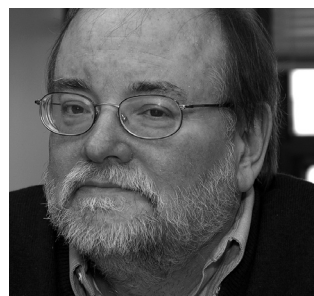


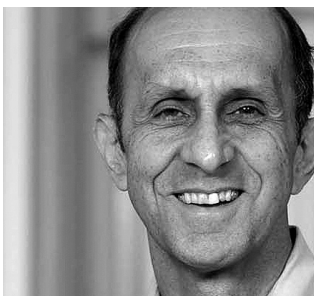
## IN THE WORKS



**A successful Green Summit ...page 2**



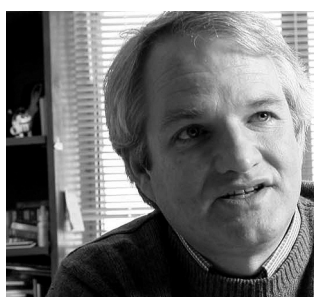
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**Slippery business ...page 8**

## Fighting Irish research heritage of real Irish

By Shannon Chapla

A ghost town of stone houses and roofless buildings lies abandoned on the island Inis Airc off the west coast of Ireland, untouched since the government forced residents to locate to the mainland in 1960.

"It's eerie," said Ian Kuijt, associate professor of anthropology, who has chosen Inis Airc and other nearby abandoned villages as his latest site for research.

"I wanted to look at what, in many ways, is very much an understudied problem," he said. "What process created the cultural landscapes of the Irish coast? The core of it, in many ways, is the archaeology or materiality of the Great Famine. There has been surprisingly little research on the human ecology and ethnology of this period of time."

To answer these questions, Kuijt has assembled an international, multidisciplinary research team composed of graduate and undergraduate students and, along with those from Notre Dame, researchers from University College Dublin, Trinity College Dublin and Cardiff University.

The project will continue through 2012, with 10 undergraduates each year participating in archival and field research, including three years of excavations at several famine village sites and several years of gathering oral histories.

The group is conducting a general study of the mountainous Conemarra region and case studies on Inis Airc and Omey islands, Errislannan and Streamstown Bay in County Galway. Many of the islands have no road or

train access, and there are no medical facilities or services, which prompted the residents' evacuation by the government.

Last summer, Kuijt took seven Notre Dame undergraduate students to conduct a feasibility assessment of the sites. Sophomore Ryan Lash helped with an archaeological survey of Omey Island.

"We recorded all of the abandoned cottages and artifacts, including a medieval shell mound, by mapping them using satellite recording systems and describing their features," Lash says. "We uncovered more than 100 sites."

While the students took note of what was above ground, Mark Schurr, associate professor and chair of anthropology, used a ground-penetrating radar device to locate underground remains. His detection of abandoned fireplaces, shell mounds and buildings buried by sand dunes will help minimize damage in future digs.

"I was impressed with the incredibly rich archaeological record and how relatively little is known about it," Schurr said.

Now that the "groundwork" has been laid, Kuijt and his team will spend a week at Inis Airc this coming summer, recording all of the abandoned buildings and using this to

understand other areas where destruction has taken place. They also will conduct excavations at several villages, where Kuijt hopes to learn more about the famine.

"We have information about potatoes being a critical resource, which they were," he said. "But we have no understanding of what other types of food people ate, so how do we understand the impact when one particular resource disappears?"

Students will interview people who lived on Inis Airc until 1960 but now reside in nearby towns. They'll ask what life was like back then and what understanding they have of the years before and after the famine, as well as the migration of people to the United States. They hope to convince at least a few people to journey back and be interviewed on video camera in an effort to document folklore and life on the islands.

For Kuijt and his team, there is a real sense of urgency. The people they want to interview are now senior citizens, and the homes they lived in are being destroyed at an unprecedented rate as



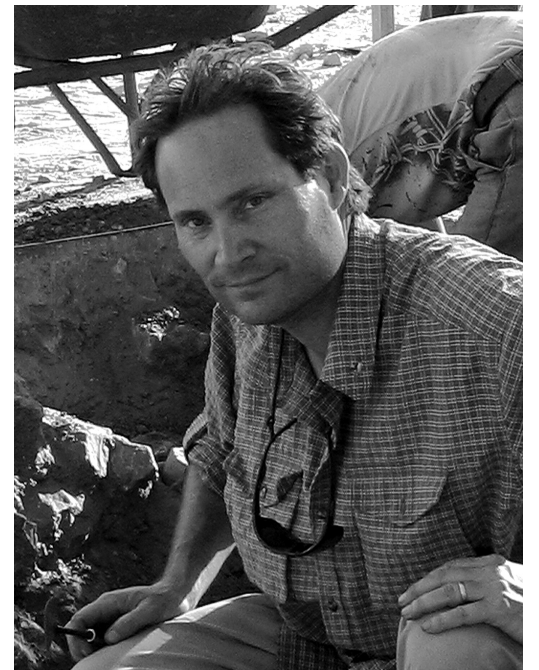
Eric Carlson, left, and Ryan Lash record a medieval period shell mound on Ireland's Omey Island. Ian Kuijt discovered the archeologically rich remains off the west coast of Ireland while bicycling in that country on his honeymoon. Through 2012, he will bring dozens of student researchers to the country to assess the human ecology and ethnology of the area. *Photos provided.*

Ireland's wealthy construct holiday homes on the west coast.

"We've already assessed 36 stone buildings dating from the 1820s to 1900," Kuijt said. "They're not protected by heritage legislation and are viewed as commonplace. I think that they are very important for us to understand questions related to famine and immigration, but we have to do it as fast as possible."

Of those students who were involved last summer, three Notre Dame sophomores and two seniors will present their research this spring at the annual meeting of the Society for American Archaeology.

"This international collaboration and exchange between scholars and students from Notre Dame and Ireland will help us better understand the heritage of Ireland," Kuijt said, "and build upon the strong cultural and social links that exist today between Ireland and the United States."



## Looking beyond holiday sales figures

By Carol C. Bradley

Constance Porter's research focuses on marketers and consumers, but she's not interested in sales figures for the holiday shopping season just past.

"I'm not interested in seasonal relationships," says Porter, an assistant professor of marketing in the Mendoza College of Business. "I'm more interested in how marketers can build trust and maintain long-term relationships that stand the test of time, in good and bad seasons."



In return, customers are motivated to create value for the marketer. Consumers may share their personal information—by taking a survey or testing a new product—in ways that help marketers serve their customers

Constance Porter's research looks at ways marketers can build trust—and increase profits—through online virtual communities. *Photo by Carol C. Bradley.*

better. It's all part of building a long-term relationship with the consumer.

Porter believes computer manufacturer Dell does this well online. In Dell's online community, consumers are classed as platinum, gold or silver members, based on their contributions to the community. Dell provides members with access to information about Dell products and how to use them, and access to company insiders who help customers when needed.

"I've read that Microsoft has occasionally invited their online members to headquarters to evaluate products," Porter says. "Respecting a community member in this way provides value to the consumer and creates positive word-of-mouth and loyalty. In turn, the consumer will be engaged with the marketer. Consumer engagement produces more valuable transactions over time."

Online communities are part of a larger trend called social networking, Porter says. "It's called 'Web 2.0' in a lot of circles," she notes. While social networking sites such as Facebook, MySpace and Second Life started with the younger generation, "parents are now visiting them because their kids are on them. It's not that new anymore."

When people are talking online, they're often talking about products. Information about products is available

to us both from marketers and from other consumers.

However increasingly, the people you ask for product recommendations may be friends from an online community, or from information other consumers have posted on message boards. "In today's market environment, where people are disbelieving of marketing information, consumer information can be even more powerful because of the authenticity of the community environment," Porter says.

Shopping has changed, she notes. "It's not just 'online shopping.' Where do people look for products, and for information on those products? It's called 'multi-channel' shopping. People may want to look at products online, then go to a bricks-and-mortar store and buy in person. Or look at products in person, then buy online. Or both, for different types of products."

And as shopping has changed, so has the Web, Porter adds. The Internet used to be one-way, moving static information. Now it's dynamic. "People used to think of it as a replacement for social interaction. But the interactive space is becoming more and more personal, and essential to maintaining relationships. If marketers hope to maintain valuable relationships with consumers, sponsoring online communities is a smart move."

## Green Summit unites those passionate about sustainability

By Gail Hinchion Mancini

Inspired about environmental issues by a high school teacher, sophomore Colleen Kelly came to Notre Dame ready to throw herself into the campus movement.

"It took me about a year to find avenues to be involved in environmental issues," said Kelly, who recently cofounded the student group GreeND with colleague Lourdes Long, a junior.

She'd have a much easier time finding her way today, as evidenced by the wide turnout for the all-campus Green Summit Monday, Jan. 28. The round-table discussion format brought forth a wellspring of ideas from students, faculty and staff. Among employees, attendance drew a cross section of University officers, food service and utility managers, library and Center for Social Concerns staff and a hearty representation of faculty.

The ideas that percolated during the late afternoon event will be reviewed for development as part of a comprehensive University action plan. But a simpler purpose of the event was to gather people for whom this issue "is near and dear to their hearts," said Amy Coughlin, director of special events for business operations and a member of the all-campus Environmental and Energy Issues Committee.

This is *the* galvanizing campus issue, claim Long and Kelly, who see student enthusiasm and faculty engagement across the colleges and architecture school. They said they considered the summit a prelude to next fall's fourth annual Notre Dame Forum, "Charting a Sustainable Energy Future." Student groups like GreeND are trying to help generate "significant momentum" toward the forum in hopes that the movement will become even more directed and deeply rooted following that event, said Long.

The nearly 150 who gathered for the Green Summit created a list of ideas that will undergo sifting and honing. Round-table discussions entered a variety of topics: recycling, green building design, community action and outreach, energy conservation and change at both the individual and the institutional level.

The University has made two institutional commitments to assure that an environmental and energy agenda will move forward. It is establishing an Office of Sustainability and is searching for a director of that office. And it has committed \$2 million to help underwrite the development and execution of environmentally wise and energy-efficient ideas.

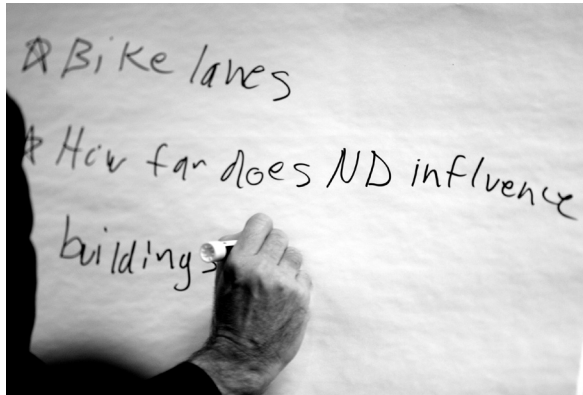
The incoming director of sustainability now faces a fulsome list of inquiries that summit discussion committed to record. One of the most resounding calls was for an audit that would allow the campus to know exactly how energy-efficient and environmentally cautious we are. Such information would pave the way for an education campaign and give proponents a ground zero on which to measure progress.

Other questions raised: Is our coal-powered heating system environmentally friendly? Have people caught on to the notion of single-stream recycling, which allows people to recycle paper and mixed containers in one receptacle? Is our fondness for bottled water, or imported fresh fruit, contributing to the problem?



Joan Brennecke, director of the Notre Dame Energy Center, joins a discussion on addressing sustainability at the institutional level. The center sponsored the Green Summit in conjunction with student government, GreeND and the Environmental and Energy Issues Committee. **Photos by Matt Cashore.**

Below: Bill Purcell of the Center for Social Concerns fields ideas about green building design.



How low can you set the thermostat before a critical number become uncomfortable? How do you get more people on this bandwagon? What are some easy first steps we can take?

Vice President for Business Affairs Jim Lyphout answered one question in his opening remarks. In fall semester, campus members were called upon to turn off all unnecessary lights for a single hour. The result was a 2.7 percent savings in energy use compared to the average normal weekday per-hour usage. "That just demonstrates the impact of our personal behavior," he told the assembly.

Individual action will be key to



Above: Jim Lyphout, vice president for business operations, and Amy Coughlin, center, talk with student summit hosts Sheena Plamoottil and Maris Braun.



Left: Rev. Bill Lies, C.S.C., director of the Center for Social Concerns, was one of many at the summit to emphasize the importance of environmental stewardship at a Catholic university. He collaborates here with student Bob Reish, junior class president.

making progress, added John Affleck-Graves, executive vice president, who cautioned not to expect the sustainability team to be responsible for all change and progress. "We need your continued involvement. It's individual action that causes change. You have to educate and convince others, bring people along with you at a rate they can handle."

"I know we can do a lot more," Affleck-Graves said. "We haven't even scratched the surface."

He also cautioned participants to remember that while the University is committed to sustainability, its administrators will have to balance the cost of progress in this arena against other demands such as support for financial aid and faculty research.

In an opening prayer, Rev. William Lies, C.S.C., director of the Center for Social Concerns, noted that serious



Cindy Ewing of Human Resources takes notes during a discussion on how to inspire individual participation in a campus sustainability movement.

dedication to environmental issues was "fundamental to who we are" as a Catholic university. "It's an important part of our faith and our relationship with God." It was a theme repeated frequently through the afternoon.

## Next year's new class is taking shape

By ND Works staff writer

The staff of the Office of Admissions is wading through its second largest batch of applications in history—around 14,000. Simultaneously, the admissions office and a variety of University administrators are reaching out on an almost weekly basis to the 1,150 high school seniors who received early action admission to next fall's incoming class.

New for next fall's incoming first year students, each will receive a contact directing them to a new undergraduate research Web site ([undergradresearch.nd.edu](http://undergradresearch.nd.edu)) that describes the process of choosing a topic and a faculty mentor and that shares the testimony of current students involved in undergraduate research.

Cecelia Lucero, who became director of undergraduate research last fall, says she hopes the invitation to explore the UR@ND Web site will motivate incoming students—whatever their intended college or major—to get involved early in undergraduate research, "and to see this scholarly engagement as a way to enrich their Notre Dame education."

Between the early action process and regular admissions, high school seniors from around the world filed the second largest number of applications, the record occurring last year with 14,500, according to Dan Saracino, assistant provost of admissions.

Early action applications arrived in record numbers in fall, up almost 12 percent over last year, Saracino says. The early action pool presented the strongest academic credentials to date, and was noteworthy for a rise in the number of international students and students from minority populations, he added.

The admissions office usually needs several months to analyze the motivating factors and trends presented by a year's applications, he says. Historic data reveals several positive trends among first year classes:

- Ethnic diversity has increased from 8 percent to over 20 percent in the past 30 years.
- International student enrollments, nonexistent in the 1970s, are approaching 5 percent.
- The percentage of Catholic students has been around 85 percent for more than 20 years; children of alumni generally represent 25 percent of admitted students.
- Every year, the academic qualifications of the average freshman grow ever stronger.

Between 1977 and 2007, the number of applications rose steadily from about 6,500 to the 14,000 range. Since the size of the incoming class has not grown substantially, the percentage of applicants admitted has

## "From Old 2 Gold" sale to take place May 24

The fourth annual "From Old 2 Gold" year-end campus yard sale will take place from 7 to 11 a.m. Saturday, May 24 in Notre Dame Stadium.

The sale features items left behind and donated by students, and benefits local charities. It is open to the public, and admission is free between 9 and 11 a.m. A \$5 "early bird" admission will be charged for those over 12 years of age wishing to shop between 7 and 9 a.m. To

alleviate "camping out" around the stadium this year, shoppers will be permitted to wait in line no earlier than 5 a.m.

Formerly run by Alan Bigger, who stepped down last year as the University's longtime director of Building Services, the sale is now in the hands of Franklin Parker, manager of Central Receiving. Additional information is available at [old2gold.nd.edu](http://old2gold.nd.edu).

fallen from 41 percent in 1977 to around 25 percent today. Yet the percentage of accepted students who choose to enroll here has remained virtually the same—between 55 and 60 percent.

"With the typical student applying to highly selective schools submitting an average of seven to eight applications, it is not uncommon for even these institutions to have yields between 30 and 40 percent. This makes our yield over the years even more remarkable."

A final and favorite Saracino's trend "just impresses me," he says.

In recent years, more than 20 percent of new students come from families of educators: high school teachers, school administrators and college faculty.

"It's one of the greatest compliments we can receive at Notre Dame," he says. "Those in education, who don't always make great salaries, are sacrificing to send their children to what they see as an outstanding institution. I'm humbled by it. What an honor."

# NDWorks

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# Mortgage crisis to impact housing segregation, Williams says

By Carol C. Bradley

In the old days, mortgage lending was just like Jimmy Stewart in “It’s a Wonderful Life,” says sociologist Richard A. Williams. You got a mortgage from the savings and loan, and the loan was offered at a fixed rate for 15 or 30 years. But those were also the days of what Williams terms “the old inequality”—minorities and those with low incomes just didn’t get loans.

Williams’ research interests focus on the impact of mortgage lending on racial residential segregation. He and colleague Carolyn Bond published a paper in December 2007 looking at 200 metropolitan statistical areas nationwide, using figures from the 2000 census.

The question the paper asked was this: If racial segregation in neighborhoods was caused by an inability to get mortgage loans, did the rise in subprime lending in the 1990s—enabling minorities and those with spotty credit histories to get loans for the first time—affect housing segregation?

“It had often been argued that disparities in lending were contributing to racial segregation,” Williams says. “Minorities could not get loans like whites could.” Because subprime loans are concentrated in minority neighborhoods, Williams’ speculation was that prime loans (those with favorable terms, granted to borrowers with good credit and down payments) would reduce racial segregation, but subprime loans would not.

“That’s pretty much what we found,” he says. “Prime loans, which are widely distributed across a variety of neighborhoods, did have a modest effect on decreasing segregation.”

He’ll be revisiting the issue after the 2010 census. The collapse of the subprime mortgage market, he suggests, may have a real adverse effect on racial segregation—particularly if lenders stop making loans to low-income and minority families.

“My guess is we’ll see even stronger effects during this decade than we did during the 1990s,” Williams says. “Subprime lending grew a lot during the 1990s, but it grew even more during this decade, at least up until recent months. So my guess is that the effects we saw during the 1990s will be even more pronounced in the 2000s.”

The real tragedy is that studies have shown that as many as half of those with subprime loans could have qualified for a regular loan, Williams adds. “Minorities were disproportionately likely to get subprime loans, and to get a worse deal in the lending process compared to comparable whites.” And minorities are being hit harder by foreclosures. “Black home ownership has fallen by 3 percent in the last four or five years,” he says.

In 2005, he notes, subprime lenders were the only ones marketing loans in minority neighborhoods. “Maybe you’ve been told by other lenders that you can’t get a loan, and you see the ads, and all of a sudden someone is willing to make you a loan. But what nobody tells you is that you may be able to get a home, but you might not be able to keep it—especially with the kinds of loan terms that are being offered.” To date, Williams notes, half a million subprime borrowers have lost their homes to foreclosure, and as many as 1.8 million more may lose their homes as the market deteriorates.

It may be worse to have a home and lose it than never to have owned a home at all, he points out. “You’re not doing people any favors. They lose equity, and have damaged credit ratings. Another concern is what it does to neighborhoods when you have empty and abandoned properties.



Sociologist Richard A. Williams speculates that nationwide foreclosures and the subprime mortgage mess will increase housing segregation. Photo by Carol C. Bradley.

The neighborhood starts to go down because people don’t want to move there.”

But rather than go back to the system of 20 years ago, where minorities simply couldn’t qualify for loans, Williams says, “I hope we have a system where minorities—or anybody—can get loans, but at fair terms. You’ve had a system with a lot of abuse and shortsighted practices. My hope is that we come out of this with a more regulated loan market, with more reasonable loan terms.”

## ON PERSONAL FINANCES

# Save money and effort while filing your taxes

*Editor’s note: Besides gloomy days, February can be a dark month, financially: lingering Christmas bills, income tax concerns, sky-high utility costs. Two Mendoza College of Business faculty lend some insight that may make this season less grim.*

By Gail Hinchion Mancini

In a world of fast cars, fast food and fast Internet service, fast seems like a desirable thing, especially if it puts money in your hands.

But not necessarily when it comes to the world of fast income tax refunds, cautions Ken Milani, professor of accountancy and founding director of the Tax Assistance Program (TAP).

The income tax preparation industry has spawned a loan service that instantly provides the client a check equivalent to his or her refund—equivalent, but minus a fee. With rising food and housing prices, and an economy on the downturn, this year the fast-return tax services may seem particularly inviting, Milani notes.

“The lure of the quick refund is pretty strong for people,” says Milani. But if clients look at the charge as an interest payment on a loan, instead of a fee, they’d realize it represents an annual rate that’s close to 50 percent. “What happens here

is nobody really stops to calculate the interest rate.”

Through TAP, Milani has been helping local moderate- and low-income taxpayers complete income tax returns for more than 35 years (almost 90 Notre Dame and Saint Mary’s students help each year). He also cowrites a South Bend Tribune column that addresses a broader reach of tax questions.

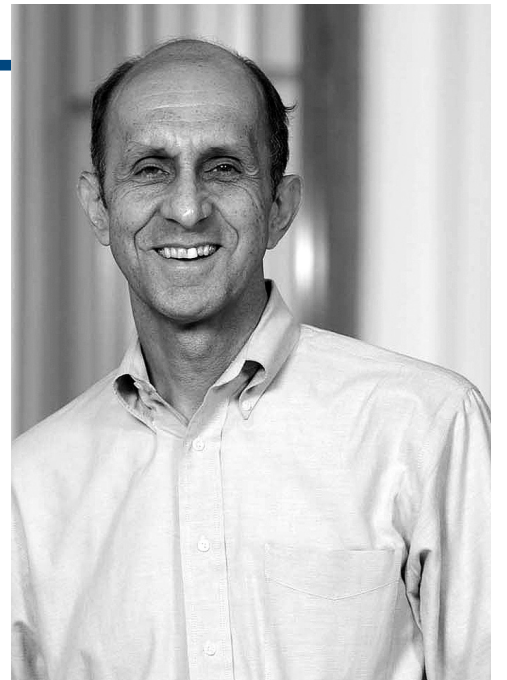
For individuals whose net income is at or below \$38,000 (the median income in St. Joseph County, Milani says,) the best deal in town is the free tax preparation service offered by TAP, and a similar one sponsored by the American Association of Retired Persons (AARP) at Sunnyside Presbyterian Church and other locations.

Beginning Saturday, Feb. 9, TAP students and the alumni and professionals who mentor them will be

providing assistance at nine locations throughout the area. The Web site [nd.edu/~taptax](http://nd.edu/~taptax) provides times and locations, including a weekly clinic from 2:30 to 5 p.m. Wednesdays at the Center for Social Concern’s temporary location in the old Security Building.

Those whose income is above the TAP level have low-cost tax preparation options in the popular and reliable tax preparation software programs such as TurboTax. Milani recommends those, but cautions that users should follow their instincts if they feel the program is too difficult to master. TAP preparers regularly end up completing the forms of clients who spent the estimated \$40 for the program but could never figure it out.

As for hiring a certified public accountant, Milani recommends one for those with complex financial lives or those whose lives have become



For more than 35 years, Ken Milani, accountancy professor, has helped middle- and low-income taxpayers work through the income tax process. Photo provided.

complex through a death in the family, a divorce, a new mortgage, or some other distinctive event like an income windfall, a casualty loss or a disabling injury or illness.

# Anyone can take this road to wealth

By Gail Hinchion Mancini

The litany of moves people should not make with their finances may be widely ignored, but the list is well known: Don’t run up credit card debt. Don’t spend everything you have. Don’t wait until tomorrow to think about saving and investing.

Carl Ackermann, an associate professional specialist who teaches finance, has a much more upbeat way to talk about personal finance. His is a list of *dos*, not *don’ts*.

Do make it one of your first priorities to invest in your company’s retirement plan to take full advantage of any matching contributions offered.

Do try to get to the point where the money in your checking account covers your current expenses and next month’s bills. “Most people play the float,” he says, explaining that their current paychecks tend to cover last month’s credit card charges. “I think a credit card should be renamed a debt card so every time you use it, you’re reminded you go into debt.”

Do build up a cash reserve of from three to six months. If something happens, a reserve fund will keep you from raiding your retirement account, at great penalty.

Do take advantage of electronic services that put paycheck dollars directly into savings before you ever see them. “People tend to spend what they have. If you don’t divert the money into a retirement plan or some other savings, the money gets paid to you, and you’re surely going to spend it.”

After that, do build a lifestyle of home and car ownership, vacations, school tuition and even further investing. But as future raises come in, consider that you have a choice between improving your lifestyle now or improving your lifestyle in the future. “As you get that first raise, keep that basic standard of living,”

he advises.

Although his research has covered such high-finance topics as mutual funds and other hedge funds, his teaching duties here have helped him shape his formulas. Ackermann teaches introductory finance and estimates that about 15 percent of students on campus have taken or are taking his class.

In Ackermann’s experience, Notre Dame undergraduates are unusual in that they seek life formulas that will allow them to do good with their earnings.

“Everyone at every university is interested in accumulating money,” he explains. “But when I talk about the distribution phase at other universities, I can almost see the cars and boats in the students’ eyes. At Notre Dame, they talk about the dreams they have, and they’re not the financial ones. They talk about doing some good in the world.”

Recently, Ackermann has been partnering with the Center for Social Concerns on a local outreach project that helps young people in the social or faith-based service—fulfilling professions, but low-paying—

understand that they can manage a good life on their salaries.

Whether he’s speaking with staff of such organizations as the Center for the Homeless, or to notoriously underpaid Catholic school teachers, “I often hear young people say that they love the work, but they know that once they have a family, they’ll have to leave it,” he says.

“I’m convinced that with some help on budgeting and retirement planning in particular, these wonderful people who have such passion for this work will be able to continue doing it,” he says.

A final piece of advice Ackermann offers: The financial industry seems to work very hard to make their world appear confusing and impenetrable—the better to rely on their assistance. But it really is easy, particularly this concept of accumulating personal



Working with altruistic students has helped Carl Ackermann hone tips for finding the road to wealth.

wealth. He recommends the popular book “The Millionaire Next Door,” by Thomas Stanley and William D. Danko, which illustrates how living below one’s means can make you a fortune.

*Ten years ago, the term “entrepreneurship” was almost the exclusive domain of the fledgling Gigot Center for Entrepreneurial Studies. Today, the center has an international reach and, a national reputation, and it has spawned a private investors’ group eager to snap up student and faculty ideas. Meanwhile, a thriving entrepreneurial spirit throughout campus holds promise for a revitalized local economy.*

## Entrepreneurial spirit spreads beyond Gigot Center

By Gail Hinchion Mancini

Entrepreneurs, says Jim Davis, are a funny lot.

“They march to their own drummers. They respect rules and structures but find a way to get the deal done,” says the director of the Gigot Center for Entrepreneurial Studies.

Although entrepreneurs are “big idea” people, they also likely have a knack for recognizing opportunity, and for shaping that into a doable plan.

And while they may see dozens of opportunities a day, they know when to turn off the idea faucet and focus on building a business.

Davis may have known all that before being appointed the first director of the center, now celebrating its 10-year anniversary. But he’s learned a lot more by running what is demonstrably a successful and entrepreneurial start-up in its own right. Among its accomplishments:

- The center has helped match some \$63 million to the start-up businesses of Notre Dame students and their parents and alumni
- Some 250 alums or family of alumni, called Irish Angels, stand at the ready to teach, mentor and even finance Notre Dame-nurtured ideas
- It ranked in the top 20 undergraduate and in the top 25 graduate entrepreneurship programs in the country

And, like any entrepreneurial enterprise, the center has acted on opportunities and directions that could not have been foreseen in the beginning. Ten years ago, Davis looked forward to the concrete task of establishing an undergraduate and graduate entrepreneurship curriculum. Today, he looks forward to the revitalization of the local, state and overall Midwestern economy. What’s happened is this entrepreneur spirit has caught on.

### The start-up story



Alumnus Gary Gigot helped launch the entrepreneurship program 10 years ago. *Photo provided.*

In the mid-1990s, Davis was teaching a corporate strategy course and noticed that some students seemed interested in testing the course’s skills on their own ideas, instead of textbook exercises. Alumnus Gary Gigot, who followed his ground-floor success in marketing the young Microsoft with a second software homerun at Visio, agreed to help seed some student ideas. Soon, though, “He wanted to start seeing deals come out of Notre Dame, and so did I,” Davis says.

So did Mendoza College of Business Dean Carolyn Woo, who is entrepreneurial in her own right as well as a scholar in entrepreneurship, says Davis. In 1998, Gigot donated \$2 million to establish the center, which carries his name. Woo named Davis its first director.

The first order of business was to establish a curriculum for graduates and undergraduates. “Academics had to be in place,” says Davis. “But the minute we put our sign out, business opportunities started coming.” Engineering and chemistry professors made inquiries; a graduate student in computer science began a business that he ultimately sold to Intel.

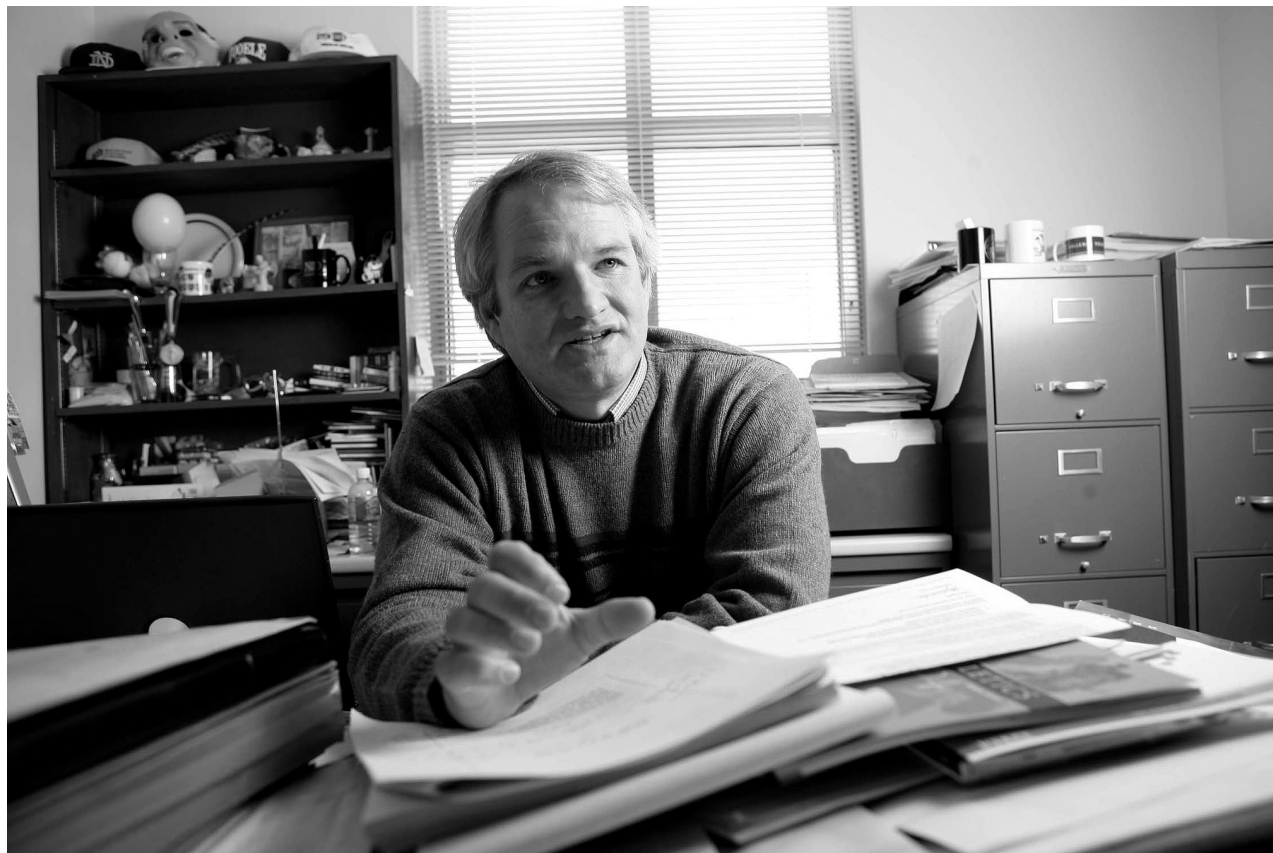
A year later, in 1999, the Gigot Center staff launched the activities it may be most well known for here on campus: the McCloskey Business Plan Competition, which awards cash prizes to traditional entrepreneurial ventures just getting off the ground. The competition invites ideas from alumni and graduate and undergraduate students. Soon, a Social Venture Plan Competition joined the mid-April event.

Students and alumni who want to participate submit applications in the fall.

They are mentored through the year, by members of another Gigot start-up, the IrishAngels network, which also judges the competitions. Now comprised of 250 members who are graduates, parents of graduates or otherwise involved, Davis calls them “our secret sauce.”

“If you walked into my office with an idea for starting a sheep ranch in Arizona, there’s an Angel who could help you,” he says. An eel farm, all sorts of organic food ideas, advanced algorithms, “there’s an angel out there who gets it.”

Ultimately, many of them are entrepreneurs by passion, reputation and fortune who may end up investing in these home-grown business plans. Hunger for that opportunity gave rise to the annual Irish Angels Fall Forum, a business idea showcase that gives Angels the chance to shop for Notre Dame investment



Jim Davis, director of the Gigot Center, sees signs of a rising campus interest in entrepreneurship. *Photo provided.*

ideas. The national reach of the network is evident by the 80 or so potential investors who flew in for last fall’s forum, held in Chicago.

### The student factor

“I’ve always said Notre Dame students want to be captains. They don’t want to be crew,” Davis says.

The story of SolarShade, Grand Prize winner of last year’s McCloskey competition, is a classic case. One M.B.A. and three undergraduate students, whose majors ranged from engineering to industrial design to theatre studies, designed a revolutionary window shade that can change tints from light to dark with the push of a button. The student project went on to win first prize in a state competition, as well. One reason the shade is not yet in production is the students are still trying to do their homework and earn their bachelor’s degrees.

“The investors, though, are chomping at the bit,” says Davis.

Competitions appear to be the best format for inspiring ideas, but the format itself has expanded. Last October, the center launched a new competition, called the Elevator Pitch competition, which recognizes that some business deals are made during chance encounters by an entrepreneur who can make a two-minute pitch.

### Unexpected paths

Any entrepreneurial enterprise is going to take unexpected turns, and the Gigot Center has been no exception. Davis could not have foreseen encouraging local businesses through a small incubation project at the

Robinson Community Learning Center, and spawning a youth entrepreneurship outreach program, which culminates in an annual Invention Convention Competition judged by Notre Dame students and mentors.

Nor could he foresee the direction the center would take with MBA student Valerie Gregory, founder of the Small Business Community Outreach Program of South Africa, a microlending venture. Arriving on campus in 1997, she then founded the Small Business Community Outreach Program, an internship program that sends students to Cape Town, South Africa to help entrepreneurs begin business. A similar internship now operates in Jamaica, and one is getting started in Guatemala, Davis says.

In 2006, the Gigot Center for Entrepreneurial Studies and the Mendoza College of Business launched a new certificate program incorporating microventuring and social entrepreneurship. Microventuring is the opportunity to assist emerging microentrepreneurs with entrepreneurial training and one-on-one skill development, and to provide them with a link to such community resources as consulting and microlending. Students act as microventurers, fulfilling the role of mentor and trainer for microentrepreneurs, assisting them in the quest to grow a business.

### To the future

Davis, the father of five children, has lived in the area long enough to get a sense of how hard both local and state authorities are working to transition from an automotive and agrarian economy to

something that will spawn large, sustainable business and staunch the flow of our children to opportunity in other states. (His first child to have finished college is in Montana.)

Finally, he likes what he sees. He calls it “infrastructure,” and counts among its elements the upcoming Innovation Park @ Notre Dame, the effort of support for marketable faculty ideas in the Office of Research through the Technology Transfer department. It has increased excitement among the faculty to market ideas.

He also sees something called idea flow. “The I’m seeing now are smarter; they have stronger business models behind them.” And the final key to infrastructure: “People who know how to grow and manage and execute a deal.”

“We see a groundswell,” he says. “It’s bubbling time. We’ve been warming it up over 10 years, but it’s going now, inside Notre Dame and out.”

“I honestly think in this area, we will see an



Winners of the 2006-07 McCloskey Business Plan Competition, presented by Gov. Mitch Daniels. *Photo provided.*

## Supporting entrepreneurs from within

By Gail Hinchion Mancini

The latest member to join the Office of Research's growing technology transfer department has a pedigree that Gigot Center staff would appreciate.

Scott Hartford was the winner of a business plan competition: third place, with \$10,000 in prize money that helped him establish an engineering design consulting firm specializing in medical instrumentation.

He participated in a competition managed by Purdue University's entrepreneurial studies center and underwritten by a Lilly Endowment grant to help incubate ideas in the Fort Wayne-Warsaw region.

Hartford closed down the business in 2006, not pleased with the traction it had gained in its two-year lifetime. But he came away with many ideas about what to change the next time he tries a new venture. He also came away with a network of contacts in the medical design field—an area of specialty for some Notre Dame engineers—and intersection of knowledge about planning a business, the role of venture capitalists, and the unique role nonprofits like Lilly and universities like Notre Dame play in putting an idea into the marketplace.

In fewer than five years, the Office of Research has shown its own entrepreneurial flare by expanding its technology transfer support services for faculty from a part-time specialist to a full-time staff of four. The department is tasked with protecting the intellectual property that faculty have developed, and assisting those who understand that their idea may be marketable. That could mean helping to get a patent on research results and innovations and licensing the patent to the faculty themselves to start a company of their own.

In the two years that he's been a licensing associate, Jonathan Ho has

seen an increasing interest on the part of faculty to have their ideas reviewed for marketing potential. One such measure, Ho says, is the increase in the number of faculty who file "invention disclosure" information with the office. In that process, faculty articulate their ideas, how they are unique and how they might make better products than what's currently available. In his first year, Ho says he saw about 30 invention disclosures; last year, the number rose to more than 40.

Another measure, says Elizabeth Spencer, director of technology transfer, is the number of faculty and outside investors who are requesting term sheets—statements that outline the terms of a licensing agreement. "This semester alone," adds Spencer, "four or five faculty have asked about starting a company. That's a lot, and a lot more than in the past."

Enthusiasm is mounting, she adds, because of the "buzz" surrounding the Innovation Park @ Notre Dame and the appointment of David Brenner as its director. He is a Provost Office appointee who works closely with the entrepreneurial-minded new vice

president for research, Bob Bernhard.

Although he officially joined the University at the beginning of the year, Brenner has already interacted with dozens of faculty who have expressed interest in marketing their ideas. On Jan. 15, for example, he gave a presentation on the Innovation Park before 80 faculty members. "Several have already followed up with me to arrange face-to-face meetings," he says.

Brenner says he's impressed by the enthusiasm for the Innovation Park, "especially since there is no 'place' or building to visit or see."

Finally, the Provost's Strategic Academic Program Committee (SAPC) has begun sifting through proposals for innovative faculty proposals that will receive University seed money. The processes haven't been all that different from the Gigot Center's business plan competitions. And, observes Brenner, the process "is clearly giving a lift to many faculty members with a strong



Scott Hartford brings the experience of starting a business and participation in a business plan competition to the Office of Research's technology transfer department. **ND Works staff photo.**

interest to see their work come alive in the market."

"I expect many of the SAPC proposals to take a very active interest in the park to identify one or more pathways to transform their research into meaningful and marketable enterprises," he says.

## Seeding ND businesses becomes a private venture

By Gail Hinchion Mancini

When Theresa Sedlack left the Gigot Center last year to join Fish Taco Ventures, more than a few marveled: She's gone into the food business?

Since 2000, Sedlack had managed the center's entrepreneurial competitions and a group called IrishAngels—some 250 alumni and parents who are interested in mentoring fledgling business ideas or even investing in them. Hard to believe that after that, she would turn to wrapping lettuce, fish, tomato and cheese, or even managing a restaurant.

As it turns out, the name Fish Taco Ventures makes a great inside joke, but it has nothing to do with food. Rather, it represents an important step, unrelated to the University's educational mission, in getting sustaining funds in the hands of fledgling start-up ideas with a Notre Dame pedigree.

The freestanding company operates out of the basement of Ivy Court, the former Jamison Inn. There, Sedlack "connects the dots" among the IrishAngels and would-be business owners. "We're a start-up like everyone else," says Sedlack.

Sedlack came into Fish Taco to be the executive director of an enterprise that had been growing out of the volunteer efforts of several successful entrepreneurs, Fish Taco founder Larry Abdo of Minneapolis among them. Abdo is the parent of two Notre Dame graduates and one of several entrepreneurs, like Gary Gigot himself or new Innovation Park director David Brenner, whose role as IrishAngels already had touched almost every aspect of the Gigot Center's maturing profile.

To date, its most tangible involvement occurs as projects incubated through the annual McCloskey Business Plan Competition are prepared for the annual IrishAngels Fall Investment Forum. Although the latter sounds like an opportunity for angels to learn about how to invest, it's actually more like a trade show of ready-to-go business plans that have come out of the Notre Dame system. McCloskey plans included. A prescreening establishes ideas as being "headliners" with main stage presentation time, or "open-mic" pitches, with five minutes to pitch their venture to the group.

The angels who attend—it's a fly-in event held last year in downtown Chicago, one that attracted such sponsors as NASDAQ and several nationally known financial groups—are ready to invest. Last fall, the forum raised more than \$1 million for companies that presented.

Another Fish Taco direction is to garner a development fund so that the organization can deploy larger amounts of start-up capital on a year-round basis. Right now, the organization provides seed funds of up to \$20,000, mostly for ventures that haven't matured to the level of a fall forum main-stage production.

Whether it's her eight years in the entrepreneurial business, or the switch from a college to a private setting, Sedlack has seen her understanding of the entrepreneurial process transformed. It used to seem like a linear process. "I used to think of it as a conveyor belt, but now, it's much



Larry Abdo, left, helped get Fish Taco off the ground before Theresa Sedlack took over as executive director. **Photo provided.**

more like a broad ecosystem," she says.

Like any entrepreneurial enterprise, the future is a matter of finding and building on opportunities.

Will Fish Taco partner with the new Innovation Park @ Notre Dame? Absolutely, says Sedlack. Excuse the pun, but Fish Taco and the Innovation Park are "swimming in the same stream, but parallel," she says.

## How did Fish Taco Ventures get its name?

**fish taco**  
VENTURES



In the first-ever McCloskey Business Plan Competition, a team pitched a restaurant concept whose menu would include fish tacos.

"Have you ever made a fish taco?" asked a judge. Suddenly, a presentation that was going swimmingly began to sink.

"It became known as the Fish Taco question," says Theresa Sedlack, executive director. From then on, every competing team knew they had to have a personal understanding of the most basic aspects of the business, and how customers would react to the product.

In naming the enterprise that would separate from the University and handle investments, its partners wanted a name that spoke of a Notre Dame and Gigot Center connection without using the University's name. It was unanimous: Fish Taco.



Competition also won a statewide competition and a \$10,000

## A secret weapon in the search for funds

By Gail Hinchion Mancini

He doesn't use a divining rod to hunt for grant money. And nobody calls him Coach Ken.

Yet the name Ken Garcia frequently comes up, especially when the National Endowment for the Humanities (NEH) announces a new round of fellowship recipients. This year, Notre Dame faculty led the nation with eight.

Garcia is associate director of the Institute for Scholarship in the Liberal Arts, which supports the scholarly pursuits of College of Arts and Letters faculty by providing internal resources for research, travel, conferences, visiting speakers and curriculum development; by locating outside funding and by helping faculty prepare successful grant applications. External grants and fellowships are Garcia's specialty.

Applications have been climbing, and so have successes. Between 1997 and 2007, annual grant totals grew from \$3.7 million to almost \$10 million. The number of successful grants during that period grew from 41 to 91.

Garcia, who reads almost every application and doctors many of them, graciously attributes this success to the faculty. "If they didn't have the expertise and qualifications, they wouldn't compete well," he says. "All I do is help them along a bit."

Or a lot. Some faculty, including now-tenured political scientist Mary Keys, profess they would never have made it to tenure without his guiding hand.



Ken Garcia's work in the Institute for Scholarship in the Liberal Arts has been instrumental in the growth of research grants for members of the College of Arts and Letters. **ND Works staff photo.**

one of these prestigious grants.

"These endowments will bring over \$10 million to Notre Dame," he says. "Over the next 20 years, the investment of these three endowments will grow between \$70 and \$120 million."

Winning a challenge grant is especially sweet, says the soft-spoken Garcia, who also is finishing his doctorate in theology. "When we get one of those, we go to Legends to celebrate."

Rev. Joseph Amar, of the Classics department, presents a unique glimpse of Garcia's skill, having recently received two NEH grants and one from the Earhart Foundation. The latter two awards will allow him to write a book he's been eager to do for years, a biography of St. Ephrem of Syria. "These two grants should really be credited to Ken. He did all the leg work," Father Amar says.

Father Amar, Robin Darling Young, also of the Classics department, and Garcia collaborated on a successful application for an NEH Summer Seminar grant that gathered scholars from other institutions here to delve into the history of Christianity in the Middle East before the coming of Islam. Father Amar says he wasn't aware of the summer seminar grant until Garcia brought it to his attention.

At one point while trying to apply for an NEH grant, Father Amar found that his computer no longer was compatible with NEH application software. "Ken came to my office with his laptop. He made a house call," Father Amar says.

In applying for grants, Father

Amar notes, it can be hard to figure out what a foundation is looking for. "In a phone call to Ken, he'll tell you exactly what you should say and what you shouldn't say in order to fit the profile of the grant. He's not just a nice man, and he is that. He's really smart and knowledgeable."

When not supporting individual faculty projects, Garcia collaborates with faculty or centers and institutes to garner a more ambitious level of grants, such as NEH Challenge grants. Challenge grants, sometimes as large as \$1 million, underwrite endowments for major programs in the humanities. In fall 2007, the Medieval Institute won a challenge grant to establish a new Byzantine studies program. In fall 2005, political scientist Michael Zuckert received one to develop a program called Religion in American Public Life. The Keough-Naughton Institute for Irish Studies also has won one. In short, every time Garcia and faculty could and did apply, they won

## SHORT TAKES

### Help with FAFSA forms

If you're struggling to fill out the **FAFSA (Free Application for Federal Student Aid)** form for your college-bound or returning college student, free assistance is available at the Education Talent Search Office in the Charles Martin Youth Center, 802 Lincoln Way West, South Bend.

The FAFSA service will be available from 9 a.m. to noon on Saturdays, Feb. 9, 16 and 23 and March 1. The service will also be available from 4:30 to 6 p.m. on Wednesdays, Feb. 13, 20 and 27, at La Casa de Amistad, 746 S. Meade St., South Bend.

Assistance is also available in Elkhart at the Tolson Center, 1320 Benham Ave., from 3:30 to 5:30 p.m. Wednesdays Feb. 13, 20 and 27 and March 5. In Niles, assistance is available at the Ferry Street Resource Center, 620 Ferry Street, from 4:30 to 6 p.m. Tuesdays, Feb. 12, 19 and 26.

Notre Dame's FAFSA deadline is Feb. 15 for prospective students, Feb. 28 for returning students. The deadline for Saint Mary's College and Holy Cross College is March 1.

Please note that **the form must have been received at the processing center**—not be postmarked—by Saturday, March 10 for students to be eligible for state financial aid. The deadline for Michigan residents is Thursday, March 1. If those deadlines are missed, students will still be eligible for federal aid if qualified. Application deadlines vary by college or university, so make

sure to check with the individual institution.

In order to fill out the FAFSA forms, you'll need completed income tax forms for 2007. If you haven't done your taxes yet, bring a W-2 form or a pay stub showing cumulative earnings for the year. Information on untaxed income, such as Social Security and child support payments, is also required, as are Social Security numbers and birth dates for parents and students.

### Investment representatives on campus

Representatives from Fidelity Investments, TIAA-CREF and the Vanguard Group will be on campus in February for individual counseling sessions on retirement planning.

**Fidelity Investments**, 800-642-7131, will be on campus Thursday and Friday, Feb. 14 and 15.

Representatives from **TIAA-CREF**, 877-267-4507 or [tiaa-cref.org/moc](http://tiaa-cref.org/moc), will be on campus Tuesday and Wednesday, Feb. 12 and 13, and Saturday and Sunday, Feb. 23 and 24.

**The Vanguard Group**, 800-662-0106, ext. 69000 or [meetvanguard.com](http://meetvanguard.com), will be on campus Friday, Feb. 8. You may also contact Vanguard for an individual telephone consultation.

### Relay for Life fund-raisers begin

The Finance Division Community Service Committee will be selling

**Butter Braid** coffeecakes to raise money for **Relay for Life**. Orders will be taken Feb. 11 through Feb. 22, with delivery on Tuesday, March 18. Coffeecakes are \$10 each, and are available in nine different flavors including cinnamon, cream cheese and apple. Coffeecakes are delivered frozen, with instructions for baking. This year, Butter Braid's Classic Breaks pre-portioned frozen cookie dough will be available as well. For more information, contact Donna Sheer, 631-7990 or [sheer.1@nd.edu](mailto:sheer.1@nd.edu).

### Telling HERstory

Theology professor **Mary Catherine Hilkert** will be the featured speaker in the "Telling HERstory" series at noon Wednesday, Feb. 20 in the Coleman-Morse first floor lounge. The talks are open to all faculty, staff and students. Bring a sack lunch—

cookies and drinks are provided.

### United Way campaign meets, exceeds goal

Notre Dame's 2007 **United Way** campaign raised over \$331,000 to support local charities, surpassing the goal of \$300,000 and making Notre Dame employees the largest per-capita donors in St. Joseph County. Notre Dame's total contributions were exceeded only by AM General, which has 8,000 employees, notes campaign coordinator Dee Dee Sterling, Office of Human Resources. Donations to the Employee Compassion Fund totaled more than \$6,700. The University has been awarded the United Way's Campaign Excellence Award, given to those organizations that run exemplary campaigns.

### How do we know if the University has a snow day?

The University rarely closes in the case of inclement weather. But a recent series of snowstorms and frigid conditions that led other local schools to close raised the issue: How does an employee confirm that the University will remain open?

If Notre Dame is to close, the administration notifies local television and radio stations, which broadcast the closing among others, and post word on their Web sites. The administration also would post information about the closing on [nd.edu](http://nd.edu).

Both the University and local media make an announcement only in the instance of a closing. No announcement is made if the University is to open as usual.

## DISTINCTIONS

Associate professor of sociology **David M. Klein** has been named a fellow of the National Council on Family Relations. **Don A. Howard**, professor of philosophy, has been elected a fellow of the American Physical Society. **Stephen Fallon**, professor in the Department of Liberal Studies and English, has received a Choice magazine Outstanding Academic Title award for "Milton's Peculiar Grace," published by Cornell University Press.

Assistant professor of design **Robert Sedlack**, who focuses on design for social betterment, is the recipient of the Cornerstone Peacebuilding Award from the Indianapolis Peace Institute. In addition, Sedlack's design for "The Book of Portraiture" has been selected by Print magazine for its year-end regional design issue.

The University congratulates employees who celebrate significant anniversaries in February, including **Michael T. McCauslin**, risk management and safety, who marks his 25th anniversary.



Michael T. McCauslin has been with the University for 25 years. **Photo by Carol C. Bradley.**

Celebrating other significant anniversaries are:

### 20 years

**Ella M. Ross**, South Dining Hall

**Don G. Steinke**, registrar's office

**Patricia A. Welling**, Morris Inn

**Steven D. Weyer**, North Dining Hall

### 15 years

**Jo Anne Duncan**, accounts payable

**James A. Kieft**, Office of the Controller

**Jeffrey A. Marchant**, physics

**Lynn A. Miller**, human resources

### 10 years

**Kristina K. Aalfs**, South Dining Hall

**Jill E. Donnelly**, development

**Mignon A. Montpetit**, psychology

**Janice E. Owens**, North Dining Hall

**Timothy L. Pitts**, security

**Mary Anne Pryde**, Morris Inn

**Cynthia L. Rossner**, food services support facility

**Kathleen C. Russell**, Notre Dame Media Group

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The University welcomes the following employees, who joined the faculty and staff late last year.

**Berenice Alejo** and **Thomas P. Davis**, Institute for Latino Studies

**Elizabeth A. DiBiase**, Kellogg institute

**Kara L. Finch**, procurement services

**Adam C. Hill**, Huddle

**Melody L. Kesler**, Alumni Association

**Nicole Mattei**, psychology

**Lindsey A. McIntyre**, budget and planning

**Kimberly L. Miller**, student activities

**David M. Momotiuk**, Basilica

**James P. Shortall**, religion and literature

**Janice Wade**, St. Michael's Laundry

## WHAT HE DOES



Garrett Krueger, at right, sculpture technician for the Department of Art, Art History and Design, helps junior B.F.A. student Matt Degan in the wood shop in the basement of Riley Hall. Krueger, who has a master's in fine arts from the University of Kentucky, joined

the University in mid-August. As sculpture technician, he oversees the wood and metal shops and general work areas, and orders supplies such as plaster, bronze, steel and wood. The most enjoyable part of the job, he says, is "The interaction

with the students and faculty, in an artistic sense, and having access to the equipment to make things." In his own work, Krueger says, he's moving from traditional figurative sculpture to more abstract forms in wood and cast paper. **Photo by Carol C. Bradley**

## New options for healthy lunches

By Carol C. Bradley

It's completely possible, in the University's restaurants, to have an artery-clogging lunch of a burger, fries, sugary soft drink and a brownie. "It's up to you. The options are there," says Lisa Wenzel, whose Food Services responsibilities involve setting menus.

But if the recent work of Wenzel and her colleagues is to come to fruition, we'll all be eating our vegetables, not to mention lean meats and fish.

Healthier options are expanding. Food service outlets, Wenzel notes, have focused on upgrading salad bar items so choices include more options than just lettuce and fat-free dressing. "We're including more vegetables, such as red and yellow peppers, beets, and beans for protein," she says.

The more colorful the salad, the healthier the meal—colorful vegetables contain lots of healthy phytonutrients.

In Grace Hall's Café de Grasta, the salad bar has been jazzed up with rotating themes—one week you can try a Greek salad with feta cheese and black olives, the next week a Cobb salad with tomatoes, bacon and hard-cooked eggs. "We want to keep it interesting, and encourage people to try something different," she says. Healthy and vegetarian choices are also being labeled more clearly with a new logo.

All food service outlets offer a vegetarian



option every day—an entrée, sandwich or soup. The recently introduced vegetarian Thai noodle soup has proven to be popular with customers. All soups served on campus, Wenzel notes, are made at the food service central processing facility from recipes developed by Chef Don Miller and staff.

The menu at Greenfields has recently been revamped to include an expanded menu of vegetarian and healthy options with an international flavor, including Southeast Asia-style spring rolls filled with chicken, shrimp and Asian vegetables and a vegetarian Thai noodle bowl featuring lo mein noodles with chiles and coconut vegetable broth. A number of entrees can be customized, with vegetarian, chicken or shrimp options.

Legends is also offering an expanded selection of healthy menu choices. "They're using only whole wheat pasta in all their dishes," Wenzel notes. South Bend Grilled Chicken, a grilled chicken breast served with a tomato-basil relish and steamed vegetables, started as a special but proved so popular it's been added as a regular menu item. Other healthier dining options include the Portobello mushroom wrap and Salmon Castellino—a poached Alaskan sockeye salmon fillet served with fresh, sautéed spinach. "Our sustainable salmon is packed with omega-3s," Wenzel notes.

In the Huddle, she adds,



South Dining Hall dietician Jocie Antonelli, adds ground flaxseed to her salad—an easy way to add fiber to the diet. Food Services is offering many more healthy and vegetarian options for diners. *Photo by Carol C. Bradley*

a popular option is sushi, which is available in the convenience store section and typically sells out every day. Also in the convenience store section, Buen Provecho offers made-to-order tacos, burritos, gorditas and taco salads, which can be customized with low-fat vegetable, bean and meat choices.

South Dining Hall dietician Jocie Antonelli notes that good nutrition is a philosophy. "My philosophy has always been 'everything in moderation,'" she says. "If you're in the mood for fried food, it will be there in the café. If you want vegetarian with very little fat, that option will be there too."

If you choose a high-fat entrée, Antonelli suggests, make sure the other items on the plate are low-fat. If you splurge one day, eat low-fat foods the next day. "You can have your favorite foods, but maintain a healthy balance. It's a win-win. If you tell people that to be healthy, they can never eat their favorite foods again, you're going to lose them."

And remember that a healthy lifestyle involves more than just eating, Antonelli adds. "Being physically active is important too."

With so many different food service options on campus, employees can kill two birds with one stone, Antonelli says. "If you work in Grace Hall, why not walk over to Reckers for lunch? If you work in the Hesburgh Center, walk to Grace Hall, or to the Huddle. You can eat healthy and get some exercise too."

**For Your Health explores programs that promote health and well-being and the people whose lives have been enriched by them.**

### In brief...

**Rolfs Sports Recreation Center** is offering small-group personal training for groups of two to four—friends, co-workers or spouses—to work out together and share the cost. For more information, visit the programs and personal training links of [recsports.nd.edu](http://recsports.nd.edu) or call 631-6100.

The **Inner Resources Room**, located on the third floor of St. Liam Hall in the University Counseling Center, has added a variety of computerized biofeedback programs for use by faculty, staff and students.

Recently added software includes **emWave PC**, a stress-relief system that graphically displays your heart rhythm on screen. The program is designed to help individuals control emotions, develop a positive outlook and decrease stress. **Journey to Wild Divine's** adventure gaming series "The Passage" and "Wisdom Quest" allow players wearing heart-rate sensors to navigate around a virtual world using the power of thoughts, breath and awareness.

The Inner Resource Room, which also offers a robotic massage chair/recliner and a light box for treatment of seasonal mood swings, can be reserved for half an hour or an hour at a time. The sign-in sheet is on the bulletin board near the third-floor receptionist desk. When you arrive, leave your Notre Dame ID with the receptionist and pick up a key.

The Notre Dame Security Police remind us to remember the "Three S's" of safe winter driving—**Start Stopping Sooner**. Increase the distance between your car and the next to four car lengths, to allow more time to stop on slippery roads. Slowing down also increases the range of your peripheral vision. When you're more aware of what's going on around you—and driving at a safe speed—there's more time to react to a potential hazard.

## FYI

### Kiss Me, Kate

The student group **Pasquerilla East Musical Company** presents their 11th annual production, "**Kiss Me, Kate**" at 7:30 p.m. Friday and Saturday, Feb. 8 and 9 and Friday and Saturday, Feb. 15 and 16. Tickets are \$8 general admission, \$6 for students; tickets are available through the LaFortune box office, 631-8128.

### Baseball opening night dinner

Major League Baseball Commissioner Bud Selig and former Notre Dame standout Greg Lopez will

serve as the keynote speakers for the baseball program's seventh annual **Opening Night Dinner**, Tuesday, Feb. 12 in the Joyce Center Fieldhouse.

Members of the team will be available for an autograph session from 6 to 6:45 p.m. The ballpark-style dinner begins at 7 p.m.

Tickets are \$50 for adults, and \$30 for youth, students and seniors; the fee includes a Notre Dame baseball 2008 season ticket and media guide, autographed photographs of each speaker and other promotional items. A special "fan pack" dinner price of \$120 for two adults and two youth is also available. For more information or to purchase tickets, contact the

Ticket Office at 631-7356. Tickets for the dinner may also be ordered online through the "tickets" link on the athletic department Web site, [und.cstv.com](http://und.cstv.com), or purchased in person at the Joyce Center second-floor ticket window.

### Music, film and opera at the performing arts center

Mezzo-soprano **Denyce Graves** will perform in the Leighton Concert Hall at 7:30 p.m. Thursday, Feb. 14. Tickets are \$34 for faculty, staff and senior citizens, \$15 for students.

The Browning Cinema presents a

live, high-definition broadcast of the **Metropolitan Opera** performance of Puccini's "**Manon Lescaut**" at 1 p.m. Saturday, Feb. 16. The opera is sung in Italian with subtitles in English. Tickets are \$22, \$15 for students.

Film at the Browning Cinema: Director Bernard Emond is scheduled to be present at the screening of his 2005 film, "**The Novena**," 7 p.m. Friday, Feb. 8. The film launches the Films and Faith 2008 film series. Emond is also scheduled to be present at the screening of his 2007 film, "**Summit Circle**," 7 p.m. Saturday, Feb. 9. The series continues with "**The Seventh Seal**," 3 p.m. Saturday, Feb. 9 and "**Ikiru**," at 4 p.m. Sunday, Feb. 10.

The **Immigration: A Notre Dame Perspective** film series continues with "**9 Star Hotel**," 7 and 10 p.m. Thursday, Feb. 14.

"**Green Screen 2008**," a film series sponsored by the performing arts center, the Center for Ethical Education, the Department of Biological Sciences and other groups, starts at 10 p.m. Friday, Feb. 15 with a showing of the 2007 film "**The Last Winter**." The series continues with "**11th Hour**," 7 p.m. Friday, Feb. 15 and 7 p.m. Sunday, Feb. 17; "**King Corn**," 7 p.m. Saturday, Feb. 16; "**Princess Mononoke**," 10 p.m. Saturday, Feb. 16, and "**Everything's Cool**," 4 p.m. Sunday, Feb. 17. The film series is free, but ticketed.

The **Nanovic Institute Film Series** continues with "**Think it Over**," 7 and 10 p.m. Thursday, Feb. 21. Director

Alex LeMay is scheduled to be present for screenings of his film "**Desert Bayou**" at 7 and 10 p.m. Friday, Feb. 22. The film is part of the WORLD VIEW Film Series.

Other upcoming films include PAC Classic 100 film "**Bringing Up Baby**," 3 p.m. Saturday, Feb. 23; the Neglected French New Wave film series continues with "**Chronicle of a Summer**," 7 p.m. Saturday, Feb. 23, "**Moi, Un Noir**," 10 p.m. Saturday, Feb. 23 and "**A Woman is a Woman**," 4 p.m. Sunday, Feb. 24.

Tickets for films are \$5 for faculty and staff, \$4 for senior citizens and \$3 for students. To purchase or reserve tickets for performing arts center events, contact the box office at 631-2800 or visit [performingarts.nd.edu](http://performingarts.nd.edu).

### 50th Annual Collegiate Jazz Festival

Top college jazz bands will perform and be judged by jazz artists in the 50th annual Collegiate Jazz Festival, Wednesday, Feb. 20 through Saturday, Feb. 23. Events will be held in Washington Hall, the LaFortune Ballroom and the Ricci Band Building.

Tickets are required for Washington Hall concert sessions, 7 to 11 p.m. Friday, 1 to 5 p.m. Saturday and 7 to 11 p.m. Saturday. Tickets are \$5 for one session, \$9 for two sessions, and \$12 for all three.

Tickets are available at the LaFortune box office, and at the door, if available. Reserve tickets over the phone with a credit card by calling the box office, 631-8128. Other events, including the Saturday morning jazz clinic with the judges, are free, and no tickets are required. For more information on venues and performance times, visit [www3.nd.edu/~sub/cjf/index.shtml](http://www3.nd.edu/~sub/cjf/index.shtml).

## FROM THE ARCHIVES



In this photograph from 1908, students work off demerits shoveling snow in front of the Basilica of the Sacred Heart. *Photo provided by Elizabeth Hogan, Notre Dame Archives*



For more events information, see [agenda.nd.edu](http://agenda.nd.edu)

## Zamboni man: *It's not like filling up an ice cube tray*

By Carol C. Bradley

"People think we get a hose out there and fill it up and freeze it," says Pat Klaybor, as he looks out over the Joyce Center ice rink.

There's a lot more to laying a rink than that.

"It's layers and layers and layers of ice," says Klaybor, lead ice maintenance technician and Zamboni driver for 19 years.

He starts with a bare concrete floor—chiller tubes circulate refrigerant and antifreeze underneath the floor to maintain a constant temperature of 12 to 14 degrees—and lays three or four coats of fine mist with the Zamboni. Then the ice is painted white. More coats of ice are laid, and then the Notre Dame logo and other markings are added.

He needs four or five days and 50 or 60 layers to get to the finished product—an inch-and-a-half of ice—smooth, dry and suitable for skating.

Klaybor works at the Joyce Center, along with night shift technician Larry Grant, who's been on the job for 26 years.

When Klaybor originally applied for the job, he recalls, someone else was first offered the position. "Two weeks later they called back and said he took another position, so I was offered the job. I was fortunate."

He enjoys taking care of and working on the ice, "It's like being on the grounds crew at the stadium," he says, and adds that he enjoys working on the Zamboni, both on and off the ice. "It's a neat piece of machinery," he says.

The machine lays water to make ice, and has a blade that shaves ice, to maintain the proper depth. He does routine ice maintenance once or twice a week—that means drilling down to the concrete to measure the depth of the ice, then filling in the thin areas and shaving the thick areas. They use an ice edger to get at the space close to the boards, where the Zamboni can't reach.

The crew operates two Zamboni machines—one gasoline-powered, the other an electric model that runs on 40 batteries.

"There are 15 minutes between periods in hockey—we drive two, we get off the ice quicker. The players expect the ice to be dry when they come out of the locker room. Otherwise, the puck's not sliding. Hockey players will notice when the ice is rough, or isn't level. The puck will carom off the boards in a different way, or bounce differently."

The rink gets a lot of use on a daily basis—by the varsity hockey team, inter-hall hockey, physical education classes, the Notre Dame women's club hockey team, the women's figure skating club, Irish Youth Hockey League, Late Night Olympics and RecSports' 88-team broomball league.

The goal, Klaybor says, is that he wants the ice to be the best at all times. "Whether it's for a PE class, the noon skate or Notre Dame Hockey."

*Photos by Carol C. Bradley*



Pat Klaybor, lead ice maintenance technician at the Joyce Center ice rink, performs maintenance on the ice about twice a week.

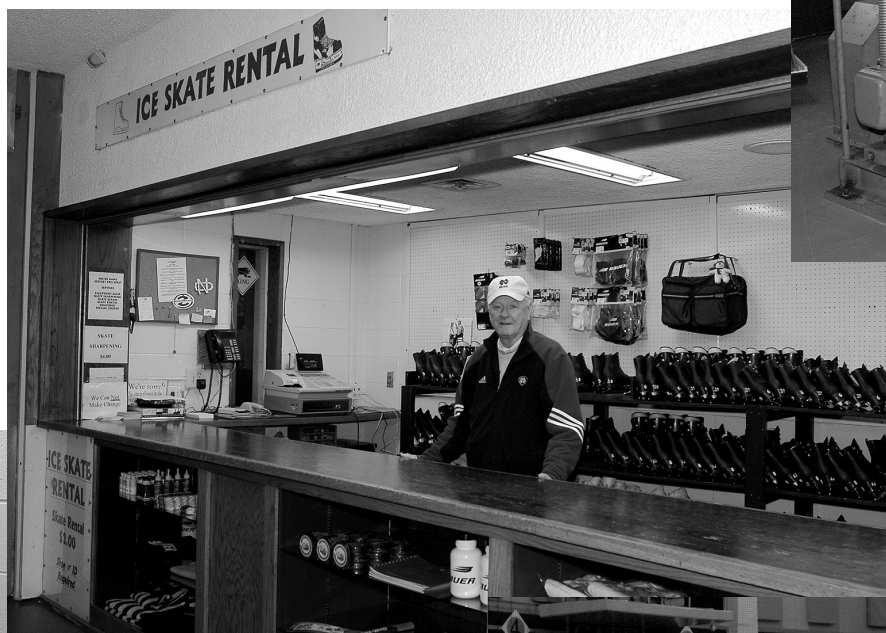


Under the hood, the Zamboni is powered by 40 batteries.



Motorized pumps circulate refrigerant and antifreeze to maintain the ice at 12 to 14 degrees—the heat of the machinery makes the refrigeration room the warmest spot in the rink.

Right: John Murray, a retired South Bend school teacher and hockey coach, has managed the ice rink since 1995.



John Crumlish sharpens skates during the Monday, Wednesday and Friday noon open skating period. Skate sharpening is \$4, and no appointment is necessary.



The noon free skate, open to staff, faculty and students, typically draws 20 to 60 people. John and Karen Crumlish retired from their jobs on the East Coast, moved to South Bend and ushered basketball and hockey before taking over skate rental and skate sharpening for the ice rink.

Center: Graduate students Edit Varga and Gergo Szakmany enjoy the noon free skate at the Joyce Center.