In Distinguished Company

Faculty attaining the George Lynn Cross Research, David Ross Boyd and Regents' Professorships occupy a special place in the University family.

BY MARGARET FRENCH

The University of Oklahoma reserves for its most distinguished faculty members three very special professorships—the George Lynn Cross Research, the David Ross Boyd and the Regents'. All three professorships provide an immediate stipend and a subsequent salary increase of $6,000.

Since the positions were created more than 50 years ago, the University has selected 92 Cross, 98 Boyd and 48 Regents' professors. Sooner Magazine biennially recognizes those earning these prestigious titles.

The George Lynn Cross Research Professorships were founded in 1943 and later renamed for the University's seventh president. The first distinguished professorships were conceived as a means of retaining the University's top faculty. The title pays tribute to an individual's career of outstanding leadership in his or her discipline and peer recognition for distinguished contributions to knowledge or creative work.

The David Ross Boyd Professorships were established in 1945 to honor the institution's first president, a member of the teaching faculty throughout his tenure. The positions cite exemplary teaching—in the classroom or laboratory, in student/faculty conferences and through individual guidance and counseling.

In 1946, the Regents' Professorship was added to the distinguished awards. The appointment praises exceptional, long-term contributions to the University, the academic community or discipline and notable achievements in academic administration or professional service.

The 1996 and 1997 inductees into the ranks of the University of Oklahoma's most distinguished faculty are spotlighted on the following pages.
Jude Thomas May was named a David Ross Boyd Professor in 1996, capping a career in health administration policy at the University of Oklahoma Health Sciences Center that began in 1968. His published research includes two books and more than 40 refereed articles. His current research focuses on organizational culture in health care organizations and its impact on organizational change.

May has directed 18 doctoral dissertations, served on 70 doctoral committees and has been faculty advisor for more than 260 graduate students on all three campuses of the University. He also has participated actively in the less traditional courses offered at OU, including the Master of Liberal Studies and the Advanced Program and the intensive seminars sponsored by the Oklahoma Scholar-Leadership Enrichment Program (OSLEP).

Edward N. Brandt Jr., M.D., was a member of the OU faculty from 1955 to 1970. He returned in 1989 for a three-year term as executive dean of the OU College of Medicine following appointments at the University of Texas and University of Maryland at Baltimore, serving the latter as chancellor and president. He also held positions at the U.S. Department of Health and Human Services in Washington, D.C., including assistant secretary for health, acting secretary and acting Surgeon General of the U.S. Public Health Service.

Named Regents' Professor at OU in 1996, Brandt now directs the Center for Health Policy in OUHSC's Department of Health Administration and Policy. He has served on committees of national and international scope, notably as a U.S. delegate to the Pan American Health Organization and a presidential appointment as the U.S. representative to the executive board of the World Health Organization. He currently is a member of the Kaiser Foundation Commission on the Future of Medicaid, General Motors Corporation's medical committee on automotive safety and locally is president of the OU Medical Alumni Association.

Roger Alan Brumback, M.D., was appointed David Ross Boyd Professor of Pathology in 1997. He joined the faculty of the University of Oklahoma College of Medicine in 1986. He also holds adjunct professorships in pediatrics, psychiatry and behavioral sciences, neurology and orthopedic surgery and is the staff pathologist at the Veterans Affairs Medical Center in Oklahoma City.

Brumback is the author of numerous articles, books and book chapters and has contributed abstracts, editorials and book reviews to the medical literature. He is the founding editor-in-chief of the Journal of Child Neurology. The president of the Central Oklahoma Chapter of the Alzheimer's Association, he is also a clinical care consultant to the National Cancer Institute, the National Institutes of Health in Bethesda, Maryland.
Linda Demetry Cowan joined the OU faculty in biostatistics and epidemiology in the College of Public Health in 1989. Following two visiting professorships at Harvard Medical School and New York University, she returned to OU to pursue her research interests in neurological disorders, especially childhood epilepsy, coronary heart disease, breast cancer and hemophilia complications. She was named George Lynn Cross Research Professor in 1996.

Cowan has attracted outside research grants in excess of $8 million and has been invited to present her research findings in Bethesda, Dallas, New Haven, Cincinnati, Seattle, Atlanta, Birmingham, Minneapolis and Washington, D.C. The widely published professor also has served on many committees at the departmental, college and University levels and continues on the faculty advisory committee to the president, the research council and committees addressing faculty search and tenure.

Gene Thrailkill joined the University of Oklahoma music faculty in 1971 as director of the 290-member Pride of Oklahoma Marching Band. The Pride won the coveted Sudler Trophy in 1987 as the nation's most outstanding college and university marching band. Thrailkill also coordinates seven other bands in the OU program. He was named a Regents' Professor in 1996.

Thrailkill established the Oklahoma All-Star Marching Band, now in its 18th year, with 300 high school students participating from 150 schools throughout the state. He teaches instrumental music education and serves on University, state and national education committees. Thrailkill was voted the Oklahoma Bandmasters Association "Bandmaster of the Year" in 1988 and was inducted into the Oklahoma Bandmasters Hall of Fame in 1991. He serves as guest conductor and clinician for concert and marching bands throughout the nation.

Lora E. Rikans received the distinction of George Lynn Cross Research Professor of Pharmacology and Toxicology in 1996. She has secured externally funded grants in excess of $1.4 million since becoming a member of the OU faculty in 1977. She has compiled an extensive bibliography of papers, book chapters, abstracts and reviews that appear throughout the medical literature. Aside from her teaching duties, she serves on University policy, planning and curriculum committees.

Rikans has been an invited lecturer at and organizer of symposia, seminars and workshops throughout the United States and Japan. She serves on the advisory board of the Biology of Aging Program and the Nutrition Study Section, both through the National Institutes of Health. In campus affairs, Rikans is a current member of committees dealing with curriculum, research, departmental policy and faculty search.
Robert F. Lusch holds the Helen Robson Walton Chair in Marketing and was named a George Lynn Cross Research Professor in 1996. He began his teaching career at OU in 1975, held faculty positions at the universities of Arizona, Wisconsin and Arizona State University and returned to OU in 1987 to become dean of the College of Business Administration, a position he held for five years. Internationally recognized for his research in marketing strategy, distribution systems and retailing, Lusch has been a consultant to some of the world's largest corporations, including Ford Motor Company.

Lusch is the author of more than 150 academic and professional publications and currently is the editor of the Journal of Marketing. He has presented papers worldwide, and his membership on boards includes the Oklahoma Center for the Advancement of Science and Technology (OCAST), Oklahoma Health Research Consortium and the State of Oklahoma Council of Economic Advisors. He also has served on the doctoral committees for 15 OU graduate students.

Bruce A. Roe directs the Advanced Center for Genome Technology at OU. During the past five years, the center has actively and aggressively investigated, modified, tested and implemented new approaches and strategies for large-scale genomic sequencing that soon may achieve the goal of completely sequencing approximately 15 Mbp of human chromosome 22. He currently is a member of 12 National Institutes of Health and Department of Education Human Genome Special Study Sections.

During his tenure on the OU faculty, which began in 1981, Roe has directed the dissertations and theses of 31 honors undergraduate, master's and doctoral students. Appointed a George Lynn Cross Research Professor of Chemistry and Biochemistry in 1997, Roe is the author or co-author of 101 published manuscripts, with three works submitted or in press.

Richard Lee Nostrand accepted a position on the OU faculty in 1973 and was named a David Ross Boyd Professor of Geography in 1996. His research focuses on the geography of Spanish/Mexican Americans. He has chaired graduate committees for six master's and 13 doctoral degree-seeking students and has served on University committees at the departmental, college and campus-wide levels.

A prolific writer, Nostrand's work has been widely published in the multidisciplinary literature and includes two books, two co-edited volumes, 17 book chapters or articles in refereed journals, one map supplement and 38 articles, reports, reviews, comments or abstracts. He has addressed groups and presented papers at universities, historical societies and professional groups throughout the country and has held visiting appointments at UCLA, University of Texas and New Mexico State University.
Roland E. Lehr, who recently returned to the classroom after his second two-year term as interim dean of the College of Arts and Sciences, was named Regents’ Professor of Chemistry and Biochemistry in 1997. Lehr, an OU faculty member since 1968, is an expert in organic chemistry with an extensive bibliography in the academic literature. He also is a David Ross Boyd Professor.

Lehr has taught a wide range of chemistry courses including an interdisciplinary senior-level chemistry course that incorporates both organic and inorganic chemistry in a lecture/laboratory format he codeveloped and cotaught. Lehr also has directed the degree completion of seven Ph.D. students and the independent research of many undergraduates. His external research support exceeds $900,000. Lehr also has served on several departmental, college and Universitywide committees.

Kenneth C. Crawford directs the Oklahoma Climatological Survey. He became a full professor at OU in 1989 after serving since 1983 as adjunct associate professor while working for the National Weather Service. During his tenure, the Oklahoma Mesonet, a joint project with Oklahoma State University, was fully implemented with its network of 111 environmental monitoring stations reporting five-minute observations every 15 minutes. The Mesonet provides information to more than 500 authorized users. Through EARTHSTORM, more than 50 secondary schools access the Mesonet during classroom activities.

Crawford, who was appointed a Regents’ Professor of Meteorology in 1996, also has supervised or served on the committees of 29 graduate students. He currently is a member of the National Weather Service Modernization Committee. An invited lecturer to China, Australia, Canada, Brazil and Morocco, Crawford’s research has appeared in meteorological, agricultural and governmental literature and has attracted more than $11 million in external funding.

Victor Koshkin-Youritzin is an internationally distinguished art historian and critic who came to OU in 1972 after teaching at Vanderbilt and Tulane and serving as a Ford Fellow at The Metropolitan Museum of Art. A sought-after public speaker, he has lectured in England, France, Africa and the Caribbean, as well as at major museums and universities across the country. He was named a David Ross Boyd Professor in 1997.

He is a consultant to private collectors, businesses and museums, has presented art lectures over public and commercial television, served on various art museum boards and was a panelist for the National Endowment for the Humanities and the MMA/Getty Trust’s Program for Art on Film. He is the author of numerous scholarly articles and exhibition catalogues and principal co-author of American Watercolors from The Metropolitan Museum of Art, a Book-of-the-Month Club selection. In 1993 Koshkin-Youritzin earned an Honorable Citation from the Oklahoma House of Representatives for his “Outstanding Work and Devotion to the Arts.”
Gordon E. Uno was named David Ross Boyd Professor in 1997, recognizing his career of teaching botany lecture/laboratory courses to undergraduates, and at the graduate level, plant genetics, plant reproductive biology, evolutionary ecology, pollination biology and seed predation. His efforts also earned him the national Charles E. Bessey Award from the Botanical Society of America for outstanding contributions to the field of botanical education.

Uno, who became a member of the OU faculty in 1979, is the author of many publications, including texts at the high school and college level, along with a handbook for college and university faculty. He currently serves as the science education editor for *BioScience*, the monthly journal published by the American Institute of Biological Sciences, and he is a trustee of the Oklahoma School of Science and Math. His funded external research exceeds $3.9 million, and he has directed more than 29 students pursuing graduate degrees.

George L. Cross continues to be honored for his quarter-century of meritorious service as the University's seventh president nearly three decades after his retirement. In determining distinguished professorship recipients for 1996, the OU Board of Regents cited Cross as the personification of the qualifications for a Regents' Professor Emeritus. The three distinguished faculty titles attained eminent status during the Cross administration, their existence owing much to his emphasis on retaining outstanding teachers and researchers.

Cross is credited with directing OU's most progressive era, transforming a regionally known institution into a nationally respected comprehensive university. While dealing firmly with issues of academic freedom, racial desegregation and postwar growth, he oversaw the construction of 37 buildings, acquisition of hundreds of acres of land, and housing expansion from accommodations for 250 to space for 7,218 single students and 778 families. When he became president, OU had granted a total of 75 doctoral degrees in its entire history; when he retired the University was awarding 150 a year.

Lynda L. Kaid was appointed a George Lynn Cross Research Professor in 1996; she has been a member of the OU communication faculty since 1974. Additionally, she directs the Political Communication Center and supervises the Political Commercial Archive, following her research specialties of political advertising and news coverage of political events. She is regularly sought out by the media for expert interpretations of political news happenings.

Kaid is the author/editor of 12 books and has written more than 60 journal articles and book chapters and more than 80 convention papers. She has secured more than $1 million in external grants. The former president of the Political Communication Division of the International Communication Association, she has served in leadership roles in the Speech Communication Association and the American Political Science Association.