

# Being the **CHANGE**



2019–2020



**JAMES MADISON**  
UNIVERSITY®



# Being the **CHANGE**

**Last fall**, the JMU Nation gathered for a special 2018 Homecoming. On that weekend, JMU President Jonathan R. Alger announced the public launch of *Unleashed: The Campaign for James Madison University*.

This calendar reflects the aims of our campaign as we proclaim that nothing is more important at Madison than producing educated and enlightened citizens and that nothing means more than to see their talents, skills and passion for *Being the Change* fully *Unleashed*.

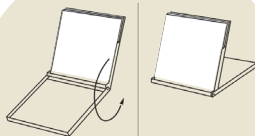
To find more events and get information on many of those appearing on this calendar, visit the following websites.

**University-wide and alumni:**

[jmu.edu/events](http://jmu.edu/events)

***Unleashed* campaign:**

[j.mu/road](http://j.mu/road)



Open and rotate cover  
to display the calendar.

# *unleashed*

The Campaign for **JAMES MADISON UNIVERSITY**



# March 2019

## JMU ALUMNI ASSOCIATION

SUN MON TUE WED THU FRI SAT

- Annual Stewardship Luncheon
- Alumni Awards Banquet
- James Madison's Birthday (1751-1836)
- JMU Giving Day

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## Building Our Success

### Union Bank & Trust Center

The star power of 136,000 JMU alumni as a force for change is shining once again through the JMU Alumni Association's gift to name the Alumni Plaza of the future **Union Bank & Trust Center**. A JMU Alumni Association sign in the plaza surrounding the main entrance will hail a gathering place that alumni can call home as they take pride in their support of JMU basketball and events that serve the community. Throughout its history, the JMU Alumni Association has contributed more than \$3.5 million to various JMU causes like faculty support, the Forbes Center for the Performing Arts, Madison Vision Fund, Duke Club and more. Alumni impact has been steady and constant, stretching across the years and around the globe through chapter activities, career development and days of service in their local communities.



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# April 2019

## GLADYS KEMP LISANBY

		1	2	3	4	5	6
● Madison Giving Breakfast							
● Spring Reunion Weekend: Bluestone ('44, '49, '54, '59, '64, '69) and other classes ('74, '79, '84, '89, '94, '99, '04, '09, '14)	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
● Valley Scholars Academic Showcase	28	29	30				



## Opening Our Doors Academic Scholarships

“There is nothing so strong and powerful that it cannot be made better through the eye of the artist,” Gladys Kemp Lisanby ('49) once wrote. To date, more than 40 **academic scholarship** students at JMU can bear personal witness to her conviction. Gladys and her late husband, Rear Adm. James Walker Lisanby, USN Ret., established the Lisanby Scholars Fund in 2011 to support the aspirations of students in the College of Visual and Performing Arts. Along with James' brother, Charles, the Lisanbys donated and supported the digitization of the Charles Lisanby Collection, featuring the scenic designer's influential Emmy-winning career. Recognized for her leadership and philanthropy by the National Museum of Women in the Arts and Goodwill of Greater Washington, Gladys deserves not only gratitude but also our admiration: She has made giving into an art form.



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# May 2019

JÉSUS ARMENTA

- Commencement
- Women for Madison Summit
- Madison Alumni Conference and Volunteer Summit

SUN	MON	TUE	WED	THU	FRI	SAT
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## Renewing Our Civil Society Study Abroad

In the summer of 2018 Jesús Armenta ('19) traveled to Scandinavia to experience and explore "the good life." On scholarship, he attended a monthlong **study abroad** program in two of the happiest nations on earth, Denmark and Sweden, to consider from a global perspective what conditions and behaviors create a meaningful life. "No place is perfect," Armenta acknowledges, having gained an appreciation for the complexities and cultural differences he observed. "But I started to see a larger picture of humanity itself, including how I can identify a problem and how I can fit into a solution." He is an active member of **Community Service-Learning**, a teacher's assistant and psychology major with an **Honors College** interdisciplinary minor. After graduation, Armenta hopes to pursue a graduate program in counseling for higher education and student affairs.



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# June 2019

SARA GRECO

SUN MON TUE WED THU FRI SAT

- Madison Alumni Conference
- Legacy Family Days

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SARA GRECO ('16)

## Renewing Our Civil Society

### Ethical Reasoning in Action

As an undergraduate, Sara Greco ('16) studied the impact of a simulated disaster scenario on **ethical reasoning** confidence and skills. Now a registered nurse practicing in Connecticut, she is also the lead author of an article based on her research with JMU faculty co-authors Erica Lewis, Julie Sanford, Erika Metzler Sawin and Allison Ames, in press with the peer-reviewed *Journal of Professional Nursing*. Ethical reasoning is fundamental to Greco's profession, she points out, as nurses are compelled to act in the best interest of their patients. Her research explored the complexity of determining what, exactly, those actions should be in a high-stress, high-stakes situation and how JMU's proprietary "Eight Key Questions" strategy serves to equip nurses for this kind of decision making.



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July 2019

JAMIE JONES MILLER

SUN	MON	TUE	WED	THU	FRI	SAT
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## Renewing Our Civil Society

James Madison Center for Civic Engagement

At the Pentagon and on Capitol Hill, Jamie Jones Miller ('99) develops rock-solid relationships in an environment known for contentiousness. Last year, she supported three bipartisan congressional delegations' travel to a dozen countries, and while the goal of such trips is to strengthen foreign alliances, members of Congress also make important and lasting connections with one another. As Principal Deputy Assistant Secretary of Defense for Legislative Affairs, Miller facilitates effective **civic engagement** on both sides of the aisle and abroad. At JMU, Miller majored in international affairs and played varsity basketball. Today, she is a member of the Women for Madison Executive Advisory Council and the Political Science Alumni Board. She also served a three-year term as president of the JMU Alumni Association.



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# 2019

## August

**BRETT DANIELSON  
AND HUNTER MARKLE**

SUN MON TUE WED THU FRI SAT

● Classes Begin

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## Advancing Our Understanding Entrepreneurship Initiative

The idea for BarTrack started in COB 300 and became a full-blown business within the summer venture accelerator, which is a vital part of JMU's **entrepreneurship initiative**.

A student group devised a sensor-enabled beer tap with an integrated software package that helps more precisely regulate the amount dispensed, significantly reducing spillage and shrinkage — and therefore proprietors' revenue loss — every time. Since graduation, co-founders Brett Danielson ('18) and Hunter Markle ('18) have honed their business model, prototyping a functioning tap and premiering their product in a few businesses that now enjoy the "perfect pour." Expect more successful ventures to come out of JMU, as our Center for Entrepreneurship recently received the largest commitment in the university's history, naming the center in honor of leader and philanthropist Leslie Flanary Gilliam ('82).



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# 2019 September

JOSHUA MORRIS

- Constitution Day
- Furious Flower Poetry Center  
25th Anniversary Celebration

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# JOSHUA MORRIS ('23)

## Opening Our Doors Valley Scholars

A member of the first cohort of **Valley Scholars** students to matriculate to college, Joshua Morris ('23) will enter JMU as a freshman this fall on a four-year scholarship funded by JMU donors. Despite a rough start in primary school, he overcame distracting behavioral issues due to autism and now views being on the spectrum as not only a challenge but also an asset: "I can be socially awkward and nervous, but my brain works pretty fast and I have a great memory." Morris scored a 1360 on his SAT and will major in engineering, possibly with a minor in computer science. He hadn't considered attending college before his stepmom told him about Valley Scholars, and in the past five years, the program has inspired and guided him to make JMU his college home for undergraduate studies.



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# October 2019

PAMELA CRAUN DAMICO

● Family Weekend

● Homecoming

SUN	MON	TUE	WED	THU	FRI	SAT
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PAMELA CRAUN DAMICO ('77)

## Advancing Our Understanding Faculty Success

To bolster the College of Education, the Damico Family Foundation recently endowed a faculty chair in Exceptional Education, Pamela Craun Damico's ('77) field of study. She championed this gift as "a vote of confidence in professors' abilities, but even more so in their mission — their calling. To us nothing is more important." Major contributors to **faculty success** at JMU, Damico and her husband Joseph support continuing efforts with this new investment to prepare graduates for careers in special education, an area of both critical need and critical shortages. "Pam and I know just how important it is to the future of our society that a great school like JMU turns out top teachers," says Joe Damico. "To do so requires brilliant and dedicated faculty."



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# November

EUGENE HOLLOMAN

SUN MON TUE WED THU FRI SAT



National Philanthropy Day

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## Opening Our Doors

### Athletics Scholarships

A two-time all-conference running back, Eugene Holloman ('09) wrote his 2018 debut novel, *The Athlete-Student: Freshman Year*, based on his experiences both on the field and in the classroom as an **athletics scholarship** student. Through his writing and community involvement, especially with the YMCA, Holloman encourages student-athletes to focus on their education and not only their sport, in part because he suffered a football-career-ending knee injury in his senior year at JMU. Discouraged but not defeated, Holloman received his bachelor's degree here, went on to earn his MBA and is currently pursuing his doctorate in strategic leadership. A member of Amerigroup's management team, he is responsible for three scholarships offered to middle- and high-school student-athletes through his publishing company, Holloman House Publishing.



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# December

**MARIBETH HEROD  
AND TOM COWPERTHWAIT**

SUN MON TUE WED THU FRI SAT



Winter Commencement

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## Realizing Our Vision

### The Whole University

Understanding the impact the Madison Experience has on the whole student, Maribeth Herod ('82) and Tom Cowperthwaite ('87) have made a point of supporting **the whole university**. Today Herod is rector of the JMU Board of Visitors after having served for many years on the College of Business Board of Advisors. She and Cowperthwaite have directed their giving to many areas, like the College of Business Learning Complex, Valley Scholars and Intercollegiate Athletics. Their gift to the Madison Vision Fund is a testament to their trust in JMU's leadership and their belief that JMU leaders must have resources to seize opportunities and capitalize on passion projects like the Madison Vision Series and other initiatives that support the entire student body, employees and alumni.



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# January

**TOM AND DAISY  
HANCOCK BYRD**

SUN MON TUE WED THU FRI SAT



Martin Luther King Jr. Day

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## Renewing Our Civil Society

### Community Service-Learning

Helping children has been a lifelong commitment for Tom and Daisy Hancock ('79) Byrd. Both serve as one-on-one mentors in Chesterfield County Schools, while Daisy volunteers with CASA (Court Appointed Special Advocates) providing a voice for children in cases of child abuse and neglect. Tom was a founder of Greater Richmond Fit4Kids, working with the public schools to promote physical activity and healthy eating. Recognizing that improving lives goes beyond volunteering and random acts of charity, they have established the Byrd Community Fellows Scholarship. Recipients are paired with local nonprofit agencies, building on JMU's acclaimed **Community Service-Learning** program to help real people in real time and to teach these values and skills to JMU students who will put them into action for a lifetime.



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# February

CRAIG UNDERHILL  
AND JIM UNDERHILL

SUN MON TUE WED THU FRI SAT

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## Building Our Success

### College of Business Learning Complex

One of JMU's first finance graduates, Jim Underhill ('79) was eager to support the future **College of Business Learning Complex** when his brother, Craig Underhill ('82), broached the idea. His reasoning? *It's time*. Jim and Craig believe the education they received at Madison set them up for considerable success in the banking industry, and their gift to name the Underhill Family Bankers' Boardroom comes from a shared desire to provide future generations the advantages of premier facilities. Theirs will be a state-of-the-art capital markets boardroom, and the Underhills know it: "We've spent a lot of time in boardrooms," Craig jokes. Jim and his wife, Debbie, have also spent a lot of time in the stands at JMU football games, and they've been loyal contributors to the Duke Club for more than two decades. In addition, Jim and Debbie have generously arranged to support finance and accounting scholarships and student-athlete programs by including these in their estate plans.



## Being the **CHANGE**

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# March 20

LORI BRITT

	SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6	7
● James Madison's Birthday (1751-1836)	8	9	10	11	12	13	14
● Annual Stewardship Luncheon	15	16	17	18	19	20	21
● Alumni Awards Banquet	22	23	24	25	26	27	28
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## Renewing Our Civil Society

### Honors College

In Professor Lori Britt's Introduction to Human Communications, students learn to solve sticky public problems by striving to understand others' viewpoints and values. Piloted in an honors section of a General Education class then made a required cohort class for all **Honors College** students, the course helps habituate an approach to complexity: learning, listening and questioning in the spirit of curiosity. Students challenge themselves to stay with the discussion and discovery, especially when they encounter people who think differently than they do. "We can't just say, 'If I can't solve it my way I'm going to walk away.' We don't have that luxury in the world," Britt says. "We have to solve these problems. We have to learn how to talk to each other."



## Being the **CHANGE**

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# April 20

**MICHELLE PROULX  
AND SHANE MCGARY**

SUN MON TUE WED THU FRI SAT

● Spring Reunion Weekend: Bluestone ('45, '50, '55, '60, '65, '70) and other classes ('75, '80, '85, '90, '95, '00, '05, '10, '15)

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## Advancing Our Understanding Student Research

To assist the Montpelier Foundation in discovering the number and location of enslaved people buried at the estate, geophysicist and JMU professor Shane McGary enlisted the help of Michelle Proulx ('18), a geology major. They use ground-penetrating radar technology to sweep for clues, and since 2017 their project has revealed both forgotten cemeteries and individual gravesites. For McGary, their work offers a rare opportunity to help restore the humanity of an overlooked community, and Proulx has been especially pleased to share her **student research** with descendants of the people buried at James Madison's Montpelier. Although the pair cannot recover the names of those in dozens of unmarked graves, they are playing an important role in helping the historic site honor the lives of so many lost to time.



## Being the **CHANGE**

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# May 2020

**ENGR 112 AND  
SOPHIE HARRISON**

SUN MON TUE WED THU FRI SAT

● Commencement

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## Building Our Success Makerspaces

What happens when engineering and music intersect, when visionaries access the tools and collaborative **makerspaces** they need to innovate and create together? Just ask Stone Spring Elementary School's teachers and students who are reaping the rewards. JMU freshman engineering majors were challenged in a spring 2018 ENGR 112 course to collaborate with music education peers to develop instruments for children with atypical physical or mental abilities. In February, they consulted Stone Spring students, and by April the children had prototypes to play. That summer, JMU students brought the adaptive instruments idea to JMU's Leslie Flanary Gilliam Center for Entrepreneurship. There, they created a short-lived social venture that led to an exciting spin-off: Through a grant from the College of Visual and Performing Arts, music education major Sophie Harrison ('20) is taking adaptive music to the youth of the Bon Air Detention Center in Richmond.



## Being the **CHANGE**

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# unleashed

The Campaign for JAMES MADISON UNIVERSITY

## GOALS AND PRIORITIES

The individuals in the 2019-2020 *Being the Change* calendar represent the five nationally relevant goals and 15 priorities of the *Unleashed* campaign, a momentous endeavor to raise JMU to the place of prominence it deserves.

### Renewing Our Civil Society

Study Abroad: **Jésus Armenta ('19)**

Civic Engagement: **Jamie Jones Miller ('99)**

Community Service-Learning:

**Tom and Daisy Hancock ('80) Byrd**

Ethical Reasoning: **Sara Greco ('16)**

Honors College: **Lori Britt**

### Opening Our Doors

Academic Scholarships: **Gladys Lisanby ('49)**

Athletic Scholarships: **Eugene Holloman ('09)**

Valley Scholars: **Joshua Morris ('23)**

*(Continued on reverse)*

*(Continued from front)*

## **Advancing Our Understanding**

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Entrepreneurship Initiative: **Brett Danielson ('18) and Hunter Markle ('18)**

Faculty Success: **Pam Damico ('77)**

Student Research: **Shane McGary and Michelle Proulx ('18)**

## **Building Our Success**

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Union Bank & Trust Center:

**JMU Alumni Association**

College of Business Learning Complex:

**Craig Underhill ('82) and Jim Underhill ('79)**

Makerspaces: **ENGR 112 and Sophie Harrison ('20)**

## **Realizing Our Vision**

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The Whole University: **Maribeth Herod ('82) and Tom Cowperthwaite ('87)**



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