



CLASnotes

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The Dean's Ravings

A Slogan for UF

At the highest levels of UF (excluding Century Tower), it has been decided that we need a new campaign slogan to put the finishing touches on our burgeoning corporate image. CLAS, of course, is prepared to play its normal cooperative role.

As you know, UF has received incredible response to the current mantra, "*It's Performance That Ought To Count.*" However, having milked that sage observation to within a shadow of its life, Tigert is now ready to move on to the next motto maximus.

An administration spokesperson has advised the deans, "We need something catchy for the faculty to rally around. Totally meaningless, of course, but something you can't get out of your head. No matter how hard you try."

Your crack CLAS management team immediately lurched into action, proposing a Slogan Contest. In keeping with the democratic, egalitarian decision-making process at UF, how better to secure a People's Slogan than by inviting faculty and staff to submit insightful, compelling entries. We're calling this competition "A Shibboleth for the Millennium."

Early entries have been pouring in already, including: "You Can Bank On Us", and "Quality—A Concept Whose Time May Yet Come...But Don't Hold Your Breath," and the somewhat obscure, "No One Does It To You Like UF."

We invite you to submit your own uplifting slogans, the printable ones of which will be listed in future issues of this learned journal.

Jeb Bush
Guest Editor
<jeb!@tallyho.gov>

Win Phillips Named New Dean of CLAS

Capaldi Purge of Deans Continues

In yet another high level personnel move, Provost Betty Capaldi sacked CLAS Dean Will Harrison and replaced him with "the man in my life," Win Phillips. When asked to comment, Capaldi said, "Well, I see this as actually a family matter and really none of your business. But if you must know, Mr. Nosey Britches, it's something Win has always wanted. He just adores Will's office." Capaldi announced that Phillips would retain his other administrative duties as Vice President for Research, Dean of the Graduate School, Dean of Engineering, and Lord High Pooh-Bah. "I know some will say he may not have time for the extra duties of running CLAS, but if Harrison can handle it for 10 years, how hard can it be?"

Reached at his Turlington Hall office, a despondent Harrison said, "I'm just devastated. All along, I thought Betty really, really liked me. After my total devotion to all her causes, this is how she treats me. See if I feed her rats any more."

Phillips announced that one of his first moves will be to "abolish the dreaded CLAS logo." Next, he plans to subsume CLAS into the newly formed College of Engineering and Auxiliary Disciplines. 🐾



New Office for Geography Professor



President Lombardi announced today that he has changed the office assignment of Professor Ary Lamme from Turlington Hall to a new location in the UF Bat House at Lake Alice. Lamme, president of the Friends of Lake Alice, recently was successful in blocking the administration's desire to build dormitories on the Bat House site.

Lombardi says there is no trace of

vindictiveness in his action. "As you know, my administration is renowned for its kind, generous treatment of our enemies, I mean colleagues. This is just another clear example."

"Professor Lamme has long displayed his undying affection for Lake Alice and those lovable little dingbats, so it seemed the least I could do was bring him in more extensive, intimate association with his two passions."

"However, I do have one question for Professor Lamme. Can you say guano!?"

Reached at his new Bat House office, Lamme claimed he did like the proximity to Lake Alice, but conceded certain disadvantages of the Bat House office. "It's actually a bit dark in here, and I find it best to leave the office before dusk, when activity picks up a lot. It is also a good idea to cover all books at night. But, on the other hand, students don't bother me a lot during my office hours, and parking is never a problem." 🐾

Way Around the College

DEPARTMENTS

CHEMISTRY

Mike Zerner will be at Goerings this weekend to sign copies of his new book, *The Art of Holding Multiple Conversations Simultaneously*.

ENGLISH

Padget Powell has signed a contract to write *Monica: The Rest of the Story*. Powell anticipates a short book.

Elizabeth Langland has accepted a position as dean of Enological Arts at UC-Davis.

HISTORY

During a recent oral history interview with Fidel Castro, **Julian Pleasants** learned that El Presidente secretly plans to defect from Cuba to pitch for the Florida Marlins.

ZOOLOGY

Jane Brockmann has been named by President Lombardi to head up Bank Appreciation Day, which will become a festive, annual university-wide event.

History Prof Discovers Fountain of Youth



At a news conference yesterday, Professor David Colburn announced his discovery of the legendary Fountain of Youth, sought since the days of Ponce de Leon. Photos taken of Colburn (see picture at left) convincingly supported his assertion. Hawking bottles of the youth-promoting water, Colburn observed, "I'm going to make a bundle off this

one, baby. The dean's office alone needs several tank cars of the stuff."

Bob McMahan, chair of History, observed, "I'm stunned. You would never know by looking that David is in his mid 60s." And Colburn's wife, Marion, was similarly amazed. "The last time he looked like that was in high school. Since then it has been all down hill. Mercy, he needed this."

However, his employer, UF Provost Elizabeth Capaldi, had a different view of her Vice Provost's transformation, attributing his youthful demeanor to the UF Bank.

"Unlike certain people in CLAS, David Colburn is a real believer, and as I've told you a hundred times, terrific things happen from the Bank. So when David truly believed, and clicked his heels together three times, I saw the change in him immediately."

Colburn described the only real problem as being carded at all the local bars. ☹

CLAS Academics

Secure Lucrative Endorsements

Macintosh Corporation announced Monday that they've struck a deal with UF Provost Betty Capaldi to be their official spokesperson. The five-year, \$49.95 contract includes a \$7 signing bonus. "We think Provost Capaldi will be extremely effective in motivating higher ed brass around the country to invest in the best technology," said a MAC spokesperson. "Plus, she's a gifted speaker who blew us away with her off-the-cuff slogan ideas like 'MAC's not dead. It'll be back.'"

Capaldi said she's thrilled to endorse the company's products and that she'll "give ample time—at least two weeks—to all colleges to change out their hardware" to reflect the new association.

According to the results of a recent *Chronicle of Higher Education* marketing survey, the procurement of academic superstar spokespersons like Capaldi to peddle professorial products may swiftly become commonplace. "The *Chronicle* survey confirmed something for us that we already suspected," says one Nike executive. "There's a vast untapped demographic of university academics out there who are dying to become more hip. They want to be told what to wear, read and eat to make them more marketable. These academics—"Generation Prof"—have got money to spend," he explains, "but little confidence in their own taste."

The unofficial word around the College is that several CLAS faculty have already been offered endorsement deals.

Cultural Studies maven Amitava Kumar (right) has been tied to a well-known chain of hair salons, and word has it he may also be introducing a new line of trendy eyeglass frames (called "Tenure Eyes") in an Eyeglass Express spot to air later this semester.



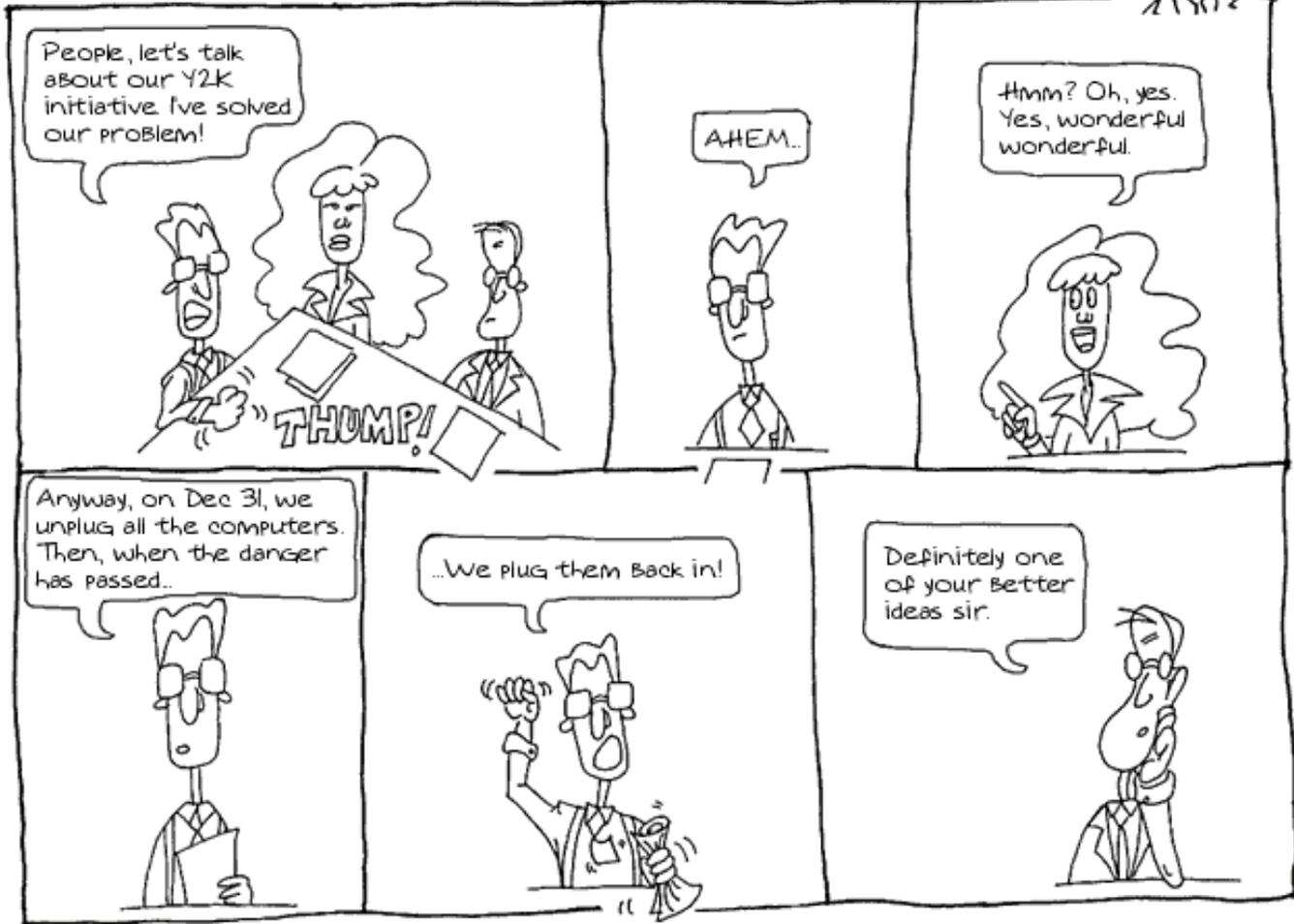
As an offshoot of their "khakis swing" campaign the GAP plans to inundate Gen-Proffers with a spate of ads collectively referred to as "khakis *ad nauseam*." A GAP insider revealed the company was in final negotiations with the following CLAS notables: Medievalist Al Shoaf for "khakis joust," Public opinion expert Ken Wald for "khakis politicize," and President John Lombardi for "khakis rule with an iron fist."



And for Gen-Prof offspring: Honors Director Sheila Dickson is reportedly in negotiations with Mattel for an "Academic Barbie" (left) equipped with a repertoire of phrases like, "That's DOC-TOR Barbie, to you," "Publish or perish," "That's soooo esoteric," and "Let's go get a latte." Miniature hairbrush, framed PhD diploma, and windowless office sold separately. ☹



WILBERT



I Lombardi: Songs for Inspiration
JVL with the Metropolitan Opera and Chorus
Gainesville 221787 2D \$33.98

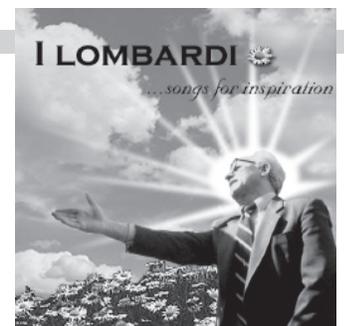
Just in time for that special graduate on your list, President John V. Lombardi announces his new CD, which he says, is a "must-have item." The CD features inspiring moments and rousing out-takes from Lombardi's writing, speeches, and Ray Washington interviews, all set to music with an Italian flavor.

"We think it will put Lombardi in the hearts and minds of aspiring intellectuals all over the world," said Jack Battenfield, head of University Relations. "And if not, I'll be flipping burgers at McDonalds."

The project was initiated in response to the Pope's recently

released LP. As Lombardi noted, "It makes sense, since both the Pope and I are beloved charismatic leaders, outstanding singers, and infallible dudes."

Faculty, staff, and alumni may order the new CD through their local Gator Club, which will contribute 10% of all proceeds directly to Coach Spurrier. ☺



Attention: Dean Dufty

Your car has been idling for 3 days in the Departing Flights lane at the Gainesville airport. Please give us a call. Your wife doesn't know where you are either.

CLAS Becomes a Named College Following Large Donation Dean Predicts Overwhelming Support of Faculty and Alumni

The college formerly known as CLAS took on a new identity today with the announcement of an astounding \$50 million gift from the Phillip Morris Corporation. At a press conference hosted by President Lombardi, Dean Harrison and the Marlboro Man, plans were unveiled for a complete makeover of the college, which will henceforth be known as the Phillip Morris College of Liberal Arts and Sciences.

Dean Harrison saw the name change as a non-issue with faculty and alumni. "Who really cares what colleges are called these days? This is hardly a controversial matter. As someone once said, 'What's in a name?'"

Lombardi noted that traditional Arts & Sciences colleges have become unduly stodgy and out-of-step with the times. The Phillip Morris College will be dedicated to creative curricula, specialized consumer issues, and goal-oriented research. "For example," noted the president, "it has been my personal conviction that tobacco is greatly misunderstood as an entertainment product. I am convinced it is the paper in cigarettes that causes the alleged health problems, not the lush,

aromatic leaf tobacco filling. On this basis, I believe it would be more proper to levy a heavy tax on trees, thus discouraging the wanton contamination of tobacco by the insidious effluents of cigarette paper. Of course, at this point it is still just a theory."

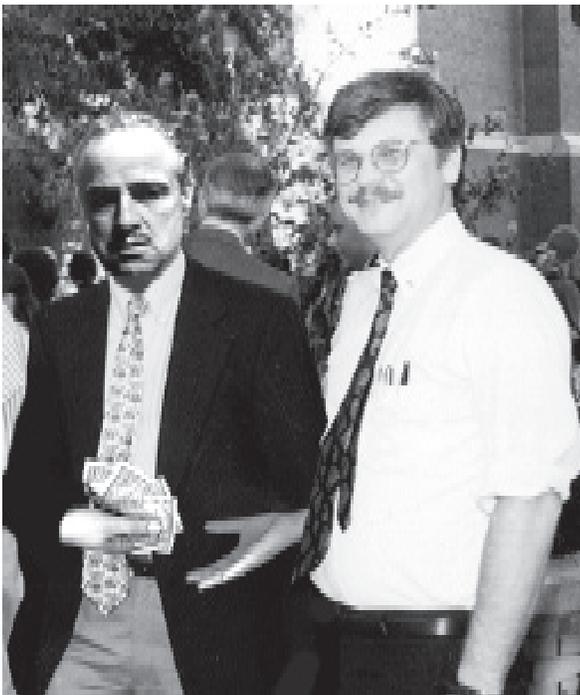
One other small change announced was that the college logo will be modified slightly (see new model at right).

"This is a small price to pay for our exciting new intellectual partnership," Dean Harrison said.

"Besides, I never really liked that damn logo. I just used it to irritate the president."✍



Radelet Takes on New Private Sector Duties



Mike Radelet's latest outreach program.

Mike Radelet, chairman of Sociology and Defender of Lost Causes, has been appointed to the Board of Directors of EXECUTIONS 'R' US, a private, public service organization whose mission is to reduce the backlog on Death Row. Records obtained by CLAS sources show that Radelet received stock worth approximately \$3 million dollars for his consulting duties. Associate Dean Joe Glover allowed that this was "a little on the high side" for CLAS consultants, but he "was certain that it was for a good cause."

The consulting agreement calls for Radelet to support a "limited number" of executions each year, as long as they are conducted in a humane manner.

"I resolutely refused to endorse their plans to draw and quarter inmates," said Radelet. "Although it does have a certain visceral appeal, and it pretty much does away with recidivism."

"It's hard to put a price tag on this sort of thing," he continued, "but about ten thou per event works for me. Hey, it's not like they were going to live forever anyway."

"However, this is not about money. I do this to improve my Bank position. No, not the UF Bank, you twit, *mine*."

Radelet insists that his love for his fellow man has not flagged. "I really view this as following UF suggestions to increase our outreach activities."✍

Will the last dean to leave UF please turn out the lights.