

### New Chief Financial Officer Named by Embry-Riddle

Experienced treasury and financial management professional Eric B. Weekes has joined Embry-Riddle as vice president and chief financial officer.

Weekes is responsible for financial operations, including financial management, treasury, financial analysis and reporting, and risk management. He reports to President George Ebbs.



**Eric B. Weekes**

Weekes came to the university from OGE Energy Corp. in Oklahoma City, a \$3-billion energy company. As treasurer, he directed investor relations and was responsible for cash management, \$1.5 billion in debt, and capital markets activity. He managed relationships with

banks and rating agencies and ensured that OGE had adequate liquidity for its operating subsidiaries, including Oklahoma Gas and Electric.

From 1997-2000, Weekes was treasurer of Illinois Power, where he managed a \$500-million pension fund and supervised its real estate and local tax assessments and insurance program. He began his career at General Foods, where he spent 15 years in several management roles, the last being senior financial manager.

Weekes holds an MBA from New York University and a bachelor in business management from New York Institute of Technology.

### External Relations Unit Formed

Embry-Riddle has created an external relations unit to strengthen the university's interaction with government agencies, corporations, associations, foundations, and other external communities. Initiatives will include international projects, research parks, a Teaching Airport, and the Center for Safety and Security Information.

John Metzner leads the group as vice president of external relations. Reporting to him are Darryl Niemeier, the new vice president of corporate relations, and Ken Stackpoole ('81, '90, AeroSci), the new vice president of government relations.

As executive director of business development, Metzner has developed the Embry-Riddle Research Park south of the campus, an effort with the City of Daytona Beach and Volusia County to encourage high-tech aviation research and development.

Prior to 2003, he spent 12 years abroad. In Germany, he was the managing director of MCI Engineering. In Abu Dhabi, he helped establish the Technology Park in Abu Dhabi and Dubai for the Higher Colleges of Technology, which attracted 20 companies to set up business, training, and product-development operations.

Niemeier, in his previous role as Embry-Riddle's director of university relations, produced the 2003 and 2001 Wings & Waves air shows. In earlier positions, he has served as director of industry relations and corporate marketing, career services, admissions, and financial aid.

Stackpoole has been at Embry-Riddle for 23 years, most recently as director of government relations. He organized the Southeast SATS Lab Consortium, which involves Florida industry, university, and state government in NASA's Small Aircraft Transportation System program.

Before that, he was special assistant to the president, chairman of the flight technology department, instructor pilot, pilot examiner, faculty member, and speaker of the Faculty Senate.

### Fulbright Scholar Joins Business Faculty

Fulbright Scholar Siobhan Tiernan joined the faculty at Embry-Riddle's Daytona Beach, Fla., campus for the 2004-05 academic year. She is a lecturer in aviation management in the Kemmy Business School at the University of Limerick, Ireland.

The Irish Fulbright Commission selected Tiernan based on her proposal to study scheduled airlines in Europe and the United States. While at Embry-Riddle, she is a member of the Management, Marketing, Strategy, and Operations Department in the College of Business.



**Siobhan Tiernan**

Tiernan's research analyzes airline strategies, using a resource-based view of a firm, coupled with positioning theories, to evaluate its future competitive advantage. Her Ph.D. dissertation at the University of Limerick was a study of how recent economic liberalization in Europe allowed Aer Lingus to change its business model and emerge as a leading low-cost air carrier.

In 1991, the Irish government commissioned Tiernan and Robin Wilson, who later became joint chief operating officer of TWA, to develop a strategy for the expansion of the Irish aerospace sector in the Shannon region.

### Forum Looks at Aerospace Software Tools

A prestigious Software Tools Forum held May 18-19 by Embry-Riddle's Computer and Software Engineering Department brought more than 140 government, academic, and industry experts to the Daytona Beach campus. The FAA's Aircraft Certification Service helped organize the event.

Participants discussed the latest software development and verification tools used in real-time safety-critical systems in aircraft and other aerospace products, as well as the certification of those systems. These tools help create, test, and verify other software for correctness, reliability, and safety.

"A modern aircraft is like a computer with wings," said Andrew Kornecki, professor of computing at Embry-Riddle

and one of the forum's organizers. "Software installed in systems ranging from flight data computers, engine controls, and navigation to radios, weather equipment, and entertainment systems must be certified before they are airborne-ready."

Presenters came from the FAA and NASA; Airbus, Boeing, and Honeywell; Carnegie Mellon University's Software Engineering Institute, Embry-Riddle, Florida Gulf Coast University, University of Minnesota, University of South Carolina, and University of York. Others were sent by the software firms AdaCore, Barco, Embedded Plus, Engenuity, Escher Technologies, Esterel Technologies, GB Tech, Hamilton Sundstrand, High Integrity Solutions, I3, Metrowerks, TTech, T-VEC, and Verocel.

## Embry-Riddle Creates Aviation Institute at Florida High School

Embry-Riddle has established a one-of-a-kind Aviation Institute in partnership with Choctawhatchee High School in Fort Walton Beach, Fla.

At the institute, Embry-Riddle instructors will teach some of the same courses offered at the university's campuses in Daytona Beach, Fla., and Prescott, Ariz.

The new institute will offer three tracks leading to degree programs at Embry-Riddle: aviation, with courses in air traffic management and applied meteorology; aviation maintenance technology, covering the general portion of the university's degree in aeronautical systems maintenance; and flight, with courses from the university's aeronautical science degree program.

Flying lessons for the flight track will be available at nearby FAA-approved schools and at Embry-Riddle during the summer.

Students who take courses at the Aviation Institute can earn up to 27 credits that are transferable to Embry-Riddle, and some could start as second-year students at the university.

The director of the new Aviation Institute is Leo Murphy, who was commander of the U.S. Navy's Aviation Training School in Pensacola, Fla., before retiring from the Navy in June.

He says the institute has already attracted strong support from residents of the area, which is home to four military air bases: Eglin, Hurlburt, Pensacola, and Whiting Field.

## Embry-Riddle Again Soars in U.S. News 'Best College' Ranks

*U.S. News & World Report's* 2005 "Best Colleges" guide has ranked Embry-Riddle No. 1 in Aerospace/Aeronautical/Astronautical Engineering for schools where the highest degree is a master's. It is the university's fifth year in a row at the top spot.

In the Aerospace/Aeronautical/Astronautical Engineering category, the Daytona Beach campus was followed by the U.S. Air Force Academy. The Prescott, Ariz., campus ranked third, tied with the U.S. Naval Academy.

In the Best Undergraduate Engineering Programs where the highest degree is a master's, the Daytona Beach campus was number 10 and Prescott was number 21.

In the Best Universities: Master's category (South region), the Daytona Beach campus tied at 19 with Belmont University. These rankings are based on reputation, graduation/retention rates, faculty resources, student selectivity, financial resources, and alumni giving rate.

## Honors Program Speakers Cover Heroic Flight, Inventing, Technology, and Public Affairs

A prolific inventor, heroic airline pilot, National Book Award winner, and two historians of technology will appear at the podium for the 2004-05 Honors Program Distinguished Speakers Series on Embry-Riddle's Daytona Beach campus.

On Oct. 18, retired United Airlines Captain Al Haynes started the series. Haynes was captain of the legendary United Flight 232, which cartwheeled onto an Iowa cornfield on July 19, 1989, after losing its hydraulic systems at 37,000 feet. Of the 296 people aboard, 184 survived. Haynes told about the crash landing and what led to its "miraculous" outcome.

Other speakers are:

■ Jan. 14: **James Fallows**, national correspondent for *The Atlantic Monthly* and two-time recipient of the National Book Award. His books include *Breaking the News: How the Media Undermine American Democracy*; *Free Flight: From Airline Hell to a New Age of Travel*; and *National Defense*.



James Fallows

His article about the consequences of victory in Iraq, "The Fifty-First State?" won the 2003 National Magazine Award.

■ Jan. 24: **Edward Tenner**, author of the bestseller *Why Things Bite Back: Technology and the Revenge of Unintended Consequences*. The book, which examines the unpredictable impact of technologies, has been a required text for the Technology and Modern Civilization course at Embry-Riddle.

■ Feb. 7: **Woody Norris**, an inventor with 43 U.S. patents to his name and 100 patents pending. Among his innovations are HyperSonic Sound, an amplifier that directs sound, much as a laser beam directs light, Flashback, the first digital recording technology, and AirScooter, a single-person ultra-light helicopter.

■ Feb. 24: **Michael Adas**, author of *Machines as the Measure of Men: Science, Technology and Ideologies of Western Dominance*. In his book, the Rutgers University professor discusses how Western notions of "civilized" and "advanced" have been tied to science and technology since the 18th century.

The speaker series is sponsored by Embry-Riddle's Honors Program, which was established to attract and retain incoming students who have the highest academic qualifications and a strong record of leadership and service.

## Arts & Letters Series Enlivens Campus

The university's 2004-05 Arts & Letters Series on the Daytona Beach campus opened in late August with a two-month exhibit of "extreme aerospace art" by Graham Force, the backgrounds of whose huge canvases are created by the blasts from fighter jets. Others on the schedule:

■ Sept. 23: **Joel Moses**, a leading specialist on Russian regional politics, discussed political change in the former Soviet Union. Most recently he was editor and contributing writer of *Dilemmas of Transition in Post-Soviet Countries*.

■ Oct. 7: **Philip Deaver**, discussed fiction writing and read from his published works. Winner of the Flannery O'Connor and O. Henry awards, his published fiction includes *Past Tense* and *Silent Retreats*, and his poetry collection, *How Men Pray*, will come out in spring 2005.

■ Oct. 22: **The Orlando Opera Company's Opera Extravaganza** delighted the audience with vignettes from some of the world's greatest operas.

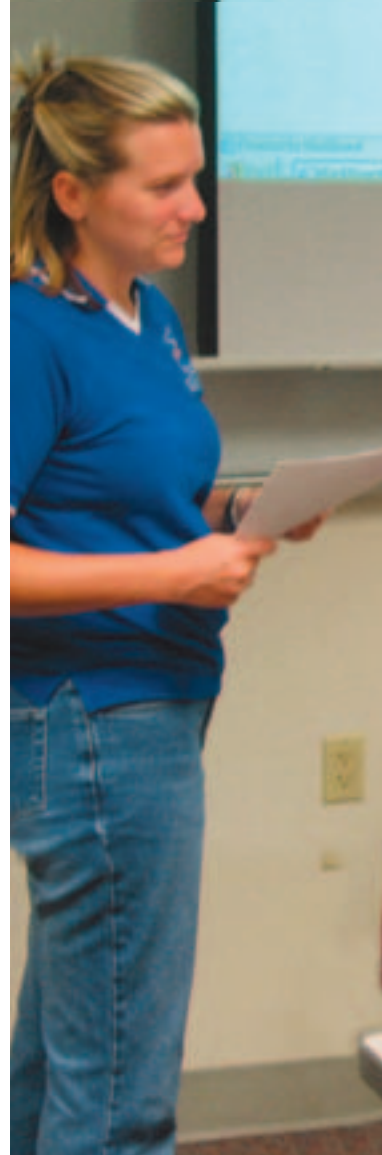
■ Nov. 18: **The Harmonic Motion Trio** performed an improvisational blend of music and dance, bridging Eastern and Western musical forms. The group features dancer/choreographer Myriam Eli, musician/composer Joe Zeytoonian, and percussionist Abbey Rader.

■ Jan. 31: **Quartet D'Amore**, made up of members of the Jacksonville Symphony Orchestra, will perform works by Haydn, Borodin, and Dvorak.

■ Feb. 14: **The National Players** will present Shakespeare's *Romeo and Juliet*. Then, on Feb. 15, *Oedipus*, written 2,500 years ago, takes center stage.

■ March 3: **Anthony Butts**, a William Carlos Williams Award winner for his book *Little Low Heaven*, will discuss his work as a poet and as a creative writing teacher at Carnegie Mellon University.

■ April 6: **Norman Brown** and **Linda Straubel**, members of Embry-Riddle's humanities and social sciences faculty, offer a multimedia look at the many facets of love, from the psychological and poetic to the neuroscience and chemistry of emotions. Brown is co-author of *Love and Intimate Relationships: Journeys of the Heart*. Straubel has published articles on the fiction of Margaret Atwood, Gustav Flaubert, and Kate Chopin. ➔



As teaching assistant Crystal Passman (left) looks on, Lisa Davids explains a project to engineering students Wesley Walsh (right) and Timothy Marge (center).



Quartet D'Amore performs Jan. 31