

UC

UNIVERSITY OF CINCINNATI MAGAZINE
APRIL 2013

Inside Stories

Getting to know Ono

Farewell to Armstrong

Legend of Ludlow

PLUS:

\$1 billion raised

Nippert upgrade



“New knowledge is the most valuable commodity on earth. The more truth we have to work with, the richer we become.”

— Kurt Vonnegut (1922-2007), American writer



photo/Dottie Stover

Above: Eric Abercrombie poses with Angela Horton, past member of the Hanarobi choir, in January at the grand reopening celebration — or Karamu — of the African-American Cultural and Resource Center, which just underwent \$325,000 worth of renovations. See related story and photos on page 7.

Opposite page: Neil Armstrong working near the lunar module after landing on the moon in 1969. A few years later, he left NASA and joined UC's College of Engineering as a researcher. The world lost Armstrong last August. Read more on page 18.

On the cover: UC President Santa Ono holds Katie, a young cancer patient, soon after having his head shaved in front of thousands at UC's Fifth Third Arena in January to help raise funds for the Dragonfly Foundation. See profile of Ono on page 12.



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University of Cincinnati President Santa Ono
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UC

UNIVERSITY OF CINCINNATI MAGAZINE

April 2013

Inside Stories

In this issue, we share things you probably never knew about UC's newest president, the university's most famous faculty member, a Ludlow Avenue dorm, an elephant on campus, unusual campus research and more than you ever thought to wonder about.

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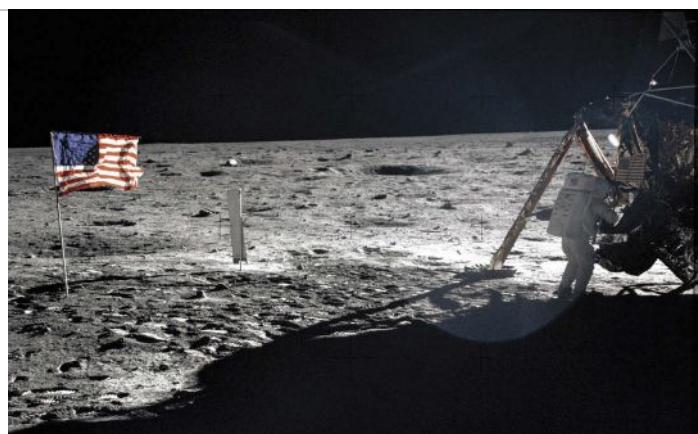
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"One small step for man,
one giant leap for mankind."
—Neil Armstrong

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photo/Buzz Aldrin, courtesy of NASA

Face-to-face connections truly trump everything

As I continue my national tour to meet with alumni and friends — we're calling it the #HottestCollegeinAmerica 2013 Tour — I've been thinking about the ways we interact and how we know what we know in this restlessly mobile and technologically privileged century.

We certainly seem to know more and more about each other by way of LinkedIn, Instagram, Facebook, Twitter and others. Search engines flash results in a sliver of a second, and a few clicks can tell us someone's address, what she paid for her house, what he looked like in high school and even how many jobs he has had since then.

But I'm hardly the first to wonder how much of this counts as knowing.

Indispensable as the Internet is, information has never been the same as knowledge. The digital universe does "surfaces" best: the précis, the front page, the link, the chart, the retort.

Knowledge requires depth. And while there is plenty of false information out there — probably inevitable in a largely unregulated medium — there can be a deeper falseness, ironically, in the World

Wide Web's sense of depth.

The Internet is more mirror than lake. In tailoring links and topics and even ads to our personal predilections, it gives us back mainly an image of ourselves while fooling us into thinking we've plumbed rather than skimmed.

As far-flung and busy as we all are in 2013, we could hardly function without these miraculous distance-spanning technologies. (And it's worth remembering that the telegraph, telephone and even snail mail were once revolutionary, too.) But as I meet more and more of the students, faculty, parents, staff and alumni who make up the Bearcat family, I realize that there's no substitute for face-to-face.

This double-edged blade — connection without contact — cuts across research and business no less than social media. Scholarship and discovery, two things UC is very good at, benefit mightily from the modern ability to share data. Certainly no researcher yearns for a world gone by in which (just to choose one field) Gregor Mendel's pioneering work in genetics could be unknown for decades and Charles Darwin could be alerted only by a handwritten letter in the post to a career's

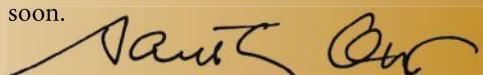
worth of parallel work by Alfred Wallace.

But then as now, much of what drives discovery is hands-on work in the field, the lab and the library, and many a research idea is sparked by conversation in the hallway or cafeteria. Nothing trumps the human connection.

I know it will be fun meeting many of you and getting reacquainted with others this spring in a place close to your home, where we can talk about UC or whatever else is on your mind.

In the meantime, I hope you enjoy reading these wonderful stories about things you may never have known about UC. They remind us that the telling details of someone's life and work, and the dreams and quirks that give texture to any personal portrait, rarely show up on Google or get fully captured in a Tweet.

Hope to see you — really see you — soon.



Santa J. Ono, President
University of Cincinnati

See stories about the president on pages 12 and 46.

LETTERS

Holocaust survivor, too

Like Sigmund Rolat [A&S '52, "Holocaust Survivor Builds 'Bridges of Reconciliation,'" September 2012], I'm a survivor. I'm a little younger, but also a Cincinnati graduate (PhD in chemistry), with different, yet still very similar, experiences when I survived World War II as a child in the Netherlands.

From the various meetings that I have attended, it is interesting to note that most of those who survived have been very successful in their various endeavors in the United States. This also extends to many of the second generation, who, in most cases, are extremely successful.

In my own family, two doctors (one of whom is a graduate from the Cincinnati medical school) and one attorney seem to exemplify this, which is not unusual among our friends. To some extent, it seems our past drives us to succeed and never let it happen again.

I'm astounded how well Sigmund has been able to come to grips with the situation and survive. My way of coping has been to think and reflect as little as possible on those horrific events while realizing that it is not really a solution. Lately I have become a little more active and have spoken at my grandchildren's schools (something I never did for my own kids) and have spoken at the Holocaust Memorial at the San Diego Naval Base.

This note is just to let you know that there were a number of survivors at the university during my days, but none of us were ever active at either the university or the Cincinnati Jewish community to make that fact known.

Leo Roos, D (A&S) '65
Studio City, Calif.

Semester-conversion warning

I am a 1965 graduate, who should have been in the class of 1964. The problem was that, in 1960, I started out in the co-op system, which consisted of five seven-week school terms as a freshman and three seven-week terms in subsequent years. After my sophomore year, I switched to the semester system. But in my senior year of 1964, the entire school changed to the quarter system.

Try calculating all that as far as credit hours are concerned.

Thus, as I prepared to graduate, my adviser decided that I had completed all

the required courses for my accounting major, but I did not have enough credit hours to graduate. Therefore, I spent a year at what is now Youngstown State, taking senior-level courses in which I was the only non-major in those courses.

Before the semester change takes place, I suggest that especially seniors make the time to do credit-hour calculations so that a similar problem does not befall them!

David Ross Diser, BusAd '65
Catonsville, Md.

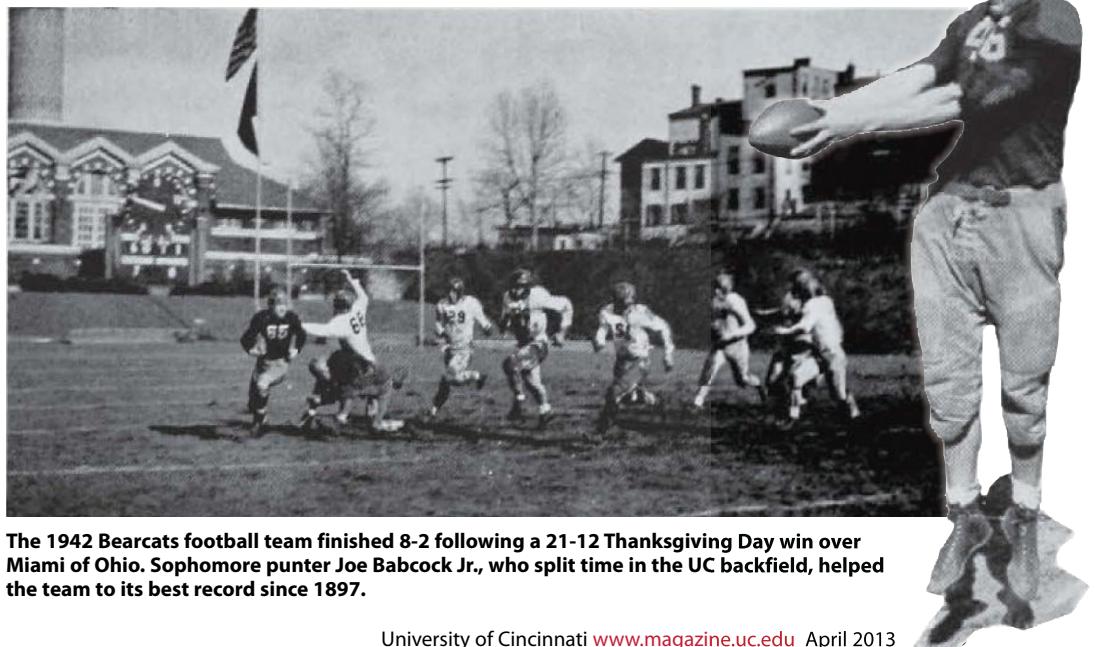
Editor's note: Before the semester conversion took place in August 2012, UC added 21 undergraduate advising positions to help each student create an Individual Advising Plan, which ensured every student would graduate on time with no additional expenses. Perhaps someone recalled what students like David had gone through.

Word 'Nazi' misleading

You began your recent, interesting article about Sigmund Rolat [September 2012] with the unfortunate phrase "the Nazi slave-labor camp in Poland." From this phrase, the reader, especially younger readers, might assume that these horrible camps were Polish. As you know, they were German camps.

Many of the victims in these camps were Polish, both Jews and non-Jews. Unfortunately, by using "Nazi" instead of "German," the identity of those responsible is blurred, and those who were victims are implied to be the perpetrators.

Frederick Steiner, DAAP '72, M (DAAP) '75
Austin, Texas



The 1942 Bearcats football team finished 8-2 following a 21-12 Thanksgiving Day win over Miami of Ohio. Sophomore punter Joe Babcock Jr., who split time in the UC backfield, helped the team to its best record since 1897.

Words of appreciation

Prior to heading over to the press box for today's game, I was looking at the latest edition of UC Magazine. I wanted to take a minute to tell you how much I enjoy each issue. You do an incredible job with it, and I really appreciate how you handle the stories about athletics.

Doug Mosley
associate athletic director for media
University of Cincinnati

Won more than a game

Last fall, we received several emails offering tickets and encouragement to attend the UC-Miami university homecoming football game. My 70-year-old memory was roused, then enflamed. Could it really be 70 years ago? Surely not!

But I remember it well: Nov. 26, 1942 was Thanksgiving Day. Of course, Dad and I had tickets for the annual UC vs. Miami game.

Dad was excited. The Bearcats had a good season and were returning to the field after a loss to the No. 1 team in the country, the University of Georgia Bulldogs, who were to go on to the Rose Bowl. Our Bearcat punter had a record 54 yards per kick in that respectable loss to Georgia, and Dad was expecting a big UC victory this time.

Another excited and proud Bearcat patron was Dr. Fishback. He had invited the entire football staff, team and their dates to a lovely Thanksgiving dinner at a Northern Kentucky country club.

I was excited, too. I had an evening

date with the starting quarterback and punter for the UC team. This was to be our first date. And now, 67 blessed years later, I recall, that future dates were few and far between. In January, the war took my punter to Italy.

On that Thanksgiving day, however, we beat the Redskins and won the game. We also won the terrible war. ... And I won Joe [Eng '45].

*Thanks for the memories.
Barbara Babcock
Sanibel Island, Fla.*

Search for RA Bob Deddens

It was great to see my letter and the group photo of the old Ludlow Hall gang in the last issue of the university magazine. Hopefully it will be seen by some of the original gang, and you will receive more comments and photos. Thanks for sharing this in the magazine.

I have thought that it would be great if you could find Bob Deddens [Eng '63, JD '67], our dorm leader, or that he might see this and respond. He would have some great memories of that year and could certainly fill in some blanks with his version of reality.

*Craig Fitzpatrick, DAAP '70
Knightdale, N.C.*

Editor's note: If anyone knows Bob Deddens, ask him to contact us.

Cause to shudder twice

I think the editor might want to check the facts in Mr. [Craig] Fitzpatrick's letter [*September 2012*] regarding his freshman class being the first to use Ludlow Hall as a dorm [*in the mid-1960s*]. In September 1960, I, along with my roommate, Lynn Pfersick, arrived from Indianapolis and was told that Memorial Hall was full and that the overflow of women students

would be housed at the former Ludlow Hotel, 260 Ludlow Ave.

Lynn and I were lucky to get a spacious first-floor room with windows nearly ceiling-to-floor length. My mother made curtains for those windows.

We were supplied with bus passes for daily use between Ludlow and the main campus. We also had meal tickets, which we used, but occasionally treated ourselves to dinner at the Hitching Post further down on Ludlow. I still remember the banana cream pie from there.

One morning, Lynn and I were late for class, so we rushed off without straightening our room. When we arrived back at the hall, the housemother (sorry I can't recall her name) greeted us at the door to tell us that we had embarrassed her.

It seems that Mrs. Langsam (wife of then president Walter Langsam) came to visit the new women's housing, and the housemother went to show her our room, which had been nicely decorated by our mothers. She opened our door only to see unmade beds, clothes scattered, etc. That was the last time we left our room messy!

One last remembrance: One Friday evening, my date and I went to a drive-in movie on the west side of town. Driving home across the Western Hills viaduct, we saw a clock indicating it was almost 2 a.m. (Female students were required to be in the dorm by 2 a.m. on weekends.) By the time we arrived, it was 2:15 a.m.

Three police cars were parked at the dorm, and they shined spotlights on my date and I as we got out of the car. When I entered the dorm, the housemother told me that in five more minutes she would have called my parents in Indianapolis to report my tardiness. I still shudder to think what would have happened had my parents received that call.

*Karen Bennett Hoeb, Bus '65
Cincinnati*

Editor's note: You indeed were among the first residents in Ludlow Hall. I knew that Craig Fitzpatrick was not entirely correct at the time, so I did a week's worth of research and wrote a one-page article about Ludlow Hall. That story was being printed in the magazine when UC's former president resigned.

We literally stopped the presses and had to remove content to add a news update. The one page devoted to Ludlow Hall was the perfect size and location for yanking.

The bad news: We did not clarify the letter. The good news: We had late-breaking news about the resignation and appointment of the interim president.

The "yanked" story now appears on the opposite page.

Former house of ill repute?

In 1960, I roomed on the first floor of Ludlow Hall, as a freshman in the college of DAA [now DAAP]. I was told by the university that Memorial Dorm and all other female housing was on overload and the university had purchased a facility on Ludlow Avenue to help relieve the situation. Because the person I was rooming with, Katy Carey, DAA class of '65, had applied late to UC, I would be sent to Ludlow Hall in order to room with her.

We were told that the house had been a "house of ill repute" and a favorite stop for truck drivers. While I was living there the truck drivers had learned not to stop, but they still frequently honked their horns when driving by.

Our room was on the first floor, and the building's back door was part of our room. The university put bars on the windows and nailed the door shut, so no one could get in or out. At night, a security guard rattled the door knob to make sure the door was still fastened. The first time this happened, Katy and I were terrified, and this became a nightly event.

At the end of the year, I moved to a sorority house to get away from the mile walk to DAA, and Katy became a DAA co-op student. I, therefore, have personal experience that in 1960 it was a women's dorm with a housemother.

*Judy Gitzinger Montgomery, DAAP '64
Dayton, Ohio*

Dud not Doug

The article about the 25th General Hospital misnamed a doctor. The correct name is Dudley "Dud" Wolfe, not the nickname "Doug," as a caption indicates.

Submitted by Jim Wolfe, entrepreneur-in-residence, assistant professor of management, George Mason University, Fairfax, Va.

Editor's note: Thanks for the correction. Someone had typed the name "Doug Wolfe" on an index card attached to the photo album belonging to Barbara Lincoln Ashbaugh, A&S '35, and we assumed it to be correct.

Letters to the editor policy

Letters to the editor must relate to the university, be signed and include addresses, colleges and years of graduation, when applicable. The editor reserves the right to edit letters for length, clarity or factual accuracy and to reject letters of unsuitable content. Letters may not criticize other letter writers or insult the character of anyone else. Opinions expressed do not necessarily reflect the views of the University of Cincinnati.

UC Visit www.magazine.uc.edu/extra to read the original letters or the stories to which these writers refer.



The history of the dorm on Ludlow Avenue

BY DEBORAH RIESELMAN

In the summer of 1960, UC purchased the four-story brick Marburg Hotel, originally built in 1902 and located at 260 Ludlow Ave. UC renovated the hotel into a women's dorm until a new dorm would be completed. When Ludlow Hall opened in that fall, it held only 13 students, two resident counselors and a housemother. By the spring of '61, though, 78 students lived in its 42 high-ceilinged rooms.

Necessary renovations included installing new electrical wiring, several bathrooms, automatic laundry facilities, a student lounge, a fire-alarm system, a public-address system and a resident-counselor kitchen. Yet to come were sandwich and milk vending machines and a study room in the basement, according to the News Record student newspaper.

But as nice as the rooms were, the women complained about the dorm's separation from UC by more than a mile and their inability to feel as if they were part of campus, the paper reported. For most of the dorm's existence, students took a five-minute bus ride to and from campus, using bus passes that were usually provided free of charge.

A women's dorm for at least the first two years, it also served as a men's dorm. In the fall of 1966, women had returned, accompanied by a new complaint: buses running "late every day, often not even coming," making it hard to get to class on time, as they wrote to the News Record in October.

Furthermore, the women claimed that buses ran so late that they frequently missed their prepaid meals on the UC meal plan — a plan that UC mandated they purchase to be sure they ate properly. Their letter to the editor continued, "There aren't even any machines in Ludlow to keep us alive, especially after 11 p.m. when the doors close. And why, when every other girl on campus has a phone for herself and

her roommate, should we have one phone per floor?"

So in the fall of 1967, men took another turn in Ludlow, showing up in greater numbers than expected due to construction delays in opening the new Calhoun Hall for men and the new Daniels Hall for women, both of which opened in October.

Men returned the following fall, but complaints continued — primarily about the total lack of transportation. The bus system had been eliminated after residents neglected to use it the previous year. Hall president Chris Kennedy, Bus '72, told the News Record that residents spent up to two and a half hours each day walking to and from campus.

Because residents were sometimes unable to reach Logan Hall for dinner, the administration offered to refund their meal "ticket money" or to provide a car to shuttle them back and forth for dinner. Nevertheless, residents had been told they would have to buy their own bus passes on public transportation to get to classes.

By November '68, the university restored free bus shuttles. Then during the Christmas break, Ludlow Hall was renovated to meet student suggestions, including new phones, new paint in several rooms and new carpeting in some hallways.

Afterward, student attitudes totally reversed direction, and in January 1969, News Record reporter Cliff Radel, A&S '72, wrote: "Besides boasting good grades, the men of Ludlow believe that they have something almost totally lacking in any of the other dorms — that is a knowledge of other members of their floors and the dorm. Instead of 'blank faces' coming out of 'blank, stereotyped' rooms, Kennedy feels 'the guys know each other and the whole hall is a close-knit group.'"

On May 7, 1974, the University Board of Directors approved the sale of Ludlow Hall as it was no longer needed, and the dormitory apparently closed at the end of the academic year.

UC in the News

MEDICAL NEWS

Stems cells for cancer

Lung cancer, with its 15 percent survival rate, is the world's No. 1 cancer-killer. UC Cancer Institute researchers have recently shown that lung cancer stem cells can be isolated and grown, offering a new avenue for treatment options targeting stem cells. "One of the hypotheses behind why cancer therapies fail is that the drug only kills cells deemed to be 'bad,' but leaves behind stem cells to repopulate the tumor," says medical professor John Morris, senior author of the study. "These cancer stem cells may also have the highest potential to spread to other organs."

Studying these unique cells could improve understanding of lung cancer's origins and lead to novel therapeutics targeting these cells to more effectively eradicate the disease.

High-risk screening

The UC Cancer Institute offers a screening program for people who have smoked a pack of cigarettes a day for more than 20 years and those with prior lung-cancer diagnoses. The program, the Tristate's first and one of only a handful nationwide, uses low-radiation-dose CT scans to identify cancer in people with no symptoms in an attempt to begin treatment earlier. A National Cancer Institute

study reports that high-risk people experienced 20 percent fewer lung-cancer deaths with low-radiation screening compared to traditional X-rays.

Migraine help in flash

UC researchers have found that lightning may affect the onset of headaches and migraines. Headache expert Vincent Martin, general internal medicine professor and UC Health physician, led a study with his son, fourth-year medical student Geoffrey Martin, showing a 31 percent increased risk of headache and 28 percent increased risk of migraine for chronic sufferers on days lightning struck within 25 miles of their homes. The results, published in the January online edition of Cephalgia journal, are the first tying lightning to headaches and could help chronic sufferers more efficiently anticipate the onset of a painful episode and begin preventive treatment immediately.

Breast-cancer vaccine

UC Cancer Institute scientists recently published the first scientific evidence that using oral delivery of a unique virus — known as recombinant adeno-associated virus — as a breast cancer vaccine was effective in slowing breast cancer growth as well as eliminating health concerns associated with previous approaches.



UC nursing students demonstrate how Flo-Bot, the InTouch RP-7 robot, can listen to a heartbeat.

Robo-nurse joins college

Flo-Bot the robot, named after Florence Nightingale, joined the UC College of Nursing as part of an investigation into how robotics can assist with projected nurse and nurse-educator shortages. The college is investing in such "telehealth" technology to prepare students for transforming environments and to ensure workforce readiness, says Debi Sampsel, the college's chief officer of innovation and entrepreneurship. Flo will be stationed in a community-based setting as part of a research study on effectively extending the reach of faculty, other health-care providers and the aging nursing workforce. Telehealth robots are used in the health-care field to overcome geographical limitations and to provide medical access to facilities that do not have advanced degree specialists on staff.

Improved stroke care

Research to improve stroke treatment and post-stroke results continues with UC stroke specialists based in the Department of Neurology and Rehabilitation Medicine and the Department of Emergency Medicine. In February, they presented research at the American Heart Association/American Stroke Association's International Stroke Conference showing three things: 1) how a delay in breaking up clots translates to a worse stroke outcome, 2) the benefits of minimally invasive tPA drug delivery to break up clots and 3)

a novel combination treatment approach for ischemic stroke.

Hospital infections

led by Ohio Eminent Scholar and associate professor Andrew Herr, UC researchers made a major discovery in exploring the causes of hospital-acquired infections. The team found a piece of the puzzle crucial to the formation of infection-causing colonies of bacterial cells, a find that could lead to new treatments. Specifically, they solved the crystal structure of a protein involved in holding bacterial cells together in a biofilm.

Grand reopening for AACRC

After a \$325,000 renovation, the UC African American Cultural and Resource Center reopened in January with a grand ceremony that showed off its now doubled floor space, new furniture, carpet, modern audio/visuals and displays of African art.

"As soon as you come in, you feel the history of our people, and you feel the history of black students at the University of Cincinnati who have contributed so much," AACRC director Eric Abercrumbie, D (A&S) '87, told the many guests who gathered for a look at the center. "Today is a very proud day for us."

Former Cincinnati mayor Dwight Tillery, A&S '70, was among dozens of former African-American students honored by having their images included on a new wall of history that salutes trailblazers both on campus and beyond.

Others on the mural include local civil-rights activist Marian Spencer, A&S '42; UC's first black homecoming queen Vera

Derkson Williams, Nur '78; Olympic gold medalists Oscar Robertson, Bus '60, and Mary Wineberg, Ed '02; as well as the city's first black mayor Theodore Berry, A&S '28, Law '31.

UC graduates Marian Spencer, A&S '42, and Bleuzette Marshall, A&S '92, M (Ed) '01, D (Ed) '09, are among those honored on the AACRC wall of history. Below are updated spaces in the center and a dance performance from the January reopening event.



photo/Dottie Stover



photo/Jay Yocis



photo/Jay Yocis

Defining moment for 'earworms'

The word earworm — introduced into the American vocabulary by UC marketing professor James Kellaris — has made its way into the latest edition of Merriam-Webster's Collegiate Dictionary.

The earworm definition, "a song or melody that keeps repeating in one's mind," was added in the 2012 update. Kellaris first introduced the term in his 2001 research, "Identifying Properties of Tunes That Get Stuck in Your Head." In the wake of his initial research, the media reported his findings and "fellow musicians and academics started calling me 'Dr. Earworm,'" Kellaris says.

"It's been a tough nickname to shake. After enduring years of teasing, it's gratifying to see a term I introduced into the American vocabulary officially recognized."



photo/Dottie Stover

Rankings still rise

U.S. News & World Report

— In the most recent edition of the magazine's influential Best Colleges guide, the University of Cincinnati rose to 139th among top-tier universities from 156th — a rare 17-place jump in two years. UC's rise was spurred by improved numbers in graduation rates, retention of first-year students and alumni-donation levels, explains Lee Mortimer, director of UC's Institutional Research Office. UC was also among a dozen schools cited for quality internships.

The Princeton Review —

The Review's 2013 edition of "The Best 377 Colleges" named

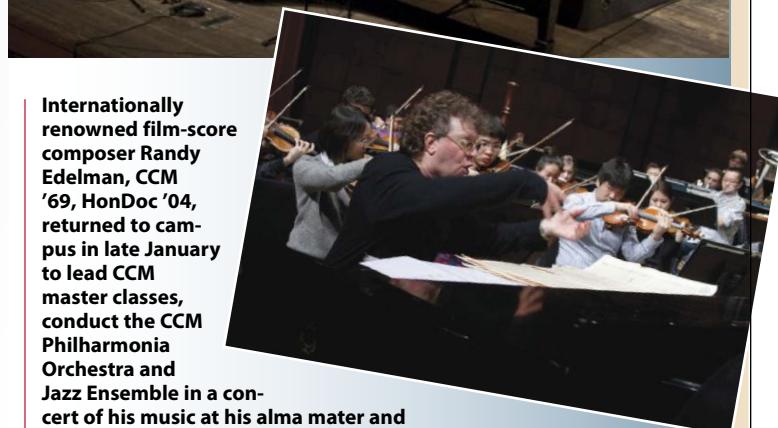
UC, for the sixth straight year, as one of the nation's best institutions for undergraduate education. Only 15 percent of U.S. colleges are profiled in the book. UC scored strongly in quality of life, fire safety and green rating, and received praise for its diverse student body, great libraries, ease of registration and good food.

The Fiscal Times —

The Times listed UC among the "10 Public Colleges with Insanely Luxurious Dorms," citing the upperclassman housing located in the same building as both the Campus Recreation Center and the CenterCourt dining facility.



photos/Dottie Stover



Internationally renowned film-score composer Randy Edelman, CCM '69, HonDoc '04, returned to campus in late January to lead CCM master classes, conduct the CCM Philharmonia Orchestra and Jazz Ensemble in a concert of his music at his alma mater and receive an award from the UC Foundation as an Alumni Master. When asked how the concert went, he casually remarked that it was just like any other concert. His wife, Jackie DeShannon (a famous singer-songwriter in her own right) quickly began to argue when he stopped her to clarify, "It was just like any other concert for me. That means it was no different than being at Abbey Road, conducting the London Symphony."

National and world recognition

International honors for DAAP

— Six students from the College of Design, Architecture, Art, and Planning received recognition at the latest Visual Education Partnership's prestigious international Student

Design Competition. Katie Barton and Danielle Fraley won first and second prizes, respectively, in the Store Design Category, and Lucie Calise won first prize in the Visual Merchandising Category. Three

Students free 16th inmate

College of Law students who work on the Ohio Innocence Project (OIP), housed at UC, freed former Akron police captain Douglas Prade, 66, from prison after serving nearly 15 years for a crime he did not commit. Prade walked out of jail a free man on Jan. 29, exonerated for the murder of his ex-wife after DNA from a bite mark on her lab coat excluded him when the case went back to court. OIP director Mark Godsey and his students began working on the case in 2003, the OIP's founding year. "Any time you get someone out of prison, it's rewarding," Godsey said, "but when it's something you've had to fight for this long and this hard, it makes it even sweeter."

UC Visit www.magazine.uc.edu/extra to read about all OIP-released inmates.

more students received honorable mentions, and DAAP was one of only four schools to be recognized for having students place in the top three positions of each category.

National Co-op Student of the Year

— Biomedical engineering senior Benjamin Ko was named the American Society for Engineering Education's Co-op of the Year, based upon three co-op assignments with the company AtriCure, where he worked on a product-development team making medical devices for cardiac surgery, led the training of the U.S. sales force on a new cryogenic product and trained the European sales team.

U.S. presidential appointment

— President Barack Obama appointed Michael Graves, DAAP '58, HonDoc '82, award-winning architect and designer, to the U.S. Architectural and Transportation Barriers Compliance Board in January. Since Graves became paralyzed from his chest down in 2004, he has developed many products for mobility-impaired individuals and was named among the country's top 25 health-care designers by Healthcare Design magazine.

STEM grant for women scientists

UC is working to become a national model for the recruitment, retention and advancement of women faculty in science, technology, engineering and math (STEM disciplines).

A team led by UC President Santa Ono won a five-year National Science Foundation grant last year totaling nearly \$3.8 million, which is expected

to help the university evolve into a go-to institution for women STEM scientists.

"If we want to remain competitive in a global economy, we must do a better job of recruiting and retaining women into these fields," said Ono, "and UC is ready and willing to do its part, with the help of the National Science Foundation."

Specific initiatives of the effort — titled Leadership, Empowerment and Advancement of Women STEM Faculty

(LEAF) — will include broadening recruitment, creating mentoring networks and establishing a council to assess progress.

Veterans One Stop opens

On Veterans Day, UC opened the Veterans One Stop Center on the second floor of University Pavilion to cater to the growing population of student veterans both on campus and enrolled through distance learning. The staff offers help with applying for G.I. Bill benefits, tutoring, career services, disability services, counseling and more.

In recent years, UC's veteran student population has more than doubled from about 500 to 1,200. One primary way UC lends support is by offering in-state tuition to active-duty

students without residency requirements.

For the fourth straight year, G.I. Jobs magazine recognized UC as a "Military Friendly School," a distinction given to roughly 15 percent of schools nationally. Among those honored is also UC Clermont College.

Heading UC's Office of Veterans Programs and Services is program manager Jack Johnson, hired earlier this year after serving as a 101st Airborne Division combat engineer who was deployed to the Balkans and medically retired after a combat injury.



UC ROTC presents the colors before opening the Veterans One Stop Center.

Remembering Henry Winkler



Henry Winkler, A&S '38, MA (A&S) '40, HonDoc '87, died in December at the age of 96. Considered an outstanding scholar, educator and administrator, he is the only UC alumnus to serve as the university's president.

Winkler became the 23rd president in 1977 and was active in the creation of the National Association of State Universities and Land-Grant Colleges (now the Association of Public and Land-Grant Universities). In 1984, he left the president's office and remained on faculty.

At the age of 70, he retired "because I had to," he told UC Magazine. "Those were the rules at the time. But it allowed me to become honest again; my first love was my academic profession. So I took a few years to retool myself, then taught off and on, and wrote books on British history."

Proudly Cincinnati

A BILLION AND BEYOND

Making History at the University of Cincinnati



Campaign history

The campaign's silent phase began on July 1, 2005, preceding the launch of the public fundraising phase on Oct. 25, 2008. The campaign runs through June 30. Central to the campaign's success has been strong regional support, particularly in the fundraising "hubs" of Cleveland, Columbus and Dayton, Ohio; Atlanta; Chicago; Florida; Indianapolis; New York City; Northern California; and Washington, D.C.



Proudly Cincinnati campaign hits

\$1,000,000,000

five months early

The University of Cincinnati has stepped into the revered circle of 24 public universities that have raised \$1 billion or more in a single campaign, thanks to the support of nearly 92,000 donors. UC's \$1,004,958,610 fund-raising total put the university in the top 1 percent of all U.S. colleges and universities on Jan. 31, five months ahead of the Proudly Cincinnati campaign's closing on June 30.

The UC Foundation announced the milestone at a February campus event and rallied support for the campaign's wrap-up phase called "A Billion and Beyond." The goal for this phase is to increase UC's total donors to 100,000 people before July 1.

"The success of Proudly Cincinnati solidifies UC's place as a world-class university and allows us to continue to implement our vision," said UC Board of Trustees chairman Fran Barrett, JD '71. Campaign co-chair Otto Budig Jr., Bus '56, added, "We should expect to be in such prestigious company in all that we do."

The campaign's success is "yet another indicator of UC's excellence," said campaign co-chair H.C. "Buck" Niehoff, JD '72. "Every great American city has a distinguished university, and

Cincinnati is no exception."

Richard Harknett, immediate past Faculty Senate chairman and political science professor, suggested that the Proudly Cincinnati campaign name should be turned around to indicate, "Cincinnati should be proud."

"Raising \$1 billion is a truly remarkable achievement," added UC president Santa Ono. "We should take a moment to reflect and celebrate and, above all, to thank those who have supported us so generously. The key to this fund-raising success, though, is not simply that we raised the money, but the impact it will have on everything."

The Proudly Cincinnati campaign has always been as much about UC's evolving, emerging vision and mission as it has been about raising money, noted board chair Barrett. He highlighted some of the campaign's most visible examples of transformation — the Lindner Center of HOPE, the Engineering Alumni Learning Center and the Sheakley Athletics Center — then emphasized experiential learning as one of UC's distinguishing characteristics and stressed scholarships as an institutional priority.

More than \$101 million were designated

Media representatives, students, faculty, UC leaders and supporters crowded into the College-Conservatory of Music's atrium on Feb. 20 to hear President Ono (below) announce that UC had eclipsed the most ambitious fund-raising goal in school history. Behind him, students hoisted a staggering display of zeros. Above, campaign co-chair Buck Niehoff donned a Proudly Cincinnati ski cap while praising the campus community.





photos/Ashley Kemphier

Singing songs at a luncheon following the \$1 billion announcement, these three Student Orientation Coordinators were among the student leaders who thanked VIP donors for supporting UC students. From the left: Gregor McCord, Kristin Myers-Young and Michael Goedde.

for financial aid and scholarships out of the existing campaign. President Ono and board chair Barrett both promised that the university would keep these student-centered fundraising efforts in the forefront.

As the campaign has progressed, the words “bold,” “strong” and “ambitious” were adjectives often used to describe it. So it should come as no surprise that those words are still appropriate in the campaign’s final push, when the university not only attempts to raise its donor total to 100,000, but also works to foster a philanthropic culture throughout campus and the community.

“President Ono talks about creating a culture of philanthropy at UC,” said then student body president Lane Hart. “To me, that means gaining a better understanding of our individual responsibilities to our university and accepting those responsibilities when we become alumni.”

Co-chair Budig shared Hart’s sentiments, “Everything I am, everything I have become, I owe to this university.”

After the Proudly Cincinnati campaign ends, the UC Foundation intends to generate at least \$125 million annually in private support, which translates to \$1 billion in another eight years. ■



Giving by campaign initiatives

Totals listed through Jan. 31, 2013

Real-World Learning	\$82,664,134
Health in the 21st Century	\$208,266,806
Pioneering Science and Technology	\$73,295,555
Creativity in the Arts, Design & the Humanities.....	\$17,143,956
Innovative Urban Partnerships	\$35,337,904
The UC Experience.....	\$26,754,151
Additional giving to colleges and units	\$243,451,473
Research, private practice, UC Physicians	\$318,044,631
Total giving	\$1,004,958,610

Impact of Proudly Cincinnati campaign on UC

- \$101 million for financial aid and scholarships
- \$37 million created 479 new scholarships
- 42,529 scholarships awarded
- \$171 million fueling research advancements
- \$57 million donated from UC faculty/staff
- \$45 million for professorships and endowed chairs
- \$58 million for the Lindner Center of HOPE
- \$173 million for Academic Health Center and UC Health
- Cincinnati Cancer Center created
- 30 new endowed chairs

GETTING TO KNOW

ONO



photo/Ashley Kemper

UC's new chief executive has drawn the attention of the university community like none before him — and not just for his tweets.

BY JOHN BACH

A month into his official presidency and Santa Ono is teetering in the hands of UC's cheerleaders who have hoisted him high above the Nippert Stadium turf to cheer on the crowd.

A few weeks later, he's decked out in a Santa Claus suit — complete with the jolly old elf's shiny boots, white hair and red hat — reading a Rudolph story to UC students sitting at his feet inside Tangeman University Center.

And by the three-month mark, his black locks of hair are tumbling onto center court of Fifth Third Arena following the Bearcats men's basketball game — demonstrating again the lengths he'll go to for UC. Ono made good on a bargain he made with the team; he would shave his head if they reeled off 10 straight wins. More important, he used the occasion to help raise funds for the Dragonfly Foundation, a local charity that helps kids with cancer.

The new president's enthusiasm and dedication are only part of what made him the clear choice in October to replace UC's former president, Greg Williams. After serving as provost for two years, Ono spent two months as interim president, then immediately emerged as the front-runner for the position, said UC board chairman C. Francis Barrett, who led the selection process for UC's 28th president.

According to Barrett, "a groundswell" of support from students, faculty, administrators and alumni swept UC's first Asian-American chief executive into office. The reasons given for wanting to hand him the keys to UC's highest office varied greatly by group, Barrett added.

Students talked about their ability to relate to him and how much he boosted morale (usually through social media), while faculty saw him as "one of their own" — a distinguished biomedical researcher with impressive stops at Harvard, Johns Hopkins and Emory universities. Ono, 50, holds appointments in both the UC College of Medicine and the McMicken College of Arts and Sciences.

Administrators pointed to his experience as provost, UC's top academic officer, in which he led the development of "UC2019," the university's academic master plan, as well as his ability to build consensus and advocate for UC, whether uniting community resources or vying for state funding.

Finally, alumni were intrigued by many aspects of his story, including his beginnings



photo/Ashley Kemphier

in an immigrant family who came to the United States in 1958 with literally nothing more than the suitcase they were carrying.

A humble start

Ono's parents and his older brother, Momoro (now a professor of music at Creighton University), were able to leave a very poor, post World War II Japan because Santa's father, Takashi Ono, was a noted mathematician who had published some internationally important papers. His work caught the attention of famed physicist Robert Oppenheimer, who invited Takashi to be a visiting member of the Institute for Advanced Study in Princeton, N.J.

Once working in the United States, job offers from American universities soon followed, but the family's green card was nearing expiration. They had to leave the country for a period before they could re-enter. That led his father to take a position at the University of British Columbia, where in 1962 they had their second son, Santa

Santa Ono became UC's 28th president in October 2012 after two years as provost and a short stint as interim president. *Opposite page, the Bearcat cheer squad lifts its new cheerleader-in-chief to greet an adoring crowd in Nippert Stadium.*



photo/Dottie Stover

UC students revealed their belief in "Santa" when they came to a Student Government-sponsored holiday event inside Tangeman University Center for songs, hot chocolate and pictures with UC's top elf. President Ono so embraces the role that he owns the suit.

"In my lab, we are trying to develop a blood test so that we might be able to identify people who are progressing toward blindness well before it happens."

— named after Santaro, a Japanese folk story character.

"I don't think they knew what they were setting me up for by naming me Santa, especially around Christmas time," the president says. "People teased me about it as a boy, but I have no problem being called Santa. It is a very happy name. And it is a great icebreaker at parties."

The family returned to the states to follow Takashi's career to the University of Pennsylvania where they welcomed their youngest son, Ken (now a mathematician at Emory). By the time Santa was 7, Johns Hopkins University lured the Onos to Baltimore, where his dad, now 84, still worked full-time until his retirement last fall.

"He was a tough bargainer," said Santa. "My father wasn't only a math professor but a pianist. He said, 'I'll come to Johns Hopkins under one condition, that you buy me a grand piano.' And it had to be a Steinway." Obviously, they did.

Having inherited their father's love for music, Ono and both his brothers studied at the Peabody Conservatory of Music in Baltimore. Eventually, Santa would become an accomplished cellist, as well as a vocalist.

Bitten by biology

By the time Santa reached high school, his path toward biology began to come into clear focus, an inner drive inspired mostly by a pair of excellent ninth- and 10th-grade teachers, the latter of whom used to take him to Johns Hopkins lectures to hear how scientists were beginning to understand how to splice genes together.

"I got enthralled by the recombinant DNA revolution," Ono explains. "DNA is the software of who you are. And that's magical. I've always wanted to take my interest in science and hopefully benefit people who are sick."

At UC, Ono's principal research delves into issues involving the immune system, eye inflammation and age-related macular degeneration, which is the leading cause of blindness in the Western world.

"In my lab, we are trying to develop a blood test so that we might be able to identify people who are progressing toward blindness well before it happens. We've found some biomarkers in the blood that might help. Now there are things you can do to arrest the whole process."

He even helped start up a biotechnology company several years ago in Vancouver called iCo Therapeutics, which is publicly traded on the Toronto Stock Exchange. The company, of which he is chief scientific officer, focuses on developing and commercializing compounds to treat sight-threatening and life-threatening diseases.

Meeting students on their terrain

The only name currently more popular on campus than "Santa Ono" may actually be his virtual self — "@PrezOno" — which is his

Twitter handle and (at last check) exceeds 15,000 followers, many of them students. Since joining Twitter while provost in November 2010, Ono's number of followers is exceeded only by his total volume of tweets, upward of 16,000 (or an average of about 17 posts every day).

But it wasn't until he was officially named president in October that his online hipness truly skyrocketed. Buoyed in part by the interest surrounding head football coach Butch Jones' exodus to Tennessee and UC's next-day hiring of Tommy Tuberville in early December, @PrezOno gained 4,000 followers in one six-week span.

Most would say Ono's communication style is beyond transparent, particularly for the office he holds. On the morning Coach Jones resigned, for example, the president tweeted the following:

"You can buy a person a lot but you can't buy his heart. His heart is where his enthusiasm is, where his loyalty is. My heart is with you UC." And then this 132-character blast just seven minutes later: "#BearcatNation we are bigger than any one person and I will make sure we continue to compete at the highest level. I have your back."

Though plenty of his tweets are boosterish in nature, a good many simply reveal his pop-culture curiosities — from Rhianna to the Reds — further fanning the interest of undergraduates, many of whom see him as an important figure in their lives who happens to retweet their events, pictures and accomplishments to his throng of followers. It also doesn't hurt their chances for a retweet if they use Ono's favorite coined hashtag: #hottestcollegeinamerica.

So why does the school's top administrator allow such access? Mostly, it's about listening and connecting with students. But Ono says he started tweeting shortly after taking UC's provost job on the advice of university spokesperson Greg Hand, who pointed out that social media was one of many effective tools that could help him communicate with the campus community.

It was Hand who "created the monster," laughs Wendy Yip, the president's wife. "He never tweeted before he got here. Not a single one. I opened up a Twitter account (@Wycincy) when I realized I couldn't beat him, so I might as well join him."

Still, it is the president who hand-feeds the digital beast each day by tapping out scads of updates on his iPhone and PC. Only about 5 percent of his posts come from someone on his team. The rest originate with him.

"There are lots of students here," Ono says. "I can't physically get in front of them all the time, but through social media, I can find

Continued on page 16



photo/Dottie Stover

UC's new president pauses with his family soon after UC's Board of Trustees formally installed him as the university's 28th president. Standing with him, from left, are his father (Takashi), daughter (Sarah), wife (Wendy Yip), daughter (Juliana) and mother (Sachiko).

A PRESIDENTIAL SCHEDULE

The UC president is commonly asked how he finds the time to get everything done. He quickly points to the talented teams around him that make it all possible. In his lab, for example, though he meets with this team regularly to discuss findings, they are the ones doing the experiments.

"My calendar is very tightly scheduled," he says. "There are times when I'm quite extended. It is very demanding on me to do research, function as president and be a husband and a father."

On most mornings, Ono drives one or both of his daughters — Juliana, 14, and Sarah, 8 — from their Mount Lookout Home to school so they can spend a bit of time alone. Both girls play musical instruments, and he strives to attend as many of their performances as possible.

"They are 'Daddy's girls,'" says Ono's wife, Wendy Yip. "He very much believes in praising them, which is the American model. He grew up in a more Asian culture, where parents believed you shouldn't praise a child too much. Otherwise, they might become self-satisfied. He likes to be much more positive."

Wendy says the biggest challenge for her husband is finding a balance.

"He is a sucker; if somebody needs him, he is there," she says. "And I understand that. We are both like that. It is a wonderful community, and there are so many needs. But there are always needs, and we all want to do great things."

The president's executive assistant, Larry Lampe, does Ono's scheduling. He says the president's office gets between 30 and 100 inquiries a day, and most of them are requesting some of Ono's time.

"He's definitely the people's president," Lampe adds. "He's very approachable and personable. People wonder whether or not it is genuine, but once you get to know him, you realize this is the real thing."

The only name currently more popular on campus than "Santa Ono" may actually be his virtual self — "@PrezOno."



photo/Ashley Kempher

Launching T-shirts into the student section at athletics events is just one way UC's new leader connects with his favorite constituents. He's also been known to drop by to practice with the football and basketball teams.

“... a university president so happy to talk with his undergraduates ... so willing to be a public representative of his university and the city of Cincinnati.”

Continued from page 14
out what they are worried about. I try, where it is appropriate, to allay any of their fears and, where possible, to mobilize people to address things that I otherwise wouldn't see. And they seem to appreciate the fact that they know what I'm doing and what I care about."

Ono does most of his digital replying between 4:30 and 7 a.m., up until he wakes his family. It gives him a chance to respond or forward a wide variety of communications from his constituents. He recalls a few examples of what students share with him through social media.

- “The lights are too dim in a certain area of campus.”
- “Why don’t we have access to a facility during a peak time?”
- “One Stop (student service center) isn’t working well today.”

And most of the tweets that ping his page get some sort of an answer, whether it is a question about how to get basketball tickets or a complaint about customer service.

“He’s great as far as reaching out to students,” says Elizabeth Rodgers, a sophomore in the College of Design, Architecture, Art, and Planning and a cashier inside TUC’s MainStreet Express Mart. “You can tweet him, and he tweets back. He is really great for student morale. He is what every college needs.”

UC’s president is even the envy of the Ivy League, according to Yale Daily News columnist Evan Frondorf, who admitted in the country’s oldest college daily that he believes in Santa. “It’s hard not to get caught up in Ono fever,” Frondorf wrote. “I’ve never seen a university president so happy to talk with his undergraduates, so excited to root for Cincinnati teams and so willing to be a public representative of his university and the city of Cincinnati.”

In the end, it all seems to come down to sway.

According to Klout — an analytics company that scores influence across social media accounts — @PrezOno rated near rock-star status with a score of 82 out of a possible 100. For comparison’s sake, the average person’s score is 40. Yet Ono’s score is the same as Twitter co-founder Biz Stone, who has more than 2 million followers.

And for perspective that’s closer to home, UC head basketball coach Mick Cronin (@CoachCroninUC) has just over 11,000 followers on Twitter, compared to Ono’s 15,000, and a Klout score of only 63, while coach Tuberville (@TTuberville) has more than 17,000 followers and a Klout influence of 58. Similarly, Ohio State University President Gordon Gee, another prolific tweeter, is followed by more than 44,000 people, but his Klout number hits just 58.

Open about his faith

When it comes to influences on his own life, nothing seems to impact President Ono quite like his faith. He and his family worship at the Episcopal Church of the Redeemer in Hyde Park, where Ono also serves as a Eucharistic minister, a lay person licensed by the bishop to give communion.

Yet growing up near Baltimore, Santa and his two brothers rarely found themselves gracing a church pew. "We only went to church a couple of times when I was kid — either at Easter or Christmas time," he says. "My parents were not Christians at the time."

Ono begins the tale of his roundabout path to God in high school. That's when it became increasingly clear to him that his parents were more strict than his friends' folks.

"I grew up in a very traditional Asian family where, unlike many of my friends who would go to parties in high school, I never did any of that," he says. "My parents wanted me to do well in school and go to college."

But once out of their home and on his own at the University of Chicago, the college freshman would go from one extreme to the other and ended up making some decisions that could have cost him his life. "When I went to college, I was out of control," he admits.

"To be frank, I could have really hurt myself. I went to parties. There was one occasion where I was on the fourth or fifth floor of my dormitory, and I could have fallen out of my window and died."

"You see it around here, too. Young people will do things they shouldn't do."

Ono credits Christians for stepping into his life and becoming positive role models, including his roommate, Steve Barry, a Catholic student, who invited Santa to Bible studies as part of the University of Chicago InterVarsity Christian Fellowship. The next Christian influence came from the woman who would become his wife. While doing his graduate work at McGill University in Montreal, Wendy invited him to Westmont Baptist Church.

"There was a pastor there who really played a very important role in bringing me to Christ," he says. "And I was baptized as a 20-year-old in Montreal. For me personally, being introduced to Christ provided a spiritual and moral rudder that has helped me stay on course."

While Ono has embraced his role as a high-profile Christian leader on the various campuses that highlight his resume — even serving on InterVarsity's national board — he recognizes and respects the fact that UC is a multi-faith institution.

"I believe in all faiths," he says. "I don't want to use my position in any way to be evangelical on a secular campus. I think that being involved in a Muslim group, a Jewish group, a Catholic

group or a Protestant group on campus can play a very important role in the development and stability of students."

At the same time, he'll never be what he calls a "stealth Christian," an academic who hides his faith out of concern for what others on campus might think.

Leadership style

Ono is clear that UC's core mission is, and should always be, focused on students.

"We have incredible assets at this institution, and we exist to educate the young," he says. "Not only their minds, but also their hearts. So I focus on them."

"That's why I try to make decisions that will enrich their experience. I look at situations and try to figure out how a decision I make will impact people. And I really try to focus on the most vulnerable people. I guess my overriding principle is this: What can I do with my privileged position to help others?"

To learn what he can do, he often opens up a dialogue across campus, and not just through Twitter.

"He always wants to know what you're thinking," says chemical engineering senior Maesa Idries, then student government vice president. "He's someone who wants to bounce his ideas off of other people. And I think that is so important."

"He's amazingly accomplished, but at the same time, you can go to him and say, 'Hey PrezOno, join me in a Conga line, and he'll do it. I'd venture to say there are few university presidents like him.'

"Honestly, he is unlike anyone else I have ever met."

"He's amazingly accomplished, but at the same time, you can go to him and say...join me in a Conga line,' and he'll do it."

President Santa Ono personally congratulated a few thousand graduates who walked across the stage during December's commencement ceremonies.



photo/Dottie Stover

Little-known insights about UC's most famous,
most humble professor, Neil Armstrong

SMALL STEP LED TO RELUCTANT HERO

BY DEBORAH RIESELMAN

Although most UC engineering students in 1974 knew the name Gina Lollobrigida, none of them would have recognized the Italian actress on the street, much less in Baldwin Hall. But around 5 p.m. on March 25, students, who were getting a bit bleary eyed at the end of the day, snapped to when a stunning woman glided through the doorway, armed with camera gear and asking to take photos of their professor, Neil Armstrong.

"We didn't know who she was, but she sure looked special," recalls Ralph Spitzer, Eng '74, MBA '76. "We looked at Neil's face, and he gave no indication of anything. We looked back at her, and she was still looking special."

"As we looked back and forth, Neil still had a blank face. Finally, he said, 'Gentlemen, this is Gina Lollobrigida.' We did recognize her name."

It turned out that Armstrong had joined a large party at Gina's home in Italy while he was on a worldwide first-man-on-the-moon tour. Five years later, she was a Ladies' Home Journal photographer who wanted a photo shoot with Armstrong.

For Spitzer's classmates, those memories remain vivid today, months after Armstrong's Aug. 25, 2012, death. But most people never realized Armstrong, HonDoc '82, was a UC aeronautical engineering professor for almost a decade, from 1971-79. In fact, there is much the public doesn't know about UC's most famous professor.

This foggy awareness came from Armstrong's strong disdain for media hounding him and his yearning to be treated like "Mr. Average Guy," wrote Al



Actress Gina Lollobrigida as a photographer, before she came looking for Armstrong at UC.

Kuettner, UC director of information at the time.

"Neil viewed himself as just an ordinary person," adds engineering professor emeritus Ron Huston, who worked closely with him. "He fully understood that the moon landing was the result of long, hard work of many people. Neil did not want to leave the impression that he did it all on his own."

"We didn't bug him and treat him like a star," says Awatef Hamed, current head of UC's School of Aerospace Systems and a 1970s faculty member. "We just went to lunch with him and talked in the hallways. He went to his office and did his work like the rest of us."

Most faculty and students respectfully avoided mentioning his past accomplishments, but student outliers would climb on each other's shoulders to peer into his Rhodes Hall office window, colleague Huston recalls. In addition, autograph



Neil Armstrong, commander of Apollo 11, sets out for the launching pad

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LEAVING FOR THE MOON



JULY 25 • 1969

40¢

seekers were relentless in public. To ward off such interlopers, UC kept his name off his office door and out of the directory.

"He is constantly badgered," director Kuettner noted in 1976, "to sponsor commercial products, to make speeches and to write articles." Reporters were the worst, he said, "staking out" his Warren County farm and "slipping" into his classroom.

"Because of his determination to be a private citizen," Kuettner wrote, "Armstrong is often labeled a recluse and a 'funny guy.' Actually, neither reference is accurate. Those who know him best recognize that he really does desire to be out of the limelight and that he is a very bright scientist in serious pursuit of scientific knowledge and research."

In a statement released after his death, his family called him "a reluctant American hero who always believed he was just doing his job."

When Armstrong died at age 82 from complications related to cardiovascular procedures, we realized what little attention had been paid to him during his UC tenure. So we dug through dusty files to find some intriguing hero highlights, which we list below.

Armstrong's firsts

- NASA's first civilian astronaut
- Among the first test pilots to fly the X-15 rocket-powered aircraft, 1963
- Accomplished the first docking of two spacecrafts as command pilot of Gemini 8, 1966

Moon rocks

On July 20, 1969, Armstrong and Buzz Aldrin spent two and a half hours on the moon's Sea of Tranquility, conducting experiments, taking photographs and collecting 47 pounds of moon rocks and dust, all of which had to be declared at a U.S. customs office in Hawaii before they could enter the country. (John Mays, JD '66, gave us a copy of the original document, given to him by Armstrong.)

Each sample had to be itemized, and the form asked, "Are you bringing with you: plants, food, animals, soil, disease agents, cell cultures or snails?"

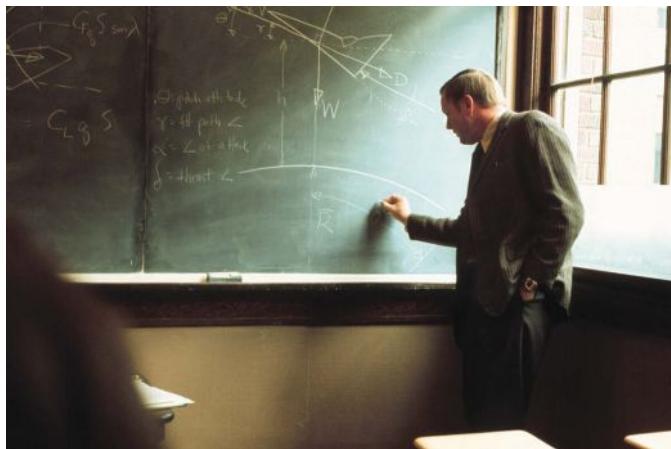
Most answers were brief. In the form's space for "flight number," "Apollo 11" was typed. The "departure point" read "Moon," and the "arrival location," "Honolulu, Hawaii, U.S.A." The Declaration of Health section asked travelers to list: "Any other condition on board which may lead to the spread of disease." The answer: "To be determined."



photo/courtesy of NASA

Clockwise from top left:
Neil Armstrong speaks at a UC press conference marking the 10th anniversary of the moon landing in 1979.

President Nixon greets the crew after their return to Earth while they are in quarantine in a trailer. As a test pilot for an X-15 rocket-powered research aircraft in 1962, Armstrong reached an altitude of 207,000 feet and accelerated to Mach 5.74. Professor Armstrong teaches at the College of Engineering in 1974.



photo/courtesy of NASA

Under quarantine

After splashdown, Apollo astronauts lived in quarantine for 21 days to be sure hitchhiking lunar microbes would not harm the Earth. First, the Apollo 11 crew left their space capsule wearing biological isolation suits, then boarded a recovery pickup helicopter to reach the U.S.S. Hornet aircraft carrier.

After landing on the ship, the copter was towed onto an elevator and moved next to the Mobile Quarantine Facility, which was virtually a sealed Airstream trailer. The astronauts, still bagged and sealed themselves, walked briskly for 30 feet to enter the trailer, where they could finally wave at their wives, as well as President Richard Nixon, from behind glass. When the ship reached Hawaii, the trailer and men inside were flown to Houston, where the crew moved into a glass-enclosed laboratory at the Manned Spacecraft Center.

Degrees of fame

The astronauts:

- Met Queen Elizabeth, Pope Paul VI and Japanese Emperor Hirohito.
- Were welcomed home with giant ticker-tape parades in New York City, Chicago and Los Angeles — all in one day and concluding with a state dinner where President Richard Nixon presented them

with the Medal of Freedom.

• Toured on Air Force One, along with their wives, appearing in 28 cities and 25 countries in 35 days to greet millions of people. The trip ended with an overnight stay in the White House.

Ready to teach

"I'd done a little teaching before, and I had always said that one day I'd go back to the university. There were a lot of opportunities, but the University of Cincinnati invited me to go there as a faculty member and pretty much gave me carte blanche to do what I wanted to do." — Armstrong in the NASA Johnson Space Center Oral History Project, 2001

Anything for students

"For his students, he couldn't have been any more approachable. He was always willing to sit down with you and answer any questions. He was a great aviator who enjoyed having beers with students after final exams." — Ralph Spitzer, Eng '74, MBA '76

Love of teaching

"I love to teach. I love the kids — only they were smarter than I was, which made it a challenge." — Armstrong, 2001 Oral History Project

"He didn't want accolades; he only wanted to teach. He really worked hard at just being a teacher. He was a true servant of his profession." — Ed Bridgeman, A&S '83, UC police chief while Armstrong was on campus

Souvenir in his office

A prescription bottle of motion-sickness pills, presented by a Soviet cosmonaut with best wishes for a safe journey to the moon and back home — "a most interesting gesture considering the state of the space race between the Soviet Union and the United States at the time." — former student Spitzer

Shielding Armstrong

"I erected buffers to shield Neil so he could get his work done. A lot of people just wanted to touch him." — Chief Bridgeman

"I have spent a good deal of my time at UC trying to ensure that exploiters and nuts — in the press and elsewhere — do not harass you." — director of information Al Kuettner to Armstrong, 1976

Humble heart

"I am, and ever will be, a white-socks, pocket-protector, nerdy engineer. And I take substantial pride in the accom-

plishments of my profession. Science is about what is; engineering is about what can be."

— Neil Armstrong, February 2000, at National Press Club event including him among the 20th Century's Top 20 Engineering Achievements

Why he left UC

"I stayed in that job longer than any job I'd ever had up to that point, but I decided it was time for me to go on and try some other things."

— Armstrong upon his Jan. 1, 1980, resignation, Oral History Project, 2001

Having the 'right stuff'

"What we saw was a man with an extraordinary ability to adapt and to learn with incredible speed. Couple that with a sixth sense when it came to timing in the face of escalating risks, and you have the right stuff to be Apollo 11's commander.

"The man who walked on the moon also liked keeping his feet on the earth and his eyes to the sky. And that's the Neil Armstrong my classmates and I knew." — student Spitzen

Honors

A fellow of the Royal Aeronautical Society, decorated by 17 countries, recipient of the Royal Geographic Society's Gold Medal, the Federation Aeronautique Internationale's Gold Space Medal, the first U.S. Congressional Space Medal of Honor (from President Jimmy Carter), the U.S. Congressional Gold Medal (from President Barack Obama) and the NASA Distinguished Service Medal.

"As long as there are history books, Neil Armstrong will be included in them, remembered for taking humankind's first small step on a world beyond our own," stated NASA administrator and former astronaut Charles Bolden upon Armstrong's death. "As we enter this next era of space exploration, we do so standing on the shoulders of Neil Armstrong."

Latest UC-Armstrong links

- Armstrong's estate donated memorabilia to UC Archives last fall.
- UC aerospace director Awatef Hamed, who worked with Armstrong in the '70s, recently helped create the "Professor Neil Armstrong Memorial Scholarship Fund" along with two of his former students, Tom Black, Eng '77, and Ralph Spitzen, Eng '74, MBA '76.
- The BBC thanked UC Magazine in the credits of the "Neil Armstrong: First Man on the Moon" documentary, which aired this winter.
- UC Magazine received credit for Armstrong's two-page obituary in the Royal Aeronautical Society's Aerospace Professional magazine.

WORDS OF WISDOM GATHERED FROM THE UNIVERSE

In digging through old Armstrong memorabilia in our file cabinets, we discovered a genuine gem — a copy of the original manuscript he used in giving the University of Cincinnati commencement address on June 13, 1982. Furthermore, we thought his insight was truly remarkable. To the best of our knowledge, the address had never been printed until we recently posted it online. A condensed version follows:

Today, you receive a parchment that marks your progress on life's trail. It will not state that you are an educated person. It does imply that you have demonstrated an ability to learn. You have learned the importance of fact and opinion, but hopefully and more importantly, you have learned to segregate them.

I would hope that you have come to appreciate the elegance of simplicity. The simplest explanation is often the best, but usually the most difficult to find.

We hold that the pursuit of truth is meritorious for its own sake. But truth is seldom absolute. It is more often dependent on the perspective of the observer.

The laws of Newton are "good enough" for most, on the scale of man's activities, but inadequate for universal use. On a cosmic scale, the laws of nature seem to be merely local regulations. We accept that truth can be described as the best currently available description.

I hope you recognize that serendipity is a vital ingredient to human progress. Certainly, (Wilhelm) Roentgen, who "accidentally" discovered the X-ray, would concur. But you will also recognize that serendipity is most likely to occur to those who are best prepared to notice the unexpected and recognize its value.

The human species has a predilection toward division by category. This university

is divided into colleges, the colleges into schools, the schools into areas of study, areas of study into specialties.

Suppose that 20 specialists were selected from throughout the land, based on the similarity of their interests, aspirations and their views — 20 people who were as identical in their persuasions as could be found and were assembled for a weekend conference on their common specialty. I submit that by Saturday afternoon they will have divided into factions.

For the convenience and efficiency of the educational process, your classes have been neatly compartmentalized to conform to the divisions between fields of study and professorial interest and expertise. You have noticed by now that there is a good deal of leakage between compartments. Diverse fields are not only interrelated, they are often interactive.

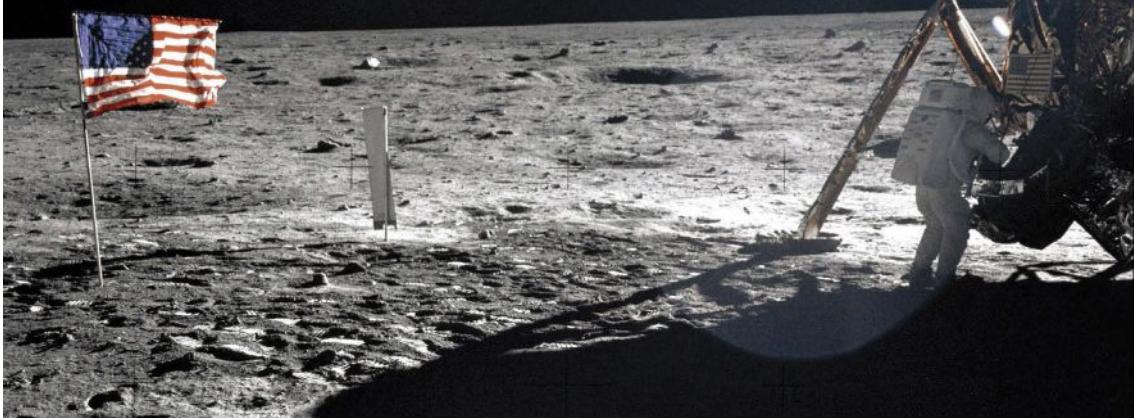
I hope you have grown comfortable with the use of logic, without being deceived into believing that logic always leads to the correct conclusion. In essence, you have embraced thinking.

Robert Frost said, "Thinking isn't to agree or disagree. That's voting."

Someone once said, "We wish you happiness, but our wishes cannot give it." Similarly we wish you success, but it is not ours to give.

As you look back on your years here, you will remember some courses in which you learned absolutely nothing and were without value, and others that were brilliant, enlightening and unquestionably the foundation for future success. I suggest you'll be wrong in both judgments.

As you take leave of the university, remember your reasons for coming here. The diploma does not certify brilliance but does demonstrate your ability to achieve a goal. The next goal is yours to choose.



Go to magazine.uc.edu/extras to find eight articles about Armstrong, a children's poem he wrote, a copy of the customs declaration of moon rocks, a restored NASA video of the trip to the moon, a video of President Obama honoring the astronauts, a handwritten note he gave to a student and audio files of the Apollo 11 liftoff, landing and Armstrong's first small step.



UC archivist offers glimpse inside campus treasure trove

Pot of gold closer than you think

BY KEVIN GRACE

Each time the doorbell chimes at the University of Cincinnati's Archive and Rare Books Library, a new search begins. Whether a student, administrator or scholar from halfway around the world, they all hope we hold the pot of gold at the end of their search. And sometimes we do.

What's the gold? Well, that would be the facts, history, photographs and documents that chronicle UC's past and present. And it is all in the University Archives.

While all are welcome to schedule a visit, perhaps I can save a few trips to the eighth floor of the Carl Blegen Library by sharing answers to some of the more common inquiries that grace our stacks.

1819 or 1870?

One of the most frequent questions thrown at us is if we have materials all the way back to UC's origin in 1819. We do, but that question is often followed by an observation that certain buildings on campus actually feature a crest showing the university's founding as 1870. So which is it?

The year 1819 is cited in official fact lists as UC's founding date, but that requires some clarification. The Cincinnati College was founded in 1819 and the University of Cincinnati was founded in 1870.

Originally consisting of an academic department, a law school and the Cincinnati Observatory, Cincinnati College had considerable ups and downs in the 1800s. At the close of the 19th century, the law school was all that remained of that college.

In 1870, the city of Cincinnati established the University of Cincinnati, which later absorbed earlier institutions. By 1896, UC had created its own law department, and the next year, a merger was begun with the law school of the

To trace UC's roots back to 1819, one starts with the predecessor school Cincinnati College, which consisted of a law school, an academic department and the Cincinnati Observatory. Archives has documentation dating back to that beginning year.



Cincinnati College. In 1918, the full merger came about, and suddenly UC had a legitimate pedigree back to 1819.

Who helped shepherd that initial blending of legal training? It was the redoubtable William Howard Taft, whom we can claim as an alum because of his tenure at the Cincinnati College Law School, first as a student and then as dean.

President William Howard Taft

Through Taft's considerable mediation skills, the merger of UC and the law school was done before he moved on to the national stage as secretary of war, president of the United States and chief justice of the Supreme Court. It was in this last position that he is portrayed in the bronze statue on the east side of the College of Law. And he's smiling. That is because Taft was most happy being a jurist.

Pushed, more or less, into presidential politics by his wife, Helen Herron Taft, and by his predecessor, Theodore Roosevelt, Taft was often unhappy, and when he was unhappy, he ate. Serving as president from 1909-13, Taft had a considerable girth at the end.

Once out of the office, he relaxed a bit, and at one point wrote to a friend and said that he knew he was happier because he could button his own trousers without the help of a valet. So the statue has a pretty fair likeness of him. (See related story on *Taft on page 34*.)

Building trivia

What of the buildings on campus? Archives staff members are peppered with questions about now-gone Beecher Hall (replaced by University Pavilion); the TUC Bridge in the halcyon times of vendors, preachers, booths and laughter of student crowds; McMicken Hall (yes, the original had a gymnasium in the base-

ment that the basketball team used); or the current dome on Van Wormer (not the original, but certainly an attractive one with its many rotating colors).

Incidentally, the dome's colors are best viewed in winter and from the bottom of the lawn in front of McMicken Hall. Given that during winter, so many UC employees arrive in the dark of the morning and go home in the gloom of evening, the colors are a nice respite from seasonal doldrums.

The broader questions are common as well, concerning formal campus plans, the construction of classrooms and laboratories and the blending of the campus into the Clifton and Corryville neighborhoods.

Town and gown

That notion of community integration is a large part of the archives. The university has always been an integral part of the city of Cincinnati, beyond the fact that UC was a municipal university for most of its existence.

On one hand, the university's academic programs, its involvement in civic affairs and its research and medical missions through faculty, administrators and students are all documented in the archives, commonly in the form of student newspapers, yearbooks, faculty publications and

Staff at University Archives can answer many questions about campus buildings, such as the date the Van Wormer building lost its original dome (1930) and the date it received its replacement dome (2006), with its many rotating colors.

administrative reports.

On the other hand, there are also the archival collecting areas known as the Urban Studies Collection and the Local Government Records Program. These collections of community programs and institutions, as well as of civic governing bodies, contain a wealth of information on the ties to UC, be they in art, architecture, planning, social work or politics.

The latter, for instance, contains the papers of Theodore Moody Berry, A&S '28, Law '31, one of UC's most prominent graduates, Cincinnati's first elected African-American mayor and a key figure in national civil rights efforts. Also the holdings of the Contemporary Arts Center and the Better Housing League offer further evidence of the great involvement by UC students and faculty.

And where would you go for information on the city's ballet heritage? To the archives, of course. The records of the Cincinnati Ballet and of UC's College-Conservatory of Music dance division are linked in history and in performance.

Responding to needs

What a researcher should really know about the University Archives is that beyond the rich collections, there are the

investigations and interpretations by a dedicated network of people who share their findings with others. For example:

- If a faculty member needs information on campus planning over the past century, a researcher has collected that and documented the results in archives.
- If a dean wants to build a curriculum in a new degree program, a staff member has documented the growth of similar programs and offered insight on what resources will be needed for a future effort.
- If a UC Board of Trustees member wants to know how the university has handled health care both past and present in order to work effectively for the future, we have the board actions and supporting papers because of our University Records Management Program.
- If a graduate student requires images for a study of downtown development, we scan and send.

In short, University Archives really does offer a pot of gold for anyone willing to go digging. ■

Kevin Grace, MA (A&S) '77, is UC's head archivist and an adjunct assistant professor for the University Honors Program. Call 513-556-1959 to schedule a visit to use collections within University Archives.



Photo/Dottie Stover

IN FOCUS

photograph by Lisa Ventre

Still life

Engineering Week escapades in February included mounting student specimens on a “giant glass slide” to see which ones stayed stuck the longest. After 45 minutes, participants in the Duct Tape Challenge peeled off one strip at a time until the students landed back on their feet. ■■■



UC See the video portraying the students' zombie-inspired theme called "We Survived the (E-Week) Apocalypse" at www.magazine.uc.edu/extra



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We Worked for Hitler

U. C. Co-eds Spend Month in Labor Serv. ice Camp to See Nazi Women at Work

washington as the time your correspondence in two days at the national

I was only a com-
municator.

What They Saw and Heard and What Be-
flew Them They Now Describe for Post

First the first.

BY MARY LOUISE EICH

BERLIN — On the first

visit of a few weeks ago to the women's labor service camp established by the Hitler government. What they saw and heard, what they now describe in a series of articles,

“Leave me to you.”

BY GEORGE LUMI

“What kind of a cheap town?” Mr. Cummins asked the stranger.

“It's a great town,” he said. “You can get a room for \$10 a month, and you get lots of free time to make up for it.”

“I want to tell you about George Lum,” said the young George Lum, a recent graduate of the University of Cincinnati.

“Leave me to you.”

Facing the unexpected

Eich spoke German well enough to be confident, but poor Nichols knew none of the language. As a pair, they functioned fine, but when they reached Germany and received their assignments, their camps were unexpectedly 80 miles apart.

In one of the columns, Nichols wrote, "My German, or lack of it, shrouded me in an enforced silence, which soon became almost too much for me. And so I began to grow toward a hybrid of the speechless and the actress. What would I do without my hands?"

Eich ended up at two different camps because she had gotten kicked out of the first one for failure to salute. Somehow she survived the second one, though her stories never revealed how.

According to their accounts, as many as 48 women — at an average age of 20 — lived at each camp for six months. Germany had hundreds of camps, where young women were expected to live by two Nazi truths: "Bread comes hard." "Work ennobles."

Eich explained that camp service was mandatory for any German girl wanting post-secondary education, even at a secretarial school. The government also recruited additional young women from among those unable to gain satisfactory employment following high school, those who were engaged and needed to keep busy until their weddings and those whose parents disapproved of their boyfriends.

To avoid the camps, some high school graduates simply passed up the chance to study at a university, which is the reaction the government had wanted from the girls all along. In 1941, a yearlong obligation to the program would become compulsory for girls.

Eich tells us that the Nazis called for women's lives to center on husbands, children and homes. At her first camp, the leader told her, "Our Führer wishes every woman to marry and have children."

Consequently, the government discouraged women from holding jobs or enrolling in anything beyond primary education. Physically, they were expected to be sturdy, strong and healthy. The camps promoted those goals.

Schedules not like home

Half of the girls enrolled in the Hitler program worked all day at camps, Eich wrote. The others worked for local peasants, usually walking an hour each way to reach their posts. Assignments rotated, giving each girl a taste of various responsibilities.

Based upon this pair's experiences, women slept on straw mattresses, arose around 4:30 a.m. and immediately pulled on gym suits to exercise in the cold air. Afterward they bathed with icy water in a basin, donned uniforms of smocks

and bandanas, readied their rooms for inspection and attended a flag-raising ceremony where saluting was required. Next they had a breakfast typically of barley coffee, pumpernickel and jelly.

From there, each girl in the camp went to her appointed destination, either walking there or starting her camp job immediately. Sample tasks included tending crops, harvesting grain, washing clothes over a cauldron on a brick stove, ironing and kitchen duty.

Heavy labor lasted until 9 a.m. or so, when a "second breakfast" was served, perhaps two hunks of tough, coarse bread held together with a chunk of fat. Chores stopped again for a nourishing dinner near 1:30 p.m., after which work continued until 4 p.m. — or 3 for those who had an hour hike back to camp. Mandatory naps took place at 4, school began around 5, supper at 7 and "singing practice" of patriotic songs at the end of the day.

School lessons focused on history, politics, hygiene, anatomy, agriculture and "housewifely" duties, Eich called it, such as sewing, washing, cooking and decorating the house. The latter, she explained, featured making "lovely things," such as clay vases, latticework lampshades carved from wood, embroidered wall coverings and even bookcases.

On Saturday nights, they learned folk dancing to preserve old traditions. In the fall and winter, camp participants would teach the dances to peasants who had forgotten them.

A real 'labor' camp

There was a reason these camps were called "labor" camps. No matter where a woman toiled, each day was indeed laborious. At the end of Eich's first day, she reported, "It took three pairs of helping hands to boost me into my top bunk, for I had completely lost the use of my leg muscles from seven hours of bending in the garden."

She also had a stint of binding and stacking rye in the field. The work slashed tender skin on the inside of her arms, scratched her feet and legs, created "stinging welts" and tore back her fingernails, she wrote. "The muscles of your back, the ones you never knew you had, become fiery pains burning and stabbing into the chest."

Operating threshing machines was another trying time. The machines threw chaff in her face, coating her with fine black dust "inside and out," she recorded. "My lungs and eyes hurt the most, and it was a couple of days before my eyesight ceased to be fuzzy."

Even chores as mundane as peeling potatoes were difficult, due to sheer volume. "My night task was peeling potatoes for the next day," she told readers. "Between that and peeling potatoes for the peasants, I developed such unmistakable finger calluses that, in Berlin after camp was over, young people familiar with the labor service had

To avoid the camps, some high school graduates simply passed up the chance to study at a university, which is the reaction the government had wanted from the girls all along.

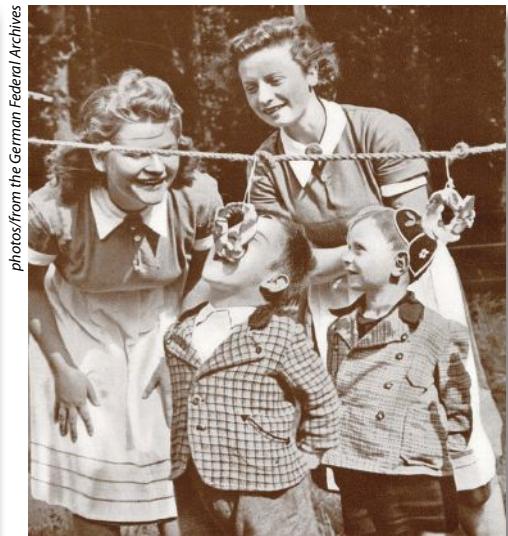


photo/courtesy of William Neal

After returning to the states, Mary Eich wrote: "German propaganda is powerful because it appeals to every man's fundamental pride, love of country and love of family. It's hard to get the average man steamed up about abstract administrative problems, but if he sees himself as Justice, clad in the shining armor of Honor, who slays Evil with his spear of Truth — you've got something there."



The Arbeitsmaiden, uniformed ladies and girls who were important to Germany's National-Socialist movement, were educated through practice with agriculture, sports, domestic endeavors and appreciation for German music and German literature. Important principles included cleanliness, idealism and the quest of simple beauty so they could be groomed toward marriage with men dedicated to the Nazi government. The labor camps in which the two UC co-eds served were part of this program. By 1939, 100,000 women and girls were involved.



photos from the German Federal Archives



only to glance at my hands to tell me what I had been doing.

"The work camps are supposed to be health builders," Eich added. "My observation led me to doubt this. There were always four or five girls, sometimes more, in bed from exhaustion."

Free time also made her weary — weary of listening to politics. "The songs we sang, books we read, everything was political. In the little free time we had, the girls talked seriously with me of politics.

"Hitler wishes these young women to become good wives, but it seemed to me that he was setting about this in a funny way. When an 18-year-old girl finds her greatest pleasure in political discussion, there is something wrong somewhere."

One thing Hitler had certainly accomplished was cultivating devotion. "The leader is beloved," Eich acknowledged, "not universally, to be sure, but the mass of the people, even those who do not approve of all his policies, love him as a man and their friend. He is not 'the' leader, but 'our' leader."

Life outside of camps

One weekend, Eich obtained permission to "take up the German sport of wandering," which means just what it says. She donned old clothes and slung a camera, map case, canteen and knapsack over her shoulders, then simply wandered through fields, forests and hills — all alone. In particular, she headed for Germany's eastern border to meet some Polish people — no one in particular.

The move was bolder for a young American woman than she suspected. About 10 kilometers from the border, a bicycling "gendarme" (police officer) "streaked up" behind her demanding to know who she was and where she was going.

Her answers annoyed him, and her passport even more. After an hour of her pleading and looking tearful, he let her go with a command to

look up the police in the next town.

The next town was actually her destination. Although it sat on the German side of the border, she knew its population was Polish. She entered town excitedly, but quickly ran into an officer who ruined everything by refusing to let her stay in the local inn.

"No, you can't do that," he told her. "These are Polish people and not like Germans. You might not be safe." He insisted that she sit on his handlebars so he could deliver her to the nearest German inn, instead.

Never willing to settle for boredom, Eich found guests at the inn discussing Germany's "military secret," which would make them invincible. "Just what the nature of this military secret is," she noted, "no German with whom I spoke knew, but most of them firmly believed in it."

In the morning, she again drew police attention as she walked to the border. With law-enforcement officers running at her, she had no recourse but to fall back on a technique she had recently cultivated.

"I had learned that an expression of eagerness to please, mixed in the proper proportion of innocent helplessness and a suspicion of tears, will melt the toughest German policeman. So we were soon very good friends."

Getting a real dose of politics

When their 30-day labor-camp commitment ended, Eich and Nichols reconnected and traveled to Berlin for four more weeks. They ended the expedition attending the eighth annual Nazi Party Congress in Nuremberg for a week.

"The greatest show on earth," Eich called it due to its size and splendor. Simply put, it was an enormous propaganda event with 120,000 people packed onto Zeppelin Field, many of them youth.

Afterward, she confessed, "It takes a strong fight to keep your reason and judgment clear. Everyone wants to talk politics, and that means fencing and guarding every word that leaves your lips." She summed up her views in the Post's final story:

"People seem to think that you can go to Europe and come back with your mind made up about international politics," she wrote. "You can't. A lot of people love Hitler for good reason, and a lot hate him for equally good reason."

"Two things you can't do: judge the ethics of dictatorship by American standards and believe everything you hear. Everyone has an idea to sell.

"You make friends, and half of them are trying to worm out of you the secrets the other half have begged you never to betray. You become distrustful, suspicious, and the back of your mind is always questioning motives. Silence becomes the most important rule of life.

"There are few things you can be certain of, but war is one of them. There will be war

between Germany and Russia in the near future. The real war, though, is between Fascism and Communism.

"Even if the Germans were alone, they wouldn't be afraid of death or the devil. Their military strength is unbelievable."

Of course, her prophetic words were true, even though she did not go as far as to suggest that the U.S. would eventually join the war.

She did, however, quote one of her like-minded acquaintances who expressed grave concern over the Nazis. "If I ever have to fight another war," he noted, "I hope these babies aren't on the other side." ■

All we know about Nichols after the trip ended is that she remained unmarried and died in Cincinnati in 2001.

As for Eich, we know that she joined student relief efforts during the historic January 1937 flood. Among the volunteers was medical student William Neal, who caught her eye, and they started dating.

After graduating from medical school in '38, Neal took an internship in San Diego. In September 1938, the couple married in Tucson. A son, William, was born in West Virginia in January 1940. Six more children would follow. She died in 1954.

During the years after their trip, both women would discover what a horrible era followed Hitler's youth camps. Construction of major concentration camps and aggression against the Jews grew yearly: Buchenwald camp in '37, Kristallnacht (Night of Broken Glass) in '38, the notorious women's concentration camp Ravensbrueck in '39, Auschwitz camp in '40 and Hitler's decision to begin mass extermination of the Jews in '41.

** Much of this article's content came from the book "An Odyssey in the Life of Mary Louise Eich," written by her son William Neal and published in 2011. The book contains all 16 articles in the newspaper series.*

You make friends and half of them are trying to worm out of you the secrets the other half have begged you never to betray."



Hitler and his own private army of SA troops, also known as storm-troopers, parade through Nuremberg in the mid-1930s. A similar event would have surrounded the Nazi Party Congress that the two UC writers attended in that city for a week in 1936.

UNCOVERING RESEARCH

BY DAMA EW BANK

Medical research with a UC connection is happening everywhere — not just on the Uptown Campus. At first glance, however, it doesn't always look like research.

Many times, research happens in real-world settings through a more applied approach, which often leads to new technologies or inventions. Other times, research occurs when small changes, either desired or unforeseen, are made, and results are simply observed.

Regardless of how it happens, UC scientists are striving to improve health care and treatment through research in the community, in nearby neighborhoods and at the sites of our partners and affiliates. And we're talking about research you never dreamed about.

Sky-high study

About 7 miles north of UC's Uptown Campus, researchers with UC's Institute for Military Medicine (IMM) are conducting "sky-high" research.

The installation of a research-grade altitude chamber on UC's Reading Campus allows scientists to study the conditions of high altitude right here at ground level in Cincinnati. Weighing more than 5,000 pounds, the chamber can simulate conditions up to 25,000 feet above sea level.

Funding from the U.S. Air Force enables institute researchers to investigate the unique environment of aeromedical evacuation at high altitudes, including both low air pressure and low-oxygen content. Investigators are currently studying the effect of high altitude on traumatic brain injury, pneumonia and medical devices.

Continued on page 32

Alex Lentsch, director of the UC Institute for Military Medicine, climbs inside the new research altitude chamber at the UC Reading Campus. Previously, researchers had to travel to San Antonio to conduct Air Force-funded projects in an altitude chamber.



A setting more matched to the needs of patients.

Patients with dementia can now see their doctor in a homier setting at Maple Knoll Village. Below from left to right: Melissa White, intake coordinator; Jeff Schlaudecker, UC geriatrician; Dimple Srivastava, geriatric medicine fellow; and Irene Moore, social worker and director of the Geriatric Evaluation Center.

Clinic with an 'at home' feeling

When a construction project forced Dr. Jeffrey Schlaudecker's dementia consultation clinic to relocate to a two-bedroom condominium within an assisted-living village, he saw a change in his patients. Once agitated during consultations, they now relaxed in the new space and sat calmly in the waiting area.

Schlaudecker, a UC assistant professor of geriatrics, credits the "homey" condominium, which includes a front porch, a fireplace with hearth, soft lamps and large windows, with reducing their anxiety.

Not only has he published his findings about patient comfort and dementia care, but also the



care team of UC geriatricians, fellows, residents, students and pharmacists hold clinic in a setting more matched to the needs of patients.

Wearable robotics

Patients with a spinal cord injury now have the chance to stand up and walk, thanks to a brand new device at UC Health's Drake Center, the first facility in the region and the 20th in the world to offer the Ekso Bionics exo-skeleton device.

An anonymous donor, himself paraplegic, helped to bring the technology to the University of Cincinnati health system. Since its debut in late 2012, it serves as a catalyst for the development of a comprehensive neuro-recovery program at the UC Neuroscience Institute.

Drake Center also expects Ekso Bionics to be incorporated into rehabilitation research and teaching programs within UC's College of Allied Health Sciences.

Takin' it to the streets

Nursing doctoral student Georgann Kincer hopes her work at a fire training facility in Fairfield, Ohio, will reduce injury and deaths in the line of duty. With support from UC and the National Institute of Occupational Safety and Health, Kincer is using electrocardiogram (ECG) technology to record heart activity of firefighters during live burn scenarios.

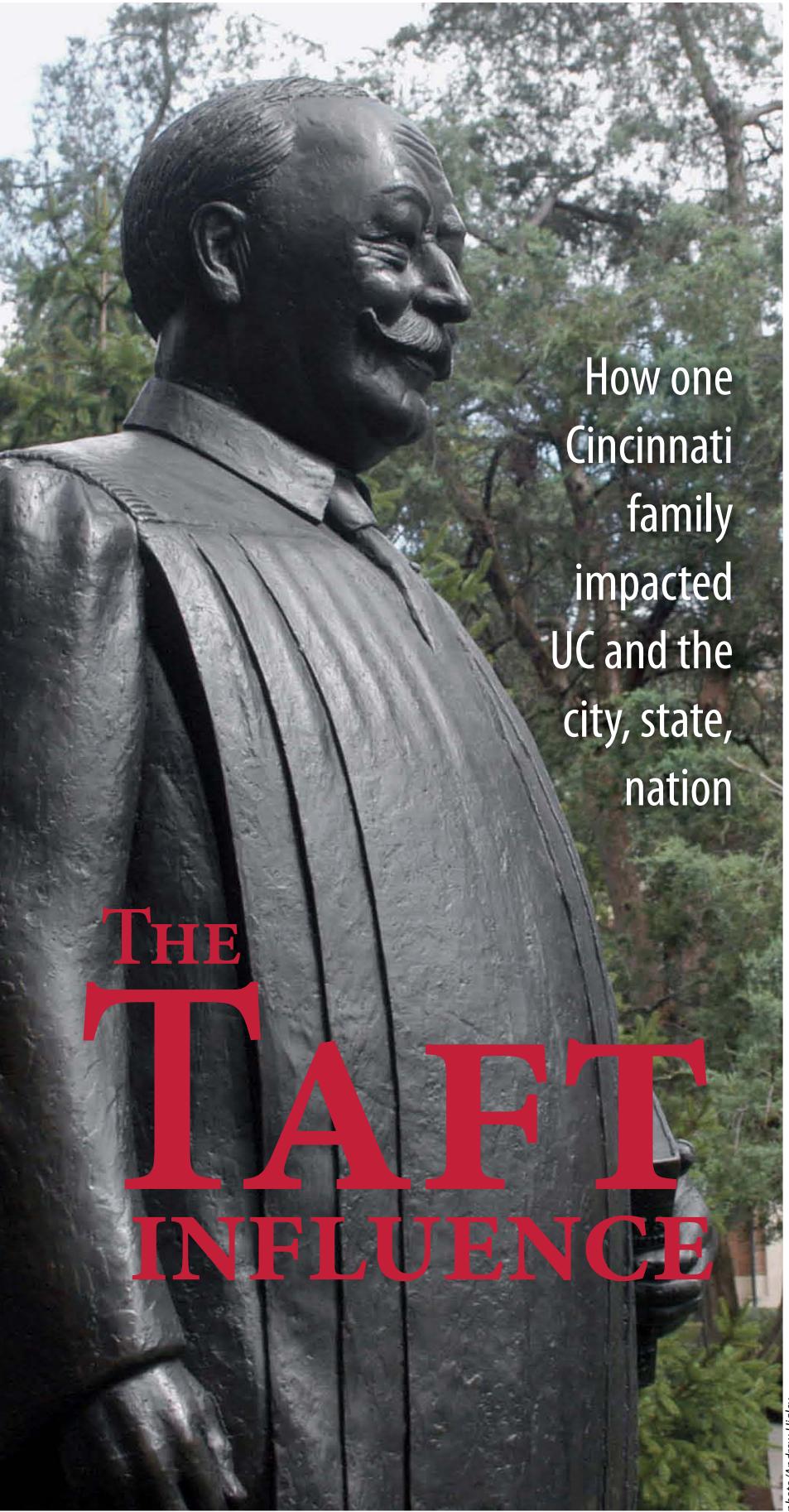
Other vitals — such as blood pressure, temperature and balance — are being studied with the goal of using the data to help incident commanders and paramedics on the scene of fires better analyze firefighters' health and predict potential injury or death.

On the whole, it's research that's impacting your family by making care more comfortable for age-related disease. And studies are being aimed at improving care and treatment for those whose jobs put them in harm's way every day.

UC research is everywhere. You might not see it, but you need to know about it. ■

The robotic exo-skeleton, built by Ekso Bionics, enables a person paralyzed from the ribcage down to stand up and walk. UC Health's Drake Center is only the 20th facility in the world to offer this device.





THE TAFT INFLUENCE

How one Cincinnati family impacted UC and the city, state, nation

UC students have spent decades strolling by a portly statue, driving along a nearby road and visiting local arts buildings named in honor of one family.

The story behind the Taft family name is one filled with tales of power and influence. Beyond their political pull, the Tafts have also left a legacy of generosity that helps explain why theirs is a name that appears frequently across the UC campus, as well as in many locations around Cincinnati.

William Howard Taft Road is the main access to UC from the east, turning into Calhoun Avenue when it adjoins campus. Right before the road hits Clifton Avenue, it nearly runs into its namesake — the 8-foot-tall William Howard Taft statue located behind the College of Law. Elsewhere at the university, the family name weaves through a number of programs, endowed professorships, lecture series, awards, the Taft Research Center and the residential Taft House in Stratford Heights. Off campus, the name identifies Taft Broadcasting, the Taft Theater and the Taft Museum, a National Historic Landmark that houses a popular art collection (among other things).

Who are the Tafts? Although the family roots trace back to the American revolution, the Taft history of politics and philanthropy began with jurist and patriarch Alphonso Taft, once a judge, U.S. secretary of war, U.S. attorney general and ambassador. His descendants include newspaper publishers, an Ohio governor, a decorated World War I flying ace, a U.S. president and a Supreme Court justice.

Law

In 1896 when UC established a law department, Alphonso's son William Howard Taft, then a federal circuit judge, became dean. The following year, UC began steps to merge with Taft's alma mater, Cincinnati College, which let UC inherit William as an 1880 alumnus.

Next to make his mark was William's half-brother Charles Phelps Taft, who had a successful law practice, owned the Chicago Cubs and served as a U.S. representative, but the profession he was best known for was as owner and publisher of the Cincinnati Times-Star.

Charles and his wife, Anna Sinton Taft, donated \$75,000 to construct a home for the UC College of Law. Named for the brothers' father, Alphonso Taft Hall was dedicated in 1925 amid great fanfare.

While Taft Hall hasn't disappeared from the corner of Calhoun and Clifton, it is no longer visible. More than 25 years ago, new construction completely enclosed the shell of the 1925 law school to create a new structure. Essentially, the core of the UC College of Law is Taft Hall.

Further commemorating the Taft name, the college annually hosts the William Howard Taft Lecture on Constitutional Law, established in 1986 to honor its first dean, the only person to have served as both U.S. president and Supreme Court chief justice.

Business

Charles Taft was not the first one to introduce wife Anna to philanthropy. Her father, wealthy industrialist David Sinton, initially instilled those qualities in her when an endowment was established at UC in 1899 to provide for the David Sinton Professor of Economics in the business college.

The statue of William Howard Taft in judicial robes stands outside the College of Law, with an inscription that notes "Chief Justice, 1921–1930."

photo/Andrew Higley



These two oil-on-canvas portraits of husband and wife Charles Phelps Taft and Anna Sinton Taft were painted during the last weeks of 1902 by Spanish artist Raimundo de Madrazo Garreta.

For 20 years, Sinton had shared his home, the Longworth mansion on Pike Street in downtown Cincinnati, with Anna; her husband, Charles; their two sons; and their two daughters, including Anna Louise, whose name would figure prominently into local history one day. The Taft couple also traveled around the world, amassing a collection of more than 600 paintings and works of art.

Having made a fortune in iron manufacturing and real estate, 93-year-old Sinton died in 1890, at which time the New York Times said he was "probably the richest man in Ohio." He left Anna, his sole heir, a \$20 million estate.

Art

In 1927, two years after constructing the law building, Charles and Anna bequeathed their home and private art collection to the people of Cincinnati. After extensive remodeling and updating, their mansion opened in 1932 as the Taft Museum of Art, where College of Design, Architecture, Art, and Planning faculty continue to use the collection as a resource and inspiration. As recently as 2011, two UC ceramicists exhibited porcelains inspired by the décor and collection of the museum.

Humanities

When Charles died in 1929, Anna memorialized her husband by giving UC \$50,000 to endow the Charles Phelps Taft Memorial Fund, which supports studies in humanities, languages, economics and mathematics at UC, including Taft fellows and professors, as well as the Taft Research Center. Since Anna's initial gift, the fund has grown to have an asset value of \$38 million, according to the center's annual report.

Classics

Charles and Anna's daughter, Anna Louise Taft, married William Semple, a UC assistant professor in Greek and head of the classics department from 1920-59. The couple worked toward the ambitious goal of creating the country's finest classics department.

When Anna Louise Taft Semple died in 1961, she left funds to endow the Semple Classics Fund, which supports visiting scholars, graduate students and the John Miller Burnam Classical Library, one of the largest such libraries in the world. It also awards Semple Scholarships to outstanding UC undergraduates in

classics and the Semple Traveling Scholarships for undergraduate study abroad, especially in Athens and Rome.

Community

Anna Louise's name still lives on in the community by virtue of the Anna Louise Inn and Housing for Women, located nearly across the street from the Taft Museum. In the early 1900s, parents Charles and Anna donated the property located on the corner of Third and Lytle streets, as well as funding to construct a five-story building to accommodate 120 women in single rooms.

Their concern centered on young women who came to town to work and could find no safe, affordable housing. The demand was certainly there. The day the inn opened in 1909, it was already filled to capacity.

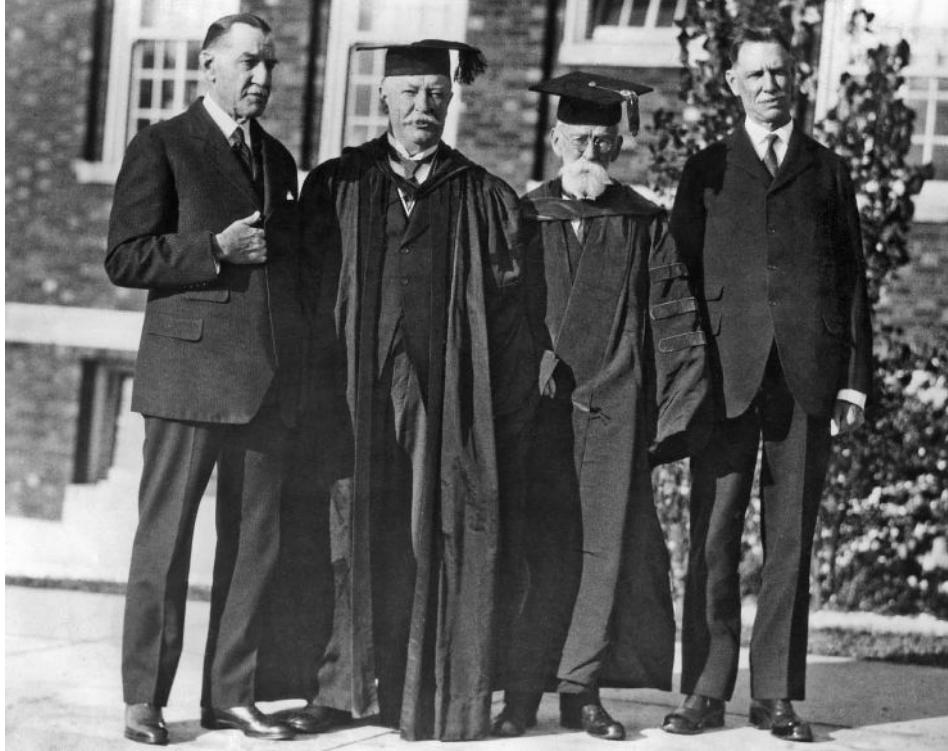
The Taft family's service to the university, city, state and the nation is continuous. William Howard's son, Robert Alphonso Taft, served in the Ohio legislature for more than 10 years and in the U.S. Congress as a senator, where he was known as "Mr. Republican" from 1939 until his death in 1953.

His son, Robert Taft Jr., served the U.S. Navy during World War II, the Ohio house from 1955-62 and the U.S. House and Senate until 1976. His son, Robert Taft, JD '76, HonDoc '00, was Ohio governor from 1999 to 2007.

Perhaps the flashiest member of the family isn't named Taft. Anna Taft's grandson, David Sinton Ingalls, was the U.S. Navy's only World War I flying ace, piloting Sopwith Camels through six aerial victories over Europe and garnering several honors, including the Distinguished Service Cross.

For the Tafts, service and giving runs in the family. ■

— compiled and written by Barbara Blum and Deborah Rieselman



Gathered for the 1925 dedication of the Alphonso Taft Hall were his sons (from left): Henry, a prominent New York attorney; former president William Howard, chief justice of the U.S. Supreme Court; Charles Phelps, publisher of the Cincinnati Times-Star and former Ohio congressman; and Horace, founder and headmaster of a private boarding school in Connecticut.

SPORTS

Bearcats land Tommy T

The University of Cincinnati named Tommy Tuberville, widely regarded as one of the top coaches and recruiters in the nation, its 41st head coach of the UC football team in December — one day after three-year coach Butch Jones announced he was leaving for Tennessee.

Tuberville, a 17-year head coaching veteran, comes to Cincinnati after three years at Texas Tech, 10 seasons at Auburn and four at Ole Miss.

"Coach Tuberville's record speaks for itself over the past 17 seasons," UC director of athletics Whit Babcock told a few thousand fans who had gathered for the announcement inside UC's Fifth Third Arena. "It also speaks volumes to the visibility and leadership of our university that we were able to attract such an accomplished coach to lead our program."

Coach Tuberville and Babcock worked together at Auburn from 1999 to 2002.

"I was impressed with his leadership style, how he molded young men on and off the field, his recruiting and his family-centered values," said Babcock. "I was also impressed with his knack for winning the big games."

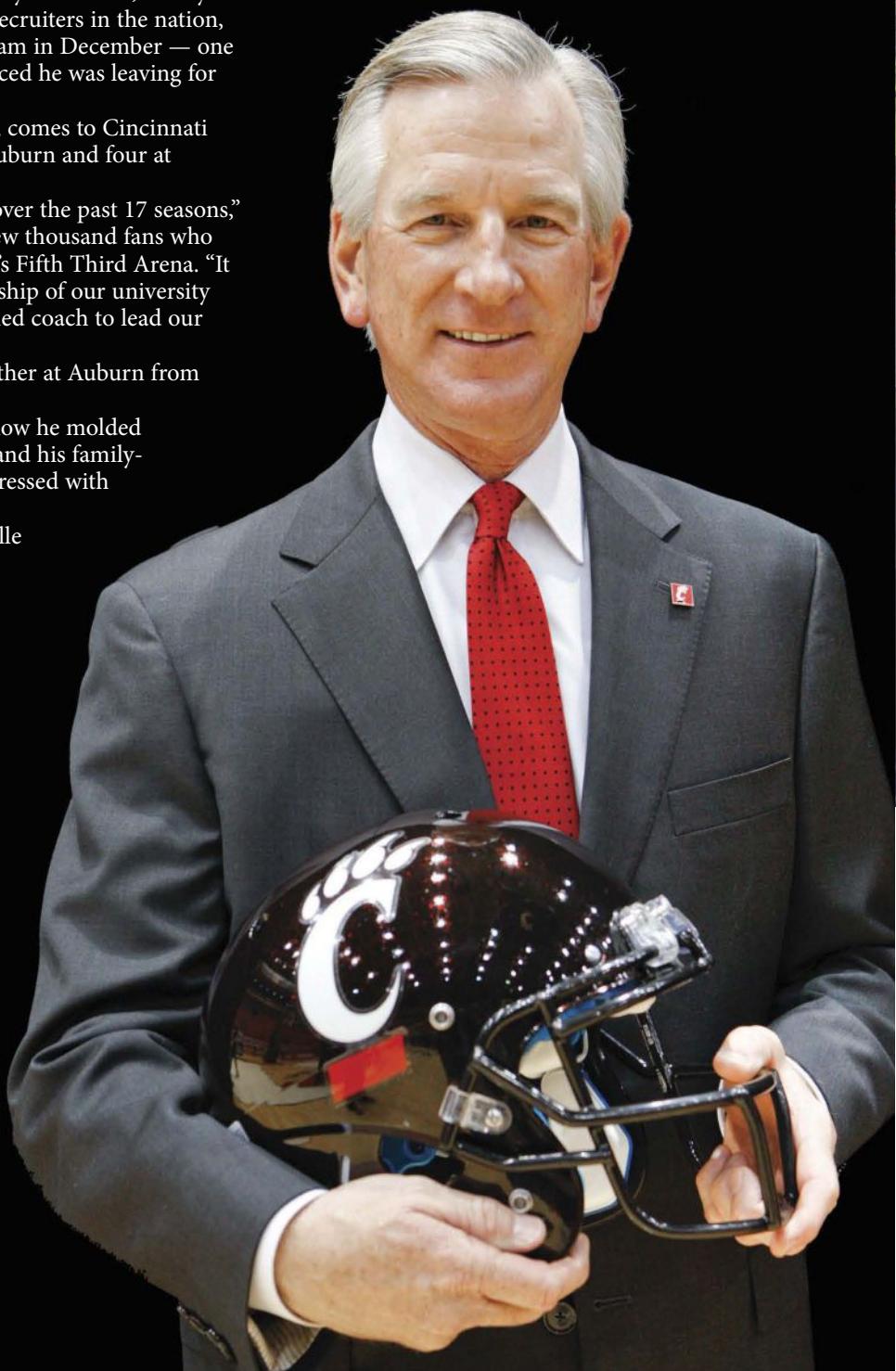
In three seasons in Lubbock, Texas, Tuberville led the Red Raiders to a 20-17 mark and a pair of bowl appearances. In 17 seasons as a head coach, he holds a 130-77 career record.

He coached one of the nation's best offenses in 2012 as the Red Raiders finished the regular season ranked No. 2 in passing offense, No. 7 in passing efficiency and No. 21 in total offense, averaging 37.8 points per game.

Texas Tech also had one of the nation's most improved defenses in 2012, ranking No. 22 in pass defense and surrendering less than 200 yards passing per game. Tuberville assembled the top two recruiting classes in Texas Tech history that placed the Red Raiders in the national Top 25 in both 2011 and 2012.

In 10 seasons at Auburn (1999-2008), Tuberville led the Tigers to a total of 85 wins, which ranks fourth in school history. He also led them to seven straight bowl appearances, including New Year's Day bowl games in four of those years.

He's best remembered for the 2004 season, when he led Auburn to its best season ever as the Tigers won a school-record 13 games, capturing the SEC championship and the Sugar Bowl title. Tuberville was named the 2004 Associated Press Coach of the Year.



photo/Lisa Ventre



Premium-seating upgrade for Nippert Stadium

BY JOHN BACH

Photo: FRCH

UC unveiled an effort to build an impressive four-story addition of luxury boxes, suites and premium seating options to its historic Nippert Stadium, which officials say will substantially boost athletics' bottom line.

Though the timeline for the project will depend on private gifts, the improvement — projected to cost up to \$70 million — would replace the existing press box on Nippert's west side with a structure more than double its present length and one story taller.

From the top down, the four levels of the yet-to-be-named glass-enclosed pavilion would be used for a camera-crew deck, press and coaches boxes, suites and club-level seating. Current plans call for skywalk links to Tangeman University Center.

"The primary reason we are doing this project is to change our financial model in the athletics department," athletics director Whit

Babcock said during the December press conference. "Balancing our budget in this department has been a challenge in recent years."

Babcock pointed out that UC has one of the lowest sports budgets (\$27.5 million) of the 76 Bowl Championship Series schools as a result of three revenue factors: a "below-market" TV contract in the Big East, continuing debt payments on UC's Varsity Village and a lack of premium seating for football.

The premium-seating model works

"Quite frankly, we don't generate enough revenue off our football stadium," he said. "The premium-seating model works. There's not many schools out there simply adding bleacher seats in their expansions."

While Babcock said it was too early to put a number on how many seats will be added as part

Architectural renderings shared with the public in December reveal UC's plans to build a four-story addition of luxury boxes, suites and premium seating atop Nippert Stadium's west side.

Renderings/FRCH Design Worldwide

SPORTS



The remodel at Nippert Stadium also calls for glass-enclosed club-level seating (top), connecting points between TUC and the stadium (middle) and the large addition on the stadium's west side (bottom) that will offer premium-seating options.

of the stadium upgrade, he indicated a potential increase of 5,000 seats and that a “round number” like 40,000 would be “nice.” Nippert currently seats 35,000.

“There is no way to my knowledge that we can get up to 50 or 60,000,” he said. “I don’t know that we have the infrastructure to handle that. But right now, we don’t have any plans to add bleacher seating.”

Revenue from premium seating, Babcock said, will elevate all sports at UC and could even clear the way for restoring scholarships in Olympic sports that have lost funding in recent years. In 2009, UC started phasing out scholarships for men’s swimming and diving, as well as men’s track and field/cross country. The infusion of funds, he said, could also pay for improvements at both Fifth Third Arena and the Armory Fieldhouse.

Upgrades all fans will appreciate

Beyond box seating and a private club lounge, the Nippert remodel calls for upgrades that everyday fans will appreciate, including roomier concourses, upgraded restrooms and better concession areas.

“This project will also include improving the fan experience on the concourse level,” said Babcock, as he described some of the biggest improvements since the facility was first completed in the 1920s.

Construction began on Nippert Stadium in 1915 and was finished in 1924. The existing press box was completed in 1992. UC has used the Nippert location as a playing field since 1901, making it the second-oldest playing site in the nation for college football behind University of Pennsylvania’s Franklin Field (1895).

“Our football stadium, nestled right here in the heart of our Uptown Campus, is recognized even outside Cincinnati as one of the great stadiums in America,” said UC President Santa Ono. “Nippert is part of our brand. It is part of the UC student, alumni and fan experience and part of our history.”

Babcock agreed, pointing out that players and fans have indicated they far prefer Nippert over Paul Brown Stadium, where the Bengals play and to where some have suggested the Bearcats move all their home games.

“Nippert is part of our fabric,” he said. “It’s our edge; there is nowhere else like it in the country. There is no better home-field advantage than Nippert Stadium. It is also an integral part of our overall college experience for our student body.”

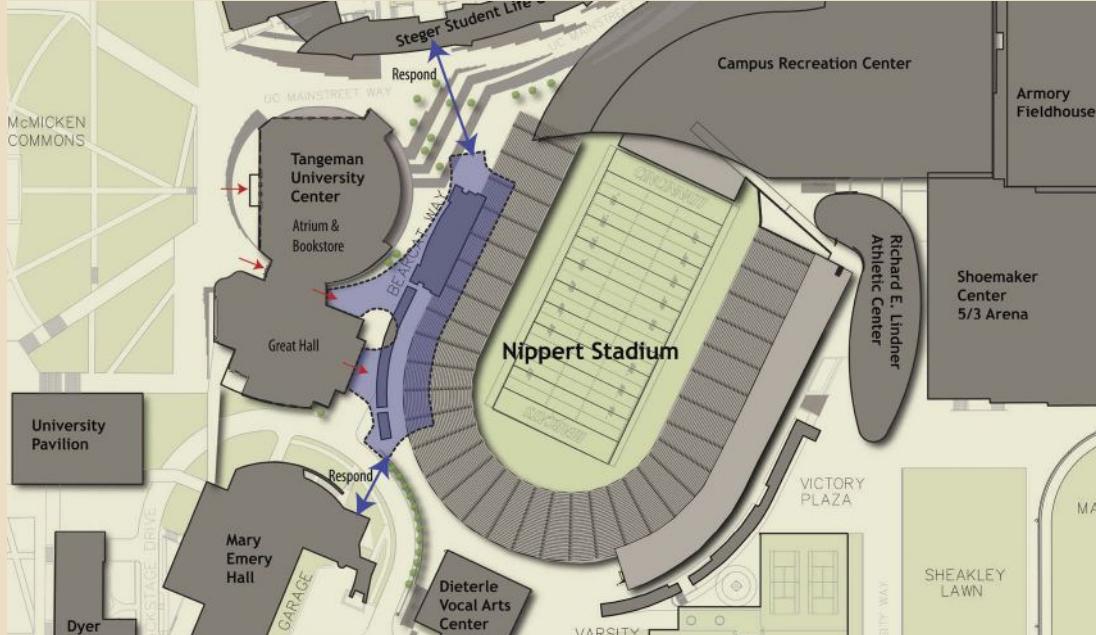
Babcock said UC will still play an “occasional” game at Paul Brown when “we really need to go big,” but he also indicated there were “six-figure” revenue losses in recent years from playing there against West Virginia and Louisville when attendance figures hit only 42,000 and 48,000.

As for improving UC's chances to better its bid as conferences realign, Babcock said, "It'll put us in a leadership position within our conference."

While naming rights will be made available for the pavilion addition, Babcock said the name Nippert Stadium would never change.

He expected to give an update in the spring of 2013, but the project will not be completed in time for the next football season. Once under way, the project is expected to take 12 to 18 months, and it will be constructed in two phases so the Bearcats are never without a press box during the season. ■

Premium seating and skywalk to TUC



The aerial view of the proposed stadium upgrade indicates the west-side addition may be integrated with surrounding architecture through skywalk links.

Cross-section drawings of Nippert's proposed structure show uses for each floor at both the 50-yard line and the 40-yard line.



SPORTS



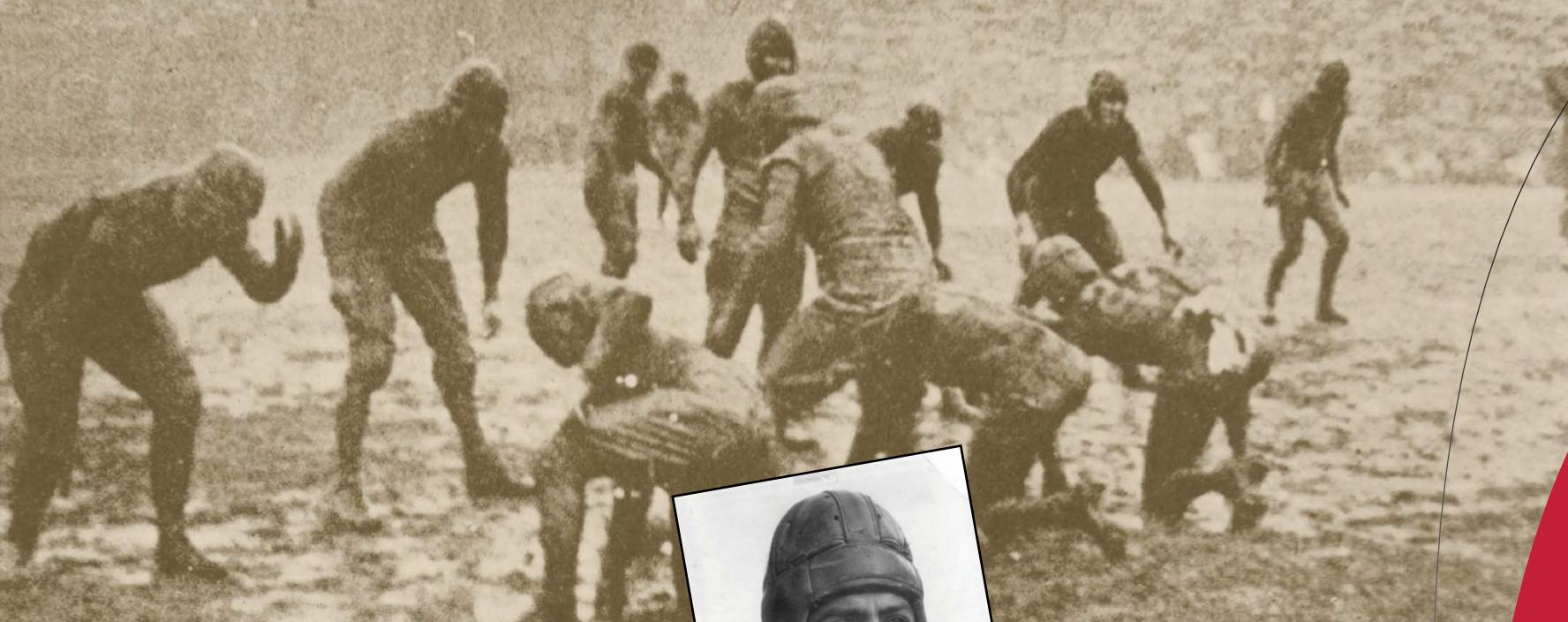
Photo by Yolis



The complete story
behind the historic
football stadium's name

Naming Nippert

BY BARBARA BLUM



A deep cut. That was it. An ordinary injury became the extraordinary reason why the University of Cincinnati's football stadium has been called Nippert for almost 90 years.

It was not because a guy named Nippert donated a ton of money. And it has nothing to do with whether or not a body is buried under the commemorative granite marker at the south end of the stadium. (*No one* is buried there.)

To understand how a deep cut could generate nearly a century of naming rights, travel back to Thanksgiving Day 1923 — a time before protective gear and antibiotics. The driving rain on the field was continuous and overwhelming. UC's Carson Field that day was called a "sea of mud." The players' jerseys and leather helmets were so completely mud covered that fans in the stands were not sure which players were Bearcats and which were Redskins.

The matchup between old rivals UC and Miami University, Ohio (whose team is now named the Redhawks), was the last game of the season for what the Cincinnatian yearbook called "the most successful football team [UC] has had during the last 15 years."

No one seems to know when during the game the injury occurred. Perhaps a defensive lineman plowed through the middle, stepping on UC's center. Regardless, a football cleat sliced the Bearcat's leg. The gash was quickly coated with mud and went unnoticed. In the end, UC triumphed 23-0.

Opposite page, front and back of the stadium memorial. Above, the sloppy, muddy game in 1923 between UC and Miami in which Nippert was injured.

Like most linemen, that center — James Gamble Nippert or "Jimmy" — was largely ignored by the media. Those worthy of mention in the University News student newspaper

were in flashier positions or had earned nicknames like Arthur "Tank" Fratz, George "Runt" Bradner or team captain Fred "Red" Prather.

By all accounts, Jimmy Nippert was a solid center for the team in 1922 and '23 while he studied law at UC. After the cleat slit his leg, he "did not realize the gravity of the injury and played until the end of the game," according to the Cincinnati Times-Star.

He recuperated at the family home on Werk Road in Westwood, down the street from the house of his grandfather and namesake James Gamble, the Ivory Soap inventor and the first son of Procter & Gamble's cofounder.

Jimmy's condition worsened. Since sulfa drugs and penicillin were more than a decade away from common use, he developed an infection from which he would not recover.

Doctors ordered that he be admitted to Christ Hospital where teammates could donate blood for a transfusion. On Christmas Day 1923, he died. Cause of death: "septicemia following injured left leg, Football Accident," the death certificate stated.

"Nippert's last words," the Cincinnati Enquirer reported, "were of the sport he



James Gamble Nippert

loved and which cost him his life. 'Five more yards to gain and drop,' he murmured and died."

Jimmy's death clearly affected his grandfather. Gamble offered to provide the \$250,000 needed to finish the stadium "as a memorial to his grandson," the University News explained. "Conditions in the agreement provided that a fully equipped dispensary be a part of the bowl, to insure that expert and immediate attention be given any student injured on the football field."

The James Gamble Nippert Memorial Stadium was dedicated on Nov. 8, 1924 — nearly a year after his injury. Since then, the 12,000-seat capacity has been increased several times and many improvements made. In 2005, a permanent, end-zone grandstand and new locker rooms were added. Still, the name Nippert has always remained.

In the interim, the Nippert family continued its allegiance to UC and established a legacy of philanthropy. Jimmy's brother, Louis or "Gus," A&S '26, JD '28, HonDoc '71, along with his wife, Louise Dieterle Nippert, A&S '34, HonDoc '67, donated hundreds of millions of dollars to Greater Cincinnati institutions, including UC, schools, hospitals and arts organizations.

And legacy was on the mind of Maud Gamble Nippert, Jimmy and Gus's mother, when she sent a letter in February 1924 to the University News, thanking the UC varsity squad for flowers sent to the hospital. "I know you all are glad to have helped so beautifully to make his last days happy — for he loved his Alma Mater," she wrote. "Don't forget him too soon!" ■

INSPIRE

Bearcat athletes benefit from alumna's passion for teaching **Perfecting the pass**



photos/lisa ventre

Shaquille Thomas had his share of doubters, but not for his skills on the basketball court. People around UC's 6-7 guard from Paterson, N.J., questioned if he could handle college academics.

Thomas, however, soon proved he was far more than a jock who could take it to the rim. He has also shown he can hit the books. And interestingly, the freshman credits 63-year-old retired Cincinnati Public teacher Pat Neidhard for the "assist."

"When I came here, many people didn't think I could do the work, but I've proved

Shaq Thomas and his fellow Bearcat basketball players are grateful for support staff like Pat Neidhard, who is his tutor.

them wrong," he smiles. "I have a 3.5 GPA, and I have to give Mrs. Neidhard a lot of credit for that."

Thousands of fans in Fifth Third Arena and other college venues, plus millions more sitting in front of TVs, love to watch Bearcat basketball teams. But what they *don't* see is the off-court hard work of student-athletes in classrooms and study labs, learning at the side of academic tutors such as Neidhard who are concerned with their future after basketball.

A Bearcat sports fan her whole life, Patricia Gabel Neidhard, Univ '76, Ed '79, discovered something about herself when she began attending UC Evening College after several years in the workforce. She

realized she loved education and teaching even more.

'Knowledge is a wonderful thing'

"I learned that knowledge is a wonderful thing. So I enrolled full-time, put myself through school with grants, scholarships, loans and part-time work," she says. "And I quickly found that I wanted to teach young people."

Her UC degree in education led to a 32-year career spent entirely in the same Cincinnati Public School system where she had grown up. It was truly a case of an alumna doing what she must have been put on earth to do.

In 2011, retirement finally beckoned,

yet the vibrant Neidhard (pronounced with a long *i*, “as in *DieHard* battery,” she says) was far from leaving students behind. At 63, her regular workouts still include swimming a mile — and doing “flip turns” at the end of each lap, she proudly says.

Barely a year into retirement, the same zest and spirit that propelled her outside of the teaching environment made her say yes when a UC friend told her about the part-time academic-tutor position for the men’s and women’s basketball programs.

“They were looking for an ‘older adult,’” she recalls. “Prior to that, student-athletes were tutored by peers, but the athletics department was looking for a different approach. They liked my experience working with urban students in the Cincinnati publics, and I started in January of 2012.”

When Neidhard walked through the doors, Shaq Thomas was in the middle of his first year at UC, sitting out as an academic redshirt. “My first impression was how energized and happy she was to be here,” remembers Thomas, a criminal justice major.

“We have developed a great relationship over the past year. In helping me with schoolwork, she has pushed me to work harder in the classroom, take extra notes and just do more to be a better student.”

System designed to help them

Thomas’ achievements represent the expectations for all incoming student-athletes when they join the UC family. “As they are being recruited, regardless of their sport, student-athletes understand what is required academically, what their coaches expect from them and how the system is designed to help them,” says Joe Luckey, senior associate director for student-athlete support services.

“And it’s not always easy, given what their lives are like. They are 18 to 22 years old, and they have so much on their shoulders that mostly they just want to be the best they can be today. And they’ll do it again tomorrow, and the next day.”

For Neidhard, that means encouraging some students to excel at the college level despite challenging backgrounds and heavy workloads. Consequently, the greatest victories do not always come on the basketball court, but through academic growth.

During the 2012 fall semester, Neidhard worked with Titus Rubles, a 6-7 forward in his first year at UC after two years in junior college. When he needed to write a criminal-justice research paper, Neidhard put him in touch with Judge Robert Ruehlman, Ed ’74, JD ’77, of the Hamilton County Common Pleas Court, to discuss

real-world perspectives.

“Hearing directly from such a person helped Titus,” the tutor says, “but it also reinforced the idea that great resources are available everywhere, not just through Google. That’s learning to be resourceful.”

She also showed Rubles how to tackle a big assignment that mandated complete and total accuracy. Afterward, he told her, “Mrs. Neidhard, I couldn’t have done this without your help. Thank you!” Then he added, “And you’re not allowed to leave until after I graduate!”

Neidhard beams when she explains, “He said that in front of one of his teammates.”

Treating players like rock stars

Part of Neidhard’s success helping students meet their academic responsibilities comes from her genuine connection with them as people, not just as basketball players. Luckey cherishes that trait in her.

“Athletics can be such a roller coaster,” he says. “You win; everyone’s happy. You lose; everyone’s frustrated.”

“Along the way, people sometimes treat basketball players like rock stars, but Pat treats them as human beings. She brings the same demeanor to work with these students every day, and they need to experience that.”

“Her background also brings her instant respect,” he adds. “When you meet Pat,

you know right away she has a love for students, education and UC. She always has a smile, a happiness about her. The students feed on that.”

Neidhard acknowledges that she separates the “student” from the “athlete.” “When they’re heading out of town for a game, I don’t tell them, ‘Bring home a winner.’ I tell them, ‘Have a safe trip,’ ” she says.

“They understand where my focus is. I am here to help them succeed academically, and they appreciate it. I love to teach, to motivate students and to get them excited about their work.”

That doesn’t mean Neidhard isn’t a hoops fan. She has regularly and excitedly gone to Bearcat basketball and football games with her husband, Jim, Bus ’76, MBA ’78, for decades.

But she is a different fan today than she once was. “I cheer more intensely for them now,” she says.

I know how hard they work’

“Of course, I appreciate their athletic ability and how they represent my school, but I also know what wonderful young men they are. I know how hard they work off the court, juggling classes, study time, assignments, travel, practice and games, yet they continue to come to me with respect and a positive attitude toward their studies. In that regard, I’m fortunate to

Tutoring part of Bearcats’ academic success story

The entire fifth floor of the Richard Lindner Athletics Center makes up the spacious Nancy Hamant Academic Center, where Pat Neidhard tutors student-athletes. To help make the academic experience as enriching as possible, the facility comprises a large study room with 34 work areas, 14 tutor rooms for more focused attention, a computer lab equipped with 71 workstations and five group meeting rooms. In all, the center can accommodate 530 student-athletes with more than 80 of them at computers at the same time.

The effectiveness of UC putting an emphasis on academic achievement was obvious last academic year when UC’s 17 varsity sports averaged a 3.0 grade-point average. Of UC’s 532 student-athletes, 215 were nominated for the 2011-12 Big East All-Academic Team. UC coaches have indicated that the Hamant Academic Center and its academic services staff were vital to the Bearcats achieving that goal.

Nancy Hamant, A&S ’57, M (Ed) ’61, D (Ed) ’67, and her husband, Tom, have been devoted season-ticket holders who made a substantial gift to the Varsity Village and established the Nancy and Tom Hamant Endowment Fund.

Nancy’s portrait hangs on the wall of the center, which virtually allows her to overlook Pat Neidhard’s mentoring work. That seems pretty appropriate considering that Hamant is the retired UC education professor who placed student Neidhard in Cincinnati’s Aiken High School for her first student-teaching assignment.

“In a way, look where Dr. Hamant led me!” Neidhard says with a grin.

— by D. Rieselman





photos/Ashley Kempher

Pat and Jim Neidhard can be found at nearly every Bearcats basketball game — men's and women's — cheering on the student-athletes who have bonded with Pat through their academic development.



Junior-college transfer Titus Rubles, one of the student-athletes Neidhard has helped, drives toward the basket versus Georgetown.

"It's so important for young people ... to get that kind of help if we can give it to them. It will make all the difference in the world for the rest of their lives."

— Nancy Hamant, A&S '57, MEd '61, PhD (Ed) '67, former UC faculty athletics representative

be able to combine the athlete and the person whereas the typical fan doesn't have that opportunity."

Neidhard's affection for the students is reciprocated. She was talking with some of the women's basketball team after one of their games, and quite a few members of the men's team walked through the arena.

"Once they saw me, every one of them came over and gave me a hug," she says. "Now, they didn't have to do that. They could have just walked by, but they understand and value the relationships we've built together, and why it's so important.

"I take great pride in the gains they have made as they apply themselves and accomplish new things — for example, when they're doing an exercise and suddenly they no longer need my help because they have learned how to do it on their own.

"Recently I was working with a female basketball player on rephrasing some of her writing. As she discovered a new, more effective way to write, she smiled and said, 'Oh, I like that!' She

was excited to learn how you write in college as opposed to high school."

For UC's student-athletes and devoted fans, there will always be "the next big game." Yet for those on the athletics department's student-athlete support staff, the "end game" is the most important thing.

"It's our job to help them understand that they're building toward something," Luckey says. "On the court or on the field, the goal may be a championship. Off the field, we're helping them become positioned for life after UC."

"I always emphasize with them, 'I will see you in that cap and gown,' and they share that vision," Neidhard says. "They may have aspirations to keep playing basketball after college, but we talk about Plans B, C and D — working in their degree field or coaching or whatever else life offers them."

"Regardless, the degree is not optional. And this isn't just me saying this. That is how our whole department operates." ■



CHANGE

Cultivating kin in another culture

Alumni Association brings international students into Bearcat family

What's up with American football? That's a popular sentiment among UC's international students who feel left behind as they watch crowds of people stream into Nippert Stadium. To many who have grown up in foreign lands, the game is confusing, and they don't understand why American students cherish football more than *futbol* (which looks like soccer to us).

To help, the UC Alumni Association hosts Football 101 at a home game each fall, where international students can appreciate the whole experience — tailgating under a tent beside Myers Alumni Center, attending a session explaining basic college football rules and strategy, learning UC's trademark cheers, then using them while watching a game. About 100 students participated in the 2012 event.

Football 101 is one of the key ways the UCAA reaches out to international students at UC to help bring them into the Bearcat family.

This is pertinent because six of every 100 UC students have come from outside the U.S., and that percentage is rising. After graduation, some will remain in the states to begin their careers, while others will return to their native countries. Nevertheless, all are lifelong Bearcats.

International students live far from loved ones and often have to cope with language barriers and significant cultural differences. UC works hard to bridge that divide.

"A successful, comprehensive approach to international enrollment management includes all aspects — from recruiting and admissions to retention and graduation," said Ron Cushing, A&S '88, M (A&S) '90, director of UC International Services. "This holistic approach includes campus stakeholders like the UC Alumni Association."

"Co-curricular programs engage international students with American students and the greater university community. While helping them understand American culture, these programs are critical to their success and willingness to remain engaged with UC following graduation."

Because the UCAA works hard to make sure every UC living alumnus feels part of the same family, alumni connections are flourishing around the world. To ensure those ends, the association

plans increasingly popular events for international students each year.

Holiday festivities

In early December, the UCAA played a new partnership role in UC International's 15th annual holiday festivities. More than 80 international students enjoyed a traditional American holiday feast served in the Myers Alumni Center, followed by an excursion to the Cincinnati Zoo's Festival of Lights.

Students also heard from Teik Lim, interim dean of the College of Engineering and Applied Science; Wendy Yip, President Santa Ono's wife and UC's first lady; Xuemao Wang, dean of University Libraries; and Eric Abercrumbie, A&S '87, UC's director of ethnic programs and services.

"We often talk about the importance of family and how that term applies to UC students and alumni," said UCAA executive director Myron Hughes, Bus '86. "International students often stay here during the holiday break, so they do not get to be with their families back home. Getting together like this reinforces the idea that we are all Bearcats regardless of where we came from or where we're going."

"We are pleased to cultivate a family atmosphere and add some cheer as the semester ends and the holidays arrive."

Graduation reception

The defining moment for international students is when they receive their degrees and formally become UC alumni. Each year, their success is celebrated prior to spring commencement at the Myers Alumni Center with a reception hosted by the UCAA and Cultural Connections, a student group that helps incoming international students become acclimated to UC.

This reception's popularity has grown quickly in its first three years. The last event drew more than 100 students who celebrated and started building alumni networks — and even spent quality time with the Bearcat mascot.

"This is such an important event because it's their last program before leaving UC," Cushing said. "It's our last chance to encourage them to become active and engaged alumni." ■



photo/Jay Yocis



CONNECT

President Ono's nationwide tour focuses on alumni

#HottestCollegeinAmerica Tour

Our alumni are the living proof of our university's greatest impact," President Santa Ono said in January as he prepared to kick off the #HottestCollegeinAmerica Tour, named for his popular Twitter hashtag. "And I look forward to meeting hundreds of alums on the tour."

His nationwide five-month #HottestCollegeinAmerica Tour effectively brings the university to its national Bearcat family — from Ohio to Florida to California. The first stop was an event in Dayton, Ohio, home of 8,000 UC alumni.

Since becoming UC's 28th president last fall, Ono has brought new energy to campus and built new relationships throughout the UC community. But he quickly made it known that he also wanted

to take that energy on the road to cultivate long-term alumni relationships.

The current school year's tour will visit eight cities from January to June, with each stop expected to draw alumni, students on local co-op assignments, prospective UC students, their families and others who have heard of UC's momentum. At each destination, Ono moves around the room exchanging ideas and energy with the audience, working from a central question he poses to attendees: "Why are you proud to be a Bearcat?"

That question was easy for Rich Foley, Eng '61, to answer. "Just about everything I have, I owe to my decision to attend UC and the good fortune that led to my enrollment," he says. "My wife, my family, my career, many of my dearest friends — all

of that is because of UC.

"To Marlene [*his wife, Ed '60*] and me, UC isn't just a 'place we went to school.' It's a huge part of who we are, so we stay involved."

"We have helped recruit students to UC," he mentioned. "We funded a scholarship for first-year engineering students. We have rallied other alumni to attend events on campus and here in Dayton. We have championed the co-op program. We have cheered on the Bearcats."

"We can't imagine doing anything else."

The tour is an exciting part of the job for President Ono, as well as fundamental to the work of the UC Alumni Association.

"I'm sharing an exciting look at what UC is doing and where we're going, which people appreciate, especially when they're far away from campus," Ono said. "Yet maybe more important is my opportunity to tap into what they're seeing and feeling."

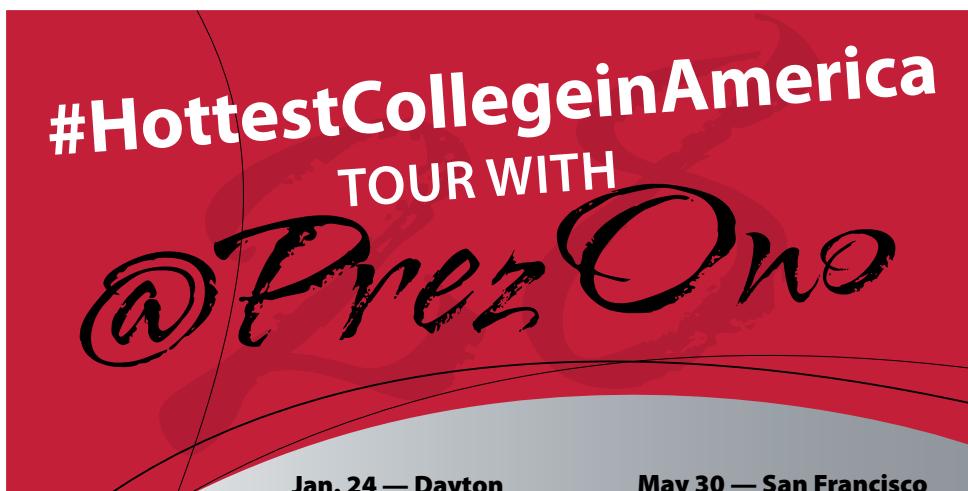
"Obviously I hear from alumni and students all the time via Twitter and Facebook, but there's nothing like being together, then assimilating those viewpoints into how we advance the university."

UC Alumni Association staff feel the same way, especially in terms of getting that many Bearcats in the same room to talk about the huge common thread in their lives.

"When alumni know more about what's going on and who is leading the way, they inevitably want to get more involved," said UC Alumni Association executive director Myron Hughes, Bus '86.

"You wouldn't believe how many alums I meet in my travels who are thrilled at the opportunity to get reconnected. As we're saying goodbye, many of them tell me, 'Myron, let me know how I can help.'

"There is a genuine need within most alumni to have this important connection — to somehow be part of it. Working with the president, it's our job to make these



#HottestCollegeinAmerica
TOUR WITH
@PrezOno

Jan. 24 — Dayton
Feb. 22 — Phoenix
April 4 — Atlanta
May 29 — Los Angeles

May 30 — San Francisco
June 6 — Cleveland
June 27 — Tampa
June 28 — Orlando

To learn more about the #HottestCollegeinAmerica Tour —
and to register if President Ono is coming your way — visit:
www.uc.edu/alumni/prezonotour



Ono connected with Dayton alumni, students and parents who came to learn more about the #HottestCollegeinAmerica — and he did so with red-and-black neckwear. Just after this photo was taken, he gladly surrendered his tie when an alum asked where he might find one like it.

opportunities available and to welcome everyone who steps forward."

The 2013 tour is likely only the beginning. "I'd like to keep doing this, visiting different cities every year," Ono said.

"Life isn't a snapshot. It keeps changing, and we have alumni all over the world who want to help their university keep climbing higher."

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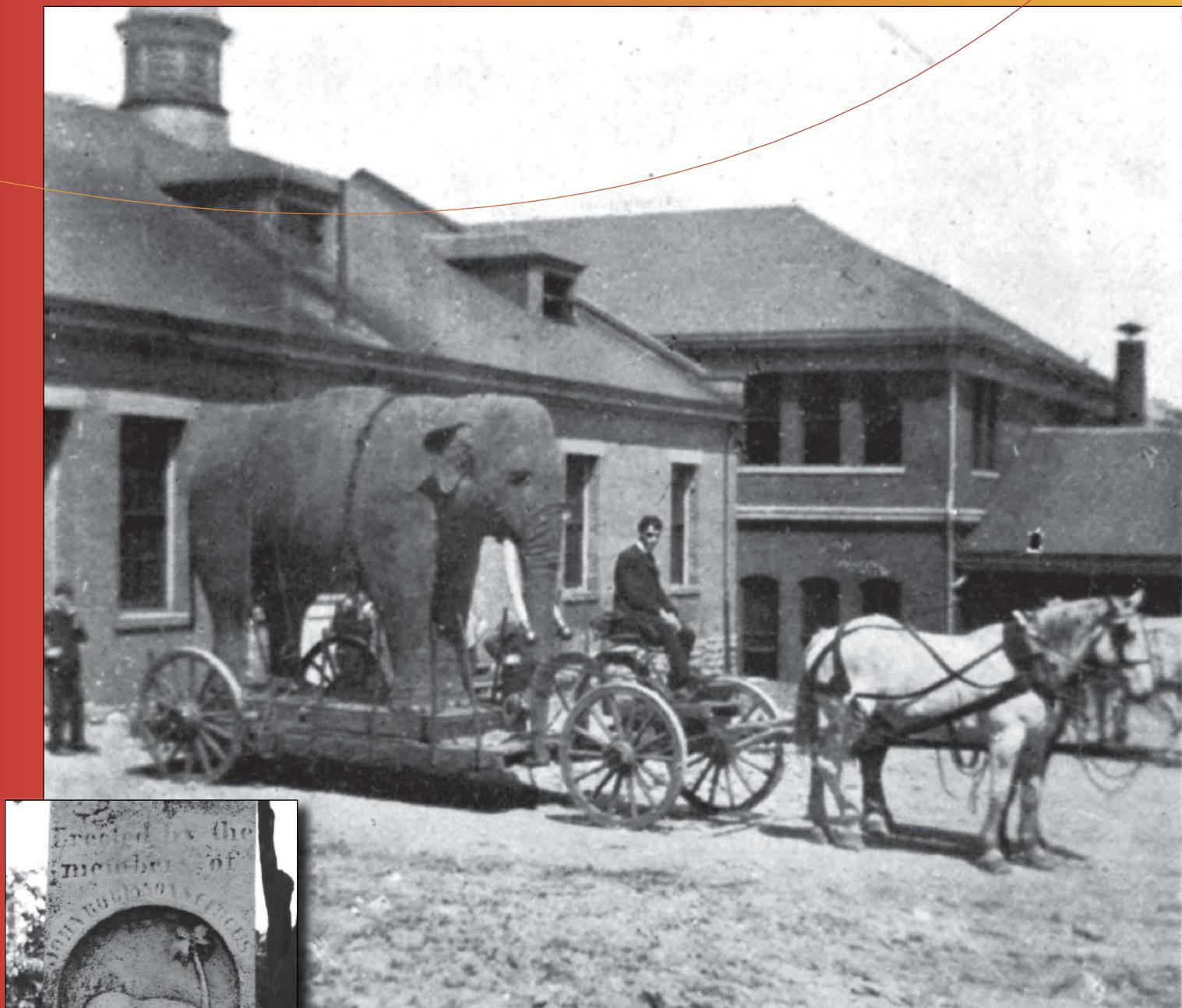
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ON CAMPUS YESTERDAY, 1902



Certainly you would have thought your eyes were deceiving you, but a full-size stuffed elephant was, indeed, transported on a horse-drawn cart outside the UC gymnasium in 1902. More surprising, the pachyderm lived on campus until 1998. Old Chief, a five-ton Asian elephant, was imported to the U.S. in 1872 and performed with the Cincinnati-based Robinson Circus until his demise in 1890. His remains were stuffed and displayed at the Cincinnati Zoo for a decade or so until making the trip to UC. The skin and stuffing somehow disappeared, but the skeleton stayed on campus until a grant allowed UC to transfer its collection of paleontological specimens — including the behemoth's bones — to the Cincinnati Museum Center. While still alive, Old Chief developed quite a reputation as an unruly rogue. That notoriety was cemented when his handler, John King, was crushed between Chief and a train car while the elephant was being unloaded in Charlotte, N.C. King was buried in Charlotte's Elmwood Cemetery beneath a 5-foot monument donated by his fellow circus workers. ■



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