

4-2005

UA11/1 Echo, April

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echo

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echo is a publication for the Western Kentucky University community, produced by the office of University Relations.

E-mail items or comments for *echo* to the editor or call 745-7024.



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Hope of the World

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Email comments to the editor at: kimberly.parsley@wku.edu

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Building Dreams

by Joy Baum

Dr. Bryan Reaka didn't know what he wanted to do for Spring Break in college in 1995. He didn't want to go to the beach; he wanted to do something different. That's when he learned about Habitat for Humanity.

One of his teachers at East Illinois University found out he had been building homes since he was old enough to pick up a hammer, and asked him to go on the Collegiate Spring Break trip to Cincinnati. University chapters of Habitat take trips every spring break to different places around the United States to help build homes and work on Habitat projects. Reaka ended up leading the trip at East Illinois, and has been involved with Habitat ever since.



Reaka and his students fit the pieces together. photo by John Spurnier

Reaka is now the adviser for the Western Kentucky University chapter of Habitat for Humanity, which he started in 2003 when he first came to Western. Reaka's passion is obvious in his office, where pictures of Habitat outings cover the walls and flash on his screensaver.

Habitat for Humanity's mission is to eradicate substandard housing world wide," Reaka said. "WKU is very involved with civic engagement right now, and getting students involved with society after they graduate. So if you get them in the mindset of helping people while they are going through school, it follows that after they graduate, they will feel an attraction to that."



This is Reaka's 10th anniversary with Habitat. photo by Ashley Huff

Several students from WKU spent their Spring Break the same way Reaka did ten years ago. A group of nine students went with Reaka and co-adviser Greg Mills to Americus, Ga. two weeks ago to work on a Habitat subdivision.

"The students say the biggest benefit is teamwork, and meeting the people who are actually receiving the gift and working as a team to get things done," Reaka said. You realize the people buying the homes are human beings."

One human being who particularly stood out to Reaka from his own college chapter days was a girl named Azasuzanne. Azasuzanne was the daughter of immigrant Hispanic parents for whom Habitat was building a house in Carbondale, Ill. None of the family spoke very much English. Reaka and other college students came out every weekend to work and the house, and the girl began asking them questions about college.

“She asked me one day, what about this college thing? How do you do this?” Reaka said. “I found another student who was bilingual to mediate and tell her about college. We found out this girl to be a nurse. She had no idea what to do. She was a senior in high school, so we took her through the entire process, and helped her fill out the financial aid for college. Now she will be graduating in May.”

Not only are college students helping families, but by working for Habitat they are learning valuable lessons. “They can learn how to do simple maintenance, cut a board, use a hammer or even learn something as simple as knowing where to put a picture on the wall so it doesn’t fall out.”

Students also participate in Habitat projects here in Warren County. Approximately 30 to 40 students from Western show up to volunteer on these days. Some fraternities and sororities also volunteer to help with the houses.

The WKU chapter is not only active in building the houses, but also in raising funds and educating the public. The chapter makes and sells birdhouses, and the Residence Hall Association hosts an annual “Shantytown” where groups of students stay for a night in a cardboard box and collect donations for Habitat.



Eleven thousand students participated in Habitat's Collegiate Spring Break last year photo by John Spurrier

Habitat for Humanity started in 1976 as a nonprofit, housing ministry. Volunteers have built more than 175,000 houses around the world, providing more than 750,000 people in more than 3,000 communities with safe, decent, affordable shelter.

Reaka said that most people think that Habitat gives houses away. This is not the case. People pay for the homes with low interest loans. Those payments then go into a fund to support building other homes. Donations are also accepted.

“Simple decent housing is what habitat is about,” Reaka said.



Greg Mills is the co-adviser for the campus chapter. photo by Bryan Reaka

Families must also contribute what is called “sweat equity.” They are required to put so many hours of work while the home is being built. Sometimes the family helps build a house with trained supervision, or a friend or family member can work in the Habitat office to fulfill the requirement.

“Even if you don’t have building skills, habitat covers every major on this campus- social work, accounting, business, and other majors. Everyone can help. We don’t just need hands for carpentry.” Reaka said.

“I really enjoy working with the young people. I love showing them something, when someone gets that “Aha” moment. 80 percent of learning occurs outside the classroom when you’re in college. I’m working with people who are very enthusiastic, and it keeps me enthusiastic.”

Email comments to the editor at: kimberly.parsley@wku.edu

WKU Unplugged

by Bob Skipper

echo Home

Phil Womble is redefining WiFi.

Commentary

Dr. Phil Womble, director of the Applied Physics Institute at Western

Professional Activities

Kentucky University is using wireless and Internet infrastructure to develop a new generation of devices for use in homeland security. Some of the gadgets, which are used to detect radiological, chemical and biological hazards, are reminiscent of a James Bond movie.

Archive

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Photos of various instruments line the walls throughout the API's offices in the Center for Research and Development, located in what once was the Bowling Green Mall. The devices include the results of the institute's earlier work with neutrons to the current research in wireless scanners and tracking devices.

In the back, a series of antenna are used to track electronic sensors that could be carried by emergency personnel. Upstairs, co-researcher Alexander Barzilov shows off a cell phone that has been modified to become a scanner that can transmit readings to a central location for analysis. And across the room, the parts of a battery-powered toy truck are scattered about as researchers modify it to carry a camera and sensors with wireless operation.



Researchers are modifying a battery-powered toy truck to carry a camera and sensors with wireless operation.
photo by Sheryl Hagan-Booth

And now the staff is working to secure a \$1 million, 2.5 million volt particle accelerator from the U.S. Army to begin a new generation of research.

In addition, WKU is now registered with the National Academic Consortium of Homeland Security. This consortium will allow WKU researchers to have a place for the free exchange of ideas related to homeland security. The NACHS includes 252 leading universities throughout all 50 states.



When the API was created, the major focus was in neutron research, Womble said. "Today we're thinking a lot about wireless, but with things like the accelerator and other things, we're trying to keep our options open. We're not going to try to be a Johnny One Note to where we only have one tune to sing to everybody."

The path to a particular project is often not linear, but more like the branches of a tree, Womble said. In 2003, he was approached by someone who wanted him to make a wireless device to do a certain

task, which was the first stage of an electric meter that can be read from a distance wirelessly. "I said 'sure that's easy' and we did it. Then I said, 'gosh, this wireless stuff is kind of cool. What if we could do this with it,'" he said. "Then all of a sudden you have no idea how you got where you are, you're there."

The next branch is growing toward medical applications.

"If you had told me a year and a half ago I was going to start thinking about medical sensors, and start planning research around them, I would have laughed at you," Womble said. "I don't know anything about it and don't have any interest in it. Now I have an interest in it because I've done all these other things and I'm thinking 'wow this should be easy based on what I've seen through this, that and the other.' That's the typical thing that happens around here. We're approached from the outside by folks who know our expertise and ask 'can you do this or that' and there are other things that we generate internally."

Because the API is fully self-supported, Womble and his team have to find the right application for the commercial market. "That's the hardest part. You come up with an idea and try to sell it," he said. "At this institute we do more applied research in that we will ask a question that you typically don't get asked in university life—is what we're doing commercially viable? Can it be marketed? That's one of the first things we ask. It's very nice to study 'problem x,' but is it interesting and is there a potential commercial application."

That commercialization puts the API at odds with some who say that's not true research. "But the problem is, once you say there's a viable market, we find out there's a whole load of basic research things that has to be done before you get to that applied part where you say that there is now a commercial application," Womble said. "So it's not a matter of the research being any less intensive than the basic research, what's happened is that I have to solve a number of problems in different areas. Usually a person involved in basic research solves one problem in a particular area and then goes on to the next problem. I may have to solve three or four problems in various areas."

Womble used the cell phone scanner as an example. The team used an ordinary cell phone, designed new circuitry to fit inside, wrote programs to work with the cell phone's Bluetooth technology, and came up with a small scanner that can be used to search for radiological, chemical or biological hazards. The phone can send the information to what Dr. Barzilov calls a "center of excellence" for interpretation, and can still be used as a phone or a camera.

"So there will be all these problems and they won't all be in one area of physics," Womble said. "It will be across a whole bunch of disciplines that you'll have to know."

"We have a big base of knowledge and we're trying to see what fits naturally with us."

Womble sees the particle accelerator as the future of the API. It will be used for a variety of studies from understanding the composition of surfaces to materials characterization down to parts per billion. It could lead to "some exciting stuff by building some new materials or new integrated electronic components," he said.

"I hope this will be the future of this place from the standpoint that we have a new strength to build on," Womble said. "It will build research for the University, but it will also be a commercial tool for the local high-tech industry where they will be able to come in and use something like this."

"We don't know where we're going, but we know we want to go up," he said. "We're still trying to

Western's Entrepreneurial Spirit

by Tommy Newton

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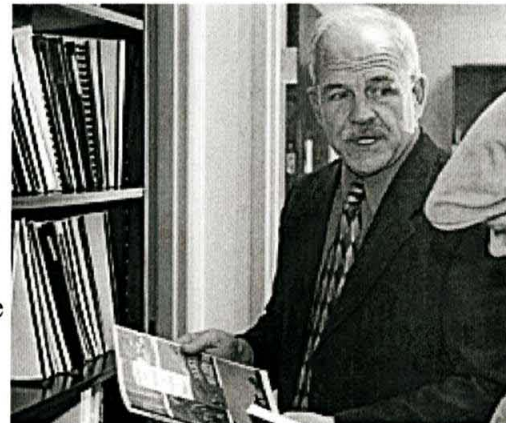
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The entrepreneurs of tomorrow are being developed today at Western Kentucky University's Center for Entrepreneurship and Innovation.

"Each of the things that we do is like planting a seed. You water the seed. You nurture it. And it comes to bear," said Dr. Leo Simpson, the Mattie Newman Ford Professor of Entrepreneurship. "If you plant enough different kinds of seeds, you soon have a garden. That is what we have now. We have a garden. Pretty soon we are going to have a ranch because every time we plant these seeds and these ideas, others get excited about it and they want to be a part of it."



Leo Simpson introduces students to a variety of businesses without having to leave the office by providing books full of information on numerous companies. *photo by Sheryl Hagan-Booth*

Some of those ideas will be on display April 22 at an Entrepreneurship Expo at the Knicely Conference Center.

"We are introducing the concept of having one day each year dedicated to entrepreneurship that is primarily focused on students and faculty," said Raja Bhattacharya, director of the entrepreneurship center.

At the Expo, the morning's program will provide information on successful area entrepreneurs, corporate partners, venture capitalists and angel investors, while the afternoon's program will focus on a student business plan competition.



Students in Free Enterprise (SIFE) works on community projects to help people understand the free enterprise system. *photo by Sheryl Hagan-Booth*

Students will submit ideas that have potential for commercial viability, Bhattacharya said.

"Most people don't realize that Bowling Green has a large pool of successful entrepreneurs who have developed successful businesses," he said.

By nurturing students and encouraging creative ideas, the center can boost economic development in the region, Simpson said.

"Many of the students who develop these entrepreneurial skills are going to go back to their rural towns because they are first-generation students," he said. "When they go back to their communities, they are going to be entrepreneurial in their churches, in their civic groups and in their jobs. They are going to create jobs for themselves and others. That kind of spirit is the foundation for economic development."

Both Simpson and Bhattacharya expect the entrepreneurial program and the Expo to grow as more students and community leaders become involved.

“The essence of what we are trying to do is create the passion and the spirit of entrepreneurship across campus where students and faculty feel like they are being supported in their attempts to commercialize their ideas and in their attempts to engage students in the process,” Simpson said. “We are developing the passion and spirit of students and faculty in the area of entrepreneurship by developing programs and activities that support their interests.”

This year’s business plan competition may have eight to 10 entries, but that number could increase to 40 in four or five years as the Expo evolves, Bhattacharya said.

The Expo is one of four major initiatives under way at the Center for Entrepreneurship and Innovation, which is located in Grise Hall, room 234. The others are:

Small Business Institute. In this program, WKU seniors analyze an area company and write a professional consulting report. The program has won regional and national awards. Students have analyzed 45 companies in the Bowling Green region and have learned more about how the entrepreneurial world operates.

Entrepreneurship Minor. More than 60 are already participating in the minor, which attracts campus wide interest from students in areas like agriculture, outdoor recreation, theater, corporate communications and engineering. The center has developed six courses in entrepreneurship that are being offered in five departments.

Students in Free Enterprise (SIFE). This student group works on community projects to help people understand the free enterprise system. The students are working with the Kelly Autism Program on a Christmas card project, with Bowling Green’s international center on management issues and with area middle and high schools on business concepts. These projects also serve as the basis for regional and national competitions for the SIFE students.



“As students from majors across campus learn of the Minor in Entrepreneurship and become involved in the Expo and SIFE, there will be an increased demand in the entrepreneurial program,” Simpson said.

“As students from majors across campus learn of the minor in Entrepreneurship there will be an increased demand in the entrepreneurial program,” Simpson said.

photo by Sheryl Hagan-Booth

For more about the center and the Entrepreneurship Expo, visit <http://www.wku.edu/ec/>.
Email comments to the editor at: kimberly.parsley@wku.edu

Celebration of Books

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The 2005 Southern Kentucky Book Fest, the seventh annual celebration of reading and the love of books, will be April 15-16 at the Sloan Convention Center.

The Book Fest, held annually during National Library Week, will feature over 150 authors. Special guest, *New York Times* best-selling author, Sue Grafton, will be joined by some of the country's finest writers.

"The SoKy Book Fest benefits the community by offering opportunities to be exposed to ideas that enhance our lives, help pursue our dreams, and entertain our minds," said Christine Sowders, Book Fest co-chair. "In general, the Book Fest is a mind fest of learning and entertainment."

The Book Fest will kick off with a ribbon cutting ceremony at 8 a.m. on Friday with WKU's own Big Red. Winners will be announced from the children's writing contest "Never Judge a Book by Its Movie". The winners of the third Kentucky Literary Awards will be announced on Friday as well. Over 30 writers were nominated for excellence in nonfiction, poetry and fiction.

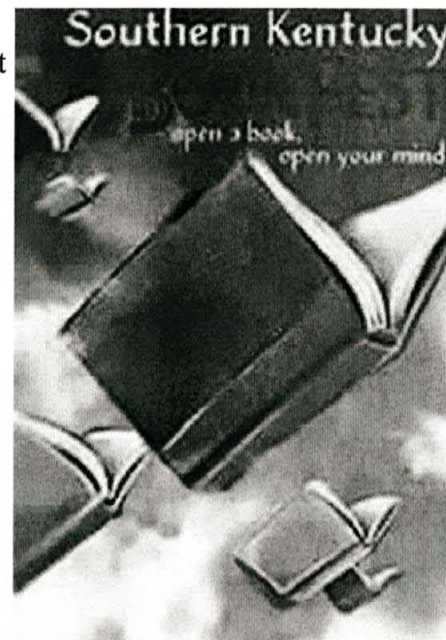
Friday is Children's Day at the Festival. Newbery Award winner, Sharon Creech, author of *Walk Two Moons* and *The Wanderer*, will be there to meet the children and discuss her books. More than 30 other children's authors are also scheduled to be there. Children can get their pictures taken with costumed characters from the books. In the Make and Do activity area, arts and crafts activities will be going on all day.

"Reading stimulates the mind, increases vocabulary, promotes critical thinking skills and can be one of the most imaginative, exciting activities we can teach our young people," said Bowling Green Mayor Elaine Walker, Book Fest co-chair.

For a complete list of children's activities, visit <http://www.sokybookfest.org/BookFest05/events/children.htm>.

On Saturday, adult readers can join in the activities by attending author presentations and panel discussions. In addition to Sue Grafton, other writers attending include Jacquelyn Mitchard, Judith Michael, Chuck Barris, Gregory McDonald, and Lorenzo Carcaterra.

Sue Grafton was born and raised in Louisville, Ky. She is published in 28 countries and 26 languages. She's an international bestseller with a readership in the millions. Her newest book, *R is for*



The 2005 Southern Kentucky Book Fest, the seventh annual celebration of reading and the love of books, will be April 15-16 at the Sloan Convention Center. logo by Eric Kittelburger

Richochet, is the 18th Kinsey Millhone mystery novel.

Jacqelyn Mitchard is the *New York Times* bestselling author of *Twelve Times Blessed*, *A Theory of Relativity*, *The Deep End of the Ocean*, and *The Most Wanted*. She is also the author of *The Rest of Us: Dispatches from the Mother Ship*, a collection of her columns that have appeared in the *Milwaukee Journal-Sentinel* for more than a decade. She lives in Madison, Wis. with her husband and six children.

Judith Michael is the pseudonym of husband-and-wife writing team Judith Barnard and Michael Fain. They live in Chicago and Aspen. Their newest book is *The Real Mother*.

Ever watch the *Gong Show*? Barris co-created and hosted the 1976-80 game show hit. He also dreamed up two earlier hits, *The Dating Game* (1965-73) and *The Newlywed Game* (1966-74). In his newest book, *Bad Grass Never Dies*, Barris picks up the fast-paced intrigue in Hollywood, where his emotional life lies in ruins, his career careens out of control, and he can't get a break anyplace he turns.

Two time winner of the Edgar Allan Poe award, past president of the Mystery Writers of America, described by critics as the inventor of the sunlight mystery and The Master of the Pointed Story, Gregory McDonald has published 26 volumes including *Fletch*, *Flynn*, *Son of Fletch* and Skylar series. His newest book is mystery novel *Flynn's World*.

Lorenzo Carcaterra is the author of *Street Boys*, *Gangster*, *A Safe Place*, and the *New York Times* bestsellers *Sleepers* and *Apaches*. He has written scripts for movies and television, and he has worked as a writer and producer for *Law & Order*. His newest book is *Paradise City*.

After you've met all the authors and visited all the presentations, stop in to visit the exhibitors representing major publishers, regional publishers and book-related non-profit organizations.

Southern Kentucky Book Fest is also proud to sponsor the Kentucky Writers Conference starting Thursday April 14. This conference will feature several Kentucky writers and their work. The sessions will be from 11 a.m. – 2 on Thursday and 8 a.m. – 11 a.m. on Friday at the Bowling Green Community College. The conference is open to high school students, WKU students and the general public. Admission is free. To find out about the conference, visit <http://www.sokybookfest.org/BookFest05/kwcprogram.htm>.

The Book Fest partners: Western Kentucky University Libraries, Bowling Green Public Library, and Barnes and Noble Booksellers acknowledge with appreciation the contributions of hundreds of volunteers who make the festival an enormous success.

For more information about the Southern Kentucky Book Fest, please visit the website at: www.sokvbookfest.org or call (270) 745-5016.

Email comments to the editor at: kimberly.parsley@wku.edu

Hope of the World

by Bob Edwards

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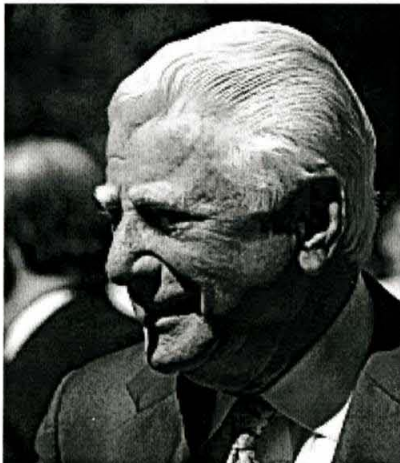
Gordon Buell Ford (1913-2005) will be best remembered by members of the Western Kentucky University family as Western's largest individual benefactor and namesake of its college of business.

People who met and knew Gordon describe him as a successful businessman, an entrepreneur, a philanthropist, a consummate gentleman and a friend. His recent passing gives us a time to pause and reflect on his life and his impact-- present and future-- on Western.

Gordon was born and raised in Greenville, Ky. His mother, Mattie Newman Ford, received her teaching certificate from Western in 1909 and instilled in her son the value of an education and a fondness of a place that would later become Western Kentucky University.

Gordon graduated from Greenville High School in 1930 and then entered Bowling Green College of Commerce, the forerunner of Western's business college. Gordon graduated with a B.S. degree in 1934. He was always quick to recognize the contributions of his mother toward his education, often saying, "I didn't work my way through college, my mother worked my way through college."

Despite entering the business world in a time of uncertainty and depression, Gordon quickly put his education and entrepreneurial skills to work to establish the successful accounting firm, Yeager, Ford & Warren, in Louisville. That firm merged with Coopers & Lybrand (one of the Big eight) in 1970. That firm in 1998 merged with Price Waterhouse (one of the Big four) to later become PricewaterhouseCoopers--one of the largest firms in the country -- from which he retired as a partner. Gordon Ford was truly a real-life American success story.



In order that others may have the same, life-altering educational opportunities, Gordon gave back to Western. In December of 1998, he gave Western a \$10.6 million gift commitment to establish the Gordon Ford Dean's Fund for Excellence, and another \$500,000, which was matched by the state, to create the Mattie Newman Ford Professor of Entrepreneurial Studies - a \$1 million endowed professorship that attracts and supports talented and prominent faculty interested in working with students to bring distinction to Western's business students and graduates. Additionally, since 1992, he had given at least 10 scholarships a year for worthy students. To show its appreciation, Western's Board of Regents approved a change of name from the Bowling Green College of Business Administration to the



Gordon Ford's recent passing gives us a time to pause and reflect on his life and his impact -- present and future-- on Western.
photo by Sheryl Hagan-Booth

Gordon Ford College of Business on Dec. 8, 1998.

In addition to his financial treasures, Gordon also gave generously of his time because of his passion for education. He was one of the founders of Kentucky Southern College, and served as a trustee at Bellarmine University and the Southern Baptist Theological Seminary in Louisville. He was an active member of the WKU Board of Advisors and a director of the WKU Foundation. For his many contributions, he was inducted into Western's Hall of Distinguished Alumni in 1999.

In 1998, Tom Hiles, vice president for Institutional Advancement, said Gordon's gift would "impact the faculty and students of the Ford College for generations to come. His support will also be the cornerstone of our advancement efforts by inspiring others considering leadership support."

Because of his mother's early lesson on the importance of education and his own personal and professional experiences, Gordon's contributions have created a legacy for the future Gordon Fords to come. All because he believed that "education is the hope of the world."

Bob Edwards is the assistant vice president for University Relations.

Email comments to the editor at: kimberly.parsley@wku.edu



Professional Activities

Submissions for entry in the Professional Activities section should be sent to Joy Baum, joy.baum@wku.edu. All submissions must be sent electronically. Please include name, department, title, current position, name of presented or published work and name of publication or conference. No acronyms or abbreviations please.

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Accounting

Jan Colbert has published "The New Audit Documentation Standard: Implications for Internal Auditors" in the Jan./Feb. issue of *Internal Auditing*. The article addresses requirements mandated by the Sarbanes-Oxley Act.

English

Joe Glaser published a translation of *The Canterbury Tales in Modern Verse* by Geoffrey Chaucer.

Folklore and Anthropology

Timothy H. Evans published "A Last Defense against the Dark: Folklore, Horror, and the Uses of Tradition in the Works of H. P. Lovecraft," in the *Journal of Folklore Research* 42:1 in 2005.

Geography and Geology

Kevin Cary, an instructor in the Department of Geography and Geology and director of the Geographic Information Science Laboratory, recently passed professional accreditation to receive the designation of Certified GIS Professional (GISP).

Margaret Crowder was selected by the Business and Professional Women's Club as the 2005 Young Careerist of Simpson County on Feb. 19 at Sygen International's PIC plant in Franklin, and will compete in the regional competition in March.

Modern Languages

Linda S. Pickle presented a paper entitled "Researching Women among German-Speaking Immigrants" at Kentucky's German Speaking Heritage: A Workshop for Teaching and Research," Feb. 18-19.

Music

Michele Fiala and Donald Speer (oboe and piano) performed a guest recital at Miami University in Oxford, Ohio on Sunday, Feb. 27. Fiala also gave a masterclass for the students at the university.

Mitzi Groom completed her final year as National President of the American Choral Directors Association, and also chaired the National Convention in Los Angeles in February of 2005, which was attended by over 20,000 members, singers, parents and exhibitors, and included performances by 100 choirs from across the nation. Groom also served as an accreditation evaluator for the National Association of Schools of Music for the Department of Music at Augusta State University in Georgia.

Mitzi Groom has been selected for inclusion in Who's Who of American Women 2006 and Who's

Who Among America's Teachers 2006.

Michael Kallstrom performed excerpts from his one-man opera, "Tell Me Your Name," for the Southeastern Composers League Forum on March 11 at Louisiana Tech University.

Donald Speer has been selected as the Teaching Scholar for Potter College of Arts, Humanities and Social Sciences. The Teaching Scholars Institute is a teaching and learning consortium created by the joint efforts of Murray State University, WKU, and the University of Tennessee at Martin, and is intended to provide recognition for excellence in instruction.

Physical Education and Recreation

Raymond Poff and Matthew Harris, graduate assistant, published, "Strategic planning: An essential managerial tool" in *Kentucky Recreation and Parks*, Spring 2005, vol. 55, no. 1.

Raymond Poff published "Papers from the International Conference on Outdoor Recreation and Education: 1984-2003" on CD-ROM. This publication will provide access to a complete set of papers which were previously difficult to find and retrieve.

Political Science

John Kang presented "Defining Insincerity and Hypocrisy" at the Kentucky Political Science Association annual meeting on March 4.

Email comments to the editor at: kimberly.parsley@wku.edu