is the best way to keep Eight at Eight viable. "The people we sold franchises to seemed like great choices," she says, "but what we later realized is that while they were really energized about the event-planning part of the business they struggled with some of the other aspects, like the need to be constantly signing up new members."

Technology has always played a major role in the success of Eight at Eight. In the early days, the ability to stay in touch with clients via phone and email was essential. "They used to appreciate talking with us," Smith says. But with new social media, including Twitter, Facebook, and blogging, providing new ways of communicating, "now they find it strange to talk."



FASTEST GROWING
BULLDOG BUSINESSES



While Smith is committed to the four Eight at Eight locations continuing, she has begun to direct her energies to what she describes as “boutique” matchmaking. “A number of gentleman told me that while the tables were fun, they also wanted one-on-one help,” she says. “So now I’ve become a search agent for a certain segment that needs a little more TLC [tender loving care].”

It costs \$10,000 to join One on One—a price that includes monthly meetings with Smith, who coaches her clients on all aspects of the dating experience. She encourages them, for example, to stay open-minded, give everyone a chance, dress their stylish best at all times, and stay in shape. Although

Smith has signed up only 10 One on One clients thus far, two of them are already looking for engagement rings, she reports.

At age 33, Smith says she is committed to matchmaking as a career and is continuing to look at new opportunities, such as a reality television show that would include other matchmakers. The premise, she says, would be in chronicling the matchmakers as they try to find the perfect fit for their clients.

Despite her success with matching others, Smith continues to search for her own perfect fit. “I don’t take my own advice about being open-minded,” she says. “I want a Georgia Bulldog.” ■



Bill Flatt

B e t t e r T h a n E v e r

There's Bill Flatt's laugh – a loud, single “Hah!” or, sometimes, “Hah! Hah!” when something really tickles him. There's also his energy. Flatt, who turns 79 in June, tells of his recent trip to Alaska to see the start of the Iditarod. His niece managed to score press passes, so they were right next to the sledgers and their dogs as they raced past.

“I was able to lay down in the snow and get some great shots,” the amateur photographer says, offering a credible imitation of the dogs snapping and pulling against the sled ropes. Later, taking advantage of being in the North Country, he went cross-country skiing and snowshoeing as well.

During his career, Flatt has been a researcher at the U.S. Department of Agriculture, dean of UGA's College of Agricultural and Environmental Sciences, a professor in FACS' Department of Foods and Nutrition, and a philanthropist and advocate for UGA programs. In these and other activities, he has been an unstinting leader and an esteemed and beloved colleague. Now nominally retired, Flatt's boundless enthusiasm continues to positively influence just about everyone around him.

From Cotton to College Flatt says that if he were a child today he'd probably be diagnosed as hyperactive. But as a little boy being raised by his grandparents in West Tennessee, there was plenty of opportunity to put that energy to use. He was kept busy attending school, picking and chopping cotton, and harvesting strawberries when they were in season.

“I enjoyed it,” he says. “I got paid for every pound of cotton.”

As he grew, Flatt's work ethic only intensified. By the time he was 12, he was sharecropping for an uncle, keeping a third of the earnings. Flatt's energy again came into play. He picked cotton so fast that he didn't need to hire help. In fact, he once picked 356 pounds in a day—a tremendous feat, considering that a “good” picker averaged about half that much.

Despite his excess of energy, Flatt says he never had trouble concentrating on his studies. He earned a \$50 scholarship as valedictorian of his senior class and was the only graduate to attend college.

For his freshman year, Flatt traveled 40 miles to Bethel College. That September, he met fellow freshman

June Nesbitt at a skating rink. “I was a really good roller skater,” he says with a grin. The next April, the young couple married and, with the benefit of a scholarship Flatt received for having served as statewide president of the Future Farmers of America, they transferred across the state to the University of Tennessee.

Inspired Researcher and Administrator Although he majored in animal husbandry, Flatt nearly became vice president of the Jewell Tea Co., the result of sales skills honed in a part-time job with the company throughout his undergraduate career. Fortunately, his department head intervened.

“He said, ‘You’re going to get your PhD and come back and teach animal nutrition. Where do you want to go?’” Flatt recalls, punctuating the story with another laugh. Awarded one of the National Science Foundation’s first graduate-student fellowships, Flatt chose to attend Cornell University—and he was accepted on the basis of a phone call from the department head.

After completing his doctorate, Flatt accepted a research position with the U.S. Department of Agriculture, studying energy metabolism in dairy cattle. With the exception of a year spent in Scotland conducting research, he served there from 1956 to 1969 and thought that he would complete his career with the USDA.

Fate intervened when lightning struck his lab in 1968, disabling its computer system, inflicting other extensive damage, and causing for a time the scattering of its staff. Soon after, then-UGA President Fred Davison, who was determined to enhance the university’s research and outreach efforts, took advantage of the situation. He contacted Flatt and offered him the position of department head for animal science. Although Flatt initially declined the offer, Davison wouldn’t take no for an answer and mounted a full-scale effort.

“I got calls from the president of the Cattlemen’s Association, the Pork Producers’ Association and faculty members,” Flatt recalls. “Fred was so persuasive. He said, ‘We need you. It’s a challenge. It’s a great opportunity.’” Flatt relented, moved his family to UGA, and within a year was named director of the Agricultural Experiment Stations. In 1981, he became dean of the College of Agricultural and Environmental Sciences.

During his tenure as AES director and later as dean, Flatt fought numerous political battles to maintain funding for the units, including FACS. One of his earliest experiences came in 1971 when Jimmy Carter, the peanut farmer and newly elected governor of Georgia, announced that he wasn’t going to provide any state support for AES—devastating news, as this funding accounted for 70 percent of its total budget. “He said the experiment stations were out of date and hadn’t changed what they were doing since 1929,” Flatt says.

“But it turned out to be a great opportunity,” he adds. “Jimmy invited me to the governor’s mansion and I spent a whole day with him, Bert Lance, Jody Powell, Hamilton Jordan—all of his staff. I was able to show them that our programs were reviewed on a regular basis and completely up to date. At the end of the day, Jimmy said, ‘You’ve convinced me.’” The result was regular increases in the AES budget throughout Carter’s time as governor.

Dealing Well with Life’s Demands Soon after he arrived at UGA, Flatt became familiar with the College of Family and Consumer Sciences, given that the experiment stations oversaw the federal and state funding that supported FACS research programs. He began to learn more about the college’s work in human food and nutrition in particular, and in a very personal way, when in 1989 he visited a booth at the annual Sunbelt Agricultural Exposition in Moultrie.

“I knew I was a little overweight, but I thought I was generally pretty fit,” he recalls. “But they measured my body fat and, wow, was I fat!” The revelation kicked off Flatt’s personal fitness program, which included “Sweating to the Oldies” with aerobics guru Richard Simmons. He also began parking his car far away from building entrances, climbing stairs



▲ (L-R) Jimmy Flatt, Joyce Ann Tackett and Billy Flatt



◀ Bill & June, Bethel College, Fall 1958



▲ USDA Lab, Beltsville, Maryland



Sharing the Wealth Flatt has also served UGA through his charitable giving, which has been a part of his life since he was a small child. Not only did he benefit from a dozen scholarships, but his family taught him the importance of giving to others. “My grandmother made clear that the first 10 percent of whatever you earned went to the church,” he says. “Not the last 10 percent, but the first 10 percent.”

Over the years, he has made numerous charitable gifts through his involvement with the Rotary Club, for example, and in remembrance of loved ones. But after joining UGA, Flatt says he noticed the discrepancy between the number of scholarships available to agricultural students and those designated for FACS students.

“I had the resources and I figured I should give as much [to FACS] as I could,” he says. “We had enjoyed traveling before June became ill, but afterward we weren’t able to do that. In the meantime, we had invested fairly well and I found that there was a tax advantage to donating appreciated stock.”

Since 1994, Flatt has established multiple scholarships for undergraduate and graduate students, together with awards for outstanding seniors, both in the agricultural college and FACS. His most recent endowment, however, has allowed him to address a need he saw more than 30 years ago.

“When I got here in 1969, I was appalled at the lack of support for our faculty,” Flatt says. “Their brain power wasn’t being used enough. We have some of the best faculty in the world here and we’re squandering our resources when we don’t support them.”

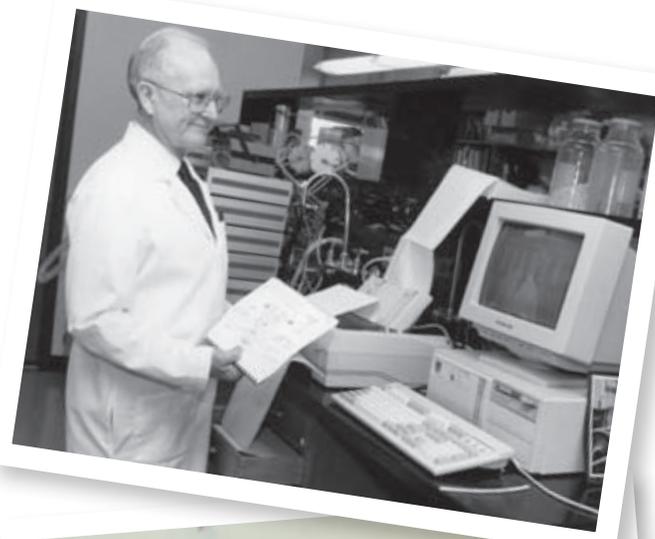
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rather than taking the elevator, and generally maintaining a variety of other exercise and sound-eating habits. The result was that his weight went from 220 pounds down to the 160 that the 5-foot-7-inch Flatt still maintains.

In addition to his demanding career in the agriculture college, Flatt also faced demands in his personal life. Just three years after the Flatts moved to Georgia, his wife June contracted Guillain-Barré syndrome. For months she was hospitalized, paralyzed and able to breathe only with the aid of a respirator. On multiple occasions, Flatt was called to her bedside in the belief that her death was imminent. Eventually, after several additional months of rehabilitation in an iron lung in Houston, June was able to return home, but she was paralyzed from the waist down and had only limited movement of her upper body.

Despite the physical disabilities, June remained sharp intellectually, playing bridge with friends several times a week and directing Bill in preparing their meals. “She was a great cook,” he says. “She’d tell me what to do and I’d just do it.” In addition to long-term aides, June’s mother, Gladys Nesbitt, moved to Georgia to help care for her daughter, allowing Flatt to continue in his career.

In 1994, soon after his mother-in-law’s death, Flatt decided to step down as dean, a decision that would allow him more time to care for June (who died in 2009) and free him of some of the burdens that come with a deanship. As soon as word got out, he received a phone call from then-FACS dean Sharon Nickols asking him to join the Department of Foods and Nutrition. Flatt jumped at the opportunity and soon reestablished his lab, focusing its research on issues of human metabolism. Until he became professor emeritus in 1999, he also taught courses in both the foods and nutrition and animal and dairy science departments.



2010 FACS Alumni Award Winners



Distinguished Alumni Award

Whether it was establishing the first inner-city 4-H program in Atlanta, writing some of the first microwave cookbooks, or serving in leadership roles at the YWCO and Friendship Presbyterian Church, **Rosemary Dunn Stancil** (BSHE '68, Family Development; MEd '05, Adult Education) is someone who can be counted on.

Dunn has worn multiple hats over the years, excelling every time. In one of her earliest professional roles, for example, she worked with 1,400 girls in 26 4-H clubs at 19 different schools in the Atlanta area. After marrying and moving to Athens, she spent two years as the nutrition and volunteer-services coordinator at the Athens Community Council on Aging, a job that included recruiting and training more than 1,000 volunteers to provide home-delivered meals.

After her children were born in the mid-1970s, Dunn's career took a different track when she and two colleagues established Kitchen Classics, a company focused on developing and testing recipes that featured the newest kitchen appliance—the microwave. In addition to producing three cookbooks, Dunn and her associates taught microwave cooking across the country. In 1995, she returned to Cooperative Extension as the family-nutrition program coordinator, overseeing a \$2.6 million budget.

Walter Sanders III, who has attended Friendship Presbyterian Church with Dunn for 37 years, holds her in high esteem. "Rosemary has combined her innate artistic, culinary, and organizational talents and instincts with her learned management skills," he says, "and in an unobtrusive way she will see and do what is required, often before being asked."



Creswell Award

Don Bower's ability to incorporate compassion and integrity into the "helpful, popular, and informative" classes he has taught to Cooperative Extension agents throughout Georgia is a rare and much-appreciated gift, according to one of his nominators.

"He is a risk taker and willing to stand behind his training and knowledge of what works best for families and children even when it may not be popular," adds **Kathy Wages** (BSHE '71, Home Economics and Art).

When Bower, professor emeritus of child and family development, joined UGA in 1981 as a Cooperative Extension specialist, there was no base in parenting education in Georgia. But he helped develop that program and oversaw the creation of a national model for assessing and credentialing parenting educators. He has also led the growth of the Georgia Traffic Injury Prevention Institute, which has helped lift Georgia from the bottom to nearly the top nationally in safety-belt and safety-seat use.

Among his many honors, Bower has been named a UGA Walter B. Hill Distinguished Academic Fellow, a fellow of the National Council on Family Relations, and the 2008 recipient of the Lifetime Achievement Award from the USDA's Cooperative State Research, Education and Extension Service.

"Don has consistently demonstrated his outstanding professional competency and distinguished service in the areas of organizational partnerships, program creativity and leadership, which have had significant impacts on families throughout the state and nation," says **Debbie Purvis** (BSHE '76, Furnishings and Interiors), a Cook County FACS Extension agent. "Most importantly, he has been a teacher, a mentor and a friend to Family and Consumer Sciences Extension agents throughout the state."



Emily Quinn Pou Professional Achievement Award

In supporting **Patricia "Tricia" McLean** (BSHE '83, Furnishings and Interiors) for the Professional Achievement Award, her customers, colleagues, and friends consistently speak both of her skill as an interior designer and her positive attitude.

Georgia's First Lady Mary Purdue describes the "countless hours" McLean spent in consultation and design of the basement-level ballroom of the Governor's Mansion. "She graciously donated her time and talents ensuring the completion of the room within our financial constraints."

McLean founded Patricia McLean Interiors in 1986. Since then she has been showcased in a variety of interior-design magazines, chosen eight times as a designer for the Atlanta Symphony Decorators' Show House, twice for the Cashiers (North Carolina) Designer Show House, and nominated for Southeast Designer of the Year.

"She is a spectacular design talent, but more than that she is a spectacular human being who contributes to a bewildering amount of philanthropic endeavors and quite simply makes our world a more beautiful place to live in," writes Fairchild Dixon, director of special events and programs for the Atlanta Decorative Arts Center.

McLean is involved in the Atlanta community personally as well as professionally and has made time to serve as a "lead dawg" of the FACS Designing Dawgs, a networking avenue for interior-design colleagues and FACS alumni, faculty, and students. She also has provided internships and mentoring to furnishings and interiors students.

"Her rise in her career has been nothing short of spectacular, a product of her knowledge, skill, attention to detail, and empathy with her clientele," writes James Bratton Jr., one of McLean's longtime clients. And beyond "her enormous talent, splendid achievements, and recognition, Tricia is an unassuming, warm, considerate, and gracious individual."



Pacesetter Award

Whether it's a toddler learning a Sunday school lesson, a fifth-grader discovering the importance of banking, an adult competing in local races, or an 80-year-old playing Bingo, **Kristi Osborn Greer** (BSFCS '00, Child and Family Development; MED '05, Adult Education) has affected the lives of all ages in Clarke and Oconee counties.

Greer has made it her mission to go beyond the requirements of her job as education and development officer at Oconee State Bank and improve the lives of those in the Athens area. In that pursuit she wears many hats at Antioch Christian Church, for example, including as a member of the outreach and budget committees and as superintendent of the Sunday school.

"She has had the opportunity to utilize her FACS skill set to help others in many ways," writes Marisa Reynolds, group vice president for Oconee State Bank, in her nomination letter for Greer. "She enjoys helping people and seeing our communities benefit from this knowledge."

Among other projects, Greer has coordinated a program with the elementary schools in Oconee County to teach fifth-graders financial literacy. Adults have benefited from Greer's volunteer work at charity races and in programs designed for older adults.

"Her passion for FACS and helping others is contagious," writes **Jana Davis Hester** (BSFCS '04, FACS Education; MED '06, Occupational Studies), a family and consumer sciences teacher at Malcom Bridge Middle School in Bogart. "My students learned so much from her presentation and gained tips to take home and share with their parents."

Greer says she draws on her educational background in multiple ways both in her work and volunteer activities. "The College of Family and Consumer Sciences has taught me a great deal about family, being a consumer in the real world, teamwork, leadership and helping others," she says. "I have been able to see my skills in use, but also my skills have grown through application and experience."



Outstanding Service Award

“An exemplary alumna who is motivated by the desire to give both backward and forward” is just one of many descriptions of **Alisa “Lisa” Gipson** (BSFCS ’95, Consumer Journalism; MEd ’01, Adult Education) offered by her nominators.

“Within her primary responsibility of training all our new restaurant franchisees she has been an innovator in training design and process,” writes Philip Orazi III, senior director for training and development at Chick-fil-A, where Gipson serves as manager for learning and development. And “outside of great performance she is quick with a smile and delightful to work with.”

Prior to joining Chick-fil-A, Gipson worked in sales for Coca-Cola, was director of the annual fund at Wesleyan College in Macon, and served as the 4-H educational program specialist and 4-H state program assistant at the University of Georgia.

“I can say without hesitation wherever there is success and achievement on our team Lisa is right in the middle leading the way,” notes Orazi. “She is a great example to each of us on how to translate a passionate heart into actionable plans that get results.”

Gipson’s depth and diversity of commitment stem back to her time at UGA, where she served as an orientation leader, College Ambassador, and president both of the Ag Hill Council and Collegiate 4-H. Since graduating, she has “carried the banner of service” with her volunteer work, according to **Sharon Nickols** (Janette M. Barber Distinguished Professor, Housing and Consumer Economics).

“Lisa has facilitated sessions for FACS alumni retreats, served on panels for student programs, and hosted events at Chick-fil-A for UGA alumni,” Nickols writes. “Her radiant personality and ‘let’s do it’ attitude have been an inspiration to others. Thus her commitment to service carries on and on and on.”

■ Bill Flatt *continued from page 12*

To help address such omissions, Flatt has established the Bill and June Flatt Professorship of Foods and Nutrition, with Mary Ann Johnson being named to the post in 2008.

“Mary Ann is one of our faculty who could go anywhere she wanted to,” he observes. “Endowed professorships are one way for us to keep the top-quality faculty that we have.”

Generosity in Spirit In addition to his laugh and his energy, Flatt is known for an upbeat attitude. His standard response to those who ask how he’s doing is “Better than ever,” spoken so quickly that it becomes “Better ‘n’ ever.” He says the saying dates back to his childhood, when he would visit his mother, who suffered from a chronic illness. (Because his father traveled for his job, Bill and his brother were raised by their paternal grandparents.)

“After I would come home from seeing my mother I would be sort of upset,” he recalls. “Everybody would be worried and asking me, ‘Billy, how are you?’ I finally just said, ‘Better than ever!’ That made them laugh, and it made me feel better too.”

While the saying could have become merely a trite phrase, for Flatt it connotes a positive and enduring attitude—a way of life that has not only helped him but also a great many others as well. A recent email from an undergraduate illustrates this wide-reaching influence: “If you asked most people, they would say that I am a negative person. However, your happiness and pride in everything that you have experienced, whether good or bad, has helped me to become a more positive person in all aspects of life.” ■



Bill and June Flatt with Mary Ann Johnson

1970s

Jo Hatcher (BSHE '72, General Home Economics) is a master certified retreat coach and owner of Jo Hatcher Retreats in Davis, Calif., where she hosts retreats for personal growth.

Debra Marmaras McLendon (BSHE '79, Clothing and Textiles) is an adjunct lecturer at North Carolina State University School of Textile and Apparel Technology and Management. She lives in Raleigh, N.C., and is enrolled in the Textiles Management and Technologies master of science program at NCSU.

1980s

Marisa M. Reynolds (BSHE '89, Consumer Economics and Home Management) is group vice president for information technology, operations and electronic banking for Oconee State Bank in Watkinsville.

Pam Goldstein Sanchez (BSHE '84, Consumer Economics and Home Management) was featured on Fox 5 Atlanta in March for the Atlanta Home

Show's universal design display. She is one of 144 certified master kitchen and bath designers in the nation and is a certified aging-in-place specialist, a designation by the National Association of Home Builders that focuses on home modifications for older adults.

1990s

Malinda Bell Dean (BSFCS '94, Home Economics Education) is a school counselor at Bainbridge Middle School where she lives with her husband, Todd, and their two children.

Jane Defenbaugh Meier (BSFCS '98, Home Economics Education; MS '00, Housing and Consumer Economics) is founder of Full Circle Partnerships, which develops strategic marketing solutions that include partnerships with other companies, the community and government. Meier lives in Washington, D.C., with her husband, George, and daughter.

Shannon Ferrell Register (BSFCS '98, Consumer Economics) is a real estate agent for ReMax International Inc. in Spring, Texas.

Marissa Bryant Wilson (BSFCS '99, Child and Family Development; MEd '07, Occupational Studies) is a family and consumer sciences teacher at Creekside High School in Fairburn. She and her husband, Robert, have four children: Madyson, Rhyann, Londyn, and Robert II.

2000s

Paul Annis (BSFCS '07, Family Financial Planning; MS '09, Housing and Consumer Economics) earned his master's degree in fall 2009. Lance Palmer was his major professor.

Sallie Barrett (BSFCS '09, Child and Family Development) is a tradeshow department coordinator for AmericasMart in Atlanta.

Julie Maddox Brumble (BSFCS '05, Consumer Journalism) is a marketing director for Chick-fil-A in Gainesville where she lives with her husband, Jacob.

Scott Edwards (BSFCS '02, Consumer Economics) is an associate partner with Arthur/Marshall, a

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Facebook Fans – Keep in touch with FACS Alumni on Facebook. Become a fan at “UGA FACS Alumni”. Check out events, photos and connect with fellow FACS graduates!

physician recruitment company, in Irving, Texas.

Michelle Gooden (BSFCS '07, Consumer Foods and Dietetics) is a clinical dietitian at Emory Healthcare in Atlanta.

Leslie Green-Pimentel (PhD '09, Housing and Consumer Economics) earned her doctoral degree in fall 2009. Her dissertation is titled, "The Relationship Between Housing Cost Burden and Health Status Among Older Adults in the United States." Anne Sweaney was her major professor.

Samantha Haring (BSFCS '09, Dietetics; MS '09, Foods and Nutrition) earned her master's degree in fall 2009. Her thesis is titled, "Dietary Carbohydrate Interacts with Dietary Fat to Influence Leptin Responsiveness in Rats." Ruth Harris was her major professor.

Sarah Brubacher Marcketti (MS '02, Textiles, Merchandising and Interiors; AB '00, Art and Art History) received the Rising Star Award from the International Textiles and Apparel Association in November. She was recognized for her teaching, research and service in the area of textiles and apparel. She is an assistant professor at Iowa State University in Ames, Iowa.

Heather Jones McElroy (BSFCS '03, Consumer Economics) is an associate broker for Prudential Blanton Properties in Athens.

Jason Miller (BSFCS '06, Consumer Economics; MS '09, Housing and Consumer Economics) earned his master's degree in fall 2009. His thesis is titled, "The Role of Smokeless Tobacco in Smoking Cessation and Initiation: An Investigation of American Youth." Teresa Mauldin was his major professor.

Abigail Mohn (BSFCS '04, Fashion Merchandising) earned her master's degree in February from the London College of Fashion in London, England. Her thesis is titled, "As Fleeting as the Dew: Materializing Immateriality in Heian, Japan."

Abbi Francis Odom (BSFCS '05, Child and Family Development) has earned her

Advocacy

As I sit and think of ways to encourage and motivate each of you to support the College of Family and Consumer Sciences, I think about the mottos of the organizations I have been a part of since my middle school years. Do you know these?

–*Toward New Horizons*

–*To Make the Best Better*

–*Learning to Do, Doing to Learn, Earning to Live, Living to Serve.*



These can be individual mottos too. Have you thought about how much you appreciate the knowledge and experiences you gained from being in various organizations such as FHA (now known as FCCCLA), 4-H, FFA and many others? I have had many beneficial experiences as a FACS alum. During the past six-plus years, I have visited Dawson Hall many times while volunteering at events, speaking to classes and talking with students and faculty. I have enjoyed being able to give back to the college things that I appreciated when I was in school. The family at Dawson Hall taught us so much about life. . . **Knowledge for Real Life**; that I am encouraged to continue being an advocate for the greatness it supplies to our community by preparing adults for the real world. How can you give back and support FACS?

A monetary gift is a great way to support FACS and it's not the only way to be connected. There are lots of events and opportunities to help support UGA FACS:

- FACS Breaks: A fun networking and social event with fellow alumni; you can even plan or host one – call Susan Byus for more information.
- Volunteer to speak to a class.
- Share a life experience with a student or two.
- Volunteer to pass out exam treats to students.
- Attend South Campus Tailgate on Nov. 6. Support the Chilly Dawg 5k on Jan. 29, 2011.
- Make a donation to support the college.

Together Everyone Achieves More is my current motto as an advocate for our college. Will you join our team?

A handwritten signature in black ink that reads "Kristi".

Kristi Osborn Greer (BSFCS '00, MEd '05)
President, FACS Alumni Association

master's degree in teaching in early childhood education from Armstrong Atlantic State University and is a teacher at Champions for Children childcare center in Athens.

Andrew Parks (BSFCS '06, Consumer Economics; BBA '06, Management) is an outside sales general manager for Fastenal, a fastener distributor, in Watkinsville.

Cliffton Stewart Parnacott (BSFCS '09, Consumer Economics and Housing) is in medical school at the University of Alabama in Tuscaloosa.

Gina Peek (PhD '09, Housing and Consumer Economics; MHP '04, Historic Preservation) earned her doctoral degree in fall 2009. Her dissertation is titled, "Better Citizens? The Relationship Between Homeownership and Religion and Political Volunteerism." Anne Sweaney was her major professor. She is a housing and consumer specialist for Oklahoma State University Cooperative Extension Service in Stillwater, Okla.

Barbara Pfundstein Quilliams (BSFCS '02, Child and Family Development) is an attorney with the solicitor general's office in Athens-Clarke County.

Deanne Smith Rosso (BSFCS '05, Consumer Journalism) is a certified financial planner with Vickery Financial Services in Athens.

Tracey Sheffield (BSFCS '08, Housing) is a housing specialist with the Marietta Housing Authority.

Brannan Southerland (BSFCS '08, Consumer Economics and Housing) is a business developer consulting with new businesses for Northwest Exterminating in Marietta.

Victor Sullivan (BSFCS '09, Family Financial Planning) is a certified financial planner with Wells Fargo Advisors in Albany.

Jessica Tripp (BSFCS '04, Consumer Economics) is a property manager for Post Properties in Austin, Texas.

Amber Elizabeth Vedder (BSFCS '08, Consumer Economics) is an account executive for Soliant Health, a healthcare staffing company in Tucker.

Laura Waldrep (BSFCS '09, Consumer Economics and Housing) works for Integratec, an outsourcing data management company located in Atlanta, as a relationship manager between Capitol One and Integratec.

Michael Ann Young (BSFCS '09, Consumer Economics) is a managing partner for Brighton Collectibles in Dallas, Texas. ■

EXAM SURVIVAL KITS



Close to 500 "exam survival kits" were handed out by FACS Alumni Association members during the fall and spring. The kits contained a variety of snacks to tide students over as they prepared for their final exams.

Undergrad's Research Shows the Real Influence on Students' Clothing Purchases

College students will generally agree, when asked, that peers are a powerful inspiration in buying clothing, but that response applies only to *other* students. An individual will usually deny such influence on his or her own purchases.

That is the major finding of a survey conducted by **Mallory Roman**, a UGA senior with a joint major in fashion merchandising and psychology, who recruited her 100-plus participants, UGA students all, through the social networking site Facebook as well as through online undergraduate discussion forums.

When participants were asked to respond to the proposition that they purchase brand-name apparel products solely because they are popular among their peers, only 22.8 percent strongly or somewhat agreed while a notable 66.6 percent strongly or somewhat disagreed.

But when it came to assessing peers, the respondents were more likely to rate them as being influenced by other students to a much greater degree than they rated themselves. For example, regarding a statement that their peers buy brand-name apparel products specifically to “fit in,” 74.3 percent agreed with the statement while only 13.7 percent disagreed—a distinct contrast to how they viewed their own decisions.

“The participants readily said that other peers around the campus were conforming to what they saw around them,” says Roman, “but felt that they were different and special from everyone else.” Further, first-year students were more likely to deny social influence in their apparel-purchasing behavior than any other class.

When participants were asked where they did receive their fashion ideas, the majority said they were primarily influenced by the media. But Roman’s design of her survey allowed her to conclude that participants were largely deluding themselves in this regard.

For her study, she chose 14 popular clothing items with strong brand identity that are staples on campus—Ugg boots, Costa Del Mar sunglasses, and Ralph Lauren polo shirts, for example. Eight-five percent of the participants said they owned one or more of the objects depicted. Further, they said that they had been influenced after seeing them in national advertisements. But the catch was that none of the items had been heavily advertised in national media in the Athens area—via their peers was the main way the students could have seen the items.

Still, they tended to deny such conformity. “I was surprised with how defensive people got in the comments section” of the survey questionnaire, says Roman. “They probably felt judged by the survey and felt the need to defend themselves.” For example, some participants asserted for example: “I owned [particular items] before I came to UGA,” or, “Even if they weren’t popular, I would still use them.”

Roman credits her instructor **Katalin Medvedev**, assistant professor of textiles, merchandising, and interiors, with the support to conduct an extensive undergraduate research project. It began when “Dr. Medvedev approached me in class about applying for the College of Family and Consumer Sciences’ Undergraduate Research Grant,” says Roman.



Mallory Roman and some of the items included in her survey.

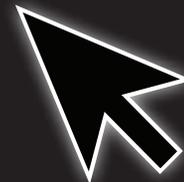
The research was presented at the Center for Undergraduate Research Opportunities (CURO) Symposium in March and is currently being submitted to national journals for publication.

—Reporting by Nicki Sauls

Nominate 2011 Award Winners Online

Make your nominations by October 1 for the 2011 Family and Consumer Sciences Alumni Association awards online by going to www.fcs.uga.edu/alumni/nomination_form.html

Awards recognize alumni, faculty, staff and friends who have made significant contributions to the FACS Alumni Association, the College, their profession and/or society in general.





Save the Date:

FACS Summer College
June 21-22, 2010

Designing Dawgs
September 9, 2010

Designing Dawgs
November 4, 2010

South Campus Tailgate
November 6, 2010
(UGA vs. Idaho State)

**Donor/Scholar
Recognition Program**
November 11, 2010

3rd Annual Chilly Dawg 5K
January 29, 2011

**34th Annual Alumni
Awards Luncheon**
February 19, 2011

For the latest information on all alumni events, please see our calendar at www.fcs.uga.edu/alumni/calendar

FACS Breaks have been scheduled for New York City, Atlanta, Roswell and Athens in coming months. During the past year, 32 FACS alumni attended gatherings held around Georgia, such as one in Atlanta featured above. FACS Breaks provide an opportunity for networking, socializing and receiving updates on the college in the time it takes to have lunch.



FACSbreak

To keep costs low, information on FACS Breaks are emailed to alumni. If you would like to attend a FACS Break, but aren't sure we have your updated information – send an email to **Susan Byus**, alumni relations director, at sbyus@uga.edu or go to www.fcs.uga.edu/alumni/update_info.html.

Upcoming FACS Breaks:

- ▶ August 26 – Athens – Host: **Kristi Osborn Greer** (BSFCS '00, Child and Family Development; MEd '05, Adult Education)
- ▶ September 28 – Atlanta – Hosts: **Ashley Branan Sheffield** (BSFCS '04, Child and Family Development) and **Theresa Glasheen** (BSFCS '06, Family and Consumer Sciences Education; MS '08, Child and Family Development)
- ▶ Fall 2010 – Atlanta – Host: **Lisa Gipson** (BSFCS '95, Consumer Journalism; MEd '01, Adult Education).

in memoriam

Evelyn Perfect Allen (BSHE '42) February 17, 2010	Sue Patterson Crew (BSHE '48) August 5, 2005	Jane McGee Hogan (MEd '69) January 22, 2010	Randie Schoonmaker Murphy (BSHE '79) October 19, 2009
Mary Louise Wood Anderson (BSHE '42) November 20, 2009	Margaret Littlefield Culp (BSHE '32) November 26, 2007	Marilyn Jordan Jackson (MEd '73) May 25, 2007	Norma Berry Relph (BSHE '37) November 1, 2009
Frances Wilkes Astin (BSHE '47) March 26, 2009	Dorothy Hammett Davis (BSHE '41) May 8, 2008	Margaret Cooper Jaillite (BSHE '39) January 27, 2009	Polly Johnson Risenburg (BSHE '34) October 25, 2000
Cathren Mitchell Bedell (BSHE '45) November 15, 2000	Margie Haymon Dillard (BSHE '43) March 19, 2010	Elizabeth Bradberry Johnson (BSHE '34) January 28, 2010	Dorothy Marian Seckinger (MEd '67) December 14, 2009
Eva May Jones Bentley (BSHE '46) February 8, 2010	Mary Will Dunson (BSHE '41) March 10, 2007	Laurin McGirt Johnson (BSHE '69) February 19, 2010	Dorothy Morrison Sosby (BSHE '64) October 6, 2008
Christine Craig Blaney (BSHE '43) March 5, 2010	Addie Beall Early (BSHE '40) January 1, 2000	Paula Paris Johnson (BSHE '61) March 11, 2010	Martha Reid Stetson (BSHE '42) December 8, 2006
Virginia Brewer Boney (BSHE '36) December 31, 2003	Sara West Faircloth (BSHE '46) November 30, 2009	Wilda Berryman Jordan (BSHE '43) May 12, 2009	Edwina Long Stewart (BSHE '42) April 28, 2003
Helen Parr Booth (BSHE '35) November 27, 2004	Clara Stamps Feild (BSHE '43) October 24, 2009	Anne Black Kinard (BSHE '51) August 30, 2006	Ruth Clements Stowe (BSHE '41) June 9, 2009
Winnie Josephine Bowman (BSHE '51) January 11, 2010	Jeannine Payne Fortner (BSHE '57) November 9, 2009	Elene Lanier Lloyd (BSHE '52) March 11, 2010	Beverly Ashmore Sutton (BSHE '49) August 15, 1988
Caroline Stump Butler (BSHE '43) January 21, 2008	Carolyn Huff Gilmore (BSHE '52) October 26, 2009	Lillian Wallender Longley (BSHE '42) April 11, 2009	Mattie Paulk Sutton (BSHE '38) January 6, 2008
Ruth Hibben Butterfield (BSHE '41) December 28, 2007	Erline Brinson Good (BSHE '39) July 17, 2007	Mary Clayton Madden (MHE '55) September, 25, 1999	Lena Maxey Thompson (BSHE '49) January 17, 2010
Isabel McRae Cashman (BSHE '35) March 20, 2010	Patricia Haygood Green (BSHE '60) March 26, 2007	Louise Burson McClure (BSHE '46) November 11, 2009	Dorothy Lenore White (BSHE '55) October 20, 2009
Mary Askew Clark (BSHE '44) November 10, 2009	Katherine Doyle Gresham (BSHE '38) October 25, 2005	Marjorie Upson McGraw (BSHE '59) October 24, 2009	Carolyn Howard Whitehurst (BSHE '48) December 26, 2009
Ruth Byrd Cobb (BSHE '39) December 13, 2009	Jessie G. Hardy (BSHE '37) November 24, 2009	Mary Thomas Mitchell (BSHE '37) December 1, 2009	Charlie Mae Ward Wilson (MEd '76) October 18, 2009
Jean Hanson Copeland (BSHE '39) October 1, 1995	Leta Reeves Hodges (BSHE '40) November 22, 2002	Mary Chapman Moye (BSHE '40) September 18, 2002	

IN THE Halls



FACULTY & STAFF

Ted Futris (Assistant Professor, Child and Family Development) received the Outreach Faculty Award, which honors faculty who have shown great creativity and scholarship in the development, application and evaluation of outreach and public service programs.

Joe Goetz (Assistant Professor, Housing and Consumer Economics) and **Megan Lee** (Assistant Professor, Textiles, Merchandising and Interiors) were named Service Learning Fellows for the 2009-2010 academic year. The program provides faculty members from different disciplines the opportunity to develop, implement and integrate service learning into their professional practice.

Susan Howington (Cooperative Extension agent, Henry County) received the Thomas F. Rodgers Outreach Agent Award, which recognizes exceptional creativity and scholarship in the development, application and evaluation of outreach and public service programs.

Beverly Hull (Administrative Assistant, Foods and Nutrition) received the 2010 Nettie Marie Nickols Outstanding Staff Award, which honors staff members whose work and personal interests enable others to accomplish goals.

Russell James (Assistant Professor, Housing and Consumer Economics) has been selected as the 2009 FACS Outstanding Teacher of the Year. Departmental Outstanding Teachers of the Year are **Jerry Gale** (Associate

Professor, Child and Family Development), **Charlie Gilbert** (Georgia Soft Goods Distinguished Professor, Textiles, Merchandising, and Interiors), and **Mary Ann Johnson** (Bill and June Flatt Professor of Foods and Nutrition).

Megan Lee (Assistant Professor, Textiles, Merchandising, and Interiors), **Katalin Medvedev** (Assistant Professor, Textiles, Merchandising, and Interiors), and **Dina Smith** (Master's Student, Textiles, Merchandising, and Interiors) won first place in the teaching category at the Interior Design Educators Council in Atlanta.

Learning community targets FACS students

Few freshmen realize that signing up for a credit card to get a free pizza could affect their ability to buy their first house. Participants in a new learning community will learn not only how to manage their finances, but other helpful tips for success in college and life.

The 20 students who join Freshman FAC(T)S in fall 2010 will live together in Creswell Hall, take courses together and participate in community projects. The Freshman FAC(T)S community will be led by **Diann Moorman** (Assistant Professor, Housing and Consumer Economics), who will teach the seminar classes and direct a community project with the students.

"I really enjoy the interaction with freshmen and the philosophy behind learning communities," said Moorman, who has led other communities. "I wanted a place for FACS students to experience the growth and closeness that others are getting in the programs."

Students in Freshman FAC(T)S will take courses in family economic issues through the lifespan, English composition, and a freshman seminar class together. In addition to discussions on life as a freshman at UGA, seminar classes will include guest speakers in financial planning, campus safety and career planning.

"Learning communities are great ways to get to know the students on a more personal level," Moorman said. "They bond together as a group and become the students who stay actively involved in the university and the college throughout their time here."

Freshman FAC(T)S is the seventh learning community established at UGA, an initiative of the Office of the Vice President for Instruction, but not the first to focus on a FACS-related field.

"The best thing about a learning community is how the students are always open to hear and do new things," said **Silvia Giraudo** (Associate Professor, Foods and Nutrition), who leads a learning community on nutrition and health. "It's a great opportunity for the students to see if what they think is their field of interest is really the area they want to pursue."

For more information about Freshman FAC(T)S, Life Sciences—Nutrition and Health, or other learning communities go to www.uga.edu/learningcommunities.

—Nicki Sauls

2nd Chilly Dawg 5K Stays Cool

Rick Lewis (Professor, Foods and Nutrition) has been named a 2009-2010 Senior Teaching Fellow. He also has been selected as the 2009 FACS Outstanding Advisor of the Year. Departmental Outstanding Advisors of the Year are **Anne Allen** (Academic Advisor, Textiles, Merchandising, and Interiors), **Joe Goetz** (Assistant Professor, Housing and Consumer Economics), **Melissa Landers-Potts** (Lecturer, Child and Family Development), and **Connie Rash** (Assistant Director, Student Services).

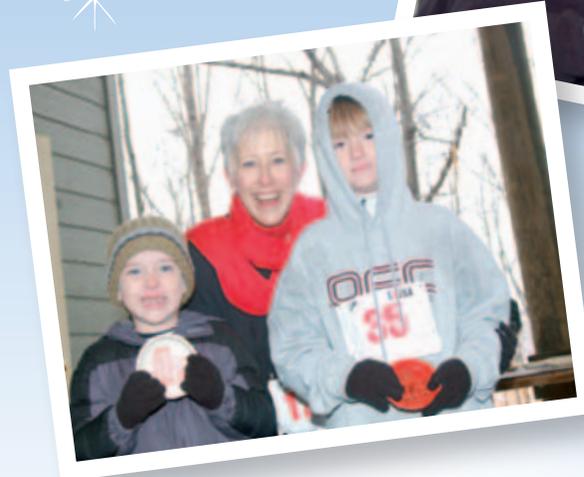
Stacey McQuaig, (Program Assistant, Expanded Food and Nutrition Education Program, Ware County) received the Outreach Paraprofessional Award.

Diann Moorman (Assistant Professor, Housing and Consumer Economics) was named a Lilly Teaching Fellow for 2009-2011. Ten junior faculty are chosen annually to participate in the program where they develop skills to enhance their teaching, research and service and to gain knowledge about policies and resources at UGA

STUDENTS

Hannah Avram (Junior, Fashion Merchandising), **Caylee Bale** (Senior, Fashion Merchandising and Finance), **Katie Deray** (Senior, Fashion Merchandising and Consumer Journalism), and **Mallory Roman** (Senior, Fashion Merchandising and Psychology) presented at the University of Georgia's Center for Undergraduate Research Opportunities Symposium held in March.

Priyanka Chakraborty (Graduate Student, Foods and Nutrition) and **Kelly Kennedy** (Graduate Student, Child and Family Development) each received the Endsley-Peifer Student Research Award. The award recognizes students whose research has made significant contributions to advancing knowledge in a specialty area in family and consumer sciences. ■



FACS Dean Laura Jolly congratulates two of this year's youngest winners in the Chilly Dawg 5K. Held Jan. 30, the second running of the event maintained its record for cool temperatures as participants began the run with temperatures hovering in the low 30s. Despite the cold, more than 200 participated and more than \$3,000 was raised, which will be used to fund scholarships and alumni activities. The Third Annual Chilly Dawg 5K is set for Jan. 29, 2011.



HOUSE BEAUTIFUL

F&I Students see ideas turned into reality

Atlanta developer Jared York hoped merely to glean a few rough ideas for future houses from among the plans developed by **Megan Lee's** students. But then he saw the design of **Addison Ruffin, Margaret Reid, Lauren Lee, and Katherine Ward.**

"From the start, when they first put the presentation in front of us, we were excited about it," says York. "We saw that it had 'curb appeal' and the homeyness of a Craftsman style, which fits with other houses I've designed and built."

As York and real estate agent Michael Littleton, who sells many of York's homes, looked more closely at the plan's numerous details—particularly the interior layout of the two-story three-bedroom house—they became increasingly impressed. "It had such a functional and well-designed floor plan for a small-footprint house," Littleton says. "We immediately agreed that it needed to be built."

Such enthusiasm vindicated the students' strategy of fitting their basic design to the intended customer's preferences. "We stayed pretty close to what [York] had built before," says Ward, "but we also concentrated on getting the most use out of the space available." Her colleague Lee (no relation to Professor Lee) adds that the students also "focused on having clean lines, raw wood and muted earth tones for our color palette."

Their winning design was part of a semester-long project in fall 2009, though it can be said to have ended this spring with the completion of the actual house. The class was divided into teams and given basic guidelines for their designs, including a budget and the size of the house—1,700 square feet. A visit to the site and a meeting with York provided additional information.

As they visited the completed house on a warm spring afternoon, just days before they were due to graduate, the young designers were clearly pleased to see their ideas turned into reality.

Walking from the back of the house to the front, they took note that the design closely mirrored, though didn't exactly duplicate, their own. A half-bath had been expanded to a full one, which would allow the downstairs office to become a fourth bedroom. A proposed balcony off the master bedroom had been deemed too small to be functional and was eliminated—changes the young designers quickly acknowledged as demonstrating the differences between initial plans and their final execution.

There were other changes as well. "One of the first things I noticed was this cutout," says Ruffin, pointing to a wall in the living room. "We had it flush with the doorway, but by taking some of the space away from the office on the other side, this area is bigger—and it defines the room—rather than it looking like a continuation of the entryway."

Lee (the student) pointed out a small window at the end of the hallway, where a wall enclosed the kitchen. "That cutout allows more light from the windows in the kitchen," she noted. "It also connects the kitchen with the rest of the house—someone cooking won't feel as closed off."

Overall, however, the basic principles of the plan hadn't changed. In particular, the students' ability to incorporate "sustainable space planning" drew praise from Professor Lee. "When people hear 'sustainability' they tend to think about things like recycling," she says. "But when they realize that it also applies to making the most out of the space you have, it will begin to catch on."

York says he looks forward to future partnerships with Lee and her classes, and as the students took their leave he urged them to list his name as a reference on their resumes. After all, unlike many new graduates, they already know how to create designs that developers can readily use. ■



(L-R) Katherine Ward, Margaret Reid, Addison Ruffin and Lauren Lee.

So what DOES FACS do with my annual gift?



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If you donated to the FACS annual fund and are reading this magazine, you are holding in your hands one example of what your annual gift supported this year. THANKS! We hope you enjoy FACS Magazine, which is sent to 16,000 alumni and friends. If you didn't support the annual fund last year, please consider doing so through the envelope conveniently located in this issue. We NEED you and your support!

FACS Magazine, our two FACS convocations, financial support for professors, and all of the activities sponsored by the FACS Alumni Association are examples of how we use your annual gifts supporting the FACS Fund for Excellence. Today I want to highlight one privately funded program that is envied on campus: the FACS Ambassador program.

As of this writing, 17 students were just notified of their selection as FACS Ambassadors for the 2010-11 academic year. These students completed an intensive selection process including a lengthy application, faculty recommendations, both group and individual interviews, and a final-round visit with Dean Jolly. The top 17 were selected. You will meet these students at our alumni activities where they are on hand to welcome you and provide assistance. Ambassadors serve Varsity hot dogs to welcome students back in the fall during our Dawgs with the Dean event and distribute survival kits during final exams. They give tours to high school prospects, call our donors to thank you for your support, and lead service projects with other FACS students.

In return, Ambassadors receive intensive learning opportunities such as Leadership FACS, a business etiquette class, monthly meetings in which to learn and to lead and lasting friendships. But the greatest gift they receive is the chance to meet you and get a glimpse of what being an active alumni association member really means. When we look to our future, these ambassadors are the stars which shine brightest.

We invest about \$7,000 in this program annually...all from annual fund donations made by you. This is an investment in our future. These students are trained, passionate leaders about the profession in which we have dedicated ourselves. It is just one of many examples of why we need your unrestricted support. This is what the students have to say about their Ambassador experience:

"Being a FACS Ambassador has been a wonderful experience that has not only taught me to work well with a group of people, but to also lead with integrity. I loved it!" — Jeff Shannon (Senior, Consumer Journalism) Roswell

"Being a FACS Ambassador has greatly changed my view on leadership, service and recognition. I have grown as a leader and have had wonderful experiences meeting alumni. I will cherish these experiences after I graduate." — Alaina Garrett (Senior, Dietetics) Warner Robins

"The FACS Ambassador Program is one unlike any other, offering opportunities ranging from networking to building relationships with alumni and fellow peers. It's a leadership position that truly allows students to portray their enthusiasm for the College and all its excellence." — Tiffany Howard (Senior, Consumer Journalism) Acworth

One hundred percent of an annual gift to FACS is used for activities like the FACS Ambassador Program. FACS is known for being supportive and personal for many reasons, including by offering unique opportunities such as the Ambassador Program. Your gift, of any size, makes the "extras" happen. **Thank you!** ■





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16th Annual South Campus Tailgate Set for November 6

Georgia cheerleaders and baby chicks were just a few of the highlights of last year's South Campus Tailgate, which was attended by 500 people. This year's event will be held Nov. 6 when the Bulldogs face off against the Idaho State Bengals.

