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Evaluating Corporate Volunteerism (one cup at a time)



Responsible Research: David Jones, assistant professor in the School of Business Administration, believes in investing in socially responsible companies like Green Mountain Coffee Roasters. (Photo: Sally McCay)

When Green Mountain Coffee Roasters asked David Jones to conduct research on its company-funded volunteerism program, he assumed they wanted results that would justify the cost and value of the program to shareholders. As it turned out, he was (almost) completely wrong.

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Professors-at-Large

John Senders, research psychologist and Human Factors and Ergonomic Society Fellow, knows everything in the world from A to Z. Well, maybe not everything, but ever since the James Marsh Professor-at-Large picked up an Encyclopedia Britannica in 1926 at the age of six and memorized three-quarters of it, he's been on a quest for knowledge.

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Josh Bongard Q+A

Smooth, it isn't. The star-shaped robot lurches, wheezes and flops through its ponderous perambulation, clacking laboriously but steadily across the table. But for this machine, developed by Joshua Bongard, assistant professor of computer science, the breakthrough is the journey, not the destination.

THE WEEK IN VIEW

November 30, 3:30 p.m.
Panel Discussion: "Open Access and the Changing Nature of Scientific Communications," Dwight Matthews, professor and chair of chemistry; Dennis Clougherty, professor of physics; Jeffrey Dinitz, professor of mathematics; and George Pinder, professor of civil and environmental engineering and mathematics. Special Collections Reading Room, Bailey/Howe Library. Information: 656-4415.

December 1, 7:30 p.m.
Lane Series Concert: A Mediterranean Christmas, with a pre-concert talk with director Joel Cohen at 6:30 p.m. \$25. Ira Allen Chapel. [Information and tickets.](#)

December 4, 7:30 p.m.
Monday Night Jazz Big Band Concert. Recital Hall, Southwick. Information: 656-7776.

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By Jon Reidel

Article published Nov 29, 2006



Responsible Research: David Jones, assistant professor in the School of Business Administration, believes in investing in socially responsible companies like Green Mountain Coffee Roasters. (Photo: Sally McCay)

When Green Mountain Coffee Roasters asked David Jones to conduct research on its company-funded employee volunteerism program, or CAFÉ, he assumed they wanted results that would justify the cost and value of the program to shareholders.

As it turned out, he was (almost) completely wrong.

"When I first sent them the research proposal, they were very quick to turn around and say 'No, no, you got this all wrong,'" says Jones, assistant professor of business administration and an expert on workplace fairness and revenge. "Yes, they wanted something to show their shareholders, but their primary motive ... was to show other companies why they should adopt a similar program... Believe me, I had a hard time getting my head around it."

Once he did, Jones, who has a doctorate in industrial and organizational psychology, saw the potential research possibilities of unfettered access to 700 employees, and he embraced the somewhat rare collaboration between a public university and private-sector company.

CAFÉ, which stands for Community Action For Employees, allows the company's workers to take up to 52 paid hours a year to volunteer in the nonprofit or community-based organizations of their choice. During the 2005 financial year, GMCR employees provided 2,072 hours of community service worth approximately \$58,000 of paid time. Green Mountain Coffee is proud of the program and hopes Jones' work will help it spread.

The idea for the research partnership was hatched during a conversation in 2005 between Rocki-Lee Dewitt, dean of the School of Business Administration, and Mike Dupee, vice president, corporate social



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responsibility, at GMCR.

With grant money provided by the GMCR Foundation, a nonprofit organization responsible for putting the company's mission into action, Jones focused his study on the company's CAFÉ (Community Action For Employees) program. Early data collected from 173 employees showed considerable support for a company-funded volunteerism program and, more importantly, offered clues for how companies could use such a program as a strategic human resource management tool and business strategy.

CAFÉ quality

GMRC employees volunteer at shelters, food banks, schools, rescue squads, little league baseball and other community organizations. Some employees volunteer in coffee-growing communities in Mexico and Central America to improve health care and housing for coffee farmers and their families. In 2005, Approximately 30 percent of GMCR employees volunteered through the program, and 75 percent of them said they "highly valued" the CAFÉ program.

Jones' research revealed the *why* and *how* of employee participation in such volunteer programs. A subsequent mediation analysis run by Jones revealed that the pride generated from the CAFÉ program strengthens organizational identity; a term used to describes employees' feelings of 'oneness' with their employer, which results in higher levels of job satisfaction and a greater desire to help the company succeed.

CAFÉ has been credited with GMCR's rise to the number one position atop *Business Ethics* magazine's list of America's "100 Best Corporate Citizens" and with being named one of *Forbes* magazine's "200 Best Small Companies;" and "Best Medium Companies to Work for in America" by the Society of Human Resource Management.

"Innovative businesses can be powerful partners in building and testing theories that offer new insight to the determinants of business success," says DeWitt. "Green Mountain Coffee Roasters Foundation's willingness to support David Jones' research not only helps GMCR validate their commitment to volunteerism, it will play a significant role in providing evidence to a wide array of organizations that business investment in volunteerism initiatives can be beneficial to the company and the community alike."

The reason behind the strategy

Critics argue that programs like CAFÉ are becoming popular because companies know they increase sales by attracting consumers who are currently trending towards buying products from companies perceived as being socially responsible. Jones, who personally invests in socially responsible companies, says that although he has no doubt that Bob Stiller, founder and chief executive officer of GMCR, is serious about making the world a better place "one cup at a time," Jones doesn't necessarily care if that's true. "The fact that communities are being

positively affected regardless of intention is enough for me,” he says. “Like a lot of people who care about corporate social responsibility, I’m willing to back that up with my wallet.”

Dupee says he adheres to the Albert Einstein dictum stating that “everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted.” So, he wasn’t surprised to see evidence that the CAFÉ program made happier employees. He was surprised, however, to hear that participating in the CAFÉ program results in organizational citizenship — a type of work behavior defined as being beneficial to the organization that is discretionary and not directly recognized by a formal reward system.

“You look at each situation and make a decision knowing in your heart and gut that it’s the right thing to do,” Dupee says. “David’s research actually shows us that when you have this kind of behavior, you get these results. We want to share with other businesses that we have potential content that will work and increase volunteerism.”

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Professors-at-Large

By Jon Reidel

Article published Nov 29, 2006



John Senders, research psychologist and Human Factors and Ergonomic Society Fellow, talks about his plans for the university as a James Marsh Professor-at-Large on the balcony at Waterman. (Photo: Bill DiLillo)

knowledge that has extended to the fields of medicine, law, engineering, psychology and beyond.

On campus for a week starting Nov. 27 as part of his initiation into the Marsh program, Senders, a research psychologist, a senior member of the Institute of Electrical and Electronics Engineers and a fellow of the American Association for the Advancement of Science, achieved his considerable reputation in academically unconventional ways.

Senders graduated from Harvard nearly 10 years after being kicked out of Antioch College. While an undergraduate he got married and worked full-time, becoming chief electronics engineer by the time he got his bachelor's degree in experimental psychology. Senders didn't receive his doctorate until just before retiring from his professorship at the University of Toronto. By that time he had become one of Canada's leading human factors experts, improving everything from hospital safety to nuclear power plants.

"Basically, I'm an amateur in a great many fields," says Senders, who earned his pilot's license in 1946 and considers himself "more like a Victorian scientist than the specialists of today."

Senders' multi-disciplinary approach fits ideally with the mission of the Marsh Professor-at-Large program, which is named after the university's fifth president. Established in 2004, the program's goal is to bring a diverse group of experts from a wide variety of fields to campus with a

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sole mandate to “invigorate the intellectual and cultural life of the university.” The expert visitors can accomplish this charge in any way they see fit.

For Senders, an expert on human error and currently the principal scientific consultant to the Institute for Safe Medications Practices, that includes a speech on Nov. 30 at Carpenter Auditorium, at 3:30 p.m., titled “An Iconclast’s Approach to the Question of Global Warming.” But that’s just part of a larger plan to help the university in a number of areas. He also plans to work with UVM’s new transportation center to develop some niche areas of research and with Dr. Ben Littenberg, Henry and Carleen Tufo Professor of Medicine, on medical safety issues.

More established visiting professors have shared their insights and approaches in big public lectures, classroom seminars, open office hours and hallway chats with like-minded UVM faculty. The result, says President Daniel Mark Fogel, who championed the program before the Faculty Senate, has been transformative.

Professors-at-Large, who are chosen by a selection committee of 10 members of the faculty and chief academic and research officers, spend multiple one-to-two week residencies on campus during their six-year terms. Initial visits are spent meeting with faculty, deans and administrators to plan where each can best make a contribution. Any individual faculty member, academic department or group of departments may nominate individuals. The process of selecting a [Professors-at-Large](#) involves a pre-proposal letter (current ones are due on Dec. 8), followed by a full proposal (due on Feb. 16).

Inaugural class deep, diverse

The current group of 11 Professors-at-Large reflects the goal of the Marsh program, which seeks outstanding individuals of international distinction in the arts and humanities, sciences, social sciences and applied fields. The following individuals have accepted six-year terms are: Charles Carpenter, professor of medicine at Brown University; U.S. Senator James Jeffords; David Orr, professor and chair of the environmental studies program at Oberlin College; William Darity, Jr., the Boshamer Distinguished Professor and director of the Institute of African American Research at the University of North Carolina; Clay Jenkinson, Scholar-in-Residence at Lewis and Clark College and at Dickinson State University; Nancy Scheper-Hughes, professor of anthropology at the University of California at Berkeley; David Hemenway, professor of health policy at the Harvard School of Public Health and the director of the Harvard Youth Violence Prevention Center; Howard Norman, professor of English at the University of Maryland; Sowah Mensah, director of the African Ensemble at the University of St. Thomas and adjunct faculty at Macalaster College; Alvaro Umana, former principal advisor and leader of the Energy and Environment Group; and Senders.

Hemenway’s was here in March to discuss progress in violence and injury prevention. Orr has visited and spoke twice, most recently on Oct. 25,

when he spoke about the importance of environmental education, challenging universities like UVM to become relevant to the problems of the 21st century. After giving a list of current environmental problems, Orr said that if we can improve all types of ecological design, we might be able to solve some of these problems with nature as the standard. "We need to think of ecological design as the Enlightenment of our time," he said.

Lessons from a 'Victorian'

The list of publications by Senders is well into the hundreds and ranges in subject matter from the "Effect of Backlash on Manual Control of Pitch of a Simulated Aircraft" to "Eye Movements and the Higher Psychological Functions." In addition to his years as a self-described "freelance scientist," Senders has served as a senior lecturer in the department of mechanical engineering at MIT and as a senior research associate in psychology at the University of California at Santa Barbara.

Hearing Senders talk about his life is enriching in itself. On the day he was to graduate from Cambridge High and Latin School, the assistant headmaster called him into his office and told him that he could — but would not — award Senders a four-year scholarship to MIT because he hadn't worked hard enough in school. "I was obviously very bright enough, but not diligent enough," Senders recalls.

Senders' parents sent young John to Antioch College because they were told it was the most liberal college in the country. Before his freshman year was over, the president of Antioch sent a letter to Senders' father that read: "It's rare for a student to be asked to leave Antioch before the completion of his first year, but we're going to make an exception for your son John."

"My father said, 'people will always make exceptions for you,'" Senders says. "And by God, they did."

"I've always thought a person should be judged by what they do, not by the degrees they have," says Senders, who received a doctorate from the University of Tilberg in the Netherlands in his sixties, based primarily on work he'd completed as a professor at other institutions — with just a bachelor's degree. "In modern life," he says, "formality drives our reality. My career has been one of reality. I'm looking forward to sharing what I've learned with people at UVM."

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UVM HOMEPAGE

I Blog. You Blog. We Blog.

By Megan Thomas

Article published Nov 29, 2006

Paul Martin, assistant professor and director of the Canadian Studies program, is a member of the ever-expanding UVM blogosphere. (Photo: Bill DiLillo)

Among the new words that have crept into the modern vocabularies, "blog" has taken on a unique versatility. It's a noun ("I keep a blog."); it's a verb ("I'm blogging."); it's software (WordPress, Blogger, LiveJournal); it's a population ("I'm a blogger.").

"Weblog" originally described a journal kept on the Web. "Blog" allegedly came into being when an early blogger separated weblog into "we blog," giving "blog" a life of its own.

Semantics aside, people are blogging. Blogs uncover scandal; they enable citizen journalism; they connect [knitters](#), followers of [Rosie O'Donnell's personal life](#), and avid [Star Wars fans](#); they even get people fired. But what are they doing for UVM?

UVM's [blogging mechanism](#) began in September 2004 as a TechCAT endeavor when Paul Martin, director of Canadian studies, asked the Center for Teaching and Learning staff for help using blogs in his classroom. Since then, there have been well over 300 requests for blog accounts at UVM, and now "UVM Blogosphere" exists as a way to identify willing writers as part of one community. (Not all diarists at UVM blog through <http://blog.uvm.edu/>, but this is a free and accessible option.)

Blogging in the classroom

Martin's blog (["As Canadian as Possible...under the circumstances"](#)) remains an integral part of his teaching. He has separate blogs for each course as well as a personal page through which he communicates with advisees and the general public. Students in his Canadian literature class have a weekly blogging assignment. "Students who maybe aren't comfortable talking in class now have multiple venues for participating," Martin says. "They can participate more online, less in class, or more in class and less online."



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He also sees the value of blogs in his own academic endeavors: "It's a way for many of us in the same field to converse in a way that's much more immediate and accessible than a journal," he says. "It could take years for an article to come out in a journal, but this way we can post things on our blogs and get feedback right away. I think (blogging) is important and undervalued."

Putting one's personal thoughts into the public arena to be forever Google-able requires caution. "I'm always conscious of what I say," Martin says. "It's important for us all to remember that anything we write online will stay accessible forever, or at least a very long time."

Blogging for change

Senior Ben Walsh co-created a blog for a class last fall on politics and the Internet, taught by Zephyr Teachout, former director of Internet outreach for the Howard Dean campaign. Walsh's blog — a discussion of UVM food options that petitioned the administration to allow UVM meal points to be accepted off-campus — resonated with students and created a buzz on campus. Though the blog is now inactive, the experience remains palpable for him: "I definitely think that blogging has been legitimized. Our particular blog was tongue-in-cheek, but blogs do have a watchdog role in society," says Walsh. He reads several blogs, including English professor Philip Baruth's ["The Vermont Daily Briefing,"](#) voted the 2006 "Best Vermont Blog" by *Seven Days*. Although he's involved in a new blog with multiple authors, who are writing a science fiction novel, Walsh thinks "political blogs are where it's at."

Another UVM blogger, Neil Jensen, webmaster for development and alumni relations, agrees. His blog (["what's the point?"](#)) became part of the "netroots" community of Vermont bloggers that sprang up during the most recent election cycle (Baruth's aforementioned blog falls into this category). The netroots crowd organized candidates to attend physical and virtual events during the campaigns and provided a genuine platform for local citizen journalism.

"It was not my intent to be part of the Vermont netroots community, but that's just how it transpired, and I've had a lot of fun doing that," Jensen says. "For professional reasons, I wanted to start my own blog...I wanted to experiment with writing down thoughts, linking to things that were interesting so that I could go back to them."

When Baruth linked to Jensen's blog, Jensen realized that people were actually looking — a turn of events he's taken seriously. "If you're keeping a journal in your house, there's no expectation that anyone will read it. You can let it slide for a couple of days," he says. "But when you realize you're part of something that people are looking at, you have a responsibility to keep at it."

Jensen concedes that some of that responsibility — especially that which surrounds blogs and their credibility — lies with the reader. "Blogging is

part of a larger phenomenon of more easily accessible technology — the barrier to being a personal publisher has been lowered in the past five years,” Jensen says. “And the way that the media world is evolving, there are all these competing voices out there. It’s the reader’s responsibility to not just rely on one specific source — whether it’s *The New York Times* or a blogger. Neither is infallible.”

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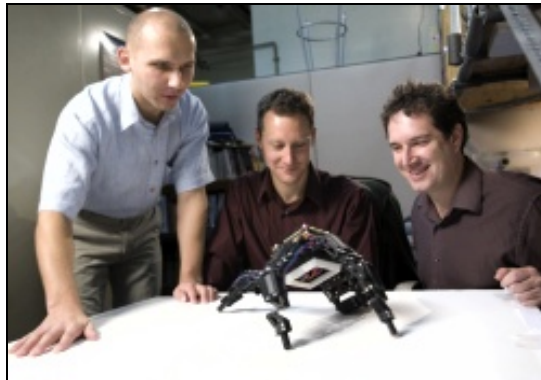
UVM HOMEPAGE

INTERview: Joshua Bongard

The UVM computer scientist discusses a robotic breakthrough: curiosity

By Kevin Foley

Article published Nov 20, 2006



Joshua Bongard (center), assistant professor of computer science, and former Cornell colleagues Victor Zykov and Hod Lipson designed the first robot capable of detecting its own shape and using this knowledge to efficiently adapt to damage. (Photo: Cornell University)

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destination.

The machine, which Bongard worked on at Cornell University with then-colleagues Victor Zykov and Hod Lipson, is the first robot capable of detecting its own shape and using this knowledge to efficiently adapt to damage. The work was reported by the group in the Nov. 17 issue of Science.

Earlier this month, Bongard published a co-authored MIT Press book, How the Body Shapes the Way We Think: A New View of Intelligence with lead author Rolf Pfeifer, and, in ways perhaps evocative of the text's title, the robot's breakthrough is its physical self-awareness and adaptability. The advancement has been widely reported in the national media.

The machine, he explains, starts out having no sense of how its parts are assembled. It measures the results of a limited number of small movements to develop plausible models of its shape and construction. The robot evaluates and refines these competing models through more movements and observation, eventually arriving at an accurate internal model of its shape. The robot can then use this continuously updated self-model to detect damage and develop new ways to move even after sustaining damage. The effort is a proof-of-concept for developing more

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resilient robots for dangerous applications like planetary exploration. Bongard elaborates on the robot and its implications in conversation with the view.

THE VIEW: What was significant about this project?

JOSHUA BONGARD: The most important thing here for us is this is the first robot that can build up a description of its own body. So the robot can build up a sense of self; that hasn't been done before in robotics. The second interesting thing about this is that it then uses that self-model, that sense of self, to actually try out different ways of moving. We commanded this robot to *learn* how to move; we didn't tell the robot how to move. It tries internally using this self-model, "What would happen if I tried hopping? What would happen if I crawled?" And so on. And eventually it comes up with a behavior that it thinks will actually work and then tries it out in reality; more often than not the robot starts moving.

How does that approach contrast with more traditional ideas about how to control a robot?

There are two existing approaches. In the first, the idea is to allow the robot to attempt hundreds or thousands of trials in the real world, and eventually it hits on a way of moving. In our case, we're dealing with a robot that is damaged. Potentially, for example, this could be a robot probe on a remote planet, and we don't want it thrashing around wildly because it might damage itself further or fall off a cliff. We want it to be very careful about what it does, and perform as few exploratory trials as possible. The second existing approach is to create by hand a model for the robot. The roboticist would tell the robot, you're made up of four legs, and you're put together in this way, and you can do this and you can't do that. That approach severely limits the intelligence or the adaptability of the robot. The robot in that situation can't very easily adapt and overcome unanticipated situations.

As you and your colleagues pursued this work at Cornell, was there a big, breakthrough moment where you guys hovered over the table and suddenly...

There was, it was actually near the end of the project where we had figured out how to get the robot to learn about itself. We could see the robot had created a model of itself and had come up with a particular way of moving that it thought would work but it hadn't quite yet tried out in the real world. It came down to that moment and we sort of crowded around the robot and watched as it actually tried out that behavior, and sure enough the robot actually started to crawl across the table. All three of us were there, and we all kind of went nuts when it happened.

What time of day did this happen at?

We were using a basement lab back at Cornell, and there were no

windows, so you have no idea whether its day or night. I can't even remember now what time it was... at that point in the research, we were so into it we weren't really conscious of what time it was.

Where does this go from here?

We basically developed this as a proof of concept for ideas for the next generation of planetary rovers. NASA is very interested in having a robot like this... We can't assume that the robot can easily communicate back with mission control on Earth and communicate what it's sensing and what it should do next. We want the robot to figure out on its own how it should go about exploring the surface of the planet. The other application would be for deploying these robots in a disaster site. A disaster site, like the surface of a remote planet, is a very unpredictable environment and there's a high likelihood that the robot may become damaged, so again we want the robot to quickly adapt and carry on with its mission.

How does your part in this fit into your larger intellectual interests?

There's a practical interest here, but for myself in particular, what's more interesting is the conceptual side of things. This robot starts to suggest something about the nature of curiosity, in the sense that the robot, when it's learning about itself, doesn't simply thrash around randomly. It actually tries out each time a new action to try to learn something new about its own body and its local environment. In a sense, at a very rudimentary level, this robot is curious.

It also suggests something about the nature of self-awareness. This robot starts by having little awareness of its own body, and through interaction through the physical world it gains experience and builds up a sense of itself, a simulation of its own body, and it can then come to understand what that body is capable of and what it isn't capable of. Taking that a step forward then, perhaps we can start someday to use robots as tools to start to ask questions about the nature of human self-awareness and curiosity. Is there something going on in our brains similar to what's going on in the brain of this robot?

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Taheri Named Clinical Affairs Leader by UVM and Fletcher Allen

By Jennifer Nachbur

Article published Nov 28, 2006

John P. Fogarty, interim dean of the University of Vermont College of Medicine, and Melinda Estes, president and CEO of Fletcher Allen Health Care, have announced the appointment of Paul Taheri, as president of the faculty practice at Fletcher Allen and senior associate dean for clinical affairs at the University of Vermont College of Medicine, effective March 1, 2007.

Taheri, a native of Buffalo, N.Y., was selected following a national search. He is currently director of trauma surgery at the University of Michigan Health System, as well as vice chair of surgery for hospital affairs and associate dean for academic business development at the University of Michigan School of Medicine.

A practicing general/trauma surgeon with a master's degree in business administration from the University of Michigan School of Business, Taheri will lead a group of more than 480 physicians at UVM/Fletcher Allen and join Fletcher Allen's senior management team. In his role as senior associate dean for clinical affairs, he will oversee the Office of Clinical Trials Research and Graduate Medical Education. In addition, Taheri will continue to practice medicine, working as a general surgeon in the Department of Surgery, specializing in trauma, burns and critical care.

Taheri earned a bachelor of science degree from St. Lawrence University and graduated from New York University School of Medicine. After completing surgical residency training at Tulane University Medical Center in 1994, he joined the University of Michigan, where he received a master of business administration degree in 1999. Taheri has run the trauma service at Michigan for more than 10 years, and has been the vice chair of surgery for the last four years. In his role as associate dean for academic business development at the Michigan School of Medicine, one of his primary responsibilities has been to foster leadership development for physicians, nurses and administrators.

Taheri is also responsible for the oversight of technology transfer and intellectual property management at the University of Michigan, a role which involves working with the university and physicians to help develop policies that foster entrepreneurial activities between the business community and the university faculty. He also is responsible for shaping the School of Medicine's relationships with vendors, including Pfizer Inc., whose second biggest research facility in the world is based in Ann Arbor.



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Taheri's professional and academic activities include membership in the American College of Surgeons, American Burn Association, American Association for the Surgery of Trauma and the Eastern Association for Trauma, and the publication of more than 60 papers in national and international journals. He has participated in numerous health care special projects at the University of Michigan over the last decade, including projects focused on optimizing operating room scheduling and enhancing Emergency Department throughput.

Dr. Claude Nichols, professor and chair of orthopaedics and rehabilitation, will continue to serve as interim president of the faculty practice until Dr. Taheri's arrival in March 2007.

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UVM HOMEPAGE

More than 1000 High School Students Launch Engineering Challenge

By Jeffrey Wakefield

Article published Nov 28, 2006

More than 1000 top high school students from across Vermont and the U.S.—as well as peers in Korea, China, India, Mexico and other parts of the world—are working in online teams to find real-world engineering solutions to help in the fight against global warming.

Through Global Challenge Inc., co-sponsored by the University of Vermont, teams will develop a business plan for a practical product, like a solar car or an advanced heat recapture system for office buildings.

The project's organizers have been "amazed and delighted with the outpouring of interest and excitement. We expected a few hundred this year," said David Gibson who leads the Global Challenge. Though some recent reports have been gloomy about recruiting the next generation of American engineers, this project shows that "grassroots interest in the creative dimensions of engineering is very much alive," he said.

With "10 or 15 students signing up each day," Gibson sees the project's sudden rise as a remarkable coming together of word-of-mouth excitement and "viral" Internet activity. "We've been on a few scholarship websites, and that has helped, but we don't exactly know all the ways that people are hearing about this. All we know is that students from Africa to St. Johnsbury to New Zealand are signing up."

Additional students and their mentors can join the program now at www.globalchallengeaward.org. The revised sign-up deadline is Dec. 15, final designs will be reviewed by judges in April 2007, and winners announced June 1, 2007.

Winners will receive college scholarships and other awards.

Pairs of students first form a local team with an adult, then find a team — through the Global Challenge website — from another country to join with to form an international team. The international team is the basic unit team for the Global Challenge: four students and two adults from at least two countries.

Students can use the Global Challenge website to search for available teams by country, individual student names, and interests.



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To develop this Global Challenge program, the University of Vermont's College of Engineering and Mathematical Sciences, in partnership with Global Challenge Inc., has been awarded a three-year National Science Foundation (NSF) grant of \$891,000.

The goal: help American high school students strengthen their skills in math, science, engineering and critical thinking, while learning about global business practices.

Each business plan must describe a manufacturing process and a global supply chain that uses at least three countries. Teams must explain what aspect of their product each country will make and why they have chosen each country. Along the way, students will explore the underlying physics, environmental science, and math that make their product work and how it reduces the generation of greenhouse gases.

A total of 40 scholarships will be awarded to winning students whose designs and business plans are deemed the most creative and practical by a team of experts. For example, one Vermont team is partnered with a team in China. They're building a business plan around an artificial intelligence device to recapture wasted heat in an office building; it will look for tiny sources of heat, like the friction of an elevator that could be redirected through sophisticated sensors.

For more information regarding the Global Challenge, visit [global challenge](#) or contact David Gibson.

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UVM HOMEPAGE

Duras Project to Stage Play

By Amanda Waite

Article published Nov 29, 2006

A theatrical production of French writer Marguerite Duras' *India Song* on Dec. 1, 2 and 3 at 7:30 p.m. in Mann Hall on Trinity Campus is the culminating event of a semester-long, cross-disciplinary project on the abstract play and equally enigmatic author.

Directed by project curator and guest artist Rachel Perlmeter, the play is a site-specific production that promises to engage the audience through experimental staging and original music by Patricia Julien, assistant professor of music.

Tickets, which are \$15 for the general public and \$10 for students, faculty and staff, are available at the door. Late seating is not available.

For more information about the project, read ["Duras Across the Disciplines."](#)



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UVM HOMEPAGE

Russian Bassoon Music Comes to Living/ Learning Center

By The View Staff

Article published Nov 29, 2006

On Friday, Dec. 1 at 2 p.m., bassoonists Rachael Elliott, instructor of music, and Lynn Hileman from the West Virginia University Division of Music will present a performance/lecture at UVM's Living/Learning Center, hosted by the Area & International Studies program and the Burlington Bassoon Project. The program will feature Russian composer Sofia Gubaidulina's "Duo Sonata for 2 Bassoons."

The event is free and open to the UVM community and will examine Gubaidulina's highly devotional composition from a cultural and historical perspective, including her incorporation of Russian religious iconography into her compositions in spite of the official Soviet-sanctioned secularism.

Sofia Gubaidulina, born in 1931, is Russia's most prominent living female composer. Her music is influenced by her belief in the mystical properties of music and her exploration of Russian and Asian folk instruments and improvisation.

She makes exceptional demands of the performers, using extremes of the bassoon's range and altered techniques such as the production of multiple pitches simultaneously (or multiphonics), quarter-tones, and "functional trills", that is, trills that are not merely decorative but function as melodic and sonic elements.

Following Friday afternoon's performance/lecture, Elliott and Hileman will perform downtown in an evening concert of contemporary bassoon and wind music at Contois Auditorium at 7:30 p.m. A full day of workshops and a community concert at Elley-Long Music Center at St. Michael's College will take place on Saturday, Dec. 2 from 10 a.m. to 5 p.m.

Information: (646) 286-2326



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UVM HOMEPAGE

Harvard Prof to Discuss Wireless Volcano Monitoring

By The View Staff

Article published Nov 29, 2006

Matt Welsh, assistant professor of computer science in the Division of Engineering and Applied Sciences at Harvard University, will discuss "Monitoring Volcanic Eruptions with Wireless Sensor Networks" on Monday, Dec. 4 at 12:20 p.m. in Marsh Lounge, Billings.

Wireless sensor networks offer a lower-cost alternative to seismic monitoring technologies at reduced size and power requirements, as well. Welsh will discuss how wireless technology can tell us more about volcanic activity with the possibility of supplementing or supplanting seismic monitoring.

The seminar is jointly sponsored by the Science Student Association and The Department of Computer Science.



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Awards and Honors

Dr. **Peter Bingham**, associate professor of neurology and director of pediatric neurology at Fletcher Allen Health Care, has been awarded a \$1.6 million grant from the National Institutes of Health for a study of the use of olfactory stimuli to promote the development of premature infants. The study will look at the effect of exposing tube-fed premature infants to breast milk odor and whether this promotes early oral feeding milestones in these patients.

Publications and Presentations

Sharyl Eve Toscano, assistant professor of nursing authored an article titled "Sex Parties: Female Teen Sexual Experimentation" in the October 2006 *Journal of School Nursing*.

Dr. **Richard Rubin**, clinical associate professor of psychiatry, served as director of the Special Interest Study Group: Practice Based Clinical Trials and was co-author on two new research posters titled "Atomoxetine Treatment for Pediatric Patients with ADHD and Comorbid Anxiety" and "Atomoxetine for Children and Adolescents with ADHD and Reading Disorders" at the American Academy of Child and Adolescent Psychiatry Annual Meeting in San Diego in October 2006. Rubin also presented at the Children and Adults with Hyperactivity/Attention Deficit Disorder(CHADD) Annual Meeting in Chicago in October 2006. His research posters were titled "Efficacy of Modafinil-ADHD in Children and Adolescents Not Previously Treated with Pharmacotherapy" and "Efficacy of Modafinil-ADHD: Results for Patients with Inattentive and Combined Subtypes."

Publications and Presentations

Dr. **Robert Shapiro**, associate professor of neurology, was recently appointed medical director in the Office of Clinical Trials Research (OCTR). In this role, he is responsible for the medical and regulatory direction of all clinical trials research at the College of Medicine and Fletcher Allen, and oversees the interface between the academic research community and industry, foundation and government sponsors. He and OCTR Director Kim Luebbers are working together to provide leadership for this area.

November 15, 2006