

# PHOENIX FOCUS



YOUR ALUMNI CONNECTION

JULY 2009

[alumni.phoenix.edu](http://alumni.phoenix.edu)/[alumni@phoenix.edu](mailto:alumni@phoenix.edu)



## University of Phoenix Celebrates 20 Years of Online Education

Pro Snowboarder Earns Degree While Shredding the Slopes

25 Ways to Sabotage Your Job Search

Alumna's Research Helps Prevent Injuries and Saves Hospitals Millions

Congratulations! Alumni on the Move

ALUMNI | ASSOCIATION  
UNIVERSITY OF PHOENIX

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### published by alumni

## Letter from the editor

It's this time of year when we in Arizona begin to swelter from the intense heat. So, we thought it rather appropriate to profile our pro snowboarder alumna, Kimmy Fasani, and feature her on the cover as well. It gives us a little winter in summer—although it doesn't help much with cooling us down!

We have some exciting news for you in this issue. This year marks the twentieth year that University of Phoenix has been providing online education (page 8). Don't miss the story about our first online graduate (page 9), Dr. David Abarca (EdD 2008), who is proud to say he's "a Phoenix—times three." And, back by popular demand, our Alumni on The Move section (page 6). This is where you tell us your exciting news—whether it's a new job, a promotion or a new business. We'll feature it here. In addition, the College of Nursing has some exciting news to report (page 20), and a profile of alumna Suzy Scott-Williams (MSN 2004), whose evidence-based research is getting accolades from the medical community. And if you're on the job hunt—you want to be sure and read the article about the 25 ways you can sabotage your job search (page 10). There's some good advice everyone could use. If you'd like to attend an event that can help you build your career, be sure to flip to page 12 to learn more about these events that are being held around the country, and are hosted by University of Phoenix and CareerBuilder.

In addition to this news, there's more information and many more alumni profiles. I hope you enjoy this issue, and looking ahead, save the date as Homecoming 2009 will be held nationally at a campus near you on Saturday, September 26. We have some exciting events planned for alumni and the August issue will highlight the events, times and locations.

Join me in welcoming your new fellow alumni—Congratulations to the 3,000 plus graduates who went through online commencement on July 17 and 18 at University of Phoenix Stadium!

Take care,



**Alanna Vitucci, MBA/GM 2001**  
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COVER: Professional  
snowboarder and alumna  
Kimmy Fasani (BSB/MKT 2008)  
hits the slopes at Bear Mountain  
in Big Bear, California. Photo  
Credit: Chris Wellhausen

Corrections: The June issue featured  
the incorrect book title for alumna  
Regina Speights' book. The correct  
title is, *November 4, 2008*.

## alumni contributors



**Rose Murillo (BS/BM 2003)** began her career in human resources with The Gillette Company. Before completing her bachelor's degree in Business Management with University of Phoenix, she was offered an HR director position at the Los Angeles Mission, a downtown, non-profit rescue mission. She then decided to take the opportunity to create the first safety administrator position with Trader Joe's, overseeing safety program responsibilities for all stores and facilities nationwide. She is now happily settled back in human resources management for Vishay Transducers, a division of Vishay Intertechnology, Inc. She is also a wife, and the mother of 18-month-old, Joshua. You can read Murillo's story profile of alumna Laura O'Flaherty on page 17.

**Rebecca Berkowitz (MBA/MKT 2007)** is an academic counseling manager with Axia College of University of Phoenix. Her team works with recent high school graduates who have decided to pursue their associates degrees through University of Phoenix. Berkowitz was born and raised in Tucson, Arizona, where she earned her bachelor's degree in Creative Writing and Spanish Literature at University of Arizona. In 2007, Berkowitz graduated from University of Phoenix with her MBA in Marketing. Recently, she has become a faculty member with UOPX and teaches GEN/200. Berkowitz lives with her husband, Adam, and her dog, Brownie, in Avondale, Arizona. She profiled alumnus Patrick McTigue, page 18, who helped launch and market a new hotel in Downtown San Diego.

**Samantha Graham (MBA/MKT 2009)** is a media research analyst with over 10 years of combined experience in marketing, advertising, marketing research and event planning. She has worked in a number of different industries including advertising, education, non-profit, and media such as cable television, magazine, newspaper and the Internet. Graham is a mother, aspiring writer and photographer. She profiled alumna ZeeRamell Pace, the vice president of programming and outreach for THAW. Pace is an accomplished executive who has mastered building relationships and collaboration between the private sector and the non-profit. Read her story on page 17.

"I love receiving the alumni magazine. It is a way for me to stay connected, to see what is new for [UOPX], and to hear of alumni successes. I especially enjoy the articles that focus on giving back, as with the Paying It Forward Scholarship program, or with the tremendous work that alumni Dr. Baynton (*Phoenix Focus* June Issue) is doing in Uganda. It is a reminder that we can all do something for others."

"I am enjoying the new alumni magazine. It's a great way to provide insight into our alumni and their accomplishments. I also appreciate the advice provided by the faculty from the different colleges."

"Reading about the alumni profiles is a source of inspiration and pride. I especially like how each issue focuses on a different aspect, such as the June edition spotlighting small-business owners."

Are you interested in contributing your writing expertise? If so, what are you waiting for? Send an e-mail to [alumni@phoenix.edu](mailto:alumni@phoenix.edu) and tell us you want to write for *Phoenix Focus*. Previous magazine writing experience isn't required—if you're alumni, then you have the know-how.

## healthy news

### How Much Physical Activity is Enough?

**H**ave you ever wondered if you're getting enough exercise? Even if you're active, you probably feel like you're not really in the right zone. But then again, do you know for sure?

One of the most challenging things about being physically active is figuring out how active you need to be to boost your well-being. The first step in determining the number of minutes or type of activity you need to be doing is to ask yourself, what are you trying to accomplish?

Different goals mean different types of exercise and varying amounts of time.

#### Want to keep your heart healthy and fend off diabetes?

Plan on 30–60 minutes of moderate activity at least four days per week.

#### Want to lose weight?

Plan on at least 60 minutes of moderate activity at least four days per week together with a reduced calorie diet.

Also, it's important to mention that physical activity is more than exercise—it's about moving—think climbing stairs, taking brisk walks, playing tennis, running with the dogs in the park, etc.

And the "I don't have 30 minutes" argument doesn't hold much water when you think about the ways you can incorporate physical activity into almost any sedentary lifestyle.

Chained to your desk? Take the stairs, not the elevator. Walk to a co-worker's office rather than phoning. Take a walk during your lunch hour.

Need to drive everywhere? For short trips, try walking instead. Try to park farther away from the front doors instead of looking for



the closest parking space. Wash the car yourself rather than using an automatic car wash.

Are you going to miss your favorite TV program? Work out on a stationary bike or treadmill while you watch. Replace a half-hour of viewing each day with exercise or exercise while viewing a favorite program.

Source: <http://www.healthline.com/sw/wl-how-much-exercise-is-enough>

### July is National Ice Cream Month

**I**n 1984, President Ronald Reagan designated July as National Ice Cream Month and the third Sunday of the month as National Ice Cream Day. He recognized ice cream as a fun and nutritious food that is enjoyed by a full 90 percent of the nation's population. In the proclamation, President Reagan called for all people of the United States to observe these events with "appropriate ceremonies and activities."

#### Did you know?

Americans' top five favorite individual flavors are vanilla, chocolate, butter pecan, strawberry and chocolate chip mint.



# Congratulations! Alumni on the Move

## ASSOCIATE OF ARTS

**Sharhonda Kinnar, 2009 AAACC**, was recently promoted to MSR Supervisor for Electric Service Credit Union in Nashville, Tennessee.

## BACHELOR OF SCIENCE IN HEALTH ADMINISTRATION

**Tori Washington, 2008 BSHA**, graduate, recently accepted a position with the Texas Department of Health & Human Services as a Texas Works Advisor II.

## BACHELOR OF SCIENCE IN BUSINESS

**Michael Miller, 2005 BSB/M**, is CEO and co-founder of Telentia Technologies. You can view their Web site at [TelentiaTechnologies.com](http://TelentiaTechnologies.com).

**Farah Robinson, 2009 BSB/A**, was recently promoted to Supervisor of the Department of Revenue in Columbia, South Carolina,

**Philip Shirk, BSB/M 2009**, is celebrating his second year as a small-business owner. Shirk is the owner of an innovative gift boutique in San Diego, California, called [Vintage Religion](http://VintageReligion.com). Shirk attributes his learning experience at University of Phoenix with giving him the confidence and courage to become an entrepreneur, "The challenging curriculum at the University fine-tuned my problem solving skills and provided me [with the] additional tools to become the entrepreneur I am today.

## BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

**Paul Worthey, 2003 BSIT**, was recently hired to instruct classes for University of Phoenix at the Southern California and the Central Valley Campuses. Worthey also earned his MBA from University of La Verne and his MA.Ed from Azusa Pacific University.

Do you have any new news to share? We want to hear from you. Let us know if you have received a promotion, have a new job or were honored with an award. Drop us an email to [alumni@phoenix.edu](mailto:alumni@phoenix.edu) and share your news with us.

## MASTER OF BUSINESS ADMINISTRATION

**LaKia Allen, 2007 MBA**, along with several business partners, is starting a new business called, Metropolyfe. Check out their new Web site at [Metropolyfe.com](http://Metropolyfe.com).

**Gregory Clark, 2007 MBA**, was recently promoted to Global Portfolio Director of Data Center Services for CSC in Oxford, Pennsylvania.

**Scott Hall, 2004 MBA**, recently graduated from Drake University Law School with a Juris Doctor degree with high honors. Hall also recently wrote an academic note that was published titled, *In the Best Interest of the Child and the State: A Call for Expansion of Iowa's Postsecondary Education Subsidy Law*, 57 Drake. L. Rev. 235 (Fall 2008).

**Louise Thompson, 2006 MBA/HCM**, is currently serving a nine-month tour in Iraq as the Support Operations Officer.

## MASTER OF SCIENCE IN ADMINISTRATION OF JUSTICE AND SECURITY

**Gregory Meyer, 2007 MS/AJS**, has been selected for induction into the Walden University chapter of Pi Alpha Alpha National Honor Society for Public Affairs and Administration. Meyer is a third-year Ph.D. candidate at the Walden University School of Public Policy and Administration.



Save the date!  
Homecoming 2009  
September 26  
at a campus near you.

## paying it forward

### Banks Sees Determination in *Paying It Forward*<sup>SM</sup> Recipient

A single working mother, alumna **Michele Banks (MS/AJS 2008)** is grateful for her degrees that provided her with the skills and self-confidence to become more marketable to employers. She is extremely grateful to those who first embraced her potential. Seeing the potential in another single parent, Banks nominated Kathryn Holley, the daughter of a co-worker, for a University of Phoenix 2008 *Paying It Forward*<sup>SM</sup> scholarship.

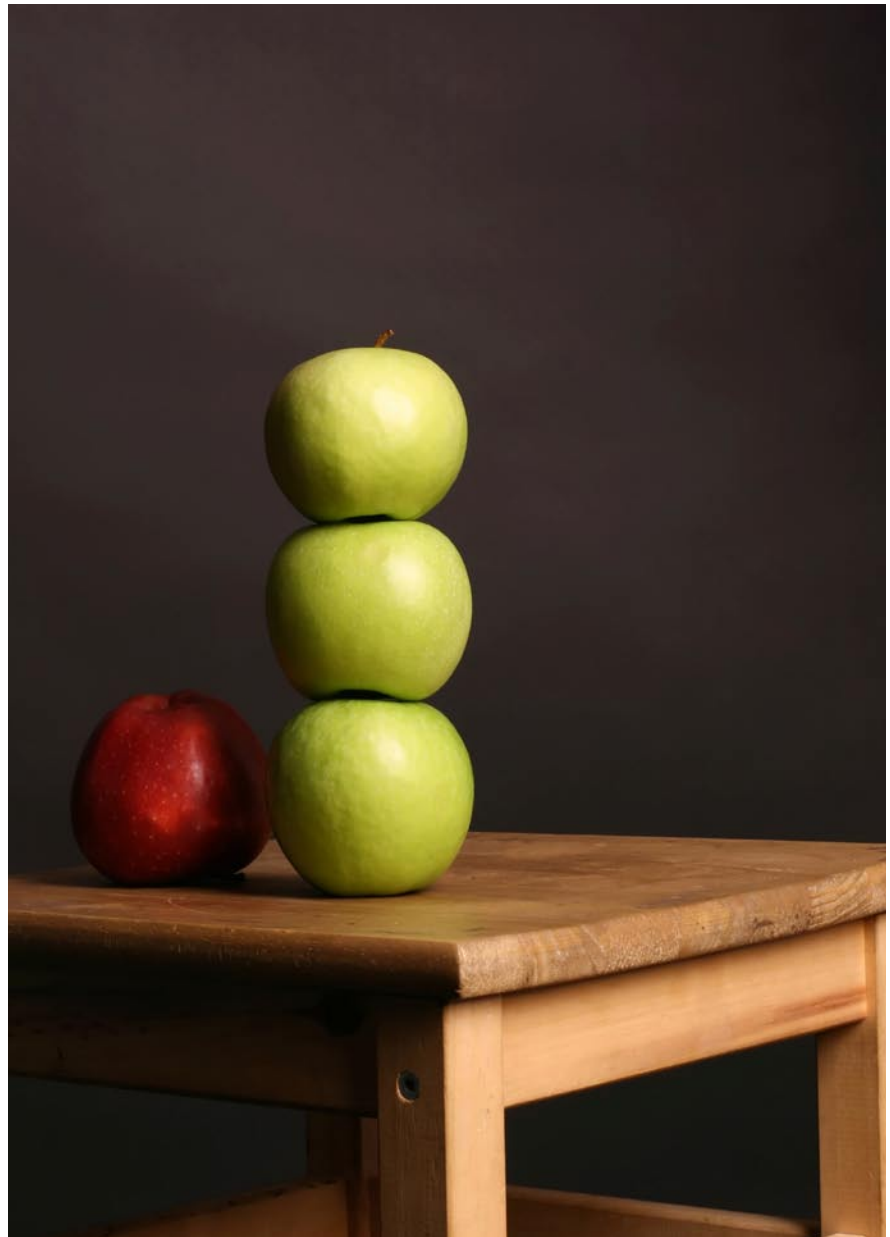
**“When I went through my divorce I felt I had to show my children that nothing should waylay your plans. I felt Kathryn would make a perfect candidate for this opportunity,” says Banks.**

It was important to her to set a good example for her children. By finishing what she started, and returning to school later in life, she showed that she was open to new opportunities, and was willing to accept a challenge and see it to fruition. “By becoming a teacher [Kathryn] not only becomes an example for her children, but also for other children and maybe even some other person who aspires to further her education.”

For the past six years, Kathryn Holley’s entire paycheck has been expended for her family’s basic living expenses. Adamant about consistently being a good role model to her children, she realizes that her son and daughter will look to her for guidance and advice.

That insight inspires her to become more financially stable. Bank’s nomination will enable Holley to pursue her dream of a full-time teaching position. She also will become the first person in her family to ever earn a college degree.

**“Kathryn is a determined young lady and I know that will take her far in her career,” says Banks who plans to continue her education by enrolling in law school.**





### University of Phoenix Celebrates 20 Years of Online Education

**I**n 1976, University of Phoenix reinvented higher education by giving working students the flexibility and opportunity to earn a college degree without putting their lives on hold. Just 13 years later, the University transformed the higher education landscape again by pioneering online learning even before the advent of the World Wide Web.

Fourteen students enrolled in University of Phoenix's first fully online Master's in Business Administration Program. Nine of the original 14 online students completed their degrees and graduated at a formal ceremony at Nob Hill in San Francisco, laying eyes on their faculty, advisors and classmates for the first time.

The University successfully transferred its teaching and learning model from its ground campuses to the virtual classroom. This new model was designed to remove the barriers to education, but there was another unexpected benefit. Aside from giving more people greater access to college, online education proved to be a better way to learn for some students. The reason: online learning enabled students to develop their cognitive skills by contemplating and then developing written or video responses as part of their coursework.

Unlike traditional "distance learning," University of Phoenix's online education evolved into an interactive learning experience in a cooperative, interdependent environment. This visionary endeavor led to double-digit growth in student enrollment and propelled your alma mater to the largest provider of online education in the world.

This year, the University marks its 20th year of online instruction with students who pursue their education in this manner from all corners of the globe. After two decades of delivering quality online education, University of Phoenix continues to harness the power of digital technologies to help students master the skills that are in greatest demand in the workplace.

Today, online education is the fastest-growing segment in higher education, with an estimated 96 percent of major colleges and universities nationwide offering such courses. Students have embraced online learning in a big way too, as evidenced by the 4 million of them who enrolled in online courses during the fall 2008 term.

As a true testament to the success of an online education, more than 3,600 online students, representing all 50 U.S. states as well as an international community of 44 countries, attended commencement ceremonies at University of Phoenix Stadium. As these students graduated, they joined the ranks of the nearly 500,000 proud University of Phoenix alumni worldwide. And, for the second year, the ceremonies were Webcast live via [phoenix.edu](http://phoenix.edu) for friends and family members of graduates who could not attend in person—just another example of the innovation and technology that define this University.

For decades, educators have debated the effectiveness of education delivered through distance education formats. Over that time, volumes of research have proven that distance learners perform as well as, or better than, their on-campus counterparts. There is no significant difference between the cognitive outcomes of University of Phoenix's online and on-campus students.

Nobody knows this better than you, the University of Phoenix graduates who have experienced the rigor and rewards of the online program firsthand. In fact, University of Phoenix is considered the role model for higher education in the 21st century. It is a recognized leader in defining and implementing quality online education standards, establishing one of the most comprehensive outcomes assessment programs for colleges and universities today. In our increasingly digital world, the University continues to be at the forefront in introducing some of the most exciting technologies in learning today.

Be sure to send us stories about your experience at University of Phoenix, in addition to requests to reconnect with your learning team, a former faculty member or staff member. We'd love to hear from you! Contact us at [alumni@phoenix.edu](mailto:alumni@phoenix.edu).

## Here's to you and your place in making history.

**1976** Working professionals become working students. University of Phoenix enrolls first students.

**1989** Students trade desks for desktops. We make higher education even more accessible through online learning.

**1995** Textbooks go from hard cover to hard drive. Electronic textbooks are introduced.

# I Am a Phoenix—Times Three

**Dr. David Abarca (EdD 2008)** has the distinction of being the first University of Phoenix online student to graduate. He walked across the stage in San Francisco in 1995 to receive his Bachelor of Science in Business Administration degree. Ten years after completing his bachelor's, he earned his Master of Science in Computer Information Systems. And in 2009, he walked across the stage a third time—in San Antonio Campus's Commencement Ceremony—to earn his Doctoral degree in Educational Leadership. He comments that it took him as long to get his associate's degree as it did his doctorate.

**“The University of Phoenix distance learning process includes the many influences of my worldwide peers and their unique experiences that expanded the curriculum in a way that may not have occurred within a traditional brick and mortar campus,” says Dr. Abarca.**

Roger Warren, the academic counselor for his master's degree said, “Working with students like David is part of what makes my job interesting. He is always eager to learn and expects only the best from University of Phoenix faculty and staff.”

Del Mar College recently promoted Dr. Abarca to full-time tenured assistant professor in the Computer Science and Information Technology department. He teaches computer-related courses including networking, information security and digital



*Dr. David Abarca and family. Left to right: Aunt Ophelia, son Anthony, daughter Anna, niece Sophia, nephew Alex, mom Polly and wife Susan.*

forensics. He is the faculty sponsor for the Computer and Technology Club. Dr. Abarca serves as an adjunct faculty member in Corpus Christi for San Antonio's University of the Incarnate Word's Adult Degree Completion Program (ADCAP).

In addition to co-writing a book, he has presented at several conferences, and is a regular “Ask an Expert” guest on KIII-TV, Corpus Christi's ABC affiliate. He was instrumental in helping the Del Mar College win a prestigious National Science Foundation grant for minority-serving institutions, which is creating online labs to help students participate in cyber-security lab exercises. In October, Dr. Abarca will present his dissertation

findings at the 2009 conference for the Association of Computer Educators in Texas.

Dr. Abarca can say without hesitation “I am a Phoenix, times three!”

# 25 Ways to Sabotage Your Job Search

**You know the friend who constantly dates the wrong kind of person? The one who's endlessly frustrated that he or she is going to die alone because all the good ones are taken?**

After enough venting sessions, you may realize something your friend doesn't: he or she is the common thread tying together all of these—let's just say it together—losers. Someone needs to speak up and say, "You're doing this to yourself."

You'll find this same pattern can be true in a job hunt. Granted, we're in tough times and plenty of reasons out of your control can keep you from getting hired. But that's just one more reason to do everything within your power to be the best job seeker you can be.

With that in mind, look over these 25 ways you might be unknowingly sabotaging your job search:

## 1. Assuming you'll never need to look for another job

You love your current job and that's great. If you're happy there and see a promising future, I hope you never have to leave. Nevertheless, you should always be prepared for the day you have to move on. Even if the boss loves you, things can change. Buyouts, economic disasters or changes in leadership can affect your employment. Continue to update your résumé while you're employed so that you have an accurate record of your accomplishments.

## 2. Burning bridges

We love the scenes in movies where the disgruntled employee finally tells off the boss and storms out of the office, only to live a happy, fulfilling

life. In real life, these idols are probably unemployed because they don't have good references, and no employer wants to hire someone with a tarnished reputation.

## 3. Keeping mum on your job search

Most people aren't keen on being unemployed, and if you were laid off it's understandable that you don't want to spend all your time talking about it. But you need to network; it's one of the most effective ways to find a job. A friend of a friend of a friend often gets you the interview that lands you the job—but that won't happen if no one knows you're looking for new career opportunities.

## 4. Looking for "The One"

Although you want to conduct a focused job search, you need to keep an open mind. With any luck, you'll land the perfect gig but sometimes you have to take a job that possesses most of the qualities you want—not all of them. If the pay is right, the requirements are in line with your experience and the opportunities for promotion are good, then you might have to overlook the fact that you have to wake up 30 minutes earlier than you'd like.

## 5. Not searching at all

This mistake probably seems obvious, but as anyone who's been on a lengthy job hunt can tell you, discouragement is easy to come by. A few weeks or months without a job and enough news segments on layoffs are enough to convince you that no one is hiring. Without question the market's competitive, but if you're not actively looking for work, don't expect it to fall in your lap.

## 6. No cover letter

Including a cover letter is an easy way to play it safe during a job hunt. Although not every employer wants one, surveys continually find employers who automatically remove job seekers from consideration if they don't include a cover letter. Why would you give any employer a reason not to hire you?

## 7. A generic cover letter

The only thing worse than no cover letter is one that could be sent to any anonymous employer. Starting with "To Whom It May Concern" and filling the page with phrases like "hard working" will signal the reader that you're blindly sending out applications to every job opening you see. Hiring managers are looking for someone who fits their needs, and their needs are different than another employer's. Don't treat them the same.

## 8. Typos

If you received a wedding invitation full of misspelled words and poor punctuation, you'd probably wonder why these two people didn't take the time to proofread the page. After all, it's an important event and a lot of people will be reading it. Employers will wonder the same thing about a résumé or cover letter filled with errors.

## 9. All "me" and not enough "you"

Your cover letter and résumé are definitely about you, but they're not for you. Employers are only interested in you in the context of what you can do for them. Whenever you reveal information about yourself, use it as proof that you offer something to the company that no one else can.



### 10. Giving bad contact information

When hiring managers like what they see on your résumé and cover letter, they're going to look for your contact information. If they see that your e-mail address is BeerFreak80@email.com or your current work number is the best way to contact you, they're going to think twice before reaching out. The only thing worse is forgetting to include your contact information at all.

### 11. Running late

Every boss wants an employee who is dependable and a good representative of the company. Someone who's tardy to an interview is neither.

### 12. Dressing for the wrong job

Appearances matter in an interview, and you should dress appropriately for the position you are seeking. Find

out what the dress code is beforehand so you will fit in with the company culture. Wearing a suit when you're told jeans are the norm can make you seem stuffy; wearing shorts and sandals when everyone else is wearing suits makes you look oblivious. You're better off erring on the side of too professional than too casual.

### 13. Gripping about past employers

Keep in mind that you're not guaranteed to be with any company forever. When you talk trash about your last company, your interviewer's thinking, "What are you going to say about me once you leave?"

### 14. Not asking questions

One quintessential interview question is, "Do you have any questions for me?" Sitting there silently suggests you're not invested in the job. When

you go to a restaurant, you probably have a few questions for the waiter. Shouldn't you be just as curious about a new job?

### 15. Not doing your research

Research for a new job involves two important subjects: the position and the company. Find out as much about the position as you can so you can decide if you even want it and you can position yourself as the best fit for the job. Knowing all you can about the company will help you decide if you like its direction and share its ideals. Plus, when it comes to the all important "Do you have any questions for us?" portion of the interview (see above), you have plenty of material to cover.

*25 Ways to Sabotage Your Job Search, continued on page 12*

25 Ways to Sabotage Your Job Search, continued from page 11

**16. Thinking the interview starts and ends in a meeting room**

The formal interview occurs when you shake hands with the interviewer and ends when you leave the room. The full process begins when you're called or e-mailed to come in for an interview and it continues every time you converse with someone at the company. Were you rude to the recruiter or the receptionist? You never know what gets reported back to the hiring manager.

**17. Talking about money too soon**

As eager as you are to land the job and cash your first paycheck, let the employer mention salary first. Broaching the subject first implies you're more eager about money than about doing a good job.

**18. Acting cocky**

You never want to beg for a job, but you should act like you care about it. If your confidence level spills over into arrogance, you'll guarantee no employer will want to work with you.

**19. Being so honest you're rude**

Not every job will turn into a lifelong career, and you might have no intention of staying at the company more than a year or two when you interview. Still, hiring managers don't want to hear that you're just taking this job to pass time until you find a real job that you care about. You don't need to commit yourself to the company for a decade, but don't make yourself sound like a flight risk, either.

**20. Forgetting your manners**

Common courtesy can get you far, and in a job hunt you'd like to get as far as possible. After an interview, send a thank-you note (via e-mail or regular mail) to show your gratitude to the interviewer for taking the time to meet with you. This will leave him or her with a good impression of you.

**21. Stalking the hiring manager**

If the interviewer gives you a deadline for hearing back from him or her, go ahead and call to see if a decision has been made. Do not call, e-mail and visit every day until you finally get a response, which will probably be, "You definitely did not get the job."

**22. Not keeping track of your applications**

Because a job hunt can be a lengthy process, you should have a running list of where you've applied and whether or not you've heard back. Although you don't think you'll forget where you applied, after a dozen applications your memory can get fuzzy. Sending multiple applications to the same employer says, "I'm either disorganized or I'm just sending out bulk applications."

**23. Not learning from mistakes**

You're bound to make a mistake here and there during an interview. If a question trips you up, think about what went wrong and prepare for it the next time. Don't forget mistakes from your past, either. Look back at jobs you hated and try to avoid landing one of those jobs again.

**24. Assuming you got the job**

Don't ever assume you have the job until you actually hear the hiring manager say, "You got the job." Several factors can complicate whether or not you get hired, so don't halt your job search until you receive an offer. Keep searching for work because the deal might fall through at the last minute or you might find an even better job.

**25. Forgetting the lessons you learned during a job search**

When your hard work pays off and you do land a job, don't forget all the trials and trouble you went through to get it. Just because you have a paycheck

doesn't mean you've looked for your last job. Remember how important it is to maintain a network, keep track of your achievements and have good references. If you do find yourself looking for work again, you'll have a much easier time.

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**University of Phoenix and CareerBuilder will host several exciting events to help you build your career.**

Come to connect with employers and stay for informative presentations. All events will feature guest demonstrations on current technological trends and tips for improving your professional image. You'll learn how to put your best foot forward whether on paper or in-person.

For more information, or to pre-register for the events, visit: [www.CareerBuilder.com](http://www.CareerBuilder.com). When you register, don't forget to note that you are a member of the University of Phoenix community. Students, faculty and alumni will receive priority entrance at all events.

8/5/2009	Greenville, SC
8/13/2009	Los Angeles, CA
8/19/2009	Lafayette, LA
8/27/2009	Phoenix, AZ
9/9/2009	Philadelphia, PA
9/11/2009	Washington, DC
9/16/2009	Rochester, NY
9/24/2009	Houston, TX
9/25/2009	Seattle, WA



Central Florida staff volunteer with *Habitat for Humanity* in March to build a home for a local family in need.

## Central Florida Campus Builds Habitat Home

Staff members from the Central Florida Campus were inspired to give back to the local community and volunteered to help build a home for a family in need. The campus rounded up 20 volunteers to work on a Habitat for Humanity home on two different days in March. The home they worked on was part of a 58-unit townhome community, which will be completed in 2011.

## Stellar Associate Faculty at North Florida Receives National Honor



Dr. Marilyn Myers, an associate faculty for the College of Education at the North Florida Campus, was selected as the winner of the Reaching At-Promise Students Association (RAPSA) Administrator of the Year award to be presented at the 4th RAPSA National Conference in San Diego in February.

Dr. Myers is convinced that every student has potential and can achieve.

Inspiring professionalism is the cornerstone of her approach to educational leadership.

Many factors have shaped Dr. Myers' approach to leadership. She has served as a middle and high school teacher in Duval County (Jacksonville), Florida and has served as an assistant principal and as a vice principal. She has provided tutoring and mentoring to beginning teachers, especially in the area of identifying socio-

economic factors that impact student performance. And, reflecting her desire for creating positive change, her doctoral dissertation research examines the business processes that define, promote and reinforce a vision of excellence and service in urban educational leadership.

In addition to her role with University of Phoenix North Florida, Dr. Myers is an instructional leader for the Florida Virtual School (FLVS). FLVS is an established leader in developing and providing virtual K-12 education solutions to students throughout the country. A nationally recognized e-Learning model, FLVS was founded in 1997 as the country's first, state-wide Internet-based public high school.

## Puerto Rico Campus Supports Public Schools, Nonprofits Through Computer Donation Program

In an effort to technologically enrich and provide a better learning environment for young Puerto Ricans, University of Phoenix Puerto Rico has launched a Computer Donation Program.

Through this program, public schools and education-focused nonprofit organizations are encouraged to apply for free computers from the campus by submitting a formal application form.



**“Day after day, we witness the positive impact technology has in improving our students’ learning experience. We are proud to support and contribute to the educational success of Puerto Rico’s youth,”** said Jorge Rivera, University of Phoenix Puerto Rico Campus director.

In order to boost computer literacy, the recipients will also receive hands-on computer experience with a free training session from a University representative who will demonstrate how to effectively utilize the computer resources.

For phase one of this program, the Puerto Rico Campus will donate 18 computers. Additional computers will be donated throughout the year.

## ADP Executive and Alumna Addresses New Grads on the Advantages of Being a University of Phoenix Graduate

**Julie Fitzpatrick (MAOM 2002)** knows the ups and downs, the challenges and the successes that are a part of earning a college degree as an adult learner. She also knows the frustration of having to train someone for a job she wanted, but couldn't interview for because she didn't have a college degree. "The message was if you didn't have a degree you are not a person worth talking to," comments Fitzpatrick.

As the key-note speaker for the June 27 University of Phoenix Des Moines Campus commencement, Fitzpatrick, who works for ADP, Inc. as a human resources director-business partner, shared her story with more than 81 graduates who participated in the Des Moines Campus commencement ceremonies. "The routine was grueling—trying to find a balance between work, school, and family and

personal commitments. You know exactly what I'm talking about. The interesting thing about all of this, I was having the time of my life," comments Fitzpatrick in her key-note address.

Fitzpatrick shared with graduates that her online learning experience was far greater than in a classroom setting, and she found practical application to what she was learning in the classroom.

**"Every day I went to work, I had some new theory to put into practice based on what I had learned the night before or discussed with a classmate. The chat rooms were filled with string after string of e-mail conversations. The ideas and concepts were so valuable that I felt like I was doing exactly what I needed to be doing and using it in the best possible way," says Fitzpatrick.**

## University of Phoenix and Presbyterian Hospital Help Newborns in Need



**U**niversity of Phoenix New Mexico Campus was the presenting sponsor for the fifth annual Open Your Hearts to Newborns in Need campaign, held on June 23. The month-long campaign collected over 4,500 new baby items for New Mexico's families in need.

The New Mexico Campus, located in Albuquerque, will deliver the new baby items to Presbyterian Hospital's PRESious Beginnings program. The much-needed items will directly benefit the thousands of at-risk babies born each year to New Mexico families. This is the fifth year the University has sponsored the Newborns in Need campaign, bringing in over 1,500 more items than the 2008 effort.

In New Mexico alone, over 30-percent of children under the age five live in poverty. Open Your Hearts to Newborns in Need provides supplies for families to give their babies a healthy start in life. Charity baby showers hosted by individuals and local businesses, corporate drives and public donations also provide items for donation.

"We would like to thank all of our sponsors, the community, the local media and all those who donated new baby items for this year's campaign," said Randy Lichtenfeld, vice president/director, University of Phoenix, New Mexico Campus. "We are honored to sponsor such a great cause and remain committed to helping New Mexico's newborns and families in need for years to come."





### Tempe Town Lake July 4th Firework Festival 2009

The University of Phoenix —Phoenix Campus had the opportunity to engage, interact and connect with over 50,000 community members at the 2009 Tempe Town Lake July 4th Firework Festival. The Phoenix Campus sponsored the “Flag Waving Screens”, which are the two large screens on both sides of the main entertainment stage. The Phoenix Campus’s sponsorship contributed to the funding of the 45 minute firework show, enjoyed by an estimated 150,000 community members in the Tempe area. With the current economic situation, many cities canceled their firework displays due to lack of funding. The contribution of University of Phoenix – Phoenix Campus’s sponsorship made the Tempe Town Lake July 4th Firework Festival possible.



### New Escorial Learning Center in Puerto Rico

The new 18,409-square-foot Escorial Learning Center in Carolina, Puerto Rico has nine classrooms that will support administration and student learning activities.

### New Cedar Hill Learning Center

University of Phoenix Dallas Campus announces the completion of the Cedar Hill Learning Center. The new Learning Center is a 16,072-square-foot facility with six classrooms that will support administration and student learning activities.



## Pro Snowboarder Earns Degree While Shredding the Slopes

Professional snowboarder and alumna **Kimmy Fasani (BSB/ MKT 2008)** not only tackled the slopes, but also tackled online education as well while traveling the world competing in snowboarding competitions. Fasani focused on the slopes during the day and her studies online in the evening while earning a Bachelor of Science in Marketing through University of Phoenix Northern Nevada Campus.

Fasani grew up in Truckee, California, near north Lake Tahoe and started skiing as a hobby. By the age of 15 her snowboarding skills were turning heads and she was soon competing in snowboarding contests. After sweeping the national competitions three years in a row, Fasani was making a name for herself. By 2007, at the age of 22, she turned pro and was nominated Rookie of the Year by [Transworld Snowboarding](#) magazine, and had acquired an impressive list of sponsors and endorsements. Fasani's life was spontaneous and hectic. Her passion for snowboarding was strong, but equally important was her desire to achieve her bachelor's degree.

**"I had to figure out when I was going to be able to have time and what school was going to be lenient enough for me to be able to take classes and then be out of the country for two months," says Fasani.**

"The first class I took, I was in New Zealand, and I didn't need to call

anybody and talk to them about what I was doing. I just could do my class and I loved that."

Fasani is on the DC Snowboarding Team and travels the world competing in places such as Japan, Europe, Canada, New Zealand and the United States. She competes in an event called, "Slopestyle" snowboarding. "Slopestyle is basically jumps and handrails on a course, and it's how well you put those obstacles together throughout a run," says Fasani. Snowboarders are judged based on how well they take advantage of the various obstacles and what tricks they can do with them. One of the biggest competitions is the X Games in which Fasani placed 6th this year.

While her professional snowboarding career provided her with lucrative contracts, appearances in major snowboarding magazines and films, Fasani knows it won't last forever. Having her bachelor's degree under her belt as well has given her confidence and something to fall back on. "I got to do my schooling while I was snowboarding and traveling the world and that, in itself, just opened so many doors because now I can focus 100 percent on snowboarding. And when I am finished snowboarding I already have my education complete, which is a huge step in an athlete's life," says Fasani.

Fasani completed a snowboarding film this year called, *Stance*, which will be release online in August and viewable on sites such as [espn.com](#). While being in the Olympics has crossed her mind, unfortunately the Slopestyle event isn't in the



Photo Credit: Chris Wellhausen

Olympics—just yet. For now, Fasani focuses on her snowboarding, keeping up with her spontaneous and hectic life, and being a female pro snowboarder in a sport dominated by men. "I find being a pro ... is just to inspire others to do things outside and also get involved in women's snowboarding. Having an education just makes you feel so much more confident—that if an injury happens you have something you can fall back on," says Fasani.



## Alumna Builds Relationships and Collaborates for Success

by Samantha Graham, (MBA/MKT 2009)

No one knows better than **ZeeRamell Pace (MBA 2006)** how relationships are key to positioning an organization as an invaluable resource. As the vice president of programming and outreach at THAW (The Heat and Warmth Fund), Pace's more than 20 years of experience building relationships has helped THAW to reach out to more Michigan communities than ever before. Pace also has leveraged her passion for community activism with THAW's goals to provide much needed assistance to families facing crises.

**"Collaboration is the connector. We can't be all things to all people, but if we partner to provide services to people in crisis we provide wrap-around services to those we help," states Pace.**

THAW is a non-profit organization based out of Detroit, Michigan, that provides energy assistance to families unable to pay their energy bills. THAW began in 1985 and in its 24 years have provided nearly \$81 million in assistance to families through a network of over 140 sites across Michigan. THAW collaborates with DTE Energy, an energy company based out of Detroit. Pace aptly describes THAW as an organization that brings stability to households in crises.

So how does THAW help? "We step in to provide utility assistance, an alternative means to heat and light [homes] and take [people] out of harm's way. We keep them in their homes and assist in keeping the home together," explains Pace. Pace further explains that they expect

to see more need in the community as prices rise and electric bills spike in the fall.

Early in life, Pace thought she would be able to achieve her goals despite not completing her education. And while Pace has accomplished much, it was watching her youngest child obtain her master's degree that sparked her drive to pursue her college degrees. "I am a firm believer that you don't have to do it when you are young, but you do have to get your degree. Education has enabled me to walk through doors I never thought possible. I would not be where I am today if the University of Phoenix had not come into my life," says Pace.

Continuing her education through the University of Phoenix has helped round out Pace's 20+ years of experience and well-developed network of contacts. "First, having an MBA has given me the confidence to reach out and speak up. Many times I am in the company of key decision makers in the community. [Education] has provided me more skills to perform my job at an executive level."

## O'Flaherty's Decision to Earn an Advanced Degree Pays Off

by Rose Murillo (BS/BM 2003)

**Laura O'Flaherty (BSIT/BSA 2004)** grew up in an education-focused family. However, with an independent spirit and determination to enter the work force, she left college while still young and began her career within the health care administration industry. Over time she grew professionally, but with some personal set backs, she found herself at a crossroads.

Her decision to return to school became apparent when she was turned down for a position she was told she was highly qualified for, but didn't meet the job requirements because she didn't have a college degree. O'Flaherty graduated in 2003 with a Bachelor of Science in Business Management and is now the vice president of operations at Valley Emergency Physicians Medical Group in California. "It set the stage for me to have the dedication necessary to get the job done, no matter what the job may be," says O'Flaherty.

## Education Provides Skills for McTigue to Advance in Career

by Rebecca Berkowitz (MBA/MKT 2007)

**Pat McTigue (BSB/M 2005)** is on stage every day.

As sales director of the forthcoming Hotel Indigo in San Diego, California, McTigue is responsible for enhancing the business by developing partnerships with organizations that are impacted by travel. The ability to make a good impression in a short amount of time is a must says McTigue, “People buy from people they like,” he says. McTigue credits his Bachelor of Science in Business Management program for helping him develop the skills necessary to perform his job successfully. Having to stand in front of his class each week and deliver a presentation, often with only a week’s time for preparation, enabled him to become a confident and capable presenter.

McTigue landed in the hotel business somewhat by accident. After working several odd jobs in retail, he settled into a part-time position as a front desk agent at a local hotel. He continued to work in other areas of hotel operations until learning of a sales position available at the hotel’s sister property. Despite lacking sales experience, McTigue managed to make a strong impression during his interview. He was hired on a probational basis, but soon exceeded expectations; after a year and two weeks he was promoted to sales director.

Hotel Indigo in San Diego marks the fourth property for which McTigue has served as director of sales. Opening in July, the four-star hotel will combine style with sustainability. The property will be pet friendly, and has partnered with the San Diego Humane Society to adopt a five-month-old lab mix as its hotel mascot. The next step, McTigue says, is to come up with a name. Oddly enough, “Phoenix” has a nice ring to it.

## Social Media—What Is It Good For?

by Jennifer Maggiore (BSB/MKT 2005)

President & CEO, Maggiore Consult Marketing

I am frequently asked the question, “What is social media good for?” Social media isn’t just a hot buzz word anymore, it is a proven, cost-effective tool that has potential to be more targeted than television or radio ads. If you aren’t familiar with social media, it’s high time to evaluate it as a viable marketing method.

Social media is a collection of Web sites that allow us to interact with each other, whether that means a video-sharing site such as YouTube, a photo-sharing site such as Flickr, or myriad community sites you’ve no doubt heard



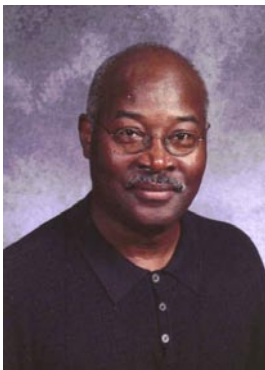
about in the news like MySpace, Facebook and Twitter. I’ll be the first to tell you that selling widgets is incredibly difficult on social media sites, but they are amazing for developing relationships and engaging your clients and prospects—keeping them with you, keeping them interested and interacting with you. (Adidas is well known for engaging its customers and using feedback to make product improvements. Their customers love it!)

**Social media is also highly effective for developing brand recognition and driving traffic to your Web site or blog.**

Social media isn’t the most effective tool for everyone, and it’s not the only way to market your business. Radio, TV and print have their marketing advantages as well. Take a look at what social media can add to your marketing campaign, you may just find a less costly and more effective approach to marketing your business.

## Copeland Finds Passion in Education Career

**Dr. Roger Copeland (EdD 2007)** believes in promoting achievement-driven academic learning based on respect, responsibility and independence. As an assistant principal in Maryland he teaches undergraduate ethics and legal issues online for University of Phoenix. However, he didn't begin his multi-faceted career in teaching.



Dr. Copeland's sister suggested that he become a teacher. By chance his first assignment was with a middle school located in Portsmouth, Virginia, as a special education substitute teacher. At first he wasn't sure whether teaching was the right career path, but he soon found a passion for it. He knew he would have to complete his education

to keep his job and he earned his Bachelor of Science in Interdisciplinary Studies at Norfolk State University and his Master of Science in Educational Administration from Old Dominion University.

He was looking for a doctoral program with a rigorous curriculum that would help prepare him for a superintendent position. He was accepted to both Johns Hopkins and George Washington University doctoral programs; but, he chose University of Phoenix because the program was flexible enough to allow him to continue his career as an administrator and it fit in with his demanding schedule.

**His advice to current doctoral learners is to come in with an open mind, set realistic goals and never give up! He enjoyed the opportunity to participate in Learning Teams, which enabled him to network with other doctoral learners from around the globe. He believes in the scholar, leader, practitioner model and exemplifies it in everything he does.**

Dr. Copeland's doctoral journey changed how he looks at information. He uses input from others and is more open to discussion, and uses innovative approaches to decision making. His dissertation was in response to the No Child Left Behind legislation, and Hagerstown, Maryland is currently using his dissertation findings to create a mentorship program.



## UOPX Alumni Honored with Teacher of the Year Award

**Danny Paniagua (MAED/ADM 2006)** and **Yushica Walker (MAED/ADM 2009)** were recently honored by the El Paso Independent School District (EPISD) as the best "Teachers of the Year." Walker, who teaches science at Morehead Middle School, and Paniagua, a physical education teacher at Clardy Elementary School, earned the top honors from among the 89 teachers who were selected at the campus level.

More than 400 teachers, principals, administrators and guests attended the event. All the top teachers earned awards and gifts, and were personally congratulated by Superintendent Lorenzo García, members of the Board of Trustees and the District's top administrators.

EPISD's 2008-09 Teachers of the Year now advance to the Region 19 competition in August. The regional winners then compete at the state level.



**Follow UOPX on Twitter!**  
University of Phoenix is now on Twitter! Want to receive UOPX updates? Follow us at [www.twitter.com/uopx](http://www.twitter.com/uopx) and learn the latest information on University news and events.

# It's Official! Announcing the University of Phoenix College of Nursing

Although University of Phoenix has been offering nursing programs for more than 25 years, the College of Nursing recently emerged as a stand-alone entity within the University to better serve students, alumni, faculty and the community. Check out the new College of Nursing Web site.



## College of Nursing Facts

- The College of Nursing is one of the largest nursing colleges in the U.S.
- More than 13,000 students are enrolled in a variety of undergraduate and graduate programs.
- There are 825 nursing faculty members.
- The Bachelor of Science in Nursing and Master of Science in Nursing programs are accredited by the Commission on Collegiate Nursing Education.

## New Nursing Practice Labs to Open This Fall

The University of Phoenix College of Nursing will open four Nursing Centers this fall in Phoenix, Sacramento, Denver and Hawaii. This is a major effort and commitment by the University that will enable the nursing students to demonstrate competencies before they go into the hospital to begin clinical practice, and allows instructors to judge the students in a safe environment. More details to come.

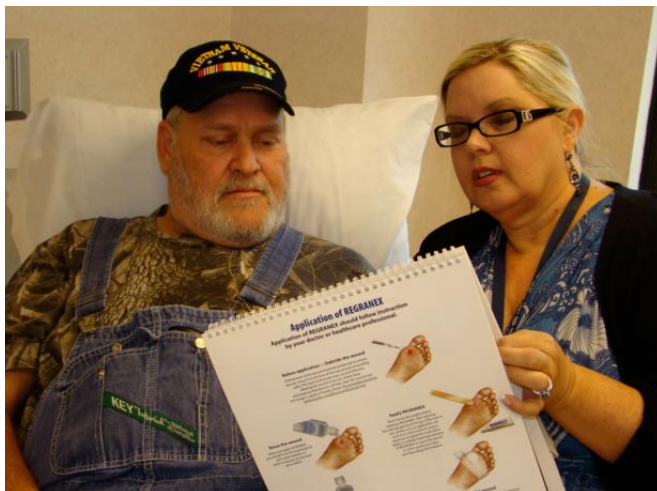
## Scott-Williams' Research Preventing Patient Injuries and Saving Hospitals Millions

Bedsore, or pressure ulcers as they're called by the medical community, are a common injury experienced by people who stay in one position for too long without shifting their weight. These pressure injuries can be painful, life-threatening, and can disrupt a person's lifestyle and cost hospitals millions. Actor Christopher Reeve died of an infected pressure ulcer. Alumna **Suzy Scott-Williams (MSN 2004)** has dedicated much of her 30-year nursing career to research that can prevent these ulcers that may afflict 23 percent of surgical patients nationwide.<sup>1</sup>

Scott-Williams earned her Master of Science in Nursing from University of Phoenix and says it was the best

thing she ever did. "It's helped open up so many doors for me professionally. I'm now being looked at as a national expert in this area." Scott-Williams is a surgical quality improvement research liaison nurse at Veterans Affairs Medical Center in Memphis, Tennessee, and also is a Board Certified Wound Ostomy Continence Nurse. She's trained to take care of patients with skin wounds, especially surgical wounds, diabetic foot ulcers and pressure ulcers. Early in her career she noticed that some of the surgical patients from the intensive care unit would have unexplained pressure injuries after lengthy surgeries. "In [1989] I started tracking pressure ulcers and what I noted was that we had more pressure ulcers in surgical patients than we did in long-term care or in medical patients. These are hospital-acquired ulcers," says Scott-Williams who has been treating skin wounds for 20 years.

She published her first article on the subject in 1992, but at the time didn't have the opportunity to follow it up with research. In 2000 while at the VA hospital in Memphis, Scott-Williams examined various products on the market to see what would work to prevent pressure ulcers in the operating room. "I tested two products, a standard operating room (OR) table pad, and then a newer-technology OR pad, constructed of visco-elastic foam, that was about four inches thick" says Scott-Williams. She



found the newer product was statistically significant for reducing pressure ulcers in a particular surgical population.

**“I felt this was my passion because I like to be able to prevent a pressure ulcer rather than treat it and then it kind of became my duty because I thought if I don’t do it, who’s going to do it,” said Scott-Williams.**

She recognized that her evidence-based research needed to be utilized, so she developed the Perioperative Pressure Ulcer Prevention Program (PPUPP). The focus of PPUPP is to reduce the incidence of pressure ulcers in surgical patients through aggressive prevention methods.

Her innovative solutions involve staff education and awareness; assessment of the hospital environment and the patients served; equipment selection such as OR pads; collaboration among medical personnel; quality improvement and tracking outcomes; and nursing care plans. “Prevention is far less expensive than the actual treatment or the risk of litigation and increased length of hospitalization,” says Scott-Williams.

As of October 2008, the Center for Medicare Services, CMS, no longer reimburses hospitals to treat hospital-acquired, deep-wound pressure ulcers. The cost per patient for treatment: \$43,180.<sup>2</sup> Scott-Williams’ PPUPP program has been proven to save hospitals money, and the VA will be implementing the PPUPP program in operating rooms nationwide. “What I’m finding through my research is that there are new evidence-based guidelines and new technology out there that can improve our practices even more and that’s where the Perioperative Pressure Ulcer

Prevention Program comes into play.”

Scott-Williams’ PPUPP has been recognized by the American Academy of Nurses “Raise the Voice” campaign, which showcases stories of nurse “Edge Runners”—practical innovators who have led the way in bringing new thinking and new methods to a wide range of health care challenges, and have developed care models and interventions that demonstrate significant clinical and financial outcomes. Scott-Williams’ first study found that 52 percent of patients developed pressure ulcers on their heels and the focus of her next study will be looking at heel protection in the operating room.

References:

1. Aronovitch SA, Beckrich K. Hospital-Acquired Pressure Ulcers: A Common Comparison of Costs in Medical vs. Surgical Patients. *Nursing Economic\$*/Sept.-Oct. 1999; Vol. 17/No.5.
2. Centers for Medicare & Medicaid Services. Medicare Program; Proposed Changes to the Hospital Inpatient Prospective Payment Systems and Fiscal Year 2009 Rates; Proposed Changes to Disclosure of Physician Ownership in Hospitals and Physician Self-Referral Rules; Proposed Collection of Information Regarding Financial Relationships Between Hospitals and Physicians; Proposed Rule. Federal Register. 2008;73(84):23550. Available at: <http://edocket.access.gpo.gov/2008/pdf/08-1135.pdf>. Accessed April 6, 2009.

## Professional Development Nursing Courses

The Division of Continuing Education and Professional Development and the College of Nursing are excited to announce the expansion of the collection of Nursing Professional Development Courses. The collection now includes a total of 20 courses in the areas of Nurse Management, Alternative Medicine for Nurses, Nurse Practitioner Education, and Nurse Education. All of these courses are available online and on-campus.

Each five-hour course provides an opportunity for board-certified nurses, and other health care providers, to help maintain their certification and licensing requirements; acquire and update knowledge and skills; enhance professional attitudes and values; and promote and support innovation and change in health services.

The courses award five contact hours (the educational measurement used in the field of nursing to quantify approved learning and professional service activities) each and are approved by the Arizona Nurses’ Association (AzNA), accredited by the American Nurses Credentialing Center’s Commission on Accreditation (ANCC). ANCC certification is valued throughout the world by national and local agencies, including recognition by all state boards of nursing and the U.S. Military.

For more information, visit the [Professional Development Courses site](#).

### New Report Shows Registered Nurse Population Increasing

The U.S. Health Resources and Services Administration (HRSA) released an extensive and comprehensive source of registered nurse national statistics in the 2004 National Sample Survey of Registered Nurses (NSSRN) report. The report contains encouraging signs regarding RNs in the U.S. workforce.

- Between years 2000-2004, licensed RNs in the U.S. grew 8% to 2.9 million.
- RNs' average age rose to 46.8 years.
- 40% were 50 years and older (33% in 2000).
- 8% were under 30 years (25% in 1980).
- Top three RN workplace settings: hospital, ambulatory care, community health.
- White (non-Hispanic) females continue to dominate RN race and gender.

- Average annual RN earning: \$57,785.
- Since 2000, comparable dollars over time grew 14%, the first noteworthy increase in more than 10 years.
- RNs with active licenses rose to 83%, the highest since 1980.
- Since 2000, RN advanced education increased 37% as 376,901 RNs earned master's or doctorate degrees (51% of doctorates health-related, not nursing).
- Advanced practice nurses: 25% are family nurse practitioners.

The NSSRN collected data on the actively licensed registered nurse population as of March 2004. The HRSA Bureau of Health Professions served as study administrator and The Gallup Organization, under a contract with the HRSA, conducted sample selection, data collection, and study processing.

Reference: <http://bhpr.hrsa.gov/healthworkforce/rnsurvey04/>

## school for advanced studies

### 2009 Commencement Speaker Talks About Life-Long Learning and Impact of UOPX Education



**Dr. Jeff Barry (DM 2009)** has been selected to deliver the commencement speech for the 2009 University of Phoenix Online Graduation ceremony on July 18th at University of Phoenix Stadium in Phoenix, Arizona.

Interestingly, giving speeches at academic ceremonies is not new to him as he previously gave commencement speeches at both his high school and college graduations. His speech focuses on life-long learning, education and the impact that University of Phoenix has had in his life.

Dr. Barry earned a Bachelor of Science in Criminal Justice and Master's of Business Administration, with a focus in Management and Organizational Behavior, from California Lutheran University. He recently completed his Doctor of Management in Organizational Leadership from the School of Advanced Studies at University of Phoenix.

Dr. Barry's dissertation examined the problem of workplace violence by comparing victimization rates with various management and leadership styles. He was recently chosen to present his research findings at the Pacific West Human Resources Conference in Palm Springs, California, an annual event organized by the Society of Human Resource Managers.

Dr. Barry has a varied professional background, which began as a radio news reporter for KCLU Radio in Thousand Oaks, California. While a reporter, he received two golden Microphone Awards. He then spent five years as a Deputy Sheriff with the Ventura County Sheriff's Department, and most recently, for the past three years, he has worked for the Ventura County District Attorney's Office as a District Attorney Investigator conducting fraud and narcotics investigations. He is the only doctorally-prepared law enforcement investigator in his region and he credits his doctoral education for providing an edge to advance in his career in law enforcement. Dr. Barry is an adjunct faculty member for the University of Phoenix and Grand Canyon University.

## UOPX Severely Injured Veterans Scholarship Program Recognized as 'Best Practice'

**U**niversity of Phoenix's Severely Injured Veterans scholarship program was recently commended as a national "Best Practice" by the U.S. Army Community Covenant program. The scholarship programs was created through a partnership with Heroes to Hometowns, a Department of Defense program, and is available to the brave men and women returning home from service in Iraq and Afghanistan with severe injuries.

Through full scholarships, injured Veterans are empowered to reach their academic goals or pursue second careers. Available only in Arizona at that time, five full-tuition awards were given out in 2008 to Heroes to Hometowns. The scholarships are now offered in Arizona, Texas, through Operation Comfort, Northern California through Soldiers' Angels and the Washington DC area through Armed Forces Foundation.

The Army Community Covenant is an initiative of the Secretary of the Army that began in 2008 to invite communities across America to demonstrate their support for service members and their families. The goal of the initiative is to identify, highlight and direct soldiers and their families to benefit programs sponsored at the local, state, or national level. More on Best Practices can be found on the Army Community Covenant Web site.

### Meet Michael Glazebrook

**M**eat **Michael Glazebrook**, military education liaison for the southeast region. Glazebrook serves the education needs of the military community in Florida, Georgia, South Carolina and Puerto Rico. Glazebrook

is the liaison between the University, students and the education service officers of the military installations within his region.

Glazebrook, a Marine Corps veteran, understands the value in pursuing education, and the advantage that a degree can give the service member in a military career and in the corporate world. He used Tuition Assistance and G.I. Bill benefits to complete a marketing degree. Michael has since graduated with his MBA at University of Phoenix! He says,

**"The program was rigorous and rewarding. My devotion today is my family, and helping service members and their families accomplish their educational goals."**

## University of Phoenix Named on 2009 Most Valuable Employers for Military List

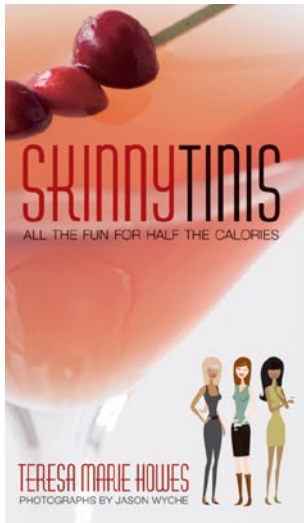
**U**niversity of Phoenix was among an elite list of national employers named on CivilianJobs.com's annual Most Valuable Employers (MVE) for Military 2009 list. The annual ranking is open to all U.S.-based companies, and finalists were selected based on surveys in which employers outlined their 2009 recruiting and retention plans that best serve military service members and veterans.

CivilianJobs.com is a company that connects America's military with civilian careers. It delivers a job board and job fairs, plus employer advertising in its worldwide military base newspaper, Civilian Job News.

In addition to University of Phoenix, other MVE winning companies are: BNSF Railway Company; CACI International Inc.; Consolidated Edison, Inc.; CSX Corporation; The



EG&G Division of URS Corporation; Electric Motor and Contracting Co. Inc. (EMC); G4S Wackenhut; Halfaker and Associates, LLC; IPA; ManTech International Corporation; Sprint Nextel; The Stanley Works; USAA; and Wal-Mart Stores, Inc.



## SkinnyTinis—All the Fun for Half the Calories

by Teresa Howes (MBA 2004)

In today's weight-conscious world we are all looking to cut the calories anywhere we can. But most of us don't want to completely give up our indulgences. After all, having a good time is about doing what you enjoy, without having to make sacrifices. With alumna **Teresa Howes' (MBA 2004)** new book, *SkinnyTinis—All the Fun for Half the Calories*, now you can have a good time with friends and enjoy your favorite cocktail without worrying about overloading on too many calories.

Howes has worked in the weight-management industry for nearly a decade. During that time she created and implemented many strategic programs that have influenced the lives of thousands of clients and employees. As she entered her 40's she found that consuming a 4 ounce beverage packed with more than 300 calories was just too much. She pondered enjoying them less, or figuring out how to make them with fewer calories. "I knew I was just going to have to figure out how to make them with fewer calories. When I realized there was no one out there doing it, I figured it was a great opportunity. Who doesn't want to save a few calories and rid themselves of the guilt that can come from the calories from social drinking?" says Howes who has a bachelor's degree in nutrition from Cal Poly, San Luis Obispo, and a Master's in Business Administration from University of Phoenix.

Howes teaches readers how to create skinny versions of popular favorites such as a Cosmopolitan (129 calories versus 287) and the Appletini (139 calories versus 343). All of the recipes use low-sugar or sugar-free mixers, fresh fruit, and innovative garnishes, and substitution information is provided for those who prefer to avoid artificial sweeteners.

Her recipes were calculated to ensure exact calories, and of course the final recipes had to be tested to ensure good flavor. "They were tested through a series of *SkinnyTini* tasting parties. We learned that you couldn't ever test quite more than three in a night because by the time you got to the fourth one, it didn't matter what was in it," says Howes who adds that it wasn't quite as easy as she had originally thought to come up with delicious martini recipes that are all less than 150 calories, but deliver at least 2 ounces of liquor.

Howes agrees that eliminating something you love from your diet to save your waistline is no fun. With *SkinnyTinis* you no longer have to worry about that when it comes to your favorite martinis.

**"I feel extremely confident about the final 70 that were selected for the manuscript and hope that readers benefit from and appreciate the research and laughter that went into developing this recipe book."**

*SkinnyTinis* is accompanied by its own comprehensive Web site, [skinnytinis.com](http://skinnytinis.com), which includes up-to-date health information, recipes, quizzes and much more. The Web site even allows readers to design their very own customized SkinnyTini recipes—complete with calorie counts—which can be emailed to friends or printed out as a fun party favor for cocktail parties.



## Home Décor: A Sunset Design Guide

by Kerrie Kelly (MBA 2002)

Alumna **Kerrie Kelly** (MBA) has always had a passion for design. She's worked in high-end retail design positions with firms such as the Ralph Lauren Home Collection, and in 1995 she opened her own design

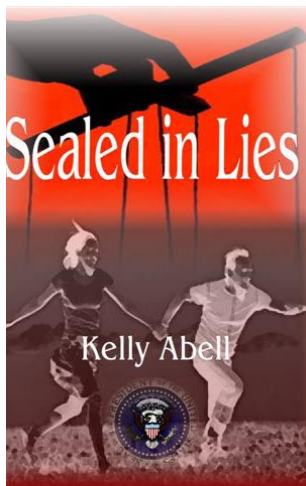
company, All American Design & Furnishings, Inc., in Sacramento, California. After contributing columns to the local newspaper's home section, she felt that expanding her design techniques into a book would be something homeowners could benefit from.

"Everyone deserves great design, and *Home Décor: A Sunset Design Guide* provides that to the public," says Kelly who adds that the book speaks to homeowners who want to live well and live simply in beautiful environments.

The book provides tips to homeowners on how to apply design techniques to their home without the expense of hiring an interior designer. *Home Décor: A Sunset Design Guide* will debut in August 2009 and will be followed by the introduction of her own line of eco-chic furniture.

**"A significant section of the book I've written for Sunset describes some of the latest eco chic design options that are now available to home and business owners," says Kelly.**

For more information on Kelly, visit:  
[www.allamericandesignandfurnishings.com](http://www.allamericandesignandfurnishings.com)



## Sealed In Lies

by Kelly Abell (MAED/CI-AE 2008)

**J**ack Weaver is being haunted by terrifying dreams from his past that seem to be connected to a conspiracy involving his old SEAL team. Desperate for answers, Jack breaks into the home of Vice-President elect Warren Walters, another SEAL teammate, where he is discovered by Warren's abused wife Caroline.

Alumna **Kelly Abell** (MAED 2008) turned a real-life news story into the suspense/

thriller novel *Sealed In Lies*. The story has all the spice of romance mixed in with betrayal, revenge, conspiracy and finding love in unexpected places.

**"The muse was silent for a while and about 10 years ago I got back into writing seriously. I love to write and do so for the pure joy of watching my dream—yes, I literally do dream some of the plots!—come to life," says Abell.**

A sales consultant for a major insurance company, Abell received a Master's Degree in Adult Education from University of Phoenix.

After waking up continuously in the middle of the night with ideas for characters and dreams that wouldn't be silenced, she began to write novels. "This is my second novel and the ideas just come and want to be written down, so I just listen to the muse and start writing. I always have more stories in my head than I have time to write," says Abell.

Abell primarily writes romantic suspense, but is also working on a storyline that deals with young adult paranormal. In addition, she is working on a sequel to *Sealed In Lies*.

# lo-rez

## community relations



### Hitting a Home Run with the White Sox at Latino College Night

University of Phoenix recently sponsored the Latino College Night with the White Sox on May 20 in Chicago. Latino College Night is an annual event held by the White Sox to encourage and promote the Latino community to attend college and to achieve their educational goals.

### Summer of Giving 2009

Summer is a time when many non-profit organizations are in most need of assistance, and this summer University of Phoenix is doing something about it by launching the first-ever Summer of Giving Initiative, a summer-long program dedicated to giving back in many different ways!

From June 1 to August 31, students, faculty, alumni and staff will have the opportunity to give back by participating in a sports equipment drive, virtual food drive, water drive and back-to-school drive. Check to see how you can get involved in volunteering activities in your own community through your local campus.

The campaign kicked-off in June with a Sports Equipment

Drive. Campuses and UOPX locations collected sports equipment for Boys & Girls Clubs of America. Bats and balls, tennis racquets and golf clubs were delivered to locations nationwide and gave many children the chance to be more than just spectators in the world of sports.

### Back to School Drive—July 20 to July 31

The children of today are the alumni of tomorrow. Participate in the Back to School Drive benefiting the Boys & Girls Clubs of America. Help a child grow in their education by filling their backpack with the school supplies needed to succeed. There are two ways to participate: purchase supplies and deliver them to your campus or departments nearest drop box location, or donate

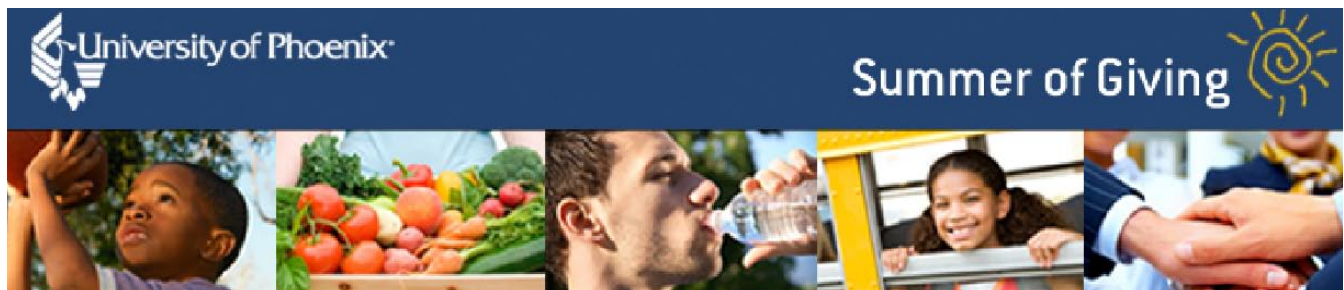
online at [www.stapleslink.com](http://www.stapleslink.com) (\$35 minimum donation). For online donation instructions, click here. For more information, please contact your local campus.



### Did You Know?

**Eliminating the stress and competition that underprivileged students deal with every day by providing school supplies to those in need is the ultimate way to provide every student with equal opportunity to feel that college can be an attainable reality.**

Source: Kids in Need. November 2008.. Kids in Need. Retrieved May 27, 2009 from [www.kidsinneed.net](http://www.kidsinneed.net).



# Give of your time—Volunteer

Throughout the month of August, University of Phoenix is working to promote volunteerism! Each week we will feature a different volunteerism focus, and we hope to get our employees, students and alumni involved in giving back to their communities. In Phoenix, activities will be held throughout the month. Check in with representatives at your local campus to get involved in activities in your own community.

## Beat the Heat Water Bottle Drive Brings in Over 46,000 Bottles of Water

On June 18, the University of Phoenix community and campuses were encouraged to “quench their thirst for giving” by participating in a Beat the Heat one-day Water Bottle Drive for the Salvation Army’s Extreme Heat Project. Campuses and locations collected an overwhelming amount of sealed water bottles of every shape and size—in just one day! In Phoenix alone, more than 46,000 water bottles and monetary donations that will buy an additional 29,400 water bottles were collected.



**Did You Know?**  
The estimated dollar value of volunteer time is **\$19.51 per hour.**

Source: Independent Sector. November 2009. Retrieved on May 27, 2009 from [www.independentsector.org](http://www.independentsector.org).

Give ... water to the thirsty

Did you know ... ?  
According to the United Nations Development Program (UNDP), more than one billion people (about one in six people in this world) have no access to clean and safe drinking water, while over two billion lack access to adequate sanitation. The effects of unclean water often lead to an endless cycle of poverty, conflict, disease and death.\*  
Support our Extreme Heat 2009 Water Drive. <Enter info here>

How to give:  
On Thursday, June 18, bring in sealed water bottles or purchase water bottles on-site to be donated.

Give this summer. For more information, please visit [apollogrp.edu/summerofgiving](http://apollogrp.edu/summerofgiving)



## campus events for alumni



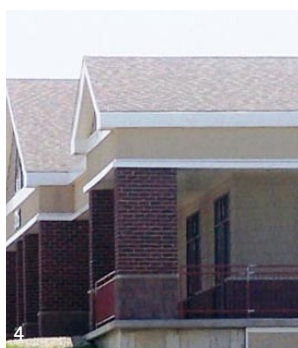
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### 1 Chico, CA

July 18—Movies in the Park;  
7 p.m. to 10 p.m.  
Woodland Ave. and E. 5th Street

### 2 St. Louis Park, MN

July 22—Career Planning Conference/  
Job Fair; 5:30 p.m. to 9 p.m.  
435 Ford Road, Suite 1000

### 3 Des Moines, Iowa

July 23—"Night at the Phoenix"  
Summer Celebration; 6 p.m. to 8 p.m.  
6600 Westtown Parkway, Suite 280

### 4 Cedar Rapids, Iowa

July 23—"Night at the Phoenix"  
Summer Celebration; 6 p.m. to 8 p.m.  
3726 Queen Court SW, Suite 203

### 1 Chico, CA

July 25—Chico Economic Summit; 10  
a.m. to 2:30 p.m.  
500 Orient Street, Suite 100

### 5 Austin, TX

July 27-30—Back To School  
Appreciation Week; 5 p.m. to 6 p.m.  
10801-2 N. Mo Pac Expressway,  
Suite 300

### 6 Killeen, TX

July 27-30—Back To School  
Appreciation Week; 5 p.m. to 6 p.m.  
902 W. Central Texas Expressway,  
Suite 300

### 5 Austin, TX

July 27-30—Back To School  
Appreciation Week; 5 p.m. to 6 p.m.  
9900 S. Interstate 35, Suite W150

### 7 Kansas City, KS

August 9, 2009—Race for the Cure  
Information; 7:00 a.m. start  
Union Station

### 8 Jacksonville, FL

August 22—Career Development  
Seminar; 9 a.m. to Noon  
4500 Salisbury Road, Suite 200

For additional information on these events, go to [alumni.phoenix.edu](http://alumni.phoenix.edu). >Alumni News & Events

### UOPX Facility Rentals at Locations Nationwide

UOPX Facility Rentals at Locations Nationwide Book your event today! Visit the [facility rentals](http://facilityrentals) Web site or for more information call (602) 557-3515 or email us at [roomrent@phoenix.edu](mailto:roomrent@phoenix.edu).