



GONZAGA UNIVERSITY

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SPIRIT

A newsletter for faculty and staff

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Send Spirit story ideas to goodwin@gu.gonzaga.edu

2005

Talks focus on campus life in the Jesuit tradition; faculty sought for 2005 Western Conversations

Western Conversations are not tales of the Old West, but rather dialogue among representatives from six Western U.S. Jesuit colleges and universities about what it means to be Jesuit, Catholic, humanistic, to strive for the common good, and much more.

Rector of Gonzaga's Jesuit community, Fr. Michael Moynahan, S.J., is seeking 10 faculty members interested in representing the University at next fall's Western Conversations. Last October Mia Bertagnolli, Dennis Conners, Mary Jeannot, Theresa Kappus, Timo Korkeamaki, Patrick Mulick, Karen Norum, Erik Schmidt and Brad Striebig attended Western Conversations at Regis University. In 2005, Gonzaga is contemplating sending its representatives to a national version of Western Conversations at John Carroll College in Cleveland, to a session entitled "Commitment to Jesuit Justice and Higher Education," with the focus on three major topics: curriculum, hiring and pedagogy.

At last fall's confab, a program initiated by Santa Clara University called the Ignatian Family Forum drew wide praise and discernment from Gonzaga's representatives.

"It is held monthly, and it provides people with a safe environment to talk about



GU colleagues discuss Santa Clara's Ignatian Family Forum

Ignatian tradition, and to listen to each other talk about frustrations and inspirations; and

to be challenged," said Bertagnolli, associate professor of biology.

"This is not a place to go to get fixed," added Conners, assistant professor of education. "This is a place for discernment, to assess our gifts and talents, and to determine how we might better use them."

"It is deeply rooted in the Spiritual Exercises," said Mulick, assistant professor of psychology. "It's learning how to be a more authentic person, and to realize the value in knowing who you are."

Fr. Moynahan challenged this group to carry over what they learned from Western Conversations into their Gonzaga lives.

Stay tuned.

ASK SPIKE **Cutting edge artificial intelligence makes GU more accessible to alumni**



Gonzaga and NextIT Corporation have been working together to train a virtual assistant, the familiar Spike mascot, to create a more effective and personalized web-surfing experience for those who visit the GU Web site. Spike has been trained to answer a variety of questions related to alumni and the University, while simultaneously helping navigate the Web site by immediately taking users to the page that relates to their inquiry.

When chatting with Spike, visitors are on the cutting edge of artificial intelligence technology being developed by NextIT. This patented

technology operates as a stimulus-response engine that parses natural language inquiries to deliver an appropriate response based on the language used, the situation and the context of the conversation. The "knowledge base," in this case Spike, is capable of being dynamically enhanced, using NextIT's tools and user chat logs to continually increase breadth and depth of understanding.

The partnership between Gonzaga and NextIT has been led by NextIT President/CEO and Gonzaga Trustee Fred Brown and

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AROUND CAMPUS

- The Athletic Department is selling \$5 raffle tickets on campus and at Gonzaga athletic events for the chance to win a \$17,000 Scion XB car, which is parked outside of the McCarthy Athletic Center on game nights. Second prize is two season tickets to the 2005-06 men's basketball season. The department hopes to sell 10,000 tickets. The drawing will be held during halftime of the last home game of the year, Feb. 28.
- The Board of Trustees elected **Mike Patterson**, Bainbridge Island, as its new chairman at its Dec. 10 meeting on campus. **Don Nelles**, Bellevue, was elected vice-chairman. **Harry Sladich** was re-elected secretary and **Mike Casey** was re-elected assistant secretary. Patterson ('69), a Seattle attorney, has served the past two years as vice-chairman of the Board. He was first elected to the Board in 1999. Nelles ('59) is a Seattle certified public accountant, first elected to the Board in 1996. Sladich is a Gonzaga vice president, and Casey is Gonzaga's corporation counsel.

SLP an investment in Gonzaga's people

Jessie Garcia from the University of Washington will return to co-facilitate the next Strategic Leadership Program (SLP). Jessie, one of the original developers of SLP, has received rave reviews from previous participants. Co-facilitating with Jessie will be Gonzaga's new Training and Development Manager **Jason Swain**. Jason has specialized in providing dynamic leadership training and development for several universities and corporations for the past several years.

Sixty-eight of Gonzaga's supervisors are SLP alumni. Approximately 80 supervisors have yet to attend. President Father Robert Spitzer, S.J., would like all supervisors to attend one of the sessions by the end of this academic year, Swain said.

The next session will be Jan. 24-26 at the Courtyard by Marriott. Registration deadline is Jan. 19. To reserve a spot, contact Swain at swain@gonzaga.edu.

Swain plans to restructure the Learning Academy for supervisor training. The next session on "Employee Relations and Conflict Resolution," originally scheduled for Jan. 20, will be rescheduled.

Florence dean: It's all about the journey

Patrick Burke, longtime philosophy professor at Seattle University, a faculty member in the Gonzaga-in-Florence program on and off since 1989, and a 1965 Gonzaga graduate, has assumed his role as dean of the Gonzaga-in-Florence program.

He knows the program well. He was a GIF student in 1964-65 during Father **Clement Regimbal's** first year as director.

"I fell in love with the city, the culture and the language," Burke said before departing for Florence in mid-December. "It was a time of great transformation for me, and for every student. I had a feeling of great spiritual, intellectual and emotional transformation."

Burke, 61, takes over a program that enrolls 126 students this academic year. He has a great understanding and love of the program, and is fluent in Italian.

"My priority is the students," Burke said. "I will care for their well-being, intellectually and spiritually. I look forward to working again with the faculty. I intend to include both students and faculty in my decision-making."

Burke has worked at Seattle University since 1967, when he began his career as an instructor, and worked his way to full professor and department chair. For the past 10 years Burke has led Seattle University's own Summer Abroad in Florence Program.

"Besides being a *place* of study, Gonzaga-in-Florence is, in my judgment, a *time* of journeying. This involves a double-tracking, outward to the rivers and cities of the world and inward to the fathoms and reaches of the soul," Burke said.

Burke replaced **Jerry Greenan**, who had served as interim dean since October when former dean **Father Michael Maher, S.J.**, resigned his position.



Patrick Burke ('65)

Eats are on Bing

Development Director **Bob LaPointe** and Library Dean **Eileen Bell-Garrison** were guests at the grand opening of the Bing Crosby Restaurant and Piano Lounge in Walnut Creek, Calif., on Nov. 27. Hosted by Bing's widow **Kathryn Crosby**, the event attracted 300 guests, including Bing fans from across the country. The lounge features 42 different martinis (one for each of Bing's #1 hits), and live music five nights a week. Photos taken from dozens of private Crosby family film scrapbooks were enlarged and displayed on almost every square inch of the

restaurant. Twenty-foot ceilings showcase huge images of Bing from the '30s and '40s along with images of Bing the sportsman.

Live piano music featured many of Bing's hits throughout the evening and Kathryn Crosby led the crowd in singing a number of her favorite Bing songs. This is the first of five Bing Crosby Restaurants set to open along the California coast over the next five years.



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Gonzaga Vice President for University Relations **Margot Stanfield**. This was an opportunity to co-develop a new technology for a potentially new market for NextIT while also meeting the need of the University to better serve its alumni. To inquire of Spike, click on www.gonzaga.edu/zagforlife.

"We see this as a tool to continue our relationship with our alumni, friends and parents," said **Joe Poss**, Gonzaga director of corporate relations and special projects. "We know that the reason why individuals come to

GU is for a personalized educational experience. Once they leave here, we now have a way, via Spike, to keep them informed and connected."

The partnership included many contributed hours by GU alums on the NextIT team, including **Brown ('82)**, **Jeff Brown ('94)**, **Alli Tuszynski ('04)**, **Brad Gilbert ('04)** and **Cleat Grumbly ('96)**. In addition, project team leader is **Tanya Miller**, a current Gonzaga MBA student.

New Hires:

Roger Cummmings, Desktop Support, Central Computing; **Diana Justice**, development assistant II, University Relations; **Bradley Oakshott**, custodian, Plant Services; **Jason Swain**, training and development manager, Human Resources; **Rob Tominson**, Web developer, Central Computing; **Robert Wamsley**, program assistant II, Law School.

Goodbyes:

Neva Bishop, program assistant III, Financial Aid; **Tricia Burns-Hart**, training manager, Human Resources; **Maryanna Miller**, custodian III, Plant Services; **Jane Orr**, director of planned giving, University Relations.

Promotions/New Assignments:

Michael Dillon, to custodian III, Plant Services; **Jayvan Eberle**, to custodian, Plant Services; **William Johnson**, to general maintenance II, Plant Services; **Janace Kjolseth**, to custodian V, Plant Services; **Vitaliy Kuzmenkov**, to groundskeeper II, Plant Services; **Tera Lessard-Caprario**, to program coordinator, Disability Support Services; **Steve Lunden**, to material support and grounds manager, Plant Services; **Angela Merritt**, to assistant director, Disability Support Services; **KayLynn Montgomery**, to customer service assistant I, Plant Services; **Heather Murray**, to assistant director, Human Resources; **Brenton Snyder**, to user service technician, Central Computing.

Anniversaries:

15 Chris Gill, director, Desktop Support; **Douglas Kries**, associate professor, Philosophy.
10 Louisa Diana, counselor, Financial Aid; **Cheryl Mitchell**, director of DRIS, University Relations; **Heidi Wohl**, foundation relations specialist, University Relations.
5 Dennis Colestock, director of housing, Student Life; **Sharon Healy**, instructor, Nursing; **Sarah Okert**, library Tech II, Foley; **Sharon Sewell**, academic credential evaluator, Registrar's Office; **Kathryne Shearer**, director, Disability Support Services.

Cradle Call:

Annette Barta, academic affairs officer, AVP's Office, and husband Calvin are the parents of Kenzie Kaylyn. Born Nov. 19 she was 8 lbs. 10 oz and 19 inches long.

One month ago, civil engineering Assistant Professor **Brad Striebig** and senior Ian Culbreath ventured 12,000 miles to the west coast of Africa, and the small country of Benin, to assess the needs of a 1,500-student school district in dire need of water purification and sanitation disposal systems. The systems will help curtail many of the health problems the students and faculty are facing there.

The effort was made possible through a \$10,000 grant from the Environmental Protection Agency, which will cover the design phase for the two systems. A second grant to cover implementation of the design is expected, provided matching funds can be raised by the student club Engineers Without Borders, Striebig said. A fund-raising event including a silent auction with a signed Gonzaga basketball donated by the Athletics Department will be held in February during Engineers Week.

"It was amazing to meet such beautiful people intent on providing education to the students at a school that cannot even afford water," Striebig said. "This has been an incredible learning experience for the students involved and myself. We were able to transfer technology to help test and eventually purify their heavily contaminated water. The people we met in Benin taught us about peace and justice and allowed us to reflect upon our own culture in a new light."

Brad met with the school's principal in Azove, Benin, and gave him five soccer balls. The principal was elated. He said, "Having you here lets me know the world hasn't forgotten us."

To give an idea of the disparity of riches between

Benin and the United States, engineering Professor **John Dacquisto** said that power is in such short supply that each person in Benin uses only enough electricity per year to power a 100-watt light bulb for five hours.

This project is part of the Gonzaga's Engineers Without Borders club, established two years ago. Two teams of four students each will tackle the assignment of designing systems to help alleviate the school district's health risks. Striebig is the club adviser.

"Benin is a safe and stable country," Striebig said. "The education system in Benin is impressive and run by dedicated people. Because of the stability and education system, the future of Benin is very bright. However, the economy is very small and local governments cannot afford to provide the people with clean water and sanitation services. This project will demonstrate sustainable technologies that can be adapted in individual homes and constructed in Benin, improving the water quality and economy."



Brad Striebig and Benin Engineer Danon Blaise test the water.

EWU partnership combines law, social work

Eastern Washington University's College of Social Work will collaborate with the Gonzaga University School of Law to create a four-year dual degree program in which students will receive both a law degree from Gonzaga and a master's degree in social work from EWU, it was announced last month.

The initiative – called the Dual JD/MSW Degree Program – will begin as a pilot program in fall 2005, admitting four students per year for three years at the end of which the program will be re-evaluated to accommodate students' interest and refined to best meet students' needs.

Law Dean **George Critchlow** said one of the major reasons for this public-private institutional collaboration is to meet the current need for social workers trained in the law and lawyers trained in social work. Social workers and lawyers often practice their respective professions in relation to the same areas of human need and activity. The program will meet all applicable accreditation guidelines set forth by the American Bar Association and the Council on Social Work Education.

Michael Frumkin, dean of the College of Social

Work at EWU, said an integrated educational experience combining the two disciplines will educate more savvy and effective professionals in the fields of law and social work.

A key incentive for students will be to receive outstanding training in both fields in only four years, cutting by one year what would otherwise be a five-year curricula if taken separately. Also, those students with an undergraduate degree in social work may qualify for advanced standing in the program, which would allow them to finish the dual degree in three years.

Critchlow said one of the significant synergies to be realized through the dual program is a focus by the EWU College of Social Work on teaching social workers to deal specifically with families, at-risk children, the disabled and the elderly, which are among the same groups currently benefiting from the Law School's University Legal Assistance clinical law program.

"There is a social justice aspect to this program in terms of dealing with and helping the populations that are most in need and least able to fend for

Stockton's legacy goes far deeper than the jersey

On a November night when the people of Utah wildly applauded one of basketball's Top 50 Players of All-time, Gonzaga's **John Stockton**, on the occasion of the retirement of his No. 12 Utah Jazz jersey, there was no mention of it on ESPN Sports Center that night, yet probably 15 minutes was spent on the basketball in Detroit.

During the weekend's festivities, Jazz Coach Jerry Sloan, choking back emotion, offered what a friend Stockton had been during his wife's illness and following her death. Former teammate **Karl Malone** talked about the daily calls he received from Stock during his mother's bout with cancer, and how John showed up, unannounced, at the small Louisiana church for Karl's mom's funeral. **Frank Layden**, Stockton's first Utah Jazz Coach who picked him 16th in the first round of the 1984 NBA draft, told about Stockton calling him every Sunday morning on the road to meet him in the hotel lobby to leave for Mass. "John may be my ticket to heaven," Layden quipped. And Utah Jazz owner Larry Miller told about a request he had received from a friend who knew



John Stockton's No. 12 Utah Jazz jersey was retired Nov. 22.

of a child dying from cancer. "He told me a visit from John Stockton would make the child's day." When Miller asked Stockton to go, John wanted to make sure there would be no media present. He didn't want acknowledgment for the effort. Miller told him "no media." John asked Miller to accompany him. They visited the child, and shortly thereafter the child died. John's comment to Miller was, "I'm glad we went when we did."

John Stockton made his teammates better. He held them to a high standard. He never

sought the limelight. In fact, he was embarrassed that the Jazz wanted to retire his number.

"Basketball is about team, not about any one individual," he said. He told the fans, his friends and family that they were all part of his development as a player and as a person, and he wanted everyone there to feel ownership in that No. 12 when it was unveiled in the rafters at the Delta Center in Salt Lake City on Nov. 22.

Stockton is a sure bet to enter The Basketball Hall of Fame, not just because he is the NBA all-time leader in assists, steals and most games played for one team, but as much for the example he set for his teammates and others who have watched him live his life . . . a life of love, loyalty, family and friends.

John and wife **Nada (Stepovich '84)** have six children and reside in Spokane. And as Layden said in concluding his comments, "Moms and dads, this is the man you want your children to emulate."

Stockton graduated from Gonzaga in 1984 with a degree in business administration.

Gonzaga TV ads focus on rigor, family atmosphere and fun

With a four-year contract to broadcast every Gonzaga men's basketball game in the Spokane and Seattle markets, and a commitment from KHQ and Fox Sports Net to provide significant non-basketball broadcast time for Gonzaga ads, the University went to work planning and creating a series of new television spots last fall.

Carrying on the theme, "We're all part of the same team here," the ads target 15-to-18-year-olds who might be considering Gonzaga for their college educations.

"Four years ago when we began producing television advertising we conducted three focus groups, asking students what made Gonzaga distinctive," said Public Relations Director **Dale Goodwin**. "Three things emerged – academic rigor, family atmosphere and fun. So in our ads we try to reflect those traits."

The first in this series, The Kennel Club ad, won a national Addy Award, given by the National Advertising Federation. Subsequent ads have won Council for Advancement and Support of Education (CASE) awards. This year's series includes the following:

- **Helping Hands** – A student finds that regardless of his endeavor, people here are willing to help, from **Ronny Turiaf** helping the student with his French, to a biology class helping remove "ZAGS" painted on students' chests.
- **Books** – When a coed fumbles with and drops her books on campus, **Erroll Knight** helps her pick them up and offers his headband to help keep her books together.
- **What Do You Want** – **Adam Morrison** speaks his mind about what a Gonzaga education provides students, when his classmates were just wondering what kind of pizza he would like.
- **Bad Hair Day** – Ronny Turiaf rescues a coed who can't get her hair right for the big dance. She emerges with a hairdo similar to Ronny's, and she and her date blissfully depart for the dance.
- **Campus Kids** – Storyline makes one think the narrator is talking about the rapid development of GU students, but in fact, is talking about the development of two Campus Kids, referring to Gonzaga's 100,000 hours of

community service annually.

- **That's Debatable** – Focuses attention on Gonzaga's nationally ranked debate team.
- **Yeah, Right** – Opposing fans find hope in beating the Zags now that they're out of the old Kennel, until they drive onto campus and see the imposing figure of the new Kennel.
- **Women's Basketball** – Ads feature GU women's players asking viewers to "spend your Saturday nights with us," at the Kennel.

So many college ads look and sound the same, Goodwin said, with aerial shots of a beautiful campus, students laughing, sitting at computers or at microscopes. All promise great education as a ticket to a bright future. Nothing makes them distinctive or memorable.

"Our ads are unpretentious, friendly and genuine," Goodwin said. "We hope that we have conveyed academic rigor, family atmosphere and fun, and have piqued interest in prospective students to find out more about Gonzaga."

The ads were planned with and produced by Corner Booth Productions of Spokane. Co-owner **Frank Swoboda** is a 1984 Gonzaga alumnus.