

## UF Voices

### Enhancing Communication

When asked what I do, sometimes I wish my reply could be that I were an astrophysicist or electrical engineer. I am a speech-language pathologist — a profession that few people understand. Even more confusing is that the department which I chair is called Communication Sciences and Disorders (CSD). So with every response to “What do you do?” I am met with a befuddled look simply because most people are unfamiliar with this discipline.

But, this is OK because as the conversation continues, I can elaborate on my professional story and boast about my department's accomplishments. For instance, the CSD at UF is ranked 7<sup>th</sup> in the field of audiology and 17<sup>th</sup> in the field of speech-language pathology. These two disciplines within CSD are staffed by internationally renowned faculty who are dedicated researchers and clinicians. Their work as professors and instructors in hearing, speech, and language sciences and rehabilitation offers excellent opportunities for students who have interest in the vast array of clinical disorders, including reading disabilities, autism, aphasia, Parkinson's disease, stuttering and hearing loss.

With millions of dollars in grant money, most recently from the National Institutes of Health and the Michael J. Fox Foundation, we study the intricate processes of speech production and how disease alters the multiple systems involved in communication. We have helped the likes of small children who can't read with the help of the Scottish Rite Organization, to well-known personalities, such as Muhammad Ali and the late Christopher Reeve.

Most importantly, CSD works to assist our community by offering exceptional education to our students, clinical services to people in need, and research collaboration with our colleagues, to enhance the quality of life for those with communication disorders. Our goal is to push the limits of science to find more effective ways to help all persons with hearing, speech, and language disorders communicate as effectively as possible.

Christine Sapienza, Chair  
Communication Sciences and Disorders



Christine Sapienza

## Top Stories

### To catch a thief: UF is leader in retail crime research

When major corporations like Macy's, The Gap and J.C. Penney need advice on how to prevent shoplifters from cutting into their bottom line, they call on the Loss Prevention Research Team at the University of Florida.

This multidisciplinary group uses a range of research methods and consists of experts from departments across campus which include criminology, retail marketing and consumer behavior, interior design and asset protection.

“We are trying to develop practical solutions retailers can use,” said Read Hayes, a criminologist and courtesy assistant professor in the department of Interior Design, who is currently co-conducting a national study that includes The Oaks Mall in Gainesville. “There's this practical objective, and the goal of impacting the academic knowledge base.”

The team's research helps retailers learn how to effectively prevent the increasingly sophisticated nature of retail theft. Using a “multimethod” approach, the researchers analyze video surveillance footage, conduct field experiments, evaluate store security procedures, and even conduct interviews with previous offenders to understand why they are successful, Hayes said.

“We're looking at people very involved in highly organized retail crimes,” Hayes said. “We want to determine the dynamics of these groups. We want to know how they are recruited and trained, where they steal and who bails them out of jail.”



Photo illustration by Kristen Bartlett Grace

Professional shoplifters, or “boosters,” usually work in groups to target specific stores and merchandise. Boosters may steal thousands of dollars of merchandise in just one store visit, and later sell the stolen items at online auctions.

According to the National Retail Federation's Organized Retail Crime survey, 79 percent of retailers said their company has been a victim of organized retail crime within the past year. The survey also found that 71 percent of retailers say they have noticed an increase in organized retail theft activity in the past year, up dramatically from 48 percent in 2006.

The Oaks Mall study coordinated by assistant professor Candy Carmel-Gilfilen will focus on how shoplifters react to different store environments to determine how interior design can be used to reduce theft.

“The main emphasis of much of our research is on the professionals. By bringing

them into a store, we get their impressions on how the store is designed,” Hayes said. “We also want to see the effects when we change certain things. This is all part of the puzzle.”

The UF Loss Prevention Research Team works in stores across the U. S. Other studies under way include examining video footage from The Home Depot stores in Tampa and evaluating security measures at Kroger stores in Atlanta. The team is also working with Sears, Beall's, Macy's, Circuit City, Publix, AutoZone, The Limited and Kmart.

“The University of Florida takes the lead on retail research for the world,” said Hayes. “We're publishing results, presenting papers — leading companies come to us with a specific issue and problem, and they're looking for solutions.”

By Panagiota Papakos

## In Focus

### Pulitzer Prize-winning author to speak on Oct. 16

All the University of Florida freshmen participating in the Common Reading Program will have the chance to meet the author of this year's book on Oct. 16.

Tracy Kidder, Pulitzer Prize winner and author of “Mountains Beyond Mountains: The Quest of Dr. Paul Farmer, a Man Who Would Cure the World,” will speak at 7 p.m. at the Phillips Center.

“We were a little uncertain if he would be able to come,” said Dean of Students Eugene Zdziarski. “But, when he found out it was an invitation from the University of Florida, he was excited for the visit.”

Described by The Baltimore Sun as the “master of the non-fiction narrative,” Kidder will discuss the themes surrounding his work, as well as take questions from the audience and participate in a book-signing.

Before the event, the author will have dinner with two representatives of the first-year class, selected from an essay contest for their reflections on the book and how they were inspired by the message.

“We are trying to really provide students with a variety of opportunities to share their experiences about what they've

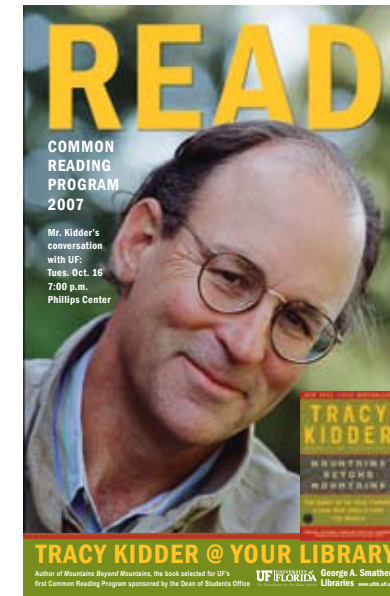
learned through the program and provide their own ideas,” Zdziarski said.

The Common Reading Program began when the office of the Dean of Students sought to create a collective starting point for incoming freshmen. Students received the book free of charge at last summer's Preview, and professors have incorporated themes from the book into their curriculum.

“I think the program helps students to be introduced to the high academic standards here,” said Leslie Hahn, assistant director of New Student Programs at the office of the Dean of Students. “The response we have received has been overwhelmingly positive.”

“Mountains Beyond Mountains” was selected by a committee composed of students, faculty and staff. The committee read a number of books, but “Mountains Beyond Mountains” stood out because of its global topics and wide variety of perspective, Hahn said.

“He devotes his entire life to his cause,” Hahn said of the main character, Dr. Farmer. “It brings up the idea: how do



our students maintain balance in their first year? It also encourages them to think beyond their typical environment, and to understand that learning happens both in and out of the classroom.”

By Panagiota Papakos

## Seen & Heard

### The Economist ranks UF MBA among world's best

The University of Florida MBA program was named No. 17 among U.S. public schools in the 2007 edition of the annual “Which MBA?” guide. Published by The Economist Intelligence Unit, the guide provides background information on the world's Top 100 MBA programs.

Overall, UF's MBA program ranked No. 39 in the U.S. and No. 79 in the world.

### Professor to advise the U.S. Department of State

Janaki Alavalapati, a professor of forest resource economics and policy, has been named a Jefferson Science Fellow with the U.S. Department of State. He will be an adviser on foreign policy and international relations matters during his 12-month appointment. Alavalapati is the first university faculty member from the state of Florida to receive this distinction.



Janaki Alavalapati

### Research dean shares how science can improve health

Recently, Mark McLellan, research dean for IFAS, was the keynote speaker at the U.S. Food and Drug Administration's Annual Science Day. McLellan told the group of approximately 200 scientists, regulators and policy makers, that he expects science to take quantum-leap strides in areas such as nanotechnology and bioinformatics. He also spoke about ways in which food science relates to national security.



Mark McLellan

### Museum director wins Smithsonian fellowship

The Smithsonian American Art Museum has appointed Glenn Willumson, University of Florida Museum Studies director, as a senior fellow for the 2007-2008 academic year. Only 18 other scholars have received this esteemed honor this year.

The Smithsonian recognized Willumson for outstanding work in his submitted

research project, “Iron Muse: Picturing the First Transcontinental Railroad.”

### Gardening radio show celebrates first birthday

“Gardening in a Minute,” the award-winning University of Florida Extension radio program, celebrates its one-year anniversary this month. The program and its companion Web site have received five national communications awards.

The one-minute show covers topics ranging from wildflowers and organic fertilizer, to mowing safety and Arbor Day. The show emphasizes “Florida friendly” gardening practices, and the Web site offers additional information about each topic.

The show airs weekdays on National Public Radio stations in 19 Florida counties, including Gainesville's WUFT-FM and Inverness' WJUF-FM.



## Happenings

Listings in this section are a sampling of events at the University of Florida compiled from entries listed in the full calendar that appears on the Web at [calendar.ufl.edu](http://calendar.ufl.edu). To submit an event online, send an e-mail to [calendar@nersp.org](mailto:calendar@nersp.org) with the following information in this order: event date; event name, brief description and sponsor; time; location; costs; and contact information to include name, phone number and e-mail. Events, dates, times and programs are subject to change.

**Oct. 11**  
**An Evening with David Sedaris**, Phillips Center, 8 p.m. Reserved seating \$33-\$43.

**CRC Graduate and Professionals School Day**, Reitz Student Union Grand Ballroom, 10 a.m.-3 p.m. Free and open to all UF students.

**Oct. 12**  
**United States Air Force Academy Band**, Phillips Center, 7 p.m. Free and open to the public, limit two tickets per request.

**Family Weekend 2007**, Reitz Student Union, through Oct. 13, 5 p.m.-9 p.m., \$20 per family member. Pre-registration required.

**Oct. 13**  
**ButterflyFest**, Florida Museum of Natural History, through Oct. 14, 10 a.m.-5 p.m. \$5 for adults, \$2 for children ages 5-12.



**Marvin Hamlisch and Joel Grey**, Phillips Center, 7:30 p.m. Reserved seating \$20-\$35.

**Oct. 16**  
**Sunbelt Agricultural Expo**, Moultrie, Ga., through Oct. 18, 8:30 a.m.-5 p.m., \$7 per person.

**Oct. 18**  
**Highlights from the Photography Collection**, Harn Museum of Art, 7:30 p.m. Free and open to the public.

**Oct. 19**  
**Evita**, Phillips Center, 7:30 p.m. Reserved seating \$30-\$60.

**Oct. 21**  
**Horse Farm Hundred Fundraising Bicycle Ride**, Lofton High School, Ocala, 8:30 a.m.



## RECURRING EVENTS

**A Private Eye: Latin American Prints from the Collection of Efrain Barradas**, Grinter Gallery, through Jan. 11. Free and open to the public.

**International Contemporary Art from the Harn Museum Collection**, Harn Museum of Art, through Oct. 14. Free and open to the public.

**Public Night**, Department of Astronomy Teaching Observatory, 8:30-10 p.m. on Friday evenings when classes are in session. Free and open to the public.

## Note This

### Entries sought for Golden Gator Awards

The University of Florida Golden Gator Awards recognize excellence in communications on behalf of the university, honoring efforts which strengthen the university and help to meet its mission of teaching, research and service. All UF faculty and staff are eligible, and entries must meet the specifications of the contest guidelines. The program is sponsored by University Relations.

There are 10 award categories: Press Releases; Communication Programs/Special Events; Magazines; Annual Publications, including annual and fund reports, yearly single-issue publications, magazines and calendars; Photography; Visual Design; Web/Interactive Media; Electronic Media; Brochures; and Newsletters.

Entries must be received by Nov. 1. For more information, visit: <http://www.urel.ufl.edu/awards/>.

### International Educator nominations sought

Department chairs are asked to recommend faculty members for the International Educator of the Year Award. The award recognizes outstanding international endeavors by UF faculty members.

Winners will be honored at a reception during International Education Week, Nov. 12-16.

For more information, contact Dennis C. Jett, dean of the UF International Center, [djett@ufl.edu](mailto:djett@ufl.edu).

### Gator grows a musical tune

Talent Night is a pre-Gator Growl event featuring some of the best musical artists from the University of Florida and the Gainesville community, promising a great evening for all ages. The winners will perform for thousands at Gator Growl. Presented by Taco Bell, admission is free, 7 to 10 p.m. on Oct. 18 at the Reitz Student Union Grand Ballroom.

### Don't forget ...

The benefits open enrollment period for UF employees runs through Oct. 26. This is the only period in which changes to pre-tax employee benefits can be made.

The Superior Accomplishment Award nominations will be accepted through Oct. 31. The awards honor faculty and staff members who contribute meritorious service to the university.