



Crow Speaks at "Summit of The Americas" Events

When Dr. Crow first heard of his invitation to participate in the "Future of the Americas" conference in Monterrey, he was actually a bit hesitant to accept.

"Not only was he scheduled to begin his visit to China the day of the conference, but he was also scheduled to return back to Monterrey on the 15th of January," said Jorge de los Santos, Director of Pan American Initiatives. "However, in the end he could not pass up this opportunity."

Thus, schedules were

rearranged and Dr. Crow was able to participate in the conference en route to his visit to China.

Dr. Crow was a keynote speaker in a conference called "The Future of The Americas" held on January 9th which focused on defining a vision of the future of the Americas and generating ideas which helped advise the leaders participating in the later portions of the summit.

The invitation to participate was extended by Rafael Rangel Tec de Monterrey President, and

the Natividad Gonzáles Governor of the Mexican State of Nuevo León. Crow shared his vision for ASU and the strategic advantages of Phoenix and explained how others could take advantage of what ASU and Phoenix have to offer.

At the conference Dr. Crow joined other high-level academic, political and business figures from all over the Americas including Larry R. Faulkner, the President of The University of Texas at Austin; Rodrigo Carazo, Former President of Costa Rica; and Thomas McLarty, Former advisor to President Bill Clinton.

Dr. Crow not only imparted his own knowledge with others, but he also learned new aspects about Latin America as well.

"He had a chance to listen to Enrique Krauze, one of México's best historians, speak," said de los Santos.

"It helped Dr. Crow to have a more extensive background on the history and the process of the development of the Americas."

Upcoming OPI events

February 17th

- Visit from Colegio de la Frontera Norte (COLEF), México. President Jorge Santibáñez will meet with Dr. Crow and the delegation will also meet with OPI to coordinate the Assembly workshop, April 19-20 organized by ASU, SCERP and COLEF.

February 20th

- OPI and President Crow will visit México City to meet with Jaime Parada, the president of CONACYT, Comisión Nacional de Ciencia y Tecnología.

April 19-20

- ASU will host an assembly workshop, "Developing Bi-national Policies and Partnerships for a Sustainable US/México Border Region" The event will be held on ASU main campus Memorial Union and will be sponsored by The American Assembly, and SCERP

1

Mission to Monterrey



From January 19th-20th Dr. Crow lead an ASU delegation to Monterrey, México to meet with Tec de Monterrey representatives from biotechnology, distance education, community centers, student life, engineering, technology transfer, and sustainability-environment. During the two day visit, he met with his counterparts at Tec de Monterrey, Dr. Rafael

Rangel and Dr. Alberto Bustani. Members of the delegation included faculty from such areas as journalism, engineering and architectural along with key directors heading ASU initiative programs. The two-day trip gave them the opportunity to identify key areas of possible joint partnerships with Tec de Monterrey. The school is a leading academic institution in all of Latin America.



The following are specific areas that were agreed to during the campus visit:

- Establishing joint bi-national labs focusing on regional development such as supply chain logistics and moving on to the engineering and business field.
- Continue joint research in Bidesign and identify specific projects within the Bidesign field for further study.

- Continue with distance learning project that was recently signed
- Analysis of establishing a joint Ph.D. program in Construction.
- Evaluating a partnership with Tec's environmental programs to have an ASU presence in México.
- Review of their "Tec Milenio": an affordable high school education geared towards the low and middle class of México's society with a strong emphasis on engineering.
- Evaluation to include a financial analysis of "Tec Milenio" in how such a program might work in our community.
- Analysis on expanding the distance learning program to include offering undergraduate and graduate degrees.

Professor Marzke's magnetic work

Be careful with your credit cards when you walk into Professor Bob Marzke's laboratory. No, he's not a pickpocket, but the nuclear magnetic resonance (NMR) spectrometer he uses for his research could leave you wishing you did leave home without your *American Express*.

Dr. Marzke's research involves the use of strong magnetic fields, which could not harm your health, but could strip information from your credit card. His approach is used to study ways to improve nitrogen oxide removal from the exhaust of internal combustion engines. In

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other words, Dr. Marzke and his colleagues are working to develop ways to decrease pollution from car exhaust, a problem that plagues both the U.S. and México.

"Nitrogen oxides are the primary source of the brown



Prof. Bob Marzke

Feature persona

cloud over Phoenix and in México," Marzke says. "The air in México city is said to be the worst in the world."

With similar pollution problems it seemed a perfect match for Marzke to collaborate with a professor from México. Marzke first met Dr. Vitalii Petranovski from the Universidad Nacional Autónoma de México (UNAM) in Ensenada, México, at a meeting of the California Catalysis Society in the '90s. Petranovski, a chemist, was interested in Marzke's NMR technique for studying chemical environments.

"I was both gratified and at first surprised to learn of the advanced research on catalysis being done in México, and about the prospects for increasing Mexican and American research investment," Marzke says.

Since their meeting, Marzke and Petranovski shared research and published several papers on nitrogen oxide removal. Recently the professors have been joined by Dr.

James Adams, a chemical engineer from ASU's Fulton School of Engineering, Dr. Andrey Simakov of UNAM, and Dr. Peter Crozier of the Center for Solid State Sciences at ASU. The collaboration is not

"Nitrogen oxides are the primary source of the brown cloud over Phoenix and in México"

only between two countries but also at least three disciplines. The group's current endeavor is a proposal for funding from the United States Department of Energy. Dr. Marzke stresses that his team is not developing a specific process, but more of a source-book for future development.

"If you're using a language for the first time, you're going to want to have a dictionary of words you can use to build entire sentences," he explains. "And that's similar to what we are providing for later catalysis research."

ITSON's ASU experience goes beyond the board room

While the purpose of meetings is often outlined far in advanced, it is not uncommon for administrators to learn things that are never mentioned in an agenda. Representatives from Instituto Tecnológico de Sonora (ITSON), México came to ASU to meet about environmental development, architecture and technology, but they also gained knowledge outside of their day of meetings.

During this latest visit, the group had the opportunity to visit the ASU Mars exhibit.

"We didn't know that there could be water [on Mars]" said Academic Vice-President Salvador Díaz Maldonado. "It was a great effort on behalf of your university."

Other members of the delegation learned from their sur-

roundings. Administrative Vice President Christina Castillo is in charge of the buildings and services on her campus and says that she took note of ASU's many facilities.

"We want to have more services for our students," she said. "I was impressed the parking structures the restaurants and the pharmacy."

OPI's relationship with ITSON was initiated with a visit to Obregón, Sonora last September 10th. At that time Jorge de los Santos met with former President Dr. Oscar Russo Vogel, Vice Provost Gonzalo Rodríguez (current President of ITSON), and Director of Research and Graduate studies, among others.

After that visit, ASU invited ITSON to partner with the College of Architecture in a proposal submitted to USAID last December.

Educator Education

The Office of Pan American Initiatives was invited by the Governor Janet Napolitano's office to host a luncheon and a meeting with the Secretary of Education of Sonora and delegates from the Arizona Department of Education.

Since both sides have a new administration, they presented to each other their educational systems. Also, they discussed different possibilities for partnership.

The day's events started out with a luncheon at ASU's University Club. Dean Garcia's speech about the necessity for ASU to be involved in Arizona's educational system highlighted the lunch.

"Arizona State was first conceived of as an institution to train teachers," he said. "We have decided that we need to revisit our roots and realize we

need to revisit our role in the K-12 sector."

He later elaborated that partnership between Arizona and México would be beneficial to both educational systems.

"ASU needs to work closer with the Mexican education system," said Garcia. "We have many issues in common, such as school achievement, accountability and assessment."

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