

VOICES

Office of Diversity and Community Initiatives



May, 2012

Welcome to the May issue of VOICES. As the academic year comes to a close there are various programs and activities taking place. This issue highlights diversity initiatives and celebrations around campus. One Tribe. One Family, Chon

Diversity in Higher Education

Stay informed with diversity-related issues in higher education by visiting the following web-sites. Several have monthly electronic newsletter that provide important information.

[Hispanic Outlook](#)

[Inside Higher Education](#)

[Women in Academia Report](#)

[Diverse Issues in Higher Education](#)

[Anti-Defamation League](#)

[Campus Pride](#)

[AAC&U Diversity Web Digest](#)

[AHEAD: Higher Education and Disability](#)

EqualityWM invites you to our end-of-the year get-together on **Tuesday May 8th at 5:00pm at the Corner Pocket in New Town**. Stop by to spend time with old friends and make new friends.



Celebrating Achievement— We are W&M!

On May 13th, the Class of 2012 will graduate and begin the next chapter in their lives. What will they do with the quality education received at the College of William and Mary? The possibilities are endless. The focus of this month's newsletter is celebrating the accomplishments and work of our faculty staff, students and alumni. Included in the newsletter are profiles of William and Mary alumni who have used what they learned both in and out of the classroom to pursue an individual goal or dream. Please take the time to read these exciting stories of success. This is a just a small sample of the wonderful stories of success and achievement with more to come! A special thank you to She' Hall, Class of 2005, for creating the layout and design for the profiles. William and Mary is truly a place of possibilities. Best wishes to our alumni for continued success in your endeavors! One Tribe. One Family.

Office of Diversity and Community Initiatives Year in Review

The Office of Diversity and Community Initiatives had a productive year. The following are a few highlights from this academic year:

- Worked individually with academic deans to develop diversity action plans;
- Supported and funded programming for Affinity Groups (Women's Network, EqualityWM, and the Forum);
- Created IDEA grant program and funded three projects—Safe Zone Program, Virtual Conversation Partner Program, and Multicultural Science Education workshops;
- Partnered with the Hulton Willis Alumni Association to honor and celebrate Lynn Briley, Karen Ely, and Janet Brown, the first residential African American students, on the occasion of their 40th Class Reunion during Homecoming weekend;
- Completed the National Campus Pride Index Assessment;
- Created VOICES-a monthly electronic newsletter to inform the campus and community of diversity initiatives at the College;
- Hosted 4 webinars as professional development for supporting and advocating for LGBTQ members of our community; and
- Worked with Facilities Management to add single occupancy restrooms on old and new campus (locations posted on ODCI website).

Thanks to everyone who has supported the efforts of the ODCI!

I Am W&M Week in Pictures



William & Mary Awards Season, 2012



The NAACP Image Awards were held on Sunday, April 15, 2012. Listed below are all of the award winners. Congratulations to all!

Staff

Dr. Vernon Hurte, Director, Center for Student Diversity

Faculty

Professor Greg Cappelli, Biology Department

Achievement of the Year

Trayvon Martin Vigil – Ashley Helprin and Ashley Ward

Image Award

Ashley Helprin

Issue Awareness

Young Democrats

Original Effort (Individual)

Anna Dausman

Original Effort (Group)

Campus Kitchens mentor project

Academic Department

Computer Science Department

Perseverance

Linda Wallace-Cody, Community Action Agency

Inspiration

Mary Grech, Lafayette High School

Generosity

Brian Thompson

Courage

YWJC Chapter of the NAACP

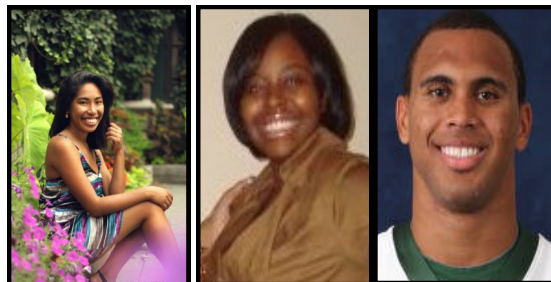


Student Diversity Awards

The Center for Student Diversity presented two awards to students on Wednesday April 11th at the College's Annual Student Awards program. The Multicultural Leadership Award is presented to a student who by their leadership and involvement has helped to build bridges to form a stronger multicultural community. The 2011-12 recipient is **Ryann Tanap**. The Dr. Carroll FS Hardy Trailblazer Award is named for the former Associate Vice President for Student Affairs who is credited with implementing the vision for the College's early diversity initiatives. The 2011-12 recipient is **Jasmine Curry**.

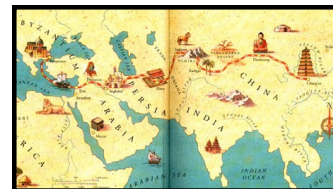
The Office of Diversity and Community Initiatives presented the Ernestine Jackson award for Cross-Cultural Understanding. The award is named for long-time dining services employee, Ernestine Jackson, who loved students and brought a smile to all she met with her passion and courageous spirit. The 2011-12 recipient is **Jonathan Grimes** for his leadership, campus involvement, personality, and his spirit in building cross-cultural relations that enhance community at William and Mary.

Congratulations to all winners!



Asian and Middle Eastern Studies (AMES)

Asian and Middle Eastern Studies (AMES) was established in 2011, replacing the long-standing East Asian Studies and Middle East Studies majors. It is a multidisciplinary program that aims to enrich the understanding of a broadly conceived “Asia” in relation to other parts of the world. Representing the languages and cultures practiced by over half of the world’s population, the AMES program includes the study of history, politics, religion, and literature; fine, media and performing arts; expressive and ritual culture; and the major languages of the region. Its curriculum consists of concentrations in East Asian Studies and Middle Eastern Studies as well as four minor programs of study including East Asian Studies, Middle Eastern Studies, and new minors in South Asian Studies and Comparative and Diaspora Studies.



Through interdisciplinary coursework and hands-on advising, AMES inspires students to cultivate specialized knowledge on a vital region within Asia while exposing them to various cross-regional practices that have shaped larger collective experiences. Furthermore, by bringing together our resources on campus and beyond, the AMES program aims to challenge and stimulate students by introducing alternative worldviews. It complements William & Mary’s traditional intellectual and curricular strengths on Euro-American matters by cultivating an “Asian” (hence non-Western) understanding of the wider world.

AMES brings together a large group of faculty and students eager to expand W&M’s intellectual horizons and pedagogical possibilities beyond the often narrowly-focused area studies curricula. Our goal as AMES faculty is to enrich the educational experience at William and Mary and to reinforce our collective efforts to “internationalize” our campus. AMES sponsors a wide range of events on campus, from lectures to dance and theater productions. Learn more about AMES at www.wm.edu/as/globalstudies/ames/index.php.

Faculty Forum on Confucian Classics



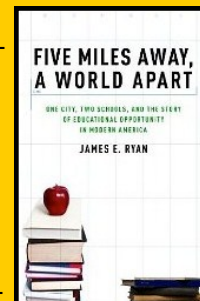
On Tuesday, April 17, 2012, faculty members from the College of William & Mary and Beijing Normal University came together at the Reves Center for International Studies to engage in scholarly debate on Confucian classics. The Faculty Forum on Confucian Classics was the first event of the newly opened William & Mary Confucius Institute (WMCI), and was the culminating event of the College’s Chinese Cultural Semester. A total of nine scholars from W&M and BNU participated in three hour-long panels to examine the Confucian classics of traditional China, their cross-cultural influence in Japan, and the use of classical Chinese philosophy in today’s modern era. “Scholars coming from China have their perspectives and here we have our perspectives, so this was an opportunity for the College and the community to engage in cross-cultural communication, dialogue and understanding at a much deeper level,” said WMCI Director Yanfang Tang. For more information about the William &

Mary Confucius Institute, please visit their website at <http://www.wm.edu/sites/confuciusinstitute/index.php>.

School of Education Diversity-Related Book Discussions~ by Jamel Donnor & Judi Harris

With ongoing support provided by their Dean, faculty and staff in the School of Education read and discussed the fifth in a series of books about diversity issues in education in March. James Ryan’s *Five Miles Away, A World Apart: One City, Two Schools, and the Story of Educational Opportunity in Modern America* examines the history of inner city and suburban public school desegregation in Richmond, Virginia. By reviewing court rulings made in the 1970s, Ryan illustrates the limited scope of desegregation in Richmond and surrounding counties, which helped to form the current sociopolitical context for vast inequities between urban and suburban public schools in the city. According to the author, the U.S. Supreme Court, in accordance with the wishes of the Nixon administration, permitted suburban schools to lock nonresidents out of their school systems. As a result, city schools, whose student populations were becoming increasingly poor and Black, simply received more funding, while suburban schools’ independence became reified. Ryan also explains why current educational reform policies—most notably school choice and the No Child Left Behind Act—lack the capacity to bridge the historical gaps between urban and suburban schools, which are inextricably linked to race and class.

This text also serves as required reading for School of Education students who are learning to be teachers in Dr. Jamel Donnor’s Social, Philosophical, Cultural, and Historical Foundations of Education course, which helps to prepare them to participate in an increasingly diverse and complex society. Dr. Donnor also led the recent book discussion for faculty and staff. Topics addressed included race, class, and inequality in education. Other diversity-related books that were read and discussed during past “book club” meetings in the School of Education included: Howard, *We Can’t Teach What We Don’t Know: White Teachers, Multiracial Schools*; Rodriguez, *Hunger for Memory: The Education of Richard Rodriguez*; Wagner, *The Global Achievement Gap*; Ravitch, *The Death and Life of the Great American School System: How Testing and Choice Are Undermining Education*.



Celebration of Women's Athletics

The William and Mary Athletic Department held the 2nd Celebration of Women's Athletics on Sunday, April 15th. Alumni, staff, and current student athletes gathered in the Muscarelle Museum to celebrate the individual accomplishments of several women athletes. Erica Walsh, '97 was the featured speaker. Erica is the head women's soccer coach at Penn State University. Jo Ousterhout, '76 was presented the *Tribe Champion for Life Award* and Lauren Kaplan McKetta, '05 was presented the *One Tribe Award*. *Go Tribe!*



VIMS International Potluck

The VIMS Office of Academic Studies hosted the first annual International Potluck Dinner on January 19, 2012. Over 40 graduate students, faculty and staff attended, including VIMS' Associate Dean of Academic Studies, Linda Schaffner, Vice Provost for International Studies, Steve Hanson, and Steve Sechrist from the Reves Center. The dinner featured food from around the world – including China, Mexico, Portugal, Thailand, Japan, Poland and France. A slide show during the dinner highlighted the undergraduate universities and countries of VIMS' international students.



John Robison Lecture draws large crowd

Best selling author, John Robison spent a day at William and Mary on April 17th speaking to various campus groups about neurodiversity. His afternoon lecture drew a large crowd from the college and the community. The Neurodiversity Working Group under the leadership of Karin Wulf and Warrenetta Mann will continue to work on additional programs for the upcoming year.



Fraternity celebrates with Hall of Fame Inductee Mike Tomlin

Members of the Xi Theta Chapter of Kappa Alpha Psi Fraternity, Inc. returned to campus on April 14th to celebrate with fellow fraternity member, Mike Tomlin, '92 as he was inducted into the William and Mary Hall of Fame. Mike Tomlin is the head coach of the Pittsburgh Steelers.



Religion and Culture—Did you know?



Cinco de Mayo which means fifth of May in Spanish is a celebration held on May 5. It is celebrated nationwide in the United States and regionally in Mexico. The date is observed in the United States as a celebration of Mexican heritage and pride, and to commemorate the cause of freedom and democracy during the first years of the American Civil War. In the state of Puebla, the date is observed to commemorate the Mexican army's unlikely victory over French forces at the Battle of Puebla on May 5, 1862, under the leadership of General Ignacio Zaragoza Seguín. Contrary to widespread popular belief, Cinco de Mayo is not Mexico's Independence Day—the most important national patriotic holiday in Mexico—which is actually celebrated on September 16.

Cinco De Mayo

ALUMNI PROFILES

Where are they now?

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Fruit Art brings to life, the sweetest gift to your event and occasions. It encompasses the warmest emotions within any event and displays the tastiest visuals around any occasion. A company that originated from "true love" only has a simple mission: to connect what we feel in our hearts with what we can only imagine in our minds... then finally bringing it all to reality and serving through a customized display.

We specialize in Fruit carvings and displays, Chocolate fountains, Gift baskets and anything you can imagine that can or cannot be made with fruits.

Our specialists and creative designers will go beyond your wildest imaginations and provide you with optimal customer service, design and flavor with every project.

bobbyDODD | Sous Chef - Ripple Restaurant, Washington DC



Long before choosing cooking as a profession, food had always played a very significant role in my life. My cravings for the next good meal were always intense and demanded to be satisfied by any means necessary. Even as a college student, I volunteered for more than my share of student panel discussions that provided lunch from the Cheese Shop and started to gain a following for my "soul food dinners" that I orchestrated out of my residence halls.

The journey to finding my true calling was a long one, and not without its ups and downs. I wanted to earn a living and had dreams of a certain type of lifestyle and accepted the first job offering that made that possible, with very little regard for what would make me happy.

In 2007, I enrolled at L'academie de Cuisine, a French culinary institute in Gaithersburg, Maryland after an eight year career as a Development Manager for a Washington, DC-based internet communications firm, where I designed web platforms for area trade associations and political campaigns. As a first-generation college graduate who actively provided support to my family, I struggled with the decision to abandon a career and salary that allowed me to do so, in order to follow my dreams but in the end, I knew that being successful in an industry that I was passionate about, would be more rewarding than anything I had known before...and I was right.

With the support of friends and family, I graduated from culinary school in 2009 and have since made the transition from timid line-cook to (sometimes) over-confident Sous Chef. My restaurants have included Notti Bianche and The Circle Bistro (recently cited in The Washingtonian's 100 very best restaurants). After a recent stay in Paris and visits to the kitchens of some of their most prestigious restaurants, including Daniel Roses', Spring and Le Georges at Le Centre Pompidou, I have returned to Washington DC as one of the newest cooks at Ripple, in the Cleveland Park neighborhood. Ripple is almost exclusively "farm-to-table" and has been growing in popularity among foodies since its opening in 2010. There has been no looking back. Every day, I am more convinced that I made the right decision and I am excited about the opportunities that lie ahead, eventually hoping to make my own stamp on the industry. Please be on the lookout. Until then, you can find me slinging pots and pans in kitchens around Washington and loving every minute of it. Don't be afraid of your dreams.

nakiaFISHER | Owner & Designer, Cynirje Culture by Design



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From as early as anyone can remember, Nakia has always been one to set aside a barbie doll for a craft activity set. Armed with endless energy and a positive spirit, she brings her Richmond, VA charm combined with New York style and panache to the jewelry and home decor industry. Born and raised in Brooklyn, NY, Nakia was attracted to the bright lights, big city, and soul of New York at a very young age. Growing up around great possibilities for herself, and an easy knack of understanding computer software; Nakia thought her calling was to become a software consultant. After graduating from The College of William and Mary, she moved to Washington, DC in pursuit of becoming a computer programmer only to realize that her desire to create and design became impossible to ignore; and she found herself pursuing another Bachelor's degree at Marymount University; but this time the focus was in Interior Design. She eventually began to work for one of the biggest Architectural firms in the U.S. as an Interior Designer which stirred up the gift that had been hidden within her for years. The gift of perceiving and creating GOOD DESIGN.

Unable to resist her dreams of becoming an entrepreneur; Nakia began making semi-precious gemstone jewelry in 2005 which led to the birth of Cynirje Culture by Design. Now she owns an online boutique that features products from trendy fashion accessories, to handmade designs which she creates herself by hand. Many of her designs can be seen on the runways at DC Fashion Week, or in multiple boutiques in the metropolitan area. As a professionally licensed commercial interior designer it only made sense to expand her product line into the home decor sector, and in 2012 she launched her hand poured gemstone candle line.

She is often described as an uplifting person who inspires others to follow their passion which she believes will always lead you to your purpose. Always the spark in the room, Nakia possesses a unique talent for bringing out the joy factor in others and allowing them to thoroughly feel beautiful when wearing her designs.

hansGOFF | Founder & CEO, Voting Works LLC



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Voting Works was founded in 2009 after recognizing the need to maintain a historic level of voter participation and engagement. We empower and educate eligible voters through community based mobilization, surrogate outreach and social networking media and technology. Our mission is to simply educate voters on the electoral process and increase voter turnout. The firm was awarded a grant in 2011 from 100 Urban Entrepreneurs, a nonprofit foundation dedicated to helping provide a long-term economic boost to urban communities throughout the United States and was featured in Black Enterprise Magazine.

This year, Voting Works is producing a video series with information concerning Voter ID legislation that passed in several state legislatures. According to the Brennan Center for Justice, more than 5 million Americans could be affected by the new rules already put in place this year — a number larger than the margin of victory in two of the last three presidential elections. These restrictions fall most heavily on young, minority, and low-income voters, as well as on voters with disabilities. In the first video of the Voting Works Series, Harvard Law Professor Charles Ogletree discusses the effects of Voter ID laws (view the video at http://youtu.be/jrTGklyA_w).

Besides education, Voting Works is also committed to promoting civic action and engagement. In an effort to increase voter turnout the company develops events to engage and energize the voting electorate. The first voter registration drive was held in Washington, DC on Friday, April 27th at a trendy lounge in Dupont Circle. Voting Works is simply a vehicle to make it easier for individuals to participate in the voting process.

Voting Works has assembled a team of WM alumni to assist in its endeavors. She' Hall '05 is the Director of Interactive Media and William Smith '04 as well as William Jolley '07 were on the host committee of the April voter registration drive and fundraiser.

shéHall | Owner & Designer, Sushe Design



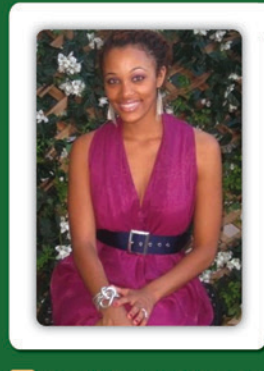
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If you need something put together, Shé's your girl. Puzzles, ikea purchases, events...If it has pieces and there is a strategy to complete the job, she'll take it on. That's probably why she never looked back after discovering web design 11 years ago. After graduating from W&M with a Business degree in 2005, she spent a brief year in a print shop as a Graphic Designer before taking on a position as a Front-End Web Developer with a large company. Although her W&M education had positioned her for a successful career in the corporate arena, the hope of owning her own business began to consume her.

Sushe Design was birthed in 2008. When clients come to Shé, it is her goal to take their raw ideas, mix in some fresh content and package it all in a custom design that is visually stimulating and functionally seamless. Knowing a client is armed with a digital/interactive media arsenal keeps her warm at night.

When Shé's not designing websites, she's probably immersing herself in social media. Being an avid user and student of most social networks, check-in tools, apps, and other digital media devices has made her pretty savvy in best practices in this area of expertise. Armed with a Masters in Communication—Digital Media she's consumed with creating strategies that earn her clients the social capital they'll need to be a force in this digital age.

yodiKIFLE | WITHIN



thewithingroup.ning.com

WITHIN Ministry was birthed in 2010 from a desire to connect and encourage young women in this generation to live a life of purpose through knowing and embracing their God given identity as they declare that "their WITHIN will never be without God." Through this online networking site, WITHIN has connected and encouraged over 400 young women from all over the world and from all different walks of life. It provides a place where young women can receive encouragement, empowerment, support, and edification through their ideas, resources, daily encouraging writings and conferences—all for the purpose of helping one another move forward in life. WITHIN also seeks to empower young women to look outward in the world they live in and take action. Through the WITHIN Reach platform, WITHIN provides young women opportunity to serve through sponsorship of a child from Compassion International. Also, this year, WITHIN began to focus on the anti-human trafficking movement as it created the Disturbed2Deliver Campaign—a movement to disturb this generation on the atrocities of sex-trafficking in hopes of raising awareness and laborers to deliver those in bondage.

As WITHIN continues to grow and develop, it has become a movement inspiring young women to be all they are created to be through the power of sisterhood!

mikasaLA'CHARLES | Fashion Designer & Stylist



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Fashion designer and stylist, Mikasa La'Charles, discovered her innate talent and admiration for fashion at the imaginative age of five while sketching silhouettes of women's wear in her Philadelphia home. Seeking a traditional education from a prestigious academic institution, she attended the College of William and Mary to study Business and continued to blossom her fashion creativity by attending Parsons Paris School of Art and Design, studying aboard to Italy, interning in NYC and teaching herself how to sew/sketch.

After professionally working in the fashion industry for over three years, Mikasa La'Charles has successfully launched her online boutique (www.mikasalacharles.com), while showcasing full collections at VA Fashion Week over the past two years (2010 & 2011) and Charleston Fashion Week (2012). She has been recognized as a Top 20 Emerging Designer along the East Coast by Charleston Fashion Week and was honored by VA Fashion Awards as the "Best Up and Coming Ready to Wear Designer."

In addition to working with clients, producing full collections and being an incredible Mom; she now offers group and private sewing courses at her modern, office on the heart of Granby St, Downtown Norfolk. Her success is only the beginning of a legacy. Dreams do come true! (Romans 12:12)

nicolelynnLEWIS | CEO, Generation Hope



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Nicole, an English and Education major who was also a 19-year-old mother when she began her freshman year at W&M, is dedicated to helping others overcome adversity to reach their dreams. Nicole currently serves as the Chief Executive Officer of Generation Hope, a nonprofit organization which she founded in March 2010 because she wanted to help other teen parents earn their college degrees and achieve stable and successful futures. Less than 2% of teen mothers who have a child before the age of 18 complete college before age 30, leaving a staggering 98% who are very likely earning low wages, living in poverty, and finding it difficult to provide for their children. With a teen birth rate that is more than double the national rate, Washington, D.C. is home to many young mothers who—along with their children—are suffering from the effects of low educational attainment. Generation Hope reduces poverty one family at a time by providing direct sponsorships and one-on-one mentoring support to teen parents who are pursuing college degrees in Washington, D.C., Maryland, and Virginia.

The organization was featured in The Washington Post in December 2011 and is garnering increased attention and support because of its unique focus and innovative approach. Nicole is also the author of two books, including Glori, which details her journey of putting herself through William & Mary as a teen mother, as well as a national speaker on topics such as youth development, self empowerment, and goal achievement. For more information on Nicole, please visit www.nicolelynnlewis.com. For more information on Generation Hope including their first gala coming up on Friday, June 29, 2012, please visit www.supportgenerationhope.org.

Nicole and her husband, Donté Lewis, 03', live in Maryland with their two daughters.

deborahPARKER | Author & Motivational Speaker



navigatinglifesroadways.com
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Deborah published her first book, a motivational memoir entitled Navigating Life's Roadways: Stories of Insight from My Odyssey and Inspiration for Your Journey, in July 2011. Chronicling her life's setbacks and successes with metaphorical narratives, this book speaks to the plethora of situations we all face around family, career, relationships, choices, loss, community or health. From her growing up during the pre-civil rights area in southern Virginia, this book also provides a wonderful history lesson about the struggles and victories in race relations, education and gender equity as Deborah shares her experiences from her Waverly hometown, William and Mary, the army, international travels and corporate venues. She is also the owner of The DPJ Training Group, where she provides motivational seminars and workshops on leadership development, communications and cultural diversity for federal and private sector clients. Deborah holds a B.A. in Sociology from W&M and M.A. in Human Resource Development from George Mason University. She is a retired Lieutenant Colonel in the US Army Reserve and completed Command and General Staff College. Information on Deborah's book can be found at navigatinglifesroadways.com and on her training business at thedpjttraininggroup.com

russellTAYLOR | Musician, Actor, Director, Creative Architect



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Russell Taylor (Rt!), musician, actor, director—nay, architect of all things creative—has been busy since his time at William & Mary. His musical CV is impressive as he has shared stages from Europe to the US to the Caribbean with some of our generation's most respected musicians: Ray J, Blige, Goapele, Musiq Soulchild, Jill Scott, Ledisi, India Arie, Patti LaBelle, Mint Condition, Jaguar and Omar among countless others. In 2010, Russell made his first entry into music's most prestigious club, the Grammy's—Confessional was considered for nomination eight times for several categories including Best R&B Male Vocal Performance. The momentum from this recognition brought him to television, interviewing artists such as El DeBarge and Marsha Ambrosius for Centric (a division of Viacom). Most recently, Rt!'s videos Press Pause & 1 U Run 2 (starring Lalah Hathaway) can be found on VH1 Soul, Centric and Music Choice. Currently, Russell is directing the off Broadway play "GEMS", and recording his 3rd musical installment between Atlanta, Los Angeles and New York City scheduled for release later this year. Russell's music is available for purchase on iTunes or Amazon.com.

bryanTHOMPSON, J.D. | Imani Films

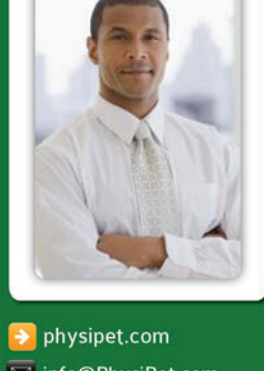


warlordthemovie.com
ImaniFilms

Imani Films is an independent, minority owned and operated company, which was started in Williamsburg. Our mission is to create media content designed to world in the truest multicultural form, in stark contrast often portrayed in Hollywood. Our films feature in non-traditional roles and highlight social issues Imani Films does not tell stories that depict separate pseudo-world, but instead embraces the communities are enriched by diversity of global experience. This is the premise behind the www.facebook.com/imanifilms.

Warlord, is a film about a former special forces soldier-turned international prosecuting attorney. The tag line reads: Haunted by a violent past as an elite soldier, prosecuting attorney Michael Sterling spends his life bringing terrorists to justice in the courtroom. But when a vicious African Warlord is set free by a corrupt judicial system, Michael is thrust into tangled web of international competing interests that eventually forces him into the ultimate moral conflict: Protect his arch enemy from assassins or take revenge, causing a global nuclear conflict! The film is scheduled to be produced within the next 24 months and will feature Horror Film legend Tony Todd, who became famous for his portrayal of the "CANDYMAN"

judeWADDY | PhysiPet



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I developed the PhysiPet for my mothers dog Lexxy. Lexxy is a large female German Shepherd that, as a puppy caused a lot of tension between her and my Mother. Lexxy would destroy the yard, catch birds, and just be a destructive whirlwind of trouble! I noticed that Lexxy only needed an Outlet for her natural instincts and unreleased energy. I designed the PhysiPet in 2004 and achieved two Trademarks 2009 and a Utility Patent for this product in 2010. It was not an easy task to receive my Trademarks and patents as a Pro-Se applicant but well worth it. I developed the prototype while playing football in Calgary, Alberta for the Stampeders in 2006. I found a model maker that could create the prototype and allow me a chance to test my concept at the local doggy daycare centers in Calgary. The prototype still works today! When I returned to the US after retiring from the NFL and CFL, I moved to New York a haven for pets and pet friendly hotels and businesses. My Partners in PhysiPet are Mike McGowan (W&M 97') and Jaime Sharper (UVA 97') whom formed PhysiPet (PysiPet LLC 2009) This "toy" has proven to be more than just a novelty, but a productive tool for skill development and entertainment for all pets. One of my customers, Sharon Tarlino, has a service dog named Chuck Wagon. Chuck Wagon had a problem with one of his commands to assist Sharon in the pet and his duty. He did not have a strong "pull" to open doors and shelves for Sharon. She found the PhysiPet a useful tool that would help Chuck Wagon perform his duties, while turning this training into a fun exercise! The PhysiPet is not just a way to entertain dogs and cats, but a way to save your furniture, improve the skills of service dogs, entertain intelligent dogs while away, exercise overweight pets, and treat separation anxiety. We are now selling the PhysiPet online at www.physipet.com and we are negotiating with large distributors worldwide! We will start advertising this year to increase our exposure and enrich the lives of pet enthusiasts everywhere! W&M alumni receive a %20 discount with code WMTRIBE.