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Vol. 37 No. 30

## Inside

Page 2

Purdue honors  
AU Veterinary  
Medicine dean

Page 2

Panel to discuss  
issues raised  
in latest play

Page 3

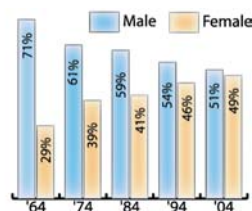
Campus Forum:  
How to avoid an  
energy crisis

Page 4

Program bridges  
language gap in  
construction

### How AU Stacks Up

Gender ratios in  
AU enrollment,  
1964 to 2004



Source: Institutional Research  
and Assessment

Updates between issues  
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[www.ocm.auburn.edu/  
au\\_report/aureport.html](http://www.ocm.auburn.edu/au_report/aureport.html)

# AU FOR THE FACULTY AND STAFF OF AUBURN UNIVERSITY report

*Service improvements cited*

## More people riding AU transit

AU's transit system has had a sharp rise in riders this fall for the second year in a row.

Tiger Transit buses carried more than 62,000 riders the week of Aug. 30-Sept. 3 and another 8,600 football revelers Saturday, Sept. 4. The total, 70,600, was 40 percent higher than the 50,000 riders the system averaged per week in early September 2003 and was nearly three times the weekly average for the same period in 2002.

David George, AU's director of parking and transit services, attributes the increase to actions over the past two years to meet the transportation needs of students. "We did a lot last year to make Tiger Transit a better alternative to driving and parking for most students," he said. "Then we refined the system still more for students this fall."

George said the system added routes and buses for the start of fall semester, provided more training for drivers, rerouted transit lines to avoid delays at the busiest intersections and improved communication about the routes and times.

The intent, George said, is to make it unnecessary for students to drive on campus during class hours and reduce the need for most students to even drive to campus. With the majority of students living off-campus, Tiger Transit has added lines to serve most major apartment complexes in the city.

"We have made a lot of progress in dependability and customer service, and it is producing results," George said. "More than ever, we are finding that once students try Tiger Transit the first time, they start using it on a regular basis."

George said drivers and supervisors monitor ridership, trip times and rider reactions in their attempt to identify and correct problems that could cause delays or affect the reliability of the bus service.

"The past two years, we have focused on adding routes and buses to reach more people," he said.

### Bus stop

Most riders of Tiger Transit pass through Haley Station, near the center of campus. Ridership has reached a record level this fall.

"This year, we will look at further refining the service to make it as reliable and effective as possible."

George noted that the internal lines are available for faculty and staff to use on campus. The primary internal lines run north and south on Mell Street between Foy Union and Terrell Dining Hall and on Duncan Drive between Terrell and Haley Center.



## Boosinger named distinguished veterinary alumnus at Purdue

Timothy Boosinger, dean of the AU College of Veterinary Medicine, has been named the 2004 Distinguished Alumnus of the School of Veterinary Medicine at Purdue University.



Boosinger

Boosinger accepted the award Sept. 16 in a ceremony at the Indiana institution. In his honor, a color portrait will be displayed in the veterinary school and his name engraved on a special plaque for distinguished alumni.

"Purdue and Auburn have added more to my life than I can measure," said Boosinger. "I have been blessed by the foundations and opportunities created by our predecessors, most of all by my parents and family who value education and hard work."

Boosinger earned his doctor of veterinary medicine degree from Purdue in 1976, followed by service in the U.S. Air Force. He then worked in private

practice before returning to Purdue in 1979 to work on his Ph.D. in veterinary pathology.

He received his Ph.D. in 1983 and joined Auburn's College of Veterinary Medicine that year as an assistant professor in the department of pathobiology. He was named associate dean for academic affairs in 1993 and was appointed dean in 1995.

Boosinger serves on the American Veterinary Medical Association's Council on Education, the accrediting body for all 28 North American veterinary schools, and on the national Diabetes Trust Fund board of directors.

He also serves on the Agricultural Disaster Research Institute board of directors and is an associate director of the Alabama Agricultural Experiment Station.

Boosinger is certified in veterinary pathology by the American College of Veterinary Pathologists and has written or co-written 37 publications and given 32 scientific presentations.

### Politics of knowledge

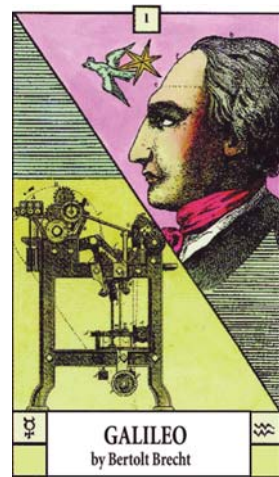
## Panel to discuss issues in AU Theatre play

With AU Theatre's production of "Galileo" running this week and next, the Department of Theatre will host a panel discussion on "Galileo and the Politics of Knowledge" before the play on Thursday, Oct. 14.

The play, which is based on the life of the 15th century astronomer and philosopher, will be at 7:30 p.m. Tuesday-Friday and Oct. 12-15, with a 2:30 p.m. matinee on Saturday, Oct. 10. For tickets or related information, call 844-4154.

The panel discussion at 6 p.m. on Oct. 14 will examine social and moral conflicts on which the Bertolt Brecht play is based. AU faculty speakers will include Wayne Swindall, associate professor in the Department of Philosophy, and Thomas Nadar, professor of German in the Department of Foreign Languages and Literatures.

Swindall will speak on the problem of reconciling theology and science in Galileo's time and today, and Nadar will speak on the historical, theatrical and political context of the play. Brecht, who fled Germany to escape Hitler in the 1930s and later fled the United States during the McCarthy era, was one of the most influential playwrights of the 20th century.



## Newspaper Hall of Honor to induct two on Saturday

Two deceased editor-publishers of Alabama community newspapers will be memorialized Saturday through induction into the Alabama Newspaper Hall of Honor at AU.

The Alabama Press Association will induct John Q. Adams Jr. of the Southern Star in Ozark and Bertie Gammell Parish of the Clayton Record into the Hall of Honor at 10 a.m. in Draughton Library.

Adams worked at the Southern Star for 53 years starting in 1930 and gained experience in all phases of the business, working as advertising manager, print shop foreman, associate editor and associate

publisher. He succeeded his brother as editor and publisher in 1952 and remained with the family-owned business until retiring in 1973.

Adams died in 1992. His brother, Jesse Adams, was inducted into the Hall of Honor in 1964.

Bertie Gammell Parish assumed the reins of the Clayton Record as editor and publisher from her mother in 1960 and remained active with the newspaper until her death in 1988.

Her father, William L. Gammell, and mother, Pearle E. Gammell, have also been inducted into the Alabama Newspaper Hall of Honor.

## Upcoming Events

### Continuing

- Art Exhibit: "Faces in the Hood," 12 paintings on automobile hoods by urban environment artist Tyree Guyton, Biggin Gallery, through Friday.
- Art Exhibit: "Auburn Collects," eclectic works from the private collection of William Dunlop, Jule Collins Smith Museum of Fine Art, through Nov. 14.

### Tuesday, October 5

- Public Lecture: "Hispanic Heritage," Olympian Caesar Garcia, 7 p.m., Haley 3195.
- AU Theatre: "Galileo," 7:30 p.m., Tuesday-Friday and Oct. 12-15, Telfair Peet Theatre. Matinee at 2:30 p.m. Sunday. Box Office: 844-4154. Details at [www.auburnuniversitytheatre.org](http://www.auburnuniversitytheatre.org)

### Wednesday, October 6

- Multimedia Public Lecture: "Culture Jamming: How Rock & Roll Changed My Cuban Soul," Martin Mazorra, 4 p.m., Haley 3195.

### Thursday, October 7

- Meeting: AU Board of Trustees, Dixon Conference Center. Committee sessions start 8:30 a.m. Board meets at 12:45 p.m., but starting time may vary, depending on length of committee meetings.

### Friday, October 8

- Mid-semester: 37th class day.

### Saturday, October 9

- Homecoming: Annual meeting, Auburn Alumni Association, 9 a.m., Alumni Center. Taste of Alabama Agriculture and Fall Ag Roundup, 9 a.m.-noon, Ag Heritage Park. Induction ceremony, Alabama Newspaper Hall of Honor, 10 a.m., Draughton Library. Football, AU vs. Louisiana Tech, 2:30 p.m., Jordan-Hare Stadium.

### Monday, October 11

- Next AU Report.

### Tuesday, October 12

- Health Insurance: Blue Cross/Blue Shield representative available for consultation, 9:30 a.m.-11:45 a.m., Ingram 212.



AU Report Editor: Roy Summerford. Contributing editors and writers: Katie Wilder, AU Communications; Charles Martin, Veterinary Medicine and Jamie Creamer, Agriculture. Photography: Jeff Etheridge and Trice Megginson, Photographic Services.

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### Campus Forum

## Let's avoid an energy crisis

By Lindy Biggs, Associate Professor  
Department of History

Remember the "energy crisis" of the 1970s?

Even if you didn't live through it, you probably know about the OPEC oil embargo of 1973 that left Americans sitting in their cars for hours to buy gasoline. We were told to "drive less, turn down the heat and put on a sweater, turn up the temperature on the air conditioner, consume less."

The 1973 energy crisis was political — oil exporting countries in the Middle East were punishing the United States for supporting Israel.

This time it's not just politics — economists and scientists point to a growing body of evidence that demand is or will soon be outstripping supply.

But I'm not going to suggest that you turn down the heat and put on a sweater; I'm going to tell you about a better solution — a movement that is sweeping college campuses, businesses and industries across the country and around the world. It is revolutionary without being a revolution. It has the power and tenacity of a stream of water to change the impact of human life on earth. It is called "Sustainability."

Advocates of the sustainability movement talk about the "Triple Bottom Line: Environment, Economics and Equity." Each of these points is important, but it's the three together that make this movement so revolutionary. First, by using state-of-the-art technology and science we stop using non-renewable natural resources. Second, "sustainable" businesses make money. The companies that are using sustainable business and manufacturing practices are at the head of the pack. Of the Fortune 500 companies, 150 have a sustainability officer. This is no fringe movement!

The third piece of the bottom line is equity. Environmentalists are sometimes described as caring more about the environment than about humans. (You know the critics' line: "Spotted owls are more important than loggers' families in the Northwest.") People in the sustainability movement know that the ultimate goal is not just to preserve Earth as we know it, but in doing so to create a safe and equitable global society.

The United States makes up only 3 percent of the world's population, yet we consume 30 percent of the world's resources! The rest of the world strives to be more like us, but it would take several Earths for everyone to live like the average American. What happens when developing countries begin to catch up with our lifestyle? It is not hard to imagine the coming global struggles over natural resources.



Biggs

This isn't the old environmental movement, with adherents scolding us to get by with less (not a bad idea, but not a popular one with most Americans). Deprivation is not the answer. Instead, we can be creative about using 21st century science and technology to create the things we use in our daily lives.

Most of our everyday technology was invented in the late 19th and early 20th centuries. We can send people into space, but we drive cars with internal combustion engines that are fundamentally the same as Henry Ford used in his Model T, and we use the light bulb invented by Thomas Edison. New, more efficient and more effective technology is available, but we're not using it.

Why do we make synthetic fiber from petroleum products that add to our petroleum deficit, create toxic waste and fill our landfills with material that will not break down for a very long time? Instead, we can make beautiful, non-toxic carpets and fabrics from corn products that create no toxic waste, and are recyclable.

Sustainability is the foundation of the next industrial revolution, one based on radical resource productivity. It is a movement to encourage highly creative and efficient use of natural resources, reuse of materials, and creation of non-polluting systems. This is a fundamental rethinking of the way we make, use and dispose of things.

Universities around the country are playing a big role in this movement. They are serving as laboratories for sustainability, creating new curricula to train students eager to work in the movement, and generating new ideas through interdisciplinary research.

At Auburn University, for instance, an interdisciplinary group of faculty, administrators and concerned citizens has established the AU Sustainability Initiative. This group is attempting to move our campus toward more sustainable practices, to develop a curriculum for our students that will help them to prepare for careers in sustainability, to encourage interdisciplinary research projects and to create a regional center for information on sustainability. The AU Sustainability Initiative is looking for faculty, staff, students and alumni who would like to be part of this re-visioning.

Ultimately, however, sustainability is a challenge and an opportunity that will require the sustained effort of citizens in every walk of life and in every country of the world.

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*Campus Forum is a periodic discussion by AU faculty and staff of issues that are of special interest to the campus community but which are infrequently discussed in the commercial news media. Views in all Campus Forum columns are the independent expressions of the writer.*



### Taking shape

The new wing of the Harrison School of Pharmacy's W.W. Walker Building is taking shape north of Thach Avenue. On the former site of the school's original auditorium, the new wing will provide additional space and modern facilities for teaching, research and offices. The main building was dedicated in 1975.

## Academic program provides bilingual training for managers in construction

An Auburn faculty member has created an academic program to break the language barrier between English-speaking and Spanish-speaking construction workers.

Roger Killingsworth, associate professor in the College of Architecture, Design and Construction, has created a seminar for English speakers studying construction management and developed a workbook and audiocassette course for Spanish speakers employed in the construction industry.

"Several years ago I began noticing an increased number of Spanish-speaking employees in the construction industry, and I realized that there was a real need to be able to communicate effectively," Killingsworth said.

Responding to that need, he developed the seminar course, which is offered to CADC students, particularly those in Building Science.

The seminar, Construction Spanish, includes in-depth coverage of the workbook "Workplace Spanish for Commercial Construction" and viewing of the PBS video series "Destinos," the equivalent of a

soap opera in the United States. The workbook and accompanying CD provide the basis for learning and practicing Spanish construction terms and phrases while the video series provides the students with exposure to conversational Spanish.

Killingsworth taught the seminar for the first time in spring semester 2003. Twenty students are enrolled in the course this fall.

While researching materials for the seminar, Killingsworth said, he noticed a lack of materials available for Spanish-speakers wanting to learn construction English.

"I decided there was an outreach opportunity there because very little if anything was available for Spanish speaking workers," he said.

Killingsworth worked with Jennifer Hoover, an AU graduate student in Spanish, to survey Alabama contractors to determine which words and terms were needed for communication on construction sites. The pair then wrote a workbook and recorded audio tapes that can be used by Spanish speaking crews to learn basic English construction terms.

## Ag Roundup, food-tasting set for Saturday

AU's College of Agriculture and the Agricultural Alumni Association host the 25th annual Taste of Alabama Agriculture and Fall Ag Roundup from 9 a.m.-noon Saturday at Ag Heritage Park.

The event is a homecoming tradition featuring traditional and exotic food items that are either grown or processed in Alabama. The array of foods ranges from roast lamb to collard greens, and from sweet potato fries to porchetta, a gourmet Italian pork dish that is new to the United States.

Festivities include entertainment by the bluegrass

band Heart Pine; exhibits from academic departments, student organizations and commodity and agribusiness groups; and an auction for vacations, hunting and fishing trips, toys and more. Auction proceeds go to the Ag Alumni Association Fall Roundup Scholarship Fund.

The park is south of Samford Avenue and west of Donahue Drive.

Admission is \$5 per person and is free for Ag Alumni Association members and children 6 and under who are accompanied by an adult.

## Hornsby elected Alumni Association president

Andy Hornsby, state assistant finance director, has been elected president of the Auburn Alumni Association for 2004-05. He received 49 percent of the 4,493 votes.

The Montgomery resident is a 1968 graduate of Auburn.

Hornsby defeated Jim Carroll, '54, of Tampa and L. Nick Davis, '84, of Thomasville, Ga.

James Ralph Jordan Jr., '70, of Norris, Tenn., a senior specialist with TVA, was elected vice president.

Elected to the association's board of directors were Michael Alan Watson, '69, of Smyrna, Ga., vice chairman of Bell-South Foundation; Neil Edward Christopher, '55, of Guntersville, a retired family physician; Sam David Knight, '94, of Mobile, a partner with Armbrecht, Jackson, LLP; and Jerry Michael Smith, '89, of Vernon, a production forester with Weyerhaeuser Co.

The new officers and directors take office this weekend at the annual meeting of the Alumni Association.

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