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Fall 2010

### Emerities Newsletter, Fall 2010

Georgia State University Emeriti Association

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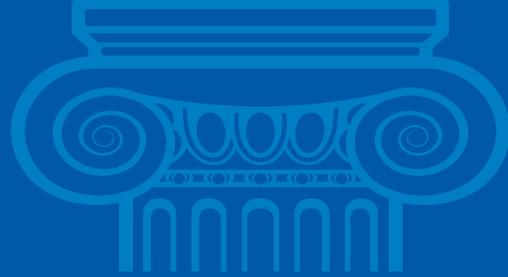
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## SHIFTING GEARS AFTER RETIREMENT

by Tom Clark

I hesitate to reveal to my sophisticated emeriti friends that I am a stock car racing fan. I enjoy watching NASCAR races and fantasize about being a professional driver doing almost 200 mph around a high-banked track.

Since that will never happen, the next best thing is a “racing adventure,” an activity where I get to drive a retired racecar under the guidance of a professional instructor.

I have done three racing adventures – two at the 1.5-mile Atlanta Motor Speedway in Hampton

and one at the 2.6-mile Talladega Superspeedway in Alabama. I knew it was serious business when I climbed into the car through the driver’s window and they strapped me in with a five-point harness, attached the steering wheel, and cranked up the 800-horsepower engine, which was deafening.

Two formats are available. In one format, the instructor rode in the car with me and gave hand signals. The “cool” thing about this format is that I could pass other cars — and did! In the other format, I followed



the instructor, who was in another car. The challenge was to stay three to five car-lengths directly behind the instructor’s car, as he went faster and faster on every lap.

There are no speedometers in the cars, but I know I have driven at least 142 mph at Atlanta and probably faster at Talladega. My hands always quiver for an hour after a 10-lap adventure.

When I meet someone who asks what I do, I love to say that I am a retired racecar driver — technically true, if grossly misleading. Somehow it sounds more exciting than being a retired professor.

*Tom Clark is emeritus professor of management. He teaches and consults with Project Success, Inc., and volunteers at the Atlanta Botanical Garden. He lives in Atlanta with his wife, Carolyn.*



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### SPEECH-LANGUAGE-HEARING CLINIC

Have your hearing evaluated at the special emeriti discount price of \$30.

3

### Q & A WITH TOM HARBIN

Georgia State alum and author of “Waking Up Blind” shares what he has learned about the writing profession.

4

### CHICK-FIL-A EXCURSION

Emeriti get an inside look at the Chick-fil-A business model — and Model T’s!

## GSU's Speech-Language-Hearing Clinic

Georgia State University's Speech-Language-Hearing Clinic, now in its 35th year, offers a range of services for communication disorders including hearing evaluations, which may be of particular interest to emeriti. This service is provided by graduate students under the close supervision of licensed audiologists.

The general fee (\$60) is well below typical fees, and emeriti can take advantage of this service at half price (\$30). So if your friends or family have been suggesting that you "don't listen," now might be time to have your hearing evaluated.

Call the Clinic at 404/413-8044 for additional information and to schedule an appointment.



## CHAIR'S DESK

DAVE EWERT • dewert@gsu.edu

For those of you who have been attending games during Georgia State's inaugural football season, hasn't it been wonderful to see thousands of people wearing GSU T-shirts up in the stands? You, too, can join the fun with an Emerities T-shirt as shown above. They will be on sale for \$10 during Provost Risa Palm's presentation at noon on Monday, October 11 (see calendar insert for details).

Given the large turnout for the Emeriti Association's author presentation on August 31 (co-hosted by the GSU Library), along with all the GSU emeriti, faculty, students and alumni writing books, we are considering a monthly author series. It could feature authors not only from GSU but from other local universities.

Remember to consider attending the national *Meeting at Sea* opportunity in April 2011 for emeriti around the country and their friends — see [www.arohc.org](http://www.arohc.org) for more information.

You may notice a new look for *Emerities* this issue. Many thanks to Lorene Pilcher for coordinating with Pat Simmons and Margaret Tate in University Relations for design and editing. We plan to publish quarterly and keep you up to date and in touch with both emeriti events and one another. Please feel free to contact me or any of the Coordinating Committee members (see page 4) with your ideas for events or content for the newsletter.

## T R A N S I T I O N S

### Accomplishments

**Vijay Deshpande**, professor emeritus of respiratory therapy, received life membership in the American Association for Respiratory Care.

**Luciano L'Abate**, professor emeritus of psychology, co-authored "Relational Competence Theory: Research and Mental Health Applications," Springer, 2010. Relational competence theory (RCT) is the set of traits that allow people to interact effectively. After discussing the conceptual and empirical bases for the theory, the authors describe 16 models of RCT concerns and their clinical relevance, including: socialization settings, the ability to control and regulate the self, relationship styles, intimacy and negotiation, and the use of practice exercises in prevention and treatment of pathology.

### In Memorium

**Roland J. Knobel Jr.**, 87, professor emeritus of health administration, died at his home on August 16, 2010, of natural causes. He was professor emeritus at both Georgia State and Emory University. Affectionately known as "Knob," he joined the Georgia State faculty in 1970. A memorial service will be held October 31, 2010, at 2:30 p.m. at the Unitarian Universalist Congregation of Atlanta.

**Marion Leathers Kuntz**, Regents' Professor emeritus of modern and classical language, passed away on July 10, 2010. She became a full professor and a Regents' Professor at Georgia State in 1975. The following year, she became the first woman to chair the GSU foreign language department.

**Walter Alan Pieper**, professor emeritus of psychology, died July 22, 2010. He joined the GSU faculty in 1970 and retired in 2000. After retirement, he served on the coordinating committee of the Emeriti Association and constructed the organization's first website. He played fiddle with a bluegrass band until the time of his death.

**George Hugh Russell**, professor emeritus of the Department of Managerial Sciences (formerly Management), passed away on July 11, 2010, following a brief hospital stay. He was a faculty member from 1962 until 1987 when he retired.

## TOM HARBIN



**Dr. Tom Harbin**, a practicing ophthalmologist and clinical professor emeritus at Emory University who is also an alumnus of Georgia State's Executive MBA program, recently spoke to an Emeriti Association gathering about his book, "Waking Up Blind." The book, a No. 1 bestseller in Amazon.com's malpractice category, tells the true story of a powerful and prestigious eye surgeon whose hurried care resulted in one botched surgery after another — and the hospital politics that allowed him to continue.

Dr. Harbin also has another book to his credit, "What Every Doctor Should Know . . . But Was Never Taught In Medical School," which he dedicated to the faculty of his Georgia State EMBA program.

*Emerities* spoke with Dr. Harbin about what led him to write and what he's learned about the process and the profession.

### You credit the EMBA program at Georgia State with awakening your "writing bug" — how so?

In our organizational behavior course, there was a good deal of emphasis on writing, and then we had to write papers for several other courses. As time went by, it just gradually dawned on me that I enjoyed it.

### Your first book took 10 years and your second book took seven — what accounts for the difference?

Well, this was not a 17-year episode; this was a 10-year episode. In the breaks, waiting to hear from editors, publishers, agents, etc., from writing the first book, I started on the second book and finished it not too much longer after the first one. There was significant overlap.

### As far as your writing process goes, were you disciplined about it?

I was on the board at Piedmont Hospital, and I was running my group at that time, so I would come in in the morning and do my writing. Then there was a time, with the first book, where there were just boxes and boxes of depositions and things I had to read for research. I would do that at night and just fit it in when I could.

### What about working with agents, publishers and editors?

Well, I learned that it's virtually impossible to get an agent. I finally did. She started out being kind of an editor and said, "I'm not committing to be your agent, but I'll work on the book with you, and then if I think it's good enough I'll try to promote it." So she worked on it and liked the product and tried to find me a publisher. But she couldn't, so the first book was self-published.

### Well, it's doing quite well . . .

It's a bestseller on Amazon's malpractice list. Now, these rankings change every hour, but it's pretty consistently been No. 1 on the malpractice best-seller list and frequently No. 1 on the

ophthalmology bestseller list.

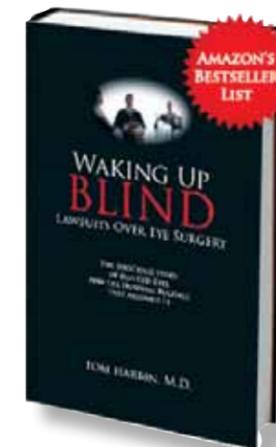
### Do you have any advice for a first-time author?

Well, if you feel like you want to do it, sit down and do it. And it depends on where you're starting from, but you have to learn how to write. I learned a lot by just reading books. Steven King has a great book on writing, and there are some other advice books out there. So I had to start by reading some of those just to get some basics. But it all comes down eventually to just sitting down and doing the research, if that's part of your project, and just working on it.

### Do you have a third book in mind?

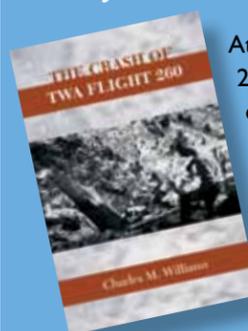
Yes. It's going to be about ethics in ophthalmology, practical ethics in ophthalmology. But I'm just getting started on that. I don't think it will take me seven or 10 years, but it's not going to be six months either.

*Dr. Harbin's book is available at Amazon.com and Barnes and Noble or electronically on Kindle.*



## The Crash of TWA Flight 260

by Charles M. Williams



At 7:05 a.m. on February 19, 1955, TWA Flight 260 took off from the Albuquerque airport, disappearing into nearby storm clouds en route to Santa Fe. Its wreckage was discovered at noon the next day high up on a granite spire on Sandia Mountain, just 10 miles into the 63-mile journey.

Charles Williams, emeritus professor of computer information systems, was one of the first men on the scene of this horrific crash, where

he participated in the dramatic recovery efforts — rescuing the remains of the flight hostess from the edge of a precipice, lowering the remains of victims from the granite spire, and man-hauling them down more than 3,000 feet of "the roughest terrain in New Mexico."

A half-century later he began another mission — documenting the history of this dramatic event, tracking down relatives of the victims, collecting photographs and resolving some of the questions and controversies surrounding the crash. The result is his first book, "The Crash of TWA Flight 260," published by the University of New Mexico Press.

*Williams is married with three children and six grandchildren and resides in Atlanta. He is also a nationally recognized competitive race walker and former runner.*

## OFFICERS

David Ewert, Chair - RCB  
dewert@gsu.edu

Harry Dangel, Vice Chair - COE  
hdangel@gsu.edu

Missy Cody, Activities - CHHS  
mcody@gsu.edu

Lorene Pilcher, Communications - COE  
pilchers@comcast.net

John Hogan, Treasurer - RCB  
jhogan@gsu.edu

Glenn Abney, Secretary - CAS  
gnabney@comcast.net

Leon Hurley, Bylaws - COE  
lhurley@gsu.edu

Rankin Cooter - COE  
rcooter@aol.com

Marjorie Girth - COL  
mgirth@gsu.edu

Charlene Hurt - Library  
churt@gsu.edu

Walter Massey - Development  
wmassey@gsu.edu



Georgia State University | EMERITI ASSOCIATION

P.O. Box 3999  
Atlanta, GA 30302-3999

## CONTACT US:

emeriti@gsu.edu

404/413-1327

www.gsu.edu/emeriti

# EMERITI visit CHICK-FIL-A

A recent Emeriti Association excursion to Chick-fil-A headquarters began with the “wow” factor, as 32 emeriti and guests first took in the extensive art collection in the lobby and then got an up-close look at the vintage cars in Truett Cathy’s museum. Memories of “I remember that one” and “my mother drove this one” were interwoven with requests for photo ops with the actual Batmobile to “make our grandchildren jealous.”

“If I had driven this instead of my father’s old station wagon,” one emeriti commented, “I would have been a different teenager.”

Greg Ingram, GSU alumnus (*journalism*) and senior manager of marketing for Chick-fil-A, gave emeriti an inside look at the Chick-fil-A business model, the evolution of the award-winning cows campaign, and the launch of Chick-fil-A’s first new product in over a decade, the spicy chicken sandwich.

Emeriti from the business college were particularly interested in Chick-fil-A’s unique owner-operator business model in which the operator and Chick-fil-A split the profits 50/50. As for the cow campaign and the spicy chicken sandwich, both had a hard time getting off the ground. Some executives at first vetoed the cow campaign because they thought it incongruous to have a cow advertising chicken. The economy delayed the introduction of the spicy chicken sandwich. Once they were executed, however, both the cow campaign and the spicy chicken sandwich boosted business.

Lunch in Chick-fil-A’s dining room included just about anything a person could want, and there were no cash registers. Chick-fil-A presented each emeritus with a goody bag that included coupons for free sandwiches and Cathy’s inspirational book, which recounts the history of Chick-fil-A.

In 2009 Chick-fil-A awarded its 25,000th scholarship, representing \$25 million donated for higher education for company workers and their children.



Harry Dangel, Babs Johnston,  
Sandy Cooter, Rankin Cooter,  
Hiram Johnston

# October – December 2010

# EMERITIES

# Activities Calendar

Below is a current listing of emeriti events. Details for the events will be posted online and sent to emeriti via e-mail. The events in this calendar may change. All changes will be posted on the website at [www.gsu.edu/emeriti](http://www.gsu.edu/emeriti) under events. E-mail announcements will also be sent out to confirm events and note changes.

## OCT

### ■ Monday, October 11 11:30 a.m. – 1:30 p.m.

Provost **RISA PALM** presents her State of the University address to update emeriti on happenings and changes taking place on campus. New emeriti will be introduced. Luncheon will follow.

460-465 UNIVERSITY CENTER  
GSU campus

RSVP by October 2  
Lee Dubose, [ldubose2@gsu.edu](mailto:ldubose2@gsu.edu)  
or 404/413-1327

### ■ Wednesday, October 27 10 a.m. – 12:15 p.m.

#### BENEFITS UPDATE PROGRAM

1. **Corrin Sorteberg**, GSU Benefits Counselor – Updates to the Board of Regents benefits package (10 – 11:15 a.m.)
2. **Luncheon** (11:30 a.m. – 12:15 p.m.)
3. **Flu shots after lunch**. Did you know that there is a different shot for those over 65? Both the “younger” and the “older” versions will be available. **Flu shots will be \$25.**

- Bring benefits mailing, if available.
- Bring money for flu shot, if desired

## NOV

### ■ Friday, November 5 Noon – 2:00 p.m.

Meet Coach Curry and our team at the Dome. We will have a tour of the Dome, meet Coach Curry, and see the players’ walk-through practice before the final home game of the season. The Athletic Program is hosting lunch. We will park at the Dome just outside our entry point.

GEORGIA DOME

RSVP required by October 28  
Lee Dubose, [ldubose2@gsu.edu](mailto:ldubose2@gsu.edu)  
or 404/413-1327

### ■ Friday, November 12 10 a.m. – 3 p.m.

#### LIBRARY SKILLS BRUSH-UP AND USE OF DATABASES

1. **Library Skills Brush-up** (10 – 11:30 a.m.)
2. **Lunch on your own** (11:30 a.m. – 1:30 p.m.)  
During this time you can also practice your new skills or browse the library.
3. **Using databases** (to be decided by survey of emeriti) (1:30 – 3 p.m.)

CLASSROOM 1, LIBRARY NORTH 1  
GSU campus

RSVP by November 5  
Lee Dubose, [ldubose2@gsu.edu](mailto:ldubose2@gsu.edu)  
or 404/413-1327

- Bring ID for admission to library
- Guests should bring picture ID

### ■ Thursday, November 18

#### CHEERS DURING THE GSU – ALABAMA GAME

1. Atlanta party in a sports bar (TBA)

## DEC

### ■ Saturday, December 4

**Holiday party** hosted by Emeritus John Hogan and his wife, Anna. (details to come)

### ■ Sunday, December 5 Noon – 2 p.m.

Gala Holiday Concert by the School of Music.

Order your tickets: **\$22 | \$32 | \$48**  
404/413-9TIX  
[www.rialtocenter.org](http://www.rialtocenter.org)

We are hoping to have a festive punch and cookies reception for emeriti.

RIALTO THEATRE  
80 Forsyth Street NW  
Atlanta, GA 30303

On the corner of Forsyth and Luckie Streets.

**IMPORTANT:** Please update your record in the emeriti database. This takes only a minute. Go to [update@langate.gsu.edu](mailto:update@langate.gsu.edu). Identify yourself as specifically as possible (full name, address, phone number, etc.) and provide previous address, phone or e-mail information to ensure that the correct record is updated. Thanks for doing this.

Do consider donating to the Emeriti Association. Donations to the operating account pay for the food and beverages for our meetings, one of our bigger expenses. Donations to the endowment account can be used for scholarships and professorships. [emeriti@gsu.edu](mailto:emeriti@gsu.edu), 404/413-1327 and [www.gsu.edu/emeriti](http://www.gsu.edu/emeriti) (see link to Donations).

# Chick-fil-A Excursion

A group of 32 emeriti visited Chick-fil-A headquarters in southwest Atlanta on July 21, 2010. The outing included a tour of Truett Cathy's car museum as well as lunch and a presentation on Chick-fil-A's marketing campaign by a Georgia State alumnus. For full story, see page 4 of the *Emerities* fall 2010 newsletter.



*Richard Long, Tom and Carolyn Clark*



*Frank and Paula Hsu*



*Harvey Brightman*



*Mary Ellen and George Davis*



*Glenn and Nancy Abney*



*Mike and Enid Mescon*