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13<sup>th</sup> Annual

# Faculty Research Day

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8:00 a.m. - 1:00 p.m.  
January 25, 2008  
Cartwright Center

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**The Dynamics of Research  
at the Comprehensive University**



University of Wisconsin-La Crosse

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## CONFERENCE PROGRAM

7:30 a.m. to 8:00 a.m. Ward Room, CC	Registration
8:00 a.m. to 8:15 a.m. Ward Room, CC	Opening Remarks
8:15 a.m. to 8:55 a.m. Conference Rooms, CC	Presentations
9:00 a.m. to 9:40 a.m. Conference Rooms, CC	Presentations
9:45 a.m. to 10:25 a.m. Conference Rooms, CC	Presentations
10:30 a.m. to 10:45 a.m. Ward Room, CC	Break
10:45 a.m. to 1:00 p.m. Research, Scholarly, and Creative Activities Roundtable and Luncheon Ward Room, CC	

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## Celebrate

*research at UW-La Crosse and  
share in the endeavors of colleagues  
and their students*

## Discover

*ways to approach the research process  
and how to balance time commitments  
to both teaching and research*

## Learn and Share

*about research, scholarly and  
creative activities at UW - L*

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This day to celebrate research is sponsored by the

University of Wisconsin-La Crosse  
Provost/Vice Chancellor and the  
**Office of Sponsored Research, Scholarly and  
Creative Activity**  
145 Graff Main Hall

La Crosse, WI 54601

**For More Information Contact:**

(608) 785-8007 or [grants@uwlax.edu](mailto:grants@uwlax.edu)



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~ January 25, 2008 ~**

**FEATURED PRESENTATIONS**

**Session I - Presentations: (8:15 - 8:55 a.m.)**

**Rm #**

- A. Andy Warhol: Portrait of the Sixties** CC 259  
*Donald Sloan (Art)*
- B. "Much ado about nothing": Are Female Athletes Really at Risk for the Female Athlete Triad?** CC 326  
*Rebecca Battista (Exercise and Sport Science)*
- C. Surface Chemistry of DNA** CC 330  
*Aric Opdahl (Chemistry)*
- D. Contesting Public Memories** CC 331  
*Deborah Buffton (History)*
- E. Assessing Work Environments for Working Women in the Coulee Region** CC 332  
*Jodi Vandenberg-Daves (Women's Studies)*
- F. Vegetation Identification for a Wetland** CC 340  
*Cynthia Berlin (Geography and Earth Science)*

**Session II - Presentations: (9:00 - 9:40 a.m.)**

**Rm #**

- B. "Much ado about nothing": Are Female Athletes Really at Risk for the Female Athlete Triad?** CC 326  
*Rebecca Battista (Exercise and Sport Science)*
- C. Surface Chemistry of DNA** CC 330  
*Aric Opdahl (Chemistry)*
- F. Vegetation Identification for a Wetland** CC 340  
*Cynthia Berlin (Geography and Earth Science)*
- G. An Evaluation of a Leisure Education Intervention for Adult Male Residents in a State Minimum Security Forensic Unit: Leisure Resources Modules** CC 259  
*Patricia Ardivino (Recreation Management/Therapeutic Rec)*

**Session II – Presentations (Cont): (9:00 - 9:40 a.m.)**

**Rm #**

- H. Brugh Na Boinn: The Center of the Oldest Heart of Ireland** CC 332  
*Joel Elgin (Art)*
- I. No Useless Lumber: Using Performance Indicators to Justify Monograph Expenditures and aid in Cooperative Collection Development** CC 331  
*John Jax and Jenifer Holman (Murphy Library)*

**Session III - Presentations: (9:45 - 10:25 a.m.)**

**Rm #**

- A. Andy Warhol: Portrait of the Sixties** CC 259  
*Donald Sloan (Art)*
- D. Contesting Public Memories** CC 331  
*Deborah Buffton (History)*
- E. Assessing Work Environments for Working Women in the Coulee Region** CC 340  
*Jodi Vandenberg-Daves (Women's Studies)*
- G. An Evaluation of a Leisure Education Intervention for Adult Male Residents in a State Minimum Security Forensic Unit: Leisure Resources Modules** CC 326  
*Patricia Ardivino (Recreation Management/Therapeutic Rec)*
- H. Brugh Na Boinn: The Center of the Oldest Heart of Ireland** CC 332  
*Joel Elgin (Art)*
- J. WiSys: Funding Opportunities and Resources for Research and Technology Development** CC 330  
*Bill Adolfsen (WiSys Manager)*

**Presentation Grid:**

<b>Presenter:</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>I</b>	<b>J</b>
<b>Session I (8:15 - 8:55 a.m.)</b>	√	√	√	√	√	√				
<b>Session II (9:00 - 9:40 a.m.)</b>		√	√			√	√	√	√	
<b>Session III (9:45 - 10:25 a.m.)</b>	√			√	√		√	√		√

**PRESENTATIONS**

(8:15 a.m. to 10:25; presentations A - H repeat once):

**A. Andy Warhol: Portrait of the Sixties**

*Donald Sloan (Art)*

Andy Warhol's first commissioned portrait, *Ethel Scull Thirty-Six Times*, has been called "the most successful portrait of the 1960s." More generally, the Scull portrait and the ones that followed it provide a portrait of the times, reflecting particularly American attitudes about fame, style, and affluence. Collectively they also are a Warhol self-portrait and reflect his insight that in the future, ordinary people could be "superstars."

**B. "Much ado about nothing": Are Female Athletes Really at Risk for the Female Athlete Triad?**

*Rebecca A. Battista (Exercise and Sport Science)*

A syndrome, the Female Athlete Triad, consists of three inter-related components, disordered eating, amenorrhea, and osteoporosis, and is commonly thought to affect not only elite female athletes, but all physically active females. However, the existence of and consequences from this syndrome have been heavily debated as prevalence studies and defining data are scarce. As a result, this presentation will discuss the recent data from our lab addressing the triad and its components in collegiate female athletes.

**C. Surface Chemistry of DNA**

*Aric Opdahl (Chemistry)*

A small chip with a single layer of short DNA strands tethered to it is the basic component of the DNA microarrays used in genetic research. This talk focuses on fundamental behaviors of DNA attached to metal surfaces. In particular, we are studying the effects that chemical interactions between DNA and the metal surface have on the hybridization performance of biosensors. A practical result of this ongoing research is the development of new methods for attaching DNA to metal surfaces.

**D. Contesting Public Memories**

*Deborah Buffton (History)*

Long after a peace treaty officially ends a war, conflicts continue over how that war will be remembered. Governments, individuals, and civic groups all want a role in creating the memory of war which will determine how future generations come to understand it. This talk will explore how contemporary social and political concerns created "memories" of war that bore little resemblance to historical reality in post-World War I France and post-Vietnam America.

**E. Assessing Work Environments for Working Women in the Coulee Region**

*Jodi Vandenberg-Daves (Women's Studies)*

This presentation will share work in progress on a survey and interview project designed to assess aspects of the work environments of women employees in Seven Rivers Region. The survey asks employed women about their knowledge of, perceptions of, and attitudes towards the policies and practices of their workplaces, especially in the area of work-life balance.

**F. Vegetation Identification for a Wetland**

*Cynthia Berlin (Geography and Earth Science)*

This research focused on evaluating an automated approach to identifying vegetation types in a wetland. Automated feature identification could offer time, resource, and labor savings to the mapping process. The wetland studied is surrounded by a variety of upland areas comprised of forests, grasslands, and urban developments. GIS software was used to classify vegetation using color-infrared aerial photography. These classes were also identified manually and compared to the computer-derived map.

**G. An Evaluation of a Leisure Education Intervention for Adult Male Residents in a State Minimum Security Forensic Unit: Leisure Resources Modules**

*Patricia Ardivino (Recreation Therapy/Therapeutic Recreation))*

Frequently, Therapeutic Recreation (TR) is recommended as a treatment for people with disabilities. A component of TR is Leisure Education (LE), a category of services that seeks to develop and acquire leisure related skills, knowledge, and attitude. The Leisure Resources element of LE concentrates on identifying the individual's leisure resources at home, in the community, region, and country. This study evaluated a Leisure Resources module used in the treatment process of adult males with mental illness who reside on the minimum security forensic unit at a mental health institute. Pre and post test scores were obtained for four modules of treatment and *t* tests revealed that there were significant differences between the scores. Problems encountered included the low number of individuals in the study due to patient movement and discharge. Recommendations to improve the rigor of the study include the continuation of the study and the addition of variables.

**H. Brugh Na Boinn: The Center of the Oldest Heart of Ireland**

*Joel Elgin (Art)*

The intention of my 2005/2006 research grant was to focus my creative research on the legends /history/myth of Brugh na Boinn or Newgrange. Newgrange exists in the Boyne Valley, one of Ireland's most important locations. Brugh na Boinn was constructed in 3500 BC making it much older than Stonehenge, and much more rich in artistic symbol, decoration and archaeological importance.



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H. (continued) The final etchings I produced synthesize the richness of decoration and symbol that grace the stones of Brugh na Boinn and carry a connection to its legends /history/myth. The research will be presented via a DVD accompanied by Irish music and images of Ireland. Bring your own Irish beer.

### I. **No Useless Lumber: Using Performance Indicators to Justify Monograph Expenditures and aid in Cooperative Collection Development**

*John Jax and Jenifer Holman (Murphy Library)*

A library's collections can be seen as the primary resource that facilitates access and enables all of its services to succeed (Budd, 2005). Collections are built to be used.

Murphy Library, University of Wisconsin-La Crosse, is facing almost ten years without any funding increases to the acquisitions budget. Librarians strive to support the UWL's curricular mission and the vision outlined by UW System Libraries Strategic Plan of truly becoming unified into the one system, one library through collaborative collection development. In order to make the best use of our budget and to be accountable for our monograph expenditures, we are mining data from purchasing, interlibrary loan, and Universal Borrowing reports during the past several fiscal years to help us assess how effectively we are building the collection in an increasingly collaborative world. This session will explore our current collection development process and how we are using order information, circulation statistics, and UW-System ownership data to build performance indicators. We will discuss the results of our research and share information about the locally developed tools we used to analyze the data.

### J. **WiSys: Funding Opportunities and Resources for Research and Technology Development**

*Bill Adolfsen (WiSys Manager)*

Got some innovative research ideas that need funding, equipment, or possible collaborators? Interested in ensuring your research ultimately benefits the public along with your pocketbook? If so, come and learn about the innovative research occurring throughout the UW system and how this research is beginning to be transferred into the commercial marketplace. Founded in 2000, WiSys Technology Foundation is a non-profit organization whose mission is to support research at University of Wisconsin (UW) comprehensive campuses by patenting and licensing inventions created by UW researchers and returning licensing proceeds to fund further research at the university. Often times some of the best inventions are conceived from unexpected basic research results. In this workshop, we will discuss what makes research patentable and highlight the growing resources available to UW system faculty interested in research and technology development.

## ROUNDTABLE AND LUNCHEON

The roundtable discussion will be guided by the following types of questions:

1. Does your research/creative activity involve UW-L students? How?
2. Is your work collaborative? If yes, who are your collaborators?
3. Is your work sponsored? If yes, who is the sponsoring entity?
4. Is there potential for commercialization or applications for the greater good of society?

## ◆◆-----ACKNOWLEDGEMENTS-----◆◆

The Office of Continuing Education and Extension provided conference registration and other arrangements.

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Comments on the program and suggestions for future research presentations and workshops are encouraged. Please send them to:

Office of Sponsored Research, Scholarly and Creative Activity, 145 Graff Main Hall or email to: [grants@uwlax.edu](mailto:grants@uwlax.edu)