

NOV 16 2012

AP Associated Press

ST. LOUIS POST-DISPATCH

University of Missouri to go smoke free July 1

COLUMBIA, Mo. (AP) — Smoking won't be allowed at the University of Missouri on July 1, six months earlier than originally planned.

The Missouri Students Association pushed for the earlier date, saying there was no good reason to wait for the previous Jan. 1, 2014, deadline.

The ban will end an effort that began in 2009, when smoking was banned from buildings. Last summer, the university designated certain spots on campus for smoking, such as parking lots. After July, all smoking will be banned on campus.

The Columbia Daily Tribune reports a committee is considering how to enforce the smoking ban. Plans call for an educational campaign first, followed by discipline for repeated offenders. The school also plans to hand out free patches or lozenges to help those trying to quit.



MU moves up smoke-free date

By Janese Silvey

The University of Missouri will become a smoke-free campus July 1, six months earlier than originally expected.

The bumped-up timeline comes after the Missouri Students Association pitched the idea to administrators.

"Students kept saying, 'Why are we waiting? What's the big deal?' " Cathy Scroggs, vice chancellor for student affairs, said during an announcement this morning.

MU has been moving toward a smoke-free policy for years. In 2006, MU Health Care banned smoking on its property, and in 2009, administrators announced a three-phase plan leading to what was expected to be a Jan. 1, 2014, smoke-free effective date.

In 2009, smoking was banned from buildings, and last summer, MU designated spots, such as parking lots and specific areas, where smokers could light up.

The latter policy has been tough to enforce. That's why MSA President Xavier Billingsley pitched the idea to move up the date last semester.

Although Billingsley is slated to graduate before the ban takes effect, he praised administrators for moving up the timeline.

"I'm excited for future students," he said. "Hopefully one day my own kids will be here on a smoke-free campus."

Banning cigarettes altogether should be easier to enforce than the current policy, said Kevin Everett, an associate professor in the MU School of Medicine. Everett is on a committee that will study how to make sure students and employees adhere to the smoking ban.

He said before the announcement that the group will consult with other colleges that have implemented tobacco-free rules.

"Obviously, we're working on a cultural change here," he said. "We'll be in the process of an educational campaign and educational process to help people be aware of it and the policy. Our initial tactic is everyone will be asked to respect the policy and don't smoke."

Those who repeatedly break the rule will be disciplined in the same ways students, staff and faculty are disciplined when they break other campus rules, he said, and those policies vary by group.

Smokers will have access to cessation resources, such as free patches or lozenges, at the MU Student Health Center and the T.E. Atkins Wellness Program. Visitors, too, will be given smoking alternatives if they show up on campus unaware of the ban, Everett said.

Those who still want to smoke are going to have to figure out when and where they will do it.

"I do think that people are going to have to think that through," he said. "We're not mandating anybody quit. We certainly have available the evidence-based recommended strategies to help people quit. ... If they don't want to quit, we want them to figure out a strategy to stay in compliance and continue to do the good jobs they do."

Scroggs said she doesn't foresee any problems.

"People don't come to work planning to break the rules," she said. "People want to obey the rules."

Reach Janese Silvey at 573-815-1705 or e-mail jsilvey@columbiatribune.com.

MISSOURIAN

MU moves up smoke-free campus date to July 2013

BY Lizzie Johnson

COLUMBIA — When Kristen Fritschie heard MU was making an announcement about its on-campus smoking policy, the first thing she did was make signs.

Fritschie, the guest services coordinator for the Ellis Fischel Cancer Center, held two oblong signs, one tan with "Be a Quitter" written in blue, the other blue with "Great American Smoker" scrawled in black, during Thursday's announcement at the MU Student Center.

Cathy Scroggs, vice chancellor for MU student affairs, announced MU would be a smoke-free campus by July 1, 2013. The date was moved up six months, from Jan. 1, 2014.

"It means we are making a statement about the health and welfare for everyone on our campus," Scroggs said. "I don't think people will be surprised. It's pretty typical across the country."

As of July 2012, the Staff Advisory Council, the Missouri Students Association, the Residence Halls Association, the Legion of Black Collegians and the Graduate Professional Council had all voted in favor of changing the implementation date. Faculty Council was the last to vote.

The announcement coincides with the Great American Smokeout, an annual day sponsored by the American Cancer Society that encourages smokers to quit.

Fritschie said she was happy with the outcome.

"This is awesome," Fritschie said. "We see way too many people with lung cancer. They're young and old alike. Things like this help prevent that happening as often."

Abby Lechner, an MU junior nursing student and peer educator for the Wellness Resource Center, said she had some reservations for how students would react.

"Initially there might be students who are upset," she said. "We aren't saying you have to quit, though. It's just a way to have a healthier campus for everyone."

MU has been moving toward a smoke-free campus for years. In December 2008, MU changed the tobacco policy so that smoking was not allowed in or within 20 feet of university buildings or in university owned vehicles. Smoking areas were designated.

Scroggs said she did not anticipate any issues with enforcing the new policy.

"People have known this was coming," Scroggs said. "We are certainly not the first university to implement a smoke-free campus, but we are certainly not the last."

MISSOURIAN

Kit Bond, other speakers advocate for coal at MU forum

BY Zachary Matson

COLUMBIA — With high levels of energy demand and high levels of coal in America, speakers at an MU energy forum think coal will be an important part of any energy future.

A crowd of engineers, students and scholars gathered Thursday in the Monsanto Auditorium at the Bond Life Sciences Center for a symposium on energy economics. The symposium included the 2012 Christopher S. "Kit" Bond Lecture, and the former Republican senator was on hand to share his own take.

"I think we heard all sides of it today. ... We are gonna have to use that coal; there is no substitute for it," Bond said. "That's about it, and that's what we addressed today."

Frank Clemente of Penn State, who lectured at the event, discussed the important role that coal plays and will continue to play in the nation's and the world's energy portfolio.

"You cannot power Pittsburgh with a windmill," Clemente said. "In that context, we are gonna need everything, all the time."

He said coal is the leading affordable resource for electricity production and compared the economics of coal to natural gas, a resource which he thinks has been overemphasized in recent policy discussions.

"Coal was the fastest growing fuel in the past 10 years and will be the fastest growing fuel in the next 10 years," he said.

Clemente cited growing populations, increasing urbanization and demands for increased quality of life as global pressures on national and local energy economics.

"Urbanization is a rising wave. People are building cities and moving to cities," he said. "To build cities you need communication, steel and cement, and you need coal for all of it."

MU scientist Bill Folk said he was disappointed the panel did not more fully discuss the costs associated with the negative impacts of increased carbon dioxide in the atmosphere.

"It's one slice of the picture. What was not adequately addressed were some of the biological and ecological costs associated with carbon emissions," Folk said. "There are huge costs not being calculated into the cost of using coal. If you factor in those economic consequences, coal, in fact, is not as cheap of a source of energy."

"There is a scientific consensus that there are increasing concentrations of carbon dioxide in the atmosphere and that this will have negative consequences," he said.

Trying to move forward

Cerry Klein, an MU engineering professor, spoke about MU's efforts on the energy front.

"A major problem is that policy does not come along until there is a crisis, but you need to have the policy to avoid a crisis," Klein said. "It's a bit of a paradox."

In terms of moving forward to address the energy and environmental problems Klein thinks that universities play an important role.

"We need partnerships between industry, government and universities," he said. "We need to connect basic research with applied research and scale more quickly."

Floyd Gilzow, director of public affairs for the Missouri Public Utility Alliance, highlighted the challenges of dealing with regulations governing energy production.

"What do we as an industry need? We need regulatory certainty. We are dealing with a continually moving target," he said.

"We have a challenge. The challenge is we need certainty in regulations," he added.

Gilzow pointed to the expensive and inconsistent nature of renewable sources as compared to traditional carbon-based sources.

"When you build a coal power plant and say it has a capacity of 10 megawatts, you get 10 megawatts," he said. "When you build a wind farm and say it has a capacity of 10 megawatts, you get two megawatts."

After the panel discussions, a member of the audience, Dick Parker, raised his concern that the speakers had not fully emphasized the importance of energy efficiency.

"I don't want electricity, I want lights and a fridge. It can be done with less electricity," Parker said. "We can meet projected growth with efficiency."

Gilzow responded that the transition toward a more efficient energy mix will be difficult and expensive. He said consumers will need to buy new, more efficient refrigerators and build smaller homes.



BEYOND MEAT SHOWS OFF ITS NEW FACILITY

By: Jacob Barker

Nov. 14, 2012

After three months of preparation, meat substitute manufacturer Beyond Meat was ready to showcase its Columbia factory yesterday.

Beyond Meat uses research developed at MU to make a soy-based chicken substitute that mimics the taste and texture of chicken.

Local businesspeople and city and University of Missouri officials were invited onto the factory floor of the facility at 1714 Commerce Court off Vandiver Drive. Beyond Meat uses research developed at MU to make a soy-based chicken substitute that mimics the taste and feel of chicken, and food critics from The New York Times and NPR have lauded its similarity to the feel and taste of real meat. In August, the company announced it would relocate its pilot-scale factory in Maryland to Columbia to be closer to the researchers who developed the technology.

Since then, Beyond Meat has worked to set up the industrial-scale production facility and get the equipment calibrated just right to make the product. High-profile investors, including venture capital firm Kleiner Perkins Caufield Byers, have put money into the startup. Early next year, Beyond Meat plans to launch its Chicken-free Strips nationwide, and founder Ethan Brown thanked the university and officials at Regional Economic Development Inc. for helping to get the plant up and running.

"When I say founder, that's a title that could be shared with many people in this room," Brown said as he introduced himself. "A lot of folks have worked very, very hard to make this happen."

Brown, who used to work in the green energy industry, decided that reducing meat consumption was another way he could help reduce greenhouse gas emissions, many of which come from livestock and poultry production. So Brown began searching for better meat substitutes and eventually stumbled across research from MU scientists Fu-hung Hsieh and Harold Huff. They had spent years working on a method using soy protein to mimic the fiber structure of chicken, and Brown decided to partner with the university.

As part of the licensing agreement for the MU intellectual property, the university required Beyond Meat to make an investment in Missouri, thus the Columbia facility. MU plans to continue using that tactic with companies looking to commercialize its research.

Right now, the factory has 15 employees and one production line that can make as much as 7 million pounds of the chicken substitute annually. There is room to add more lines as demand grows, said Bob Prusha, vice president of operations. The company is selling its product mainly through Whole Foods on the West Coast and in Southwest and Rocky Mountain states, but two Whole Foods stores in the Kansas City area also are selling the product.

Eventually, Brown plans to launch a beef substitute product using ongoing research from MU, and being close to the university is important.

"It's something we're going to continue to harness," Brown said.

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The Chronicle of Higher Education

Researchers Weigh Value of Less-Prestigious Bowl Games

November 15, 2012, 10:20 am

By Brad Wolverton

Participating in lower-tier bowls does little to drive enrollment but adds slightly to the bottom line, new research suggests, countering the notion that postseason football, outside of the highest-rated games, is a money drain.

Bowl participation also does not lead to poorer classroom performance by players, a finding that contradicts previous studies, which found that athletes who put in extra practice hours during the postseason often did worse in their classes.

The study—"The Effects of Bowl Game Participation on Athletes and Institutions," which is to be presented this week at the annual meeting of the Association for the Study of Higher Education—looked at the bottom quarter of the 32 or so bowls played every year since 2003.

More than half of the roughly 120 institutions in the Football Bowl Subdivision receive a bowl invitation every year (this year 70 teams will play), with the less-prestigious games often contested between teams with 6-6 or 7-5 records. The glut of games has led to questions about the financial and other costs for many of the participating teams.

Bradley R. Curs, an associate professor of higher education at the University of Missouri at Columbia, expected that bowl participation would boost enrollment and have a negative impact on players' academic success. He also figured the lower-level games would prove to be a financial burden.

"There's a lot of anecdotal evidence in the press suggesting that programs are losing money because they have to guarantee buying so many tickets," he said. Often, programs can't sell all of those tickets, in some cases reportedly losing millions of dollars.

Over all, that wasn't what he and his fellow researchers—Casandra Harper and Charles Frey, also of the University of Missouri—discovered.

"We found no difference in net revenue for going [to bowl games] or not," he said. "The sum benefits may outweigh the extra costs, so it's basically a wash."

According to their analysis, participating in a lower-level bowl increases an athletic department's net revenue by \$60,000 to \$130,000 within a year of going to the game.

The researchers hedged their findings, in part because they could not calculate the precise costs of attending bowl games. (Conferences know how much athletic departments bring in and spend on bowls because they divvy up whatever payout there is among member institutions, but the leagues don't make those figures public.)

Instead, the researchers analyzed total net revenue for athletic departments, looking at which programs attended bowls and which ones did not, using a regression-discontinuity analysis to evaluate the financial effects of bowls.

The researchers found that overall expenses were about 1.5-percent higher for athletic departments that went to bowls compared with those that didn't. Revenue for bowl participants was 1.6 percent higher than for programs that did not qualify.

Dan Fulks, a professor of accounting at Transylvania University who works with the NCAA to analyze institutional finances, said he did not have any hard data on bowls. But he doubts if any except those in the Bowl Championship Series are bringing in money.

"It's pretty well known that you lose money on bowl games unless it's a BCS bowl," he said. "Bowl games are losers."

This entry was posted in [APR](#), [Bowl Championship Series](#), [bowl games](#). Bookmark the [permalink](#).

ST. LOUIS POST-DISPATCH

WU joins group offering online credit courses

7 hours ago • [By Jessica Bock jbock@post-dispatch.com](mailto:jbock@post-dispatch.com)

MU MENTION P. 2

Washington University announced Thursday that it's joining a network of nine other schools — including Duke, Notre Dame and Northwestern — to offer courses online for credit.

The project, dubbed Semester Online, is regarded as a significant — though cautious — step by elite colleges to embrace a technology they have previously just dabbled in.

“Online education is a booming field full of opportunities and challenges,” said Washington University Provost Ed Macias in a letter to faculty and staff. “As an institution, we’ve been deliberate in our approach to online education, closely following developments in the field.”

The project will allow students to enroll in online classes offered by all 10 participating schools — a move that could not only broaden course offerings, but further erode the concept of college as an experience tied to a single physical campus.

Experts say the Semester Online project comes at a time of disruption for higher education, with an explosion of virtual learning having the potential to threaten traditional college instruction.

For example, just in the last year, hundreds of thousands of people have enrolled in “massive open online courses,” or MOOCs. Such courses, offered through programs such as Coursera, give students a chance to take classes for free from institutions as noble as Harvard.

The tradeoff is that students do not earn credit, though many participants say the instruction is valuable for career advancement. The Semester Online project, in contrast, will award full college credits.

It also will draw other distinctions between free online courses and existing online and distance learning programs. For example:

- The courses will be small. Organizers anticipate that sections will have about 15 to 20 students. MOOCs, in contrast, can enroll hundreds, if not thousands, of students at a time.
- The courses will be live. With some exceptions, students will interact in real time with instructors and classmates. For example, they can click a “raise your hand” button to ask a question or make a comment. Other forms of online instruction often offer pre-recorded lectures.

- The courses will be costly. Students outside schools in the consortium will likely pay about \$4,200 to \$5,600 a course, or about \$1,400 per credit hour, a rate roughly in line with Washington University's \$42,000 annual tuition for undergraduates. For students enrolled in those schools participating, the cost is included in tuition.

But much about the approach isn't groundbreaking, some experts say.

Colleges and universities of all kinds have been offering online courses and degrees for years. Those include distance learning courses that allow students to connect to classes live from remote satellite campuses, as well as programs that allow students to complete degrees at their own pace on their own schedule.

The University of Missouri-Columbia, for example, offers more than 600 courses with varying online elements, including some with live interaction with faculty. And the school is investing \$2.5 million to further expand offerings.

Janet Poley, president of the American Distance Education Consortium at the University of Nebraska-Lincoln, said the Semester Online program is less remarkable for its use of technology than for the schools that are participating.

She said many are expensive schools "that have not really been involved in anything like this before for online learning," adding that they may be "concerned as things change, they are going to be left out of the market."

Macias, of Washington University, joined officials from Duke, Northwestern and Emory to announce the project Thursday using an online news conference with a similar format the courses will take — with the ability to see and interact with more than one person at a time.

Chip Paucek, chief executive officer of 2U, the platform for Semester Online, called it a "big leap forward" that will offer rigorous courses online from elite universities.

Macias said Semester Online's platform is the first online offering that rivals Washington University's in-classroom experience.

Ray Schroeder, director of the Center for Online Learning, Research and Service at the University of Illinois at Springfield, said the Semester Online program gives participating schools a way to do online education on their own terms.

The small class sizes and live format, for example, allow instructors to ease into the concept of virtual instruction — using teaching methods they have already mastered in physical classrooms.

"This pulls together 10 outstanding universities to offer classes online not in a massive form, but with small online engagement and interaction," he said.

Schroeder said the existing students at the 10 campuses will benefit the most by enrolling in classes not offered during a particular semester, or at all at their home campus. But he said the high costs of the courses will limit interest from outside.

Schroeder said the Semester Online project will do little to nothing to counter the booming popularity of the free MOOC courses.

Just this week, the American Council on Education agreed to review a limited number of the free courses to determine if they could be worthy of college credit.

Also this week, the Bill & Melinda Gates Foundation announced it would invest \$3 million to research the potential for free online course offerings.

The Semester Online program, meanwhile, hopes to launch in 2013. Macias said a number of details must be worked before then. Those include which courses might be offered and the standards used for enrolling students.

Aside from Washington University, the schools participating in Semester Online are Brandeis University, Duke University, Emory University, Northwestern University, The University of North Carolina at Chapel Hill, University of Notre Dame, University of Rochester, Vanderbilt University and Wake Forest University.

ST. LOUIS POST-DISPATCH

Add healthy choices and neighborhood stores get marketing help

November 15, 2012 6:00 am • [By Blythe Bernhard bbernhard@post-dispatch.com](mailto:bbernhard@post-dispatch.com) 314-340-8129

MU MENTION P. 2

People shopping for dinner might pass by the Manchester Market in the Grove neighborhood assuming it's a liquor or convenience store. But owner Ed Shalabi wants to change that perception as he promotes the fresh produce and other healthy options in the market.

The Manchester Market is one of the first four stores in the St. Louis Healthy Corner Store Project, a community collaboration to encourage good eating habits, improve neighborhood relations and support small businesses. Store owners agree to stock fruits and vegetables, low-fat dairy products, whole-grain cereals and healthy snacks and drinks. Business mentors help the owners with marketing and pricing, and nutritionists provide in-store taste testings and cooking classes to build interest in local schools and the community.

Over the summer, Shalabi moved his large produce case from the back to the front of the store for better visibility. There, customers can pick up an apple or banana for less than a bag of chips or candy bar. Before the remodel, "newcomers wouldn't even know that we had produce," said Shalabi, who has owned the store for 15 years.

Revamping corner stores first gained popularity on the East Coast in the past decade, partly in response to the country's obesity epidemic. But there is little evidence that adding healthy choices in corner stores has any impact on eating behaviors, let alone obesity rates. The idea that access to healthy foods can prevent obesity is even shakier.

"I don't think anyone has ever suggested that somehow plopping a supermarket into an inner-city area is going to totally change the diet-related chronic disease situation," said Joel Gittelsohn, professor of public health and director of the healthy stores program at Johns Hopkins University in Baltimore. "We have to talk about incremental steps to improve the food environment."

The programs nationwide have had mixed results, with several store owners dropping out for economic reasons when customers didn't gravitate toward healthier items. Adding more fresh produce has been a money loser for the Manchester Market, but store owner Shalabi thinks demand will pick up as neighbors learn about the changes.

It could be a tough sell, as food choices are driven more by taste, cost and convenience than availability. Fewer than one-third of Americans get the recommended daily amounts of fruits and vegetables no matter how close they live to a grocery.

But the project's organizers say their goals are modest. They're not trying to convert corner stores to farmers markets, or even recommending fresh fruit and vegetable sections for every store. They aim to increase each store's inventory of healthy foods by 5 percent. On shelves filled with options, labels will point to healthier items like skim milk, baked chips, dried beans, high-fiber cereal, brown rice and fruit canned in its own juice.

"We don't want to burden store owners. We don't expect them to become nutritionists overnight," said Kara Lubischer, a community development specialist with the University of Missouri Extension and a co-chair of the project.

Since joining the project in the last few months, Aziz Hamed has learned that chunks of fresh watermelon sell better than whole melons, and bananas are more popular than oranges because they are easier to peel. The owner of the Regal Meat Market in the Walnut Park East neighborhood has a poster on the wall where customers can write in what kinds of healthy foods they would like the store to stock.

"I used to have fresh spinach and greens, but the new generation doesn't know what to do with it," Hamed said. "Now I have more frozen and canned vegetables."

About a year ago, the Missouri Foundation for Health awarded \$223,061 to the St. Louis Department of Health to launch the three-year project. The state health department kicked in \$20,000, and another \$20,000 or so comes from federal block grants. Store owners are not paid or provided with any food. They receive banners, baskets and labels to put around their stores. Some money is set aside to improve stores' awnings, lighting, signage and facades.

In addition to Regal Meat Market and Manchester Market, Regal Food III in the Shaw neighborhood and the Penny Saver in Benton Park West were the first to sign on. The project will eventually include 12 city stores based on their neighborhood poverty levels, proximity to grocery stores and participation from the community. Nominations are being accepted for future stores. Organizers said they have learned to make changes slowly to help them stick.

Carrie's Corner Market in the O'Fallon Park neighborhood was part of an earlier pilot project to sell more fresh produce. Owner Gary Willis said the fruits and vegetables went bad before he could sell them, and he doesn't have enough refrigerators to keep them longer. He keeps a few fresh foods in coolers in the storage area but customers have to know to ask for it. They're more likely to reach for the donuts in the display case at the front of the store.

"There is nowhere around where people can get oranges and apples," Willis said. "I think people still want those kinds of items."

Rootworms damaging Syngenta crops, researchers say

November 15, 2012 12:00 am • [By Jack Kaskey Bloomberg News](#)

Rootworms, the most costly pest affecting the U.S. Corn Belt, are showing signs of resistance to Syngenta AG's genetically modified corn just as they do with crops developed by Monsanto Co., researchers said at a conference.

Switzerland's Syngenta, the world's largest producer of crop chemicals, and Creve Coeur-based Monsanto compete to supply farmers with corn containing a genetic trait that enables it to produce its own pesticide.

Rootworm resistance, first documented last year in Iowa and suspected in Illinois, Minnesota and Nebraska, is forcing farmers to spray crops with the kind of chemical pesticides the modified corn was supposed to avoid.

Laboratory experiments show Syngenta's Agrisure corn may have "cross-resistance" with Monsanto's YieldGard corn, meaning the crop is vulnerable to the same rootworms that are no longer killed by Monsanto's toxin, said Sarah N. Zukoff, a doctoral candidate at the University of Missouri, and Bruce E. Hibbard, a research entomologist with the U.S. Department of Agriculture.

They spoke Tuesday in a presentation at the annual meeting of the Entomological Society of America in Knoxville, Tenn.

Rootworm can cause \$1 billion of damage annually, making it the most costly corn pest, according to the USDA. There's "mounting evidence" that resistance is developing in multiple states, the U.S. Environmental Protection Agency said in August.

Monsanto, the world's biggest seed company, sold enough of its rootworm-killing corn last year to cover 37 million acres, with 75,000 acres showing "unexpected damage" from the pest, William J. Moar, the company's corn insect-resistance management technical lead, said Tuesday in a presentation at the conference.

That figure dropped to 45,000 acres this year, said Kelly J. Klauss, a company spokeswoman.

Such numbers show farms with suspected resistance are rare, Monsanto says. Growers can avoid problems by rotating to non-corn crops or switching to a product such as SmartStax, which

includes a second trait that kills rootworms, and following planting recommendations, Klaus said in an e-mail.

Monsanto's SmartStax combines the company's technology with Herculex, a genetically-modified corn developed by DuPont Co. and Dow Chemical Co. Herculex didn't exhibit cross-resistance in Zukoff's experiment.