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THE WHISTLE

FACULTY/STAFF NEWSPAPER

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THE GEORGIA INSTITUTE OF TECHNOLOGY

One year later, commercial side of Technology Square shows growth

David Terraso
Institute Communications
and Public Affairs

When Georgia Tech celebrated the grand opening of Technology Square last October, the 13.3-acre, mixed use development was hailed for its promise to transform the once dilapidated corridor on Fifth Street to a dynamic hub for campus, an energetic business district and a vibrant new retail district for residents of Midtown. One year later, Tech Square and its partner development Centergy have fulfilled two-thirds of that promise and are poised to deliver the last.

"Tech Square was intended to connect Georgia Tech with Midtown, and I think we're doing a good job," said Rich Steele, who oversees retail

contracts on campus and is director of the Student Center. "We certainly have the connection with campus and the Midtown business community. We still need to develop it with the residential piece. We really want it to be a vibrant, dynamic space all throughout the day, evening and weekend."

With nine retail stores and restaurants on the south side of Fifth Street, Tech Square seems suited to fill that niche. The Midtown residential community is growing quickly. In addition to the adjacent Midtown Lofts and Post Biltmore, Plaza Midtown on Spring St. and Spire on Seventh Street and Peachtree will soon add hundreds of residents to the neighborhood.

"We are finalizing marketing plans to help people in Midtown, Home Park and the surrounding areas

embrace Tech Square as a neighborhood destination," said Scott Levitan, executive director of real estate development. The goal, he said, is to get them to feel they have ownership of Tech Square — that it doesn't just belong to Georgia Tech.

"We'd be really happy to have some of the 24-hour activity that goes on in places like Virginia-Highland," said Levitan. "That's really what we aspire to be."

With that in mind, several of the restaurants have obtained alcohol licenses since opening last fall. Fifth Street Ribs and Blues added live music at night. At Centergy, negotiations are under way for an upscale restaurant with a full bar. And St. Charles Deli recently began holding poker night on Thursdays to add business in the evenings.

Despite needing to spice up the nightlife, Tech Square retail has had a great year, said Steele. The Centergy building is about 92 percent leased, and the restaurants at Tech Square are on pace to generate \$3 million in sales.

"What is really nice is that with every new restaurant we add, we don't see a dip in business for the others. There is continuous growth," he said.

The largest retail presence, Barnes and Noble at Georgia Tech, has also had a great year according to Director Jerry Maloney. Excluding textbooks, book sales have quadrupled since moving from the old bookstore at the Student Center, and licensed merchandise has increased 35 percent.

Tech Square continued, page 3

Kerry wins Buzzpoll

Unlike most things at Tech,
poll is unscientific

David Terraso
Institute Communications
and Public Affairs

It wasn't exactly "Dewey Defeats Truman," but a straw poll posted on Georgia Tech's main Web page in the days leading up to the presidential election predicted a different outcome to the 2004 race.

Close to 29,000 votes were cast for one of three presidential candidates — George W. Bush, John Kerry or Ralph Nader — in the informal poll known as Buzzpoll, on Tech's homepage. Kerry edged out the incumbent Bush at the last minute with 14,522 votes to Bush's 12,944. Nader garnered 1,481 votes.

Buzzpoll is a new feature of Georgia Tech's newly redesigned homepage, which was launched August 25. The presidential poll was the ninth Buzzpoll and by far the most popular.

"The Buzzpoll is a simple function that we've incorporated in an attempt to increase interactivity with our users," said Jeff Smith, a

Poll continued, page 3

Tech wins best practices award for IT incident response plan

Elizabeth Campell
Institute Communications
and Public Affairs

For the second year in a row, Georgia Tech has won one of eight awards in the Board of Regents' Best Practices competition. This year Internal Auditing was cited for its Information System Incident Response Procedure in the Information Technology category.

The competition, which is in its second year, was developed with the intent of promoting and disseminating new and innovative institute-level practices among the schools of the University System of Georgia. Tech was the only research institution recognized this year, and is one of only four institutions that have been recognized by the Regents in both years for its best practices.

"Your institutions' best practices, as well as many others that are not being singled out for recognition, can serve as models to help all USG institutions enhance operations, which is a key goal of the Board's strategic plan," said Chancellor Thomas Meredith.

The Regents received 76 entries from 27 institutions in the University System, including five from Georgia Tech, in four categories: Business and

Finance, Academic Affairs, Student Affairs and Information Technology. Each entry was reviewed by a peer group of senior management from across the University System. In each category, the first choice receives a \$15,000 award, and the second selected program receives \$10,000. In 2003, Financial Services and the Bursar's Office received an award for their Student Web Invoice Statement.

"One of the key factors to the success of this model is the strong working relationships between several members of senior management," said Rob Clark, director of Internal Auditing. "Colleagues at other institutions have remarked that information systems incidents are often thrown to the technologists to handle. The risk is that important perspectives of audit, legal, human resources, police, public relations and others may not be given appropriate consideration in responding. The model we have put in place ensures that these key participants are a part of an institutional response to information systems incidents and not just a unit-level response."

Internal Auditing collaborated with the Office of Information Technology to develop a procedure to respond to information security incidents in an organized, efficient and consistent

manner. When a significant information systems incident occurs, the model calls for the timely coordination between the director of Internal Auditing, Chief Information Officer, director of Information Security, Chief Legal Adviser, and as necessary, the associate vice president for Human Resources, Chief of Police, and executive director of Institute Communications and Public Affairs. This procedure has shortened the response time to security incidents from weeks to hours and made responses more consistent.

"As I have shared this model with other professional associations, in my leadership role within the Association of College and University Auditors, and as a member of the Security Task Force of EDUCAUSE, Georgia Tech is seen as an industry leader in this area. It is rewarding to know that Georgia Tech can provide a leadership role in establishing best practices within the University System as well. We are happy to share our insights and ideas in hopes that other institutions can benefit from our experiences," said Clark.

For more information...

Best Practices competition
www.usg.edu/bestpractices

QUOTE UNQUOTE

"If you look at the situation, there's not a huge demand for engineers right now. We would like to feel that our degrees were satisfying demand. Of course we don't want direct competition."

—President Wayne Clough, on the University of Georgia's effort to expand its engineering program. (Atlanta Business Chronicle)

"If we win, maybe some frat guys get excited and run around. But inside this building, nobody will know the difference. Nothing's going to change in here, win or lose. These people have tests tomorrow."

—Sreenivas Vedantam, an undergraduate in electrical engineering, on the atmosphere surrounding college football during the Oct. 28 game versus Virginia Tech. (ESPN.com)

Faculty/Staff SPOTLIGHT

Michael Goodisman



photo by Nicole Cappello

If you've got a yellow jacket nest on your property, you may want to pause before calling an exterminator. A faculty member in the School of Biology is offering to come remove it for free.

As a molecular geneticist, Michael Goodisman studies the structure and function of genes at a molecular level. He's primarily interested in social insects — ants, termites, bees and wasps — and has been using them in his research to understand how evolutionary processes affect social systems and how sociality affects the course of evolution.

Hailing from Syracuse, New York, Goodisman said he was drawn to genetics early, enjoying the blend of biology and mathematics the discipline requires.

His work is informed by wasps at all stages of development: from egg to larval to pupa to adult. Here he holds a section of a nest containing both larvae and pupas, which spin the white cocoon caps seen at the center. It is from these cocoons that adults will emerge.

Full Name: Michael D. Goodisman

Age: 34

Occupation: Assistant Professor in the School of Biology

Job description: My research focuses on the causes and consequences of sociality. Members of my lab use a variety of approaches to understand behavior, development, evolution and ecology in social organisms. We use social insects such as ants, bees, wasps and termites as model systems.

What I find most rewarding about my job: Interacting with students and the public. I really enjoy going into the field or the classroom and telling people about the insects I work on. People are always interested and receptive to learning about their environment.

What I find most challenging about my job: Trying to balance all of the responsibilities that go along with being a professor. Like all faculty members, I'm desperately trying to teach, work in the lab, collect field samples, serve on committees, write grants and publish papers. There must be a way to do it all.

Years at Tech: 1

Education: B.A. in Genetics from Cornell University; Ph.D. in Genetics from the University of Georgia; postdoctoral work at James Cook University in Australia and the University of Arizona

Hobbies: I enjoy sports when I have time. I try to go the Campus Recreation Center to lift weights and run on the treadmill a couple of times a week. The TV sets in the new cardio-machines definitely help keep me going.

The last book I read for pleasure: I've been reading Sherlock Holmes mysteries just before going to sleep.

The CD in my stereo right now: I still like listening to '80s music. Give me Queen, Boy George or the Violent Femmes any day.

Another occupation I'd like to try: Professional basketball player. Unfortunately, I can't run, jump or shoot.

My first paid job: My first job was cleaning rat cages at a clinical research lab. Shortly thereafter, I worked in a steel refinery where I sorted bent nails from straight nails. I think those two jobs prepared me very well for life in academia.

One place I've always wanted to visit: I must visit the rainforests of South America. The insects are supposed to be spectacular.

The best advice I ever received: Delegate tasks to others.

One talent I would most like to have: A good memory. My memory is terrible. I'd be a lot more productive if I could keep track of what I was doing from one moment to the next.

My pet peeve is: Meetings or seminars that start late.

My day would not be complete without: A visit to the online sports pages. I like to keep track of the latest in college football and basketball.

What I most value in my friends: Definitely a sense of humor. I try not to take my job or myself too seriously.

My motto: 'Some people have excuses and some people have results.' I was told this when I was an undergrad and it has stuck with me. It's a cold, hard attitude towards accomplishing tasks, but it helps keep me focused.



THE WHISTLE

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Institute Communications and Public Affairs
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Georgia Tech is a unit of the University System of Georgia.



The fall meeting of the Academic Senate combined with the General Faculty will be on Tuesday, November 30, at 3 p.m. in the Student Center Theater. An agenda is posted at www.facultysenate.gatech.edu. For more information, e-mail said.abdelkhalik@me.gatech.edu.

Regents modify tuition reimbursement program

At its September meeting, the Board of Regents for the University System of Georgia approved modifications to the tuition remission program. The changes, which became effective as of Nov. 1, were designed to make the process easier and more accessible for employees.

Deborah Covin Wilson, director of career development in the Office of Organizational Development, said the Regents renamed the System's employee educational assistance program — from the Tuition Remission and Reimbursement Program to the Tuition Assistance Program (TAP) — to reflect the new model.

The most important change, Wilson said, was the elimination of the job relatedness requirement. Previously, an employee was required to show how the coursework would improve one's preparedness in their current position. Under previous guidelines, for example, a research engineer could not pursue a degree in accounting. Ultimately, the Regents decided such restrictions didn't reflect its desire to create a more educated population.

The program, which is available to full-time Tech employees who have six months of employment in a benefits-eligible position, enacted several other changes:

- Employees may seek enrollment in up to eight academic hours each semester. Though fewer hours than employees were previously allowed,

the change does accommodate those whose coursework includes mandatory labs;

- Establishment of universal application deadlines for all USG schools, eliminating some of the past confusion that arose from each institution setting its own deadlines; and
- Due to budgetary constraints, technical schools are no longer eligible to receive tuition assistance through the Regents' program. Wilson said Tech employees may still use the Institute's Staff Tuition Reimbursement Assistance Program Information (STRAP) program to enroll in these courses.

Wilson also reminded the campus that the deadline for applications for spring semester is November 15. Information related to Tech's education assistance programs are located at www.training.gatech.edu/education.

Applications should be sent to the Office of Organization Development via campus mail code 0206, or delivered in person to their office in the Savant Building.

For more information about these changes, contact either Deborah Covin Wilson at 894-3850 or Kimberly Porter at 894-2249.

For more information...

Board of Regents' Tuition Assistance Program
www.usg.edu/admin/humres/benefits/tuition

Tech Square, cont'd from page 1

The store, run by Barnes and Noble College Bookstores, was the first in the company's new strategy of combining a college bookstore with a neighborhood superstore.

"It definitely has become a neighborhood store, particularly with the presence of the Starbucks," said Maloney. "It has become a place for students and the community alike."

The Georgia Tech Hotel and Conference Center has also had a good year, according to Vicki Walker, director of sales and marketing. "We are pacing 16 percent ahead of where we were last year," she said, adding that Tech accounts for the largest segment of business for the hotel.

Adjacent to the hotel, the Global Learning and Conference Center provides conference space, distance learning courses, short courses and English as a second language (ESL) classes.

"This year, our rental income will be up considerably from last year," said Bill Wepfer, vice

provost for distance learning and professional education.

"We're growing," he said. "We're never growing as fast as I would like to grow. I think some of that's tied to the economy."

Over the year, Wepfer said, the GLCC has seen a slight increase in enrollment of distance learning courses. Enrollment in ESL courses had seen a drop earlier this year, but that is beginning to turn around. The short courses, however, have remained flat, in keeping with national trends.

"We have seen a lot of growth in company-sponsored courses. Right now, that's being driven by defense technology programs," said Wepfer.

Overall the coming year looks good for Tech Square, said Levitan and Steele. There is concern about how the two-year construction project to add green space to the Fifth Street Bridge will affect business in the near future.

"It hasn't been that bad yet," said Steele. "The bridge project will be a wonderful asset to Tech Square in the long term."

Poll, cont'd from page 1

Web developer in Institute Communications and Public Affairs. "It is a non-scientific tool to gauge our site visitors' opinions on a wide assortment of issues. Repeat voters are not prohibited from exercising a 'heavy mouse,' so the results must be taken with several grains of salt."

Still, Buzzpoll reflected the closeness of the presidential race.

"It was a poll that got a dramatic spike in interest and brought in a lot of visitors to Georgia

Tech's Web site just so they could weigh in on a poll," Smith said.

Despite its informal tone, the poll was not without controversy. Smith received several e-mails concerning the absence of Libertarian candidate Michael Peroutka, who was on the ballot in Georgia, while Nader was not.

For more information...

Buzzpoll
www.gatech.edu/buzzpoll

IN BRIEF:

Remember: Open Enrollment concludes on Friday, Nov. 12. To make changes to a benefits plan, visit www.ohr.gatech.edu.

Insurance providers expand prevention programs for chronic conditions

The health plans offered by the Board of Regents provide University System of Georgia employees with a variety of health education offerings that address the multiple needs of plan members who have chronic health problems such as diabetes, asthma and congestive heart failure. Called Disease State Management (DSM) programs, they are designed to help the afflicted individual understand the chronic condition and learn how to participate in improving his or her health and quality of life.

In 2005, the Board of Regents will add a new Disease State Management (DSM) program for participants in the Preferred Provider Organization (PPO) and indemnity plans who suffer from cardiovascular disease (CVD). This is an umbrella term for several heart-related conditions such as coronary artery disease, hypertension, hyperlipidemia and stroke.

CVD was the number one cause of hospitalization in the United States in 1999. By 2001, it was the number one cause of death in the U.S. Four of the top 10 prescription drugs used by USG members in the PPO and indemnity plans are taken for high cholesterol, high blood pressure and/or heart disease — all major contributors to CVD.

A complete list of DSM programs, with contact information, is available below.

• **PPO/Indemnity:** asthma, cardiovascular disease with stroke overlay, congestive heart failure, diabetes and oncology. For additional information about these programs, call 800-790-2507.

• **BlueChoice HMO:** asthma, cholesterol management, congestive heart failure and high-risk maternity. For additional information about these programs, call 800-638-4754.

• **Kaiser Permanente HMO:** asthma, congestive heart failure, coronary artery disease and depression. For additional information about these programs, call 404-261-2590.

Free medical advice with MedCall

With MedCall, members of the University System's Preferred Provider Organization (PPO) and indemnity plans can get free expert advice and even physician referrals at any hour of the day or night.

MedCall also provides an audio library called the Healthwise Knowledge Base. The library contains helpful information on medical problems, symptom assessments, health topics, medical procedures and drug treatments.

This service is intended to offer information and support, not to diagnose illnesses. To access the library, call 800-785-0006 or go to www.usg.edu/admin/humres/benefits/health and click on the Healthwise Knowledge Base link.

C A M P U S E V E N T S

Arts & Culture

Nov. 10-13

DramaTech presents its fall production, “Picasso at the Lapin Agile,” written by Steve Martin, at 8 p.m. in the Dull Theater. For more information and to reserve tickets, visit www.dramatech.org.

Nov. 12-13

The Ferst Center for the Arts welcomes contemporary jazz ensemble Fourplay for two 8 p.m. performances. For tickets, call 894-9600 or visit www.ferstcenter.org.

Nov. 23

The Music Department presents its fall choral concert at Clayton State College and University’s Spivey Hall. The 7 p.m. performance is entitled “Fare Ye Well! Songs of Transition” and will include performances from both the chamber choir and the chorale. For tickets, call 770-960-4200.

Brown Bags/Conferences/Lectures

Nov. 10

The School of Mechanical Engineering’s Woodruff Colloquia series welcomes Kenneth Bryden, Iowa State University associate professor of mechanical engineering, on “Information Engineering: The Bridge Between Analysis and Engineering Decision Making,” at 11 a.m. in room 114, MaRC.

Nov. 12

The College of Computing’s Cognitive Science

Colloquium welcomes Emory University Assistant Professor Phillip Wolff on “Causal Categories in Cognition and Language,” at 2 p.m. in the MaRC Auditorium.

Nov. 12

Georgia Tech’s Strategic Energy Initiative announces its inaugural panel forum, with energy industry specialist Matthew Simmons and Stanely Bull, associate director for science and technology at the National Renewable Energy Laboratory, at 8 a.m. in room 202, Global Learning and Conference Center.

Nov. 12

The School of Earth and Atmospheric Sciences welcomes MIT postdoctoral student Payal Parekh on “Atmospheric CO² and Dust Fluxes: Is There a Connection?” at 3 p.m. in room L1205, ES&T Building.

Nov. 16

The School of Chemical and Biomolecular Engineering’s Silas Symposium on Ethics and Leadership welcomes Lynn Elsenhans, president and CEO of Shell Oil Products, on “Corporate Ethics: Straight Talk, Hard Truths,” at 4 p.m. in room L1205, ES&T Building.

Nov. 16

The School of Materials Science and Engineering welcomes Ohio State University Professor Michael Mills on “Connecting Dislocation Fine Structure and the Creep Properties of Metallic Alloys,” at 3 p.m. in room 185, Love Building.

Nov. 17

The School of Modern Languages sponsors “Globalization, Militarization and Human Rights: What We Can Learn from Chiapas, Mexico,” at 6 p.m. in the Clary Theater. For more information, e-mail vicki.galloway@modlangs.gatech.edu.

Nov. 17

The College of Management’s IMPACT Speaker Series welcomes Nancy Sousa, president of Given Imaging, at 4:30 p.m. in the LeCraw Auditorium.

Faculty/Staff Development

Nov. 18

The Center for the Enhancement of Teaching and Learning’s Faculty Development Seminar Series continues with Professor Bill Long on “Case Teaching, Live,” at 11 a.m. in the Library’s Homer Rice Center. Lunch is provided. To register, visit www.cetl.gatech.edu.

Nov. 18

The Office of Sponsored Programs hosts a brown bag on “Departmental Management,” in the Research Administration Building. To reserve a seat, call 894-6944.

Miscellaneous

Nov. 19

The Georgia Tech Women’s Forum hosts a silent auction from 11:30 a.m. - 1 p.m. in the Student Center Ballroom. Proceeds benefit the GTWF Scholarship Fund.

C L A S S I F I E D S

APPLIANCES

36-inch GE stainless steel electric cook top. Works great, \$50. Call 770-944-6240 or e-mail susan.longuepee@biology.gatech.edu.

Whirlpool microwave hood, model MH1150XM, black-on-black. 1.5 cu. ft. family capacity microwave, two-speed ventilation hood. Brand new, open box, \$180. Call 678-596-1748 or e-mail hd25@mail.gatech.edu.

AUTOMOBILES

1998 Saturn SL2. Manual, a/c, 113K miles, new tires, good condition, \$5,100. E-mail tanner@eas.gatech.edu or call 678-494-9369.

2000 Ford Mustang coupe. Manual, V-6, black, leather, a/c, CD, power everything, dual air bags, alloy wheels. One owner, all records. 51K miles. \$9,500. Call 894-0236 or e-mail stephanie.allen@gtri.gatech.edu.

FURNITURE

Natuzzi leather sofa, rose color, hardly used. Also, a glass coffee table. Look great together. Call 404-355-3888.

Blue recliner, \$50; glass coffee table & end table, octagon shaped w/gold trim, \$75. Call 385-2273.

King headboard and metal frame, excellent condition, \$75. Call 770-944-6240 or e-mail susan.longuepee@biology.gatech.edu.

Modern style, fruitwood dining room table with leaves, pads and 6 upholstered, caned-back chairs, \$450 OBO. Traditional styling medium-tone wood china cabinet, glass doors on top, \$400. E-mail kris@cc.gatech.edu or call 404-325-8750.

Contemporary glass-topped dining room table (round, 4 feet in diameter) with 4 matching chairs (stainless steel curved backs and light-gray micro-fiber cushions). Furniture is 2.5 years old, looks brand new. Call 894-9862 or e-mail jc450@gatech.edu for pictures.

REAL ESTATE/ROOMMATES

Fully furnished 4BR/2BA house with a yard. Minutes from downtown Decatur. Convenient to MARTA. Vacant January ‘05 thru May/June. Call 894-9238.

1BR/1BA apartment w/private entrance, attached to home in Candler Park. Large front porch and off-street parking. New appliances + W/D. Free wireless Internet. \$750/month + utilities. Available furnished. Call Jim at 404-524-4481.

5BR/3BA for sale in Smyrna/Vinings area. Mutli-level deck, hardwoods throughout, new roof, new paint and carpet, large private lot, fenced-in yard, 15 minutes to GT. \$199,900. Call Alicia, 385-4393.

1BR/1BA apartment for rent, off of Peachtree Industrial Road in Dunwoody area. \$600/month. Call

Preethi, 404-216-5677.

3BR/2.5 BA condo in Vinings. 2,300 square feet, 2-car enclosed garage, fireplace, wet bar, deck. Unit by pool on cul-de-sac. Just inside I-285. \$1,500/month. Call 404-350-0064.

Views of Piedmont Park from the 29th floor at the Mayfair Renaissance on 14th Street, 2BR/2.5BA, private balconies, cherry cabinets, granite countertops, concierge, guard and valet. Motivated! Call 404-931-9922.

4BR/2.5BA, 2-story brick front traditional in Smyrna. Less than 10 miles GT; 2,700 square feet, fenced wooded level lot; \$268,864. Virtual tour: www.callityourhome.com, FMLS# 988257. Call 770-345-2704.

Elegant Buckhead apartment for rent, \$850 per month, spacious 1BR with beautiful views, pool and fitness center. Blocks away from Piedmont Hospital and minutes from downtown Atlanta. Call Maria, 404-372-7697.

MISCELLANEOUS

Antique trunk, early 1900s, \$90; two-tier weight rack for dumbbells, 4-feet long, \$80; wedding veil to waist, small rhinestones along all edging, paid \$200 asking \$75. E-mail nicole.pamplin@facilities.gatech.edu.

Two friendly, social, playful 3-year-old indoor cats. One male, one female, both fixed. Shots up-to-date.

Cats must go together. \$40 for both. Call 770-438-0599 or e-mail seth.markle@gtri.gatech.edu.

2003 Suzuki GSX-R750. Low miles, new tires, with matching helmet, leather jacket, and gloves. Bike has 2 windshields and Yoshi exhaust. \$8,300 OBO. Photos upon request. Call 404-886-3518 or e-mail svilla@bellsouth.net.

Gray tabby cat, affectionate, gentle, cooperative, cute and playful, excellent health, all shots current. Needs loving home. E-mail marynnakerce@yahoo.com with “Gray Kitty” as subject, or call 770-641-9009.

LitterMaid automatic cat litter box. New, includes 12 litter trays and sanitizer. Asking \$70 OBO. Call 894-0065 or e-mail eileengram@juno.com.

Free yellow jacket/wasp nest removal. Nests to be used for research at Georgia Tech. Call 385-6311 or e-mail michael.goodisman@biology.gatech.edu.

The classifieds are a free service provided to members of the faculty and staff. To submit an ad, e-mail the text to editor@icpa.gatech.edu. Due to the volume of submissions, it may take several weeks for ads to appear in print.