

# THE CONNECTOR

College of Communication and Information at Florida State University

Student Newsletter • Spring 2015  
Volume VI, Issue II

## FACES OF THE FUTURE



CRISTIAN  
ZAMARIPPA

Grey Group, NYC



JEFFREY  
SCHERMER

Zimmerman  
Advertising



KRYSTAL  
SALERNO

General Motors



SHELBY  
SCHLEMBACH

The Hartford



RUSS  
HILL, JR.

General Motors



INGRID  
PATINO

Ogilvy & Mathers



RACHEL  
BRYSON

General Motors



CHRISTOPHER  
GLENN

Nestle Purina



ALLY  
LOHAN

Nova University



TAYLOR  
SEYBOLD

J.P. Morgan



LEAH  
JAREM

Havas Worldwide



ANTOINETTE  
DEL RIO

BBDO



JUSTIN  
TADLOCK

General Motors



BRITTANY  
JOHNSON

Digitas



WILLIAM  
BEACHEM

Microsoft



CORRY  
MAGUIRE

Tribridge

## GRADUATION BREAKDOWN

367

Undergraduate

95

Graduate

215

School of  
Communication

83

Communication  
Science & Disorders

164

School of  
Information

The College's largest graduating class to date!

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## *CCI NEWS AND EVENTS*

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### *CCI STUDENTS & ALUMS ATTEND GOOGLE TECHMAKERS*

The Women Techmakers Global Event Series for 2015 celebrated International Women's Day on Saturday, March 7, with four summit U.S. locations in Cambridge, MA, New York, NY, Kirkland, WA, and Mountain View, CA. Three women from CCI were selected to attend the summit in New York and Mountain View locations. ICT student and current WISE (Women in IT/ICT Sharing Experiences) President, **Kelby Mahoney**, attended Techmakers in New York City. Two alumni of CCI and current GM employees, **Nicole Liang** and **Nancy Moyers** (former WISE President) also attended.



### *8 CCI STUDENTS PLACE AT FLORIDA AP AWARDS*

Each year, the Associated Press Florida (AP Florida) holds the Florida Associated Press Broadcast College Contest for college students with experience in broadcast journalism and production. This year, **Shawn Davison** and **Taryn Schmidt** won Best Long Light Feature for 'A Fighting Spirit'. The other six Florida State University College of Communication and Information students were runners-up in an array of categories—including Best Photo Essay, Best Long Light Feature, and Best Sports.

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**\$5,468.64**

Money raised for CCI Student Groups in 36 hours from  
**FSU's Great Give on April 16-17**

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## *CCI NEWS AND EVENTS*

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### *WVFS WINS NATIONAL AWARD IN NEW YORK CITY*

**WVFS Tallahassee 89.7FM**, also known as V89, was honored at the CMJ Music Marathon earlier this year in New York City. The college radio station is ran by devoted volunteers and is an affiliated project of the FSU Student Government Association and the College of Communication and Information. As a station, they were nominated for "Biggest Improvement", while their Music Director, David Wolfson, was nominated for "Rookie Of The Year" and "Will Never Sell Out" at the CMJ Music Marathon. WVFS Tallahassee was awarded "Biggest Improvement" in college radio, beating the competition over other nominees.

### *SPARK FSU CAMPAIGN BENEFITS DIEM BROWN SCHOLARSHIP*



**Diem Brown** was a successful television personality, entertainment reporter and entrepreneur—her bubbly personality was a part of many seasons of *The Challenge* on MTV. Brown was a two-time cancer survivor and after a courageous journey to fight ovarian cancer, she passed away in November 2014 at the age of 34. As a Communication major and dedicated member of Delta Gamma Sorority, she fully embraced both her love for academics and activities and everything FSU. A fundraising campaign for the Diem Brown Scholarship Fund is happening now through SparkFSU. SparkFSU carries on Diem's legacy with invaluable funds to provide resources to those experiencing hardships. The scholarship will be awarded to students going through hardships and need emergency financial assistance due to unforeseen and extenuating circumstances that affect their abilities to pursue their academic goals. Your donation

to the Diem Brown Scholarship Fund will make sure that new generations of Seminoles will be able to pursue their education, regardless of life's obstacles. For more information about the scholarship fund, please visit [spark.fsu.edu](http://spark.fsu.edu) or contact Mafe Brooks at [mafe.brooks@cci.fsu.edu](mailto:mafe.brooks@cci.fsu.edu).

### *5 FSU & CCI WOMEN HONORED AT KKG LEADERSHIP CEREMONY*

In 1996, **Becky O'Brien** graduated with a degree in Communication and jumped straight into her Master's, which she received in 1997. Almost two decades later, she was invited to the Kappa Kappa Gamma National Leadership Academy this past September. At the leadership academy, she met five strangers. Those strangers, **Sharon Snodgrass Pennekamp** ('76), **Andrea Stanford** ('89), **Stephanie Padro** ('08) and **Alexis Bass** ('17), represented five consecutive decades of the Florida State University Kappa Kappa Gamma women's fraternity. "This is proof that no matter the age or stage, the women of FSU remain committed to being citizen leaders," said O'Brien.



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## CCI NEWS AND EVENTS

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### **16 GARNET AND GOLD INDUCTEES FROM CCI**

Each semester CCI bids farewell to a group of graduates who will go on to change the world. Within that group, a select few are inducted into the **Garnet and Gold Scholar Society**. Members of the Garnet and Gold Scholar Society will demonstrate how they have developed their leadership, professional, citizenship and/or research skills while building collaborative relationships in the academic, local or global community. Students meet criteria in three of the five following areas: Leadership, Internship, Service, International and Research. Students are guided by Overall Program advisors. From the College of Communication and Information, Dr. Steve McDowell, Ebe Randeree, Dr. Juliann Woods and Betsy Crawford serve as advisors. Sixteen CCI students were inducted this Spring 2015.

### **ALUMS RECRUIT NEXT GENERATION OF CCI EMPLOYEES**



Ah, career fair season. You can see it from a mile away, the steady stream of black pencil skirts and shiny black shoes. Follow them and you'll end up at **Seminole Futures** and the **CCI Career Fair**. If you've kept up with CCI's alumni updates and alumni profiles, it isn't news that our alumni are excelling in some of the country's top companies for IT, public relations, database management, advertising, cybersecurity and more. During both career fairs, 10 CCI alums, including **Rohan Gothwal** (pictured), recruited CCI students for their companies: JP Morgan, General Motors, KPMG, Florida Board of Governors, Florida Mac, RB Oppenheim Associates, Sogeti, Sachs Media Group, Moore Communications Group.

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### **FSU PARTNERS WITH TSA**

Florida State University **STARS Alliance** traveled to Orlando, FL to spend time with the Florida Chapter of the Technology Student Association (TSA). FSU STARS students volunteered as judges for the TSA state competition, with categories in digital photography, music production, essays on technology, medical technology issues and video game design with middle and high school students interested in science, technology, engineering and mathematics (STEM). "It was great to see Florida schools passionate about IT, Computer Science and Engineering," FITC Communication Coordinator, Chelsea Thorn said.

### **UNDERGRADS PRESENT AT RESEARCH SYMPOSIUM**

On Tuesday, March 31st, the Donald L. Tucker Civic Center filled with hundreds of undergraduate researchers presenting their research at the **Undergraduate Research Symposium**. From the College of Communication and Information, 23 students participated in the morning and afternoon sessions. Students from the School of Communication and Science Disorders, School of Information and School of Communication presented about a variety of topics--from auditory perception, to public diplomacy and the role of social media in today's society.

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## *CCI NEWS AND EVENTS*

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### *FLORIDA IT CAREER ALLIANCE AMBASSADORS PROMOTE FSU*



The new year has proven a busy time for the **Florida IT Career Alliance (FITC)** Ambassadors, who set out every week to engage high school students in the Florida panhandle about Information Technology, Computer Science and Computer Engineering. The FITC Ambassadors are a team of 26 college students studying at Florida State University. Florida A&M University (FAMU) is a partner in the FITC

initiative and their 20 student ambassadors perform similar activities. Weekly activities include visiting local high schools, hosting tours of FSU, attending college career fairs in the Pandangle, supporting local STEM clubs, helping to build robots for competitions and participating in the school's Technology Student Association (TSA) club. FITC Ambassadors participated in numerous events this Spring semester, including HackFSU '15, STEM Day, FSU Digitech 2015, TalTech Expo '15, ConvergeSE and the Florida Digital Government Summit. "We're connecting the dots so that we can provide our students with jobs," said Marshall Criser III, State University System Chancellor.

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### *FSU CHAPTER OF LAMBDA PI ETA GROWS BY THE DOZENS*

The Florida State University Chapter of **Lambda Pi Eta** (LPH), the official communication studies honor society of the National Communication Association (NCA), has grown to nearly 70 members from a mere 6 in September 2014. Florida State University members must have a 3.5 GPA or higher and be a Communication (COMM) or Communication Science & Disorders (SCSD) major in the College of Communication and Information with a minimum of 15 completed hours in the respective curriculum.

### *TALLAHASSEE DEMOCRAT LISTS 'TOP 25 WOMEN', 6 CCI ALUMNAE*

This past March, the Tallahassee Democrat released it's list of Top 25 Women You Need to Know for 2015. The list included 16 graduates from Florida State, of which 6 graduated from the College of Communication and Information: **Amanda Clements**, BA – General Communication, **Kelly-Ann Fasano**, BA – Media Communication Studies, **MA – Media Communication Studies**, **Connie E. Jenkins Pye**, AA – Public Relations, **Heather Mitchell**, BS – Political Communication, **Alison Voorhees**, BA – Public Relations, **Gail Stansberry Ziffer**, BS – Speech Communication. The list has been released annually for the past nine years in honor of Women's History Month with nominations by friends, family and coworkers. The women were honored at a luncheon at Goodwood Museum and Gardens on April 6.

*Check out full stories at [news.cci.fsu.edu](http://news.cci.fsu.edu)*

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## *CCI NEWS AND EVENTS*

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### *CCI STUDENTS VISIT KRE8 MEDIA*

College of Communication & Information students recently visited Kre8 Media in Orlando, Fla. Already in the area judging at the Technology Student Association (TSA) Conference, the students visited the agency to see what a successful business looks like in-action and network with alumni. Kre8 Media is one of the quickest growing direct response agencies in the United States, specializing in Traditional Direct Response Television, Drive-to-Web Direct Response Television and Digital Marketing. **Juliana Gonzalez** ('13), an ICT graduate who facilitated the visit, guided the group through an office tour. After the tour, alumni from Florida State sat down with the group to talk about the company's mission and goals, their growth trajectory, and job openings at Kre8.



Students **Rachel Roberson, Stephanie Plucinsky, Shelby Schlembach, Rachel Bryson, Russ Hill Jr., Joey Cardenas, Martin Sung, Milton Ramer, Courtney Lisenbee** and **Chelsea Thorn** attended the company visit. "The visit showcased a growing company that has invested in its people, especially FSU students, and that is looking for more talent to continue their success," said Associate Dean Ebe Randeree.

### *CCI STUDENTS HONORED AT CELEBRATION OF GRADUATE STUDENT EXCELLENCE*

Three graduate students from the College of Communication and Information were honored at the School's Celebration of Graduate Student Excellence on Wednesday, April 8 at the Alumni Center. Under the Graduate Student Achievement category, **Young Sun Lee** received the "Preparing Future Faculty Fellow" award and under the External Awards Recipients category, **Janet DeVries** received a FLA Scholarship and **Emily Diehm** received an ASH Foundation Graduate Student Scholarship.

### *ALUMNA SHINES AT GENERAL MOTORS, INSPIRES W.I.S.E. MEMBERS*

**Nicole Liang** spoke to a group of aspiring IT & ICT women in January for advice and recruiting purposes. Born and raised in Tallahassee, she had returned to her former stomping grounds. She works for General Motors out of Austin, TX, as a Sharepoint Engineer/Systems Architect. With a degree in International Affairs with a minor in IT, pursuing a Master's degree in Computer Information Systems from Boston University, and real world experience from General Motors – she was the perfect speaker for W.I.S.E. (Women in IT and ICT Sharing Experiences). Nicole met with the group on Jan. 29 and spoke about preparing for life after college. As a SharePoint Engineer at General Motors, Nicole is apart of a team that is working towards upgrading and building out the Global SharePoint environments.



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# SCHOOL OF COMMUNICATION STUDENTS

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## GRAD STUDENT FURTHERS BLOOM RESEARCH

**Kristen Ghandour** is a graduate student and research assistant in the School of Communication, studying in the Integrated Marketing Communication program. Fall 2014, Ghandour started work on a media production project with Dr. Jonathan Adams called Bridging the Language Outcomes in the Classroom (BLOOM). The grant works to provide computer-based vocabulary learning in interactive e-books by using interactive multimedia to enhance vocabulary learning for the target learner. Ghandour scans and edits the books so they can be used in the e-books. She is also responsible for the design of quiz screens and items that are used to test learner retention after using the e-books.

## UNDERGRAD SAVES A LIFE



Media Communication Studies student **Bree Amborn** signed up for the Be The Match bone marrow registry and before Spring Break 2014 got a call that changed her life. Her marrow was a

match for a sick woman with a blood disorder or blood cancer. Bone marrow or stem cell transfer is often the last resort for a sick patient. Her recipient has accepted over 49% of Breanna's donated cells. After one year, Breanna is allowed to meet with the woman she saved and plans to meet her soon.

*Check out full stories at [news.cci.fsu.edu](http://news.cci.fsu.edu)*

## STUDENT LIVE TWEETS STROZIER SHOOTING



Senior public relations student **Blair Stokes** was in the throes of an all-nighter, finishing an annotated bibliography for class, when she heard the first murmurings of a shooter in Strozier Library. The

former News Editor for the FSView & Florida Flambeau immediately used Twitter to keep the public informed. "I received an outpouring of love from the FSU community and beyond," said Blair.

## STUDENT INTERNS IN NYC



Florida State University Digital Media Production senior, **Evelyn Bradfield** has interned with Jane Street Entertainment during the Spring semester and the executive producers

of Chopped. Before her current internship, Bradfield worked with Seminole Productions in 2014 and helped film live events during football, baseball, and basketball seasons.

## FORENSICS TEAM TAKES STATES



For the ninth consecutive year, the **FSU Forensics** team has won the State Championship! The Florida Intercollegiate Forensics Association State Championship was held at Tallahassee Community College from February 19-21. On April 21, the team competed at Nationals and placed 3rd in their division and 19th overall in the nation.

# SCHOOL OF COMMUNICATION STUDENTS

## GRAD STUDENT INTERNS WITH THE UNITED NATIONS



**Melissa Kaye Angel** is a graduate student and teaching assistant studying Media Comm. Studies. Focusing on eco and climate change communication, she works as a Media Editor for the Florida Fish and Wildlife

Conservation Commission, where she focuses on videography and editing content. This summer, Melissa will board a plane for Bonn, Germany. She's been accepted as an intern for the Momentum for Change Initiative, which is an initiative backed by the United Nations Climate Change secretariat.

## 8 MCS STUDENTS ELECTED TO PHI BETA KAPPA

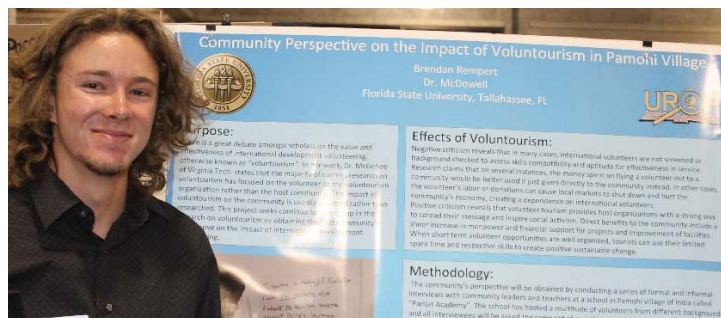
CCI juniors **Mariana Alves** and **Mary Kate Downing** have been awarded entry to the society, as well as 6 CCI seniors, **Andi Ligget, Mary Matella, Erin Owens, Devin Savedra, Michelle-Taylor Sherwin** and **Lily Zawatsky**. The honor society strives to promote scholarship and tradition in the liberal arts and sciences—through a code of laws, Greek and Latin mottoes and a badge of honor. Over half a million students around the country are chapter members at 276 universities.

## STUDENTS AWARDED AT ANNUAL BEA CONVENTION

Annually, the Broadcast Education Association invites scholarly paper submissions from academics, students and professionals for presentation at BEA's annual conference in Las Vegas, NV. Two School of Communication students, **Di Cui** and **Zihan Wang**, presented their winning papers at the Annual Convention on April 13, 2015.

## REMPERT TRAVELS TO INDIA FOR RESEARCH

During the Undergraduate Research Symposium, undergraduate Media & Communication Studies student **Brendan Rempert** presented his collaboration with Dr. Steve McDowell, Community Perspective on the Impact of Voluntourism in Pamohi Village. Brendan took a critical look at international development volunteers. Known as "voluntourism" the impact of seasonal volunteers is often assumed rather than researched. This summer, he plans to travel to the Pamohi Village in India. Brendan will work with the teachers and staff at Parijat Academy, urging a critical look at the relationship between the Academy and international volunteers.



## GRAD STUDENT FEATURED IN USA TODAY

**Alexia Gonzalez**, graduate of the College of Arts & Sciences with a degree in English and incoming graduate student in the School of Communication, was recently published on USAToday.com. Gonzalez writes for ULoop, a college news and classifieds resource for student housing, jobs, internships, and more. Her article, "The alumni family: How to reap the benefits and stay socially involved," was picked up by USA Today College via the USA Today College Contributor Network.



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# *SCHOOL OF COMMUNICATION STUDENTS*

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## *GRAD STUDENT PROMOTES SUSTAINABILITY*



Class of 2016 Media & Communication Studies (MCS) graduate student, **Emily Schneider-Green**, is currently combining her writing skills with her passion for the environment while producing content about

sustainability in the Tallahassee area. The aspiring communication specialist is persevering through the final semesters of her Master's program in pursuit of a career within an environmental nonprofit organization. Her experience with various topics and audiences has inspired her to become involved with FSU Sustainable Campus and Sustainable Tallahassee.

## *WEBER PRESENTS RESEARCH ON SOCIAL MEDIA ETHICS*

**Caroline Weber** was in Dr. McDowell's Media Legalities class with a 20 page assignment ahead of her and found inspiration between social media and the workplace. "Social Media Speech's Effect on Employment" earned her an A and entrance to the 2015 Undergraduate Ethics Symposium at DePauw University from April 9-11. In a world where nearly everyone has a social media presence, Caroline is bringing light to discrimination in the hiring and firing process in the private & public sectors.



## *STUDENT OMAR ISMAIL RECEIVES RESEARCH GRANT*



Media/Communication Studies and Information, Communication and Technology (ICT) undergraduate, **Omar Ismail**, will travel to Southwest and Central Bangladesh this summer in pursuit of improving managerial decision-making for agricultural farmers. The rising junior will complete his research with the help of m-Power Social Enterprises Ltd. and work on the implementation of Agricultural Extension Support Activity (AESAs) in Khulna and Barisal district of Bangladesh. With this implementation, Ismail will learn new information about Decision Support Systems (DSS) and examine its effects on behavioral interventions with smallholder farmers.

## *GRAD STUDENT AWARDED JIM MCKAY SCHOLARSHIP*

Recent CCI graduate with Media Communication Studies (MCS) track, **Cristian Gonzalez Mendez**, was named the Jim McKay Scholarship winner by the NCAA. Created in 2008, the award honors Jim McKay, one of the most prominent figures in sports journalism. One female and one male student-athlete are awarded \$10,000 annually for outstanding academic performance. The tennis phenom went 27- 8 in singles during the 2014 season, helping the team go to the NCAA Tournament for the 13th consecutive season.

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# *SCHOOL OF COMMUNICATION STUDENTS*

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## *TWO CCI STUDENTS AWARDED PHI BETA KAPPA KEYS*

The Florida State chapter of Phi Beta Kappa recently elected eight Media and Communication Studies students. The honors society actively involves professors, who contribute and participate in member events and activities. Two students, **Mariana Alves** and **Mary Kate Downing**, will be awarded Phi Beta Kappa keys. The Key is known as one of the nation's most distinctive symbols and traces its origins to the era of the American Revolution.

## *CCI STUDENTS RELEASE WEB SERIES 'CHRONOS'*

It started in April 2014 as an idea and turned into a DIS (Directed Independent Study) that would last for two semesters. **Thomas Adams** and a group of friends decided their coursework would involve writing, filming and editing a web series. Chronos was born. Chronos is an eight part sci-fi web series centered on the idea that time travel is possible, but not controllable. Time travel occurs spontaneously in the form of natural disasters, known simply as "time storms." Chronos follows a variety of characters as they battle the tests of time and seek to control and maintain their past, present and future. Dr. McDowell saw

Chronos as a way to showcase the skills of CCI's students. The Digital Media Production students would showcase their technical skills and the Media Communication Studies students could exercise their skills in advertising, publicity and distribution. The concept got off the ground in Fall 2014 and the group spent sixteen weeks developing scripts, finding a cast and locating film locations. In December 2013, the group founded IronZoo Productions for the development and production of 'Chronos'. Co-Creators Thomas Adams and **Colby Natal** are joined by three managers, **Carlos Cribeiro** (Props and Costumes), **Sarah Tatum** (Director of Development) and **David Eby** (Visual Supervisor).



## *COMM STUDENT PETE MCCLELLAN PERFORMS IMPROV*



**Pete McClellan** came to Florida State in 2012, double majoring in Media Production & Communications and Marketing. In his three years at Florida State, he's dipped his fingers into the FSU Flying High Circus, improv and recently debuted his first album, Pure Fiction. An employee of the Oglesby Union, you can find Pete working and performing there with No Bears Allowed, a comedy improv troupe at Florida State. While no two shows are alike, they feature two different sections: a short form and long form session. No Bears Allowed boasts 19 members who participate in both short and long form. Short form features 15 members who play various improv games that feed off the audience's input. The long form sessions have 18 members split between three groups: Mitsubishi Galant, Mitosis and Better Than Nothing.

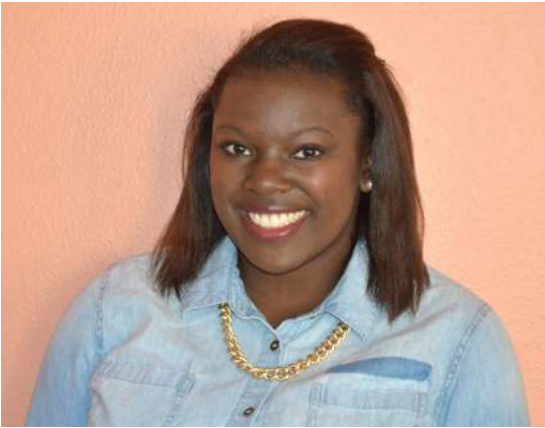
*Check out full stories at [news.cci.fsu.edu](http://news.cci.fsu.edu)*

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# *SCHOOL OF COMMUNICATION STUDENTS*

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## *FAREWELL TO A FRIEND: COURTNEY CARTER*



**Courtney Carter**, 19, a student in the School of Communication, passed away November 23, 2014 at Shands Medical Center in Gainesville, from complications of systemic lupus. Courtney has left behind an incredible legacy, with her blog and YouTube channel showing shining examples of Courtney's strong, unbreakable spirit. Diagnosed in eighth grade with lupus, Courtney's road has been challenging, "Think about when you have the flu virus, your body will create antibodies to kill the virus. Lupus will think that parts of your own self are foreign and create antibodies to attack it," she explained in her YouTube video "My Story + Positivity | Keep

on Keepin On". A student at Florida State, Courtney was also involved in Alpha Gamma Delta women's fraternity. Her sisters held a private vigil for Courtney on December 2nd at First Presbyterian Church. "Courtney has left a legacy at Alpha Gamma Delta," shared AGD sister, Karina Cabrera. "Her bright smile, sweetness, and positivity will be missed dearly by sisters and myself." Adding, "Despite many ups, downs, and plateaus... Courtney kept a smiling face and a great attitude about her illness, but she never let it define her."

## *DOCTORAL GRAD AWARDED TOP PAPER AT ICA 2015*

**Azmat Rasul**, Ph.D., recent doctoral graduate from the School of Communication, was awarded Top Paper in the Mass Communication Division at the International Communication Association (ICA) 2015 Conference held in San Juan, Puerto Rico. Rasul gave two presentations at ICA: Politically entertained: Political knowledge and attitude towards lead characters in biographical political movies and Violently Entertained: A Meta-Analysis of the Effects of Mediated Violence on Enjoyment.

## *GRAD STUDENT TACKLES SOCIAL MEDIA IN TALLAHASSEE*

**Amarin Cannon** is a graduate student in the School of Communication in the Media Communication Studies program. After finishing her Bachelor's degree in Communication from Florida Gulf Coast University, she came to Florida State to pursue visual communications. Last year, she made a documentary called "At Your Doorstep: A Sex Trafficking Story" in Dr. Opel's class. During her Social Media Campaigns class with Dr. Summer Harlow, she completed a project with the Zonta Club of Tallahassee. Zonta is a group of culturally diverse men and women who share a commitment to work towards women's rights and gender equality. Amarin has created a Facebook and Twitter for the Tallahassee chapter as well as creating a communication strategy for the accounts.



*Check out full stories at [news.cci.fsu.edu](http://news.cci.fsu.edu)*

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# *SCHOOL OF COMMUNICATION ALUMNI*

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## *ALUMS INVEST IN AWESOME TALLAHASSEE*

**Steve Schale** (M.S. '09) and **Tim Center** (B.S. '88, J.D. '91) recently invested in Awesome Tallahassee, an organization of ten bi-partisan professionals who donate \$100 monthly to offer \$1,000 to Tallahassee-based groups with ideas to benefit Florida's Capital City. Center is the Executive Director of Sustainable Florida, working to change the future of low-income people. Schale runs his own company, Schale Communications, and works in political campaigns. He has done work for Gwen Graham, Charlie Crist and President Obama. Awesome Tallahassee has funded historical murals, summer enrichment programs and more in the Leon County area.



## *MEET ALUMNUS ANDREW BARNETT*



As an undergraduate pursuing a degree in Communications, **Andrew Barnett** landed a local job in 2001 with Cornerstone Agency/FADER Magazine where he was exposed to marketing efforts for record releases, product launches and films. He proved that Tallahassee was a viable market for the company and was hired at the headquarters in NYC three years later, upon graduation. In 2009, Andrew transitioned to Crispin Porter & Bogusky and worked on campaigns for Under Armour, Volkswagen, Burger King, Old Navy, Jose Cuervo, Microsoft, Coke Zero, American Express and Kraft Mac and Cheese and rose to the ranks of an Executive Producer. He is currently serving as SVP, Executive Creative Producer for Hill Holliday in Boston, MA.

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## *MEET ALUMNA BETH FRADY*



When **Beth Frady** was asked about her career in communications, her excitement for her job poured through. Beth graduated from her undergraduate studies in 2006 with a degree in Communication Studies and Rhetoric. Shortly after graduation, she found work as a special education teacher in Okeechobee, Fla. For two and a half years, Beth taught math and reading to students with special needs. During her time teaching "her kids," Beth recognized the importance of conveying the same message in different ways to ensure their success. In 2009, Beth returned to Florida State University pursuing a Master's of Science in Media and Communication Studies and completed a Master's thesis, Broadcast Media Sourcing: A Case Study of the 2010 Healthcare Debate.

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## *SCHOOL OF COMMUNICATION ALUMNI*

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### *ALUMNA SOPHIA DANVERS AARONS SHINES AT CISCO*



This summer 2015, **Sophia Danvers Aarons** will approach her 10-year anniversary with Cisco Systems, marking 16 years as a technology marketing professional. Following her 1996 graduation, Danvers Aarons had an opportunity to join a tech startup, Pathfire, a news data aggregation company in 2000. Five years later, she joined Scientific Atlanta that was to be acquired by Cisco, developing strategy and implementing programs to drive market awareness and increase market share for Cisco's Cloud Computing business.

### *FOOD TRUCK TO NYC: MEET ALUMNA KIANITA KEY*

While working toward a Master of Science in Integrated Marketing Communication (IMC) at Florida State in 2010, **Kianta Key** co-owned and operated a food truck, The Cravings Truck. "I cyberstalked food trucks on the West Coast and in New York City to find out how they were using Twitter, Facebook, and Foursquare," she said. Months later and 3,100 followers later, Key was awarded "One of Tallahassee's Top Tweeples!" by the Tallahassee Democrat in February 2011. Key's graduation in 2012 led her to work at the John G. Riley Center & Museum, Silver Airways, Dayna International, Strawberryfrog and Delete Blood Cancer DKMS. Kianta assisted with the development of Twitter chats and interviews on HIV/AIDS awareness at Dayna International, reaching 309,487 Twitter users with #TalkHIV, and created Facebook posts for the ACT Against AIDS Leadership Initiative.



### *LIFE IN THE STADIUM: MEET ALUMNUS MARK NEIFELD*



For Public Relations and Sociology alum **Mark Neifeld**, every day is spent in the offices of the AT&T Stadium, home of the Dallas Cowboys, where as many as 105,000 fans can congregate during football season. The Events Manager originally began working with the NHL Tampa Bay Lightning in April 2009 and later worked in the Georgia Dome. His most prized accomplishment thus far has been managing the events of the College Football Playoff National Championship between the No. 2 Oregon Ducks and the No. 4 Ohio State Buckeyes on January 1, 2015 at the AT&T Stadium. At the College Football Playoff National Championship, Neifeld hosted 20 Florida State University undergraduates in the Sports Management program.

*Check out full stories at [news.cci.fsu.edu](http://news.cci.fsu.edu)*

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## *SCHOOL OF COMMUNICATION ALUMNI*

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### *FROM CCI TO FSU LAW: MEET ALUMNUS CARTER MCMILLAN*

2012 Media & Communication Studies alum, **Carter McMillan**, was determined to advance into Florida State University College of Law during his undergraduate studies. His hard work through communications' law and policy granted him admission into law school in 2012 and helped him earn his current position within the Federal Communications Commission (FCC) in Commissioner Clyburn's office as a Legal Clerk in Washington D.C. Before his employment in the Commissioner's office, McMillan was exposed to different elements of law and communication policy through several jobs and associateships at the United States District Court, Wireless Telecommunications Bureau, FIS Jacksonville Board of County Commissioners (Leon), and Friedman and Abrahamsen. Carter was also a member of the Chi Phi fraternity, FSU Disabilities Student Union and the Oglesby Union Board.



*“Courses like Dr. Jennifer Proffitt’s ‘Political Economy of Media’ and Dr. Stephen McDowell’s ‘Media Legalities’ gave me an excellent background in some of the relevant issues and this greatly improves my work.”*

*- Carter McMillan*

### *ALUMNA NAMED DIRECTOR OF SEAFOOD STABILITY AT NATIONAL AQUARIUM*

The National Aquarium, located in Baltimore, MD, is a nonprofit organization that is home to over 17,000 amphibians, sharks, fish, bottlenose dolphins and even a grey-headed flying fox. The most recent addition to the National Aquarium family is **TJ Tate**, an alumna of the School of Communication. Tate is serving as the director of the sustainable seafood program. In her role, she's responsible for the development of enhanced education programs to help people better understand their seafood options and will work to expand those choices through partnerships that link local fishermen to local markets, improve opportunities for restaurants to serve local seafood and explore enhancement opportunities associated with local aquaculture.

### *ALUMNA NAMED MENTOR OF THE YEAR IN LOUISVILLE*

**Mary Zychowski-Ashlock** is a career seminole, graduating from Florida State University with her Bachelor's, Master's and finally a Ph.D. in Speech Communication in 1989. Since leaving Florida State, she's found a successful teaching career as an Assistant Professor at the University of Louisville teaching in the Department of Communication. Through her work at the university, she was awarded the first Mentor of the Year Award. The award was given during the 19th annual Red and Black Scholar Reception at University of Louisville.

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## *SCHOOL OF COMMUNICATION ALUMNI*

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### *ALUMNA DIRECTS AT TIMES SQUARE STUDIOS*



**Maura Hayes** was born into a family of performers. With a singer for a father and a dancer for a mother, it was only natural that Maura grew up on stage. Her passion for dance brought her to Florida State University and set her on a path that would bring her to where she is today, Director of Operations for Disney's Times Square Studios. Entering college as a dance major, Hayes later focused on broadcasting in CCI--yet worked as a performer for Walt Disney World in Orlando following graduation. She worked her way into production through her professional network and helped design the iconic jumbotrons of Times Square Studios in 1999 with Walt Disney Imagineering.

### *ALUMNUS EXCELS IN CIVILIAN LAW*

**Major Mitchell Bishop**, U.S. Marine Corps Reserve, has earned numerous titles in civilian and military occupation since graduating with a Bachelor's in Communication in 2004. After attending law school, the Naval Justice School and completing the Expeditionary Warfare School (DEP), Bishop has successfully attained the necessary skills to be a leader and a lawyer. After leaving active duty in 2012, he was hired as an Assistant Attorney General in the Criminal Division of the Office of the Florida Attorney General practicing appellate law. Currently, Bishop handles civilian cases through the State Attorney's Office in St. Augustine, Florida. "I have always been a firm believer that no matter what education and experience one pursues after college, the foundation built as an undergraduate has the most profound impact on the individual", he says.

### *MCS ALUMNA CREATES MEDIA FOR COLLEGE OF EDUCATION*

Ever since **Kelli Gemmer** could remember, she wanted to write. Feeding her hunger for storytelling, Kelli spent her high school years putting together the yearbook. When college rolled around, she transitioned seamlessly into Florida State with dual majors in Media Communication Studies and Editing, Writing and Media. During her time as a research assistant with Professor Davis Houck, Gemmer unearthed Stanford University's Project South interviews containing transcribed meetings and interviews with Civil Rights workers in the South, recorded by several Stanford students affiliated with the campus radio station KZSU during the summer of 1965. The Monday after graduation, Kelli started her new gig as a Media Specialist for the FSU College of Education. In her day-to-day, she handles alumni relations, social media management and event coordination.



*Check out full stories at [news.cci.fsu.edu](http://news.cci.fsu.edu)*

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## *SCHOOL OF COMMUNICATION ALUMNI*

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### *ALUMNA FUNDRAISES FOR BARBARA BUSH FOUNDATION*



After graduation in 1988, **Christina Taylor** worked for eight years as an on-air DJ for companies like Cumulus Radio and Clear Channel Communications. She also worked as a sports producer for NASCAR, presented to over 100,000 people and produced the St. Jude. Telethon. After nearly a decade in broadcasting, Taylor began volunteering with the American Red Cross and the Salvation Army, meeting a range of connections in the Tallahassee area. In 2014, Christina was hired by the Barbara Bush Foundation for Family Literacy, which raises funds for literacy organizations.

### *ALUMNA MANAGES SOCIAL MEDIA FOR NFIB*

**Sydney Smith**, alumna of the College of Communication and Information, is working for the National Federation of Independent Business as a Social Media Marketing Manager, an entity representing small and independent businesses around the country. Sydney spends her days in the Washington D.C. office organizing NFIB's corporate Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest and Instagram accounts, boasting hundreds of thousands of followers. Working hand in hand with the marketing team, Sydney works to define promotion campaigns, paid-advertising and events.



### *MEET ALUMNA CELESTE EBERHART, SOCIAL MEDIA @ NETFLIX*



Since graduating from Florida State with two degrees in Public Relations and Integrated Marketing Communication, **Celeste Eberhart** has taken the interactive marketing world by storm, working in New York City, Argentina and now in Los Angeles at Netflix as a Social Media Manager. She interned during her studies with FSView/Florida, Capital Medical Society, Zubi Advertising and the GOAL Project. She also completed a Hispanic demographics and psychographics paper on social media, Hispanic Cultural Themes & Marketing Insights from Recent Popular Latin Music, from the Hispanic Marketing Communication program.

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## *SCHOOL OF COMMUNICATION ALUMNI*

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### *MEET TWO TIME ALUMNA JORDAN WENCK*



2011 B.S. Information, Communication and Technology (ICT) and 2012 M.S. Integrated Marketing Communication (IMC) alumna, **Jordan Wenck**, is thriving in all aspects of digital marketing and social media in Atlanta, Ga. The current Digital and Social Marketing Manager at Bridgestone Golf creates content for all social platforms, manages the website, email communications, digital media placements, and supervises ecommerce. The Sarasota, Fla. native was raised playing golf, and feels fulfilled to work for the sports manufacturing company after an exciting experience at The Coca-Cola Company.

### *ALUMNI DEBUTS FILM AND BOOK ON FLORIDA NATURE*

What do you get when you combine the talents of an Emmy-award winner's son and a degree from FSU Media & Communications Studies program? Something amazing. The impetus for film and book "Coastal Dune Lakes: Jewels of Florida's Emerald Coast" was rooted in **Nic Stoltzfus's** father, Elam Stoltzfus, Florida State Communications/Media 1988 alumnus, who began the preliminary stages of filming and writing in 2007. Seven years later, the duo have completed their work on the coastal dune lakes along the Emerald Coast, running from Panama City to Pensacola, Fla.

### *MEET ALUMNUS ED STEPHEN: CNN EXECUTIVE LEADER*

While studying Communications at Florida State in the early 1990s, **Ed Stephen** worked at local TV stations WCTV and WFSU. Stephen has been with the Cable News Network (CNN) since 2000 and served as the Vice President of Marketing and Contracts for seven years. In 2007, Stephen was promoted to his current position, Senior VP and General Manager of CNN Newsource. His strategic plans open up CNN's resources to his groups and affiliates, while his businesses deal decisions impact the future of CNN Newsource.

### *GRAD JENNY KNIPE INTERNS WITH RACHAEL RAY SHOW*

**Jenny Knipe** was looking for an internship to boost her resume. Graduation was two semesters away, in spring 2015, and she knew she needed experience to make her an attractive hire post-grad. She landed an internship with Edelman, the world's largest public relations firm, and moved to New York City. While there, she worked with Dove and met with a senior producer for the Rachael Ray Show—landing yet another rewarding internship before graduation in Fall 2015. On a daily basis, you can find Jenny picking up food for the show and running errands for various departments. On a filming day, she works with either Production or Audience, drafting segments or welcoming guests.



*Check out full stories at [news.cci.fsu.edu](http://news.cci.fsu.edu)*

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# *SCHOOL OF COMMUNICATION ALUMNI*

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## *MEET ALUMNA & LECTURER MARGOT SUSCA*

**Margot Susca** has been a full-time professorial lecturer at American University's School of Communication in Washington, D.C. since August 2013. She teaches courses in digital journalism and reporting; code; journalism ethics; children, youth and digital culture; and media writing. In February 2015, Margot began an additional role as Program Director of the School's Interactive Journalism weekend master's degree program, which offers intensive multimedia and data training to graduate students interested in journalism regardless of previous professional or educational background.

## *MEET ALUM JULIO VALERIANO*



Since graduating with a degree in Integrated Marketing Communication in 2010, **Julio Valeriano** has made his mark in the Public Relations industry in Washington, D.C. With more than five years of experience, Valeriano

provides effective strategic communication, media relations and integrated marketing support for brand marketing, corporate, healthcare, public affairs and technology industries like DuPont and Pfizer. He has led and executed high impact media on behalf of the Government of Peru for the recent 20th session of the Conference of the Parties to the UN Framework Convention on Climate Change (COP20). "The IMC program taught me that to remain relevant in today's global workforce, we have to embrace change, constantly re-invent ourselves," Valeriano says.

## *ALUM DEBUTS RENEGADE RUNNER*

Last October, recent Communications, Media Production and Business alum **Bryant Joseph** developed Stadium Runner, a concession delivery system for Florida State University athletic events. This semester, Joseph and co-founder, Connor Grady, have launched Renegade Runner, an on-campus food delivery system that sells from vendors on campus. It is a partnership with Seminole Dining and is an exclusive brand to Florida State University.



## *ALUMNA TAKES ON THE FAMILY BUSINESS*



If you told **Rebecca Post** in 1997 that she'd end up running her family insurance company, Post Insurance, she probably wouldn't have believed you. The two-time graduate of Florida State with a Bachelor's in Communications and a Master's in Communications and Rhetorical Theory has worked in the Florida Governor's Office, helped a fundraising campaign for Al Gore and worked with floral carrier Armelli Express Lines. When asked about running an insurance company and if she ever imagined this would be her career, Post's response was simple and quick: there is nothing more important than family.

# COMMUNICATION SCIENCE & DISORDERS



## UNDERGRADS BRING THE GIFT OF HEARING TO GUATEMALA

SCSD faculty members **Selena Snowden** and **Halle Van Oss** led a team of 10 students during an audiology mission trip to Panjachel, Guatemala. The eight day trip included hearing evaluations, hearing aid fittings and construction on a home for an indigenous woman and her family. The group ran an audiology clinic for the first two days in the town of Solola. The clinic continued on the third day in Panajachel. During the trip, around 100 hearing evaluations and 34 hearing aids were fit. The final days were dedicated to construction, where the group dug a hole for a septic tank, hand crafted metal rods and hand mixed concrete for the home.

*“It was a life changing experience that I’ll remember all my life.”*

*- Kasia Baginski*

*Check out full stories at  
[news.cci.fsu.edu](http://news.cci.fsu.edu)*

## DZ RAISES \$14K FOR CLINIC

**Delta Zeta sorority** presented a check for \$14,844.14 to the L.L. Schendel Clinic, raised through their philanthropy event, Hamburgers for Hearing. The sorority has pledged to raise \$50k over five years and has raised \$29,119 in the first two years. The clinic provides services that improve communication abilities and offers an unparalleled clinical environment for students in the school’s program.



## NSSHLA RECOGNIZED AT ASHA CONVENTION

**FSU NSSHLA**, the National Student Speech-Language-Hearing Association, boasts 120 members with around 80-90 active members, according to Eric Curkan, NSSHLA President. ASHA, the American Speech-Language-Hearing Association, held the 2014 Annual Convention of the American Speech Language Hearing Association, in Orlando on November 22-24, 2014. The chapter was recognized for “Chapter with most submissions to NSSHLA and ASHA awards, scholarships, and grant competitions” and was 1st runner-up for “Chapter with most students registered for the ASHA Convention.”

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# COMMUNICATION SCIENCE & DISORDERS

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## MEET GRAD STUDENT TERESA CARMEDELLE



**Teresa Carmedelle** was six years old when she had her first interaction with speech-language pathology. "My younger sister was diagnosed with childhood apraxia of speech," she shared. "Having seen the impact speech pathologists had on my sister's life, as well as my brother who experienced disfluency at a young age, I was drawn to the positive effect this profession has." Last year, Teresa graduated from the Communication Science & Disorders program and is currently a first year graduate student. Her undergraduate research, "Reliability of a Binary Perceptual Rating Scale of Global Speech Features in Dysarthria" was presented at the 2015 ASHA Convention under Dr. Kaitlion Lansford.

## UNDECLARED TO MD ANDERSON: MEET ALUMNA JAIMIE PAYNE

How does one go from being an undeclared sophomore to working for MD Anderson, one of the most revered cancer hospitals in the world? **Jaimie Payne** answered an ad seeking a tutor for a special needs teenager in the Center for Civic Leadership and Education newsletter. In October of 2007, Jaimie started tutoring John Howard twice a week. It quickly turned into five days a week and some weekends and within those days and hours, Jaimie Payne found her calling. "I really found purpose and love in what I did everyday working with John Howard," she said. Once in the School of Communication Science and Disorders, Jaimie flourished. She wrote an Honors thesis under the direction of Dr. Carla Wood. Her thesis, "College Students' Perceptions of Attributes Associated with Autism Spectrum Disorders," is being published in Communication Disorders Quarterly this year. During her graduate studies, she worked as a teaching assistant for the Distance Learning Program and was a recipient of the William G. and Alma Anderson Scholarship for her academic excellence and interest in aphasia. In addition, she served on the Student Leadership



Council within the College of Communication and Information. After putting in her time in the student clinic, Payne jumped into work as a graduate student clinician at Tallahassee Memorial Rehabilitation Center and Archbold Hospital. During her final summer, Jaimie worked with cancer patients undergoing chemotherapy, radiation and extensive surgery at MD Anderson Cancer Center Orlando. When she graduated in August 2013, she didn't have a job lined up – "Everyone looked at me like I was crazy on graduation day," she shared. "I was waiting for a job in a hospital and all of my peers had other jobs lined up." Once again, Jaimie's unconventional route paid off – big time. Two months later, she accepted a job offer at the top cancer hospital in the world – University of Texas, MD Anderson Cancer Center in Houston, Texas.

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# SCHOOL OF INFORMATION STUDENTS

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## MLIS STUDENT NAMED DIVERSITY SCHOLAR



**Alvarez Tarver**, MLIS student in the School of Information, has been named a 2014-2016 Initiative to Recruit a Diverse Workplace (IRDW) Diversity Scholar by the Association of Research Libraries (ARL). Tarver received her Ph.D. in Curriculum and Instruction from the University of Florida in

Spring 2015. Her doctoral dissertation, "A Latina Critical Race Study of Embodied 'Nice' White Supremacy in Teacher Education and Researcher Preparation," examines how white racial identity and its supremacy create institutions that prioritize these needs. As a K-12 teacher, a PhD researcher and a doctoral student in a teacher education program Tarver became inspired to conduct research about white supremacy's iteration in teaching education and research preparation.

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## COMELLAS DEFENDS THESIS



In pursuit of her Master's in Library Science, student **Katy Comellas** decided to research the representation of death in award-winning children's books. Comellas found that

between the United States, Australia, Canada and England - Australia had the most titles and varied depictions of death. In the United States, just two books about death have won the Caldecott Award since 1937. Her thesis delved into death education for children and was successfully defended on November 4, 2014.

## ISCHOOL RANKED #20 IN NATION

The School of Information's online Master's degree program in Information Technology is ranked #20 in the nation and #13 among public universities on the **U.S. News & World Report's 2015 Best Online Program Rankings**. Since its inception three years ago, the program has been completely online and prepares students for modern careers in networking, web development, data management & user experience.



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## CONWRIGHT SHINES ON THE COURT AND IN THE CLASSROOM

Class of 2015 Information, Communication and Technology (ICT) major, **Maegan Conwright**, is savoring her last year as a Seminole while playing in her final season with the Florida State University Women's Basketball Team. She hopes to work in the sports industry for ESPN, Nike, or a professional or collegiate athletic team. Maegan is involved in the Student Athletic Advisory Council (SAAC) and serves as a member with other student athletes.



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# *SCHOOL OF INFORMATION STUDENTS*

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## *DOCTORATE CANDIDATE ABIGAIL PHILLIPS NAMED YALSA BOARD FELLOW*

Doctoral candidate **Abigail Phillips** has been recognized as the 2015 YALSA Board Fellow for the American Library Association. Phillips is a third year doctoral candidate in Information Studies, who returned to Florida State after receiving her MLIS in 2008 and then working as a librarian for four years. YALSA, Young Adult Library Services Association, selects one Board fellow per term, making the selection a prestigious honor. A division of the American Library Association, YALSA focuses on expanding library services for teens aged 12-18, as well as holding three annual conferences and boasting more than 5,200 members. "I'm excited to work with other librarians who share my enthusiasm," Abigail said.



## *IT LEADERSHIP STUDENTS PARTNER WITH LOCAL K-12*



Students in the Spring 2015 **IT Leadership class** have been busy engaging the future IT workforce of Florida, talking about Information Technology (IT), Information Communication & Technology (ICT), STEM careers, and the College of Communication & Information. Each semester, students partner with various schools to offer support, training, and career advice to Leon students.

One of the schools that saw frequent visits was Gilchrist Elementary. According to Rachel Webber, Gifted Teacher at Gilchrist, "I have been so impressed with how well the FSU leadership team interacted with my class to enhance their knowledge of various technologies; they encouraged inquiry and investigation from the students; I had students spending their free time on the weekends creating Excel spreadsheets and making Prezis!"



Saturday information sessions on coding, game design, iMovie, photoshop, hardware, and cyber safety were held for local Girl Scouts, and a future session for Gilchrist Elementary School is scheduled. Amanda Lee coordinated the Girl Scouts event with Justin Tadlock. She said, "It was great to see their little light bulb go off when they figured out how to make Elsa spin in a circle, put in titles and transitions into their movies, or change the color of a flower in Photoshop."

*Check out full stories at [news.cci.fsu.edu](http://news.cci.fsu.edu)*

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## *SCHOOL OF INFORMATION ALUMNI*

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### *HACKER FOR GOOD: ALUMNUS CHRIS TRUNCER*

Alumnus **Chris Truncer** is a White-Hat hacker belonging to a community of professionals that turn the malicious connotation of hacking on its head. He breaks into companies to steal data, then shows the company different flaws that were exploited in the process and how they can be fixed. The IT program at Florida State inspired him to work in computer security and helped him secure systems administrator positions, leading to his current job at Veris Group, LLC. At the company, he works with clientele in Fortune 500 corporations and Federal Agencies to achieve solutions to cyber challenges. While earning his undergraduate degree in 2006, Truncer worked as an IT Specialist at Florida State University.

### *ALUMUS THRIVES IN IT*



Alumnus **Zach Heng** (B.S. IT '07) is taking D.C. by storm, working at Deloitte Consulting as a Technology Consultant. For the past two years, he's worked with federal health and civilian sectors to implement functional testing and application delivery. His current engagement is with the US Postal Service, working to implement process improvement frameworks. When he's not working, Heng is an avid foodie, with almost 300 reviews on his Yelp account. He's been known to travel long distances just to find a good eat.

### *ACROSS THE SEA: MEET ALUMNUS DENNY WINGASSEN*

The life change from high school to college can be overwhelming. But, what if you finished high school in Germany and then pursued college in the United States? German native **Denny Wingassen** moved to the United States and attended Broward College for a year before transferring to Florida State in January 2008. Pursuing Information Technology with tracks in Networks & Security and Health Informatics, Denny interned at Tallahassee Memorial Hospital to improve operating efficiency. Following graduation in summer 2011, Denny started working with Deloitte & Touche as an IT Auditor and transitioned to Citigroup as a Senior Ethical Hack Analyst.



### *ALUMNA CREATES SCHOLARSHIP TO HONOR TEACHER, MENTOR AND FRIEND*



**Elaine Crepeau** (B.S. '72, MLIS '73) met **Dr. Martha Jane Zachert** during her studies at Florida State's School of Information. "She was very innovative, doing types of library education that took other schools 20 years to put into their curriculum," she recalled. Dr. Zachert, who taught library science at FSU for 20 years, left a lasting impression on Crepeau and the two stayed in close contact through

the years. This Spring, Crepeau created the Dr. Martha Jane Zachert Endowed Scholarship in tribute to Zachert's accomplishments. The scholarship will be awarded to graduate students pursuing a degree in Library and Information Studies. Zachert was honored at the 2015 Honors & Awards Ceremony.

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## *SCHOOL OF INFORMATION ALUMNI*

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### *ALUMNUS AWARDED F. WILLIAM SUMMERS AWARD*



**Kevin McLean Davis** has been chosen by the Florida State University School of Information as the recipient of this year's F. William Summers Award. The Summers Award is given annually to an outstanding master's or specialist alumnus who graduated during the

past calendar year. Named in honor of F. William Summers, who was a graduate of Florida State University with a distinguished career in the field of library and information studies.

### *ALUMNUS TURNED ENTREPRENEUR*



**Erik Hazzard** recently published his follow-up book, *OpenLayers 3 Beginner's Guide*. The book talks about maps, GIS and web programming and will be available in February 2015. In late 2011, Hazzard moved to sunny San Francisco to be the lead developer for Visual.ly, a data visualization startup and later co-founded his own startup, Outline.com. Outline dissolved in 2014 and the duo took on their second project, Five Labs. Five Labs uses machine learning to analyze a user's Facebook wall posts and generates a personality based on the way a user expresses themselves online. Within ten days, Five had over 200 million unique profiles.

### *ALUMNUS MICHAEL HELFRICH LANDS GIG WITH GOOGLE*



The month of December 2014 was a whirlwind and dream come true for technological guru and Information Technology undergraduate, **Michael Helfrich**. He was offered a position as a Corporate Operations Engineer

at Google, and his acceptance lead him to New York City in quest of revolutionizing the technological movement. "Running my own business, HostHoarders, and taking classes like IT Leadership were extremely beneficial to me," he explained. His internship experience at BlueVM Communications and the Datamaxx Group enriched his skillset in virtualization, server management, Linux and Windows.



### *ALUMNA IN TECH: GINA MINKS-ROSENTHAL*

2001 Information Studies alumna, **Gina Minks-Rosenthal**, has migrated her way through the technology industry over the past fourteen years and recently landed a job at Dell. Minks-Rosenthal transferred to Florida State University from Okaloosa Walton Community College and began interning at the FSU Career Center and founded the American Indian Student Union. She was later hired at the EMC Corporation and the Harvard Smithsonian Astrophysical Observatory. Currently, Gina is a Product Marketing Manager for AppAssure, one of Dell's core backup and recovery products.



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## *SCHOOL OF INFORMATION ALUMNI*

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### *ICT ALMNUS, RECORD LABEL MANAGER: JUAN SANCHEZ*



2013 Florida State University Information, Communication and Technology alumnus, **Juan Sanchez**, is resonating talent in the music business industry in Miami, Florida. The Studio Project Manager & Label Manager at

Art House Records develops and runs integrated marketing communication campaigns for some of the most prominent up-and-coming artists in the industry—such as Juan Pablo Vega, and Brika—and oversees the physical and digital distribution of their work and others.

### *ALUMNUS DEBUTS FINANCIAL PODCASTS*



Information Technology graduate, **Todd Lahtinen**, is coalescing his passions of finance and technology through his own personal audio series, Fin-ology, with brother Kyre Lahtinen, and colleague, Stephan Shipe, as a hobby in conjunction with his

job. The installments feature open-ended discussions about financial and technological feats and downfalls within the cycle of the modern market, and a couple casual conversations in between.

### *ALUMNUS ADVANCES TO GENERAL MOTORS*



2007 IT & Computer Science alum, **Demetrius Brown**, has made recent advancements in his career. After working for the Florida Center for Reading Research (FCRR) for seven years, Brown has joined the workforce at General Motors (GM) as a Quality Assurance Analyst. Demetrius graduated in Summer 2014 with a Master's in IT and bright prospects ahead. Brown is enthused about his transition to General Motors and will oversee all software testing—including functional, regression and system testing of projects, bugs and enhancements— and will troubleshoot production issues with the GM Enterprise Database Warehouse.

### *ALUMNA WENDI CANNON RUNS IT FOR COLLEGE OF MEDICINE*

**Wendi Cannon** stepped foot on Florida State University's campus in 1997 – and she's still here! Once a student, Wendi is now a thriving IT Professional, working at Florida State's College of Medicine as the Associate Director of Information Management. Today, Wendi leads a team of six that focuses on mission-critical services such as application development, database administration, website and SharePoint administration, statewide videoconferencing infrastructure and media production. When she isn't helping the College of Medicine run smoothly, Wendi is co-chair of the 2015 Information Technology in Academic Medicine Conference to be held in June in San Diego and the incoming co-chair of the Association of American Medical Colleges (AAMC) Education Technology Work Group.



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## SCHOOL OF INFORMATION ALUMNI

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### MLIS ALUMNA NAMED NEW MEXICO STATE LIBRARIAN



Starting in June, School of Information graduate **Kathleen Moeller-Peiffer** will be the newest leader of the New Mexico State Library. A few years ago, she was selected as the VP/President Elect of the Association of

Specialized & Cooperative Library Agencies, which is the destination for ALA members to find information and help their specialized library populations. After she graduated from Florida State with her MLIS degree in 1977, she worked in the public, school and academic library sectors.

### ALUMNA PUBLISHES YOUNG ADULT NOVEL



**Lauren Gibaldi-Mathur** is a 2005 MLIS graduate, librarian, mom and a soon-to-be published author with HarperCollins. The Orlando-based writer is the Branch Librarian at the Orange County Library System's Alafaya branch. On lunch breaks, days off and during nap time— she is a young adult (YA) writer. Her first book, *The Night We Said Yes*, and its companion novella, *Matt's Story*, will be available this summer with a third novel slated for summer 2016.

### ALUMNA LEADS FSU SCHOOLS LIBRARY SYSTEM

Mix a Bachelor's in English, a Master's in Public Administration and a Master's in Information Studies – School Media and what do you get? The recipe for a fantastic librarian, like iSchool alumna **Jennifer Underhill**, the School Librarian at Florida State



University Schools, the Developmental Research School at Florida State University. Since 2007, Underhill has supervised the K-12 school's library and all library programs. With two full-time library assistants under her supervision, she teaches classes to all grades on reading strategies, information literacy skills and more.

### ALUMNA LANDS LIBRARIAN JOB AT AUBURN



2013 Master of Science in Library and Information Studies (MLIS) graduate, **Mary Turner**, has let her imagination soar at the Auburn Public Library in Auburn, Ala. through planning displays and cataloging bibliographic items. The former B.S. Political Science undergraduate

became inspired by librarianship while in Gambia, West Africa with the US Peace Corps in 2004-2006. She discovered a passion for helping people learn and achieve—and wanted to make a career out of it.

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## *SCHOOL OF INFORMATION ALUMNI*

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### *TARHONDA HARVEY LAUNCHES KLOMIO GLOBAL*



Since graduating with her IT degree in 2002, **TaRhonda Harvey** has become a Six Sigma Yellow Belt, A+ Certified, Network+ Certified, Microsoft Certified Professional, Microsoft Certified Systems Engineer and continues to expand and explore her knowledge

with technology in the industry sector. After earning her M.S. Business Management from Nova Southeastern in 2006, TaRhonda launched Kolmio Global, LLC to help businesses build their brand and website.

### *MLIS ALUMNA INTERNS WITH U.S. FDA*



Serving as the Virtual Digital Curation Intern for the U.S. Food and Drug Administration (FDA), **Brittney Farley** enjoys the challenge and meticulousity of managing information. The recent Spring 2015 collects

metadata and summarizes researchers' information at the Center for Devices and Radiological Health (CDRH). Farley contributes to a range of presentations– from implantable medical devices to research on carcinogenic risks using Dublin Core elements and Subject Headings from the Library of Congress.

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### *MLIS ALUMNA NAMED UNIVERSITY LIBRARIAN AT COLUMBIA*

**Ann D. Thorton** is no stranger to the College of Communication and Information. She graduated from the MLIS program in 1994 and was honored as the School of Information's Distinguished Alumni in 2013. Previously, she was director of the New York Public Libraries, the largest public library system in the world. After fifteen years with NYPL, Ann was named University Librarian and Vice Provost at Columbia University in New York. She will help integrate the priorities of Columbia's academic units with the activities of the University libraries. Thorton will also be working to strengthen channels for student input and focus on collective efforts. In her career, she has published and spoken widely about the nexus of research, teaching, learning and leadership.



### *ALUMNUS MANAGES PROJECTS AT NEWELL RUBBERMAID*



When project management and information technology mix, a world of job opportunities opens. After transitioning from Business Management to Information Technology during his undergrad, **Blake Bieber** worked at a local IT consulting firm before graduating in 2007. Eight years later, Bieber is a Senior Manager of the Project Management Office with Newell Rubbermaid. In his role, he focuses on IT Project Management (PM) process improvement, IT Communications, IT Budgeting/Forecasting and managing the IT Project Portfolio. Bieber works alongside project stakeholders to complete ROI analysis to ensure alignment to the company and/or IT Strategy.

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# SCHOOL OF INFORMATION ALUMNI

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## ALUMNA REDEFINES TECH MANAGEMENT



After learning database structure, software engineering and programming from the Information Studies program in 2002, **Erin Kelley** worked persistently over the years

to become the owner of Simply Smart Technology (SST)– offering full technology management for small businesses. As a native of Tallahassee, Erin was influenced by her father and aunt’s jewelry and watch repair shop, where she used hand-me-down computers and reassembled accessories at an early age. Beginning in financial IT, Kelley was employed as a Technology Integrator for Accenture in Chicago, IL. In 2009, she left the high-frequency trading firm and launched SST, with clients across the country that range from dentists to law firms, even the Chicago Children’s Choir. SST holds one of the highest client retention rates in the industry, as all services can be cancelled within 30 days and require no contract. In 2013, Erin was honored with the MSP 250, which recognizes executives, entrepreneurs, experts and other industry leaders in the managed technology provider space.

## ISCHOOL GRADS ELECTED TO FACRL BOARD

Three alumni of the School of Information have been elected to the Florida Association of College and Research Libraries (FACRL) Board. **Christina Will**, (MLIS) Dean of Libraries at St. Johns River State College, will serve as Vice-President/President Elect 2015-16 year. **Bridgett Birmingham** (MLIS) has been elected as a Board Member for the 2015-16 year. **Patrick Reakes** (MLIS) has been elected as a Board Member for the 2015-16 year.

## ALUMNUS PROMOTED TO HELP DESK COORDINATOR



2014 B.S. Information Technology alumnus, **J.P. Marshall**, has adopted new responsibilities as Help Desk Coordinator at the College of Communication and Information (CCI) HelpDesk. He oversees day-to-day

IT support for the students, faculty and staff of Florida State University CCI. The HelpDesk handles the complexities of both Apple and Windows operating systems– from system crashes, viruses, to frozen monitors, and software updates. Students and faculty can also contact the HelpDesk for accessibility into the FSU iSpace, where they can create and manage MySQL databases, form websites, and backup computer data.

## MLIS ALUMNA AWARDED TAKESHI MUROFUSHI AWARD



**Jennifer Wood**, graduate of the School of Information MLIS program and current doctoral student, was awarded the Takeshi Murofushi Research Award. The \$500 award will help Wood fund her research project, School Librarians’ Access, Selection, Storage and Use of Digital Resources: An International Perspective. In pursuit of her doctorate in Information Studies, Wood would ultimately like to pursue academia or opportunities in education-focused organizations such as PBS, Discovery Learning and the Smithsonian.

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## *SCHOOL OF INFORMATION ALUMNI*

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### *ISCHOOL ALUMS SUCCEED AT PUBLIX SUPERMARKETS*

Ah, Publix. Where shopping is a pleasure. Turns out, working there is a pleasure too. Four alumni and a current student from the Information Technology program have found success at Publix. Some started as store associates, others joined the Information Systems sector straight out of school. Through different roles, **Scott Tillett**, **Jonathan Knight**, **Jason Emmer**, **David Belcher** and intern **Caroline Goodrich** have grown and will continue to prosper in the company. For the 18th consecutive year, Publix has been honored as one of FORTUNE magazine's "100 Best Companies to Work For".



CAROLINE  
GOODRICH



DAVID  
BELCHER



JONATHAN  
KNIGHT



JASON  
EMMER



SCOTT  
TILLET

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### *ALUMNUS PROMOTED TO SYSTEMS PROGRAMMER AT PUBLIX*

Information Technology alumnus, **Chris Harrison**, is approaching his five-year anniversary with Publix Super Markets, following a recent promotion to Systems Analyst Programmer. The 2010 graduate of the College of Communication and Information is also in pursuit of an M.S. Information Technology and Innovation at Florida Polytechnic University, beginning this fall "One of the best things about my job is that no two days are ever the same. There is always something new to analyze, especially with the ever-changing technology," Harrison said. Prior to his promotion, Harrison troubleshoot application issues, completed performance testing, developed and maintained PowerShell install scripts for middleware components used to help build application servers. Harrison is an integral part of the Enterprise Applications and Services Team at Publix.



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## *SCHOOL OF INFORMATION ALUMNI*

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### *IT STUDENT TO CYBERSECURITY ANALYST AT BOEING: MEET ALUMNUS MATT HOWARD*



A few months before graduation in 2012, **Matthew Howard** made a list that most almost-graduates make. The “dream company” list had a handful of names on it, companies like Apple and Boeing topping the list. The Information Technology undergraduate was inspired by his Web Development course with Program in Interdisciplinary Computing (PIC) with Ken Baudalf. “I thought it was really cool that I could type out some HTML and CSS, and create a website as my end product,” he shared. When graduation loomed, Matthew started applying for jobs on his dream companies list. Beating the competition, He was directed towards Boeing’s IT Career Foundation

Program. He applied, flew out to Seattle for an interview and began work in the IT Systems Engineering rotation. The company’s duality between Defense and Commercial airlines is a mix that makes for an interesting work day– including the design and manufacturing of rotocraft, rockets and satellites. Matthew has risen through the ranks at Boeing, working as a Functional Analyst, Network Architect, and today as a Cyber Security Analyst.

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### *ALUMNA IMPLEMENTS HEALTH INFORMATICS IN UK*

This past May, **Christina Hecht** walked across the stage at a graduation ceremony at Florida State. Armed with a Bachelor’s degree in Nutrition, Christina was ready to take on the world. In the end, it would be her minor in Information Technology and her certificate in Health Informatics that took her across the sea to the United Kingdom. Today, Christina lives in London while working for the Safe Sociable London Partnership. As an Alcohol and Data Project Intern, she works on projects that reduce alcohol-related harm at the local and regional level.



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### *ALUMNUS SOLVES PROBLEMS AT FLORIDA MAC*

Meet **Ben Early**, former CCI HelpDesker and Problem-Solver extraordinaire. While earning his bachelors in Information Technology, Ben began working as a technician for the CCI HelpDesk and his career interests suddenly changed. After graduating with his Bachelor’s, he immediately began work on his Master’s in Library and Information Studies, where he was also employed as a Graduate Assistant at the Goldstein Library. Ben is currently working as a consulting technician at FloridaMac, a locally owned computer repair firm in Tallahassee offering computer repair and maintenance “at the most affordable rates in town,” and he is thriving: “I love the amount of day to day problem solving that I get the opportunity to do.”

*Check out full stories at [news.cci.fsu.edu](http://news.cci.fsu.edu)*

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## *SCHOOL OF INFORMATION ALUMNI*

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### *FROM KENYA TO WASHINGTON: MEET ALUMNA LEAH HANNAFORD*



Can one sentence change a life? Spark a career? **Leah Hannaford**, the resident Open Education Librarian at Centralia College in Washington, is proof that it can. Now an alumna of the School of Information, Hannaford's journey towards librarianship started in Africa. In the Army for eight years, the staff sergeant was deployed to the Horn of Africa, where she served in military information and support operations. It came naturally to her, using linguistic and organizational skills to assist Somali war refugees, designing information products, preparing radio broadcasts and connecting displaced people with vital information. An application to Florida State's MLIS program and she was on her way. Hannaford completed her degree via distance learning while on active duty. Choosing to complete a Master's thesis, she explored

information seeking behaviors of veterans of Operations Iraqi and Enduring Freedom. Today, Hannaford works as an academic librarian leading an open education initiative. Rather than working with traditional books, she works with professors to create and locate free, educational content that is available to the public.

### *ALUMNA AMY JOHNSON NAMED STATE LIBRARIAN*

**Amy Johnson**, alumna of the MLIS program, has been named the new state librarian and director of the Division of Library and Information Services for Florida. "I am a proud graduate of Florida State University's School of Information from December 1990," she shared. "I have many fond memories of classes with Dr. Clack, Dr. Conaway, and Dean Summers to name only a few." Johnson has worked in the Division of Library and Information Services since 2000 and has served as the chief of the Bureau of Library Development for the past three years. The division is responsible for the state library, state archives, state record-keeping and library development services/grants programs for public libraries throughout the state of Florida.



### *ALUMNA NAMED FACULTY TRAILBLAZER*

**Dania Bilal**, professor at University of Tennessee-Knoxville, has been named a Faculty Trailblazer. The professor of information science's research focuses on how children use information retrieval systems, such as Google, to find information. She received Master's degree and doctorate from the College of Communication and Information and joined University of Tennessee in 1997, later becoming one of the most cited authors in the world in her area of study.

### *MLIS ALUMNUS, STUDENT PRESENT AT MLA CONFERENCE*

In February 2015, **Sara Nodine** and **Patrick Fulton** presented at the Music Library Association (MLA) 2015 Conference. The duo's presentation, "Letting it Go!: the digital evolution of library outreach", detailed a reference series that was developed to increase awareness of library resources and services. The effort led to the creative integration of digital reference services into the classroom experience. MLA 2015 was held in Denver, Colorado and shed light on the development of music librarianship.