

INSIGHT



The Magazine for Alumni & Friends of the University of Washington Bothell

Inspiring Innovation *and* Creativity

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UW BOTHELL MISSION

UW Bothell holds the student-faculty relationship to be paramount. We provide access to excellence in higher education through innovative and creative curricula, interdisciplinary teaching and research, and a dynamic community of multicultural learning.

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Kenyon S. Chan

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CHANCELLOR'S CORNER



Greetings Alumni and Friends,

The University of Washington Bothell has become a regional leader for creativity, innovation, entrepreneurship and economic development.

In light of that fact, I have launched an annual series of events that will be titled the *Innovation Forum: Exploring Innovation and Creativity*. The first forum in the series is scheduled this winter for February 13 to 17. The gathering

will include a series of activities, workshops, presentations, and performances – all intended to stimulate new ideas and drive a deep conversation in the region on how to increase the university's capacity as a leader for innovation.

Having a week-long event provides the opportunity for community members, students and faculty to experience and contribute to the buzz of intellectual, artistic, technological and entrepreneurial projects that will influence the future campus and region.

Led for 2012 by Professor Alan Wood, the forum will delve into a host of questions surrounding creativity and innovation. For example, what is the relationship between the micro-innovations we all make each day and the institutionalization of innovation? How do universities both encourage and discourage innovation? How can UW Bothell best serve as an incubator of innovation for a region so fertile with entrepreneurial vigor?

This issue of *INSIGHT* offers a look into some of the innovative work that is occurring at UW Bothell. I hope you enjoy reading about some of the faculty, alumni, and students who are contributing to our growing reputation as a stirringly innovative campus.

To learn more about the forum, follow our blog at <http://uwbothellforum.wordpress.com/>. And please save the dates: February 13 to 17, 2012! I look forward to seeing you there.

Kind regards,

Kenyon S. Chan
 Chancellor

CAMPUS UPDATES

SARAH SIMONDS GREEN CONSERVATORY



From left to right:
Kelly Marquardt, representing Congressman Inslee, Dr. Gordon Green, Donor,
Mark Lamb, Bothell City Mayor and Richard Penny, Vice Chancellor, UW Bothell

UW Bothell marked an important milestone for the campus on September 9, with a ceremonial groundbreaking for the Sarah Simonds Green Conservatory.

The ceremony brought the project's benefactor, Dr. Gordon Green, one step closer to his vision for a conservatory and greenhouse that's both accessible to the public and dedicated to the legacy of his pioneering Bothell family. The conservatory and greenhouse will contain a classroom, botanical laboratory and exhibit space.



HUSKY VILLAGE MOVE IN DAY

Husky Village was full of excitement on September 24, as UW Bothell staffer Joe Kane, helps students move into their apartments at Husky Village, the new residential complex located on campus.



CONVOCATION

On Tuesday, September 27, UW Bothell welcomed in new students at the sixth annual fall Convocation ceremony. The event celebrated 1,144 incoming students who joined UW Bothell fall quarter. Of the 1,144 students, 529 were freshman, the largest class to date. The keynote speaker for the event was Sundar P.K. Balakrishnan Ph.D., the 2011 Distinguished Teaching Award Winner.

By Mary Lynn Lyke

IN STEP WITH THE TIMES

NEW UW BOTHELL DEGREE PROGRAMS REFLECT A CHANGING WORLD

Our world is in flux. Every day, technology turns over, language morphs, culture shifts. How do universities embrace this transformation? "This is no time for hunkering down with the familiar and the comfortable," says UW Bothell professor Jeanne Heuving. "We are going through a tremendous revolution in society, and we have to bring the implications of that revolution into the classroom."

Heuving oversees one of two new degree programs at the University of Washington Bothell that are taking on that challenge, reexamining what happens inside and outside of classroom walls in a rapidly changing society.

Heuving, professor interdisciplinary arts and sciences, is an architect of the new Master of Fine Arts and Poetics Program, debuting in Winter 2012. The MFA combines an innovative residency and non-residency structure that provides an option for second-year students to finish up their graduate degrees off-campus. This structure allows students to pursue individualized courses of study in multiple venues. If they want to become environmental writers, they can take ecology seminars. If they want to be technical writers, they can delve into computer studies.

The hybrid structure also allows program organizers to contract part-time

with a diversity of writers and artists across the country, supplementing UW Bothell faculty. "These additional well-known writers will give the program even more regional and national prominence," says Heuving.

The university's new Bachelor of Science in Electrical Engineering (BSEE) Program is also a hybrid. It is one of the first at UW Bothell to combine on-site and remote-learning classes into a blend of "what can best be delivered online with what is best delivered face-to-face," says Arnold Berger, associate professor of science and technology and degree coordinator for the new program.

The BSEE is one of the first in the nation to attempt this blend. Only two other electrical engineering programs in the country combine remote and onsite learning, despite widespread student interest in online options.

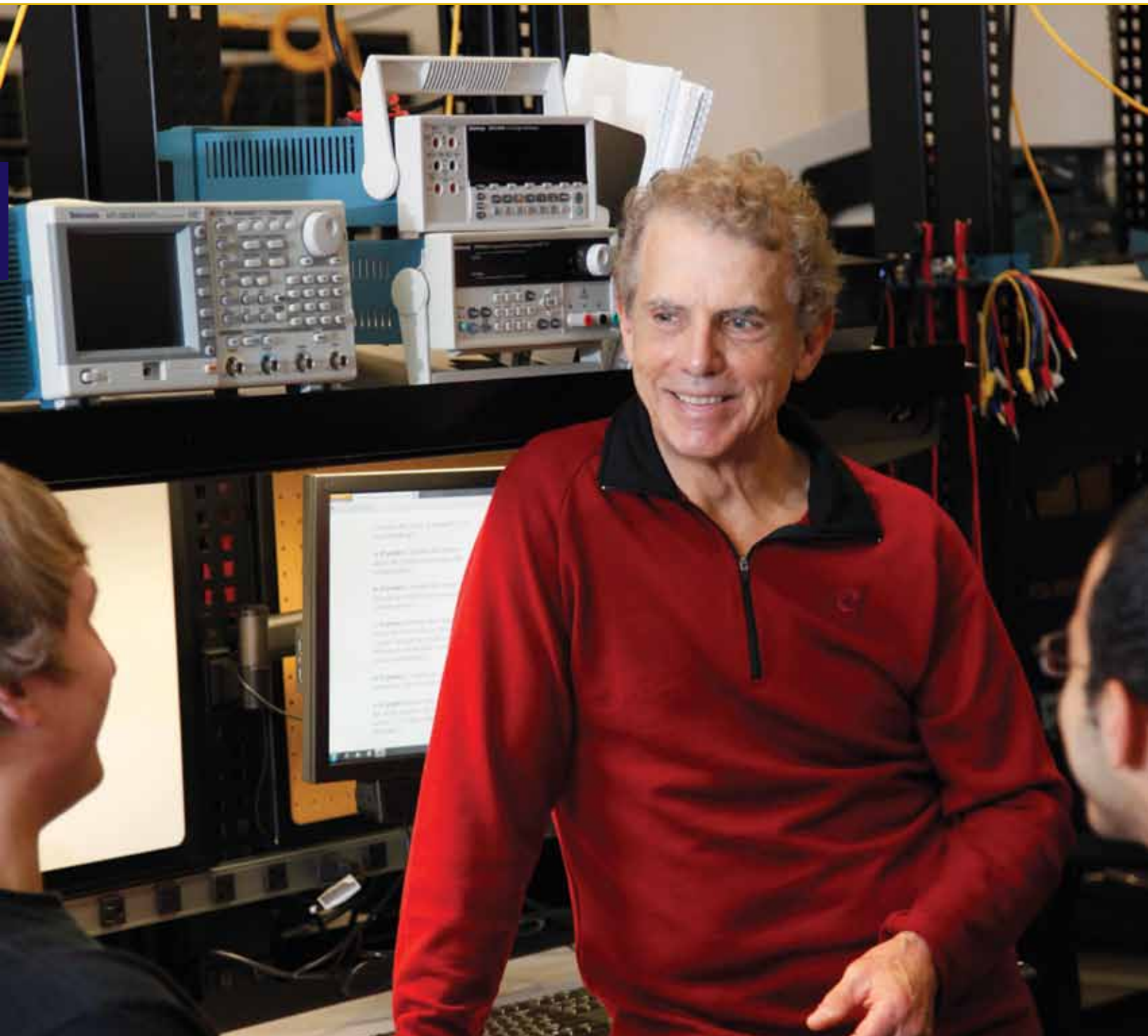
The hybrid provides another promising new model for delivering education on a campus that reaches out to non-traditional students who may be juggling classes with work schedules, child care and rush-hour commutes to after-hours classes. "We view ourselves as a pilot project for the UW Bothell as a whole," says Berger, who helped launch the engineering major in 2010 as the first degree offering in the university's new Science and Technology Program.

The new hybrid degree programs are breaking academic, as well as structural, ground.

The MFA, with an initial class of 18 graduate students, will be the first in the state to combine writing and poetics a discipline that, in Heuving's words, examines "why we write how we write."

"Good writers are always intuitive, working out of the gut, the back of the mind, the dream—that's extremely important," she says. "But having the knowledge of what you've written, why you've written it, how you might change it and what directions it might take poetics helps with all those things. It furthers the knowledge of the writing and the capacity of the writer."

The new MFA is also one of the few in the country to move beyond traditional single-genre course structures (typically fiction or poetry) to a fluid cross-



“A generation of microprocessors turns over every 18 months. Engineers today take that change in stride and embrace it.”

— UW Bothell associate professor Arnold Berger

genre, cross-discipline inquiry model that encourages experimentation and exploration of new ideas, new media, new forms of expression, and new big-picture contexts for writing. How does writing relate to global politics? To changing gender and race relations? To transforming media? To technology?

"It's important for students to be open, listening, asking questions, attending to society in a thoughtful, experimental, non-judgmental way," says Heuving.

Heuving and Berger are clearly in synch with transforming times.

Physicist Berger holds a Ph.D. in materials science from Cornell University and has worked more than 20 years in the high-tech industry. He cites flexibility as core to modern engineering. "In the integrated circuit industry that I come from, a generation of microprocessors turns over every 18 months. Engineers today take that change in stride and embrace it."

Berger is also a dedicated bicyclist, commuting daily from his home on the Sammamish Plateau to the Bothell campus. Over four decades of two-wheel commuting, the physicist calculates that he has pedaled approximately 80,000 miles.

Heuving, who received her master's in Creative Writing and her Ph.D. in English from the University of Washington Seattle, is a dedicated scholar and teacher whose goal is to help students participate "in the very makeup of their lives." One of five founding faculty members still at UW Bothell, she teaches creative writing, literary history, cultural studies, critical theory, and gender and sexuality.

She is also a committed experimental writer and for years was part of the SubText experimental collective that brought new voices and ideas to the Seattle literary scene. Heuving's award-winning 2004 book *Incapacity* combines autobiography, biography, fiction and poetry. Her 2008 book of experimental poetry, *Transducer*, was described by poet Andrew Joron as a "trance inducer." In it, she writes:

*Folding into ewes, eyes
Sheer joy falling, this tuck
In myself, into the hourglass
Crystals sifting
Over the world.*

Heuving and Berger both bring practical real-world questions to their

respective programs. Who will the new writers be? The new engineers? And how do programs link academics with the new roles of working professionals?

For MFA students, that link will mean an academic focus away from what Heuving calls the "star system," the idea that graduates must hit the bestseller lists to be a success. "If you assume that to be a success in an MFA program means coming out and writing the great American novel, it will be a failure system for so many," says Heuving. "That star system is a very limited way of being a writer in society."

Follow-up surveys with MFA Creative Writing alumni on the UW Seattle campus show that almost 90 percent work as teachers or in corporations, NGOs and non-profits. The new UW Bothell program supports that career diversity by promoting critical writing and thinking skills necessary for teaching, communications, journalism, technical writing and other fields. "Most writers make their living in diverse areas of the economy," says Heuving. "We're making those real-life conditions part of the program itself."

The engineering program, built upon a faculty study of regional industry needs, also has a keen focus on workplace realities. "We offer courses that are relevant to where our students need to be in order to be employable and contributors to the workforce in the Puget Sound area," says Berger.

In line with a call from the National Academy of Engineers for new conversations on "who engineers are and what they do," the program offers an interdisciplinary approach to engineering training. Students not only study core electricity, electronics and electromagnetism disciplines, they learn ethics, entrepreneurship, design, management and the dynamics of teamwork.

A required "Business of Technology" course is modeled after the process companies typically follow in researching a new product idea. "Most engineers will work in a business environment where they will be part of teams developing products that need to be successful in the market," says Berger. "An understanding of what makes for successful and unsuccessful products is critical for students' careers and for their own self-preservation."

The online component of the new engineering program mirrors how engineering functions today and how it will look in the future, when teams of engineers from around the world will meet with ease in virtual conference rooms to problem-solve together, says Berger. But the current classroom technology has its challenges.

Classes are delivered with media-rich software that facilitates online conferencing, similar to the way webinars are held. Professors talk live over PowerPoint presentations, and students can "raise their hands" and ask questions. But that software is constantly in flux, and it takes considerable effort for faculty to become comfortable with the fast-evolving systems. The program has had to suspend online delivery of courses for a quarter to enable IT infrastructure to catch up and meet program needs going forward.

Meanwhile, thanks to a donation from Tektronix, engineering students have a new student laboratory on campus with instruments that can be remotely controlled over the Internet. "Students will be able to log in and work on their experiments from home once we get the software installed and running," reports Berger.

Both engineering programs and MFA programs are in great demand at universities, which every year turn away scores of qualified applicants in these fields. Adding more such high-demand programs and increasing student enrollment is one of the key strategic missions at UW Bothell over the next decade. But that presents a problem on a campus already bursting at the seams: How do you grow a student body without expanding a campus?

The two new degree programs may point the way forward, offering progressive, pragmatic hybrid programs that provide more students with more content without the need for more brick-and-mortar classrooms.

Says Berger: "Rather than saying, 'We have fixed resources, we'll just become more selective,' we are saying, 'We'll use technology to manage the resources that we do have so we can offer the highest quality education to a broad spectrum of students who might not otherwise be able to attend UW Bothell.'" **W**



“It’s important for students to be open, listening, asking questions, attending to society in a thoughtful, experimental, non-judgmental way.”

— UW Bothell professor Jeanne Heuving

GAME ON

By Mary Lynn Lyke

NEW TECH IS TEACHER TOOL FOR DYNAMIC MATH EDUCATOR

Her early teachers would be “appalled” that she has a Ph.D. in mathematics education, says UW Bothell associate professor Robin Angotti. Former co-workers at a mobile home manufacturing factory might be stunned. Even friends make sure she never gets near the bill when it’s time to divvy it up at the restaurant.

“I’m mathematically challenged,” admits Angotti, who aced algebra but stumbled with traditionally taught arithmetic. “I didn’t just ‘get’ math, I had to work at it. I am tenacious enough that I don’t give up.”

Tenacity, drive and a willingness to defy conventional thinking have marked the unlikely career trajectory of this energetic teacher and researcher, whose work focuses on the potential impact of emerging technology on mathematical learning.

Technology has changed our everyday relationship with mathematics, she points out. Excel has replaced accounting ledgers. Phone apps calculate distance to destination. “But this hasn’t necessarily changed the way we teach mathematics,” says Angotti. “The schools you go in are rarely putting new technology to use.”

Angotti, a lively math instructor who jumps to the whiteboard with the eagerness of a basketball player to a hoop, describes herself as an “early adopter” of technology. Long before earning her Ph.D., when she was still teaching high school mathematics in the rural Deep South, she broke with tradition by putting calculators to use in classrooms.

Other educators at the time dismissed calculators as a “crutch.” To Angotti they were one more way to draw students into math and explain its underlying concepts. “If that calculator would let me reach one more student, I was going to use it.”





Her tools have evolved: Today Angotti is using video games and off-the-shelf motion-sensing game consoles such as Kinect to involve students in mathematics. But her fierce conviction that educators should use any and all technological means to reach out to students, every student, including the ones who don't "get" math, continues to fuel her work.

"I was one of those kids who didn't understand the basics the way they were presented. For students like me who think differently, it's important to break down mathematics in multiple ways, especially in highly diverse classrooms."

Technology can provide a visual assist. Dynamic software such as Fathom and Tableau lets users graph a line then grab its points, pull on them, and see how the graph, its table of values and the underlying equation simultaneously shift and interact. With Microsoft's Kinect and other motion-sensing equipment instructors and students can orchestrate this process on-screen with body gestures from anywhere in the classroom.

"Mathematics suddenly becomes more accessible when students have concrete, kinesthetic ways to interact with graphs and tables and equations. It's a powerful way to learn," says Angotti, who, with funding from an Educators for the 21st Century grant, has spent the past three summers teaching rural educators to use new technology in a high-poverty, high-needs, linguistically diverse district in Eastern Washington.

"For students who struggle," she says, "these technological tools can make a huge difference."

To increase student buy-in, Angotti has also introduced 21 new math lessons based on popular video games. The lessons encourage students to become "data detectives." If a dance game spits out a score, based on calories burned

and duration of exercise, students can do some reverse engineering and figure out the original equation that sourced the program. "I want students to question how programmers came up with the score, and have the power to figure out whether the equations are right or not," says Angotti, who teaches mathematics and methods courses in the university's Education Program.

Her students at UW Bothell daily witness the excitement she brings to the field of mathematics. "She is very dynamic, very democratic and very responsive," says former student Sarah Woolley, now working as a first-year teacher in Puyallup after earning her master's in education at UW Bothell. "Her thinking on technology has really helped me get my students engaged and helped my teaching seem more relevant."

Angotti's own course to higher education was a rocky one. "It's a miracle I ever earned a Ph.D.," she says.

She grew up in Maine, at the end of the Appalachian Trail, hating school, even though she was good at it. She graduated early, at 16, and had a baby by the time she was 17. "I was a single mom, living on the streets and starving."

She headed to North Carolina to live with her mom and worked in a factory making mobile homes to support herself and her child. A supplementary job, tutoring students, convinced her to go on to college and major in mathematics, her hardest subject. "Everything else was easy," says Angotti. "I figured, why major in something you don't have to work at?"

After earning a B.S. and M.A. from East Carolina University, graduating Magna Cum Laude, she taught high-school mathematics for ten years, moving away from what she calls traditional "cookbook" methods dictating one way of solving problems to an "organic"

approach that allowed students multiple routes to arrive at the same answers, through graphs, tables, word problems, visual representations or symbolic representations.

Her classroom became a think tank of discussion and discovery, with Angotti using inquiry methods to prod her students. If a student asked, "Is this right," Angotti would say, "I don't know, is it? You tell me. Talk me through what you've done here."

Students almost always answered their own questions, she says. "It's not enough for students to just be right. They have to be competent and confident in their mathematical abilities. The more they can argue what a problem is all about, the better math thinkers they will be."

After writing a dissertation on teaching practices using multiple mathematical representations, Angotti decided to test her approach by teaching an algebra class full of the lowest-achieving students in a local school. "I taught the heck out of that class," says Angotti. "I wanted to see if what I was saying was really working."

The pass rate for her class, which included a high percentage of special needs students, was 100 percent. "They could do the math. We just had to figure out how to unlock the door for them and give them the resources," says Angotti.

The tenacious teacher who wouldn't give up on herself has never let her students give up, either. It's a lesson this teacher of teachers, whose path took her from factory to faculty, now passes on to new generations of educators at UW Bothell.

"It is up to us to keep students thinking they can do anything," says Angotti. "All it takes is one adult believing in you, one adult thinking you can do it, to change your life and take you down a different path." **W**

For students who struggle, technological tools can make a huge difference.

— UW Bothell professor Jeanne Heuving



IMAGINARY POSSIBILITIES

By Linda Dodge

Ted Hiebert is a visual artist and theorist, and an assistant professor in the Department of Interdisciplinary Arts & Sciences at the University of Washington Bothell. Growing up in Alberta, Canada, he originally thought he would pursue a career in science or technology. But later he had an opportunity to attend a boarding school near Victoria, where he was exposed to students hailing from over 70 other countries and to exciting new ideas in the fields of art and philosophy.

From this initial exposure, Hiebert found art increasingly attractive as a potential career. He says, "I found art gave me the freedom to think for myself. Unlike other disciplines that are heavily information-based, art gave me the opportunity to make new creative contributions immediately and in an unfettered way."

With photography and digital arts as his main fields, he focuses on the relationships between creativity, imagination, questions of cultural meaning, and technology in contemporary life. He sees his work as "a critical exploration of representation in the service of imaginary possibilities." Hiebert's photography focuses on "moments where representational logic fails" and attempts



Ted Hiebert

to give these moments a representational form of their own. "For me," he states, "the simplest and most compelling of such moments has always been the self-portrait. You can never see yourself the way everybody else sees you except in a mediated form... so the photograph then becomes this sort of entry point into your own identity."

Professor Hiebert believes in UW Bothell as a place that inspires innovation and creativity. He sees campus as a place with real respect for "independence... for independent spirit," where he can design and teach his own classes. He acknowledges his challenge as a teacher is to provide a context where students can learn skills as well as more creative thinking. He believes, "If you don't know the answer, don't go and try and find someone else's answer— make one up... and represent that somehow." For Hiebert, creativity depends on being deeply engaged. He considers the classroom a safe place for exploration but believes the exploration itself is more meaningful if it happens outside the classroom.

In his current project, *Excerpts from the Library of Babel*, Hiebert uses a process called Kirlian photography to image each page of copies of Jorge Luis Borge's short story, "The Library of Babel." This story imagines a library of infinite knowledge that contains every book possible to write. "What's missing from that story," reflects Hiebert, "is the viscerality of books." So Hiebert built a camera that uses electricity instead of light to generate pictures. Each image appears differently based on the condition of the object: traces of fingerprints, stains, and wear and tear left by the reader. "In an information culture there's the risk of that material and personal side of things getting lost," says Hiebert. This exhibition attempts to "call into people's awareness the idea that there is a counterpoint to information and it is not necessarily the object but it's the history of using that information."

Hiebert's work will be on display at the Kirkland Arts Center from September 24 through December 3. **W**

Ted Hiebert:
Excerpts from the Library of Babel
September 24 through December 3,
2011 at Kirkland Arts Center
For more information see:
www.tedhiebert.net



INNOVATION FORUM

Exploring Innovation and Creativity

By Alan Wood,
Professor in the
Interdisciplinary Arts
and Sciences Program
and 2011 Chair of the
Innovation Forum

Innovation is good. Everybody likes it. Innovation is also essential for survival. Then why is it so hard? More specifically, why do universities, which typically gather a whole lot of very smart people under the same roof, find innovation so difficult to foster? Does the University of Washington Bothell have an opportunity as a new, rapidly-growing campus, to create an environment uniquely hospitable to creativity and innovation? If so, how can we do so? To explore some of those topics, and to begin what we hope will be a long-term conversation between the campus and the region, the Chancellor and the UW Bothell Advisory Board are

hosting a week-long *Innovation Forum* on campus from February 13 to 16, 2012. This unique, annual event will showcase ideas and collaborative projects on campus and in our community. This year I have been asked to lead this inaugural effort.

The *Innovation Forum* will be an opportunity for community members, faculty, staff, and students to contribute to the buzz of intellectual, artistic, and entrepreneurial projects outside the normal constraints of our institutional life, and have fun at the same time. To learn more and share your ideas for events and activities check out the forum blog at <http://uwbothellforum.wordpress.com/>

Numerous events are scheduled throughout the week on topics including a roundtable on creativity, an exploration of intellectual property and new ideas, a discussion on the relationship of gaming and playing to innovative theory, a presentation on Bollywood and social change, a panel on why innovative technology requires innovation in ethics, a visual archive of artworks contributed by students, a workshop examining movement, theater, and sculptural games, and a series of TIC talks (that is Technology, Innovation, and Creativity).

Please join us for the 2011 *Innovation Forum*.

UW BOTHELL INNOVATION FORUM SCHEDULE

MONDAY, FEBRUARY 13

9:30 to 10:30 a.m. UW Commons

Opening Remarks and Roundtable Discussion: Chancellor Chan, Prof. Alan Wood, Faculty, and regional leaders in innovation, education, and business discuss the intersection of innovation and Higher Education.

12 Noon to 1 p.m. LBI-205

TIC Talks (Brown Bag Lunch): Series of timely short talks held at noon every day on Technology, Innovation, and Creativity (TIC), known as the TIC talks, which might include subjects such as biomimicry and organizations, remote sensing and GIS, modeling climate change, teaching innovation and collaborative information technologies.

1 to 3 p.m. Rose Room (UW1-280)

Brain & Consciousness Panel: How do brain activity and consciousness interact with one another? What are the historical configurations of the problem and what current research might bear on the question?

TUESDAY, FEBRUARY 14

10:45 to 11:45 a.m. UW1-370

Constructing Identity Through Games: Discussion and workshop on how gaming and playing can relate to innovative academic theory, such as Gadamer and Kant, about how humans realize their potential and construct their own identity.

12 Noon to 1 p.m. LBI-205

TIC Talks (Brown Bag Lunch): Series of timely short talks held at noon every day on Technology, Innovation, and Creativity (TIC), known as the TIC

talks, which might include subjects such as biomimicry and organizations, remote sensing and GIS, modeling climate change, teaching innovation and collaborative information technologies.

1:30 to 3 p.m. Rose Room (UW1-280)

On the Ceiling: Discussion and workshop on how gaming and playing can relate to innovative academic theory, such as Gadamer and Kant, about how humans realize their potential and construct their own identity.

5 to 7:30 p.m. Rose Room (UW1-280)

Innovation Squared: Panel discussion entitled "Innovation squared" on why innovation in technology requires innovation in ethics.

6 to 8 p.m. North Creek Events Center

Theater of Situations: "Theater of Situations" workshop and performance examining the intersections among movement, theater, and sculptural games.

WEDNESDAY, FEBRUARY 15

12 Noon to 1 p.m. LBI-205

TIC Talks (Brown Bag Lunch): Series of timely short talks held at noon every day on Technology, Innovation, and Creativity (TIC), known as the TIC talks, which might include subjects such as biomimicry and organizations, remote sensing and GIS, modeling climate change, teaching innovation and collaborative information technologies.

1:30 to 3 p.m. UWBB

Games for Change: Wetlands game done by students at the Center for Serious Play. Demonstration discussion on how to design games.

4 to 5:30 p.m. Grad Commons

Creative Expression in the Classroom: Zine Workshop: Exploring nontraditional ways for students to express themselves in the classroom.

6 to 8 p.m. North Creek Events Center

Representation in Bollywood Films: Presentation on how Bollywood movies have both contributed to a critique of right-wing activities in India but at the risk of needlessly over-simplifying a complex problem, raising larger issues of the responsibility of media in general.

THURSDAY, FEBRUARY 16

12 Noon to 1 p.m. LBI-205

TIC Talks (Brown Bag Lunch): Series of timely short talks held at noon every day on Technology, Innovation, and Creativity (TIC), known as the TIC talks, which might include subjects such as biomimicry and organizations, remote sensing and GIS, modeling climate change, teaching innovation and collaborative information technologies.

1:30 to 3 p.m. UW1-370

Creativity & the Arts: Arts roundtable on creativity involving UW Bothell faculty, focusing among other things on the role of the creative arts in a university.

6:30 to 8 p.m. Mobius Hall

Closing Celebration with J. Rodgers Hollingsworth and nationally recognized business leaders and innovators.

ENTREPRENEURSHIP AND ACADEMIA



PLAYGROUND OF THE CREATIVE MIND

By Brian Carper



How about fresh-baked cupcakes with vanilla icing and rainbow sprinkles? If that's your craving, UW Bothell junior, Tylor Jones, is your man. He and his team of fellow entrepreneurs (then freshmen, Kelsey Dill, Lisa Pesin, and Martin Yanagihara) developed a product called "Cupcake in a Can," an all-in-one cupcake baking product, which they submitted to UW Bothell's annual Hell Night entrepreneurship competition in 2009. Jones' brilliant idea and the team's excellent pitching skills secured first place in a competition normally reserved for upperclassmen.

Fast forward two years, and Jones has hardly stopped for a breath. His innate sense of creativity and innovation, which he says "just comes naturally," continues to lead him on new adventures.

Jones is now studying pre-physical therapy, one of UW Bothell's new pre-health programs. Following his undergraduate studies, Jones is hoping to attend a reputable graduate school in California to study physical therapy. When asked about his choice to study PT rather than entrepreneurship, Jones said that he'll always pursue new entrepreneurial ventures, because he believes that entrepreneurship is something that cannot be taught, but PT is something he has always wanted to do.

In addition to his full-time academic endeavors, Jones is owner and operator of JonesTMagic Co, he works as a personal trainer and serves as videographer for one of his new start-up ventures. He still hopes to sell his patented Cupcake in a Can design to Pillsbury or Betty Crocker. He continues to invent and create new products, like his new SmartBag, a multipurpose backpack with massage and heat capabilities built in. Jones is pursuing a patent for the SmartBag design and is working with REI to get the product on the retailer's shelves. He can't spare too many details due to its pre-patented nature, but I've heard enough... "put me on the waiting list for a SmartBag, please. And throw in a Cupcake in a Can while you're at it."

If you would like to learn more about Tylor, email tman_jones2002@yahoo.com. **W**

By Bill Hayes

KEEPING TRACK WITH NEW TECHNOLOGY

The genesis of an innovation is often depicted as a light bulb turning on. Sometimes, however, innovation is the result of a light bulb flickering off, which is exactly how it felt to Russell Thornton when his young son suddenly vanished at an amusement park five years ago.



Russell Thornton

After 45 minutes of frantic searching, Thornton found his son playing away safely and intently in a crowded video arcade. That intense moment of darkness became the spark of inspiration for Thornton, who founded Amber Alert GPS, a company whose products are designed to help parents quickly locate lost children.

Shortly after the incident, Thornton became focused on finding a product that could help him keep better track of his son. "The only products available at the time," according to Thornton, "were bulky and difficult to use." Thornton set out to develop a better product.

Fortunately, Thornton had a business background in a technical field, and a solid sense for business that he credits largely to his education at UW Bothell.

Targeting parents of kids aged two to 10, Thornton envisioned a product that would be small, easy and fun to use, and packed with the best technology available. Thornton traveled to China to meet with potential manufacturers. He was not an expert in GPS technologies, so he had much to learn. After undertaking a tremendous amount of technical and market research, Thornton introduced Amber Alert GPS – a compact, brightly



colored device that kids can carry, and that parents can track.

This year, Thornton is introducing his fourth-generation unit, which comes bundled with applications that can be used on mobile phones to keep tabs on even older kids. As the technology in GPS tracking and battery-life has evolved, Thornton is now looking at ways to expand into other markets. Two areas of considerable opportunity are what Thornton refers to as the "senior space" and the "pet space."



"People undergo considerable stress and pain when they can't locate a loved one or even a pet," says Thornton. "A product that could deliver the ability to keep tabs on an ailing parent could be very marketable, as could a product with the ability to keep track of a lost pet."

Thornton is grateful for the education he received at UW Bothell. In particular, he points to the skills learned in conducting market research, building business plans and pitching those plans to potential investors. "The business plan competition proved to be an incredibly practical experience for my real career," says Thornton.

Later this year, Amber Alert GPS will be featured at the AT&T Keynote at CTIA, one of the largest technology events in the world.

For more information about Amber Alert GPS, visit www.amberalertgps.com. **W**

ALUMNI NOTES



Notes from the Chair

The Alumni Council's New Year launched with a lot of energy following the great success of our 6th Annual 5K Run-Walk on May 15. A lot of fun and exciting things have taken place since then including hosting:

Mary Howisey

• 65 alumni and friends in the Miller Lite Bullpen BBQ Tent at the Everett Aquasox game on August 26. Along with the game, attendees enjoyed barbecue, beverages and socializing on a lovely summer evening.

- 40 alumni, students, faculty and friends on September 17 for the first ever "Lend-A-Paw" day of service.
- A table on Friday, September 23 at the Bothell Chamber of Commerce "Vintage Bothell Wine Walk" on Main Street. Alumni and Bothell neighbors stopped by to chat and enjoy wine and snacks.

Regular council meetings are held on the first Tuesday of each month at 6 p.m. in room UW1-280. All alumni are welcome, so please join us!

Lend-a-Paw

A group of 40 University of Washington Bothell alumni, students, faculty and friends spent several hours maintaining a section of the Sammamish River Trail in Bothell on September 17.

In partnership with City of Bothell staff, the university group removed invasive Himalayan blackberry from a 100-meter stretch of land along the popular regional trail between Blyth Park and 102nd Avenue Northeast in Bothell. The volunteers then replanted the area with native rose, Pacific ninebark and red-osier dogwood. Following the hard work, everyone was rewarded with an after-party that included viewing the UW-Nebraska football game and enjoying food and drinks.

Many of the volunteers were students of the university's renowned conservation and restoration ecology program.

The activity was sponsored by the university's alumni council. According to council chair, Mary Howisey, "Volunteer service is one important way for our former students to stay connected with the Bothell community. Our students enjoy the benefits of living and studying in this growing college town, and we like to give back however we can."



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MARK YOUR CALENDARS

RESEARCH-IN-PROGRESS

The Office of Research is pleased to announce the speakers for the Fall 2011 Research-In-Progress Seminar series. Seminars will be held **Tuesdays at 4 pm in LB1 205 (library).**

November 22

"Leadership and Entrepreneurial Resilience."

Alan Boss, assistant professor, Business Program.

November 29

"The Financing Choices of American Consumers: The Influence of Cognitive Disposition, Material Values, and Quantitative Literacy."
Cinnamon Hillyard, assistant professor, interdisciplinary arts and sciences and **Peter Nye**, associate professor, Business Program.

WRITING FOR THEIR LIVES

Writing For Their Lives (WFTL) features writers and artists, for whom writing is a means of exploration and discovery. Writers read, and perform their works and engage in lively, probing conversations with the audience.

November 28, 8 p.m.

Tan Lin, Writer

UW Seattle, Simpson Center, Communications 206

Tan Lin is the author of *Lotion Bullwhip Giraffe*, *Ambience is a Novel*, *Seven Controlled Vocabularies*, and *Obituary 2004*. His work has been widely shown around the nation.

INTERDISCIPLINARY ARTS AND SCIENCES RESEARCH COLLOQUIUM

Join Interdisciplinary Arts and Sciences faculty members for a monthly showcase of current research. The campus-community and the general public are invited to interact with faculty in conversations, gain a sense of how research practices shift as they move across disciplines and sectors, and think critically and creatively about the implications of different forms of research design.

December 6, 4 to 5:30 p.m.

Alda Kurian, Ph.D

The Politics of Hindutva South Asian Cinema

Save The Date! University of Washington Bothell Chancellor's Reception, Friday, April 6 at Ste. Michelle Winery.

This annual event provides an opportunity for UW Bothell to thank its alumni and friends for their generous support of our students, programs and initiatives. We hope you will join us for this champagne reception, four-course dinner and silent auction. For more information contact marias@uwb.edu.



Going Green

If you wish to receive UW Bothell communications online instead of in print, contact us at advancement@uwb.edu.