It's Your Imagination
the art and science of creativity
Greenlease Gallery visitors try out “Teeter Totter,” a sculpture of steel, bronze and ash, by Matthew Zupnick. Zupnick’s exhibition, “Human Allegory,” was on view at the gallery during March and April. The Greenlease Gallery opened in November 2000 as part of the Rockhurst University campus beautification plan.
From the beginning of time, imagination has been the key to human survival, to exploration, to scientific discovery, to the arts. Imagination. The very word captivates us. Imagination — and its prized contribution, creativity — is the subject of this issue of Rockhurst magazine.

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I have never been more proud and thankful for my Jesuit education than after reading Rockhurst magazine, winter 2001!

When I first received it, I almost designated it “file 13.” But the beauty of its design and photo layouts enticed me to begin reading. I became truly enthralled, not only by the above, but by its contents.

I began to realize even more that I was a part of that Jesuit tradition — it was greatly responsible for my diocesan priesthood in K.C. and my hope to be a teacher, throughout most of my 40 years — secondary education plus Fordham University, New York. It was the Christian Brothers and the Jesuits who were my models.

In Rockhurst magazine, I found very interesting the articles by your professors: Drs. Kathleen Madigan and Gerald Miller, and Brother Glenn Kerfoot, S.J. The testimonies from your foreign students and the photos of your students were just great!

I’m a three-year alumnus and, but for the Korean conflict, the class of 1953. I consider myself a “graduate,” nonetheless. I am proud of your “products,” your students for our future.

Father John McCormack, ‘53

Congratulations on the beautiful winter issue of Rockhurst. The articles by Dr. Miller and Brother Kerfoot make us very proud of being connected to Rockhurst.

Bob and Anne Osdieck
Parents of a student

Rockhurst magazine welcomes your comments and opinions. Letters may be edited to accommodate length or style constraints. Only signed letters will be considered for publication, but names may be withheld upon request. Send letters to:

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Rockhurst graduate Hector V. Barreto, ‘83, obviously believes in the American dream. For the past 15 years he has worked to build a successful small business, one that he hopes to be able to pass on to his children.

This experience helped earn him a nomination to one of America’s top governmental posts. President Bush recently nominated Barreto to lead the U.S. Small Business Administration, which provides financial, technical and management assistance to help Americans start and grow their businesses. Barreto co-chaired the Bush campaign in California and addressed the GOP convention as a small-business owner.

Barreto, who received a B.S.B.A. degree in management and Spanish from Rockhurst, founded Barreto Insurance & Financial Services Inc. in 1986. The Los Angeles-based employee benefits firm generates an estimated $3 million in revenue. He also founded a securities dealer and brokerage firm specializing in retirement planning called Telacu/Barreto Financial Services Inc. These small businesses were designed to fill what Barreto saw as a disturbing lack of financial services geared toward the growing Latino population in Southern California.

Barreto is very active in the Latino business community, serving as vice chairman of the U.S. Hispanic Chamber of Commerce, the largest Latino business organization in the country. The organization was founded by his father, Hector Barreto Sr., and was based in Kansas City before moving to Washington, D.C. Barreto recently ended a two-year term as chairman of the Latin Business Association, during which he doubled membership and revenues and created the Latin Business Expo, now the most successful Latino business function in California.

As a successful business owner, Barreto is living out the American dream. But beyond that, by serving his community and his country, he is doing his part to help others make their dreams come true.
To the untrained eye, the physics department’s newly constructed wind tunnel looks like something out of a story by Dr. Seuss. To a physicist, the wind tunnel symbolizes unseen forces of energy, a uniform high speed of airflow. It is an implement that will do nothing less than serve as a means to study fluid mechanics.

In constructing the wind tunnel during an advanced physics lab, four Rockhurst University physics majors — two women and two men — made a wish come true for physics chair Bob Hegarty, Ph.D.

“We had a wind tunnel on campus 30 years ago,” says Hegarty, “but we lent it out and never got it back. To buy a new one would have cost well over $10,000. Our students built one for under $500. And it works beautifully.”

The wind tunnel, which was built from scratch to NASA specifications, took an entire semester to construct. Its building materials, all of which were purchased at the local Home Depot, include a giant plastic “waffle,” a Plexiglas chamber, a see-through plastic box and a standard-issue table fan — all roughly held together by a wooden frame.

“Each student put in about eight hours a week on research and four hours a week on the actual construction of it,” says Hegarty. “Not only have they learned from the experiments they have conducted with it, but they also learned enormously from simply building it.”

Peace Activist From Northern Ireland to Visit Rockhurst

Every year, Rockhurst University co-sponsors PeaceJam Kansas City, a program that promotes cultivation of peaceful solutions and cooperative service work among young people. The program brings Nobel laureates from across the globe to the Rockhurst campus.

Nobel laureate Mairead Corrigan Maguire, peace activist from Northern Ireland, will be the honored guest and speaker at this year’s PeaceJam, Nov. 2-4.

For more than 20 years, Maguire has dedicated her life to promoting a peaceful resolution to the conflict in Northern Ireland, a personal mission ignited by the deaths of two nephews and one niece, killed by an IRA gunman’s getaway car.

The deaths sparked the largest peace demonstrations in the history of Northern Ireland. In cooperation with two other peace activists in Northern Ireland — Betty Williams and Ciaran McKeown — Maguire founded the Community of the Peace People to carry on with the broad array of peace initiatives that grew out of the demonstrations. For her efforts, Maguire was named a joint recipient of the Nobel Peace Prize in 1976.

In addition to Rockhurst, PeaceJam Kansas City is sponsored by the YMCA Promise Project and the Community of Christ (formerly known as the Reorganized Church of Jesus Christ of Latter Day Saints).

Maguire will give a public lecture Friday evening, Nov. 2, at the Community of Christ Temple in Independence as part of the Rockhurst Visiting Scholar Lecture Series. The remainder of the weekend, she will interact with high school students on the Rockhurst campus.

May the Forces Be Windy

Kathleen Whalen Andrews recently joined the Rockhurst University Board of Trustees. Andrews is the chief executive officer of Andrews McMeel Publishing, vice chairman of Andrews McMeel Universal and a director of Andrews McMeel Universal Foundation. She is active in community affairs and has demonstrated her commitment to higher education by serving on several boards, including a current term on the board of Notre Dame University in South Bend, Ind.

The Board of Trustees is the policy-making body for Rockhurst University.

Board Announces New Member

Four senior physics students built a wind tunnel from scratch, according to NASA specifications. They are (From left): Mike Knechtel, Anna Deken, Adam Harrington and Brianne Bamberger.

©1998 Kelly E. Rogers
A fresh coat of paint can make a big difference in a child's life. Just ask a group of MBA students from last fall's Leadership and Motivation class, taught by Charlotte Shelton, Ed.D.

Shelton asked the class to divide into teams to design and conduct a service project as part of the course section on servant leadership.

One team painted brightly colored fish, animals and cartoon characters on the walls of the child-care center at North Star Recovery Center, a substance-abuse treatment facility.

When some of the team members returned on their own time to paint another room, they learned about the fruits of their earlier effort.

As a result of the painting and renovation, the child-care staff revamped its program, which was recognized with an award.

The physical improvements and renewed commitment also were instrumental in helping the center receive a grant. According to center director Heather Drake, the brightened, more child-oriented environment helped motivate the staff.

Other teams went door-to-door delivering smoke detectors and changing batteries; audited tobacco advertising in convenience stores and gas stations to determine if it complied with state and city requirements; and redesigned a computer database for an AIDS service foundation.

"I believe the students received such an immersion that they will be volunteers for life," says Shelton. "Many of them remarked that they understood for the first time the Jesuit component of their MBA education."

New Program Marries Medical and Management Education

With the help of Rockhurst’s School of Management, area medical students soon will be able to add one more level of expertise to their credentials. As of June 2001, Rockhurst and the University of Health Sciences will begin offering a combined doctor of osteopathic/MBA degree program, featuring the new Rockhurst MBA in health care leadership.

In recent years, as the nation’s health care reimbursement systems have grown increasingly complex, many physicians have recognized their need for a more sophisticated level of business and management savvy.

“We’ve created a curriculum specifically for health care providers that emphasizes teamwork, applied management skills and small-business practices, along with other traditional MBA study areas,” said Michael Tansey, Ph.D., director of the Health Care Leadership program and professor of economics.

This new dual degree program is one of the elite number of partnerships between medical and business schools across the nation.

In the future, the School of Management hopes to adapt segments of the program for nursing graduate students at the Research College of Nursing, develop special health care leadership coursework for students enrolled in the Rockhurst evening MBA program and tailor pertinent aspects of the program to working health care professionals through weekend seminars and certificate courses.

Former Rockhurst Dean Dies in St. Louis


Fr. Gough was born Nov. 10, 1910, in Amarillo, Texas. He entered the Society of Jesus Sept. 20, 1930, and was ordained a Jesuit priest June 22, 1943. He took his final vows Aug. 15, 1948.

Fr. Gough served as dean of Rockhurst from 1949-1966, after serving one year as assistant dean. After holding positions in the Missouri Province of Jesuits and serving as an associate pastor in Denver, Fr. Gough returned to Rockhurst from 1985 to 1999, performing pastoral work and serving as the University's archivist.

Remembrances of Fr. Gough’s stern, yet caring, approach with students have entered Rockhurst lore. Some recall, for example, that he would make a point of being present at student dances at midnight to turn on the bright lights, signaling that it was time to go home.
New MBA to Focus on Information Technology Management

It's a simple matter of supply and demand. This August, the Rockhurst School of Management will add a new focus to its MBA program, one that will prepare candidates for the complexities of applying information systems and knowledge management to more fundamental managerial strategies.

According to Rick Graham, director of business and technology leadership programs, "There simply aren't enough trained information technology professionals in the management field."

Any information technology — be it a basic PC, palm device, cell phone or materials delivered via the Internet or intranet — needs to be managed and applied to a firm's overall business strategy.

"A manager simply can't say to his or her employees, 'Here's all this information to weed through,'" says Graham. "It needs to be managed far more efficiently than that. It's a matter of managers getting the right information to the right people, who can then act on it and develop the firm's product quicker, better and more efficiently than their competitors."

MBA students electing Rockhurst's new information systems and knowledge management focus will complete current MBA core prerequisites and managerial perspectives courses, but will also be required to take four new electives concentrating on the construction, management, development and strategic policy of information systems.

A concentration in ISKM will be phased in to the undergraduate business curriculum this August as well.

Hot Off the RU Press

Don't be surprised if you begin to see the Rockhurst University name and logo prominently printed on select publications. The newly established Rockhurst University Press recently released its first book.

Catholicism at the Millennium: The Church of Tradition in Transition addresses a variety of issues pertaining to faith and history, truth and belief, church and culture, social justice and contemporary concerns. Edited by Gerald L. Miller, Ph.D., professor of economics, and Wilburn T. Stancil, Ph.D., associate professor of theology and religious studies, the book is composed of essays by Rockhurst faculty from a variety of disciplines.

"I see this new press as a way to deepen our commitment to learning, leadership and service, which are at the heart of the Rockhurst mission," said Stancil, director of the press.

Plans are under way for a second book, a student guide to the liberal arts, which should be published late next year. Stancil said he hopes the press eventually will publish several books each year.

To order your copy of the book, call (800) 247-6553. You also can order online through Barnes & Noble, Borders or Amazon.com.

Rockhurst Establishes Catholic Studies Center

Rockhurst's newly established Thomas More Center for the Study of Catholic Thought and Culture already has spawned the publication of one full-length book of essays, brought nationally renowned theologians and speakers to campus, and sponsored several other community events, including courses and films.

Designed to seriously review Catholic intellectual and cultural tradition, the center is one of many recently established at universities and colleges across the country.

"There is definitely a resurgence and renewal of interest in the Catholic Church in this country," says Rick Janet, Ph.D., interim associate dean and director of the Thomas More Center. "The great Catholic thinkers and activists of the past raised a cultural and intellectual edifice that still speaks to the human condition today. At Rockhurst, we think that edifice deserves study and attention."

In 1999, Rockhurst President the Rev. Edward Kinerk, S.J., formed a task force to study the feasibility of establishing a series of programs to do just that. The resulting Thomas More Center has opened a dialogue on a variety of topics of special interest to Catholics.

According to Janet, the Thomas More Center was designed to engage as many people as possible in their quest for spiritual fulfillment and leadership within the Catholic Church.

"We recognize that the enormous societal upheavals and divisions within the Church in the past 50 years have affected a great many Catholics, especially in the United States. It is our hope that the Thomas More Center can be a bridge to all Catholics who seek a deeper understanding of their faith and to people of other faiths who want to join in the dialogue about the critical development of the Catholic tradition."
Your children might not listen to you when you tell them not to smoke, but words from their doctor may prove more influential.

A research team led by Risa Stein, Ph.D., assistant professor of psychology, found that teens pay more attention to advice from their doctors than from other adults, including parents. Unfortunately, the research — which was published in the November 2000 issue of *Pediatrics* — also indicated that most pediatricians receive only five hours of smoking-cessation education during medical school.

In an effort to arm pediatricians with information that will help them alert parents and patients to the harmful effects of smoking and second-hand smoke, the team has developed an interactive CD-ROM. The CD includes comprehensive tutorials and vignettes portraying counseling for smoking cessation. It’s just one part of a grant designed to address training at pediatric residency sites.

Stein says she believes this is the first project aimed at putting smoking-cessation information directly into the hands of pediatricians, and the team is optimistic the CD will be helpful.

When physicians fail to discuss the effects of smoking, Stein says, patients sometimes construe the silence as tacit approval. In addition, she says, many parents underestimate the effect their own smoking has on their children.

“Children who are raised around smokers,” Stein says, “have a significantly greater amount of health problems, including respiratory infections, frequent colds and ear infections.

“Parents think if they smoke in another room it’s O.K. But the evidence suggests otherwise.”
Hawks Catcher Weighs Pros and Cons

Last summer, senior catcher Bruce Nelson faced a very difficult decision. Should he finish his education at Rockhurst and play his last season of eligibility or go pro? The St. Louis Cardinals drafted Nelson in the 39th round. Nelson decided to stay at Rockhurst.

“I knew if I went pro I wouldn't be able to finish school. I also had to decide if I was going to get enough playing time to make it worthwhile,” said Nelson.

With a .338 batting average last year and 51 runs batted in, it is obvious why the Cardinals chose to draft him. Nelson also was the team leader in home runs, with 10, and doubles, with 18. Nelson, a Park Hill graduate, chose to attend Rockhurst over Northwest Missouri State.

“I really wanted to stay in the Kansas City area. Coach Burns gave me an offer I couldn't turn down,” said Nelson. “I got the opportunity to come in as a freshman and play a lot.”

After this year Nelson hopes to give the pros another go-round. The Cardinals still have the rights to Nelson, but if they don’t choose to sign him he can re-enter the draft.

Brad Nelson, senior second baseman and Bruce’s twin brother, transferred to Rockhurst for his sophomore year. He started out his college career at Northwest Missouri State, before deciding to join his brother with the Hawks. He transferred just in time to join the Hawks’ 1999 College World Series team.

“Playing with my brother is all I have really ever known,” said Bruce Nelson. “We like playing together and we have done it so much, we almost always know what the other person is going to do.”

Bruce Nelson started the 2001 campaign with an unfortunate injury. A stress fracture in his thumb caused him to miss three games at the beginning of the year. After this brief hurdle, he is back and contributing.

“I want to help the team be competitive in every game. Our goal is always to win 40 games to give us a chance to make regionals,” said Bruce Nelson.

Loyola Park to Bring Hawks Baseball Home

For now, Hawks baseball fans have to travel east to Blue Springs to watch the team play. The future, however, holds a shorter commute. Work is scheduled to begin this month on an on-campus baseball field. It’s part of Loyola Park, which also will include tennis courts, a jogging path and student housing. Fund-raising is under way for the project, which should be completed in 2003. In 1999, the team made it to the Final Four of the NCAA Division II College World Series. (Left) Russ Wachter, ’04.

Bruce Nelson, ’01

Hawks Catcher Weighs Pros and Cons

Loyola Park to Bring Hawks Baseball Home

Hawks Catcher Weighs Pros and Cons

Loyola Park to Bring Hawks Baseball Home
Hawks Soar in Heartland

Led by the scoring of all-region player Davin Winkley, the Hawks capped off their first year in Heartland Conference play. The team compiled an 18-9 record, much improved from their mark of 11-16 the previous year. Winkley led the team with 18.6 points and 7.8 rebounds per game. After being forced to redshirt last year with a broken foot, Winkley did not miss a beat, being named all-conference and all-region.

The Hawks were helped by an influx of new talent, including all-conference post man Nick Biby. The sophomore, out of Winfield, Kan., chipped in 9.9 points per game and pulled down 5.7 boards. Transfer Lawrence Burnette made his mark this season. An explosive leaper, Burnette led the team in assists and was second on the squad in scoring at 12.2 points per game. Newcomer Brian Meyer made a considerable impact this year. The transfer guard led the team in three-pointers, including a huge one in overtime to beat conference rival Drury at home.

Next season Rockhurst returns almost the same nucleus of players. The only player that will be lost is senior guard Greg Henderson. Henderson, out of Kansas City, Kan., was a key bench player for the Hawks. Joining next year’s team will be two redshirt freshman guards, Joel Sobanski and Terrance Dobson.

Powerful Players Lead Lady Hawks

This season, the Lady Hawks cashed in a 15-12 record, a marked improvement of their 13-15 record of two years ago.

Garnering all-conference honors, sophomore Amber Krumbholz was the main offensive threat for the Lady Hawks. The 5-10 guard averaged 14.3 points per game and more than five rebounds. Krumbholz, a transfer from Wichita State, originally is a product of St. Thomas Aquinas in Overland Park, Kan.

Sophomore Jacquie Rzeszut, also an Aquinas product, led the Lady Hawks at point guard. She was second on the team in scoring and averaged just under four assists per game. Also contributing was Patrycja Kozlowska, a 6-1 center from Poland.

Lacole Hook, from Olathe, Kan., made the most meaningful impact of any freshman. She averaged 6.9 points per game and proved herself to be a constant threat from downtown.

Rockhurst is a tremendously young team. They lose no seniors from this year’s squad and have only five juniors going into next year.

The biggest change for the Lady Hawks, however, will be the arrival of a new coach. In April, head coach Maryann Mitts left Rockhurst to accept the top coaching spot at Missouri Southern State College.
Trip Across Troost Benefits Hawks Tennis

Rockhurst tennis coach Kendall Hale lucked out four years ago when Lindy Huntington had a little extra time on her hands and decided to make a trip across Troost Avenue.

“I was across the street looking at UMKC,” said Huntington. “I knew it was too big for me, so I decided to go across the street and look at Rockhurst. I went up to the admissions office to ask for a map and they gave me a tour right then.”

Huntington was sold on Rockhurst. During a campus visit, she hit tennis balls, and the interim coach told her she would have an opportunity to walk on.

She decided to play for the Hawks after graduation from Maize High School in Wichita, Kan.

She quickly worked her way up the ladder on the team. At the beginning of her freshman year, she was the seventh-ranked singles player. Only the top six made varsity. By the end of the season, Huntington had moved to sixth and traveled to regionals.

“In my senior campaign, Huntington is focusing on helping her team succeed and advancing to regionals.”

“I love the team aspect of tennis,” said Huntington. “Tennis is both an individual and a team sport.”

Attack Drafts Four Rockhurst Players

The Attack, Kansas City’s professional indoor soccer club, didn’t look far in its quest for new talent. The team selected four players off the Rockhurst University squad in the 2000-01 National Professional Soccer League draft. The draftees were midfielder/forward Ari Rodopolous, defender Steve Logan, defender Mike Gilchrist and midfielder Mike Thies.

“Rodopolous, a native of Blue Springs, Mo., transferred to Rockhurst his senior year, after playing three years for national powerhouse Santa Clara. During his junior year, Rodopolous was named to the all-tournament team in the NCAA Division I national championships.”

“We’re very happy with the outcome of the draft,” said Attack Vice President/General Manager Zoran Savic. “Tony Tocco’s program at Rockhurst has produced numerous great players, some of which have helped us win championships in the past, and we have confidence that these players can be of the same caliber.”

Rodopolous, a native of Blue Springs, Mo., transferred to Rockhurst his senior year, after playing three years for national powerhouse Santa Clara. During his junior year, Rodopolous was named to the all-tournament team in the NCAA Division I national championships.

Logan, a first-round pick by the Attack, is a defender who can score. He netted five goals last season, second on the team. He also was rotated to forward periodically throughout the season.

“Hailing from O’Hara High School, Gilchrist was a four-year mainstay at midfield for the Hawks. He led Rockhurst in scoring last year, as well as leading the team as captain.”

Thies, chosen in the second round, also is a local product. The St. Thomas Aquinas graduate had two goals in 17 games for the Hawks.

The Attack has drawn from Rockhurst for talent since the team’s inception. Kevin Koetters and Jon Parry, both stars at Rockhurst, went on to be integral players for the Attack. Koetters helped the Attack bring home the NPSL championship in 1997, and Parry aided in the team’s 1993 championship.
any years ago while reading a biography of Einstein, I remember being struck by the scientist’s description of his “happiest thought.” Einstein imagined himself jumping from a two-story window holding a steaming hot cup of coffee. As he imagined himself stretched out, legs crossed at the ankle, left hand behind his head, the coffee gently held on his tummy with his right hand, he realized that with respect to the house the cup of coffee would be moving (downward) quickly. But with respect to his body the cup of coffee was perfectly still. Another biographer quotes Einstein as saying, “When I examine myself and my methods of thought, I come to the conclusion that the gift of fantasy has meant more to me than my talent for absorbing positive knowledge.”

Creative people are said to be imaginative, to defy convention, to have uncommon attitudes and to display unusual behavior. Merely displaying these qualities does not make one creative; rather, one needs something to show for it. Creative people show creative productivity; that is, they produce original and worthwhile things (Sternberg).

Other definitions of creativity echo Robert J. Sternberg’s idea: creativity involves producing novel, socially valued products (Mumford and Gustafson); and a creative solution has novelty and usefulness either for the individual or the society (Newell, Shaw and Simon). Novelty does not equal creativity. The creative product must have usefulness or value, and someone — a community, a group of experts, society — must judge it creative. So, where is the mysteriousness — in the person or in how the product is selected?

Considering creativity a characteristic of people, rather than a characteristic of products, has guided how creativity has been studied. In the 1920s, Graham Wallas collected self-reports from people who were widely considered to be creative, people like Einstein, in an attempt to describe the creative process. Wallas summarized the self-reports by suggesting four stages through which creative people pass to get to their creative contribution. Wallas labeled the stages preparation, incubation, illumination and verification.

Preparation is characterized by an intense period of study, sometimes frustrating and seemingly unproductive. This description of preparation suggests two components: one, gaining knowledge, in which the person attempts to learn as much as possible about a field or problem; and, two, that a problem has been identified but the solution remains elusive. Unable or unwilling to continue with the frustration, needing to “just take a break,” the problem is set aside, which begins the period of incubation.

Incubation occurs when the person is consciously trying not to work on the problem, but is unconsciously working on it nonetheless. Incubation leads to the third stage, illumination (or insight), which occurs when suddenly — seemingly out of nowhere — a solution presents itself. It seems more appropriate to call illumination a moment rather than a stage, because the other three stages, especially the first two, may last for months or even years. Illumination is different also in that it is the only part of the creative process, as described by Wallas, that seems effortless. Finally, following illumination, the solution must be verified to determine if it actually is a.
solution and perhaps the best solution.

Illumination and incubation are concepts that contribute to people’s amazement at creative people or creative solutions. Descriptions of insight (the aha experience) suggest that it was out of the “unconscious work” of incubation that the solution “presented itself.” Incubation makes imaginativeness seem pedestrian. But it ought not, because during preparation, imagination provides the ideas that feed thinking. We should not assume that the real work of creativity is unconscious. Aha experiences lead to incorrect solutions just as readily as to correct solutions.

Besides, handing creative productivity over to unconscious processes, or muses and such, suggests that creativity is beyond the purview of scientific understanding. But experimental psychologists have been attempting to understand creativity for years, and they continue to do so. Enduring contributions have come from these attempts, but progress has been affected by conceptions of cognitive processing, both conscious and unconscious. So as our understanding of cognitive processing, problem-solving techniques and memory improves, so too does our understanding of creativity.

Incidentally, laboratory studies of insight and incubation have not supported the importance of these “processes.” These results admit several interpretations. It could be that we don’t know how to study creativity in the laboratory very well. It could be that we shouldn’t trust the self-reports of people who produced something judged creative, for the reports may be contaminated with self-aggrandizement, delusion or the need of the reporter to be pampered by manipulating others. Or, it could be that there’s nothing to insight and incubation.

Attempts to understand creativity by measuring it began in earnest in the 1950s. J. P. Guilford, a psychometrician, described the creative process as “divergent production.” Guilford divided thinking into convergent thinking (a rather ordinary style of thinking) and divergent thinking. Divergent thinking produced novel products, which could be novel, ideal, innovative practices or artistic creations. Guilford was captured by the idea that creative people could bring previously disconnected concepts together.

Some tests for creativity reflect Guilford’s ideas. For example, some of the Torrance Tests for Creativity ask respondents to think of as many uses as they can for common objects, like a paper clip or a brick. Numerous, diverse, appropriate responses receive high scores — the more unusual the use, the higher the score. Another old favorite, offered by Mednick in the 1960s, is the RAT, for Remote Associations Test. The RAT provides trios of words and asks the respondent to supply a fourth word that “belongs” with each of the three. For example, think of a word that belongs with or is linked with each of the following three words in a meaningful way: collection, license, glass. (The word is plate.) Now try this one: gutter, base, park; now this one: hand, stop, fire.

Allen Newell, Clifford Shaw and Herbert A. Simon, pioneers in artificial intelligence, argued that creative solutions have at least one of the following characteristics: a) the answer has novelty and usefulness, either for the individual or the soci-
b) the answer demands that we reject ideas we had previously accepted, c) the answer results from intense motivation and persistence, or d) the answer comes from clarifying a problem that was originally vague. The first is rather definitional, but “b,” “c” and “d” seem more about procedure or approach. Those middle two are most interesting.

The criterion that “the answer results from intense motivation and persistence” says much about creative productivity. Nothing creative arises by accident. Creative solutions are born from work, not from laziness. Creativity is not something that just happens because one was born with some quality. For even if one was born with the quality, it must be exercised, and that means work. Child prodigies require considerable training for their unique talent to develop fully. Mozart would not have made his contributions without the considerable training he received from his father and considerable work. Neither would John Stewart Mill, William James, Leta Stetter Hollingworth, Frank Lloyd Wright, Georgia O’Keeffe, Pablo Picasso, Charles Darwin, Hermann von Helmholtz, Noam Chomsky nor any other creative genius have made their contributions without persistence, motivation, work and imagination.

a) nother aspect of the creative process, which we might see as being outside of the creative person, is the societal context to which the creative contribution is submitted. The real mystery of creativity may lie in the selection process — the processes that decree which ideas are good and which are useless. The question then becomes, “What factors determine whether or not a product will be selected by a community and, hence, be considered creative?” What proportion of business ideas actually succeed? Thus, all sorts of folks generate creative products (ideas and things), but only a subset of those products is selected as a useful contribution to society or the community.

The prediction follows, then, that each contribution by a creative individual will not be considered creative. Nobel Prize laureates, Linus Pauling, for example, have generated trash. Even Elvis sang some awful songs. Thus, to understand creativity may be to focus on the product and to understand the environmental processes that select it.

So creativity demands study, critical thinking, curiosity, processes of questioning — and attempts to unmask biases, to understand why that which is taken for granted warrants such status. Skepticism is good. Accepting “things as they are” can hinder creativity and thwart divergent thinking. It could close the portal to any muse entry. It could produce acceptance fixedness. (My term: Do you think it has a chance?) Also, sensitivity to the Zeitgeist may be necessary for creative productivity.

I’m for some reason reminded of E.B. White, who said, “Writing is easy; sit down to your typewriter, put in a blank page of paper, open a vein and bleed.” Creative productivity is not mysterious, but it is extraordinary. Basically, it requires a whole lot of work, intense motivation, commitment and normal cognitive.
How to Tap Your Creativity

1. You must want to create: Creative solutions come from intrinsic motivation, from the joy of working on a particular kind of thing, from the love of working in a particular field.

2. Identify a problem in the field or an artistic endeavor to work on. It must be something that garners your genuine interest.

3. Commit. You must believe in the value of your creative endeavor, that in the end you will produce something useful.

4. Surround yourself with friends who believe in you and your endeavor.

5. Learn as much about your endeavor as you can. Not only will you learn, you will discover previously unrecognized problems, which in itself is a creative contribution.

6. Question the assumptions and presuppositions of everything. Think critically. Seek your biases. Test your beliefs.

7. Let your imagination go where it may. Get playful with your thinking. Observe carefully.

8. Get a hobby — something to take your mind off your creative endeavor.

Poet P.C. Miller says it with flair
She’s impeccably dressed. Thin and stylish in her sleek brown pantsuit and perfectly matched scarf, she would be at home in the world of fashion, the world of commerce, the mannered world of high society.

Fortunately for Rockhurst undergraduates, poet Patricia Cleary Miller, Ph.D., also is at home in the classroom.

"What’s a palisade?" she asks the students in her World Masterpieces II class.

It’s early. No one responds. Despite the flawless attire, she seizes an unwieldy three-legged wooden easel, upends it and points it toward the sleepy students.

"If you ride up on your horse, you get impaled," she explains.

"Have you ever been to a castle? Those places are cold. That’s why they’re wearing all those furs. Can you imagine today," she gestures out the window at the gray, Kansas City winter sky, “without central heating?"

Today the class discusses “Sir Gawain and the Green Knight,” an Arthurian romance from the late 14th century. Cleary Miller sets the scene, interweaving her own travel stories and posing questions in an attempt to make Middle Age verse vibrant for 21st-century college students.

A scene in the poem reminds her of a stay in a German castle where she observed a hunting party in pursuit of roebuck, which she pronounces with a Germanic trilling of the “r.” Apparently the hunters could only stalk the animals during certain hours and were interested in “making them into all kinds of sausage.”

“Do they have restricted hours for hunting in Missouri?” she asks. With only one hunter in the class, she tries for a more universal approach.

“‘There was meat, there was mirth, there was much joy,’” she reads from the text. “Is there a lot of joy at Rockhurst on the weekend?” The students still haven’t quite come alive.

“‘They drank and they dallied and they doffed all constraint.’

“‘That’s more like what you do at Rockhurst on a Saturday night.’ This produces mild laughter.

As Cleary Miller said at the beginning of class: “It lives in the details. Any story lives in its details.”

By Katherine Frohoff
Sifting through the details to find the story that is Patricia Cleary Miller, known to many across campus as PC, is an intriguing exercise.

She's been called classy, creative and eccentric. A former student, Matt Clune, '98, remembers the day she told his creative writing class she selected her outfit because she felt sorry for it — it had sat in the closet too long. He also remembers the practical advice she gave: Cutting a tube of toothpaste open with scissors will give you several more days' worth.

"I remember her being especially interested in the things that interested us," Clune adds. "She made our writing better by respecting us and by being generous with compliments and criticism."

Many of her students also would describe Cleary Miller as "caring."

Stephanie (Hascall) Van Long, '98, remembers an assignment that required her to write about something that had affected her life. She chose several incidents that had been personally trying. A self-described quiet student, Van Long says she got nervous when Cleary Miller stopped her after class one day and invited her into her office, where she closed the door.

Van Long says Cleary Miller explained she had become concerned about her when she read her paper. Van Long was able to discuss how she had handled her difficult situations and said she had found writing about them therapeutic.

"What I remember the most about her was that she took the time to talk to me about my paper and my life."

Cleary Miller was born and raised in Kansas City, her father's family having settled here after leaving Ireland. She earned an A.B. in French from Radcliffe College/Harvard University in 1961. She married the same year, and she and her husband, James Ludlow Miller, have three grown children and three grandchildren.

After becoming a mother, Cleary Miller went on to earn three graduate degrees, including master's degrees from the University of Missouri-Kansas City and the University of Kansas, and a Ph.D. from the University of Kansas.

In 1983, Cleary Miller joined the Rockhurst English faculty. In addition, she has remained active...
with Radcliffe/Harvard, earning a 1993-94 fellowship in poetry from Radcliffe’s Bunting Institute. Her assistance with university recruiting efforts and her work with the alumni association garnered her the Harvard Alumni Association Award for Lifetime Dedication in 1998.

Cleary Miller says she became interested in poetry as a young adult after reading Robert Frost.

“Most of us go to Robert Frost because we think it’s going to be about beautiful nature,” Cleary Miller says, “but we find all these layers of nihilism.”

Whether it’s poetry or people, Cleary Miller seems to delight in contrasts, always delving deeper and taking little at face value. She even admits to cultivating, at times, her own contrasts. Knowing that people sometimes consider her poems rather racy, Cleary Miller says she’s been known to give Valentine’s Day readings of her work dressed for the occasion — wearing a demure blue dress and pearls. Because she’s a “proper English teacher,” she says, the words just seem more shocking coming from her.

Visual images carry a lot of weight for Cleary Miller. She’s taken painting classes and now spends part of every vacation on Sanibel Island, Fla., working on the same beach scene. She still hasn’t perfected a few elements — the clouds, the sand or the water — to her liking, she confesses. If she were a better painter, she says, she would paint what she sees. But instead, she writes poetry. And she writes what she sees. Sometimes the inspiration comes from admiring a painting (“Picasso’s Guitar”), sometimes from watching others (“Degas’ Dancer”), sometimes from combining a nightmare and a news story (“Lonely in Lithuania”) and, often, from listening to classical music (“Friendly Fire,” “For Maurice the First Time”). Season tickets to the Friends of Chamber Music series have sparked ideas for several of her poems, Cleary Miller says. Fueled by the music and the opportunity to relax, mental pictures appear and she pays attention to them. “I’d like to say I’m resting my eyes, but my husband says I’m sleeping.”

When she begins to see images associated with the music, she jots down ideas in a notebook she takes to performances. Later she makes notes on a word processor, coming back several times to shape the developing poem and add new ideas.

For Maurice the First Time

I.

Green-white air surrounds
The black forest.
My Love flees,
Running always further from the light.
I call to him but he does not answer.
As the doe thirsts for running water,
So longs my heart.

II.

The first time in your bed
I lay yellow roses on your belly,
Peel off their petals one by one
And spread them over your chest.
The October breeze blows them
Into your fragrant white hair.

You rise and dance with me
To Mendelssohn violins;
Roses swirl in the room
No woman has seen.

You smile your first smile.
“What did you expect?” I ask.
“Nothing. I expected nothing.”

“What do you want?” I ask.
“To be held.”

Should I come here again,
The petals will be brown,
But I will want a yellow rose.

From Starting a Swan Dive
(1993, BkMk Press)

As she describes it, her way of working sounds much like what she says intrigues her about the art form itself.

“Poetry goes into the gaps — that’s where the mystery is. It’s what painters call negative space. It’s the heart of light, the heart of mystery.”

So Cleary Miller, who could have fashioned any number of life stories for herself, is a poet and a professor. She completed her bachelor’s degree at a time when many women didn’t go to college, let alone pursue a career.

“Why didn’t I play golf or bridge like everyone else?” she muses. “Tennis was OK — I liked the clothes.”
Questioning why we make art is more intriguing than trying to define it — and far more challenging. Art is a form of communication. We make it because we have something to convey, a message as simple as “this is beautiful,” or something as complex as a protest, a condemnation, a celebration of the wondrous, a questioning of the unexplainable. Art expresses our human experience. Artists choose the medium because of its affinity to their message: a painting, a sculpture, a building, a symphony. The challenge is to convey the message without words. Good art conveys the message, provokes a response, whether positive or negative. The worst art leaves me cold, without any reaction to it.

Instead of saying, “This is wrong,” or “This made me sad,” artists make work that conveys the quality of the message. It usually is not quantifiable. We try to convey the anger or sadness directly. Look at a painting where the artist is depicting a person who is lonely. Listen to an aria where the leading man has just learned that his lover has died. (Everyone dies at the end of operas, you know.) We all have been lonely. We all have lost someone dear to us and we relate to these emotions. Expressing the pain helps us deal with it. It helps us learn how to handle the pain when we experience it again. We can analyze the painting and note that the light is low, the person’s posture is stooped and the colors are cold. We can analyze the music in terms of major and minor keys, the harmonies, the length of notes. But the analysis doesn’t convey the emotion. Only the experience of looking at the painting or hearing the music allows the artist’s message to reach the audience.

Art doesn’t have to be beautiful, because not all of our experiences are beautiful. We make art because our emotions and thoughts are far more complex than our verbal language will allow us to convey. Even if we are very skilled writers, we often have difficulty expressing thoughts. Give a child a crayon when she is angry, and she will draw sharp angles, almost attack the page. I often have my students make abstract marks in class where I give them an emotion and ask them to convey it visually. Words that convey tenderness, affection and love will invoke curving, sinuous lines. Words about anger get wild, hard, pointing shapes. The other students will invariably identify the emotion.

All cultures produce art. The development of art, tools and language was most likely incremental and simultaneous, following changes in our conceptual structures. Barbara Winner, author of Invented Worlds, a book on the psychology and creativity of art,
In a community, art allows us to articulate our identity, to illustrate our values and to share our experiences. We wear clothes that project an identity. A business suit communicates something about the wearer, and what we might expect of the wearer’s behavior or values, as do jeans and a black leather jacket, dyed hair, tattoos and body piercings. A cross necklace identifies the wearer as a Christian. Stripes and medals identify an officer. We use these visual cues to establish who we are to others.

The way we use symbols and construct meaning gives us a more immediate understanding of our world and our community. If everyone who walked by were dressed identically, we would not know who the businessman is, who the young person establishing his identity is, who holds which beliefs. If every building were identical, we wouldn’t know the courthouse from the grocery store. By creating and using our visual vocabulary, we articulate the important ideas in our society.

Around 700 A.D., people took the commandment forbidding graven images very seriously. This period of iconoclasm (image breaking) saw the destruction of imagery, which leaders in the community found threatening to their values. Pagan temples and statues were smashed, images of Christ destroyed as idolatrous and new art was forbidden. However, a few decades later, the Church realized the usefulness and power of images, especially among a population that was largely illiterate. Artists assigned meaning to visual cues and developed a very complex system...
of symbols. Today, I need a Dictionary of Signs and Symbols in order to translate their meaning. Saints are identified by their attributes. For instance, St. Peter holds a key as the keeper of the Church. Often, several symbols will convey multiple associations to one figure.

Until about 1000 A.D., images of Christ on the cross were unpopular. People did not wish to represent their Savior as having died a criminal’s death. However, with the strike of the plague, people wanted a way to articulate and understand their suffering. By identifying with the suffering of Christ, they established a visual representation of their own suffering. The images not only depicted the crucifixion scene, but the figure of Christ was represented as emaciated, the wounds exaggerated. A few centuries later, Christ would be represented more whole, with a strong, beautiful body, triumphant over death. The subject is the same, but the message the pieces convey is entirely different.

We set up monuments to those people we respect. To be worthy of this effort (and expense), a person must be perceived as representing the values we hold most dear. We celebrate the people who establish and benefit our communities. We place the icons conspicuously within our community. We use the images to teach our children our values, and to remind ourselves of our values. The monuments convey those values to visitors to our community.

One can identify the most important values in a town by looking at the size of its buildings. In Washington, D.C., a city ordinance states that no building can be taller than the Capitol. In Chartres, France, a similar rule limits buildings no higher than the cathedral. In Kansas City and New York, the tallest buildings are those vertical lines, with windows of stained glass and spires leading the eye ever upward, to heaven. The cathedral conveys the glory of God. The Capitol conveys the grandeur of government. The skyscrapers downtown convey the success of the financial community.

As a community, we can identify a concept we want to share with other members. Then we hire the artist who will articulate that message. For centuries, artists were reliably employed craftspeople. They had no status socially or creatively. That changed in the 16th century with Leonardo da Vinci and Albrecht Dürer, both of whom made a conscious effort to identify themselves as creative geniuses.

When artists make art, we do it for personal and selfish reasons. We make the art because we learn something by making it. We can share what we learned with our community. If we don’t share it, the communication is incomplete, like talking to oneself. It is more than a commodity, an object to sell. It is the expression of what it means to be human.

"Art allows us to articulate our identity, to illustrate our values and to share our experiences."
How would you define imagination? Could you draw it, photograph it, embody it in a poem? Who are the most imaginative people you can name?

Imagination

...The best of

Take a look at how members of the Rockhurst community answered these questions — in the form of an “imagination” contest and through a bit of creative thinking about the cream of the imaginative crop.
"Life"
Embers of moments
Endeavor to make puzzle
With no solution.

"Leben"
Funken-Momente
Streben ein Rätsel
Ohne Lösung zu schaffen.

Compromise
Translation means compromise. No matter how hard I try, something of the original vanishes during the translation process. Especially during the translation of a poem because so much of its essence is embedded in the emotionally charged music of its cadence.

In some ways it is like a game of chance. You begin with a full deck of cards — the poem in its original version — and end up with a slightly leaner deck in the translated version. It is even possible to come out with the same amount of cards, but they will be changed. And, this change represents the compromise.

Most imaginative mathematicians of all time:
The Rev. Cletus Doyle, S.J., who taught here for a number of years. The stories about him are legendary.
Gottfried Wilhelm Leibniz, the “father” of calculus
Carl Friedrich Gauss, German mathematician and astronomer

— The Rev. Edward Kinerk, S.J., Rockhurst President
— Paula Shorter, Ph.D., Associate Professor of Mathematics

Most imaginative orators of all time:
Jesus Christ, for his lasting themes and influence.
Former President Bill Clinton, who represents the modern era.
Martin Luther King Jr., for imagination and imagery, use of language, touching on timely themes.

— Weslynn Martin, Professor of Communication Studies
— Peter Bicak, Ph.D., Assistant Professor of Communication Studies
Most imaginative movie directors of all time:

Stanley Kubrick
Dario Argento
Vincent Minnelli

— Michael Fabrizio,
Director of the
Rockhurst Film Series

Third Place

“Faces of Blue”
Becca Baines, ’02

Most imaginative composers of all time:

Ludwig van Beethoven
Hector Berlioz
John Lennon and Paul McCartney

— Timothy McDonald, Ph.D., Chair of Communication and Fine Arts
Most imaginative leaders of all time:

Jesus Christ, who led us in such a profound way that none of us can fully appreciate his impact. Abraham Lincoln, who was probably the most effective democratic leader who ever lived. Mahatma Gandhi, who taught us that nonviolent, but unrelenting, opposition to injustice was imperative and appropriate.

— Earl Walker, Ph.D., Dean, School of Management

Most imaginative Jesuits of all time:

Pedro Arrupe, S.J., who led the Society of Jesus after Vatican II and articulated the idea of “men and women for others.”

Walter Ong, S.J., a world-renowned communication and cultural studies expert

David Clarke, S.J., chancellor of Regis University, for his creativity in terms of Jesuit education

— The Rev. John J. Callahan, S.J., Rockhurst Director of Mission and Values, Rector, Jesuit Community

Most imaginative advertising campaigns of all time:

Got Milk
Miller Lite (Less filling — tastes great!)
Volkswagen Beetle (1950s)
Energizer Bunny

— Richard Shaw, Professor of Marketing

Imagination Contest Judges

Sherry Best, Director of the Greenlease Gallery and Lecturer in Fine Arts

Weslynn Martin, Professor of Communication Studies

Michael Tansey, Ph.D., Professor of Economics and Leader of Art Tours for the School of Management Executive Fellows Program
Imagine spending a Tuesday morning working with seamstresses to create a canvas for a covered wagon. A typical Wednesday might be spent brainstorming creative ways to help a community member learn about her ancestors. Friday’s activities could include planning a stained- and etched-glass show and giving tours.

These are daily challenges Sarah Polak, ’98, encounters in her new position as director of the Plainsman Museum in Aurora, Neb. The museum houses murals, mosaics and exhibits of regional history, including an original log cabin, a sod house and a re-created 1900-era Main Street. Polak is responsible for planning the museum’s special exhibits, new activities and events, as well as managing day-to-day operations. In addition to her responsibilities at the Plainsman, Polak serves on the board of directors of the Nebraska Museums Association.

Becoming a museum director, especially at such a young age, is quite a feat. Because qualified applicants typically outnumber the most desirable job openings, there is keen competition for museum management positions. And as museums raise the bar on accountability and professionalism, they demand more of their staff members. As a result, success in this field demands adequate preparation, flexibility, patience and determination.

In Polak’s case, several facets of her life came together to prepare her for her new position. Her academic background was extremely important. Polak recently graduated from the University of Nebraska-Lincoln with a master’s degree in museum studies. Museum studies, a relatively new academic discipline, specifically is designed to prepare students for professional careers in museums. She says the courses she took were essential to her career preparation.

Polak, who majored in history and minored in studio art at Rockhurst, also finds her undergraduate liberal arts degree invaluable. “As the only full-time staff member at the museum, I draw upon the history, sociology, art, philosophy and business courses I took at Rockhurst,” Polak says. “They really prepared me for the future, whereas another school might have given me a much narrower education.”

Her past work experience also was a key factor in preparing her for the future. As a Rockhurst student, she interned at the U.S. Marine Corps Historical Center in Washington, D.C., and at the Nelson-Atkins Museum of Art. She also worked at the Louvre Museum in Paris as part of a study-abroad program. During graduate school, she worked for the Nebraska State Historical Society and with the Smith Collection at Speedway Motors in Lincoln, Neb.

In addition to her education and experience, Polak considers the people in her life to be a major factor in her success. Her parents have been extremely supportive, even though they had no idea what “museum studies” entailed. “They thought I would be digging up the desert with a teaspoon,” she says.

She also counts her graduate school adviser and the supportive faculty at Rockhurst among those who influenced her most in her career objectives. In fact, the museum studies department chair convinced her to apply for the position at the Plainsman Museum. Polak initially was hesitant, but thought, “If he has enough confidence in me as a person and as a student, then I should go for it.”

Lucky for her that she did — Polak is one of the few souls who has truly found her niche in life. She enjoys the museum’s unstructured work environment and supportive, caring atmosphere. Working six days a week and trying to appease a wide variety of constituents can be challenging, but she wouldn’t have it any other way. “I love my job, and take satisfaction in believing that what I do is important,” says Polak.

Interest in the Past Opens Door to the Future

By Kate Fischer
Rockhurst Ties

Certain things at Rockhurst have been around so long they have become institutions. Sedgwick Hall, for instance. A winning soccer team. Sunday night Mass.

The Rev. James Wheeler, S.J., definitely belongs on that list. Wheeler, who joined the Society of Jesus in 1941, has spent the last 45 years teaching chemistry at Rockhurst.

He holds a special place in the hearts of many Rockhurst alumni, several of whom have chosen to honor Wheeler by establishing the Fr. James Wheeler, S.J., Scholarship. This endowed scholarship will be awarded to Rockhurst students pursuing the study of chemistry. To date, approximately $25,000 in gifts and pledges has been donated to the fund.

This special scholarship was the brainchild of John Emo, M.D., ‘68, and Pam Vogelsang, M.D., ‘81, both former students of Wheeler. However, they will tell you he has been much more than just a teacher.

Emo says, “Fr. Wheeler has taught thousands of Rockhurst students and he gets attached to us. He can tell you where most of us live, what we’re doing professionally and where our families live. In many ways, he’s not only a respected teacher, he’s almost like an extended family member.”

Emo surprised Wheeler with the announcement of the scholarship at a ceremony held in February.

Alumni Honor
Living Legend

Engage your mind, body and soul with unique classes offered at the all-new Rockhurst Weekend, “Rockin’ Around the Clock,” June 29-July 1. This special opportunity for alumni, parents and friends of the University is a chance to relive your college experience as you take courses, stay in the dorms and eat in the new cafeteria.

For your mind, you can choose from a variety of classes with subjects such as “WWII Historiography: Fact and Fiction.” Discover how “You Can Take it with You,” as you learn about estate planning. You’ll even have the chance to learn about your own family in a course on genealogy.

For your body, the weekend offers a wide array of activities as well. Participate in the “Coffee Talk/Walk” on Saturday morning, a fun stroll from Rockhurst to the nearby Muddy’s coffee house. You’ll have opportunities to play in a golf tournament and take a Latin dance lesson. You can learn about nourishing your body in a cooking class and at a beer and wine tasting, and then take a course on making your own ice cream.

For your soul, take time to reacquaint yourself with the Jesuit mission as you participate in a special service project. Sign up for a class designed to bring out the artist within, or join the choir for the Sunday Mass. You even can have dinner at the Nelson-Atkins Museum of Art, followed by a tour given by a Rockhurst faculty member.

“Whether you prefer beer and wine tasting, art or finding out about your genealogy, Rockhurst Weekend will offer something for everyone,” says Stacie Cronberg, director of alumni relations and constituent affairs.

Don’t miss the chance to refresh your mind, connect with your body and soothe your soul. For more information, or to register for the weekend, call Cronberg at (816) 501-4807 or (800) 756-ALUM (2586).

Relive College at Rockhurst Weekend

Charles Moran, Ph.D., professor of political science, has three children who currently attend Rockhurst. (From left) Karen, ’01; Alex, ’04; Professor Moran, ’61; and Mark, ’03. In addition, Prof. Moran and five brothers all are Rockhurst alumni: John, ’53; Richard E. (Gene), ’60; James Edward (Ed), ’60; Thomas (Tom), ’64; and Patrick (Pat), ’70. How many ties to Rockhurst do you have? Send a letter to Rockhurst magazine with your story. You’ll find e-mail and snail mail addresses on page 2.
Rockhurst Receives Challenge From Mabee Foundation

A campus landmark, Conway Hall, is set for a thorough renovation beginning this summer. If met, a $750,000 challenge grant from the J.E. and L.E. Mabee Foundation Inc., Tulsa, Okla., will give the project a big boost.

The grant monies will assist in the renovation of Conway Hall. The historic campus building, constructed in 1937, houses the School of Management and the University’s Computer Services.

The modifications to Conway are designed to incorporate sophisticated technology, implement energy-efficient heating and cooling systems, and bring the building into compliance with the Americans With Disabilities Act. The Small Business Development Center will be relocated to Conway Hall, enhancing the quality and extent of consulting services small businesses receive from the SBD C.

When renovations are completed in August 2002, all 33 faculty members of the School of Management will be housed under one roof for the first time in decades. Faculty and students will benefit from remodeled classrooms that provide access to interactive, multimedia educational technology, including satellite and video conferencing.

Rockhurst has until Jan. 1, 2002, to raise the necessary funds to meet the Mabee Foundation’s challenge. Robin Strachan Harris, vice president for institutional advancement, says, “Rockhurst University alumni, as well as Kansas City area business and community leaders, clearly recognize the importance of having a modern, technologically equipped building to house our School of Management. I am confident we will meet this challenge.”

This challenge grant is not the first time Rockhurst has benefited from the generosity of the Mabee Foundation. “Historically, the Mabee Foundation has provided very generous assistance to Rockhurst University for numerous capital projects, including the theater in Sedgwick Hall, which bears the foundation’s name,” says Strachan Harris.

Library Guild Hosts Local Author, Editor

Rockhurst alumni and friends recently had the opportunity to hear Emmy-winning writer and producer Jack Cashill, Ph.D., lead them through the process of writing a novel, from character development to finding a publisher. Cashill, author of 2006: The Chautauqua Rising, was the featured speaker for the Rockhurst University Library Guild’s 36th annual critique luncheon, held in March.

A former Fulbright professor, Cashill has a great deal of experience in talk radio and has served as media director and speechwriter for numerous political campaigns. He is currently executive editor of Kansas City business magazine Ingram’s. 2006: The Chautauqua Rising, part thriller and part futuristic romance, is his first novel.

During the luncheon, Library Guild President Joan Ward presented Tori Kos with a plaque naming her an honorary lifetime member. Kos has been employed at Rockhurst since 1983 and currently works in the University’s advancement office.

The Rockhurst University Library Guild was established in 1968 to benefit the Greenlease Library. Since its inception, the group has raised nearly $1 million. Co-chairs of this year’s luncheon, co-sponsored by Country Club Bank, N.A., were Mary Kay Clune and Anne Koppers.
The Neighborly Thing to Do

Throughout the years, Rockhurst has worked to improve the lives of its neighbors through volunteer service, crime prevention programming and community partnerships. Now the University plans to go a step further in addressing neighborhood needs by creating the Rockhurst University Community Center, established by the generosity of the Francis Families Foundation and other donors.

Rockhurst’s security building, located near the new campus entrance, will be renovated this fall to house the center. The center will provide a number of services for neighborhood children, including a McGruff safe house, an annual haunted house on Halloween, the Bicycle Rodeo, recreational opportunities, and a mentoring and reward system for scholastic achievement and community service.

Additionally, the center will house community meeting rooms, a literacy clinic staffed by a faculty member and Rockhurst education students, a training room, and a place to offer educational programming focused on crime prevention.

The University also plans to hire a community relations officer to work with neighborhood associations and churches to identify and develop programs to address the needs of our neighbors. Programming plans include assistance in winterizing neighborhood homes, providing tax counseling, fingerprinting children, diversity training and summer recreational activities for neighborhood children.

In addition to the Francis Families Foundation, creation of the community center was made possible by generous assistance from the Ewing Marion Kauffman Foundation; the Rose Teicher Estate; Merchant, Merchant and Robinson Fund; Rockhurst Regents; Firstar Bank; Oppenstein Brothers Foundation; Edward F. Swinney Foundation; Allstate; and Henry Wurst Inc.

Honorary Directors Boost Scholarship Fund

Scholarships awarded by the Honorary Directors Association have helped many students attend Rockhurst throughout the years, including the University’s president, the Rev. Edward Kinerk, S.J., ’64.

For the past six decades, the association has been raising funds for scholarships. Tuesday, March 6, the directors held their 69th annual luncheon on the Rockhurst campus, where they donated more than $77,000 for student scholarships.

The luncheon’s keynote speaker was Thomas McDonnell, ’66, president and chief executive officer of DST Systems Inc. As a business leader, McDonnell definitely understands the importance of education and well-prepared graduates. He spoke about the changing world of technology in today’s corporate environment.

Near the close of the luncheon, William H. Dunn Sr., ’46, was honored with the 2001 Van Ackeren Spirit Award. This award was created to celebrate an individual who has lived and worked to uphold the values of Rockhurst University in a manner similar to the late Fr. Maurice Van Ackeren. The organization honored Dunn for his leadership role in building Dunn Industries Inc., as well as his service to a host of civic and volunteer organizations.

This year’s event chair was Rob Metzler.
George Carroll, retired from Marymount College of Kansas, continues to write features, with photography, for the Northwestern Kansas Register.

Manuel P. Berriozábal, Ph.D., recently was honored with the Gung-Hu Award for Distinguished Service in Mathematics by the Mathematical Association of America. Berriozábal was recognized for his extraordinary contributions to the mathematical community, including the development of a program to encourage 6th-11th grade students to excel in science and engineering.

Edward J. Coomes Jr., recently retired, still enjoys teaching as an adjunct professor at the University of North Texas. He is teaching ancient Greek history, ancient Roman history and medieval history.

Thomas Barket was elected president of the South Dakota Science Teachers Association, 2000-02. Barket is currently a science teacher at Huron High School.

John J. Bellew was honored last December in Baton Rouge, La., by the Louisiana Mental Health Association for outstanding contributions to assisting in the employment of people with serious mental illness.

David A. Lorenz was named to the board of directors of the Neenan Company, a wholesale plumbing and heating supplies business.

Robert T. Crosley was awarded a research fellowship from the National Endowment for the Humanities for the year 2000. Crosley is currently a professor of English at the University of Massachusetts.

John Bushery was appointed assistant director for survey programs at the U.S. Department of Transportation’s Bureau of Transportation Statistics.

James E. Kopp was recently appointed president of Candle Corporation of America, one of the country’s largest manufacturers and distributors of candles.

Arthur W. McNaughton has retired from Southwestern Bell Telephone Company.

Sidney McCarther retired from Amoco Corporation after 32 years working as an accounting manager. McCarter recently joined Rockhurst University’s School of Management as a part-time instructor in accounting where he hopes to assist in preparing Rockhurst students for successful careers in business.

Teresita Calero received a master’s degree in mental health counseling in July 2000 at Nova Southeastern University, Fort Lauderdale, Fla.

John Brems, M.D., director of intra-abdominal transplantation at Loyola University Medical Center, started a liver transplant program at Loyola in 1998. It is the fourth liver transplant program that he has started.

John M. Lee recently was elected president of the Greater Omaha Chapter of the American Marketing Association.

Kathryn A. Karr, as a major in the Air Force Reserve, was deployed this past winter for 90 days to Turkey in support of Operation Northern Watch.

Michael D. Kranz has been promoted to vice president of consulting for PowerTech Group, a Seattle-based AS/400 solutions provider of education, security products and consulting services.

Marian R. Kranz recently had her question-and-answer column addressing senior citizen issues, titled “Twilight Talk,” picked up for syndication by Senior Newswire. Kranz graduated in Rockhurst’s first physical therapy class and worked many years establishing rehabilitation centers in nursing homes.

Mark T. Benedict has been named a member of law firm Husch & Eppenberger LLC, in the Insolvency Practice Group of the Kansas City office.

Monica M. Ogg completed an M.S. in microbiology at the University of Texas Health Science Center at San Antonio in August 2000.

Leigh Ann Marie Raymond, Ph.D., successfully defended her doctorate in philosophy dissertation in November 1999. Raymond was awarded her Ph.D. from the Department of Physiology at the University of Kansas Medical Center after completing five years of Neuro-AIDS research.
**Alumni Notes**

'94 Jennifer Buessing Lombardi accepted a new position at KU Medical Center as a clinical nurse educator for the pediatric unit and pediatric ICU.

'99 Kelly Hahn has been promoted to senior team member at The Vandiver Group, a St. Louis strategic communications and public relations firm.

Alicia Staudenmyer, R.N., has been nominated for the Missouri American Red Cross Nursing Award for her work as volunteer nurse coordinator for the Health and Safety Services Department of the Greater Kansas City Chapter of the American Red Cross. She is a graduate of the Rockhurst University/Research College of Nursing program.

**Alumni Marriages**

'86 Brian A. Bevins and Lisa M. Louis were joined in marriage Dec. 28, 2000, in Tavares, Fla.

'90 Kelcey Marr and Thierry Grandsire were married June 17, 2000, in St. Louis.


**Births**

Claudia Richardson Aguilar and husband, Omar, are the proud parents of Camille Isabel, born May 27, 1999.

Gregg and Carrie Hibbler announce the birth of their third child, Sarah Louise, on Nov. 10, 2000.

Frank Salerno and wife, Nancy, had their first child, Sara Elizabeth, born Aug. 28, 2000.


Ondray A. Wells Jr. and wife, Candis, welcomed their second child, Makeda Renee, on May 20, 2000.

Son, Oji, was born in August 1997.

Gina DeVincenzo Vanroboys and husband, Steve, announce the birth of their second child, Audra Louise, on Oct. 4, 2000.


Christa Caniglia Goeser and husband, Jeff, are the proud parents of twins, Isabel Michel and Benjamin Thomas, born on Sept. 14, 2000.


Jason and Brenda Menges announce the birth of their daughter, Sydney Christine, born June 17, 2000.

Mark Breakfield and wife, Natalie, announce the birth of their third child, Grace Wynn, born March 10, 2000.


In Memoriam

John Healy Moffitt ('34) - Feb. 18, 2001
Norman T. Hunt ('37) - Oct. 20, 2000
Patrick J. Mullane ('37) - Feb. 28, 2001
William Owen Keleher Sr. ('42) - Nov. 15, 2000
Roger Lee Bleich Sr. ('54) - March 2, 2001
Lee F. Miller ('55) - Jan. 23, 2001
Frederick Eugene Kimmons ('59) - Jan. 29, 2001
Paul Corwin Wheeler ('63) - Jan. 30, 2001
Cleve P. Garvin ('64) - Feb. 23, 2001
Dale Lewis Waller ('70) - March 4, 2001

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Name________________________________________
Year of graduation _________
Address ______________________________________
City/State/ZIP ________________________________
Daytime phone (_____) ________________________
Evening phone (_____) ________________________
E-mail address ________________________________
Is this a new address? ☐ Yes ☐ No

Do you have business or personal news (marriage, birth) you would like us to include in the next issue of Rockhurst magazine?

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Contact Jim Millard at (816) 501-4581 or james.millard@rockhurst.edu; or Thomas J. Audley at (816) 501-4551 or thomas.audley@rockhurst.edu.
**May**
18 Alumni Royals Game with Troostwood Youth

**June**
29 Kansas City Golf Tournament
Rockhurst Weekend Begins

**October**
20-21 Homecoming Weekend
27 Sixth Annual Gala