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Marshall Magazine Autumn 2010

Marshall University

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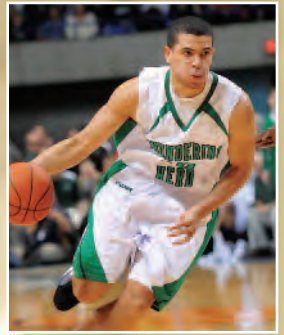
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Thundering Herd basketball is off and running

Marshall



magazine

Big Jim

Marshall alumnus Jim Justice, the dynamic new owner of the famed Greenbrier resort, is a big man with an even bigger heart.



See page 40 for ALUMNI NEWS and more

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The official magazine of Marshall University.

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on the cover

Jim Justice, Marshall alumnus and owner of The Greenbrier, is fully dedicated to bringing the entire state of West Virginia back to global prominence. Photography by Rick Lee.

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“That was my dad. He believed if something was really tough, it would take a couple of days, and if it was impossible it would take another day.”

-Jim Justice

Consider for a moment these assertions that reflect the mindset of a resilient West Virginia businessman who instilled the same level of determination in his son. Clearly, a work ethic like this comes from thriving in the trenches of the highly competitive world of the entrepreneur. Fortunately for the multitude of employees at The Greenbrier resort, as well as those at his 40-plus other companies, Marshall University's own Jim Justice is very much his father's son.

Look only as far as the cover story in this issue of *Marshall Magazine* to grasp what drives Jim Justice to succeed as he relentlessly reinvents his enterprises at considerable financial risk to improve their performance. His holdings are diverse and, in many cases, quite dear to him and his wife, Cathy, also a proud Marshall graduate. Justice is the president of companies ranging from coal properties to tree farms to cotton gins and land projects; yet, his purchase and revitalization of “America's Resort,” the Mountain State's rarest of gems, The Greenbrier, is his greatest joy and challenge. His investment in The Greenbrier epitomizes the passion this man exudes for his work and his commitment to creating new opportunities and building a better future.

As I read his story, it became clear to me that to conquer the challenges confronted by the self-made, it is not enough to inherit determination; you have to have extremely high expectations, acumen for business and an unyielding work ethic. Entrepreneurs must believe their ideas and interests will net them success eventually. They become the manifestation of their expectations.

Justice embodies the progressive energy and spirit embedded in the vision and aspirations we have established for Marshall University. I believe that when we define and design our preferred future and commit to it passionately, we begin the process of actualizing it. The future is something you do and mold; it is something you design. It is not something that just happens. We are compelled to distinguish our high-probability future – the future that is most likely to manifest if we let things keep going the way they have been – versus our highly preferred future – the future we choose to create.

Justice purchased The Greenbrier out of bankruptcy and began turning this rescued jewel into a growing enterprise.

He did so believing he would succeed. He lives his life and runs his businesses expecting success, absolutely and unequivocally. When I talk about Marshall, I often speak about the importance of growth as the seeds for prosperity, and I emphasize there simply is no room for failure in the paradigm. Certainly, as a state-assisted university, Marshall will continue to confront budgetary challenges in the coming years. However, I am more optimistic than ever we will not only surmount the challenges, we will continue the forward momentum that has characterized our recent extraordinary progress.

Our student enrollment has risen to unprecedented levels, recent studies show the economic impact of Marshall has never been greater, new facilities are being constructed and high-demand academic program offerings are being introduced. These developments, and more, are transforming Marshall into a preferred destination university for incoming students.

Like a successful entrepreneur, our courage and an unyielding commitment to accomplishing our goals will continue to serve as the impetus for moving forward. This resiliency leaves no room for failure.

And, like the revitalization and innovative thinking required to restore a 232-year-old resort to its former glory, it will take renewed investment and commitment for Marshall to build and expand the intellectual resources of our state at the pace required to advance its economic future. Investments in the genesis of new knowledge and innovation are the keys to the revitalization we seek.

I admire the resolute entrepreneurial spirit of Jim Justice and know he is just as committed to stimulating the economic engine at The Greenbrier as we are to advancing our university as a potent economic multiplier for West Virginia and the entire region. He is an inspiration to his Marshall University family, embodying the ethos of industry, determination and forward-thinking we want to see in our students and beloved alumni. □





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Big Man, Big Heart, Big Business

Alumnus Jim Justice, the bold baron who bought The Greenbrier, is known as much for his generosity as his business savvy.

Article by Jack Houvouras

Photos courtesy of The Greenbrier

When Jim Justice arrived at Marshall University in the fall of 1970 he was, quite literally, a big man on campus. Standing 6 feet 7 inches tall and weighing 195 pounds, he looked more like a basketball player than a new member of the Thundering Herd golf team. The Beckley native had just transferred from the University of Tennessee not because he wanted to be closer to home or play golf at Marshall. No, what brought Justice to Huntington was a girl.

“My wife Cathy is the reason I ended up at Marshall,” Justice explains. “We started dating the summer after my first year at Tennessee. She was at Marshall, and I started thinking, ‘Maybe I’ll transfer. This will be neat.’ I guess you could say that we fell in love at Marshall.”

Justice, now 59, first came to fame in May 2009 when he bought The Greenbrier resort out of bankruptcy for \$20.1 million. The savvy businessman whose primary interests include coal and agriculture outmaneuvered Marriott Hotel Services Inc. to land the purchase of the famed resort. Before the announcement of the sale, not many people in West Virginia had ever heard

of the Marshall alumnus. But all of that changed quickly as the media began to ask, “Who is Jim Justice?”

What they found is that Justice, who earned both his Bachelor of Arts ('74) and Master of Business Administration ('76) from Marshall, got his start in the business world working in the family business. His father, James, was the owner of Bluestone Coal Inc., which owned mines throughout West Virginia. Shortly after joining his father, the younger Justice founded a new company for the family business that he named Bluestone Farms. The agriculture-based entity began acquiring land to grow corn, wheat and soybeans. Today, the operation is the largest grain producer on the east coast with 50,000 acres of farms in four states. Justice took over the coal operations after his father passed away in 1993.

“My dad and I were best buddies. We worked side by side,” Justice recalls. “He was my best man in my wedding – gosh, I miss him. He taught me so much. When I was 18, he gave me a job to do and I dropped the ball. He summoned me to his office and I remember standing in front of his desk and saying, ‘Dad, there wasn’t anything I could do.’ All of a sudden he jumped from



Jim Justice, Marshall alumnus and owner of The Greenbrier, calls the resort "our state's treasure." Justice keeps a busy schedule, balancing the ownership of 48 different companies, coaching a girls' high school basketball team and spending time with his family.



PHOTO COURTESY OF MARSHALL UNIVERSITY

During his college career, Justice (kneeling second from left) excelled not only in the classroom but also on the golf course. In fact, Joe Feaganes, the golf team's head coach at the time, named Justice team captain during his junior and senior years.

his chair, grabbed me by the shirt and said, 'There's *always* something you can do, and you better damn well always remember that.' That was my dad. He believed if something was really tough, it would take a couple of days, and if it was impossible it would take another day."

After taking over at Bluestone Coal, Justice began accumulating thousands of acres of coal reserves and eventually began opening new mines in West Virginia, Kentucky, Tennessee and Virginia. He oversaw a tremendous expansion of the company before selling the active West Virginia operations in 2009 to a Russian company for \$436 million. Today, Justice still owns several other coal properties and is the president of 48 different companies including cotton gins, Christmas tree farms, turf grass operations, golf courses, timber enhancement and land projects.

• • • • •

At Marshall, Justice excelled in the classroom and on the golf course. In fact, he was good enough on the links that new head coach at the time, Joe Feaganes, named him captain of the team during his junior and senior years.

"I developed lifelong friendships with many of the

guys that were on the team," Justice reflects. "There are a lot of really good memories there. I loved Marshall and the camaraderie of the team."

Of all the professors under which Justice studied, he says there was one he will never forget.

"When I first transferred to Marshall, I had Dr. Robert Alexander for Principles of Management," he recalls. "He walked into class, opened his grade book and said, 'Well let's see, the last class here made 22 As, 18 Bs and one C.' So I'm thinking, 'This is going to be a piece-of-cake class.' And then all of a sudden he peered out over his glasses and said, 'If you can't make an A or B in my class I don't feel like I've done my job - but you better buckle up, because I'm getting ready to work your ass off.' That was the way he was. He worked you hard, but he was a terrific teacher. I carry that with me today."

Justice noted that while he did spend some time at the Varsity and Wiggins restaurants during his years at Marshall, most of his free time was spent with Cathy or traipsing through the hills and valleys near Huntington.

"I love to hunt and fish, and I love the outdoors," he explains. "The great thing about Huntington is that it

never gets too cold. You're right on the river, and in the middle of winter I would be duck hunting or quail hunting. In fact, I had a bird dog that I kept with me in my apartment. Her name was Lady."

Although Justice describes his six years at Marshall as some of the best in his life, he does recall with great sadness the one event that changed him, the university and the city forever.

"Nov. 14, 1970. There aren't many moments in your life where you know exactly where you were and what you were doing when you heard the news, but I do. I was on the third floor of South Hall (now Holderby Hall) in my dorm room," he explains. "It was 10 p.m. when we heard about the plane crash. It was drizzling rain outside. I knew a lot of the players and the people that were on the plane. It was bad. It was a tough time."

However, Justice says he thinks Hollywood's portrayal of those events and the subsequent rebuilding of the university in the movie *We Are Marshall* is an excellent reminder of that tragic yet inspiring story.

"I was so excited to see the release of *We Are Marshall*," Justice says. "I loved the film. I thought it captured a lot of those moments of truth and the rebirth of the university."

.....

After Justice completed the purchase of The Greenbrier, he immediately went to work putting his mark on the 232-year-old resort. He began by rehiring hundreds of furloughed workers and inking a new contract with the union. He opened an upscale steakhouse that he named Prime 44 West after his good friend, NBA legend Jerry West. (West wore the number 44



For centuries, The Greenbrier has served as a vacation destination for America's most prominent figures, hosting guests such as Andrew Jackson, Davy Crockett and Dolley Madison. Located in White Sulphur Springs, the resort boasts 721 rooms, including 33 suites and 96 guest and estate houses, as well as a variety of first-class restaurants.



Left: At The Greenbrier's opening gala for its Casino Club, Jim Justice played host to a variety of famous guests, including Shaquille O'Neal, basketball player for the Boston Celtics. Top Right: Justice and his family pose for a photo at the groundbreaking of the new casino. The casino opened just 10 months later on July 2, 2010. Bottom Right: At the opening gala, Justice brought guest Jessica Simpson onstage for a surprise birthday cake and a rousing rendition of "Happy Birthday."

"I love what I do, and I think that's the key to everything. I think if you've got a real passion for what you're doing and you really enjoy it, you'll be successful."

-Jim Justice

throughout his career.) The restaurant is adorned with memorabilia from West's prolific career.

"I love The Greenbrier and was thrilled when Jim approached me with this idea," West told *WV Living* magazine. "I am honored to be part of the greatest resort that ever was."

Thinking outside the box, Justice then announced a "Tribute to the Virginias" promotion that offered rooms for as low as \$59 a night. The idea was a huge hit. Next, Justice announced plans to build an \$80 million underground casino, and a mere 10 months later it was up and running. In addition to gambling, the Monte Carlo-style casino features high-end shops, bars and a world-class restaurant. Justice paid to have a bevy of



Top Left: Jim Justice, his wife Cathy, daughter Jill and son Jay were all smiles at the grand opening of The Greenbrier's Casino Club. Justice said that his faith and family are the two most important things in his life and that he carries his simple, unchanging values into every business venture and project. **Top Right:** Greenbrier owner Jim Justice is known as much for his generosity as his business savvy. **Bottom Right:** Justice brokered a six-year deal that brought the first-ever PGA golf tournament to West Virginia. The Greenbrier Classic debuted on the Old White Course in July to rave reviews from players, fans and TOUR officials. Justice spent millions of dollars renovating the course and improving the resort's parking and landscaping.



celebrities flown in for the grand opening including Debbie Reynolds, Raquel Welch, Barbara Eden, Tom Watson, Jack Nicklaus, Shaquille O'Neal, Charles Barkley, Brooke Shields, Jane Seymour, Jessica Simpson, Ben Affleck and West Virginia's own Jennifer Garner. Singer Lionel Richie was also on hand to perform a concert of his greatest hits.

While the casino was under construction, Justice brokered a six-year deal that would bring the first-ever PGA TOUR golf tournament to West Virginia. The Greenbrier Classic debuted on the Old White Course in July to rave reviews from players, fans and TOUR officials. Justice spent millions of dollars on everything from parking to landscaping to course renovations in

order to make the tournament a first-class event. He even flipped the bill so ticket holders could attend free evening concerts featuring country stars Brad Paisley, Reba McEntire, Rascal Flatts and Carrie Underwood. The tournament, won by Stuart Appleby who carded an elusive 59 on the final day, gave both the resort and the state of West Virginia tremendous exposure on national television.

All of Justice's bold moves seem to be paying off. When he took over The Greenbrier the resort was averaging an occupancy rate of 30 percent. Today the resort is averaging 85 percent. Next on his list of goals is to restore the coveted Forbes (formerly Mobil) five star rating that the resort lost in 2000.

“The Greenbrier is our state’s treasure,” Justice says. “We’ve earned the AAA Five diamond award for 34 years - every year since they started. We’re one of only three resorts that can say that. We’re committed like a laser to getting that fifth star back. It may not be this year, because it is a challenge, but we’re going to meet that challenge.”

Most important to Justice is the fact that his entire family supports him in his efforts to make The Greenbrier a success. His wife Cathy, son Jay and daughter Jill told *WV Living* magazine: “If anyone can do it, Big Jimmy can.”

In addition to heading up 47 different companies, including his recent purchase of the Resort at Glade Springs in Beckley, Justice has also found time to coach basketball for the last 25 years. Justice takes the role seriously, studying game film and scouting opposing teams on a regular basis. The result? More than 750 career wins and the respect of both his players and the community.

“He teaches sportsmanship, teamwork, the fundamentals of the game and what it’s like to compete at the highest level,” said John Curry, superintendent of Greenbrier County schools, in an interview with the *Charleston Gazette* after the newspaper named him *West Virginian of the Year*. “Coach Justice epitomizes all the good things about sports. It’s just a delight to watch him work and see the passion he has for student athletes and basketball itself.”

“He takes care of these girls as if they were his own daughters,” added Jeff Bryant, principal at Greenbrier East High School.

In coaching, Justice has been generous with both his time and money. He paid \$300,000 to have a parquet floor installed at the Greenbrier East High School gym. He also bought an inflatable tunnel for his players to run through when introduced, while simultaneously a large video screen showcases each player’s photo.

Sports have always been important to Jim, his wife, Cathy, explains.

“He works all the time, but when the kids were growing up, he never missed a game they played,” she told

USA Today. “We don’t take vacations. Instead we find our escape in sports.”

Justice is well aware of his good fortune. Last year at Christmas he boarded his private helicopter in Beckley and flew to the rural community of Crumpler in McDowell County. When he emerged from the helicopter he was

dressed as Santa Claus and proceeded to hand out \$30,000 worth of gifts to 50 low-income children including stuffed animals, collector’s coins and \$100 Walmart gift cards. It was the 10th consecutive year that Justice, or Santa, made the trip to Crumpler.

“He’s the most beautiful human being you’d ever meet,” said John Klemish, director of sales at The Greenbrier Sporting Club, in an interview with the *Charleston Gazette*.

“With Jim Justice, it’s all

about giving, giving, giving.”

“Jim is a great humanitarian and has a heart greater than all outdoors,” adds Joe Manchin, former governor and now a U.S. senator. “He wants to help everyone.”



Running nearly 50 companies, coaching high school basketball, spending time with his family and giving back to the community all take time, so how does Justice do it? First, he only sleeps about four hours a night. Second, he has passion for his work.

“I love what I do, and I think that’s the key to everything,” Justice explains. “I think if you’ve got a real passion for what you’re doing and you really enjoy it, you’ll be successful.”

While his busy schedule did not allow him to attend this year’s Marshall vs. WVU football game, he says he watched the game on television.

“We had that game in hand,” he recalls. “Then, to lose in overtime - that was tragic. It was absolutely tragic. There aren’t many sporting activities or games that upset me so much that I carry them with me for days, but that sure did.”

Today, life for one of Marshall University’s most successful graduates is a combination of hard work and simplicity.



During the Greenbrier Classic, at the 18th hole of the Old White Course, former Gov. Joe Manchin III presented the Distinguished West Virginian Award to Jim Justice. From Left: Golfer Tom Watson, Jim Justice, Gov. Joe Manchin, PGA TOUR Executive Rick George.

“My foundation is simple,” he explains. “First is my faith in God, second is my family, third are my employees and fourth is helping kids. It’s what I do day in and day out, and I love every minute of it.”

Justice is often described by friends as sincere, humble and one of the most genuine people you will ever meet.

“He’s a typical West Virginian,” West told the *Charleston Gazette*. “He’s humble, funny, giving, a fun guy, yet tough-minded in his approach to doing things. West Virginia should feel lucky he owns The Greenbrier. The historic resort couldn’t be in better hands. He’ll do everything he can to give people a reason to come there. He’s a visionary, and he knows how to get things done.”

Some people say that Justice’s decision to buy The Greenbrier was a sentimental one because of his unabashed love for the state of West Virginia, a claim the big man with the big heart readily acknowledges.

“West Virginia is the most beautiful state in the union,” Justice affirms. “Our people are full of love and kindness. We have incredibly skilled craftsmen who are the envy of the nation. When we welcome guests from all over the country, we are sharing some love that is missing from the world. My biggest objective is to help the people of West Virginia be proud of their state. And I want the world to see how good we really are. To me, that is worth everything.” □

Jack Houvouras is president of H.Q. Publishing Co. in Huntington, W.Va. He is the publisher of the *Huntington Quarterly*, *Marshall Magazine*, *The West Virginia Lawyer* and other specialty publications.



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Marshall Welcomes New Basketball Coach Tom Herrion

Marshall's 28th men's basketball coach brings 21 years of collegiate coaching experience – and a lifetime of being around the game.

You can walk through the door by yourself if you know the right code to punch in. Otherwise, you have to be escorted inside Marshall's newest basketball showpiece to truly appreciate that it's a locker room in name only. The new locker room is the perfect anachronism connecting the Thundering Herd's basketball past with its present. On a shelf sits a trophy marking Marshall's second-place finish in the Marquette Invitational in 1971. Hovering over the semicircle of sleek-looking lockers are murals of famous ex-Herd players like Mike D'Antoni, Hal Greer and John Taft. And for the new hoop stars, for whom history only goes back as far as yesterday's post on Facebook, it's important to remind them of the Herd's basketball tradition. Huntington really was a basketball town.

"So much of our tradition is basketball in the late '60s and early '70s," said new Herd Coach Tom Herrion. "It's a big challenge to want to restore it. It's one of our goals when we come to work every day."

Working at basketball makes perfect sense for a man who was born in Oxford, Mass., a town just a few fast breaks away from Springfield, the birthplace of the sport itself.

"Some people grew up in medicine, some people grew

Article by Keith Morehouse
Photos courtesy of Marshall University



New Herd Coach Tom Herrion with senior Tirrell Baines, junior Dago Pena, junior Nigel Spikes and junior Shaquille Johnson. Herrion said one of his top priorities is to restore the Herd's basketball tradition of the late '60s and early '70s.



6-foot-10-inch Nigel Spikes, No. 45 last year, will return to the Herd this year as No. 11. Herrion said he hopes Spikes and the other returning players emerge as leaders this season.

up in law – I grew up in basketball,” Herrion said. “My dad, Jim Herrion, was a high school coach in New York City and a college coach in New England. My brother, Bill Herrion, is the coach at the University of New Hampshire. I’ve always been exposed to basketball.”

Herrion was hired on April 20 to replace Donnie Jones as Marshall’s basketball coach. He came to Huntington after three years as an assistant at Pitt. Prior to that, Herrion was the head coach at the College of Charleston, where his teams went 80-38 in four years. His first team won the Great Alaska Shootout and played in the NIT.

His first order of business at Marshall was to take a head count and see who was in and who was out.

“I was thinking about transferring,” junior Dago Pena admitted, “but I felt like I had to give Coach Herrion more time. It wasn’t fair to him to leave before I got to know him. He’s a good guy; he’s there for you. I think he’s going to make me better.”

Tom Herrion knew Coach Jones’ departure might make for some hurt feelings at the Henderson Center. So he made certain he showed all of the returning players his appreciation upon his arrival in Huntington.

“I don’t think players care how much you know until

they know how much you care,” Herrion said. “I told them, ‘Let’s not get all caught up in who recruited you, which staff recruited you.’ They’re my guys now.”

Unfortunately for the first-year head coach, Herrion lost about 14 feet of presence in the paint when Hassan Whiteside and Tyler Wilkerson left for the NBA. Add in the graduations of senior guards Chris Lutz and Darryl Merthie and that’s a total loss of about 40 points a game.

Herrion starting adding players right away. He plucked point guard Johnny Higgins from the junior college ranks. Aundra Williams is a 6-foot, 10-inch, 250-pound center from Indian River State College. Johnny Thomas is a 6-foot, 6-inch forward from N.C. State who can play right away. Orlando Allen is a 6-foot, 10-inch, 250-pound transfer from Oklahoma



Junior guard/forward Dago Pena was named 2010 Conference USA Co-Sixth Man of the Year.



Tirrell Baines, senior forward from Laurens, S.C., and Shaquille Johnson, junior guard from Jacksonville, Fla., are two of the Herd's strong returning players. As soon as Coach Herrion arrived in Huntington, he buckled down and got to work. He said, "Let's not get caught up in who recruited you, which staff recruited you," and emphasized the importance of a cohesive, hard-playing team.

who can help in the middle. Herrion recruited the tallest player in Marshall history with Marquette transfer Yous Mbao, who's 7 feet, 2 inches tall and will have three years of eligibility beginning next year. And don't forget to include DeAndre Kane and Eladio Espinosa, who sat out last year. Add those players to a strong returning corps of Shaq Johnson, Dago Pena, Tirrell Baines and Antonio Haymon and you might have Marshall's deepest team in years.

"I think we can be dangerous," junior guard Shaq Johnson said. "We have five guys who can get 20 on any given night. One person doesn't have to be the guy every night."

And it has all been engineered by the fast-talking basketball junkie from Massachusetts. Tom Herrion promises a lunch-pail, punch-the-time-clock mentality from his basketball team. It fits his style and it fits in Huntington.

"I think with a community like this that's a blue collar town, we've got a fan base that appreciates hard work," Herrion said. "A hard-playing team, just like hard-working people. It's all relative."

The soon-to-be 43-year-old said he feels like his second head coaching job may be even more productive than his first. Herrion has spent time as an assistant with coaching minds like Pete Gillen at Virginia and Jamie Dixon at Pitt. He thinks that seasoning is exactly what he needs on his second go-round as a head coach.

"I'm way more prepared this time than I was as a head coach the first time around," Herrion said. "I didn't have to take any job; I wanted to take the right job, where I could win."

Also in need of some brass polish inside the locker room is the 1987 Southern Conference Championship trophy. It's more than symbolic because it represents the last time Marshall went to the NCAA Tournament.

Coach Herrion has undoubtedly looked around the locker room, and he's starting to get comfortable. After all, hanging around in basketball gyms is all he's ever known. □

Keith Morehouse is the sports director for WSAZ NewsChannel 3 in Huntington, W.Va.

The Challenge Has Been Answered

Each year, the Marshall community comes together to commemorate the 1970 plane crash and its victims. They gather at the Memorial Fountain, a graceful bronze sculpture erected on Marshall's Huntington campus as a permanent tribute to the victims. But the Memorial Fountain does more than mourn the 75 lives lost that dismal night. Even 40 years later, it challenges us to take up the unfinished tasks the victims left behind and build anew.

Article by James E. Casto
Photos courtesy of Marshall University

There are tragic dates and events buried so deep into our collective memory that they defy time and the passage of years. It's as if they have become part of our very DNA. Their images are as vivid as if they happened just yesterday.

Few older Americans will ever forget how the peaceful quiet of a Sunday morning was shattered on Dec. 7, 1941, when word flashed from Hawaii that the Japanese were attacking Pearl Harbor. Most of us who are old enough to recall Nov. 22, 1963, remember exactly where

we were and what we were doing when we heard the awful news from Dallas: President Kennedy had been shot and killed.

And certainly the terrorist attacks of Sept. 11, 2001, will forever be engraved in the hearts and minds of millions of Americans.

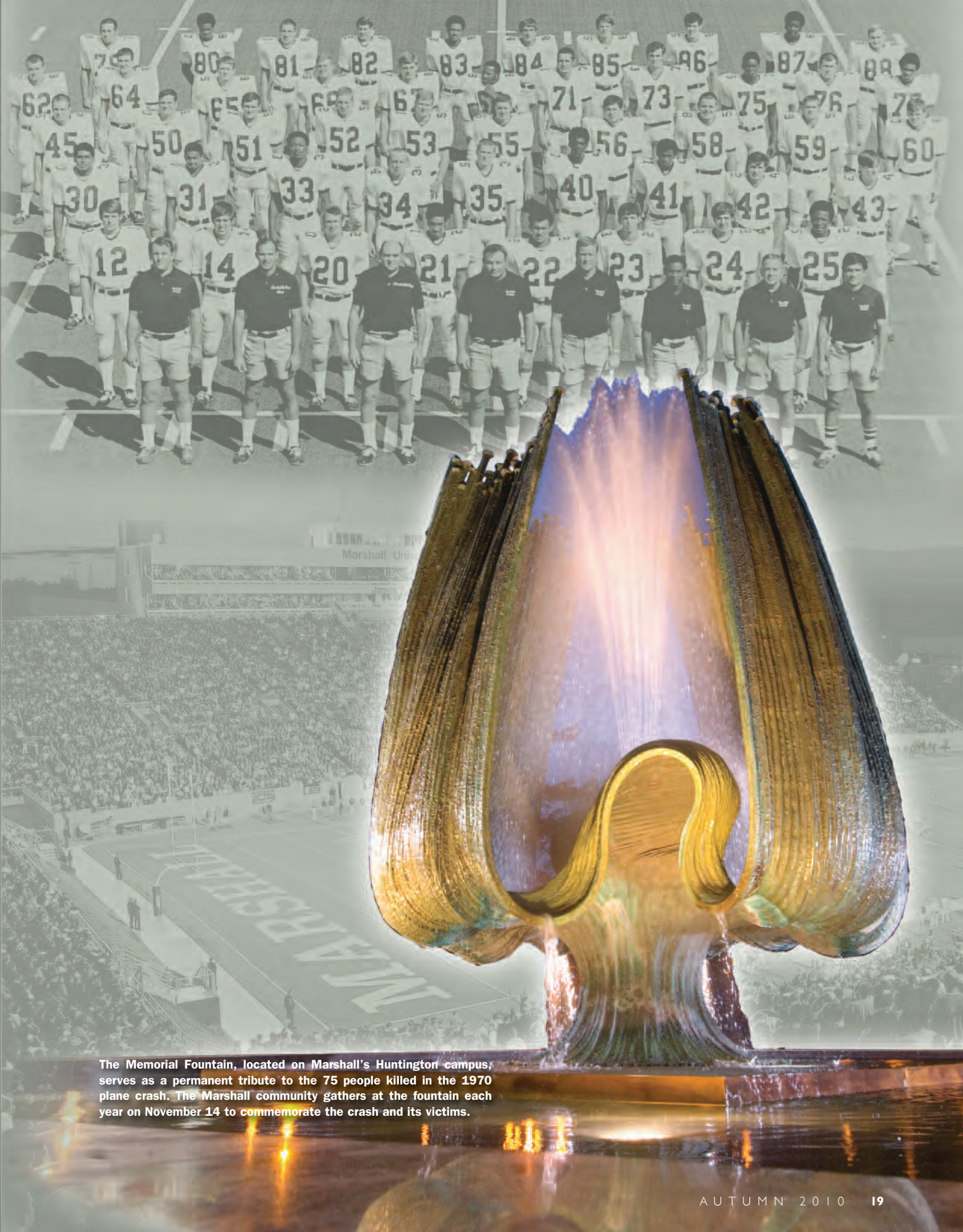
For Marshall University and Huntington, Nov. 14, 1970, is a date etched in the same somber tones.

The first word that dark, misty Saturday evening was frustratingly vague. The report simply said a plane had crashed near Tri-State Airport. Some of those who realized that the Marshall football team was flying home after its game with East Carolina University immediately feared the worst. Soon their fears would be tragically confirmed.

The chartered twin-engine DC-9 carrying 75 aboard – Marshall football players, coaches and fans, and an airline crew of five – had slammed into a hillside just short of the airport runway. There were no survivors. The Marshall plane crash remains the worst disaster in American sports history.

Each year, students, faculty and townspeople come together to commemorate the crash and its victims.





The Memorial Fountain, located on Marshall's Huntington campus, serves as a permanent tribute to the 75 people killed in the 1970 plane crash. The Marshall community gathers at the fountain each year on November 14 to commemorate the crash and its victims.

They gather at the Memorial Fountain, the graceful bronze sculpture erected on Marshall's Huntington campus as a permanent tribute to the victims.

The annual memorial service is a valuable tradition, especially for the many who are too young to remember the crash and the dark days that followed. But those of us who lived through that agony need no memorial services or bronze monuments to remember those days. Even today, four decades later, the emotional scars remain.

The lives of the crash victims – so many of them promising young men with so much to look forward to – were cut tragically short in an instant, leaving all of us to wonder why. How could such a terrible tragedy come to pass?

We ask the question but can find no answer.

Those who see their loved ones in the military go off to serve in Iraq or Afghanistan know that they're going into harm's way and so must steel themselves to the realization that they may be killed. But the proud parents who saw their sons put on Marshall football uniforms had no way of knowing what fate had in store for them.

The Marshall crash was news across the country and around the world. But the national newspaper headlines soon faded, and the network TV reporters quickly packed up their cameras and microphones and moved on to the next big story. In the process, the media missed the amazing story of a campus and community

“They shall live on in the hearts of their families and friends forever and this memorial records their loss to the university and the community.”

that, while still mourning, nonetheless picked up and went on, somehow turning tragedy into triumph. That story was a community saga, held close to our hearts and shared with only a few.

In 2006, however, all that changed when the Marshall story was brought to the big screen for the world to see. The movie *We Are Marshall* told the inspiring tale of what happened after the crash.

Hollywood being Hollywood, the filmmakers took some liberties with the facts. Too many, some might say. But the consensus on campus and in the community seems to be that *We Are Marshall* managed to convey the core values of Marshall's incredible comeback from the ashes.

In the wake of the tragedy, some naysayers urged that Marshall give up football, but the school persevered and, after years of struggle, built a championship football program.

More than that, the progress of the university on other fronts has been equally spectacular. Since the plane crash, Marshall has expanded its programs and facilities dramatically. It has built a handsome new football stadium and a whole series of state-of-the-art campus structures. And still others are on the drawing board.

In the wake of the crash, it seemed as if the university and the community might never recover. But when the funerals ended and the news cameras moved on, Marshall slowly began picking up the pieces and putting them back together.

Today, Marshall hasn't just reassembled the pieces; it's fashioned them into a spectacular canvas that's truly a work of art.

What made that happen? How was it accomplished?

Call it a matter of team spirit. Call it dedication. Call it determination. Call it grit. Call it guts. But whatever you call it, it's clearly rooted in a special quality that runs deep at Marshall.

The plaque dedicating the Marshall Memorial Fountain to the crash victims reads: “They shall live on in the hearts of their families and friends forever and this memorial records their loss to the university and the community.” But the Memorial Fountain does more than mourn the 75 lives lost that dismal night. It challenges us to take up the unfinished tasks the victims left behind and build anew.

Marshall University has shown itself more than equal to that task.

The challenge has been answered. Tomorrow it must be answered again. The legacy of the 1970 tragedy – and its remarkable aftermath – demands nothing less. □

James E. Casto was a reporter and editor at *The Herald-Dispatch* for more than 40 years before he retired in 2004. He is the author of a number of books on local and regional history.

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Article by Molly McClennen
Photos by Reece Booth



Marshall Paleontologist Discovers **New Species**


Robin O’Keefe, Ph.D., paleontologist and associate professor in the department of Biological Sciences at Marshall University, recently discovered the skeleton of a new species of marine animal. He said he hopes the discovery will encourage people to preserve the natural world and its history.

When Dr. Robin O’Keefe was deciding what he wanted to study for his doctorate, he spread out a collection of science magazines in front of him.

“I realized that the articles I read first were always about paleontology,” said O’Keefe, now an associate professor in the department of Biological Sciences at Marshall University, “so I decided to study that.”

That decision led to his receiving a Ph.D. in Evolutionary Biology from the University of Chicago and would eventually lead to his discovery of the skeleton of a new species of marine animal. That discovery would earn him an invitation by the National Science Foundation of China to present his findings to the International Symposium on Triassic and later Marine Vertebrate Faunas at Peking University in August 2010.

O’Keefe said the work that led to this prestigious invitation began in 2004, when he sought and received a grant from the National Geographic Society to search the Sundance Formation in Wyoming for fossils of a species of a plesiosaur that scientists knew existed, but about which very little was known. Plesiosaurs are marine reptiles from the Jurassic Period. They had long necks and flippers, similar to popular images of the Loch Ness Monster.



Dr. Robin O’Keefe, associate professor in the department of Biological Sciences at Marshall University, recently discovered the skeleton of a new species of marine animal.



O'Keefe holds some of the vertebrae that were pieced together by scientists at the Smithsonian Institution. Once the bone fragments were glued back together, O'Keefe was able to get an idea of what the animal actually looked like.

It may seem surprising that scientists would search Wyoming for fossils of marine creatures; however, what is now the Great Plains was once covered by an ocean. When the ocean receded, the bones of marine animals were left hidden in the rock formations. The first step to finding these fossils involves the unglamorous work of spending days walking, visually searching for signs of skeletons.

When O'Keefe found the skeleton of a 185-million-year-old plesiosaur, which would be named *Tatenectes laramiensis*, he had to seek the permission of the federal government before he could excavate it because it was found on federal land.

"The skeleton isn't mine and it isn't Marshall's," O'Keefe said. "It started out belonging to the American people, and it still does."

The excavated skeleton was sent to the Smithsonian Institution, where scientists there began the painstaking work of chipping away the rock and putting the bones back together. O'Keefe said that once that job is completed, "you can start to think about what the animal looked like and what story the bones tell."

O'Keefe worked with his students to excavate the skeleton and publish his findings.

"It's exciting because my graduate students are listed as the first authors [on the published report] and are responsible for the work. They wrote it," O'Keefe said. "I think that involvement is important to the mission of Marshall University."

According to Dr. Charles Somerville, dean of Marshall University's College of Science, the invitation

to lecture in China reinforced O'Keefe's reputation as one of the world's leading experts in plesiosaurs.

"When the international community takes an interest in what you are doing and invites you to that kind of high-profile international symposium, that really indicates the stature of your work," Somerville said.

Somerville said O'Keefe is one member of a team of highly respected paleontologists employed by Marshall's department of Biological Sciences. While the invitation to the China symposium is certainly an impressive honor, it is not O'Keefe's

first. He has served as an adviser for a National Geographic program about sea monsters, has done a BBC radio program, has filmed a show for the Discovery Channel and has lectured throughout the United States.

Somerville said that although O'Keefe's students often do not realize how well known and well respected their professor is throughout the world, they certainly appreciate the care and enthusiasm he brings into the classroom.

"Part of what makes Robin special is he is really dedicated to outreach and teaching," Somerville said. "He really cares about the university's teaching mission. He's so interested in what he is doing and so motivated to communicate that clearly that he takes the time to teach well. That attention to teaching grows out of his research."

O'Keefe said teaching offers a balance to his research.

"A lot of times, research is such a protracted process. You find a fossil in 2006 and you're not publishing it until 2010, so you have this delayed gratification.



The plesiosaur skeleton, which O'Keefe unearthed in Wyoming, is estimated to be around 185 million years old.

You don't get that immediate 'pop' - that return - very often or very quickly," O'Keefe said. "But when I lecture, I get that pop right away. I walk away and feel fulfilled because I've seen the students get psyched about learning."

Courtney Richards is a Marshall graduate student from Seattle who chose to study at Marshall because of O'Keefe's reputation as a paleontologist. She has done fieldwork with O'Keefe and said many of his graduate and undergraduate students say he is their favorite professor.

"You can tell he really cares about the students," she said. "I've heard about professors at some research universities who don't really care about the teaching part of their job because they are more interested in their research. But Dr. O'Keefe is really into the teaching part and enjoys it. That comes across in his classes."

O'Keefe said he appreciates the honor of being invited to speak at the symposium, and he is happy his work is bringing recognition to Marshall University. He said he hopes his research will make people become more concerned about the natural world.

"It's easy to forget that the natural world is something fragile that we could lose and something we have to cherish," he said. "Dinosaur work gets people's imaginations going about what it looked like here before there were people on the earth. That gets people engaged with the natural world and thinking about how valuable it is. It's not something we want to just crumple up and throw away." □

Molly McClennen is a freelance writer living in Huntington.



O'Keefe's discovery of the plesiosaur skeleton led to international recognition. The tools displayed next to the bones help protect the fragile skeleton during excavation.

PHOTO COURTESY OF ROBIN O'KEEFE



O'Keefe and his team of graduate students discovered the plesiosaur bones during an extensive search across the plains of Wyoming. From Left: Waymon Holloway, Courtney Richards, Ben Wilhelm, Robin O'Keefe.

Getting Involved

One of the most common pieces of advice given to future college students is to “get involved.” With more than 100 student organizations from which to choose, students at Marshall University have an array of decisions to make when following this advice. Many of the university’s student organizations are tailored to specific academic areas or interests; however, there are several groups whose primary goal is to help students of every academic interest and background feel like they belong at Marshall.

The Multicultural Leadership Ambassadors is a prime example of one such group. Made up of trained peer professionals with a variety of cultural backgrounds, the Multicultural Leadership Ambassadors’ mission is to share the message of diversity on campus and in the community.

“Our main goal is to educate on the issue of diversity and provide a harmonious environment for all students,” said Shari Williams-Clarke, Ph.D., vice president of multicultural affairs. “We want to help students adapt to a globally changing and diverse world.”

Article by Dawn Nolan
Photography by Rick Lee

Several student groups at Marshall have accepted the challenge of helping students of all backgrounds and academic interests feel that they belong at Marshall.



The Multicultural Leadership Ambassadors, directed by Dr. Shari Williams-Clarke, vice president of multicultural affairs, host interactive programs every week to promote cultural diversity at the university. Clarke said the main goal of the group is to help its members and Marshall's entire student body adapt to a globally changing and diverse world.



Dr. Shari Williams-Clarke said that students who are involved in groups like the Multicultural Leadership Ambassadors are able to get involved on campus in a meaningful way.

To help spread their message, the ambassadors hold interactive programs once a week. During these programs, the members share stories, respond to questions and read a symbolic poem.

“What I like to focus on when I speak is the topic of stereotyping, specifically in terms of socioeconomics,” said Odia Ayewoh, a member of the organization.

Both Clarke and Ayewoh said the Multicultural Ambassadors is a meaningful way for students to get involved on campus.

“Being involved with the Multicultural Leadership Ambassadors will allow you to broaden your knowledge base and step outside of your comfort zone,” Clarke said. “This will allow you to have a better understanding of the world.”

“We have a diverse group, but there is always room for more involvement,” said Ayewoh. “We do not have all cultures and backgrounds represented, and there is always something new that someone can bring to the table.”

The Center for African American Students’ Programs (CAASP) is another place on campus where students can go to become more culturally aware. Created in the 1960s to provide African American students at Marshall a home base in a racially changing world, the CAASP, currently under the division of Multicultural Affairs, provides students with an environment where they can be academically, socially and culturally nurtured. One of the main goals of the CAASP, in an effort to optimize student success, is to offer support to all students through personal connections and an array of enrichment programs.

“We provide academic and life counseling to students that seek our help. As we tend to be progressively oriented, if students do not find us, we will find them,” said Maurice Cooley, director of the CAASP. Cooley added that Marshall University is among the top 25 colleges/universities in the country where African American students graduate at equal or greater rates than the general student population.

The CAASP provides guidance to two student organizations, the Black United Students Organization and the Society of Black Scholars. In addition to a strong affiliation with the Organization for African Students, there are seven Black greek letter organizations that are also promoted and supported by the CAASP.

Created to serve Marshall’s approximately 900 African American students, CAASP offers more than 25 academic, cultural, diversity-related, ceremonial, social and travel experiences each year.

Another student organization whose main focus is connecting with students of all interests is the Student Ambassadors, known around campus as “the kids who walk backwards giving tours.” The Student Ambassadors connect with students before, during and after they have attended Marshall in an effort

to assist in the university’s retention and growth efforts. In addition to giving tours of the university to prospective students, the Student Ambassadors also help with Green and White Days, alumni events, Homecoming and

other events sponsored by the Office of Recruitment and the Alumni Association. Megan Graham, current

Marshall University is among the top 25 colleges/universities in the country where African American students graduate at equal or greater rates than the general student population.



Megan Graham leads a campus tour for several high school students and their families, stopping at landmarks like the Memorial Fountain, Old Main, Drinko Library and the statue of John Marshall. Student Ambassadors give tours of the university on a daily basis to prospective students and help them find ways to plug in during their time at Marshall. They also help with Green and White Days, alumni events, Homecoming and other recruitment events sponsored by the Alumni Association and Office of Recruitment.

president, said becoming a Student Ambassador is a way to grow as an individual, both personally and professionally.

“Students that join the Ambassadors improve upon their public speaking and leadership skills, which, in turn, boosts their self-confidence,” Graham said. “Members also are given the opportunity to meet many different people, connect with alumni, represent the university and make lifelong friends.”

Improving students’ leadership skills is an important topic in many campus groups, but for the John Marshall Emerging Leaders Institute (JMELI), it is the group’s main goal. Re-established in 2006, the JMELI is a two-year program that assists freshmen and sophomores in developing skills that will prepare them for leadership positions, both on campus and in the professional world.

“We share the concept of leadership ‘with a big L’ – taking on official leadership positions – but we also focus on leadership ‘with a little l’ – realizing that everyone has an opportunity to be a leader and make positive change, regardless of position,” said JMELI Director Sherri Stepp.

The core concepts of JMELI – leadership, scholarship, service and character – are taught through group meetings, seminars, retreats and community service projects.

Student member Kelsi Phillips said the uniqueness of the organization is one reason for students to get involved.

“We aren’t a group that just meets biweekly to do community service,” she said. “We have in-depth discussions about hot topics socially and politically that challenge our ways of thinking. We’re then able to justify our thoughts and beliefs by sharing with the group and therefore learn how to be tolerant and accepting of other ideas.”

Encouraging student interaction, although on a much more personal level than many other groups, is also a goal of residence directors (RDs) and resident advisers (RAs). RDs and RAs play an integral role in students’ daily lives at Marshall, working as both mentors and connectors to students living in the residence halls.

“Both RDs and RAs are meant to be resources for residents,” said La’kesha Glover, assistant director of Housing and Residence Life. “They are there to help students learn how to create a healthy balance between freedom and responsibility. Becoming an RA or RD allows many people to become well-rounded developmentally. It helps people learn life skills that they will need after college has ended and the ‘real world’ begins.”

Some outreach organizations are composed of students in one academic program; like the university’s



PHOTO COURTESY OF JMELI

The John Marshall Emerging Leaders Institute (JMELI) is a two-year program to help freshmen and sophomores develop leadership skills. JMELI members participate in seminars, retreats, regular meetings and community service projects.



Johannes Fahrman, Melinda Varney and Matt Harlow, members of the Biomedical Graduate Student Organization, examine data from a past experiment. Members of the organization frequently work together on lab work and other research projects.

other outreach groups, their goal is to help students acclimate to college life, but these discipline-specific programs target students who share class experiences and similar post-college goals. The Biomedical Graduate Student Organization is a group established to serve the needs and provide guidance to the graduate students in the Biomedical Science program, whether the students have questions about classes, professors or graduation requirements. All biomedical grad students are welcome to join the organization.

“Students join this organization because it is a way for them to break the polarization of the different strands within the Biomedical Sciences program,” said Aileen Marcelo, the organization’s president.

Another outreach group which targets students in a particular academic program is composed of the students in the College of Fine Arts who work together on the Baskets for Branches and Empty Bowls projects. These projects not only encourage them to get to know their fellow students and express their creativity but also to give back to the Marshall and Huntington communities.

Created in 2010 by Lindsay DiFatta, Nikki Gilliam and Alli Forlines as their student outreach project for the Birke Fine Arts Symposium, the Baskets for Branches committee asked students and members of the community to donate a laundry basket filled with daily necessities to be given to Branches Domestic Violence Shelter. About 120 completed baskets were collected the first year, surpassing the original goal.

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“We had hoped for 25 to 50 baskets, but when we received well over that number and had to rent a U-Haul to transport everything, we were thrilled,” said Jaye Ike, special events coordinator for the College of Fine Arts. “This is a project we’d like to continue annually, allowing the student committee to choose a different organization to help each year.”

With more than 1,400 bowls made for last year’s event, the Empty Bowls campaign has grown by the hundreds since its launch in 2004. Now in preparation for its eighth year, Empty Bowls is one of the most financially successful university fundraising campaigns.

Typically held in April at the First Presbyterian Church, Empty Bowls is a community event hosted by the College of Fine Arts. Last year it was a collaboration among four groups – Keramos Potters



Alyssa Adkins, resident advisor in Twin Towers West, exchanges stories with one of her residents. Resident advisors get to know students on a very personal level and help them form a balance between the freedoms and responsibilities that come with being a college student.



INSET PHOTOS COURTESY OF COLLEGE OF FINE ARTS

Within the College of Fine Arts are two well-known student outreach groups. Not only do Empty Bowls (main photo and top right inset) and Baskets for Branches (bottom left inset) give art students a meaningful way to express their creativity, share their talents and work as a team, but these projects also benefit the community as a whole.

Guild, the Marshall University student ceramics group; Out Loud Creative, a student-run advertising agency in the W. Page Pitt School of Journalism and Mass Communications; B'nai Sholom Congregation; and Christian Associates – to raise money for the Huntington Area Food Bank. For a \$12 donation, attendees receive a handcrafted bowl and a small lunch of soup, bread, and a drink. The students participate by making all of the bowls, collecting donations of soup from area businesses and operating the event, which draws hundreds of people from the Huntington community.

Campus organizations like these – some geared toward specific majors and some geared to the entire student population, some service oriented and some

academically oriented – are positive both on a personal and public level. They teach students essential skills for future careers and help them make lifelong friends. They increase the university's retention rate by helping students find a place they belong. So, at least for students at Marshall University, it's no problem at all remembering to "get involved." □

Dawn Nolan is a graduate of Marshall University, where she received her bachelor's degree in English. She is currently pursuing her master's degree in magazine publishing from Pace University.



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Article by Kaylin Adkins
Photography by Rick Lee

SHOWING STUDENTS THE WAY

The new Student Resource Center alleviates students' concerns while informing them of various campus entities ranging from academic advising to student organizations.



Sherri Stepp (left) and the staff of the Student Resource Center work with students who have questions concerning general academic advising, financial aid processes, career services, residence services and more. The Student Resource Center, conveniently located on the second floor of the Memorial Student Center, is a one-stop shop for answers to students' most common questions.

A newly transplanted freshman frantically circles Marshall University's Huntington campus in search of information. He wants to figure out when his financial aid refund check will arrive so he can purchase his books and a parking permit. He needs help preparing for upcoming coursework and wants to join a student organization. Frustrated, he can't find anyone to talk to about his growing concerns, as each office visit confuses him more. It seems as though the scavenger hunt won't end.

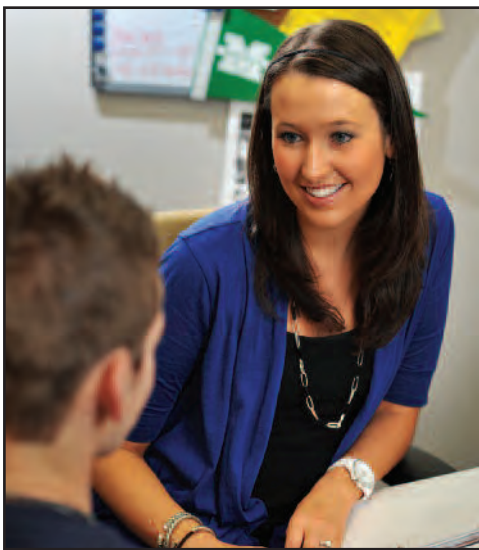
Now, those days of lingering problems and frustrations are over. Students can now access a wide variety of information from a centralized location on the second floor of the Memorial Student Center, complete with bright green lights to show students the way. The Student Resource Center, which opened Aug. 16, is a one-stop shop where students can learn about general academic advising, general financial aid processes, career services, residence services, military programs and more.

The center was designed to make students' lives easier when seeking answers to inevitable questions. A main objective during the planning process was to focus on retention rates, said Dr. Gayle Ormiston, provost and senior vice president for academic affairs.

"The idea is that you want to stay in contact, particularly with freshmen, but also with sophomores," Ormiston said. "Universities pay a lot of attention to freshman retention. The idea is to communicate with the students more - to give them a better situation for seeking advice and connecting their career aspirations with their academic plans. That is a major feature of what we have. Everything we read about these one-stop shop advising centers was successful. They just bred success."

The Student Resource Center is open Monday through Thursday from 8 a.m. to 7:30 p.m. and Friday from 8 a.m. to 5 p.m. Students may make appointments via phone or the center's website, or drop by the center for immediate assistance. Staff members serve as liaisons to campus academic offices and attempt to answer each question students ask.

"The worst thing is when you're having a problem with your financial aid or wanting to switch your major and you don't know the process," said Jessica Jordan, resource specialist. "You wonder, 'Whom do I talk to?' and 'What do I do?' This is one place where students can come and someone will pick up the phone, call and figure it out for them so they're not still running around campus talking to people they don't need to talk to."



Top: Jessica Jordan, student resource specialist, assists a student with questions regarding his courses. **Middle:** Dr. Gayle Ormiston, provost and senior vice president for academic affairs, helped launch the center as a tool to optimize student success. **Bottom:** Kelly Sweetman-Nekvinda is Marshall's director of military and veteran affairs.

The center – which consists of five resource specialists, one career services specialist and Marshall's new director of military and veteran affairs – has served more than 2,000 students since it opened. The staff has seen an influx of freshmen due to their hearing about the center during their UNI 100 classes and the Week of Welcome. However, the staff continues to reach out to students using Facebook, flyers, table tents and more.

Jordan said staff members teach students various skills through scheduled workshops at the center. The center also provides information on the social aspects of campus, including student organizations.

"They helped me join a club. I also had to meet with my adviser, so I did that here," said Andrea Klemka, a freshman from Reading, Pa. "If I don't know where to go, I can always come here and they can help me."

The Student Resource Center takes a proactive approach to solving students' concerns.

"There was one student who was really concerned that she was not a fit at Marshall," said Sherri Stepp, University College interim director. "The staff in the Student Resource Center found her comment on the recruitment office's Facebook page. They asked her to come in, and they helped her review the university's list of student organizations. I think they found her two or three organizations to look into where she would have an opportunity to meet other students with like interests. As far as I know, she is still here. So, that was good. They saw an unhappy student and reached out to her."

Kelly Sweetman-Nekvinda, Marshall's new director of military and veteran affairs whose office is located in Laidley Hall, provides stu-

dents with impartial information and resources they need to seek a military career or adjust to college life upon completion of a military tour. She said multiple programs are available to students affected by the faltering economy and by increased competition in the military.

The ROTC and Nursing Program is one way students can enter the military while earning scholarships and stipends. The Platoon Leaders Class program gives freshmen and sophomores a chance to become Marine officers. Participants attend two six-week training sessions at the Marine Corps Base in Quantico, Va., and complete other tasks.

"Students only have to have a 2.0 GPA, so it's much more accessible for a lot more students," Sweetman-Nekvinda said. "The thing about being an officer is that leadership is everything. This program is the Marine Corps' way of saying, 'Show us what you've got.'"

In addition to the Student Resource Center, students can access information in other ways. Stepp said the University College provides tutoring services to help students better adapt to college curriculum.

So far, the center's staff members said they feel the center has been a success.

"I'm really proud of our center," said Jennifer Kennedy, senior resource specialist. "One of the things we tell people is that we help eliminate real and perceived obstacles. I think a lot of students feel like they don't get the right answers. We're trying to give them the information they need to make them happy and keep them here at Marshall." □

Kaylin Adkins is a freelance writer and Marshall University alum living in Huntington.

Magic 97.9

Listener Profile

The average Magic 97.9 listener is an adult college educated professional with disposable income of over \$50,000.

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JIM BRUMFIELD

President, Glenn's Sporting Goods

Jim is the President of Glenn's Sporting Goods, which has been in business for 40 years. He is a resident of Ona and the father of three children. He enjoys playing golf, snow skiing and ocean kayaking. Jim's favorite artists are John Mayer and Coldplay.

Jim listens to Magic 97.9 because:

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Retired J.C. Penney
executive serves
his alma mater

Ed Howard

The Mother Goose rhyme *Monday's Child* predicts a child's future based on the weekday he or she is born. It includes the line "Thursday's child has far to go," implying a long road ahead in life for the ambitious, driven child born that day. Considering the stellar career of Marshall alumnus and Board of Governors member Ed Howard, if he wasn't born on Thursday, he should have been. The Beckley native joined the J.C. Penney Company in 1965 after graduating from Marshall, and he rose to become the first African American to enter the company's officer ranks. As Howard's longtime friend Joe Williams, chairman and CEO of Basic Supply Company in Huntington, says, "No matter how you judge a person, based on how far that person has gone in life, you also have to judge Eddie Howard on how far he's come."

Article by Carter Taylor Seaton

Photo by Dan Coogan

Howard is the only child of a coal miner who wanted more for his son and a mother who toiled as the Beckley Hotel's head of housekeeping. By the time Howard entered Stratton Junior High, he was working alongside his mother at the hotel. During high school, he held two jobs. Urged by his parents and his chemistry teacher to consider college – a goal rare among his classmates – Howard concluded that a better life was possible only with more education.

Howard arrived on Marshall's campus in 1961 intent on studying medical technology, but after discovering the field's low earning potential back then, he changed his mind. Psychology, he reasoned, would help him in any business field. Even today, Howard says he still feels that's the case. During his four years at Marshall, Howard worked at various full- and part-time jobs to pay for his schooling. As a sophomore, he cofounded Marshall's Epsilon Delta chapter of Kappa Alpha Psi, a national black fraternity, and then served as its president.

As graduation approached, former Marshall University professor Dr. Robert Alexander urged Howard to interview with the J.C. Penney Company. He did so and was hired for the company's management-training program. Like all new hires, Howard started on the sales floor, where he says he learned exactly what went on in the business. From there, he went to Columbus as an assistant store manager. Upper management soon took notice of his accomplishments and promoted him to regional merchandising manager, then district manager. Later he was promoted to director of geographic merchandising at the company's Texas corporate headquarters. In 1990, Howard was named vice president and director of investor relations, and three years later he was named president of the southwest region. In 1996, Howard advanced again – to senior vice president and regional manager of the western region. He retired from his lifetime career at J.C. Penney in 2003 and now lives in Scottsdale, Ariz., with Larue, his wife of more than 40 years.

Despite his many accomplishments, Ed Howard is a modest man, crediting his mother, his wife, his chemistry teacher, Dr. Alexander and the university as a whole with his success.

"Marshall opened all the doors for me," he says. "If it weren't for my degree at Marshall, those doors would not have opened. I think I pretty well owe my career to them."

“No matter how you
judge a person, based on
how far that person has
gone in life, you also have
to judge Eddie Howard
on how far he's come.”

– Joe Williams

That explains why, at a time in his life when he is finally able to relax, travel and play lots of golf, Howard commutes regularly to Huntington to serve on Marshall's Board of Governors. And his commitment and service to Marshall do not end there. Howard is a former president of the Society of Yeager Scholars Board of Directors and received an honorary doctoral degree from Marshall in 2002. He is a member of the Elizabeth McDowell Lewis College of Business Hall of Fame, and earlier this year he gave the keynote speech at the annual Donning of Kente Celebration of Achievement for graduating African American students.

Like Thursday's child, Marshall University, too, has far to go, according to Howard.

"Marshall has a great future as long as we continue to focus on what's best for the students and on preparing them for real-life situations once they graduate," he says. "If we do this, we can continue to grow Marshall to be one of the leading universities, not only in West Virginia but in the Tri-State and beyond."

That's good advice from one who has come such a long way himself. □

Carter Taylor Seaton is a freelance writer living in Huntington. She graduated from Marshall University in 1982. Her article on West Virginia's back-to-the-land artisans won a Denny C. Plattner award in 2007. Her debut novel, *Father's Troubles*, was published in 2003, and she has just completed a second.



ever GREEN

a message from William “Mickey” Jackson

MUAA National President Class of '68



First, I would like to thank Teddy Kluemper and Nancy Campbell for their outstanding leadership in moving this organization forward in recent years. Getting us to where we are today has not been an easy task and we appreciate the hard work and dedication needed to accomplish this. We currently have an outstanding alumni board and a very capable Alumni Relations staff in Tish Littlehales, Nancy Pelphrey and Jonathan Sutton.

I am pleased and honored to serve the MUAA and I look forward to leading our team to amazing levels of success in the future. As a team, we have the power to make amazing leaps. My experience has taught me that the people who win year in and out play as a team.

As a young student athlete at Marshall University, under coach Charlie Snyder, I was taught, “Remember your fundamentals. By focusing on the fundamentals, you will be able to execute your mission better than your opponent.” I was told that champions are champions not because they do extraordinary things, but champions do ordinary things better than anyone else.

As an organization, MUAA has a beautiful home on the Huntington campus now, which can serve as an excellent facility for increased alumni involvement/participation as we support the mission of the university.

My offensive backfield coach at Marshall, Chuck Stobart, told me that the difference between being good and great is just a little extra effort. As we put forth a little extra effort on our goals this year, we will have the power to be great!

I was the offensive backfield coach at The Ohio State University and was fortunate to coach Archie Griffin, the only two-time Heisman Award winner in college football history. He often would say, “It’s not the size of the dog in the fight, but what matters is the size of the fight in the dog.” Our 86,000-plus alumni around the country may not be the largest dog in the fight, but we can generate the necessary drive to be a great group.

As you may see by now, I think my time playing and coaching football has been a valuable experience for me in life lessons learned. Time and MUAA leadership may change, but our commitment to excellence will always be in season and our direction will always be clear when we follow our principles.

William “Mickey” Jackson

Alumni Relations Staff

Tish Littlehales, Director of Alumni Relations • Nancy Pelphrey, Coordinator of Alumni Programs
Jonathan Sutton, Accountant • Max Billmyer & Tim Ward, Graduate Assistants
Wayne Stump, Web Editor • Lauren Friedrichs, Student Assistant

Nominate Your Board Members For 2011-2014

The Alumni Association is now receiving nominations for 10 positions (of 30 elected positions) on the Board of Directors. The term of office is three years, beginning in July 2011.

Qualifications are that a candidate:

- Must be an active member of the Alumni Association;
- Be energetic and enthusiastic in support of the university and concerned with its growth and potential;
- Be available to attend three on-campus board meetings during the year;
- Be willing to serve on at least one committee of the corporation; and
- Be willing to assist in his/her home area in promoting Marshall and the Alumni Association.

The MUAA Nomination and Election Committee will screen the nominations and select no fewer than 13 or more than 20 for the ballot. Nominations must be received no later than December 31, 2010.



Nominee's Full Name _____

Address _____

Telephone _____

Reasons for Nomination _____

Nominator's Name _____

Address _____

Telephone _____

Nominations must be sent to:

Marshall University Alumni Relations
MUAA Board Nominations
One John Marshall Drive
Huntington, WV 25755-6200

MUAA Events

Thunder in the Shoe II



Above Left: A crowd of enthusiastic football fans gathers at the Drake Center prior to the September 2 Marshall vs. Ohio State football game for Thunder in the Shoe II, a tailgate party sponsored by Marshall University alumni and supporters Jim and Verna K. Gibson.

Above Right: West Virginia Gov. Joe Manchin III, now a U.S. Senator, made an appearance at Thunder in the Shoe II to show his support for the Herd.

HerdFest



Above Left: The Davison Brothers Band, a popular group originating in the Clarksburg, W.Va., area, warm the crowd up at HerdFest 2010. Above Center: Little Texas, a country rock band, played to the Marshall faithful during HerdFest. Wearing Marshall football jerseys, the band celebrated the beginning of the 2010 home football season just prior to the opener against West Virginia University. Above Right: Marco, a member of Little Texas and the Huntington Fire Department soar over the crowd of more than 6,000 people at HerdFest in downtown Huntington.

Paint the Capital City Green



Above Top: Lee Smith, Mario Harvey and Coach Doc Holliday give the crowd insight into what to expect in the 2010 football season. Above Center: Marco and the sold-out crowd at the 13th annual Paint the Capital City Green celebrate the upcoming football season. Above Bottom: Chris Hamilton, representative from event sponsor Friends of Coal, presents President Stephen J. Kopp, Director of Athletics Mike Hamrick and head football coach Doc Holliday with a special memento.

The Marshall University Alumni Association would like to thank its corporate sponsors for Herdfest and Thunder in the Shoe II





Marshall University Alumni Association

FAQs



Why should I become a member of the Marshall University Alumni Association?

Marshall University alumni and friends choose to join the Alumni Association to show their support in connecting alumni and friends to each other and the university. Becoming a member of the association is the best and most direct avenue to stay connected with the Marshall University community. As a member, you also receive many benefits, including discounts at the Marshall Recreation Center, the MU Bookstore and much more. Visit www.herdalum.com for details.

How do I become a member of the Marshall University Alumni Association?

The MUAA is not a dues paying organization. In fact, you can become a member by just simply making a gift of your choice to the Marshall University Foundation.

Who is eligible to join the Marshall University Alumni Association?

If you have graduated or attended (and your class has graduated by now) you are eligible to join the Marshall University Alumni Association.

How do I find out detailed information about my benefits as a member?

As an active member of the Alumni Association you will automatically receive a ballot to vote on leadership of the association, be qualified for a Legacy Scholarship consideration and receive electronic and magazine mailings. For more details visit www.herdalum.com or see our benefits page in this magazine.

How do I schedule an event in the Foundation Hall, Home of the Erickson Alumni Center?

You can reserve the Alumni Center by submitting a reservation request at www.marshall.edu/foundation/foundationhall or by calling 304.696.3420.

What events does the MUAA host?

MUAA hosts many events throughout the year including Homecoming, Alumni Weekend, reunions and career services events. Our clubs also host many regional events.

How far in advance should I reserve the Alumni Center for my wedding, party, or event?

It is never too early to reserve the venue. We recommend reserving as soon as you have a date for your event. Weddings typically are booked at least six to nine months in advance.

If I don't live in Huntington, how can I stay involved with Marshall University Alumni Association?

MUAA has clubs all across the United States to bring Marshall University to your community. Our "Clubs" page lists all of our clubs. Be sure to check our website frequently for events happening in a city close to you or volunteer to be a mentor by emailing alumni@marshall.edu.

How can I submit a "class note" to be featured in the *Marshall Magazine*?

MUAA sends out a monthly newsletter where there is a link to submit a class note. You can send in your class notes by emailing them to alumni@marshall.edu.

How can I become more involved with the Marshall University Alumni Association?

Marshall University Alumni Association is extremely active. Whether it's a large event we are hosting or a local club event, there are plenty of ways to become involved and stay involved with MUAA. Visit www.herdalum.com or e-mail alumni@marshall.edu to volunteer.

How can I get information regarding the Alumni Legacy Scholarship?

The Alumni Legacy Scholarship Program has been developed to encourage children and grandchildren from out of state to consider attending Marshall University. The scholarship helps offset the difference between in-state and out-of-state tuition costs. Visit www.marshall.edu for details.

How many Marshall University alumni are there?

Currently, we have more than 86,000 living alumni.



Ride with Pride

with a Marshall University License Plate

Help spread Marshall's name along the highways and byways of your state and across the nation!

In addition to our Marshall license plates for the state of West Virginia, we have plates available in Virginia, Pennsylvania and Maryland.

In West Virginia, the price of the plate ranges tentatively from \$50.50 to \$75 (and renewal at \$45 annually) depending on when your current license plate expires. The plate numbers range from 1001 to 9999.

In Maryland and Pennsylvania, plate numbers are issued consecutively beginning with 0001. Pennsylvania plates cost \$54.50, while Maryland plates cost \$55.

We are pleased to announce that \$30 of the initial amount is a 100-percent tax-deductible donation that will be used to fund programs sponsored by the Marshall University Alumni Association.

To request an application and select your number for West Virginia, Pennsylvania or Maryland, call Jonathan Sutton at (304) 696-2901 or (800) 682-5869, or send an e-mail with your name and complete mailing address to sutton11@marshall.edu.

In Virginia, check with your local DMV office for more information and pricing.

The Marshall GO HERD plate issued by the West Virginia DMV (see photo) may be purchased through the Office of Alumni Relations. The cost of the plate is \$25.

flashback

Marshall Cheerleaders – An important part of Marshall University



Dedicated, happy, motivated, athletic, positive and proud - these are just a few of the words that describe Marshall cheerleaders throughout the decades. So much about school revolves around school spirit and school sports, and leading that fever, of course, are the Marshall cheerleaders. They are the ones that lead the cheers through good weather and bad, whether winning or losing, and give their all to the fans in the stands.

Cheerleaders are just that... leaders, on and off the field. Their outgoing personalities often make them stand out and for an athlete that gets up in front of thousands of friends, family and fans each week, standing out is not a problem.

That same skill set often translates into the classroom and later on in the life of a Marshall cheerleader. Some very successful individuals have donned the green and white cheerleading uniform.

Though the uniforms have changed over the years, the love of what they do has not. Cheerleaders are enthusiastic and vocal supporters of Marshall University.

Whether successful people gravitate toward collegiate cheerleading or if cheerleading helps develop successful people, the fact of the matter is that Marshall cheerleaders, have and forever will be at the heart of the university.

Send Us Your Pictures!

Marshall University Alumni Association wants photos of YOU to feature on our new website! Send us pictures of yourself, family and friends at club events and MUAA events, wearing Marshall gear, or at gatherings and tailgates.

We will post these photos on our new online community! Be sure to sign up and see if you're a featured alum or friend!

Did you log on to the new MyHerd Network at www.Herdalum.com?

If not, your friends might still be out there searching for you.

Marshall University Alumni Association has started a new partnership with Facebook and has implemented the new **MyHerd Network** and website. Changes are taking place and you have the opportunity to stay in touch with friends and classmates. The **MyHerd Network** allows you to stay connected with your alma mater and with each other with your Facebook login. When you log in, you'll be able to:

- search for and contact your friends and classmates;
- download registration forms for events such as Homecoming or Alumni Weekend;
- post class notes;
- share photos; and
- join practice area and other special networking groups.

For security purposes, all alumni must register on www.herdalum.com, even if they were registered in the previous alumni online community.

To get started, go to www.herdalum.com and click on "Register Now" located on the top left corner of your screen. Then, follow these three easy steps:

- 1. Enter your last name and first name. Click FIND.**
- 2. Select your name from the list shown. Click NEXT.**
- 3. Enter your Banner ID number, listed in your e-newsletter. Click VERIFY.**

You will then be prompted to create a username and password. When you return to Herd Alumni Connections, click "log in" at the top of your screen.

If you have any problems logging in or any questions regarding the community, please call us at 304-696-2901. Enjoy!

Marshall University Alumni Association

Marketplace and Affinity Partners

By supporting our Marketplace and Affinity Partners, you will help generate additional revenue to support the programming and operations of the Marshall University Alumni Association. For more information and how to apply, please visit <http://www.herdalum.com>.

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The WorldPoints® card is the only credit card that supports Marshall

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Liberty Mutual

Liberty Mutual Insurance

The nation's eighth-largest auto and home insurer makes more than 90,000 Marshall alumni instantly eligible to receive an additional discount – up to 15 percent on auto and 5 percent on homeowners insurance. Discounts are available where state law and regulations allow and may vary by state. Check with your local Liberty Mutual agent.



United Van Lines

For personal service and a personal discount visit <http://www.marshallrelocation.com>



GradMed short-term health insurance

GradMed short-term health insurance can protect you during those critical weeks or months until you have arranged for coverage through a new employer or other sources – from 30 to 180 days. <http://www.gradmed.com>.

By presenting your active Alumni Association membership card to these businesses, you will receive a discount as noted by each participant. These offers are designed to bring added value to your membership in the Alumni Association and to thank you for your support.

The Marshall Hall of Fame Café at 857 Third Avenue in Huntington offers a 15-percent discount on food, drinks (excluding alcoholic beverages) and merchandise at the Café Gift Shop.

Stadium Bookstore, 1949 Fifth Avenue, offers alumni a 15-percent discount on purchases (excluding textbooks).

Please keep checking the Alumni Association website for additional affinity programs and benefits of being an active member.

Class Notes



Visit www.marshall.edu/lalumni for the latest in alumni news.

Alumni Weekend - Save the Date

Alumni Weekend April 8-9, 2011

Marshall Memories... Some Kind of Wonderful

You won't want to miss the opportunity to return to the Huntington campus and remember your days at Marshall. Spring 2011 the Marshall University Alumni Association will be inviting all alumni back to campus to celebrate Marshall. Our special guest will be the Class of 1961, who will be celebrating their Golden Reunion. If you have not been back to campus and Huntington for a while you will want to return and renew old friendships and make new ones. More detail will follow so watch for additional information from your alumni association.

Golden Memories



One of the most joyous days in Marshall history came in the spring of 1961 when the West Virginia Legislature approved university status after much debate. The news reached campus quickly March 1, 1961. In the photo to the left, students hold up *The Parthenon* as workers install a new "Marshall University" sign on the Shawkey Student Union. The issue, which had no date printed, actually was prepared before the legislation passed and was held secret until the moment lawmakers acted.

The Larew Family

It has always been said that Marshall is one big family, and that is certainly the case for the Larew family. In a time when higher education was far from common, Robert Larew and his sister Maud graduated from Marshall College in 1909, beginning a legacy that has spanned more than 100 years.



Maud Larew gained the confidence of her professors and admiration from her peers while attending Marshall.

Both Robert and Maud Larew were profiled in the 1908 *Mirabilia* yearbook with the following information:

Maud Larew: "Miss Larew is one of the hardest workers in our class. She has distinguished herself by the excellent grades she has made, her name always appearing in the first Honor Roll. She is a young lady in whom the teachers have the greatest confidence. They know that she can be depended upon to do the right thing.

Maud is an earnest YWCA worker, and although she says little, she is one of those who do a great deal by silent influence.

"She is a maid of artless grace...Gentle in form and fair in face."

Robert Hewitt Larew: "Mr. Larew is a Frenchman from Monroe. Contrary to his nationality, Mr. Larew is very shy. He generally runs when he sees a girl, but as there are so many girls in school he has become reconciled to them. 'Uncle Bobby' has not fully decided upon what his greatest talent is, but he thinks it is along the lines of history: neither does he know just what to manufacture out of himself. He thinks he will either preach or teach. His deep basso voice will serve him well in either case. Robert plays basketball with heart and soul...when he does play.

"He's armed without, that's innocent within."

The Larew family came from Greenville, W.Va., in Monroe

County and boasted three Marshall graduates in the 20th Century. Sister Genevieve would graduate shortly after Maud and Robert, in 1912. Nearly 40 years later, it would be one of Robert's daughters, Jenny Heatwole, to continue the legacy by graduating in 1950. Eight years later, another of Robert's daughters, Julia Light, would also graduate, earning her Bachelor of Science in home economics. All in all, there would be a total of three of his daughters to graduate from Marshall College.

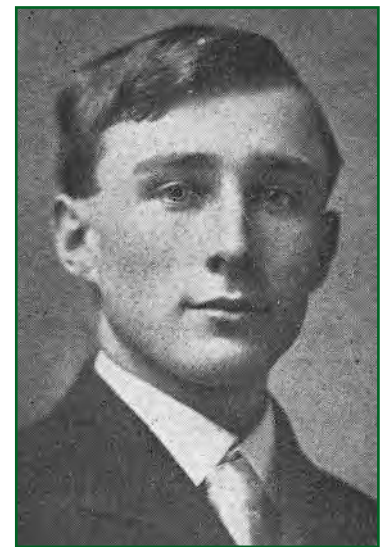
However, the legacy was far from over. Julia Allison-Sheets, granddaughter of Robert

Larew, graduated from Marshall University in the 1970s, fulfilling the dreams of her grandfather. "Education was always important to my father," says Julia Light. "He wanted more for his kids than he and my mother had and wanted us to have a better chance at life."

Having no transportation from her hometown in rural Monroe County to Marshall, Light remembers riding the train frequently, traveling from Marshall's Huntington campus to home. Light also recalls some of her favorite memories including her first week of school, when freshmen were still required to wear beanie caps to denote their class status.

When visiting Marshall recently, Light said she was excited to see some of her favorite memories still standing strong.

"The first thing I saw when I came to Marshall College was Old Main and the first thing I saw when I came back to visit was Old Main. I'm glad that part of Marshall had not changed. I always remembered friendly people I encountered when I was here and that same hospitality still exists today. I am proud to call myself a Marshall alum."



Robert Larew was known as a shy man with a deep voice. He aspired to preach or teach after graduation.

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