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Lessons Learned

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Valuable Connections

A valuable new service that connects technology businesses and entrepreneurs from around the region and worldwide with USF resources is now available to the Tampa Bay business community.

■ The new service, called USF Connect, was designed to support USF President Judy Genshaft's efforts to develop a business cluster in the Tampa Bay region. The service links small business professionals with a wide range of university resources like technology, financing, marketing, management and partnerships—resources that accelerate and support the growth of small business. USF Connect is also the gateway to all the activities in the new USF Research Park.

"We created USF Connect to

asset for business development."

USF Connect offers business professionals a relationship with the university. Staff members are trained to ask questions, ascertain needs and explore objectives in order to make the proper connections. They arrange appointments, gather materials and follow up to see what more can be done to help a business succeed.

Clearly, USF understands what it takes to make new technologies start up and thrive. The university's Life Sciences Entrepreneurship program was named the number one specialty entrepreneurship program in the country for 2004 by the United States Association for Small Business and Entrepreneurship.

"It's what we do. It's what we teach," says Casto. "Whether it's taking a new product to the marketplace, developing a solid business plan, securing financing, cre-

Lessons Learned

Dramatic events in the Deep South states of Alabama and Mississippi dominate the recorded history of the civil rights movement. But the movement also took place in cities like St. Augustine, Tallahassee, Miami and St. Petersburg, all communities in the quasi-Southern state of Florida.

■ This summer USF St. Petersburg's Florida Studies Program convened the first major conference devoted to the history of the civil rights movement in Florida. The conference culminated the commemoration of the 50th anniversary of the landmark *Brown v. Board of Education* decision. Partnering with the City of St. Petersburg, St. Petersburg Bar Association, NAACP and others, USF St. Petersburg hosted a series of community conversations featuring noted scholars such as the University of Chicago's John Hope Franklin and Harvard Law School's Randall Kennedy to deepen the discussion about educational advancement since the high court's ruling.

The Civil Rights Movement Conference was the largest gathering of movement veterans and scholars in the state's history. More than 100 movement veterans and scholars shared their memories and observations on local, regional and national efforts to combat racial discrimination in the Sunshine State. Participants included Reverend Fred Shuttlesworth and Congressman Walter Fauntroy of the Southern Christian Leadership Conference; St. Augustine movement founder Dr. Robert Hayling; Congress of Racial Equality leaders Patricia Stephens Due and Gordon Carey; anti-Klan activist Stetson Kennedy; former Freedom Riders Bernard Lafayette and Israel Dresner; noted journalists

USF CONNECT

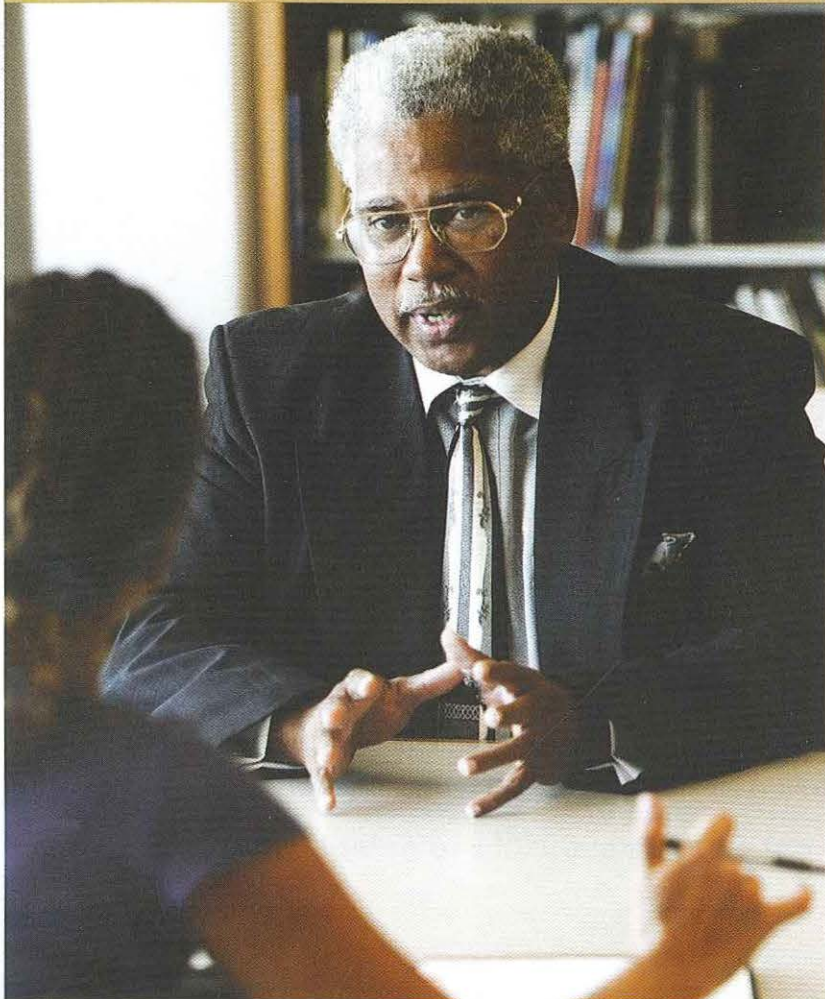
offer entrepreneurs and small business owners a single point of contact with the university and all the expertise it has to offer," says Rod Casto, associate vice president for economic development and executive director for the USF Research Foundation, Inc.

"USF Connect provides access to world-class resources like the USF College of Medicine, the College of Engineering, the Center for Entrepreneurship and the Tampa Bay Technology Incubator, to name just a few. It's a tremendous

ating partnerships or simply exploring opportunities for the next stage of business development, we know what it takes."

—ANN CARNEY

USF ST. PETERSBURG GRADUATE STUDENTS ARE HELPING PRESERVE MOVEMENT VETERAN'S MEMORIES BY RECORDING ORAL HISTORIES



JACSON MARSH

The Civil Rights Movement Conference was the largest gathering of movement veterans and scholars in the state's history.

Eugene Patterson and Bill Maxwell; Evangeline Moore, daughter of martyred NAACP leader Harry T. Moore; and Arnett Doctor, Rosewood survivors organizer.

Featuring panel discussions, documentary films, dramatic performances and music, the four-day event fused historical scholarship and personal memories to deepen the understanding of the freedom struggle

that transformed Florida's political and social landscape during the second half of the twentieth century.

One memorable session was held in a refurbished downtown church where a grand dragon of the Ku Klux Klan once spoke. This time, civil rights pioneer Patricia Stephens Due held the stage to recount the violence that she and other movement veterans faced.

Due was a Florida A&M University student who marched to protest the arrest of fellow students for sitting at a Tallahassee Woolworth lunch counter. On her way, police tear-gassed Due in the face, sentencing her to a lifetime of wearing dark glasses. Due and others spent 49 days in jail for the lunch counter incident. They refused bail while their cases were appealed.

Due says, "We must not ever, ever, let this happen again. And if we do not get out and do something, it will."

Sessions encouraged candid discussion of both past and present challenges to the realization of democratic ideals in Florida. Topics included Florida in the Age of Jim Crow; Desegregating Florida's Schools; Labor, Race, and Economic Justice; Law, Race, and Social Justice; Women in the Movement; Direct Action-Freedom Rides and Sit-ins; Media Coverage of the Movement; the St. Augustine crisis of 1964; and the Desegregation of Sports in Florida.

Teams of graduate and undergraduate students took great care to preserve the memories of movement veterans by conducting audio and video interviews during the conference. This behind-the-scenes oral history project was administered by the Oral History of Modern America Project of USF St. Petersburg's Nelson Poynter Memorial Library and AARP's Voices of Civil Rights Project.

"It is our hope that these interviews, in combination with the conference sessions, will deepen our collective understanding of the history and legacy of a movement that changed all of our lives," Florida Studies Program co-director and civil rights historian Raymond Arsenault says.

"The memories and observations of the men and women who pressed the issue of racial justice during the 1950s and 1960s are an invaluable source of information, both for professional scholars and for the general citizenry of an increasingly diverse state."

—HOLLY KICKLITER