there's a new dog in town
Heading Into Next-Generation Design

Imagine a piece of artwork that comes to life with a wave of your hand. A sports arena with a digital window offering you a glimpse of the action taking place inside. Or a classroom of students captivated by an interactive, real-time view of a scientist’s groundbreaking findings.

How can you bend reality so that people can’t help but watch? That’s the kind of question that Tim Hunter, director of UConn’s new Digital Media Center, wants to answer with projects just like these.

Hunter and his colleagues are on a quest to instruct today’s students in the high-tech tools and technologies of digital media and design – an emerging field in demand across industries as diverse as video gaming, architecture, medical animation, and aerospace engineering.

What is digital media and design? According to Hunter, it encompasses everything from cutting-edge visual effects for television to the visualization of complex research to interactive displays inside brick-and-mortar buildings. Bringing together science, business, technology, and the arts, UConn’s Digital Media & Design Department will eventually offer BA, BFA, MA, and MFA degrees as well as four-course certificates.

Welcome to the New UCONN Magazine

We told you we were headed in a new direction. We pledged to reinvent ourselves. Flip through these pages, and you’ll find a different sort of UCONN Magazine. Much like Jonathan the husky himself, we’ve had a makeover of our own.

With this redesign, we wanted to liven things up. Give the magazine some unexpected edge. Bring on a fresh new look and a new approach to content, with a renewed focus on engaging you with compelling stories that reflect the attitude and energy of UConn.

When we announced last year that this redesign was in the works, I was happy to hear from numerous readers, offering suggestions for what we might improve. You asked us, for instance, to cover some of the latest major University initiatives. To play with some bold colors. To offer additional online content that would “make the reader part of the story.” We’ve tried our best to take your advice – on all of the above. In the coming months, we’ll even be working to release a digital edition of this publication, designed specifically for tablet devices.

For the moment, we invite you to explore a whole new UConn.

—Stefanie Dion Jones ’00 (CLAS), Editor UConnMagazine@uconn.edu

What does digital media and design look like? See for yourself at s.uconn.edu/digital, a video showcasing just a few of the visual effects that students in UConn’s Digital Media Center are now learning to produce.

big idea

Welcome to the New UCONN Magazine
leaders of the pack
The UConn Marching Band and UConn Drumline are drumming up more drama than ever on – and off – the field.

huskynania
The UConn Huskies take their spirit, strength, and athleticism up a notch, with updated athletics uniforms and a newly redesigned Husky logo.

state of the next generation
Despite the tremendous demand for qualified workers in the fields of science, technology, engineering, and math, less than half of college students are majoring in these disciplines. How is UConn partnering with the state of Connecticut to address the gap?

vantage point
Carol Masheter ’83 MA, ’88 Ph.D. gives a glimpse into the high-altitude odyssey that led her, at age 65, to become the oldest woman to climb the world’s highest peaks.

questions
Associate professor Morty Ortega knows that bringing students into the wild is essential to environmental conservation.

features

not your average joel
He runs a cooking school in New York City, appears as a guest chef on the “Today” show, and has starred in his own Web series. Joel Gamoran ’07 (CLAS), just 27 years old, is cooking up a seriously successful culinary career – with even bigger plans for the future.

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Despite the tremendous demand for qualified workers in the fields of science, technology, engineering, and math, less than half of college students are majoring in these disciplines. How is UConn partnering with the state of Connecticut to address the gap?

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The UConn Marching Band and UConn Drumline are drumming up more drama than ever on – and off – the field.
Morty Ortega grew up 12,000 feet above sea level in a now-abandoned copper mining town in the rural mountains of Chile. Today an associate professor in the College of Agriculture and Natural Resources, he continues to visit remote parts of the globe. In addition to returning to Chile annually to research the social behavior of large Patagonian mammals in Torres del Paine National Park, Ortega travels three times a year deep into the South African bush, where he brings groups of UConn students enrolled in his African field ecology course.

His three sons, as well as his wife, are all either alums or current students of UConn.

How would you describe your approach to teaching?

There are several things that I tell students: They need to take risks. They need to travel. They need to get to know this planet. I try to provide a positive message, especially when we talk about the environment. I encourage everyone to get to know the planet, because the more we know of it, the better we will do for it.

What happens when a professor takes his students out of the classroom... and into the wild?

How long have you ever gone without running water or electricity?

Two years, when I was in Patagonia, before I came to the States.

What is your favorite book?

I am always reading two or three books. The latest book I read was The Last Rhinos by Lawrence Anthony. It is one of my new favorites. Memoirs from Pablo Neruda, the Chilean poet, of the many books that I’ve read, those are two very important books for me.

What is your best travel advice?

Pack light. Do some planning, but not too much. Don’t overplan it, because if you do, you get frustrated when things don’t go your way. The completely open-minded, the locally sensitive to the culture, if you can speak the local language, even better. Always smile and be open to talk, and that’s probably going to carry you far.

Why is getting out of the typical classroom setting so important to your teaching?

The way that we’ve been taught since we were kids was that pretty much anything there is to learn is in books. Nowadays, people say anything that you want to learn about is on the Internet. Well, there are a few things that are not. The only way to learn about some of these things is to go out and see them. Until you see your very first lion in the wild, you don’t understand their magnificence. You may have seen them many times on TV on “Animal Planet.” You could have read about them in an ecology book about how a predator-prey relationship works. But the first time you hear a lion roaring or see a cheetah hunting, you will never forget it.

Where the wild things are

By Stephanie Dion Jones ’00 (CLAS)

Explore the South African bush through the eyes of UConn students who have traveled to a “classroom” like no other. Watch the video at s.uconn.edu/africa.

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In 2008, you received UConn’s Outstanding Faculty Advisor Award. How do you advise students on preparing for a career?

I tell them to think about a house. If you want to build a house, you come up with some sort of structure. You say it’s going to have this and this and this— including the little white picket fence outside. Now think about your college career in the same way. These four years are going to be the foundation. Every course you take is a brick. Every network you create is a brick. Every opportunity you have to do something in the field is a brick. After you have accumulated these bricks for four years, you can have a very solid foundation—or, you can have a really nice pile of bricks. It really depends on you.

Are you an optimist or pessimist when it comes to environmental conservation?

Optimist – 100 percent. This planet is too beautiful to just give up. We are always showing the obvious negative side of what we’re doing to the planet. Let’s look at the beautiful side. We really need to try to learn more about this planet. The more we know about something, the more we care.

If you could do any other job, what would it be?

An astronaut, so I could see from outside this beautiful planet of ours.

What is your favorite part of teaching?

Getting to teach with the students. Teaching is a two-way street. You teach concepts, but you learn from the students.

What is your favorite place in the world?

For me, there is not really any one place. I think every place on this planet is my favorite. If I had to retire, it’s probably going to be to about 20 places. Cape Town [South Africa] would be one of them. A couple of places in Patagonia. I’d have to keep moving around because there are too many beautiful places.

Prime Climbs

Carol Masheter ’83 MA, ’88 Ph.D. has been to the tops of the world. Last year, she became the world’s oldest woman, at age 65, to reach the top of every one of the highest mountains on each of the seven continents, known as the Seven Summits, plus Carstensz Pyramid in Papua, Indonesia. Despite her fear of heights and longtime battle with anxiety, Masheter decided to take on high-altitude mountaineering starting at age 50, in her struggle to overcome the grief and distress of losing her job, her long term relationship, and her mother—all within 18 months of one another.

Carol Masheter ’83 MA, ’88 Ph.D.
As we ascended week by week, camp by camp, our bodies adapted to higher elevations, and Everest’s summit got closer. The night we started our summit attempt, I squinted in the dark at the thermometer on my pack. It read minus 15 degrees Fahrenheit, warm by Everest standards. I felt lucky, even as my face turned numb. Several times as I labored up rugged, steep terrain, I smelled frying bacon. I was puzzled; no one would be frying bacon at an elevation above 27,000 feet. Slowly, a memory rose through my fogged mind. I had experienced a similar olfactory hallucination about 15 years ago, during another demanding event, a 26-hour, 76-mile hike through central Utah. I realized I wasn’t losing my mind; just hallucinating.

After many challenges and setbacks, I stood on Everest’s peak. The view from the top was magical, one that documentaries and photos do not fully capture; far below me, many of the world’s highest mountain tops floated like enchanted islands in a sea of clouds. I could have been on the summit 50 minutes or 50 years. I could not say. Time stood still.

TAKING THE NEXT STEP

People often ask why I climb. The otherworldly beauty atop the highest peak is one reason. In the mountains, I feel centered, focused, fully alive. And I have learned so much from mountain-eering — from breaking big problems into small, double steps to realizing that perceived enemies can be one’s closest allies.

Each mountain has its own challenges. On Everest, acclimatizing to the thin, cold air takes weeks of climbing up and down the mountain. Though Denali in Alaska is nearly 9,000 feet lower than Everest, there are no porters or yaks to help climbers carry gear. On Vinson Massif in Antarctica, extreme cold, exacerbated by wind, is the main danger. People have gotten lost and died in snowstorms even on Mount Kosciuszko in Australia, the lowest of the Seven.

I treat each climb as though it is my last. Now age 66, I see each climb as a gift. I plan to climb as long as I enjoy it and am not putting my fellow climbers at unnecessary risk. But taking the next step is always what is most important.

If you have an unfulfilled dream of your own, whether it is climbing the Seven Summits or just getting into better shape, come up with a workable plan. Then do something, no matter how small, toward making that dream happen. It might be as simple as making a phone call. Keep in mind, after all, that the second hardest thing is to start. The first hardest is to keep going.

Carol Masheter ’83 MA, ’88 Ph.D. is a former research chemist, university professor in human development and epidemiology, and public health epidemiologist. She recently retired to spend more time sharing lessons learned in the mountains and is now a full-time writer, author and speaker. Her first book, No Magic Helicopter: An Aging Adventurer’s Climb of Everest (Aventine Press, 2010), chronicles her preparation for and climb of Mount Everest, the world’s highest mountain, in 2008 at age 61. She is currently working on a second book. For more information, visit carolmasheter.com
Astronomy. Computer science. Chemistry. Advanced education in these and other fields of science, technology, engineering, and mathematics – collectively known as STEM – has perhaps never been in greater demand. Over the past decade, jobs in STEM disciplines have grown three times faster than non-STEM jobs, and STEM workers are earning 26 percent more than their non-STEM counterparts, according to the U.S. Department of Commerce’s Economics and Statistics Administration.

Yet the supply of qualified STEM workers remains a concern for U.S. businesses and for the country as a whole. While President Barack Obama has pronounced graduating 1 million additional STEM graduates over the next decade a national priority, fewer than 40 percent of students who currently enter college intending to major in a STEM field actually receive a STEM degree.

UConn, with the state of Connecticut, aims to change this. Early this year, Connecticut Gov. Dannel P. Malloy and UConn President Susan Herbst unveiled an ambitious new proposal designed to expand educational opportunities, research, and innovation specifically in STEM across the University.

"Time to act"

The $1.5 billion initiative, called Next Generation Connecticut, calls for greater numbers of STEM faculty, an increase in the number of enrolled students in the STEM fields, the establishment of STEM-focused research centers and institutes, and a larger number of STEM-related technology and research parks.

By Stephanie Reitz

Above: Melissa Jacques ’10 (ENG), project engineer at aerospace manufacturer Pratt & Whitney, is getting some of the world’s most powerful military jets up to speed. (See story, page 14.)
A high-powered performance example, only one of every seven engineers is female. In some areas where far fewer women than men currently hold undergraduate degrees; for non-STEM fields, according to the U.S. Bureau of Labor Statistics. It is also an area predicted to grow by 17 percent through 2018 as compared to 10 percent in a field poised for particularly positive developments. Jobs in the STEM fields are "to me, that personal connection," she says.

With a younger brother in the Marines, Jacques says that what she does for a living – working with military jet engines – has special significance. For Jacques, who plans to earn an MBA, serve as a certified project manager, and continue to work at Pratt & Whitney, there is – perhaps quite literally – nowhere for her to go but up.

"It is now Connecticut's time to act. We want to catch up to great states and leap ahead in key areas such as genomics, materials science, cognitive neuroscience, marine science, and digital media," Herbst said at a hearing held in March at the state Capitol in Hartford. "Next Generation Connecticut will make that happen, and this initiative will finally enable us to reach the top. Connecticut deserves to have a great top public research university that leads scientific discovery."

Specifics of the plan include the following:

• Increasing total enrollment by 30 percent. Of those, almost 1,300 would be STEM students, including 70 percent more engineering students. 

• Revolutionizing STEM infrastructure at the Storrs campus by building facilities to house materials science, biology, engineering, physics, and related disciplines. Aging infrastructure would also be updated to accommodate new faculty and students.

• Creating the nation's premier STEM honors program.

• Hiring 259 new faculty members in addition to the 290 already in the current faculty hiring plan. Of the 259 additional new faculty hires, 200 would be dedicated specifically to STEM programs.

"To make the most of this economic opportunity, Connecticut needs highly skilled, highly qualified men and women to be the STEM workforce of the future – and the University of Connecticut will produce the graduates who will be that workforce," Herbst says. "They will live here, work here, and help make Connecticut the place to catch up to great states and leap ahead in key areas such as genomics, materials science, cognitive neuroscience, marine science, and digital media."

Specifics of the proposal include the following:

• 259 additional new faculty hires, 200 would be dedicated specifically to STEM programs.

• 290 already in the current faculty hiring plan.

• 285,000,000,000 square footage that will house new labs, classrooms, and other researchers focused on personalized medicine.

• 240,000 square feet of space for collaborative work between the Jackson Laboratory and other researchers focused on personalized medicine.

• A Growing Hub for Personalized Medicine

$9,300,000 Grant money awarded by the NIH to UConn Professor Brenton Graveley for research focused on understanding the role of the human genome in disease.

Cost of the Human Genome Project, which unraveled the human genetic code in 2003.

$4.6 BILLION Value of NIH and other government grants and contracts for research received by the Jackson Laboratory in Fiscal Year 2011.

$56,800,000 Value of NIH and other government grants and contracts for research received by the Jackson Laboratory in Fiscal Year 2011.

$2.7 BILLION Amount of square footage that will house new labs, computational biology areas, and space for collaborative work between the Jackson Laboratory scientists, UConn, and other researchers focused on personalized medicine.

$286 BILLION Revenues generated per year in the U.S. by the personalized medicine industry.

$2.4 BILLION Cost of sequencing a human genome today.

$6,000 Number of personalized medical treatments that will one day be tailored to individual patients.

189,000 Increase in state personal income to be generated by Bioscience CT by 2037.

285,000,000,000 Number of square feet of space for collaborative work between the Jackson Laboratory and other researchers focused on personalized medicine.

230,000 Number of personalized medical treatments that will one day be tailored to individual patients.
Find him a place to cook – whether it’s a makeshift kitchen in the middle of a misty apple orchard or a hot plate in a dorm room – and, inevitably, Joel Gamoran ’07 (CLAS) will find a way to work his magic. In fact, the 27-year-old UConn alum is as relaxed leading gourmet cooking classes for discriminating New Yorkers as he is whipping up dishes before millions of viewers on NBC’s “Today” show. Combine all of that with his sparkling personality, bright smile, and effortless gift of gab, and – voilà! – you have a star in the making.

“I really, really, really want to inspire people and get them excited about food,” says Gamoran, who in 2011 returned to the East Coast, relocating from Sur La Table’s headquarters in his native Seattle to the company’s location in the Big Apple. “I would love to share that with the world.”

He is well on his way to doing exactly that. Teaching cooking classes at Sur La Table and appearing in its bevy of online product videos, Gamoran is also making media appearances locally and nationally – cooking things up on Live TV, from the “Today” show to “New York Live.” In addition, he has co-created and starred not only in a film nominated for a 2012 NYC Food Film Festival Award, but also in a beautifully produced, documentary-style Web series known as “Humbly Northwest,” which recently sold to a production company and could yet be purchased by a network.

For the high-energy chef, who dreams of having a cooking show of his own by the time he reaches 30, this is simply all in a day’s work – and he can’t get enough of it. As he good-naturedly asserts, “That’s what you do when you have a dream, right?”

MADE TO ORDER

“…”

Three Things Instantly Become Clear When You Meet Joel Gamoran ’07 (CLAS), Resident Chef at High-End Cookware Retailer Sur La Table: This Guy Loves Food. This Guy Loves People. And This Guy is Poised for Something Very Big.
Although that degree earned Gamoran entry into the Culinary Institute of America in Napa Valley and, by the age of 23, a prominent position as a restaurant chef in San Francisco, his rapid success somehow felt empty. “Bottom line is, when you’re cooking, you’re just staring at a wall a lot of the time,” he says. “You’re in the back of that kitchen, you send out the food, and you never even see the person’s reaction. So it wore on me – a lot.” He left the restaurant business behind, convinced he would quit cooking altogether – that is, until he landed a job as an instructor at Sur La Table in Seattle. It offered the perfect mix of meeting people and making food. “I was obsessed. You have no idea,” he laughs. “I would take any shift. I would cancel plans. I would just be so excited. I was totally reinvigorated.”

Quickly working his way up while still looking to break into the media world, Gamoran was then recruited to Manhattan, where he arrived about a year ago. Perhaps more in his element than ever before, today Gamoran shows no signs of slowing down. Yet he asserts that, without his alma mater, he would not be where he is today. “What was really amazing about UConn, for me, was how supportive they were, and how they gave me a chance to be here,” he says. “I’m here because of them.”

Over the next two years, Gamoran met with deans, professors, and advisors from across UConn to create a personally tailored degree program from scratch. Credit: Margaret Lamb – new senior associate director of the Honors Program – for her support, he shared UConn’s course catalog with chefs and restaurateurs in Connecticut and Seattle, asking them to identify classes they considered most essential. Gamoran enrolled in everything from accounting to nutrition and also spent a Study Abroad semester at a cooking school in Florence, Italy, graduating with an individualized degree in restaurant management – the first major of its kind at the University. “I’m so grateful, and I’m such a big fan of UConn because everyone was so flexible,” he says. “It wouldn’t have even gotten to phase one if people weren’t receptive to it.”

Get to know UConn’s celebrity chef-in-the-making. Plus, try one of his favorite recipes. Visit s.uconn.edu/joel.

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All over again, too, he is back to developing his own personal recipe for success, as it were. True to form, he follows no cookbook, simply experimenting with what inspires him most.

“I feel like this path is similar to the path I took at UConn, where there was no major,” he says. “There is no road to having a show on TV. You have to create it. And I feel like my whole life’s been like that. I’m just waiting for the ‘UConn’ out there to give me a chance, wherever they are.”
When this fall’s athletics season starts for the University’s 700 student-athletes, it will not only mark the beginning of the 2013-2014 season, but also the debut of a new look for UConn, from updated uniforms for the players and coaches of the Huskies’ men’s and women’s teams to a redesigned Husky logo.

The new look is part of a broader institution-wide branding and marketing program announced in April by President Susan Herbst that includes using “UCONN” as the primary wordmark of the University in all signage, publications, advertising, and marketing communications.

The Husky dog logo was developed with Nike as part of a review of all athletic team logos and marks, which in recent years had grown increasingly inconsistent on team uniforms, says Kyle Muncy ’92 (CLAS), assistant director of athletics for licensing.

“When we reviewed UConn’s sport programs, we saw that only five of the 24 were using the Husky dog logo on their current uniform,” Muncy says. “We had become an athletic department and a University that had so many different marks, it was difficult to determine what the brand was.”

BY KENNETH BEST
"The focus going forward will be UCONN, to the field and on the court,” Muncy says.

ness in competition that our program brings to the university of connecticut is in fact also a national stage to represent us on a daily basis,” Muncy says. UConn student-athletes wear the Nike logo that is supposed to be – powerful, aggressive, televisual events. Shaner says.

“Out the year in all sports and in nationally televised events. The uniforms will all look similar, consistent, and unmistakably UConn,” he says. "This logo is everything that a Husky is supposed to be – powerful, aggressive, determined," says UConn women's basketball head coach Geno Auriemma. "It’s looking right through you and saying, ‘Do not mess with me’. This is a streamlined, fighting dog, and I cannot wait to see it on our uniforms and court.”

What's in a Name?

From UCLA to Penn, numerous universities in recent years have been embracing shortened school names as their primary naming convention. According to recent university research, the University of Connecticut is in fact also widely known today by its shorter moniker. Last month, the University made it official, introducing a new custom watermark for the institution. Presented as “UCONN” in all capital letters, the watermark lies at the center of a new visual identity program recently adopted by the University.

While new uniforms will not be introduced until fall, a new UCONN watermark, along with the new Husky logo, is expected to appear in build-ings and facilities operated by the Department of Athletics in April.

Muncy says the new Husky logo is a reflection of comments by coaches and stu-dent-athletes who participated, along with a campus-wide committee with re-presentation from faculty, Student Affairss, and other administrative units, in the process of reviewing the branding and logos used in the Department of Athletics.

“The things that were talked about were enthusiasm, determination, and aggressiveness in competition that our program brings to the University of Connecticut, its students, alumni, and fans can identify with is important, and it’s just as important that our coaches and student-athletes identify with it, because they are the ones wearing it on a national stage to represent us on a daily basis.” Muncy says.

UCONN student-athletes wear the Nike brand of uniforms and footwear and, at the re-quest of the Department of Athletics, the comp-Any UConn campus Facebook fans, and here we’re a few of the answers!

WHAT'S YOUR FAVORITE PLACE ON ANY UCONN CAMPUS?

“’At the top of Horsebarn Hill, with a view of the campus, while hearing the church in the clock’.” — Beverly Sue Trush ’81 (CLAS)

To learn more about the University of Connecticut, visit uconn.edu/visuat.
“My favorite place on campus is the Jorgensen Center for Performing Arts. It is a unique building and music-making campus where I enjoyed a few plays and was conferred the MBA degree from the School of Business Administration in May 1993.”

—Trish E. Landis ’93 (MBA)

“The view of Avery Point from a sailboat out in Long Island Sound, and watching the sunset from our beach.”

—Gengal Garrison, ’13 (CLAS)

“I’ll never forget the night of my graduation, the month before I moved out of my parents’ house and moved to New Haven. It was my Senior Prom at the Jorgensen Center for Performing Arts.”

—Elizabeth Sistare ’13 (CLAS)

“My classmates and I were only 18, we were a bit overwhelmed, but they were so welcoming and kind and we had the best time! I always go back and visit my friends from that time. It’s 15 years ago this month!”

—Laurie Macha ’87 (CAnr), ’99 (CLAS)

“This photo is of the Avery Point campus. The view of Avery Point from a sailboat out in Long Island Sound, and watching the sunset from our beach.”

—Aaron J. Spicker

“Avery Point campus
Preparing to sail the M/V "Jenna."”

—UConn Magazine today.uconn.edu Spring 2013

“We want to hear from you! Share the milestones in your life with your fellow UConn alumni. Let us know what’s new.”

—UConn Alumni News & Notes

“Ayer School, 2386 Alumni Drive
Storrs, CT 06269

alumni-news@uconnalumni.com/ALUM
Submissions may be cited for clarity or length.

UConn Dairy Bar... brought my parents, family, and friends many times there, and the smiles on their faces afterwards were priceless.”

—Effie C. Sais, ’69 (CLAS)

“MacMahon – it’s where I met some of my best friends and my husband. Amazing memories! And the dining hall’s Blazin’ Red Fish was delish!”

—Margy Sullivan ‘00 (BUS)

“Homer-Babbidge Library: Many evenings spent cramming before midterms and finals … great conversations and intellectual discussions along with after-class discussions were ever there.”

—Carl E. Schmid ’65 (CLAS), ’68 (ED)

“The beautiful patio outside the Benton.”

—Hugh Bailey ’99 (BUS)

“The Art & Design Library was my study sanctuary.”

—Ashley Miele Delacruz ’16 (BUS)

“On the roof deck at the Jorgensen Center for the Performing Arts, my wife and I took in the Vineyard and the Sound.”

—UConn Museum of Art
Band geeks? Not in this place.

Turning up the heat at halftime shows with their thunderous percussion rhythms, commanding presence, and, yes, drumsticks set ablaze, the UConn Drumline brings yet another dimension of energy to the already powerful sound and spirit of the UConn Marching Band.

All Fired Up

Most recently, members of the UConn Drumline showed their skills off in their own UConn-themed rendition of Will Smith’s “Nod Ya Head” from “Men in Black II.” Check out the music video – entirely student-produced by the UConn Marching Band Media Team and featuring rapper Brian Thompson ’12 (CLAS) – at uconn.edu/drumline.
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For tickets: visit UConnHuskies.com or call 1-877-AT-UCONN.