

# BRENAIU



WINTER 2009

## Window



Studying and Practicing  
Sustainability

Goodbye, Mr. Booth  
OT's Fabulous Decade

## THE CAPACITY TO ENDURE

In the late 1960s, the world witnessed something phenomenal, the emergence of a grass-roots initiative to increase global awareness of the ecological problems of the earth and man's role in both creating and solving those problems. It was a movement primarily of young people, mostly college and university students, concerned scientists, a handful of political leaders and the usually quiet and laid-back folk of the nature-loving set. Their heroes were Gaylord Nelson and Morris Udall, Jacques Cousteau, Roger Revelle, John Muir, Jane Goodall and Rachel Carson. On April 22, 1970, they pulled off something that even John F. Kennedy had failed to accomplish. That day they mobilized some 20 million Americans, a tenth of the population, to participate in what was the first Earth Day, which became the pivotal event in the modern environmental movement. Its agenda was nothing more than promoting a healthy, sustainable environment on the planet.

President Nixon ignored Earth Day, but by the time he left office he had signed legislation creating the Environmental Protection Agency, the National Oceanic and Atmospheric Administration, the Clean Air Act, the Clean Water Act, the Pesticide Control Act, the Endangered Species Act and the Safe Drinking Water Act. That first Earth Day gave birth to a generation of Americans and others around the world with a native awareness of sustainability. Environmental issues, which President Kennedy could not even raise a pulse for, now are topics of high-level summits of world leaders and major considerations of a small town council as it considers whether to permit construction of a Walmart store. One of the major complaints that I have addressed as president of Brenau – from students, faculty and staff – is why we don't do more to recycle soft drink cans, water bottles and waste paper.

Yet, at some time between then and now, we as a society somehow lost that initial Earth Day momentum, or at least deviated from it. For one thing, issues related to environmental protection and sustainable living often drift into the minutia and sometimes indecipherable language of science. Whenever I am on the podium as excited as I can be talking about successes in dealing with the effects of chlorofluorocarbons on ozone depletion, even the scientist in me tells me not to test too much the audience tolerance



for “ecology-speak.” Also, no matter how much one tries to avoid it, issues of sustainability and environmental concerns always get tangled in politics, in bureaucratic infighting, international diplomacy and sometimes religion. Sustainability begets initiatives that become quick, easy sacrifices on the altar of public opinion or to audiences of sanctimonious talk show hosts.

Perhaps the major frustration, even those of the environmentally conscious generations of the last 40 years, is that the problems which were prevalent then are still with us today – depletion of the ozone layer that protects the earth, global climate change, ocean pollution and solid waste disposal. And they just sound so downright ominous. What can I possibly do as an 18-year-old college student at Brenau or as a 25-year-old nurse or a 50-year-old real estate salesman to overcome centuries of pollution in our waterways or to stop the melting of polar ice caps and glaciers? What difference could it possibly make if, on a busy day, I toss my empty soft drink can into the wastebasket by my desk rather than walk down the hall to the recycling box?

We are pushing awareness of sustainability to the forefront at Brenau because it is the right thing to do, not only for the sustainability of our planet, but also for the sustainability of liberal arts education. Sustainability defines what interdisciplinary liberal arts education should be about. During the past semester we have deliberately studied sustainability, the capacity for us to thrive and endure on this earth, as part of the Brenau curriculum and in extracurricular activities as well. That study will continue.

One central message that has emerged is that one person can make a difference. The occupational therapist Dian Fossey, for example, almost single-handedly saved an animal species. And keep in mind that the first Earth Day individuals from all walks of life brought only their personal resources, intellect and moral fiber together for a common purpose.

Ed Schrader, Ph.D.  
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Administration building at Brenau South Atlanta/Fairburn campus.



Author Carmen Deedy pays a surprise visit to the Child Development Center on the Gainesville campus and signs books at a public program after a rousing fall convocation address: "Timid women don't leave lasting legacies."



Artist Darryl Pottorf shares with Brenau galleries director Vanessa Grubbs his exceptional perspective on the works of his long-time friend and collaborator, the late Robert Rauschenberg. Works Pottorf has on loan to the university and pieces in the Brenau permanent collection were included in the Rauschenberg retrospective exhibit on campus that included a presentation by Pottorf to a standing-room-only crowd.



# Recent campus events

photos by Tom Askew, Louie Favorite and Rudi Kiefer



President Schrader, top, and Fairburn Mayor Betty Hannah at South Atlanta regional campus opening.



With her first novel *The Help*, at No. 3 on *The New York Times* best-seller list, author Kathryn Stockett chats informally with first-year students before a public reading at Hosch Theater.



Bethany Havas, a research and instruction assistant, performs with the Alchemy Drum & Dance Community of Gainesville at the opening of the Dian Fossey memorabilia exhibit at Trustee Library.



Congolese leader Mwami Alex Kalinda and Pierre Kakule, co-director of the Dian Fossey Gorilla Fund's programs in the Republic of Congo, at a Pearce Auditorium symposium.



One of Dian Fossey's paintings found in her cottage after she was murdered.



Former Brenau Trustee Lessie Smithgall expresses surprise as the university confers on her a second honorary doctorate.



Student Shan Zhong of China presents his business plan for a paper recycling enterprise at the first Sustainability Conference.



Dean of Education Lora Bailey, center, hosts nationally recognized experts Douglas H. Clements of the State University of New York in Buffalo and Constance Kamii of the University of Alabama-Birmingham at a symposium for educators to improve skills for teaching mathematics and sciences to younger pupils.



Mary Hart Wilheit chats with author John W. Jacobs Jr. at the launch of his book *The Longer You Live*, published by Brenau University Press.



First-year fashion design major Travee Rose shows her contribution to the Sustainable Fashion Boutique – a dress created from previously worn garments and fabrics.

## Brenau experiences record enrollment in fall term

Fueled in part by an onslaught of non-traditional students seeking to bolster job skills or academic credentials in the nation's dicey employment market, Brenau University posted record enrollments for the 2009-10 academic year. In its official October reports to the U.S. Department of Education, Brenau listed overall enrollment at 2,761, which included close to a 15 percent jump in nonresidential campus programs and a more than 35 percent increase in students seeking graduate and undergraduate degrees online.

That falls right in step with Brenau's strategic plan, which is based on the assumption that the nonresidential programs will experience explosive growth to about 4,000, mostly in graduate degree programs, while the residential Women's College enrollment will level off at 900 to 1,000 undergraduates. The Women's College enrolled 891 by the late October cut-off date for the government report; that's four fewer than enrolled by the same deadline last year. Nonresidential evening and weekend enrollment, however, jumped from 1,389 to 1,451 while online surged to 419 from the 310 reported at the 2008 reporting deadline.

Scott Briell, Brenau senior vice president for enrollment management and student services, concedes the university breathed a sigh of relief because it feared the economy would impact residential enrollments more. But by his office's analysis of new students across the board the economy definitely was a factor. Growth this year came primarily from people outside the normal age bracket for college students – those, for example, who may want to finish the college education they put off earlier in life, who want to improve job skills or switch careers or those looking for more enrichment in their intellectual lives.

"The Women's College remains a vital part of the Brenau long-term strategy, but the demographics of higher education are changing dramatically year to year," says Briell. "The university leaders figured that out more than 30 years ago and began in the 1970s building the foundation for meeting the needs of the student population we will have in the next two decades."

## Scholarships get annual boost

Starting with the current fiscal year, all unrestricted annual contributions to Brenau University will be applied directly to scholarship funding for deserving students. Currently the university spends about \$8 million a year on direct financial aid, less than \$1 million of which comes from endowed funds earmarked for scholarships. Brenau makes up the difference with tuition dollars and other regular income.

"Unrestricted means exactly what you might think," says Matt Thomas, vice president for external relations at Brenau. "Money you gave could be used for anything in the budget – from salaries to paying the power bill. But with this change, we're restricting it. You will know when you contribute to the annual scholarship fund, every dollar goes to scholarships."

The average financial assistance package to a full-time Women's College student is \$15,575 per year, about half the total cost of tuition, fees and room and board. About 90.6 percent of the students receive some kind of financial assistance through need-based, merit or athletic scholarships.

Thomas says another way donors can support scholarships at Brenau is to investigate if they work for companies that match employee contributions to charitable causes. (To find out if your company has a matching gift program, call 770-534-6163.) Whether or not matching funds are involved, you can make contributions to the annual scholarship fund on any time schedule you choose and by any method, including credit card donations. Check [www.brenau.edu/giving](http://www.brenau.edu/giving).

## A unique new voice

Brenau University has created a publishing arm, Brenau University Press, which will support the mission of the university by making scholarly works and works of more general interest available to the global community in a variety of formats. The operation has already published its first book, the memories of Gainesville, Ga., business and civic leader John W. Jacobs, Jr., a Brenau trustee (see back cover for details).



Launching the initiative, however, occurred months ahead of schedule. "A few of us in the administration were getting started on the planning for the university publishing arm when Mr. Jacobs walked in with his manuscript to get some advice on what to do with it," says David Morrison, assistant vice president for communications and publications. "The book is a great local history and a compelling memoir – exactly the kind of thing university presses ought to publish." Jacobs saw the opportunity, too, and made it possible to launch an enterprise that had no budget – and to dedicate proceeds from books sales to Brenau scholarships.

Brenau president Ed Schrader kicked off the idea for the publishing venture earlier this year. It is essential, he argues, that a great university have a means for disseminating scholarly works and other works of significance that never would attract the attention of commercial publishers. In coming months the university will develop a comprehensive business plan for the self-sustaining publishing operation.

# Being Frank Booth



Whenever friends toast Frank Booth as the ultimate "Southern gentleman," he flushes slightly and ducks his sandy head, as if not to impose.

However, because he values precision as much as politeness, Booth will clear his throat and clarify what that picturesque label means to him: "I believe courtesy and manners, usually attributed to 'Southern gentlemen,' are merely byproducts that naturally follow attempting to be honorable."

And honor is not some vague, sepia-toned abstraction to him. In his 24 years as headmaster of Brenau Academy, it proved tensile, necessary, and real as it was tested time and again by giggly pranks; tearful, late-night emergencies; adolescent rebellion

and angst; and other sparks that fly in the nitroglycerin tinderbox of 70-odd resourceful girls studying and living together under the same roof.

"The way people reacted when they asked about my work always depended on their perspective," says Booth, who retired as emeritus dean this fall. "A 20-year-old guy might say, 'You're in charge of dozens of girls – where do I sign up for that job?' On the other hand, a parent raising a teenage daughter or two would say, 'Bless your heart, I wouldn't trade places with you for anything in the world!'"

In fact, it was the boarding school's unpredictability – the infinite, ram-

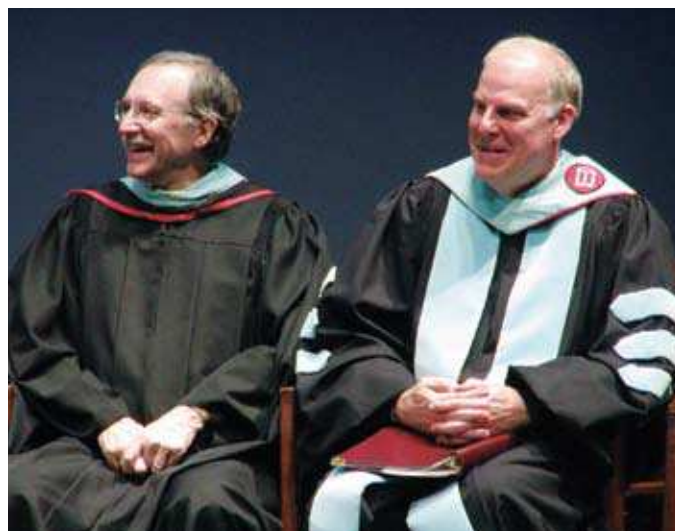
bunctious possibility – that kept him entrenched for so long in a role that combined elements of "Goodbye, Mr. Chips" with the 1980s sitcom "The Facts of Life."

"There's such variety here, such individuality and uniqueness of spirit," Booth says. "There is no such thing as a 'typical Academy girl' or a 'normal day.' Just when you think you've seen everything, someone does something strange and amazing."

The son of a kindly town doctor who occasionally got paid in garden produce, Booth grew up with a certain chivalric ethic in Huntington, W. Va., where he excelled as both a jock and a

BY CANDICE DYER

Top: At Riverside Military's annual Superintendent's Tea in 2006, Dr. Booth greets Academy student Yessika Eneme Lima, A '08. Center: At a reception with artist Robert Rauschenberg. Below: Charles Burel and Dr. Booth during graduation.



student. He would pause between baseball games to wait in the back of the synagogue while his Jewish teammate studied for his bar mitzvah. Through some process of unwitting linguistic osmosis, Booth could recite the Hebrew passages he had been overhearing. Impressed, the rabbi tapped him to participate in his friend's ceremony, making Booth perhaps the only stalwart Presbyterian to have been bar mitzvahed, he likes to joke. That experience helped foster an enduring interest in language and theology, as well as a deep appreciation of Yiddish humor – Booth can regale a dinner party with the biggest repertoire of Henny Youngman jokes outside the Catskills.

Later, this hearth-forged gentility was polished to a gleam at Hampden-Sydney College, one of the country's last three all-men's liberal arts institutions, famous for its uncompromising code of conduct reputedly drafted by Patrick Henry. This decorous utopia in the Wisteria League is a renowned incubator for "Southern gentlemen" coveted by their belle counterparts.

"There were no locks on student dorm rooms or classrooms," Booth remembers wistfully. "Once, taking a Latin quiz in class, my eyes inadvertently fell on a classmate's paper. After class, I went to my professor and told him what had happened. With no concern that I might have been cheating, he told me he trusted me, praised my honorable action, and gave me a quick substitute question orally; matter resolved. I came to wish idealistically that the whole world could be such a place."

It is not, but he strives to make it so.

"I have never heard him say an unkind word to or about anyone, even under extreme duress," says his former assistant/henchman Charles Burel, who relished his "good cop, bad cop" dynamic with Booth. "And we dealt with all kinds of situations – one student was stuck up in a tree, and we had to call the fire department."

Recalls Academy alumna **Ava Farahany, A '92**, "Dean Booth was a father figure to me throughout those years. Mr. Burel was the disciplinarian, like my mother, and Dean Booth was the one that I felt so guilty getting in trouble for because of his soft demeanor, like my father. He was so kind and gentle even while being very stern."

His courtliness notwithstanding, Booth, who

studied English and Latin, is less seersucker than tweed. Explaining why he prefers the title "headmaster" to "dean," he says, "In Old English, 'master' means 'teacher' – that's what teachers are called at Eton."

With this donnish sensibility and imposing height (6'4"), Booth would not look out of place lumbering, Auden-like, amid the swans of Stratford-upon-Avon, where he yearned to research his graduate thesis on the role of religion in Shakespeare's life.

"He can tell you the Latin derivation of just about any word you throw at him," marvels Charles Agner, an Academy math instructor.

Believing that sports fosters character development, Booth beefed up the athletic programs, and he established traditions to inspire campus spirit: onyx class rings; the first school-sponsored reunion; and the "Dean's Trip," an education-oriented vacation chaperoned by him and his wife, Karen, who is an Academy alumna. Booth also developed a financial aid program and the Learning Center, and he enrolled the school's first African-American student. All of these measures helped diversify and enrich the student body.

"When I first started at Brenau, many of the students were known

us all at ease and gave us confidence that we were in the right place, doing the right thing. We are grateful beyond words for his wisdom, patience and talents in educating and guiding our wonderful child, Amy, into the beautiful person she is." (See Amy's story on page 19.)

For her graduation in 1993, Leavell composed and performed a song called "Still My Little Girl." "Frank, you ROCK!" says the keyboardist. Booth, touched by the testimonial, notes with professorial formality that he has always admired the Stones, which he called "daringly iconoclastic and amusingly in-your-face" band.

So it seems somehow fitting that another alumna's defining memory of Booth involves an etiquette lesson: "At our rehearsal for graduation, we had to practice going onstage and shaking his hand to get our diploma," says writer and actress **Jodie Milks, A '89**. "I went up there, slipped a bit on my arrival, and, feeling embarrassed and a little under-confident, I kind of fell into a clumsy half-handshake and apologetic taking-of-diploma and skulked away. That's when he pulled me over, in front of everyone, and said, 'This is a great opportunity for all of us to learn the art of a good handshake.'"

He then demonstrated a gesture that was "firm but not bone-crushing, taking into account any enormous rings, involving good eye contact, and exerting a good squeeze before moving on. It's stood me in good stead – I've used it in pitch meetings, job interviews, buying a car, and I always think of him fondly," she says.

Booth lives for such moments. "These," he says, "are the lasting, telling things."

**"His calm, yet confident demeanor and his deep understanding of the minds and souls of the young women who attend Brenau put us all at ease and gave us confidence that we were in the right place, doing the right thing."** – Chuck Leavell

Booth earned a second master's degree and a doctorate in education, while working full time as a teacher or administrator, first at the all-male Kentucky Military Institute, then at Athens Academy, where his dynamic reputation enticed Brenau to come courting. He assumed leadership here during the ascendancy of "day schools."

"About 25 years ago, boarding schools everywhere started closing, or they began taking in large numbers of day students to survive," Booth says, noting that the Academy is now the only residential girls' school in Georgia and one of only a handful in the country. "It sounds strange to cite our mere existence as an accomplishment, but this has been a difficult climate for boarding schools."

as 'bowheads' wearing lots of pink and green and aiming for the Junior League," he says. "Today, you might see a pink bow, but behind her will be a girl with pink hair."

The Academy was hip enough, in fact, to attract the daughter of a famous rock star.

"When we first brought our daughter up to Brenau to enroll her, like many other parents and children in a similar situation, we had mixed feelings about how it would all turn out," recalls Chuck Leavell, who has played keyboards for the Rolling Stones, the Allman Brothers and others. "The first step was to meet with Dean Booth. His calm, yet confident demeanor and his deep understanding of the minds and souls of the young women who attend Brenau put



# 2009-10: The Mo' Better Tigers

BY KAREN ROSEN

No Brenau soccer game begins and no practice ends without the Golden Tigers' ritual chant.

"Will we stop?" shouts senior defender Innis Ette, owner of the loudest voice on the squad. Her teammates respond: "No, no, we want some mo!"

That's "mo" as in "more," and this fall the Brenau sports teams have forged full speed ahead to proving themselves to be formidable foes in the newly expanded 16-team, two-division Southern States Athletic Conference. The volleyball team had its first winning season since the program began in 2003, posting a 24-11 record overall and 4-7 in conference play. The soccer team began its campaign 8-2-1 with six shutouts – including its first win ever over Berry College – and received national ranking votes. The cross country team finished fourth in an 11-team meet in Marietta.

While these sports were winding down, basketball and swimming were gearing up. Four swimmers and a relay team qualified for NAIA nationals in their first meet of the season. The basketball team, competing in only its fourth year, returns seven seniors, including Ashley Hagans, the NAIA's leading scorer last season.

Brenau athletic director Mike Lochstampfor said of the expanded conference, "Clearly it positions us to be more competitive nationally," because it will lead to more challenging conference tournaments, the qualifiers for national postseason play.

**Volleyball:** The Golden Tigers' volleyball team has had what Lochstampfor calls "a whole turnaround of their program" after being picked in the preseason as the conference doormat. Rebounding from an 8-18 overall record and 1-15 in the SSAC last year, coach Meredith Matthews' squad began 2009 8-0. The Golden Tigers started 1-5 in the conference, then came back strong

to finish fourth in the eight-team field. At the Aramark Classic Tournament in Erskine, S.C., seniors Karen Green of Lawrenceville, Ga., and Audra VanArsdale of Pelham, Ala., were named to the All-Tournament team, with Green also earning MVP honors.



The first winning season for Golden Tigers volleyball was an impressive 24-11.

**Soccer:** Coming off last year's 11-6-1 record and third-place finish in the conference (6-3-1), the Golden Tigers tackled a tough early schedule. After tying the University of Mobile on the road and losing to Spring Hill College, Brenau won eight of its next nine matches. The victories included a 2-0 shutout of Lindenwood, then ranked No. 16, and the historic 2-0 win over Berry, soon to be an NCAA Division III school. After a 2-0 loss to Shorter snapped a six-game winning streak, the

team tied No. 17 Auburn University-Montgomery 0-0 in double overtime. "I just feel like we work harder this year



Senior forward Lily Futrell sets the pace on soccer scoring.

and we're a close-knit group," says forward Lily Futrell of Savannah, Brenau's scoring leader. And the league has noticed. Goalkeeper Lisa Lesnick of Surfside Beach, S.C., has been named SSAC Defensive Player of the Week.

**Tennis:** Tennis players Lyn See Choo and Kate Mazackova continued the Golden Tigers' tradition of strong doubles play by finishing fifth at the International Tennis Association NAIA Small College Championships



The No. 10 tennis team last year anticipates stronger play in the spring.

in Mobile, Ala. "They foreshadow what will happen in the spring," Lochstampfor says optimistically. Nelli Martyrosyan of Armenia and Liubov Orlova of Russia will

return to action after sitting out the fall season because they didn't have enough hours academically. "I think we'll be stronger than last year," says coach Gordon Leslie, whose team was ranked No. 10 at the end of the 2008-09 season. "We're looking forward to having a good run in the national championships."

**Cross Country:** Because the sport doesn't have as many teams participating in the SSAC, coach Susan McIntyre's Golden Tigers joined forces with schools that aren't affiliated with a conference. The Golden Tigers are led by Audra Cochran of Stockbridge, Ga., who ran a season-best 21 minutes, 3 seconds to place 56th out of 181 runners at the Southeastern Cross Country Classic in Louisville, Ky.

**Swimming:** Lucianne Kimura and Julia Ferreira of Brazil, Ana Galesic of Croatia and Sarah Fell of Brunswick, Ga., lead the swim team coached by Gabby Matthews. Mairi Morrison of Scotland is back after gallbladder surgery.



Mairi Morrison

**Basketball:** With seven seniors, three juniors, three sophomores and five freshmen, Brenau has depth at every position as it strives for its third straight winning season. Although the Golden Tigers finished fifth in the SSAC last year with a 17-13 record (10-10 SSAC), the league's coaches picked them to place sixth among the nine competing teams. They got off to a good start, posting a 5-2 record by mid-December as the season began. Coach Gary Bays says his team still is considered "the new kid on the block," which makes it more difficult for them to get respect among opponents. But that's changing rapidly. Hagans, of Snellville, Ga., averaged 21 points per game last year and was the program's first All-American. She knows she'll be double- and triple-teamed this season. If Hagans can't get to the ball, players like Paige Cooper of Sarasota, Fla., and Sarah Ledford of Ellijay, Ga., both all-conference selections, will have to step up in a schedule that includes eight teams that made the 2009 NAIA tournament.

"My teammates are trying to pressure me more in practice so I'll be ready for that when it comes along," Hagans says. "I'd rather make the conference championship and get that title than have the individual accomplishments. We have a lot to prove, but I think we're going to surprise a lot of people this year."



# SUSTAINABILITY



“How many i’s in “sustainability?” a student asked as she made notes during a lecture. Figuratively, like the word “team,” there should not be any. Sustainability isn’t about “you” or “me,” but those who come after us. The U. S. Environmental Protection Agency provides the operative definition these days: Sustainability is “meeting the needs of the present generation without compromising the ability of future generations to meet their own needs.”

BY RUDI KIEFER

**S**implistic and flawed though it may be, the definition at its crux charges every resident of the globe with ensuring we do not compromise the common good of mankind now and into the future.

For examples of how poorly we have done so far, start with Love Canal, the Niagara Falls, N.Y., neighborhood. In 1978 residents noticed that their children’s tennis shoes dissolved in the mud of their school playground. That led to the discovery that Hooker Chemical Co. had improperly dumped 21,800 tons of toxic chemical waste that in addition to melting sneaker soles, caused a multitude of cancer deaths and related illnesses.

Three years later Athens, Ga., earned the distinction of being the first toxic clean-up site under the newly established EPA Superfund. Luminous Processes, Inc. ceased operations at its facility on Atlanta Highway near the city limits, leaving behind radioactive waste and a contaminated building that threatened such a huge environmental disaster that 18,000 cubic feet of topsoil and 2,400 drums of chemicals containing Radium-226 and Tritium had to be removed.

Lapping at the shoreline not too far from Brenau’s Gainesville campus, however, is the proverbial textbook case for what happens when mankind does not keep its eye on the sustainability ball and how difficult it can be to come up with sustainable solutions to problems.

Sustainability bubbled to a head in 2007 as persistent drought sharply reduced the flow of tributary streams into Lake Lanier. The reservoir’s small catch basin is entirely fed by Georgia waters, including the headwaters of the Chattahoochee River. South of Lake Lanier the river goes on to form part of the boundary between Georgia and Alabama. Then it cuts across the Florida panhandle before emptying into Apalachicola Bay.

Unimpressed by this genealogy, the U.S. Army Corps of Engineers continued to release billions of gallons of Lanier water each day to meet the perceived and real needs for downstream communities’ drinking water, for barge traffic on navigable portions of the Chattahoochee and for marine wildlife in Florida. That brought the metropolitan Atlanta area to the brink of a disaster.

It would be simple to say, “human needs trump barges and shellfish.” But the issue is more complex. Last summer a federal judge ruled that Atlanta had no right to withdraw drinking water from the lake. It seems that 50 years ago, when Buford Dam was built to impound the reservoir, the state’s largest city very deliberately

electd not to shoulder any of the financial burden. State government isn’t any more visionary.

The governors of the three affected states have failed to make any headway on resolving the issue. That should not be a surprise: neither did any of their predecessors over at least the last four decades. Now Congress threatens to jump into the equation, saying that if the states do not find a solution soon, it will legislate one.

## BECOMING PART OF THE SOLUTION

What does any of this have to do with Brenau University? As long as we are batting about simplistic, clichéd definitions, the best answer is if you are not part of the solution, you are part of the problem.

“This university has operated in three different centuries,” says Brenau University President Ed Schrader. “In concepts of sustainability and continuity, we’ve had a lot of time to think about, and respond to, the changing needs of society and the environment. The needs of our natural environment may not have changed very much, but human activity is seen in much sharper focus today than it was just a few decades ago. We need to have it on our academic agenda every day, not at time intervals.”

What does that mean in practical terms? “Brenau University can’t go out there and clean up a toxic spill, or prevent global climates from changing, or prevent deforestation in the Amazon,” Schrader explains. “But we can produce the golden bullet that is equipped to tackle such tasks: Brenau graduates. The answer lies in educating our students in such a way that they can step out into the world ready to take responsible action.”

To that end Schrader earlier this year commissioned a Brenau “sustainability initiative,” envisioned to bring the university’s academic programs and operational practices more fully into the commonweal of meeting today’s needs without compromising the future. He drafted Dr. Maria Zayas, a psychology professor, to head a task force from across all aspects of the university to, as she put it, “develop a design and structure for sustainable efforts at Brenau – from physical plant to curriculum to collaboration with other institutions and communities.”

“This is an organic process emerging from the Brenau community, rather than one imposed by the administration,” she explains. “In this way, all will have a stake in creating a sustainable Brenau, and each

participant brings unique gifts to the table. The process itself is sustainable, in that it is creative, productive and supportive of the continued well-being and growth of the institution while using resources wisely.”

The idea, Schrader elaborates, involves what we as individuals can do locally to address sustainability issues, and what we as a university learn from the rest of the world and impart to the university community.

Brenau’s administrative sustainability czar is Wayne Dempsey, executive vice president and chief financial officer. The elephant-in-the-room questions of any sustainability initiative are those that get right into Dempsey’s primary concern: how much is it going to cost? Or, more important, will the costs of sustainability now hamper the institution’s financial sustainability for the future? Not to put too fine a point on it, but the central question is this: If Brenau University, or any institution, bankrupts while shouldering expensive processes of becoming “green” and can’t afford to continue operations for future generations, it’s not really practicing sustainability, is it?

*Clockwise from top: Mercy Changwasha, WC '10, presented research on mediation and diplomacy in Sub-Saharan Africa. Maegan Mercer-Bourne, WC '10, plants a tree in early 2009. Dr. Maria Zayas, atop the monument commemorating the beginning of the Brenau Sustainability initiative.*

“All have a stake in creating a sustainable Brenau. Each participant brings unique gifts to the table.”

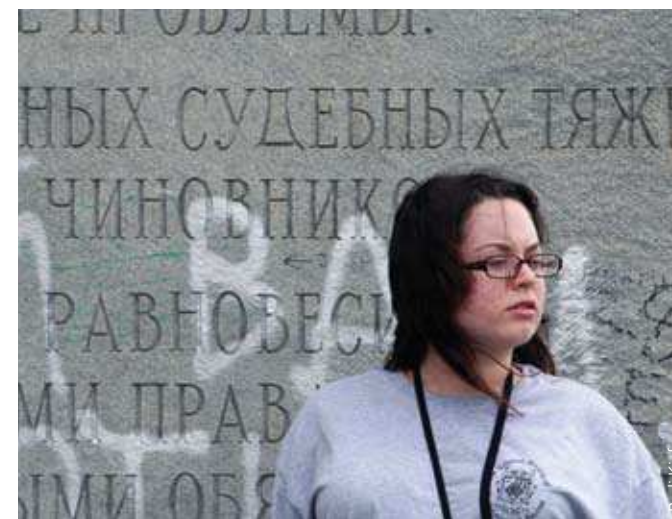
— Dr. Maria Zayas



## PLANTING TREES IS EASIER

“It was clear to us that we’d save on energy costs by replacing incandescent bulbs with fluorescents, to name one example,” Dempsey explains. “But we must also always ask what comes after that. What happens when the bulbs burn out? Because they contain mercury, you can’t just toss them in the trash. You have to contract with a specialty company that guarantees proper disposal. It’s an expense for us, but fortunately, the reduction in energy use and the knowledge that we’re doing what’s right make it worthwhile.”

Cost of heating water on a residential campus and water use is always an issue. The university has been replacing plumbing with more modern, efficient fixtures. On a historical campus like Brenau’s there is a trade-off: Although it might be cool to operate from a 100-year-old building, it may not be that cool in the heat of summer. Then again, it might be a little too cool in winter. As a result, Brenau has been replacing old steam radiator systems with modern forced-air HVAC, resulting in increased comfort. All of those improvements, Dempsey said, have resulted in a net annual savings of about \$132,000 in energy costs.



*Jennifer Trumbull, WC '11, at the Georgia Guide Stones. Even this huge but little-known granite monument outside of Elberton is not safe from defacing.*

Dempsey concedes that one of his great frustrations is that he has had to pay so much attention to cleaning up problems that 30 and 40 years ago nobody really perceived as problems. For example, prior to the 1970s, the construction industry’s preferred fireproofing insulation material was what Dempsey describes as “a naturally occurring substance that looks a little like wood, but can’t be set on fire.” Asbestos. About 30 years ago we learned asbestos can be a serious health hazard. Removing it was a tricky, dangerous, costly proposition. “Today we’re proud to say that it’s all completely gone,” says Dempsey.

The university has also had to dispose of other unwanted legacies, like old electrical transformers. Left in place they could corrode and leak polychlorinated biphenyls, or PCBs, a nasty brew known to cause cancer.

“It’s much more fun to plant new trees,” Dempsey states. And a year ago he got to do exactly that – although it led to a sustainability issue of another stripe. Brenau’s Gainesville campus has an abundance of trees, many of them forming canopies that would block out growth opportunities for newer plantings.

“We had to find a place where trees could grow,” he says. “Otherwise, it would not be sustainability.”

This leads into the story of how a psychology professor was drafted to head a task force that, among other things, would usually deal with a lot of the more technical science and ecological issues. Zayas headed a junior honors seminar that explored the issue of managing earth’s resources. The seminar also included a service component. Students worked with the Yahoola Creek Trails Conservancy and Lumpkin County Parks and Recreation Department on a project and wound up with seedlings from some uncommon indigenous species to plant at Brenau.

Dempsey did find a space – between Trustee Library



*Self-portrait by Emily Esguerra, WC '10, atop the 10,112-foot summit of Mount Haleakala (“house of the sun”) on Maui.*

and Park Lane Apartments. Applauded by about 100 spectators, students and some faculty members planted the trees and dedicated a plaque to honor Brenau’s first step toward sustainability. A year later, the trees are thriving. And so is the sustainability initiative.

## PRACTICAL SOLUTIONS; GLOBAL SIGNIFICANCE

“Aluminum – don’t get me started on aluminum. Did you know that producing just one soda can from scratch



uses the equivalent energy of a cup of gasoline?” This is Dr. Louise Bauck talking, and judging from her acceleration into the enthusiastic cant so familiar to her students, it is clear that we have gotten her started.

Of course, it would be inappropriate to avoid getting started the chair of the Department of Mathematics and

Top: Dr. Tara Stoinski, left, a top scientist with the Dian Fossey Gorilla Fund International, with Brenau biology professor, Dr. Louise Bauck.

Center: Hannah Leah Thompson, WC '12, fashion design major, shows a dress she created entirely from portions of pre-owned clothing. Some of it served as a lumberjack shirt in a previous life.

Below: Dian Fossey, whose personal items were on public display for the first time at Brenau.



Sciences who “speaks ecology and environmental” as if it were a native language. Bauck has been at the forefront of several academic sustainability initiatives, including an interdisciplinary “portals” course on island ecosystems.

Today, however, she addresses that time-honored Brenau tradition of blending educational initiatives with practical applications. She has spent a good deal of time trying to jump-start the university’s on-again/off-again recycling effort.

“We’ve always recycled what we could, but there wasn’t a venue that would bring it all under one roof,” she says. “Newspapers were being recycled in some offices, while others still tossed them in the trash.” And the aluminum? They’re not pretty, but aluminum recycling containers are now placed in all key areas on campus.

“The driving force for all this has been our students, particularly the Eco-Friends organization on campus,” Bauck says. “Our ultimate goal is to reach a state of zero waste of recyclable resources.”

What the Brenau sustainability initiative is all about is helping students connect the dots between recycling aluminum cans and similar wastes with the debate over hydroelectric vs. coal-fired vs. oil-fired vs. nuclear power-fueled electricity generation, conflict in the Middle East and Africa, pollution in the Antarctic, and global climate change. Academically, sustainability curves right into the wheelhouse of Brenau’s approach to blending liberal arts and professional preparation education with the “four portals” multidiscipline curriculum. That began coming into sharper focus during the fall term as first-year students in the Women’s College sat in Thurmond-McRae Lecture Hall watching fuzzy, fading images from a 21-year-old movie, *Gorillas in the Mist*. The film, of course, is the Hollywood retelling of the beginning of one of sustainability’s success stories – naturalist Dian Fossey’s work that brought back mountain gorillas in Rwanda from the brink of extinction. The “news peg” is that some of the United Nations branches and other international organizations teamed up to declare 2009 the international “Year of the Gorilla.” Through funding from the programming endowment established by Brenau Trustee Douglas Ivester and his wife, Kay, the university partnered with the Dian Fossey Gorilla Fund International, based in Atlanta, for a series of unique programs throughout the fall term. Scientists and professionals from different aspects of the Fossey Fund’s operations in Georgia and Africa conducted classes on campus for students and participated in other programs

for faculty, staff, students and the public. Dr. Tara Stoinski, the Pat and Forest McGrath Chair of Research and Conservation for the Fossey organization and the Atlanta zoo, provided a keynote address for Brenau’s first Sustainability Conference, held Sept. 22. One highlight was an exhibit in the Trustee Library built around items like drawings, maps, clothing and other personal effects recovered from Fossey’s cottage in Rwanda after she was murdered – an exhibit never before seen in public.

The fall activities position Brenau for continued partnerships with the Fossey Fund – and there has been some preliminary discussion about study programs for Brenau students in Africa and elsewhere. It is unlikely that Brenau would ever develop the kind of research-based primate program like its neighboring heavy scientific research institutions. But in the multidiscipline environment the university wants to foster, that really doesn’t matter: Brenau’s occupational therapy faculty point out proudly that one of the most famous occupational therapists of all time was none other than Dian Fossey.

## CAN YOU BUY SUSTAINABILITY STUFF?

Many academic units of the university, including students with a variety of majors, got into the act with some creative approaches. Lori Gann-Smith, curator of the university’s vintage clothing collection, showcased the designer fashions in the collection once owned by the late Lucy Jadot Shirazi, who after her marriage into the royal family of Iran was known as Princess Shirazi. The Belgian-born pillar of the New York cultural community was also a founder and principal benefactor of the World Wildlife Fund.

Also, Bailey Branson, a junior fashion design major, showed an ensemble she made from discarded men’s neckties. Other students displayed works that included a group of art students from a metalsmithing sculpture art class who produced jewelry from discarded objects like bottle caps, tin jars and watch parts. (You can see examples of the jewelry they made from found objects at <http://artsweb.brenau.edu/photogallery/foundobjects>). The student brochures also were incorporated into a special show at Brenau Galleries called “Found Objects,” which exhibited works of three professional artists who used the same concept.

For artisans and artists to construct salable art works from what others might consider garbage is not a new concept certainly. But global sustainability is rife with business opportunities, a fact that does not escape Dr. Bill Lightfoot, Brenau’s entrepreneurship-oriented dean of business and

Amy Leavell Bransford cultivates natural beauty with the greenest of thumbs.

Her spa, The Aviary, and her New Moon Skin Care products are regarded as the most uncompromisingly eco-conscious in Atlanta.

“What’s ‘not’ in the bottle is as important as what is,” she says between facial appointments. “All of our products are nontoxic and biodynamic with no artificial fragrances, and the ingredients are certifiably organic, from small, sustainable family farms that are absolutely committed to doing the right thing for humans and the environment.”

Bransford graduated from Brenau Academy in 1993 and then studied fashion at the American College of the Applied Arts. During her 20s, she worked as a publicist for Capricorn Records. “Hanging out with bands in bars – that satiated my appetite for destruction at that point in my life,” she says with a laugh.

She married Steve Bransford, an American studies professor and filmmaker, and with the birth of their first son came a sort of earth-mother epiphany.

“I was entering a new phase, wanting more stability, and I cared so much about what my son ate and what products I used on his body,” she says. “I figured other new moms had similar concerns, so I decided to develop a line of products they could feel good about, that take into account holistic health and nutrition while helping women discover the beauty they already possess.”

After graduating from the Atlanta Institute of Aesthetics and working for a while at Natural Body Spa, Bransford launched New Moon Skin Care products, which she sold from her home. “The name represents new beginnings, and we all need to be reminded that those are possible,” she says. “It’s also a handy way to remember that you should get a facial once a month. Normal skin cells rejuvenate every 28 days, like the lunar cycle.”

This year, she established The Aviary, a “beauty collective” of like-minded independent contractors – massage therapists, makeup artists, and hairdressers who use ammonia-free coloring – in the Studioplex arts center in Atlanta’s historic Old Fourth Ward. It offers an unconventional day-spa experience, starting with the background music, which is more likely to be hot Billboard acts such as Feist, Yael Naim or Iron & Wine rather than soporific, New Agey instrumentals. Hip clients, scanning the paraben-free emollients, recycled décor, and assortment of vegetables from the farm co-op that operates out of the salon, can’t resist turning to Bransford and observing: The acorn did not fall far from the tree.

“Just look at who her father is,” says radio personality Mara Davis, an Aviary regular. “He was green long before green was cool.”

She is referring to Chuck Leavell, the keyboardist for the Allman Brothers and Rolling Stones and a nationally recognized conservationist. When he is not on tour, Leavell and his wife, Rose Lane, operate Charlane Plantation, the 2,000-acre tree farm in middle Georgia where Bransford grew up.

“My earliest memories involve riding around on a John Deere on this farm that had belonged to my great-grandmother – a little utopia – so family farms hold a special place in my heart,” she says. “My dad has always believed passionately in giving back to the earth, and his ethics inspire me.”

Her roots are showing at the salon – Bransford recently unveiled an installation-art rendering of a tree crafted from Charlane Plantation’s reclaimed wood.

“I am proud beyond words of Amy’s work,” her father says. “She gives each case very special attention, making sure that that particular individual is getting the right treatment to improve their health and beauty. She has also done an enormous amount of research on her products, and has chosen very carefully the ingredients she likes to use. She’s keenly aware of the comfort level of her clients.”

– Candice Dyer



Rudi Kiefer

mass communication. Lightfoot's class stood out among the student presentations at the conference when it proposed a recycling effort for profit, which could be reinvested for more recycling.

"You have the greatest chance for success when profit is involved," says Lightfoot. "Take recycling: It's good. It's responsible. It's even better when it makes money. Surely, our people really want to make a difference, but the greatest chance for keeping the effort going – the sustainability of sustainability, if you will – is when it generates its own resources."

Gale Starich, dean of health and science, looks through the sustainability prism from several directions. Certainly in her domain rests myriad studies and research revolving around the sustainability of life forms. But in her view sustainability, particularly in health care education fields, means "continuity – making the entire process itself sustainable."

"What we're doing in patient care today isn't the same as what we'll be doing tomorrow," she says, "so it's important to have people who know what we've already done, and have the vision to embrace what the future may bring."

Brenau President Schrader recalls what perhaps was the first orchestrated effort to engage college and university students in sustainability issues in the 1970s. Periodically since then "environmental awareness" has come to the fore with students and other groups – usually associated with some catastrophe like Three Mile Island, Chernobyl or the Exxon Valdez oil spill. Truthfully, they have not enjoyed, pardon the expression, sustainability.

"I think that the current sustainability movement

has a greater potential than the previous one, because essentially the same people are engaged in it that were before," he says. "Now they are in positions, whether through money or influence or both, to make a difference. It's not enough to aspire to a noble outcome. You also have to have the practical means that'll help get you there." Schrader disputes notions that society has made little progress on sustainability in almost four decades since the first Earth Day. Against the backdrop of the world's population doubling and the problems increasing exponentially in that same time frame, he argues, that makes holding one's own a major victory, certainly a cause for some optimism. Is that enough to sustain enthusiasm in the Brenau family?

Even to establish a legacy of no pollution on the campus will require strength of will – of individuals and the institution – to change behaviors and "not knowingly contribute to any activities that are harmful."

But the university is going farther than merely stressing that in the philosophy of sustainability good deeds are more than simply sins not committed.

"We're teaching these principles now," Schrader says. "We're preparing our students for actions they will take and decisions they will make 20 years from now when they are in a position to do the right thing, whatever the issues of the day may be then."

*Dr. Rudi Kiefer is professor of physical sciences and senior web administrator at Brenau University.*



**Dr. Becky Champion** is one of Georgia's top enforcers of clean water laws. But she finds her background in education just as useful as the long arm of the law in keeping rivers and streams clean enough for people and fish.

The key to clean water these days, she says, is education. "I believe people will do the right thing [to protect our water] if they know what the right thing is," she says. "But a lot of times they don't know what that is."

As an assistant chief of the Watershed Protection Branch of the Georgia Environmental Protection Division, Champion, a 1971 graduate of Brenau Women's College, administers the state's various water laws in a wide swath of North Georgia that includes the Coosa, Tallapoosa and Tennessee river basins. In those areas, which encompass about 20 counties, her office oversees enforcement and compliance of clean water regulations and ensures adequate supplies of safe drinking water.

She took on the job when concepts on water pollution control were changing. For decades after the passage of the federal Clean Water Act in 1972, efforts to control dirty water were aimed mostly at "point-source" pollution, or the tainted water spewing from pipes. That source largely has been brought under control. Now, says Champion, 95 percent of the pollution is from sources such as stormwater running off from streets, rooftops, lawns and farms – so-called non-point-source pollution. The run-off carries oil, chemicals, fertilizers, bacteria and other noxious stuff, washed off the land, into rivers and streams.

Unfortunately, nonpoint pollution, which seemingly comes from everywhere, is notoriously more difficult to regulate than point-source pollution. "You couldn't hire enough regulators to stop all nonpoint pollution," Champion says.

That's where education comes in, she says – teach individuals what they can do, including "little everyday things," to protect the water. That includes such things as not overdosing your lawn with fertilizer, removing your pet's wastes from the street and using pesticides sparingly. "The only way to really protect our rivers and streams is to get it in our hearts to do so," Champion says.

A former associate biology professor at Columbus State University and a former executive director at the Oxbow Environmental Learning Center in Columbus, Champion has earned kudos for environmental education. "Becky Champion is a tireless educator, who has done a wonderful job promoting a

greater understanding of Georgia's rivers," says Sally Bethea, director of the Upper Chattahoochee Riverkeeper.

The organization in 2005 gave Champion its annual "River Educator Award" for helping to produce an award-winning CD-ROM on the Chattahoochee River system. The video now is used in schools throughout the river basin.

Champion, who grew up in Cartersville and went to high school there, says her passion for environmental protection springs, in large part, from "two events" during her undergraduate days at Brenau, when she was working towards a degree in math and biology. One event was when she decided

to take an ecology class under then biology professor (and now retired Brenau vice president) Larry Andrews. He had studied under famed ecologist Eugene Odum at the University of Georgia, and he inspired his Brenau students to appreciate and apply Odum's fundamental concepts of ecology.

The other event was Brenau's celebration of the first Earth Day on April 22, 1970. Brenau, says Champion, went "all out" for the event, "and I remember national news media coming to this little women's college in Gainesville, Ga., to cover our celebration. It was quite an inspiration for me."

– Charles Seabrook



Larry Griffith

Brenau trustee James A. "Jim" Walters of Gainesville, Ga., a member of the Georgia Board of Natural Resources, and Becky Champion.

## FORK-IN-THE-ROAD PHILANTHROPY

In the 1950s, less than a mile from the Brenau campus in Gainesville, Ga., New Holland Elementary School third-grade teacher Margaret Tyner seated her charges alphabetically. Since none of the kids had a surname beginning with the letter H, that put Victoria Kay Grindle directly in front of Melvin Douglas Ivester. Although there was little of the usual boy-aggravating-girl mischief, Doug was so distracted from studies that the teacher moved him. “Kay was the most attractive girl in the class,” Ivester explains now. Still, overall, he played nice and, in 1969, about a week after he completed studies at the University of Georgia, where he graduated cum laude in accounting, they got married.

Since then, for close to half a century the two names, Kay and Doug, like the two people, have been virtually inseparable. It is no wonder that you see those same names connected in their charitable legacy, sizeable portions of which they have earmarked for various causes and institutions in their hometown. At Brenau University, for example, it is the Kay and Douglas Ivester Programming Endowment they created in 2001 and the scholarship program established for first-generation college students. These gifts are what Doug Ivester calls “fork-in-the-road philanthropy,” designed to apply resources to nudging people down paths they would not normally take in their lives. “Each path they encounter in life has a dramatic impact on that person, their family and future generations,” he says. “All you have to do is have a positive influence on one person and you have changed lives for generations.”

Ivester’s fork in the road, however, was not a product of philanthropy. Actually, it was also more of a fork in the Gainesville Kroger grocery store parking lot. As a kid, he’d always been industrious growing up in the unincorporated textile mill town adjacent to the Gainesville city limits. His mother, Ada Mae, worked for a time in a small motors factory. His father Howard “Buck” Ivester, who died in 2008, worked a variety of jobs and drove a green and yellow ’54 Chevy coupe “that was always in pristine condition,” says Ivester’s boyhood friend Brad Strickland, a novelist and English professor at Gainesville State College. “Doug’s early ambition was to be a missionary in Africa.” From the time he was about 8, young Ivester had his own income stream, cutting grass, raising chickens, construction and for six



years during high school and college bagging groceries and cashiering at Kroger. That pivotal moment came as he loaded groceries into the automobile of a Gainesville CPA. It was a brand new cream-colored Pontiac GTO, the car they wrote songs about. “I didn’t really know what a CPA was,” he says, conceding a lifelong soft spot for cars, “but the consequences looked pretty favorable.”

School chums elected “more glamorous” academic paths, but Ivester’s road less traveled led to a job with Ernst & Ernst, where he worked for its biggest client, Coca-Cola. After 10 years he joined the soft drink company’s internal audit team. At 37 he was CFO. In *The Real Thing*, the seminal 1994 history of the Coca-Cola company, author Frederick Allen identified Ivester as a “financial wizard... the architect of the company’s restructuring strategy” and the “likely successor” to the company’s legendary leader, Roberto Goizueta. In 1998 Ivester was the youngest chairman and CEO in the company’s history. In 2001, at the ripe old age of 52, he retired. He claims no desire for a corporate encore or even to pen a memoir. He serves on boards of a bank, software company and nonprofits like Emory and Brenau. He also indulges his obsession with Africa, cars and other personal pursuits.

The Ivester programming endowment has one stipulation: that it generate programs for Brenau University that make people say, “Wow!” because they would be things that a university the size of Brenau would not normally ever consider doing. Last year that resulted in the university’s being one of only six schools in the nation to host author Khaled Hosseini. This year it was a semester-long series of sustainability programs in conjunction with the Dian Fossey Gorilla Institute. That played off another Ivester philanthropy philosophy: encourage disparate organizations to work together for something neither could accomplish alone. “Sometimes,” he says, “two plus two can equal six.”

– David Morrison