Director of Columbia's downtown district leaving for MU Health job

By Alicia Stice

Monday, July 21, 2014 at 11:00 am Comments (2)

The head of the Downtown Community Improvement District is leaving the job to step into a public relations role for University of Missouri Health Care.

MU Health announced today that Downtown CID Executive Director Carrie Gartner will take over as the health system’s director of communications and public relations.

MU Health will pay Gartner $110,000 a year for her new position, MU Health spokeswoman Mary Jenkins said. Gartner earned a $68,927 salary from the CID during fiscal year 2014.

In an email to the CID’s board of directors, Gartner said the search for her replacement will need to begin immediately. Gartner has asked CID board members to take over some of her more public responsibilities, such as speaking before the Columbia City Council, so she can draw a distinction between her role with the CID and her upcoming role with MU Health.

“The whole goal is I want to make this as smooth a transition as possible,” Gartner said.

Boone County National Bank Vice President and Consumer Loan Manager Mike Wagner said in an email that the CID’s executive committee was scheduled to meet this afternoon to discuss its plan to search for Gartner’s replacement.

Gartner, originally from California, has worked with the downtown organization since 2000. Back then, the CID had not yet been formed. Instead, Gartner came on as the executive director of both the Special Business District and the Central Columbia Association. She replaced Judy Hull, who left the downtown association after 7½ years to move to Florida.

The Special Business District and the Central Columbia Association worked toward similar goals but operated independently and had separate boards of directors. Because the groups had such strong overlap in their missions, members decided to push for a CID about six years ago, Gartner said. In 2011, the CID was officially approved.
During her tenure, parts of Columbia’s downtown were placed on the National Register of Historic Places. The organization also launched a campaign to rebrand itself as “The District,” and it spearheaded the demolition of sidewalk canopies and implemented a downtown beautification plan.

Gartner said some of her proudest moments with the CID have come from overseeing the restructuring of the organization, the demolition of the downtown sidewalk canopies and feeling like Columbia residents stood behind the organization’s mission.

“We got two taxes passed in the middle of a recession, and that showed me that people believed in what we were doing and were supportive of us,” Gartner said.

During the past two years, the CID has seen a dramatic increase in revenue, which is generated by property and sales tax within its borders in downtown Columbia. In fiscal year 2014, Oct. 1 through Sept. 30, the CID is expected to pull in a little more than $631,081. In fiscal year 2015, that figure is projected to reach $725,289.

The CID is wrapping up the final months of its five-year plan, and Gartner said that makes it a natural time for her to leave the organization. She said she is excited to work at MU Health.

“They are definitely moving in the right direction,” Gartner said. “Just speaking with the people who work there, everyone is so excited about the work they’re doing, not just in health care, but in education and research.”

Gartner will be filling one of two new public relations positions at MU Health, where she will supervise the health system’s public relations and communications departments.

Teresa Snow, a news anchor and reporter for KRCG-TV in Jefferson City, is being hired as the corporate director of strategic communications and media relations.

“As our health system is poised to become a national leader in many areas, ranging from innovations in patient care and medical education to medical research and information technology, communicating to the public about the ways we are advancing the health of all Missourians is essential,” MU Executive Vice Chancellor of Health Affairs Harold Williamson Jr. said in a news release.

Gartner has an orientation at MU Health in about a month and will start her new job shortly after that.
COLUMBIA MISSOURIAN

Downtown Community Improvement District director hired by MU Health Care

Monday, July 21, 2014 | 7:38 p.m. CDT
BY James Nosek

COLUMBIA — After more than a decade of being involved with downtown Columbia, Carrie Gartner, executive director of the Downtown Community Improvement District, has found a new job with MU Health Care.

Gartner will take over as director of communications and public relations for MU Health Care. Her responsibilities cover direct supervision of MU Health Care's public relations and communications departments, according to an MU Health Care news release. She starts in August.

Gartner's annual salary will be $110,000, said Mary Jenkins, MU Health Care public relations manager.

"The MU Health System is very impressive," Gartner said. "They have a fantastic team there right now."

Deb Sheals, a historic preservation consultant and member of the improvement district's executive committee, said the executive committee started the process of replacing Gartner on Monday. She said they haven't set a solid date for when they will announce the new director.

"Carrie has been very gracious in having this be a smooth transition," Sheals said. "We would like to get somebody as good and as involved as Carrie. We will be looking locally and nationally for her successor. We are being very open-minded about it."

Sheals said she has worked with Gartner since the early 2000s.

"She is very professional and passionate about downtown," Sheals said. "We are very grateful for her."

Gartner has worked within downtown Columbia since 2000. When Gartner started out, though, the community district hadn't yet been formed.

According to the improvement district's website, for over 30 years, the Columbia Special Business District and the Central Columbia Association worked together to promote The District's economic growth. In 2011, the two entities merged to form the improvement district.
Gartner said "it's a good time to move on" and that she is excited for her next step forward in a new environment like MU Health Care.

Gartner has a wealth of experience in the communication field, with a Ph.D. in communication from the University of Utah and her master's and bachelor's degrees in speech communication from California State University at Fullerton, according to the news release. She said her experience as the improvement district's executive director will aid her at her new job.

"In a sense, the District is similar to the health system because you have to make sure the public is aware and everyone is working together," Gartner said.

With the changing media and communication landscape and the explosion of the internet and social media, Gartner said her goal is to further embody these changes and benefit from these new forms of communication.

"They are trying to make communication more strategic," Gartner said. "External and internal communication is so important right now. The first step is to really talk to people who work together and get a sense of what they need and use new media as a way to further that goal."

Teresa Snow, a news anchor and reporter for KRCG-TV in Jefferson City, will take over as corporate director of strategic communications and media relations of MU Health Care in September, according to the news release.

Snow's annual salary will be $130,000, Jenkins said.

Facebook and infidelity: Part cause, part symptom

Many times a week, Russell Moore talks with couples “who are in crisis because of an act of infidelity.”

And he’s done so for years, as a pastor, teacher, seminary dean and now head of the Southern Baptist Convention’s Ethics and Religious Liberty Commission.

He says he “can’t think of a single recent instance of infidelity in which social media did not play some role.”

That fits with the notorious new study that ties heavy use of Facebook to breakups.
Checking Facebook once an hour, found a University of Missouri researcher, “predicted Facebook-related conflict, which then significantly predicted negative relationship outcomes such as cheating, breakup and divorce.”

That doesn’t mean Facebook is causing more relationship tensions. Moore doesn’t think “technology is to blame”; rather, “it accelerates opportunities for human depravity.” No kidding.

Just as cellphones made infidelity easier by letting would-be adulterers contact each other without the spouses knowing about it, so Facebook has put us in contact with a much wider group of acquaintances, expanding the possibilities for questionable connections.

But there’s more to it. Social networking also reminds you of the road not taken, of what you’re missing — the meals your friends are eating, the vacations they’re taking, the kitchen they’re remodeling. It also suggests an almost paralyzing array of choices.

In the Atlantic Monthly last year, Dan Slater warned, “Online romance is threatening monogamy.”

Men and women are just less willing to commit, because in the back of their minds they’re constantly aware of other possibilities beckoning. Hence the title of Slater’s piece: “A Million First Dates.”

One man told Slater of a woman he thought he was going to marry — and his reaction when she broke up with him instead: “It didn’t seem like there was going to be much of a mourning period, where you stare at your wall thinking you’re destined to be alone and all that. I was eager to see what else was out there.”

In other words, we’re reluctant to close off other life options even at the risk of losing the love of our life.

Also last year, Barry Cooper penned a more theological take on the problem in Christianity Today.

He wrote, “We are worshiping an idol. A false god. One of the Baals of our culture. His name is ‘open options.’” Cooper concludes, “The god of open options is also a liar. He promises you that by keeping your options open, you can have everything and everyone. But in the end, you get nothing and no one.”

Indeed, those other options often aren’t even plausible. Social media let us see other people’s lives at their best.

People post pictures of their exotic vacations and their exciting evenings out — but not so much about the mundane details of their mortgages, the kids’ orthodontist appointments and parent-teacher conferences.
“People are seeking to connect with their younger selves,” says Moore. They often forget, though, that their high-school flings have gotten older, too — since they’re not seeing that up close and personal.

But let’s not miss the obvious here, Laura Vanderkam points out. The author of “What the Most Successful People Do Before Breakfast,” she studies how people spend their time.

She thinks “the key part” of the University of Missouri study “is the definition of excessive use — more than once an hour.”

Vanderkam warns, “Checking any Web site more than once an hour is going to start interfering with your real-world relationships.”

But is obsessively checking social media a cause or an effect?

As the Rev. Eric Andrews, a Paulist priest in Southern California, tells me, “If you need to seek connections and relationships online or [on] Facebook, it probably means something is not happening in [your] spousal relationship.”

Editorial: Missouri's higher education department scores A+ on immigration studies

By the Editorial Board

NO MU MENTION

Finessing the Missouri Legislature, the state Department of Higher Education plans to give free tuition to some immigrant students at Missouri’s community colleges.

Legislators last session barred state colleges and universities from extending in-state tuition rates to students who have applied for Deferred Action for Childhood Arrivals status with the U.S. Department of Homeland Security. These are most often students who have graduated from Missouri high schools, live in the state and want to attend college. They were brought to the United States by their parents as youngsters, frequently as babies, and have grown up as Americans in everything but the privileges of citizenship.

Keeping these high-achieving students in the state would be good for the Missouri’s economy, something lawmakers can’t bring themselves to admit. Fortunately wiser heads at the higher education department came up with a work-around. If they can’t get in-state tuition, maybe they can get free tuition at community colleges.
These kids were taught from an early age that education is a cornerstone to success in the land of opportunity. For legislators to thwart these young people is wrong-headed.

The Higher Education department plans to expand the state’s A+ scholarship program to include students who are awaiting action on their **DACA** status. The status means the young people are “lawfully present” — at least temporarily — in the United States. It allows them eligibility for work and education benefits, according to education department attorney Bill Thornton.

Repeated studies and reports have shown that **immigrants help communities** grow by opening new businesses, creating jobs, paying taxes and developing and upgrading residential property. A college education can make all of that easier.

**The DACA policy** was created by President Barack Obama two years ago after Congress failed to pass the DREAM Act for undocumented immigrant children.

Being granted status under DACA is not easy; those who do achieve it are not given lawful immigration status or provided with a path to citizenship.

Applicants are picked on a case-by-case basis, and the main relief is a two-year deportation reprieve. Those who are granted status must be free of felony or significant misdemeanor convictions, must not have received three or more misdemeanors and must not pose a threat to national security or public safety.

These young people are caught in the political crossfire over immigration reform. Kids who have been steadily making contributions to Missouri through their work and education should not be victims of the national fight.

**At least 18 states**, including Illinois, offer in-state tuition benefits for undocumented students, recognizing that investing in these kids is likely to provide economic value down the road.

Still, with the current — though completely unrelated — crisis over immigrant children from Central America roiling South Texas, the response of U.S. Sen. Ted Cruz, R-Texas, is to try to defund the president’s DACA order.

The kids on the border present a challenge. The so-called “Dreamers,” in Missouri and elsewhere, are an opportunity if we’re only wise enough to ignore politics and take advantage of it.
Higher education cannot afford to sit on the sidelines as states and secondary schools devise common standards that seek to define who’s ready for college, according to a report released on Tuesday by the New America Foundation.

The report, "Common Core Goes to College: Building Better Connections Between High School and Higher Education," calls on colleges and public schools to work together to agree on what it means to be college-ready.

Common Core State Standards in mathematics, writing, and literacy have been adopted by 43 states and the District of Columbia as a way to prepare students for college and the work force. Some states have resisted the standards however, and they remain highly politicized and deeply controversial among educators.

But one of the biggest barriers to carrying out the standards, according to the report, is that colleges have not adjusted their admissions, financial-aid, and remedial-education policies to line up with the standards.

As a result, the report says, "The Common Core standards appear at the moment to end at the college gate."
The standards will be accompanied by tests that measure students’ progress, culminating in a final assessment of college readiness that students will take in 11th grade. That test will be given for the first time during the 2014-15 academic year.

While colleges were supposed to have approved the standards, and the tests designed to measure them, “careful analysis of state policies and practices reveals a higher-education landscape riddled with complications and shortcomings for the successful alignment of higher education with the Common Core,” the report notes.

Colleges that require minimum scores on standardized tests like the ACT and SAT should also allow students to demonstrate proficiency through their scores on the tests being devised to measure Common Core learning, the report says. Students "should not be required to jump through multiple hoops of assessment" in order to be admitted to college, the report says.

Meanwhile, it says, states should align their requirements for high-school graduation with those for entering college. And to help students who fall short, more states should offer developmental classes in 12th grade and the summer following it.

‘Unnecessary Barriers’

Some higher-education officials disagree with the assertion that they aren’t involved. Many community colleges have been working closely for years with public schools through dual-enrollment and other programs to streamline the path from high school to college, according to David S. Baime, senior vice president for government relations and research at the American Association of Community Colleges.

And while the association hasn’t taken an official position on the Common Core standards, he said, "any efforts by states to adopt more-rigorous academic standards for high schools are undoubtedly going to be positive for our sector."

More than 200 higher-education leaders nationwide announced their support for the standards last month by forming a coalition called Higher Ed for Higher Standards.
The report’s author, Lindsey Tepe, a program associate in the New America Foundation’s Education Policy Program, welcomed their involvement but said colleges needed to play a more active role in working with schools to define the standards.

Among the steps the report recommends are aligning colleges’ remedial courses with Common Core standards. Requiring students who pass Common Core tests to take additional basic-skills tests creates "unnecessary barriers to college-level coursework," it says.

Teacher-education programs should also include instruction in how to use college and career-ready standards in teaching, according to the report.

Even community colleges, which in theory accept anyone with a high-school diploma or equivalency degree, have entry requirements for certain competitive programs such as nursing, the report notes. Scores on Common Core assessments should be considered, the report says.

A survey released last year by the Center on Education Policy at George Washington University found that elementary- and secondary-school educators were having trouble getting colleges to revamp teacher-training programs and take other steps to line up expectations for college.

"There’s been a lot invested in the Common Core and a lot of hope put in it, but they’re just standards," the center’s executive director, Maria Voles Ferguson, said in an interview on Monday. "How they get translated into practice, and what that means for higher education, I don’t think anyone knows yet."
Fafsa Fix Will Mean Less Aid for Many

By Kelly Field

Washington

NO MU MENTION

The U.S. Education Department will automatically reprocess the student-aid applications of tens of thousands of applicants who inadvertently overreported their income this year, costing many of the applicants their Pell Grants, the department has announced.

The fixes, which were scheduled to be made on Monday evening, focus on roughly 200,000 applicants who entered cents into the Income Earned From Work field in the online 2014-15 Free Application for Federal Student Aid, or Fafsa, instead of rounding their income to the nearest whole dollar. In such cases, the new system ignored the decimal point, converting an earned income of $5,000.19, for example, into $500,019.

If the error isn’t caught or corrected on individual forms, such filers will most likely receive more aid than they are entitled to. That’s because the mistake, in isolation, increases applicants’ "income protection allowance"—earnings that are shielded from consideration in calculating the Expected Family Contribution.

Excluded from Monday’s fix are additional applicants whose reporting errors probably cost them a Pell Grant. Such applicants, who were initially assumed to be the majority, now appear to be the minority—or at least, a lesser priority for the department.
The National Association of Student Financial Aid Administrators is urging the department to take additional steps to identify such applicants, who would benefit from a fix.

Meanwhile, the association is telling its members to take a second look at non-tax-filers with unusually high earned income or a large year-over-year increase. Such applicants are the ones most likely to have overreported their income and to be eligible for a Pell Grant, said Justin Draeger, the association’s president.

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**THE WALL STREET JOURNAL.**

When CEOs and CFOs Share an Alma Mater

On 500-mile road trips to watch Mizzou basketball games, executives David Haffner and Matthew Flanigan talk strategy.

Afterward, the University of Missouri alumni munch hot slices at Shakespeare's Pizza and map out plays—including some painful team cuts a few years ago—for their company, Leggett & Platt Inc. LEG -0.27%

"[We] get home about two in the morning or later, and dang it if we don't have an eight o'clock" meeting, said Mr. Haffner (Class of '74), chief executive officer.

Mr. Haffner and Mr. Flanigan (Class of '84), chief financial officer, know the success of their relationship is essential to executing the vision of the company, which makes everything from mattress springs to shelves. And though they graduated a decade apart, they say their common experiences at the university tie together the threads of their past.

"It's a little rare in corporate America for a CEO and his or her CFO to have that much private time together," Mr. Haffner said.

Leggett & Platt is among more than two dozen of the largest U.S. companies with current CEOs and CFOs who hail from the same alma mater, according to a Wall Street Journal review of data from executive recruiter Crist|Kolder Associates.

Though work experience becomes more important the closer you get to the top, "there are clearly clients in our world who [nonetheless] put a huge emphasis on educational pedigree," said Tom Kolder, Crist|Kolder's president.
While this trend spans the coasts, the connections are concentrated among 22 schools, which have bestowed one or more bachelor's degrees or master's in business administration to 285 CFOs at roughly 670 of the country's largest companies.

The top undergraduate schools were University of Illinois, Indiana University and the University of Notre Dame. For M.B.A.s, the University of Chicago's Booth School of Business, Harvard Business School and Northwestern University's Kellogg School of Management delivered the most diplomas to future CFOs.

In fact, Harvard's M.B.A. program ranks No. 1 for having the most power duos in office now, including at Aon Corp. AON +0.01% and AvalonBay Communities Inc. AVB -0.71%

These future executives rarely overlapped as students, and the matchups often happened years after graduating. The scholastic affinity network extends beyond the Ivy Leagues.

Simon Business School at the University of Rochester in New York handed Efrain Rivera and Martin Mucci their M.B.A.s.

Mr. Mucci (Class of ’91), now CEO of Paychex Inc., PAYX -0.21% says Simon's curriculum emphasized quantitative analysis, which is key at Paychex because "numbers are very important for us."

Mr. Rivera (Class of ’89), the CFO, said when they discuss concepts in meetings, "Some of the stuff is almost subliminal."

Of course, teamwork, debates and all-nighters also happen in the workplace, where the stakes are higher and trust is forged.

Roland Smith, a graduate of the U.S. Military Academy at West Point and now CEO of Office Depot Inc., ODP -0.78% cared less about Stephen Hare's Harvard M.B.A. and Notre Dame bachelor's degree than he did about the time they'd spent in the financial trenches. Mr. Hare had been Mr. Smith's CFO when they turned around AMF Bowling Co. through a bankruptcy. Next, they merged but ultimately split Arby's Restaurant Group Inc. and Wendy's Co. fast-food restaurants to make them more profitable.

"Before I even took the job [at Office Depot], I realized I needed a trusted finance adviser who can finish my sentences, anticipate my decisions and say, no,' " said Mr. Smith, who snapped up Mr. Hare within weeks.

Naturally, the majority of CFOs rise through the ranks based on solid work experience and results. But certain institutions have earned a reputation for minting CFOs.

At the 500 largest U.S. companies, 55% of the current CFOs sharpened their pencils at one of the top four accounting firms, plus former Arthur Andersen, or at one or more of the 17 multinational companies known for their "finance academies," according to Korn/Ferry International.
While Korn/Ferry declined to name the corporations, other recruiters and CFOs often point to companies with complex, globe-spanning finance departments like General Electric Co., PepsiCo Inc. PEP -0.20% and Procter & Gamble Co.

But then again, there are folks like Edward Tilly, who heads the company that runs the Chicago Board Options Exchange. He went to Northwestern University for an undergraduate degree (Class of '87), while CFO Alan Dean went to Northwestern's Kellogg for his M.B.A. (Class of '88). The school, for them, validates their belief that their values are in sync.

"When I'll try to relate something to Ed using a Chicago experience, he'll know just what I'm talking about," Mr. Dean said. "It allows us to talk in shorthand."

The two agree their favorite Italian beef sandwich can only be found at Portillo's Hot Dogs. And while they don't root for the same baseball team—Mr. Tilly is a North Side Cubs fan and Mr. Dean cheers the White Sox to the south—that's a rivalry they overlook.

"Alan speaks South Side," Mr. Tilly said. "I understand South Side."