

CardBook

YOUR GUIDE TO CARDINAL CULTURE



2012



1964 *Mr. & Mrs. Cardinal Bird*



GO
Cards

GO
CARDS!
Kentucky Fried Chicken

LOUISVILLE
CARDS



Certificate of Honor
University of Louisville
For the year 1980-1981

LOUISVILLE
CARDINALS



The University of Louisville
Office of the President
President, Bill Crowder
Member of the Board of Trustees

LOUISVILLE CARDINALS
NCAA CHAMPIONS

LOUISVILLE CARDINALS
1980
NCAA CHAMPIONS

LOUISVILLE

NATIONAL CHAMPIONSHIP
Louisville 66
Duke 65
2nd place

DREAM GAME

1980 STUDENT TELEPHONE DIRECTORY
1980 DEDICATED STUDENT

CLASS OF 1980

LOUISVILLE

LOUISVILLE

You're here.

Finally. That was one long summer of waiting.

With your first steps onto the University of Louisville campus, you've become a member of the Cardinal family.

You're part of a tradition of greatness by students who walked here before you, and you're charged with continuing that legacy into the future.

We're here to help you find your way.

Conceived and created by students for students, the CardBook is an anthology of places to go, things to do and see, traditions to relish and insiders' tips for how to get the most out of Cardinal life.

This is not a textbook. Really, this is a love letter about our university and our city, and all of the traditions and quirks that make this the greatest place around.

So, welcome. We're glad you're one of us now.

Now enough of this waiting.

Let's get started.

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←
TO THE BELLAMY
& THE PROVINCE

4th STREET

3rd STREET

2nd STREET

BROOK STREET

FLOYD STREET

CARDINAL BOULEVARD

CARDINAL
TOWNE



↑
VILLE
GRILL

COLLEGE OF
BUSINESS

STRICKLER HALL DAVIDSON HALL



THE
SAC

PARKING
GARAGE

CARDINAL PARK

SPEED ART
MUSEUM



EKSTROM
LIBRARY

HOUCHENS
BLDG.



THE
OVAL

WARNOCK STREET

EASTERN PARKWAY



SPEED
SCHOOL

PLACES TO KNOW ON CAMPUS & A

↓
TO PAPA JOHN'S
STADIUM & SHUTTLE



INDIANA

OHIO RIVER

I-65

I-71

BROWNSBORO ROAD

FRANKFORT AVENUE

LEXINGTON ROAD

ST. MATTHEWS

BROADWAY

OAK STREET

OLD LOUISVILLE

BERMANTOWN

CHEROKEE PARK

SENECA PARK

I-64

BARDSTOWN ROAD

LOUISVILLE ZOO

I-264 (WATTESON EXPRESSWAY)

SHIVELY PARK

CHURCHILL DOWNS

3rd STREET

FAIRGROUNDS

TAYLOR

LOUISVILLE INT'L AIRPORT

I-65

AROUND TOWN

KENTUCKY

Fun

Out And About

Good summer? Maybe you caught up on the latest season of "True Blood." Or maybe you worked a summer job at the mall. If you're lucky, you made it to the beach or Bonnaroo. It's August now—you're rested, refreshed and ready to pounce on what promises to be a great school year. With Welcome Week behind you, you're ready to get started. While you will be studying hard, you should make some time to explore campus and Louisville. Here are some places you should know to get started.

The Campus Experience



SAC Multipurpose Room

Stop by for food or events like fashion shows

WHAT'S THERE

Food

Wendy's
Jazzman's Café
Papa John's
Mein Bowl
Subway
Chick-fil-A
Damon's

Amenities

Floyd Theatre
Cardinal Corner Game Room
University Bookstore
Student Activities Office
Ticket Office
Gym
WLCV Radio Station
Class Act Credit Union
Dean of Students Office

HOURS

Monday-Friday	7 a.m. – 11 p.m.
Weekends	8 a.m. – 11 p.m.

'Meet Me at the SAC'

You'll hear those words time and time again. (Only newbies laugh at the name, so don't.) So what does it mean?

At the heart of every lively campus is the student activities center—or the SAC, as we call it. It's the campus version of a downtown business district. The SAC has shops stocked with the essentials for campus living: dining facilities, textbooks and college apparel, plus athletics tickets and late-night

snack offerings. It's also a great place to watch a movie, play some billiards or foosball or just hang out with friends. You can shoot hoops on the basketball courts—basketball is kind of a big thing here—or play racquetball.

You'll find yourself in the SAC for plenty of reasons throughout your UofL career, so it's important to get used to its layout and know exactly what is there for you.

It's a Barnburner

Trust us. By the time you graduate, some of your fondest UofL memories will have been made at the famous George J. Howe Red Barn. The Red Barn hosts a variety of events from orientation to graduation fairs and everything in between. Founded by two UofL students in 1969, the building—which once housed the Caldwell Tank Co. manufacturing operation—has been a gracious host for everything from

guest speakers to punk concerts. Many campus organizations use the Red Barn for fundraisers, cookouts, concerts, competitions and award ceremonies. This year it is expected to host more than 700 (700!) events, along with giving away scholarships and endowments through its programs. If you ever want a place to chill out between classes, the Red Barn and the patio outside of it are great places to hang out. Make sure to say hi to George for us. His office is just inside the door.



The Red Barn

Home to concerts, fairs, food and more



The Oval

Eye-catching, isn't it? Grawemeyer Hall and The Thinker statue (recently refurbished) offer a monumental backdrop for this large green space that welcomes visitors to UofL. But it's not just for show. You're likely to run into a game of frisbee, soccer, football or whatever activities you enjoy. Student Activities Board and other groups even hosted an OK Go concert here. But don't climb on the big guy. The Thinker statue is a pretty big deal around here.

The Quad

Yes, we have a quad. No, you probably shouldn't go streaking there. Bordered by the Humanities Building and Ekstrom Library, it's a great place to stop and take a break between classes. Enjoy the serenity of green space and also the hustle and bustle, as a variety of groups also set up here to promote events and sometimes give away free T-shirts and other swag.



Concert at the Oval
2010 OK Go Concert

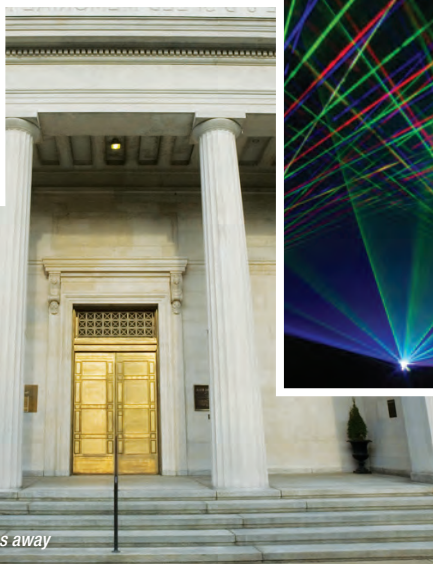
Hite Art Institute Galleries

UofL has its own fair share of up-and-coming student artists and many talented professors too. View their work at one of the Hite Art Institute galleries in Schneider Hall or in the Cressman Center for Visual Arts on Main Street.



Speed Art Museum

Think you need to travel to New York or Paris to see great art? You don't even have to leave Belknap Campus. The Speed Art Museum, located next to Ekstrom Library, offers several traveling exhibits throughout the year ranging from African and Native American to contemporary art. It has a great permanent collection too with everyone from Monet to Picasso in residence. And here's another great thing—admission is free for UofL students. Check it out fast though. It closes for a three-year renovation project this September.



The Speed Art Museum

Picasso and Monet are just footsteps away

Star-Struck

Take your place among the stars at UofL's Gheens Science Hall and Rauch Planetarium. It's not just for astronomy lovers. The planetarium hosts a variety of displays and shows as well as in-class viewings. If constellations aren't exactly your thing, enjoy cool laser light shows set to music ranging from Led Zeppelin to Radiohead. It's pretty trippy.



UofL Rauch Planetarium

Stop by for the trippy laser shows

Old Louisville

Want to see something beautiful? You don't have to wander far. One of the largest Victorian homes preservation districts in the nation is UofL's neighbor. Old Louisville, as it's known around town, is not only home to many students living off-campus but to many interesting places and events that attract students, residents and visitors. Along with multiple eateries such as Ermin's Bakery & Café and Ollie's Trolley, the neighborhood has coffee shops where

students can enjoy a cup of joe while they cram for an exam. Anyone 21 or older can do a little bar hopping in one of many eclectic bars and pubs, including the Thursday night hotspot, the Granville Inn (don't miss the great hamburgers here, too!). Want to visit a rock bar? Try the Magnolia Bar & Grill and its impressive jukebox. (Regulars call it the MagBar, and you should too.) Favorite events that draw thousands to Old Louisville include the free annual St. James Court Art Show, showcasing

multiple artists' work in a jam-packed street fair, and walking ghost tours where you can hear stories of—and maybe catch a glimpse of—a spectral resident from Louisville's past.



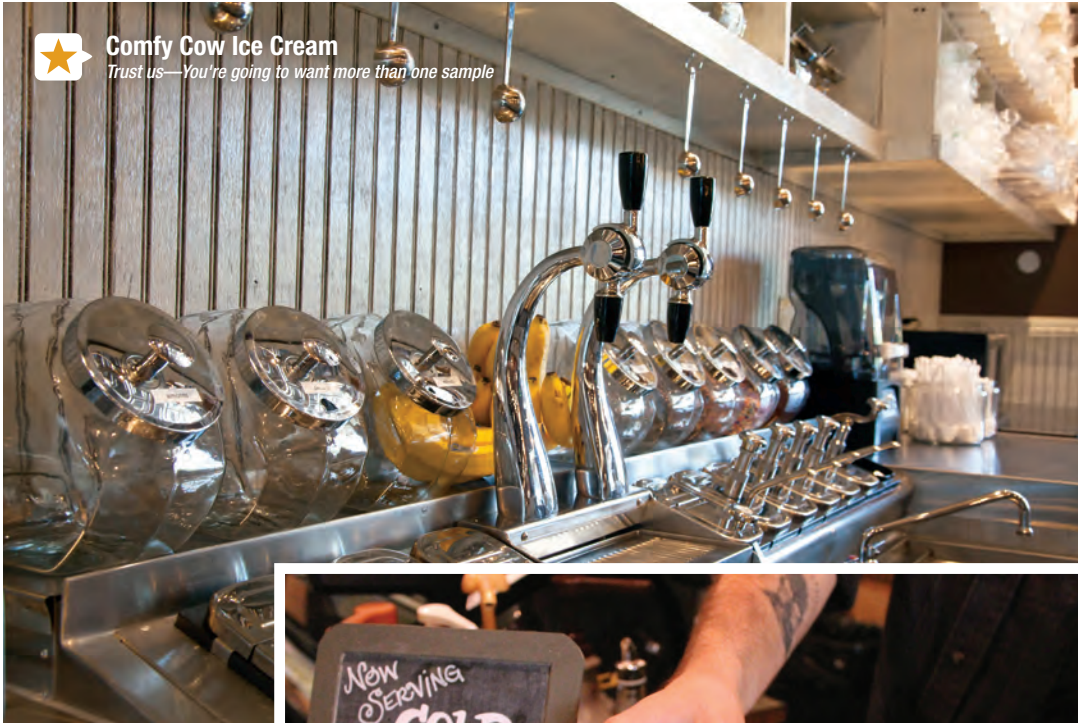
The Old Louisville Neighborhood

One of the largest Victorian homes preservation districts in the nation



Comfy Cow Ice Cream

Trust us—You're going to want more than one sample



Quills Coffee

Perfect for a late-night study session

CARDINAL TOWNE RESTAURANTS WE LOVE

Qdoba
Home Run Burger
Papalinos
Jimmy John's
Cluckers
Quills
Comfy Cow

Cardinal Towne

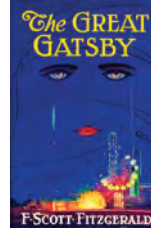
When the men's basketball team earned its spot in the Final Four last season, students weren't quietly celebrating in their dorms. Instead, they gathered en masse on Cardinal Boulevard in front of Cardinal Towne, a residential and retail development that opened in 2011. Since its opening, the spot has become the

epicenter of entertainment and night life for students. The first floor of the development includes a slew of newly opened restaurants, including Papalinos, Qdoba, Jimmy John's, Cluckers and Home Run Burger. You can also cool off with ice cream at Comfy Cow and get a cup of joe at Quills Coffee.

Keeping Louisville Legendary

Before we dive into your guide to the city, we thought we'd offer a quick primer on some Louisville faces, places and events that make this city special. You're a Louisvillian now and we love to talk about how awesome we are. So, here's some party trivia to make you beam with pride.

Louisville was the inspiration for some of the scenes in F. Scott Fitzgerald's "The Great Gatsby." The author was stationed in the area during World War I. Tom and Daisy were married at a hotel inspired by the swanky Seelbach Hotel in downtown Louisville.



There really is a **KFC secret recipe**. And it really is stored at KFC's corporate offices just off the Watterson Expressway at Newburg Road. And really, you'll never be able to see it.

90%
of the country's
disco balls are made
in Louisville.

Grammy-award winning rapper **Static Major** called Louisville home. The late rapper, songwriter and producer appeared on the song "Lollipop" on Lil Wayne's album "Tha Carter III."



Katniss Everdeen is a Cards fan. Well, the actress who plays her in "The Hunger Games" is. During the Cards' recent run to the Final Four, Oscar-nominated actress and Louisville native Jennifer Lawrence said she'd be cheering for the Cards. It makes sense—her grandfather was an athletics coach and administrator at UofL.



Louisvillians love the fleur-de-lis.

Don't be surprised if you see the image on shirts, jewelry, flags and bumper stickers. It's a symbol of the city's heritage. The city was named after French King Louis XVI.

The world's largest baseball bat sits outside the Louisville Slugger Museum on Main Street. It's six stories high and weighs in at 68,000 pounds. Try swinging that.



Each year at 8:29 p.m. Aug. 29, zombies take over Bardstown Road. Thousands of folks dress in full make-up and costumes and march the road, growling at watchers who sometimes cheer from the sidewalk in lawnchairs. Ironically, the undead celebration started as a way for a few friends to celebrate their birthdays.



Ed Lee
Iron Chef Battle Winner

Louisville chef **Ed Lee** has been a superstar in Louisville for years, thanks to the delish food at restaurant 610 Magnolia. Lee's known in wider circles now, though. He was on the most recent season of Bravo's "Top Chef" and also won an episode of "Iron Chef America."

Be an Achiever. Each year in the middle of July, Louisvillians and "Achievers" from all over the country gather at a bowling alley not too far from the Belknap Campus for Lebowski Fest, an annual celebration of the film "The Big Lebowski." The three-day event features a film screening, a concert and a bowling party. The festival, which was started in Louisville, now pops up in cities all over the country. Bonus points for going dressed as The Dude, Jesus, Maude or a bowling pin.



Lebowski Fest
Annual Celebration at Executive Strike & Spare

Life in Louisville

A Rockin' Nightlife

In Louisville, you're never far from the next great night (or day, for that matter). The city's diverse neighborhoods offer a little something for everyone—from dance clubs and fine dining to diners and thrift-store shopping.

Fourth Street Live!

One of the city's liveliest nightlife destinations is just a 10-minute drive from campus. Fourth Street Live! has

fashionable nightclubs and bars, but the strip also has shopping, tasty restaurants, free summer country concerts and more. You can try restaurants like Hard Rock Café and Maker's Mark Bourbon House & Lounge or clubs like Tengo sed Cantina or The Sports and Social Club. Check out their schedule of events for something that fits your taste. Whether it's a concert or a UofL pep rally, Fourth Street Live! appeals to any fun seeker.





Hop a Trolley

Louisville offers two trolley hops that tour two of the city's after-hours hot spots. Restaurants, bars, galleries and other businesses go all out on these nights with specials, live music and other merriment. Try it (even if you don't ride the trolley, you can walk).

The **First Friday Trolley Hop** (the first Friday of each month) hits Main and Market streets. The trolley passes lots of tourist attractions downtown, but we recommend you take some time to explore the NuLu (new Louisville, get it?) neighborhood on East Market.

The area offers a mix of local restaurants, art galleries and boutique stores. While there, check out places like The Mayan Cafe and Please and Thank You (a hybrid coffee, treat and record shop).

The **Frankfort Avenue Trolley Hop** (the last Friday of the month) explores the Frankfort Avenue corridor through the Crescent Hill and Clifton neighborhoods. Crescent Hill is one of the city's most beautiful neighborhoods and you should take time to look at it while exploring some of the area's niche businesses.

MUST-DO TROLLEY STOPS

Eat

Garage Bar
Maido
El Mundo

Shop

Just Creations
Quest Outdoor
Muth's Candies

See

The Green Building
Mellwood Arts Center
Caulfield's Novelty

HIGHLAND HANGOUTS

Lynn's Paradise Café
Wick's Pizza Parlor & Pub
Palermo Viejo
Café 360° Mantra Hookah Lounge

Eat

Better Days Records
Queen of Rags
Ultra Pop
General Eccentric
Dundee Candy Shop

Shop

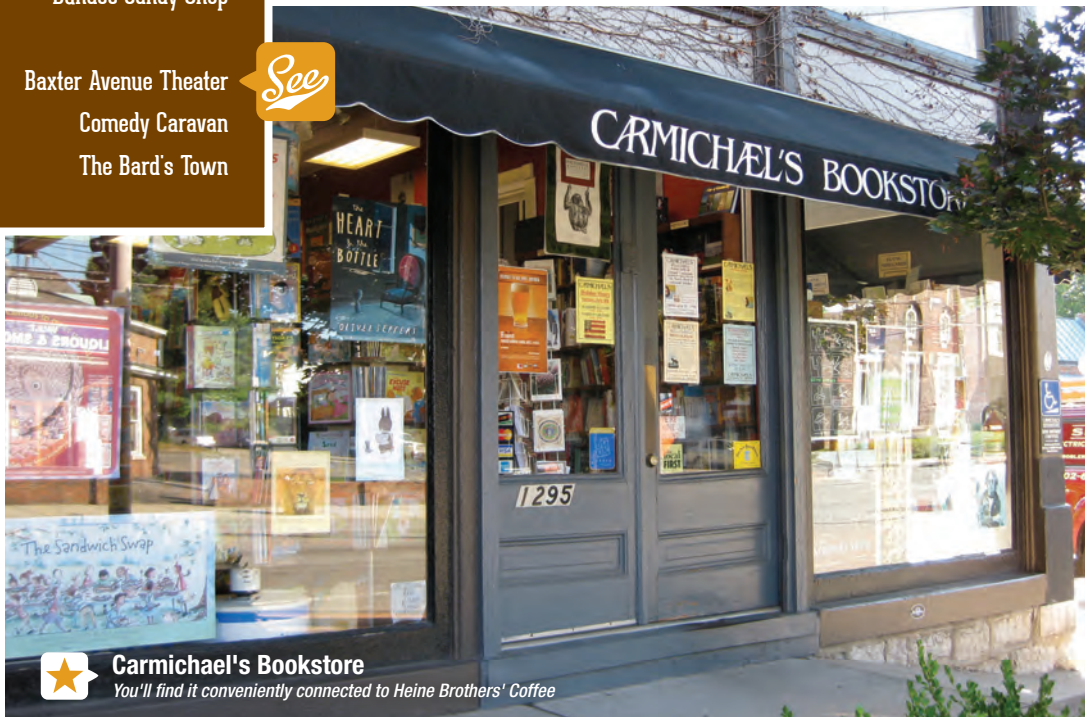
Baxter Avenue Theater
Comedy Caravan
The Bard's Town

See

Hangin' in the Highlands

Memphis has Beale Street. New Orleans has the French Quarter. Louisville has the Highlands. The quirky district that surrounds Bardstown Road boasts block after block of one-of-a-kind shops, restaurants and bars. This is the type of place you can spend an entire day and still not run out of things to do. You can pick up a book on the recommendation of the smarty-pants clerks at Carmichael's Bookstore and read it with an espresso

from one of several coffee shops like Quills or Heine Brothers' Coffee. Shop for the latest fashions at Clodhoppers or Dot Fox. Or pick up one of the popular local artist-designed T-shirts at WHY Louisville, a gift at Regalo or a new comic book at The Great Escape. Grab some food at Dragon King's Daughter (tacos and sushi) and Ramsi's Café on the World (food from around the globe).



Carmichael's Bookstore

You'll find it conveniently connected to Heine Brothers' Coffee

And for nighttime entertainment, check out the pubs, bars and restaurants for local bands, stand-up comics or karaoke (Yep, we love karaoke here. Get used to it.)

Just be sure to take your time in the Highlands. Walk down Bardstown Road, relax in hilly Cherokee Park and pop into the oddball shops. It's the only way you can understand the slogan, "Keep Louisville Weird."





Forecastle Festival

A summer favorite at Waterfront Park

For Music Lovers

Louisville is no Nashville. It's better, because of our local music scene's diversity. We do all types of music here, from the well-respected Louisville Orchestra to the new jazz introduced each year during UofL's Jazz Week to our famous local rock 'n' roll scene. We do it all here, and we do it really well.

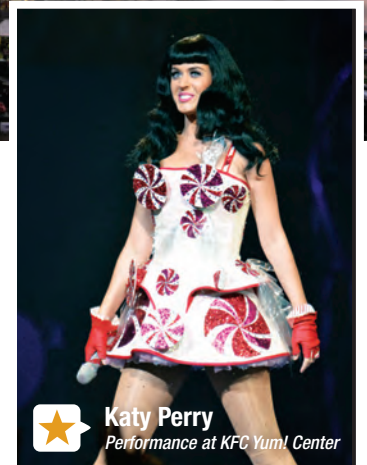
Forecastle Festival

Once a small annual concert for local bands held in a park in the Highlands, Forecastle Festival has grown into one of the best music festivals in the Midwest. The festival has moved to Waterfront Park in Louisville and attracts huge crowds. The festival touts itself as a melding of music, arts and activism. Throughout the day, between sets on the various stages, you can check out vendors and local organizations promoting a greener planet.

Headliners in recent years have included My Morning Jacket, Wilco, Flaming Lips, Smashing Pumpkins, Girl Talk and GZA from the Wu-Tang Clan.

WFPK

Louisville public radio station 91.9 WFPK knows how to throw a concert and does it frequently. From April through September, the station hosts the free Waterfront Wednesdays concert series (did we say free?), drawing acts like They Might Be Giants and Dawes. The station also hosts Live Lunch concerts each Friday. The concerts feature touring artists and locals and are broadcast live from the station's studio on Fourth Street. A few times a year, the station, in partnership with UofL's Student Activities Board, hosts Live Lunch at the Red Barn. Go to these. They're free. And pretty good.



Katy Perry
Performance at KFC Yum! Center

KFC Yum! Center

The new KFC Yum! Center doesn't just serve as the home of some of UofL's sports teams. It's become the premier destination in the region for concerts by some of the biggest names in music. Since it opened in 2010, Lady Gaga, Katy Perry, The Zac Brown Band, R. Kelly, Brad Paisley, Justin Bieber, Miranda Lambert and Taylor Swift have rocked the arena. The arena ranked #24 worldwide on Pollstar's poll for the Top 100 Worldwide Arena Venues. Not too shabby.



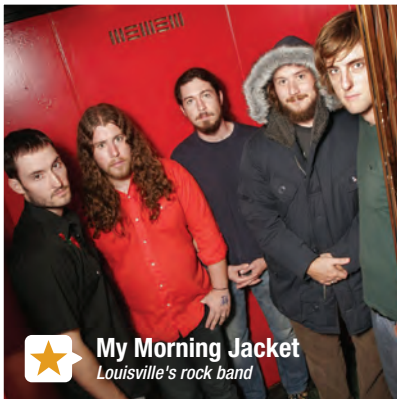
LOCAL BANDS TO CHECK OUT

More Venues

Big-name national acts are also playing Louisville's other top venues, including the picturesque Palace Theatre (Neil Young, Ryan Adams, Death Cab for Cutie) the quintessential rock club Headliners Music Hall (Jimmy Eat World, The Civil Wars) and the Iroquois Amphitheater (The Shins, Alice Cooper). And local and touring bands hit up spots like Zanzabar all the time for cheap shows.

Hometown Heroes

Don't overlook the world-famous bands that call Louisville home, including My Morning Jacket, Nappy Roots and Bonnie 'Prince' Billy. Those names are just the tip of the iceberg when it comes to the great music created in this city.



My Morning Jacket
Louisville's rock band



The Pass.

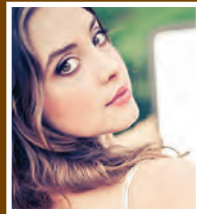
The Pass, a psychedelic synth pop quartet, has had songs featured on the CW's "The Vampire Diaries" and Fox's "Raising Hope." The band blends synthesizer pop and heavy beats for music that's perfect to dance to on Saturday night. The band was included on Paste Magazine's list of "10 Kentucky Bands You Should Listen To Now."

Skyscraper Stereo

If you ever get the chance to see Skyscraper Stereo, go. The hip-hop group released their record "Homebois in Outer Space" in 2011. The album meshed songs that relied on a lot of



electronic sounds [think Kanye West] with others that used live instrumentation. What happened worked, as the group draws huge, satisfied crowds around town. LEO Weekly credited the group with the launch of "Louisville hip-hop's golden era."



Cheyenne Marie Mize

Singer-songwriter Cheyenne Marie Mize is the reigning queen of Louisville's music scene. In a positive review of her most recent album, The New York Times said she has a "rare voice, sweet without being cloying, and weary without hopelessness." Her songs have also been featured on "The Vampire Diaries."

The Deloreans.

The Deloreans' most recent album, "American Craze" stopped Louisvillians in their tracks. Local music blog BackseatSandbar.com went so far as calling it a masterpiece. We'll stick with pretty freakin' fantastic. It's



power pop, influenced by bands like the Talking Heads, but also, it sounds unlike anything you've heard before.



Arts Connoisseur

Broadway musicals. World premieres of plays. The ballet. The opera. Oil masterpieces. Get hooked into Louisville's arts scene, one of the region's most vibrant. Whether you want to take in the city's nationally recognized Humana Festival of New American Plays, which to date has premiered more than 400 plays, or check out the 30-foot David replica on Main Street, you can find a welcome break from the classroom studies of Shakespeare. (But if you're a fan of Shakespeare, be sure to attend the Kentucky Shakespeare Festival each summer in Central Park close to the Belknap Campus in Old Louisville.) Check out these prime opportunities and others spread out across town.

The Kentucky Center for the Arts

It's home to the Louisville Orchestra, Kentucky Opera, Louisville Ballet, Stage One and PNC Bank Broadway Across America. This fall, the wicked witch is coming in the form of the Broadway show "Wicked."

Actors Theatre of Louisville

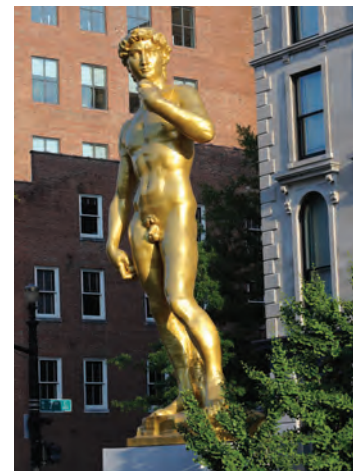
Actors Theatre is home to the Humana Festival of New American Plays, which the Los Angeles Times called the "Kentucky Derby of American Theatre." The theater hosts a number of productions throughout the year, including some mainstays like "Dracula."

The Alley Theater

A progressive theater, The Alley Theater is known for pushing the boundaries and, sometimes, getting the crowd involved. Example: it hosted a play based on the Keanu Reeves film "Point Break." They pulled a person from the audience to play the lead role—a little fun at the expense of Reeves' acting ability.

21c

One of the chicest boutique hotels in the world, 21c Museum Hotel is a unique mixture of lodging and cutting-edge art that has hosted big celebrities such as TV chef Anthony Bourdain, director Richard Linklater and musician/actress Zoey Deschanel. But 21c stretches way beyond comfortable rooms for travelers to offer plenty for contemporary art, film and music lovers, too. In the heart of downtown Louisville's Museum Row, this 90-room hotel is also an award-winning museum open 24/7 and hosts a series of dynamic group and solo exhibitions featuring emerging artists alongside acclaimed international artists. Think you won't be able to find it? See the red penguins. You're there.





Actors Theatre of Louisville

Make sure and see the recurring Halloween favorite "Dracula"



Cressman Center for Visual Arts

It's one of the hottest places in town—especially when the glass furnaces are all fired up. UofL's Cressman Center for Visual Arts, located at First and Main streets, lets passersby peek into the artistic process, watching glass being blown in the hot shop that faces Main. Along with the glass hot shop, which is operational and open 17 hours a day, the center features coldworking, metal and woodworking studios and three galleries open daily to the public. It's a great place to see the work of UofL's premier glassblowers and sculptors and to watch fine arts students learn the tools of their trade.

Everywhere

Wherever you are, look around. There are Gallapalooza Horses. Bike rack art installations. Chances are many of the restaurants, coffee shops and other businesses you visit are showcasing work by local artists on their walls. And if you've got cash, you can buy it on the spot.



Cressman Center for Visual Arts

Watch UofL students heat things up in the city's art scene

For Sports Fanatics

Who's The Greatest?

Louisville native Muhammad Ali, that's who. This three-time heavyweight boxing champ and hometown hero now devotes his life to peacemaking efforts. Check out the Muhammad Ali Center, an interactive, state-of-the-art museum and educational center in downtown Louisville dedicated to his legacy and cultural impact. And the next time you're at a UofL athletics event, be sure to glance around—The Greatest is a Cards fan, too.

Go Batty

If you want to see where the "crack of the bat" got its start, check out the Louisville Slugger Museum, the only place where you can watch the world-famous wood bats being made and relive the history of America's favorite pastime. Located on Main Street downtown, the world's tallest bat marks the spot.

Who's on First?

Find out at a Louisville Bats baseball game at Slugger Field while watching the Major League stars of tomorrow in action. Star players Josh Hamilton, Aroldis Chapman and Joey Votto are just a few of the big names who've passed through town in recent seasons on their way to the Cincinnati Reds. Slugger Field is considered one of the top minor league ballparks in the country. Its 19th century façade gives the park an old-timey baseball feel, but it has a big league atmosphere with future big league players. And minor league ticket prices.



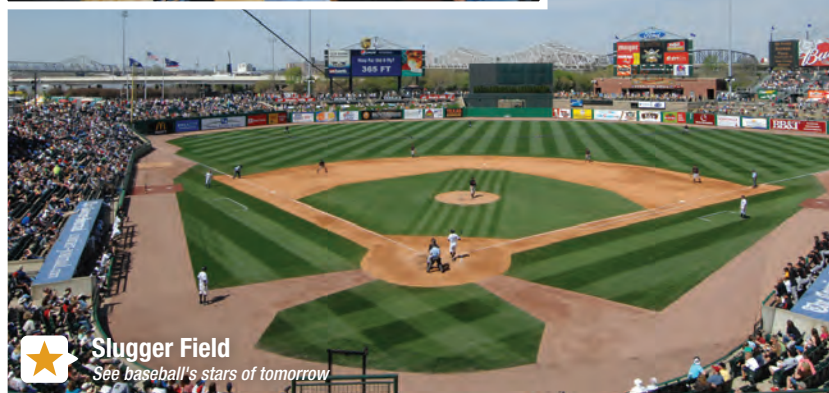
Muhammad Ali Center

See how "The Greatest" became "The Greatest"



Louisville Slugger Museum

You know you'll want a complimentary mini slugger bat



Slugger Field

See baseball's stars of tomorrow



Cherokee Park

A popular destination for hikers, bikers and runners

The Great Outdoors

Louisville is a pretty big town, but it's definitely not an ugly concrete jungle. The city offers one of the nation's largest and most interesting park systems, starting with the historic Olmsted parks designed more than a century ago by Frederick Law Olmsted—the landscape architect who created the plans for Central Park in New York City. Paired with the current City of Parks initiative, which is adding thousands of acres of park land and protected green space to Louisville Metro's greenprint, the parks system offers miles of biking, running and walking trails as well as concerts, movies and other events hosted all year round.

Don't miss Waterfront Park either. This 85-acre green space hugging the Ohio River in downtown Louisville is also a great spot to relax, exercise or just enjoy a sunny day. The waterfront also hosts some of the city's large festivals and events.

Louisville's parks and attractions offer lots of options for aspiring athletes or those just looking for the next thrill. Most of the parks have extensive hiking trails (some more challenging than others). If you're into kayaking, head to Harrods Creek in Prospect.

And if you run or bike, well this is your town. There's an active community for runners, including a slew of races like the Derby Festival Marathon and MiniMarathon. The city has also made an effort to add bike lanes throughout the area, making it easier to get some exercise and to be a better steward of the environment.





F



Ice T & Coco
Celebs at the Kentucky Derby

Get Festive at the Derby Festival

Each spring, Louisville becomes the party capital of the world—and you're invited to the festivities. For the two weeks leading up to the running of the Kentucky Derby on the first Saturday in May, Louisville plays host to a seemingly unending series of parties. Some are family-friendly, some are fashionable and some are just plain fun. It's all in the name of tradition and having a good time.

UofL students are at the heart of it all, with Belknap Campus virtually next door to Churchill Downs. Be sure to collect a Derby Festival Pegasus Pin to win cool prizes and get discounts during events. The Chow Wagon, concerts and the Pegasus Parade are just a few of the traditions that bring out students and Louisvillians. Keep your eyes open for concert announcements and opportunities to participate, such as the MiniMarathon. If you go to the big race, dress in a seersucker suit or sundress for the grandstands or a T-shirt and jeans for the rowdy infield. Even if you don't make it to Millionaires Row to watch the "greatest two minutes in sports," you're sure to find something that will make Derby time fun and special for you.

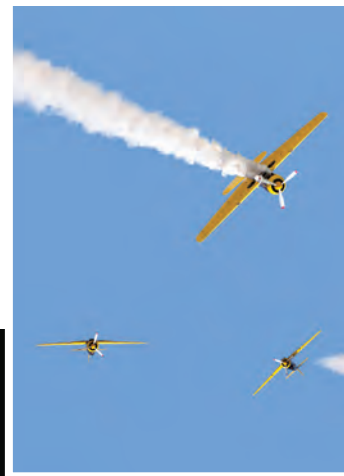
Star Watching

If you're in the mood to see celebrities, Hollywood's famous (and infamous) arrive in Louisville a few days before the big race to attend invitation-only parties including The Julep (which benefits UofL). Past celebs in town for Derby include Justin Timberlake, Michael Jordan, Ashton Kutcher, Ginnifer Goodwin and Queen Elizabeth II. (Didn't see that one coming, did you?) Check local media in the days leading up to the event. You might catch a few spots to stargaze.

Thunder Over Louisville

This is not your tawdry Fourth of July fireworks show at the county fairgrounds. One of the world's biggest and best fireworks shows is held each April at Waterfront Park to kick off the Kentucky Derby Festival. For students, Thunder—as it's typically shortened—is a dual celebration of

pyrotechnics and the winding down of the spring semester. Get there early to stake out a good spot to watch the exhilarating air show and stay until the end of the breathtaking fireworks display. Can't find a parking spot? The riverfront is a quick bike ride from campus, and you'll be smiling as you zip through the gridlocked traffic.



Thunder over Louisville

Louisvillians know how to kick off the Kentucky Derby Festival in style

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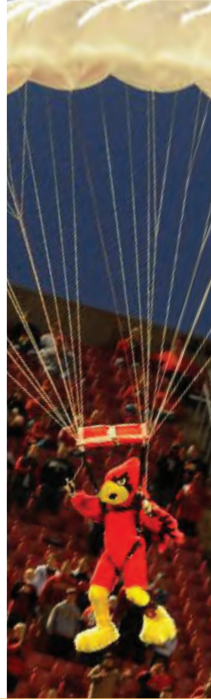
The Cardinal Countdown

As a brand-new Cardinal just being introduced to all that UofL offers, you're probably thinking, "There's no possible way I can do everything happening this year." The Card Book staff is here to help with our picks for UofL's Top 10 list of must-dos:



Fryberger Sing

Not just for Greeks, this charity event is a spectacle in song and dance



Homecoming

Honor the past, present and future as the Cards get ready to own the gridiron



Dairy Kastle

Take a study break and grab a frozen treat from this favorite hangout



Free UofL Sports

Enjoy top-level sports around campus and in Cardinal Park



ULDM

Where else can you dance all night for a cause?

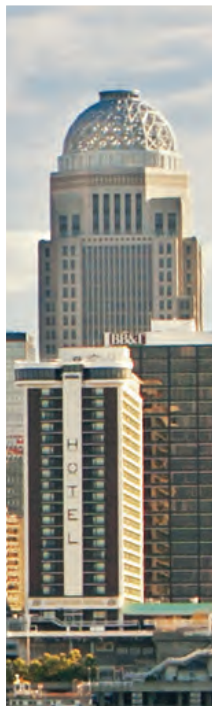
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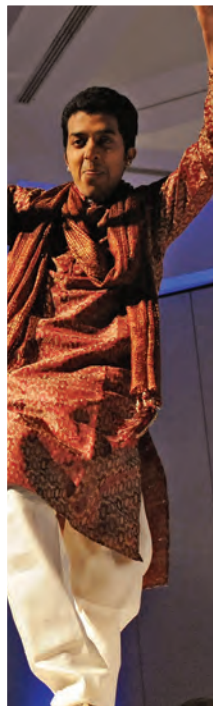
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Explore Louisville

The city offers limitless excitement, from downtown to the Highlands



Get Involved

From the RSO fair to Greek Rush, getting involved will help you get the most out of college life



Thunder Over Louisville

Who can ignore the continent's largest fireworks show?



Kentucky Derby

The greatest two minutes in sports is one of the best times to be in town



UofL/UK Game

The two biggest squads in the Bluegrass collide. Need we say more?

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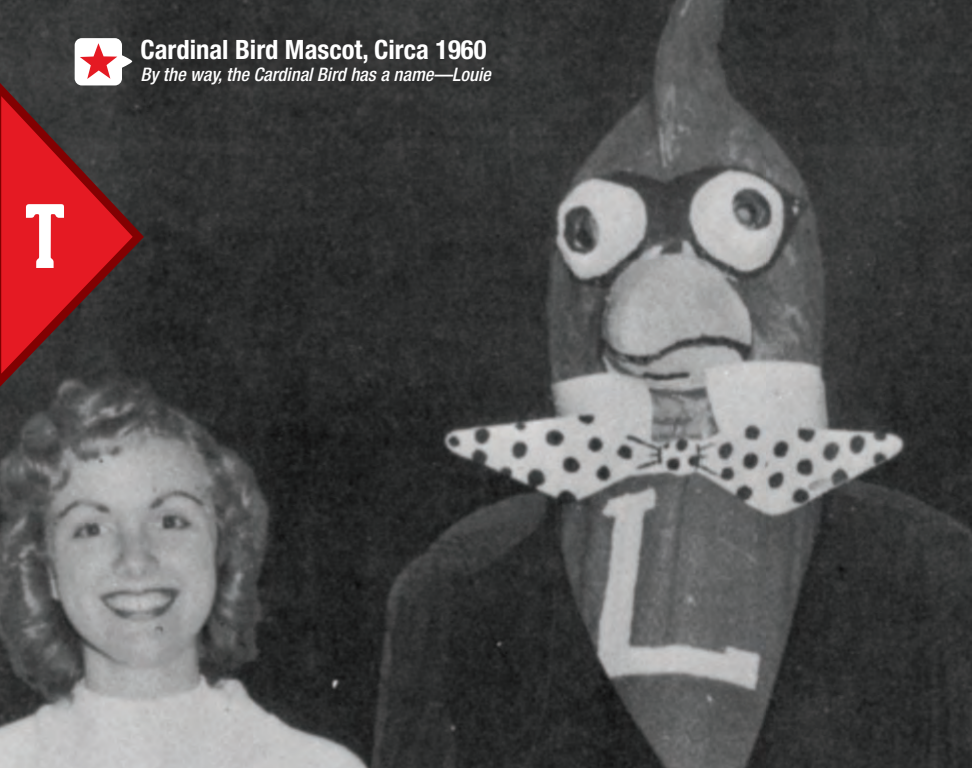
Traditions

Going Old School

You're a little more familiar with campus now and have a list of all of the places you'll want to be seen around town. Now, here are some inside tips on what it means to be a Cardinal. So, warm your hands up. It's time to commence with the Cards cheer, high-fiving and throwing the "L" sign.



T



The Origin of the Species

In a world filled with softie mascots, our Cardinal Bird is not only one of the most recognizable mascots, but also one of the most feared.

With teeth, a menacing snarl, slick dance moves and thrill-seeking hobbies like parachuting, he can strike fear into foes and excitement into fans. And he's been doing this for a century.

The wife of Liberal Arts Dean John Patterson suggested in 1913 that the athletics department adopt the state bird as the university's bird—and the red and black colors.

An official bird, though, does not a mascot make. That happened in 1952 when two female cheerleaders escorted fellow cheerleader T. Lee Adams to

the Home Economics Department and emerged with a cloth Cardinal head that was ready for action. And so, our mascot was brought to life.

Over the years, he adapted, changing his wardrobe from a suit and top hat to just a T-shirt. He's pulled his number of stunts—from laying a papier-mâché egg to now parachuting into Papa John's Cardinal Stadium before every home football game.

Like any athlete, the Cardinal Bird has worked to make himself the best specimen he can be. He's gone from scrawny legged avian to a buffed up bird who can proudly pump his chest in pride. You'll see the bird at most sporting events and, well, lots of other events, too.

By the way, the Cardinal Bird has a name—Louie.

GIVE ME AN "L"

We don't do secret handshakes. That's lame.

To show our school pride and connect with the Cardinal family worldwide, we've got one move: Flashing an "L."

You'll do this when you pose for photos, whenever a UofL basketball player is about to shoot free throws, right before the kickoff in a football game. Really, any time the moment grabs you. So here it goes. Make some mental notes.

Using just your right hand, stick out your thumb to the side while raising your index and middle fingers and bending the ring and pinky. That's it. Try it.

If you're doing this while one of our basketball players makes a free throw, you'll fold your middle and index fingers down and say "swoosh."



The Cards Cheer

You've heard it at games. You've heard it at orientation. Now it's time to live it. In 1913 the Louisville Cardinal Bird was chosen to be the school mascot, and some time after that the CARDS cheer was created—now it's one of the first things new students learn when they come on campus. A trademark at all athletics games and campus events, the cheer also is the universal (and loudest) way to show your UofL pride. There's nothing like it when all of Papa John's Cardinal Stadium yells out these five letters in unison. Many have seen it, and many may have tried it, but only true Cardinals know how to do it right. A quick primer:



Start by "ahhing" (or "ohing") very slowly and progressively get louder and louder.



Put your right arm curved over your head, with your left arm curved to create a "C." Then yell "C!"



Now place both arms above your head to make the shape of an "A" and yell "A!"



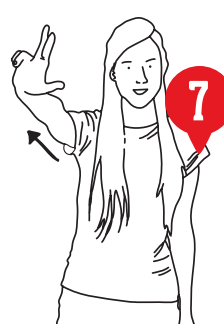
Next have your left arm curved up with your fist on your head and your right arm going diagonally across your body to create the "R" and yell "R!"



Curve your right arm over your head and extend your left arm up so your left hand touches your right hand to create the "D." Now yell "D!"



The "S" is created by curving your left arm up and your right arm down. Now yell "S!"



After you've completed spelling out CARDS, throw up your "L" and yell CARDS!

FIGHT! on you Card-'nals and prove to them that

Name Those Tunes...

OK, maybe you won't make the cut on Glee. But you can still show your UofL pride by singing along with "Fight! UofL" or the classic "All Hail UofL!" Granted, neither of these tunes rate any Top 40 radio play, but when they break out at UofL games and other university functions they still drive Cards fans wild. Both are fairly short and easy to memorize, so take a few minutes to learn them—and the next time you hear them played, don't be shy. Sing along at the top of your lungs. You probably won't sound any worse than the guy next to you.

Fight UofL by R.B. Griffith

Fight now for victory and show them
How we sure will win this game
Fight on you Card'nals and prove to them
That we deserve our fame.
Rah, Rah, Rah!
Roll up the score now and beat the foe
So we can give a yell
With a FIGHT! give them all you've got
For we are with you UofL.

After the song, a drum roll signifies that it's time to stand and holler for your favorite team. The roll starts it, and the band and cheerleaders lead the crowd in the song's closing cheer, spelling out Cards and then rallying together to end the fight song right. Be sure to throw up an "L" at the end.

C-A-R-D-S [3x]

Go Cards, Go!

[short instrumental]

Go Cards!

All Hail UofL by Alan Greener

All hail to thee our UofL
As we stand up for her fame.
All hail to thee our UofL
As we fight to win this game.
Sing praises for a victory,
We wish our heroes well.
All hail the Cardinal Spirit.
All hail our UofL!
All hail!
All hail!
All hail!
GO CARDS!

[toss up the "L" sign here, too]

You can practice along
[and learn the UofL Alma Mater
written by Jimmy Powell and John Young, too] at
uoflsports.com/trads/lou-trads-songs.html

ALL HAIL
TO THEE
OUR UOFL!

T

Can't-Miss Cardinal Traditions

Every college has its share of traditional events. But ours are the best. We've got it all—feasts, parties, sports, drag shows. Here's your official checklist for what you have to attend at least once while at UofL. We'll be looking for you.

- Pink Drag Fashion Show [1]
- Fryberger Greek Sing [2]
- Greek Rush and Recruitment [3]
- UofL vs. UK Football & Basketball Game [4]
- Block Party [5]
- NPHC Step Show [6]
- University of Louisville Dance Marathon [7]
- Ice Cream Social with President & Mrs. Ramsey [8]
- International Fashion Show [9]
- Turkey Trot [10]
- Breakfast for a Buck [11]
- Crawfish Boil [12]
- Spring Football Game
- Diwali
- Relay for Life
- Homecoming
- Alternative Spring Break Trips
- S.O.U.L
- Canoe Regatta





The Lay of the Land

Belknap Campus (not to get you confused, but that's mostly where you're going to be during your undergraduate years) has its share of interesting (and strange) places and their accompanying superstitions and traditions:



Freedom's Muse

Right by the Quad sidewalk leading straight into Ekstrom Library, this mysterious dancer has been the subject of much student interest. Freedom's Muse is a statue depicting a dancer. A gift to the university, some students consider the statue a good luck charm and give it a rub before finals. Some people refer to the statue as the "Library Dancer" or "Twinkles."

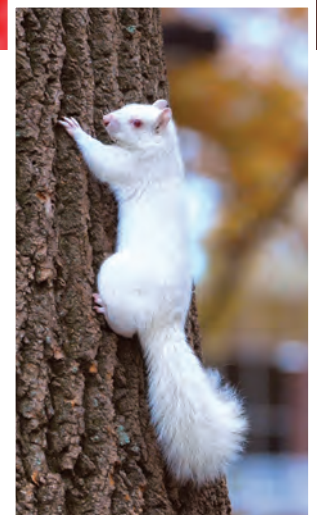


Music Note Collage

On the south side of the School of Music (facing the planetarium, away from Cardinal Boulevard) hangs what appears to be just a big collage of quarter and eighth notes. Don't let it fool you, though—take a few steps back and you'll see it is the shape of a Cardinal flying upward. Keep your ears open for music students cranking out a few notes flying out the windows, too—something that's always neat to hear on a warm, spring day.

White Squirrels

Need a sign that today's going to be better than every other day? Easy. A few white squirrels roam campus. Supposedly, when you spot one, it's a sign of a good day. Or, well, at least you'll feel like you've accomplished something special for the day.





Sand Volleyball Court

Outside of Threlkeld Hall is a sand volleyball court that is typically opened up to all students, faculty and staff. Join in a game if you'd like, but be sure to not show up in class looking like you've been dropped in the Sahara.

Johnny Unitas Statue

Right outside of the Schnellenberger Complex, before the north endzone of Papa John's Cardinal Stadium, stands the legendary NFL quarterback himself. One of UofL's most celebrated athletes, Johnny U's number 16 jersey is the only Cardinal football jersey to be retired along with the number, too. This statue helps commemorate Unitas' stellar career, as football players give him a rub for good luck before taking the field.



Brandeis' Ashes

As the first Jewish person named to the U.S. Supreme Court, Louisville native Louis Brandeis is one of the city's most famous historical figures. Brandeis graduated from Harvard Law School in only two years, with the highest GPA in the school's history. Many landmarks throughout the city bear the Brandeis name, and his legacy also lives on with the donation of his many scholarly works

to UofL's Law Library. The ashes of Brandeis and his wife are buried beneath the portico at the entrance to the law school, which is named in his honor. Law students place coins over Brandeis' final resting place before finals in the hopes of conjuring up his legendary wisdom and passion for their own work.

T

Think you know about UofL's Thinker?

He's a masterpiece among us—the real deal. The Thinker statue that sits in front of Grawemeyer Hall is the first large-scale bronze cast of The Thinker. French sculptor Auguste Rodin personally supervised the casting in Paris. It came out of the mold Dec. 25, 1903, and was completed in early 1904. The Thinker design has been cast many times. Eight casts were made before Rodin's death in 1917. As the first large-scale Thinker ever cast, UofL's Thinker claims priority as the most original.

He has been around.

Rodin sent The Thinker to the 1904 World's Fair. It was owned privately in Baltimore and later was displayed in the Walters Art Museum there. When

Baltimore purchased another Thinker, the museum sold the sculpture to the estate of lawyer and art lover Arthur Hopkins, which bought it for the city of Louisville. The city decided to put The Thinker at UofL. The Thinker has sat in front of Grawemeyer Hall since 1949.

He used to be green.

Acids in rainwater reacted with copper compounds in the bronze to give him a green patina. Between December 2011 and February 2012, conservators cleaned the corrosion and gave him a black-over-green patina similar to that on other versions of The Thinker.

The Thinker goes way back.

The origins of The Thinker date to 1880. Rodin originally conceived of The Thinker as a statue to be installed at the top of

a pair of monumental doors he'd been commissioned to design for a museum of decorative arts. He envisioned the figure as "The Inferno" poet Dante looking down on hell. Rodin called the entire piece The Gates of Hell. Rodin refined the design over the next 20 years, although it never served its original purpose.

He's recognized everywhere.

Many art historians consider The Thinker to be the most famous sculpture in the world. Its image has been used in media campaigns and it even played an important role in the early days of television when it was incorporated in a popular TV show called "The Many Loves of Dobie Gillis," set on a college campus.



The Thinker

Our Thinker is the first large-scale bronze cast of Rodin's Thinker



THE THINKER
BY AUGUSTE RODIN
A GIFT TO THE PEOPLE
OF LOUISVILLE BY THE
HILLMAN

What's Your UOFL IQ?

Think you know all about your college? Test your knowledge by taking this UofL trivia test.



- In what year did eight prominent Louisvillians declare their intention to establish Jefferson Seminary—the predecessor to the University of Louisville?
- In 1846 the state legislature created the University of Louisville proper when the Louisville Medical Institute (forerunner of the School of Medicine) and the struggling Louisville Collegiate Institute merged at “University Square” at Eighth and Chestnut streets. What other school was added at that time?
- What 1868 UofL law graduate is considered the father of Louisville’s park system? Hint: His statue now stands in Cherokee Triangle in tribute.
- Who became UofL’s first female full professor and director of the new Kent School of Social Work in 1936?
- What was the name of the all-black college that was merged into the University of Louisville in 1951, integrating the university?
- What former UofL basketball player claimed he invented the “high five” and coined its name?
- In what year did the University of Louisville men’s basketball team NOT make the NCAA Final Four?
- What was the name of the successful 10-year strategic plan UofL launched in the late 1990s after the Kentucky General Assembly approved HB1, which mandated that UofL would become a premier metropolitan research university by 2020?
- Who was the world’s first recipient of the totally self-contained AbioCor artificial heart, implanted by UofL surgeons Dr. Laman Gray Jr. and Dr. Robert Dowling on July 2, 2002?
- Who became UofL’s first female recipient of the prestigious Rhodes Scholarship in 2009?

1975	2005
1981	1959

Answers:

1798. (Jefferson Seminary opened 15 years later, marking the beginning of the advanced level of education for the young people of a frontier settlement barely two decades old.)
- The law school
- John Breckinridge Castleman. (As the city’s first parks commissioner, Castleman is credited with bringing Frederick Law Olmsted to Louisville in 1890 to work on its parks design. Castleman also donated land for Cherokee Park.)
- Margaret Strong
- Louisville Municipal College
- Derek Smith. (Smith’s claim was recorded in the P. Dickson’s 1989 Basketball Dictionary: “The origin of the gesture and the term were claimed by Derek Smith of the University of Louisville basketball team, which won the NCAA championship in the 1979–80 season. Smith was quoted [widely] to the effect that he and two fellow Georgians on the Cardinal squad, Wiley Brown and Daryl Cleveland ... [created the] high five during pre-season practice and introduced [it] to the nation in 1979.”)
- 1981
- Challenge for Excellence
- Robert Tools. (Tools of Franklin, Ky., lived for 151 days after the groundbreaking procedure.)
- Monica Marks



Return to the Nest

The UofL Alumni Association and a bunch of student groups get together to throw an epic party each fall. It's Homecoming, and it's the one time of year when students, faculty, staff and alumni from around the globe gather on campus to celebrate. There are a ton of events—culminating with the big tailgate before the football game. This might be the biggest thing we do each year to celebrate who we are. Here's what you can expect:

So You Think You Can Dance?

You'll get a couple of opportunities to prove it, both sponsored by the National Pan Hellenic Council. The first is the Student Homecoming Dance, which takes place in the SAC. Next, check out the talent in the NPHC Step Show. This spectacular event features fraternities and sororities competing in choreographed performances. There's some amazing talent on display, and a lot of fun for all.

Rock the Block

What's Homecoming without the annual Block Party and a little bed racing, jousting and carnival rides, too? It just wouldn't be the same, as anyone who's ever attended a UofL Block Party knows. Still not convinced it's for you? How about if we throw in free food and music, or the fact that this is the largest student event of the year?

Check out all of this year's Homecoming activities including dates and time at uoffalumni.org.

Foamin' at the Barn

See the Red Barn get turned into a giant bubble bath at the Foam Party. We're not sure how—or why!—it began, but the Foam Party has been popping up during Homecoming week for more than a decade now.

Put Some SOUL in it

This is your chance to make a difference. Each Homecoming, students, faculty, staff and alumni join together in a SOUL (Student Outreach Uniting Louisville) community service event the Office of Civic Engagement, Leadership and Service sponsors. In the midst of your celebration, take time to give back.

A Main Event

Our off-campus Homecoming party moves to Main Street—more specifically, the YUM! Center Plaza—this year. Preceding the Red-White basketball scrimmage, UofL fans will gather for a party on the plaza and for special deals at nearby restaurants and museums.

Wear Red to Be Fed

Enjoy hotdogs and burgers for the mere price of wearing red at the Wear Red to Be Fed Homecoming Cookout. SOAR (Student Organization for Alumni Relations) and SAB co-sponsor the event.

Celebrating Our Best

We celebrate the Cards who've given back in the biggest and best ways during the Alumni Fellows dinner. Each school at UofL nominates its alumni fellow (someone who's made a lot of professional accomplishments or contributed to UofL's success). Out of all of the fellows, one is selected as alumnus of the year. All of these folks are recognized at a dinner the Thursday before the football game.





★ Rick Pitino



★ Charlie Strong



★ Jeff Walz

Card Nation

A Fan's Guide to UofL Sports

Louisville First, Cards Forever

In 2010, with a shot at the national championship on the line, fans of UofL's men's soccer team packed Cardinal Park to the brim to cheer their team to a 5-4 victory over UCLA. There wasn't a seat left in the park, and many fans stood outside hoping to catch a glimpse.

Did we mention this happened in December? And the temps were freezing? And it was snowing?

UofL fans are fanatics. We pack the home fields (women's basketball, men's basketball and men's soccer rank in the top six nationally for attendance) and travel to all corners of the country to cheer on the Cards (New York, New Orleans, Miami, Portland and everywhere in between).

Athlete or not, as a UofL student you'll be living and breathing all things UofL sports while on campus and in the city. UofL sports has a long tradition of greatness, and it just keeps getting better. Since joining the BIG EAST conference in 2005, UofL has had more than 640 All-Big East performers, produced more than 100 All-Americans and won 50 league championships.

Over the last six years, UofL is the only school in the nation to achieve:

- Men's NCAA Final Four
- BCS Bowl Win
- NCAA College World Series
- Women's NCAA Women's National Championship Runner-Up
- NCAA College Cup Soccer National Championship Runner-Up



Shoni & Jude Schimmel
Women's Basketball

- In 2009, Coach Jeff Walz and senior All-American Angel McCoughtry, who broke every major UofL basketball record during her amazing career, led the women's basketball team to the NCAA finals, the first time in school history. She now plays in the WNBA and was named to the 2012 U.S. Olympic team.
- And you can't forget football. This is where the great Johnny Unitas played college football. He completed 245 passes for 3,139 yards and 27 touchdowns for the Cards from 1951 to 1954 before going on to an 18-year career in the NFL. Lee Corso, now a football analyst for

ESPN, started his head-coaching career here. For a time, UofL was considered "Linebacker U," producing such greats as Doug Buffone, Tom Jackson and Otis Wilson, who all went on to stellar pro careers. Coach Howard Schnellenberger brought the football program back from the brink of extinction in the 1980s, eventually leading the Cards to a 1991 Fiesta Bowl championship over Alabama. The Cards won the Orange Bowl in 2007. And every year Charlie Strong has coached at UofL, the team has traveled to a bowl. It makes for a nice trip for fans during winter break.

But our legacy goes way beyond last years' success. Consider this about our three major spectator sports.

- Under legendary Coach Denny Crum, the men's basketball program reached dynasty status in the 1980s when the Cards won the NCAA National Championship twice (1980 and 1986) and went to the Final Four four times in six years. The 1980 team, the "Doctors of Dunk," was led by the legendary Darrell Griffith. (Keep your eyes peeled for Crum and Griffith on campus – they both work here.) Under Coach Rick Pitino, the program has continued to flourish, including two appearances in the Final Four.



Men's Soccer

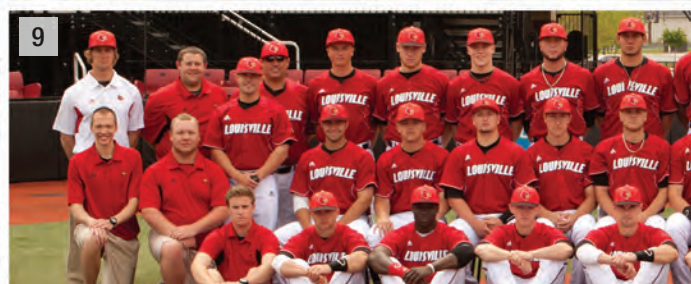
2010 NCAA College Cup Soccer National Championship Runner-Up

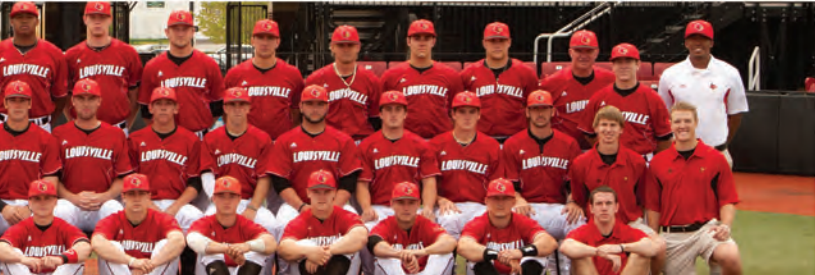
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BIG EAST *Dominance*

Want to talk about commanding a conference? During 2011-2012, UofL teams won a school record 10 BIG EAST titles, more than any other school. This year, we're going for them all.

- Women's Softball (1)
- Women's Soccer (2)
- Men's Basketball (3)
- Women's Swimming/Diving (4)
- Women's Volleyball (5)
- Women's Outdoor Track & Field (6)
- Men's Tennis (7)
- Men's Football (8)
- Men's Baseball (9)





Wicked Rivalries

Every school has that one famous rivalry—the “other school” that you just can’t wait to beat. The winner of these (hopefully) friendly competitions earns the type of respect that can sometimes reach godlike status. UofL, with its top-notch athletics teams and passionate fan base, has more than its share of famous rivals.



University of Kentucky

It’s more than the smack-talk. It is a way of life. When the Cards and Wildcats met in the men’s basketball Final Four last season, it seemed like the entire country shut down for a week in preparation for the game. The intense rivalry between two schools less than 100 miles apart captivated the country. Families stopped speaking. Friends alienated one another. The Cards/Cats’ rivalry extends beyond our schools and into the culture of Kentucky, where it is revered and anticipated year-round by people statewide. Kentucky is our biggest rival, plain and simple. With the annual hoops showdown and the season-opening Governor’s Cup football game taking the cake, attending UofL–UK games in any sport is a must-do during your time on campus.

Men’s Basketball:

Battle of the Bluegrass

- Rated by many sports journalists as one of the best rivalries in college sports
- Game dates back to 1913
- Did not become an annual game until after the 1983 Elite Eight “Dream Game,” when Coach Denny Crum’s Cards won 80–68 over Joe B. Hall’s Cats in overtime to advance to the Final Four
- Game typically occurs toward the end of both teams’ non-conference schedules in late December
- Rivalry has intensified since 2000 when Rick Pitino, the Cats’ former coach, took on the head coaching job at UofL
- The 2010–11 Battle of the Bluegrass was the first hosted in the KFC Yum! Center

- The two teams met in the 2012 men’s Final Four for the first time. The Cards lost, but expect them to come back with a vengeance during the 2012–13 season. UofL is No. 1 in many pre-season polls

Football: Governor’s Cup

- Game dates back to 1912
- Did not become an annual game until 1994
- Governor’s Cup trophy presented to winner of game by the governor of Kentucky
- The game opens the season for both teams when played at Papa John’s Cardinal Stadium; however it is not the season opener for either when played at Kentucky
- Traditionally the team that won the Governor’s Cup lost the following Battle of the Bluegrass basketball game—until 2003 when the Cards took the hoops crown as well
- Coach Strong and UK coach Joker Phillips are friends—except for the week of this game



FOLLOWING THE FORMER CARDS

As a UofL diehard, you'll continue to follow the Cards even after they leave campus. Here are a few of our most loved athletes who've taken it to the next level:

- Deion Branch**, New England Patriots
- Michael Bush**, Chicago Bears
- Harry Douglas**, Atlanta Falcons
- Eric Wood**, Buffalo Bills
- Angel McCoughtry**, Atlanta Dream
- Earl Clark**, Orlando Magic
- Francisco Garcia**, Sacramento Kings
- Terrence Williams**, Sacramento Kings
- Wesley Korir**, Boston Marathon winner
- Cindy LaCrosse**, LGPA tour
- Adrian Cann**, Toronto FC
- Freddie Braun**, Portland Timbers
- Aaron Horton**, Columbus Crew
- Nick Deleon**, DC United
- Austin Berry**, Chicago Fire
- Colin Rolfe**, Houston Dynamo
- Kenney Walker**, LA Galaxy

University of Cincinnati

Right up I-71 is the University of Cincinnati and its Bearcats—natural Cards rivals due to the school's proximity and common conference affiliation. But the successes of both teams' athletic programs have kept this rivalry hot, too. Whether watching UofL take on UC in basketball or watching the annual battle for the Keg of Nails on the gridiron, the Cards-Bearcats contests are always throwdowns.

Football: Keg of Nails

- Possibly UofL's oldest and longest-running football rivalry
- Trophy is a replica of a keg used to ship nails
- Rivalry initiated by fraternity brothers on both campuses in 1929, declaring the winner "tough as nails"
- Winners hoist the keg after the game and return it to campus for a year
- UofL and UC have been in four conferences together: Missouri Valley, Metro Conference, Conference USA and the Big East



Basketball

- The Cards and the Bearcats compete annually during Big East Conference play, with each contest bringing out the best in our fans
- Heightened during the years that Coach Bob Huggins was with the Bearcats, the matchup remains one of the biggest games on the schedule and in the conference

Watching the Action

Excited? Charged up? Ready to wave a big head in the stands and do the Cards Cheer? Well, here's how to go.

Go to any UofL sporting event—excluding football and men's basketball—and flash your UofL ID. You'll get in free. To get student priced tickets to men's basketball and football games, call the Ticket Office at (502) 852-5151.

Ticket in hand, you're ready to watch at these venues.

KFC Yum! Center

The state-of-the-art KFC Yum! Center is a \$238 million arena located on Louisville's scenic riverfront in the downtown district that in its first year staked its claim as the best basketball venue in the nation. The 22,000-seater hosts both the men's and women's teams and will be home to classic match-ups against many national powerhouses during your tenure at UofL. The court

is named in honor of our longtime, hall of fame coach, Denny Crum, who often will be seen sitting a few rows up from midcourt. This season, the arena will also host 15 UofL volleyball matches including an anticipated match against powerhouse Penn State. In December 2012, the KFC Yum! Center will also host the national volleyball championships. Make sure to get a seat in "The Nest," our student section.

Papa John's Cardinal Stadium

Papa John's Cardinal Stadium, or "The Oven" as students like to call it, is the realization of a dream by former Cardinal football coach and program revivalist Howard Schnellenberger. Taking over the squad during a tough stint, Coach Schnellenberger envisioned big things for UofL's football program, one of which was a new stadium. UofL jumped on Schnelly's challenge, building Papa

John's Cardinal Stadium and opening it in 1998 with a little help from trustees and "Papa John" Schnatter. Since then, it has become one of the most exciting places to be in the Big East, with high-flying offenses and big-time games. The Brown and Williamson Club on the west side of the stadium is home to many events, including a speech made by Vice President Joe Biden. Expect the 56,000 seats to be packed again this fall as fans cheer Coach Charlie Strong's team.

Jim Patterson Stadium

Cardinal baseball has taken off recently, finding unprecedented out-of-the-park success with the team winning Big East conference titles, achieving national rankings and finding its way into both the NCAA Tournament and a College World Series in 2007. Housing the Cardinal nine is Jim Patterson Stadium, a new, but familiar, setting for some of the best college baseball has to offer. Built in





KFC Yum! Center

Make sure to get a seat in "The Nest," our student section



T



2005, the field has been home to NCAA Tournament games as well as exciting regular season action. During the spring and summer, the baseball Cards are one of the hottest tickets in town.

Park It at Cardinal Park

Love watching power kicks, lightning fast speeds and towering home runs? Don't miss a game at Cardinal Park. Located across the street from the SAC on Floyd Street, Cardinal Park boasts some of the finest athletics facilities in the nation. The middle of Cardinal

Park is where the men's and women's soccer teams play, bringing out huge crowds for exciting action. Ulmer and Trager Stadiums, which house UofL's softball and field hockey teams, have hosted battles between nationally ranked teams and conference tournaments. The park also has a sand volleyball court, basketball courts and a jogging track for use by UofL students and the community. So grab your friends and go see some intense Cardinal competition, or simply take a breezy jog through the park.

Some other spots to watch the Cards compete:

- Women's Volleyball – Cardinal Arena, located inside the SAC
- Swimming – Wright Natatorium (note—you can also take a dip here)
- Lacrosse – UofL Lacrosse Center, next to the Yum! Center on Floyd Street (not the arena on Main Street)

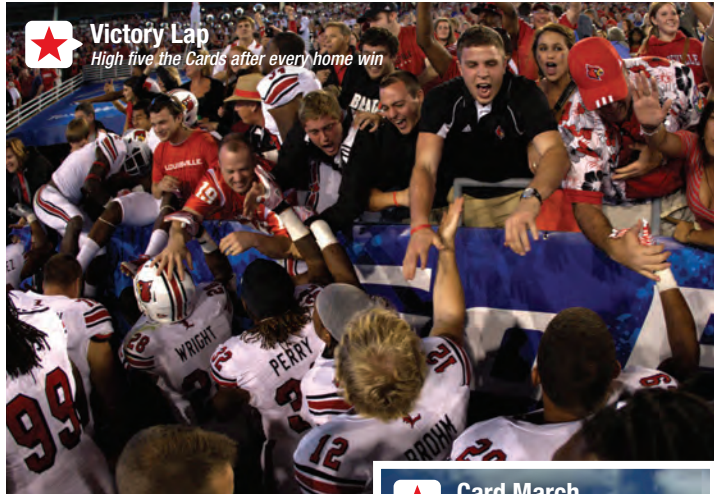
Fans & Fanatics

Card March

Just can't wait to get your first look at the Cards before they take the field? A few hours before kickoff, the Cardinal football team makes its entrance through the parking lot of Papa John's Cardinal Stadium in front of hundreds of screaming fans. Led by the Marching Band, the players march from the team bus to the stadium, getting fans and the team pumped for kickoff. Be sure to get there early if you want an inside view of the players or Coach Strong—fans can and will pack the area.

Victory Lap

UofL's football team knows its fans and the atmosphere are a big part of victories at Papa John's Cardinal Stadium. In a tradition that dates back to Coach John L. Smith, players make sure to thank and celebrate with their fans with a victory lap. Just after the game, the team winds its way around the lower bowl, and players reach up to the crowd to share high fives, handshakes, hugs and thanks. If you're lucky enough to be close to the field, makes sure to stick around for a bit after the game.



Victory Lap

High five the Cards after every home win

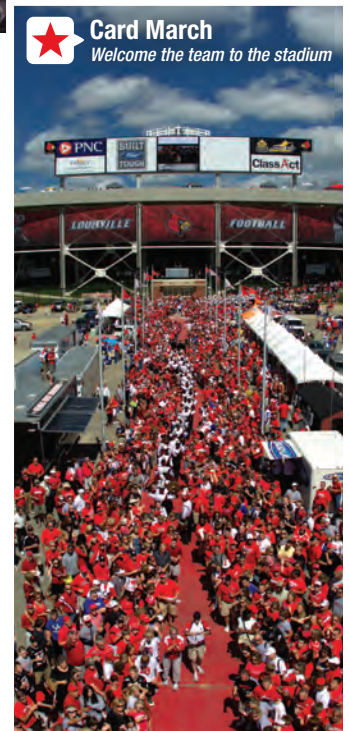


Card March

Welcome the team to the stadium

Spring Peek at the Strong Hold

It's never too early to experience the action and thrills that come along with Cardinal football. The Spring Game, which normally occurs in April, is the public's first look at Coach Charlie Strong's new team. There's a lot of anticipation, curiosity and screaming Cardinal fans. The offense and defense square off against each other in a Red-White matchup that also gives fans a chance to practice their tailgating and cheering skills in preparation for the fall. Season tickets for football and men's basketball are also distributed at this event. Marking the end of classes, the Spring Game is a great tradition to end a semester and start anticipating some fall fun.



White Outs & Red Outs

Once or twice during the basketball season, UofL fans are asked to really get in on the action. Asked to either wear white to the game for a White Out or red for a Red Out, fans paint the arena white or red during big, eagerly awaited matches during the season. The bold colors create a stirring sight—rallying the Cardinal base and overwhelming our opponents. Even Coach Rick Pitino gets involved, donning a white suit for the White Outs. Red Outs and White Outs are some of the coolest scenes you will ever see in Cardinal sports—made even better by the fact they usually are reserved for only the biggest of games.

Super Fans

Every stadium or arena has its characters, making the game not the only action to watch. In particular, look for the “Running Back and Forth Guy” (behind The Nest) at the KFC Yum! Center. Also be on the look out for the fans who dress in head-to-toe, spandex body suits or just go for full body paint. At a lot of events, you'll also see people carrying “Big Heads” of their favorite players or coaches. And if you're at the KFC Yum! Center, make sure to keep your eyes peeled. Your or your friends might get caught on the dance cam.

My Old Kentucky Home

So what does the state song have to do with UofL athletics? It's played at every UofL home football and basketball game, along with the Call to the Post. Here's something else: You probably knew that the singing of My Old Kentucky Home signals the start of the Kentucky Derby race each year. But did you know that it's played by the UofL Marching Band? And a final trivia note: UofL alum Steve Buttleman is Churchill Downs' official track bugler and as such plays the Derby's Call to the Post.





The Biggest Fans

You're a fan. But some people spend most of their collegiate careers rooting for the teams that wear red and black. Meet them—the bands, cheerleaders and dance team.

Marching Band

The Marching Band, comprised entirely of students, performs before home football games and during halftime. Regardless of where you hear or see them, the Marching Band always puts a special accent on Cardinal spirit. The roll of the drum line and the playing of "Fight! UofL" gets Cardinal fans going and ready for victory on the football field. The band also plays annually at the Kentucky Derby and performed at the 2008 Ryder Cup Opening Ceremonies at Valhalla Country Club in Louisville. In 2007, the band was featured on the show "Extreme Makeover: Home Edition"



when trumpeter Patrick Henry Hughes and his family received a new home. As a bonus, the show renovated the band's practice facility.

The Pep Band

The UofL Pep Band performs at all athletic events. Its performances are one of the most thrilling and signature events of a Cardinal basketball game. You can also find them at some away games and NCAA Tournament games. From the playing of "Fight! UofL" as the team takes to the court for warm-ups to its vast repertoire of pop hits, the pep band provides good tunes and a thunderous atmosphere for fans.

Spirit Champs

Which UofL teams have the most national titles? With about three dozen combined national championships, it's the UofL Cheerleading Squad and Ladybirds dance team. In fact, the cheerleaders made history in 2009 as the first program ever to sweep all four competitions at the NCA/NDA National Championship—the Big Kahuna of spirit team championships—and they did it again in 2011. The Ladybirds dance team also picked up its fifth consecutive and 10th overall national championship at the same event. They've continued raking in awards ever since.

Traditional Don'ts

It's easy to get caught up in some of the fun things to do in college. But here are a few things you don't want to do during your time at UofL:

T



Wear a UK shirt to Campus

This is often a hot button issue among students. Wearing UK or any other opposing team's shirt on campus (especially on game days) may get you some unwanted attention.



Walk on the Cardinal Birds

You should already know this from orientation. Stepping (or stomping, for that matter) on the bird isn't cool. Ask a University of Cincinnati football player; They did it once and lost 70-7.



Leave Games Early

It's a fact of life: You win some, and you lose some. In this case, be sure you stick around to the end to show you're a true Cardinal fan. Nobody wants to be a fair-weather friend who's more concerned with beating the traffic than showing your team spirit.



Sit Down in the Student Section

Stay on your feet at all Cardinal games in The Nest to show your school spirit and excitement. Besides, if everyone else is standing, you're not going to be able to see anything sitting down anyway!

T

1798

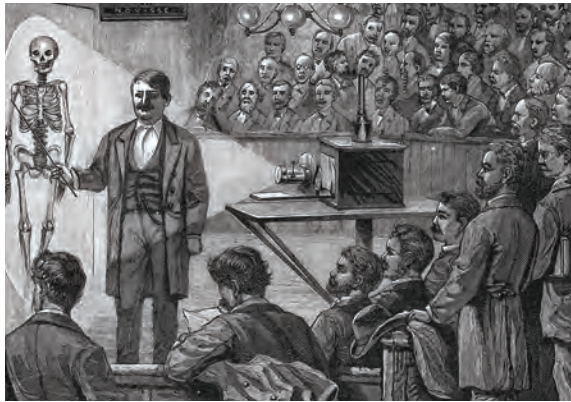
On April 3, 1798, eight prominent Louisvillians declared their intention to establish Jefferson Seminary—the predecessor to the University of Louisville. Fifteen years later when the seminary opened, it marked the beginning of an advanced level of education for the young people of a frontier settlement barely two decades old.

1837

The year 1837 saw the creation of Louisville Medical Institute (the forerunner of the School of Medicine) and Louisville Collegiate Institute.

1846

In 1846 the state legislature created the University of Louisville proper, combining the medical school, the college and a new law school.



1937

Although water surrounded the Belknap Campus, UofL housed and fed many refugees during the 1937 flood.

1943

By 1943, many of the country's young men were fighting in World War II and UofL nearly closed due to lack of enrollment. But the Navy V-12 program for commissioned officers kept UofL afloat.

1951

After the war, a movement began to close Louisville Municipal College and desegregate the university. This was accomplished in 1950 and 1951. Charles H. Parrish Jr. became UofL's first African American faculty member when he joined the sociology department after LMC closed.



1907

In 1907 there was a revival of the College of Arts and Sciences. A much more vibrant university added new programs—the Graduate School (1915), School of Dentistry (1918), Speed Scientific School (1925), University College (1928–1982), Louisville Municipal College for African Americans (1931–51) and the School of Music (1932).



1927

In 1927 the university named its new campus after William R. Belknap, whose family provided funds to purchase the property.

1936

Margaret Strong became UofL's first female full professor and director of the new Kent School of Social Work in 1936.



1959

First NCAA appearance for men's basketball.

1969

Once the site of a wagon wheel factory on the edge of Belknap Campus, the Red Barn opened. It has been a social hangout for students since the late 1960s, hosting concerts, parties and many other events.

1970

In 1970 UofL joined the state system and immediately saw an explosion in growth and mission. Its 9,500 student enrollment quickly grew to over 20,000. A building boom followed as Belknap Campus mushroomed to the north with new classroom buildings, a library, buildings for the College of Business, College of Education and Human Development, and School of Music, and a new Student Activities Center among the additions. UofL also added several academic units, including justice administration, the School of Nursing and urban and public affairs.



T

1971

Denny Crum hired as men's head basketball coach.



1980

Coach Denny Crum and All-American Darrell Griffith led the Cards to the NCAA title.



1984

H. Charles Grawemeyer established the first of five prestigious international awards.



1986

NCAA Champions in men's basketball.



2001

Dr. Laman Gray led a University of Louisville team that implanted the first fully portable artificial heart, one of many firsts that have come from the UofL Health Sciences Center since the implementation of the state's "Bucks for Brains" research funding program.



2006

Football team won the Orange Bowl.



2008

UofL declared victory on the Challenge for Excellence and unveiled the 2020 Plan, which outlines five areas of focus through the year 2020. To achieve these goals, the university is recruiting its best students, faculty researchers and staff members and dramatically improving facilities across all three campuses.

2011

Louisville philanthropist Owsley Brown Frazier donated \$25 million through the Charting Our Course campaign. The donation is the largest ever made to UofL by a person and is also believed to be the largest outright gift to any Kentucky college or university

1990

The Swain Student Activities Center opened in 1990 to provide recreation, service and dining areas for the burgeoning campus population. Standing next to the SAC, the Alumni Clock Tower rises 150 feet in honor of UofL's former and current students.



1991

Football team won the Fiesta Bowl.



1997

The Kentucky General Assembly approved HB1, which mandated that UofL would become a preeminent metropolitan research university by the year 2020. In response, UofL launched the Challenge for Excellence 10-year strategic plan, focused on improving the quality of students and faculty, increasing research and spurring economic development.

1999

Nation's first successful hand transplant was performed at Jewish Hospital by a team of doctors from UofL, Jewish Hospital and Kleinert, Kutz and Associates Hand Care Center.



2011

UofL students approved a fee to build a new 128,000 square foot Student Recreation Center, to open in 2013.



2012

Kentucky approved a new tax increment financing district that could provide more than \$1 billion to UofL over the next 30 years. The TIF is expected to further spur economic development in the area around Belknap campus.

2012

You arrived at UofL.





Campus Life

Chapter

03

Beyond Books

Take out your headphones. Put down the laptop. While we fully advocate making the best grades, if you're spending all your time in your room typing or reading away, you're not really getting the full experience of what this university offers. There are student groups to join, volunteer opportunities and offices across campus to help you with whatever you need. So, open the door, walk outside and let's see what we can get into.

Get in on the Action

Like musical theater? Think you've got the chops to debate? Want to make UofL and the world a little greener? Whatever you want to do, we probably have a student group or office to help you explore your interests deeper. With hundreds of Recognized Student Organizations (RSOs), it's easy to find something you are interested in outside of classes and to make some friends. Don't see anything that interests you? Start your own RSO if there's something you and your friends want to try.



Sorority Bid Day

Awaiting new members on the Great Lawn

Go Greek!

Stereotypes aside, joining a fraternity or sorority is one of the best ways to get involved, to network and especially to make new friends on campus. Many UofL Greeks have gone on to be successful in their careers and become major contributors to the university and its well-being. UofL offers a diverse list of 30 fraternities and sororities, and each has a positive impact on campus and the local community. Be sure to attend Fraternity Rush and Sorority Recruitment to find out more about these exciting organizations and their opportunities. Remember, free food and good times are always a plus.

RSOs

Check out more than 400 RSOs on campus, whose focuses include academics, athletics, social, political, ethnic, professional, religious and other topics. No matter their subject, they all share at least one thing in common—they offer you a way to connect and have some fun. Student Activities can put you in touch with a group that matches your interests. Stop by the office in the SAC or visit louisville.edu/studentactivities.

Religious Life

More than 30 religious organizations can be found on campus, representing a variety of beliefs and denominations. More than 20 religious life advisers/ministers are available to help students explore and support their spiritual and religious needs. These organizations also host a variety of events throughout the year.

GETTING STARTED

- Ask someone about things going on around campus [RAs, First Year Guide, friend, teacher, anyone]
- Check out bulletin boards around campus [there are usually fliers for organizations and clubs]
- Go to the SAC and check out the Student Activities Office



Honors Program

Students who demonstrate potential for high levels of achievement find multiple opportunities for academic and personal development in the University Honors Program. Nearly 1,200 students are currently involved in honors work, with 750 students enrolled each semester in honors courses and seminars. Visit us online to learn more at louisville.edu/honors.

Cultural Center

The Cultural Center is a hub for students of all backgrounds looking for a place to connect. The center itself offers programming for events like roundtable talks and lectures, and advises student groups. No matter your background, the staff at the center can point you to various student groups that interest you. The center is also a great place to stop by and hang out between classes.

Office of LGBT Services

The University of Louisville's Office for Lesbian, Gay, Bisexual and Transgender (LGBT) Services is a walking, talking positive force focused on one thing—helping students have a great experience, no matter who they are. The office works to strengthen and sustain an inclusive campus community that welcomes people of all sexual orientations, gender identities and gender expressions. Make sure to check annual events like Pride Week and Alternative Thanksgiving. The office is located at The Intersection in the Red Barn.



C



Canoe Regatta
This 30 year-old tradition continues on

Intramurals and Recreation

Looking to stay in shape? Need to blow off some steam on the basketball court? Maybe find some enthusiasts who share your passion for ultimate frisbee? Check the Intramural And Recreational Sports program. UofL's Intramural and Recreational Sports Office offers more than 50 activities each year—including kickball, tennis, dodgeball and flag football. If you're interested, you can form your own team to participate or join a "free agent" list and get picked up by a team looking for a few extra members. Like getting involved in other student groups, students who make a connection with different activities often have higher rates of academic success because they enjoy the feeling of belonging they share with the university. So don't just play—get engaged. Check out Intramurals action at louisville.edu/intramurals.

Annual Events

Here are some of our annual intramurals events. Even if you're not participating, they're worth checking out.

Turkey Trot

The annual Turkey Trot cross country race is the oldest, consecutively run road race in the state of Kentucky. The race, which winds its way through campus, was first run in 1954 and has been held every year since.

Canoe Regatta

UofL never sends you up a creek without a paddle, or at least not without your friends on board. The annual Canoe Regatta has been held for more than 30 years.

Track & Field

Track and field intramurals aren't exactly found on every college campus. But thanks to our new track complex, UofL's has grown into a signature event. Every year up to 150 students run, jump and throw in our meet. Times are displayed on an electronic board along with results and any new records that are established.

Beyond Intramurals

Intramurals just not cutting it for you? Sports clubs are student organizations that allow you to participate in a sport at a higher level than traditional intramurals programs. Clubs practice weekly and often compete against other clubs. Our sports club program has been in existence since the 1950s when the fencing club began. The program now has 22 clubs ranging from martial arts to ballroom dance.

Things to know and love about Intramurals

Keeping It Clean

Prior to every contest in the intramurals program, officials for that event read a sportsmanship statement to all participants. Keeping it clean is always important to UofL Intramurals, emphasizing the priority for behavior that creates a positive atmosphere for all participants. Some participants have gotten to the point where they can recite the statement from memory.

Making the Mendy

The competition winners aren't the only recipients of awards in UofL Intramurals. For the past 23 years at its awards luncheon, the Intramurals Department has recognized achievement in areas such as sportsmanship and leadership along with the winners of the

competitions. Officials and intramurals chairs who have done an outstanding job over the just-completed year are honored. The highest award bestowed by the department is the Mendy Award. Named after former director Ellis J. Mendelsohn, the award is given to male and female participants who embody the qualities that Mendelsohn valued the most.

Wall of Fame

All winning participants in every intramural program since the 1960s have had their pictures included on that year's Wall of Fame, on display in Crawford Gym, Humana Gym and the SAC. Many alumni bring their families to look up their pictures and share the memories.

Facilities

Offering all types of activities from the very active, such as basketball and weight lifting, to the passive, such as billiards, our informal recreation program has made facilities available to students for more than 60 years. The combination of activities and facilities attracts more than 400,000 users every year.

Cardinal Corner Game Room

Shoot some pool, play ping-pong or just lounge around with friends in this room found on the SAC's third floor.

Gym

A lot of Intramurals action goes down in the SAC gym. With racquetball courts, workout areas and multiple basketball courts, it's fully equipped to suit whatever athletic need you might have. You'll need your student ID for free admission.

Intramural Fields

Out past the Old Eastern Parkway overpass are two intramural fields, site of many of the outdoor intramural sports.

Coming Soon

Certain to make an immediate impact on the quality of life for our entire UofL community, a new, 128,000 square-foot Student Recreation Center is under construction and scheduled to open during the 2013 fall semester. In addition to greatly enhancing the availability of courts and fitness areas, the new center will feature assets never before available on our campus such as an indoor multi-use MAC court and an outdoor turf field. You can follow progress of the new center by visiting louisville.edu/reccenter.



SGA: The Voice of the Students

The governing organization for the UofL student body, Student Government Association (SGA) is vital to student life and involvement on campus. SGA representatives serve as the student-elected voice of the student body. Promoting student engagement in college life, a high-quality campus and a sense of community between the university and its students, SGA has a huge role in how new programs and services happen. It is responsible for everything from the free DVD collection in the library to advocating for the student rec center and 24-hour library access, and improving the distribution of student tickets. With a 44-member Student Senate representing various schools and colleges within the university, 12 councils representing those colleges, the Student Activities Board and the student Supreme Court (and on top of that an \$800,000 operating budget), SGA works to make student interests heard and your needs fulfilled.

State of the Student Body

Every year, the SGA delivers a state of the student body address, a comprehensive referendum on where the students as a whole are and where they want to be in the coming months and years. Delivered by the SGA president, it is

an important event to get in the know about upcoming events and issues that concern you as a student at UofL. Be sure to attend or at least hear this important address, to know the successes and plans of your elected student officials.

Top Four

The Top Four of SGA are the four executive members who serve not only as the leaders of student government, but as the faces of the student body for the university. These important jobs address student concerns, as well as university affairs. The SGA president serves as a voting member on the UofL Board of Trustees. Each of these four positions has its own unique duties and niches that help make SGA a successful and active student voice.

2011-2012 SGA OFFICERS

President:

Justin Brandt

Executive Vice President:

Austin Schwenker

Academic Vice President:

Carrie Mattingly

Services Vice President:

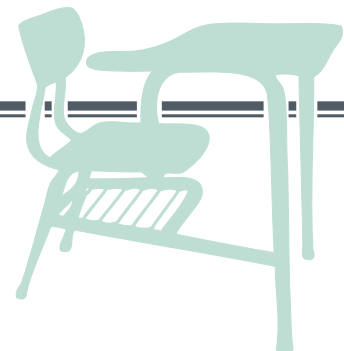
Sirena Wurth

Student Councils and the Senate

The Student Councils and the Student Senate represent the various academic units within UofL. These representatives, elected by members of each unit, oversee the local aspects and issues exclusive to their respective schools. The Student Council presidents of each school also make up SGA's executive board, which makes emergency decisions on issues.

2012-2013 Student Council Presidents

- **A&S:** Olivia Feldkamp
- **Business:** Nicholas Jackson
- **Dental:** Jacob Master
- **Education:** Megan Bishop
- **Graduate:** Amerisa Waters
- **Kent:** Seth Miller
- **Medical:** Steven Humphrey
- **Music:** Michael Tignor
- **Nursing:** Gina Perronie
- **Public Health:** Jessica Simpson
- **Law:** Jacob Giesecke





Fellow students!

Welcome to the University of Louisville! Whether you are a freshman, returning or transfer student, I hope you find UofL to be a rewarding place full of excitement and opportunity.

The Card Book was created to highlight some of the major traditions that make the University of Louisville such an amazing place. Its goal is to be a resource for students so that they may have an easier time connecting with all that is going on at the university and the city of Louisville. It's our wish that you come to embrace these traditions, as I and many other Cardinals have before you.

With that being said, you shouldn't hesitate to create traditions of your own. Reading the Card Book is only one of many steps in your journey as a Cardinal. In these pages you'll find multiple ways you can get involved on campus, and I highly encourage you to do so. That phrase is used a lot around here, but only because it is so important. Students who become involved have higher retention rates, stronger resumes, more leadership and teamwork experience, and a higher overall satisfaction with their college experience.

While the learning within the classroom is very important, it can't stop there. With so many resources and a diverse variety of organizations at UofL, I can promise that there is something for each and every student to cultivate their skills and personal interests.

Not many people in this world get the chance to attend college, let alone such a great place like the University of Louisville. I challenge you to take full advantage of this opportunity. As your Student Body President, I look forward to hearing from you and working with you to make UofL an even better place.

In diligence,

Justin Brandt

President, Student Government Association

Serving Others Near & Far

As long as you haven't had your head stuck between headphones since you arrived, you probably get that one of the most important things we do at UofL is give back to our local and global communities. We believe that our help does make the world a better place. Taking part in a service initiative is a quick way to make some friends and do some good. After all, what you do can make a significant impact on the lives of others. Here are a few places to start:

The Office of Civic Engagement, Leadership and Service

This office provides service and leadership opportunities throughout the year. It offers structured programming like Freshman LEAD, which cultivates leadership skills in freshmen, and the Engage Lead Serve Board, an ongoing group that develops and organizes service opportunities for all students.

Here's an example of some of the office's programming:

- **Service Outreach Uniting Louisville (SOUL):** This monthly program offers chances for students to serve at an array of local non-profit organizations. Activities include everything from tutoring kids to landscaping to working with homeless animals at shelters.

- **Alternative Service Breaks:** During school breaks, the office organizes a variety of alternative break trips. One of the popular trips has been to North Carolina, where students help a local community plant a garden and teach kids about sustainability. Another popular trip is to India. Students spend part of winter break traveling across India seeing the native sites and working with local medical groups at health camps in underserved areas.

The International Service Learning Program

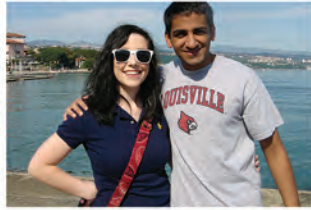
The ISLP is a collaborative program by Student Affairs and various academic departments wherein students can see the world and work with locals to better their lives. Students frequently spend the trip working in local schools teaching students about communication or bullying prevention or helping run dental clinics. A class begins a few months before each trip, as students and faculty and staff teams develop programming for their service projects. The program culminates in a trip to destinations including the Philippines, Botswana, Belize, Croatia, and Trinidad and Tobago. ISLP trips are spread throughout the year, so if you still want to cherish your winter or spring break you can.

The Signature Partnership

The Signature Partnership is a university-wide effort to enhance the quality of life and economic opportunity for residents of West Louisville. Operated by the Office of Community Engagement, the program encourages UofL employees and students to work with community partners to improve the educational, health, economic and social status of individuals and families who live literally blocks from our campus. There are a lot of ways to get involved in the effort. Some examples of past efforts include working on leadership skills with students at Western Middle School, reading to children through Every1Reads and volunteering as positive mentors. In fact, some of your classes may even include service projects that tie into the Signature Partnership.



C



Get Your CAPS On

It's Civic. It's Academic. It's Personal. It's Social.

And did we mention that it's fun? First-year students are treated to a variety of programs designed especially to help them develop and succeed through the Office of First Year Initiatives. The programs are also open to upperclassmen. CAPS (Civic, Academic, Personal, Social) is the prevailing philosophy behind FYI and the foundation upon which first-year programs are built. As you begin the CAPS program at Welcome Week, that step is marked with, naturally, a cap, jumpstarting you toward that day when you earn the ultimate college headgear—a mortar board. Be sure to watch for these CAPS events.

Book-in-Common

How exciting is it to come to UofL and already have a mutual interest with other students? That's the idea behind

Book-in-Common, a series of events relating to the themes and characters from one book read by the campus community. Along with making a meaningful connection with other students, faculty and staff at the Book-in-Common event during Welcome Week, you'll also get to explore the book's theme from a number of perspectives in classes throughout the year and from a series of interactive out-of-class activities, including a service initiative, author visit and more.



Breakfast for a Buck?!

What's the best way to celebrate the last day of class? With breakfast served by your favorite professors and staff members—in their pajamas—while you relax in your PJs, too, of course.

Each semester at Breakfast for a Buck hundreds of students come out to mark the end of the term, hang with friends and enjoy the satisfaction that comes from a job well done. And where else can you wear those ugly pajamas your roommate has been riding you about all year?

Whooping it Up at WinterFest

Sure, it can get a little chilly (OK, downright frigid) during those long winter months in Louisville. But that doesn't stop students from experiencing all the activities offered during the WinterFest celebration. Every year upon returning to campus in January after the semester break, students encounter a host of fun events ranging from The Student-Athlete Talent Show to seminars to free lunches. WinterFest is a great way to get you back in the swing of spring semester.

Welcome Week

Have fun at Welcome Week? Good. With more than 50 events in five days, Welcome Week is designed to help new students transition from summer to their first year on campus. The week of fun includes everything – social outings, workshops, tours and New Student Convocation. Next year, as an upperclassman, you might be asked to get involved. Do it.





Dear New Students,

Welcome to the University of Louisville! We are glad you have chosen to be part of the UofL family.

As a new member of our community, take some time to acclimate and learn about the many diverse and exciting opportunities available to you at UofL. Our traditions are an important part of the Cardinal legacy and are the ties that help bind former Cardinals to their alma mater.

Having had the unique opportunity to be a UofL student, staff member, instructor and now dean of students, I can fully appreciate all that the Cardinal community and its traditions have to offer. This is an exceptional and unique place, with so many wonderful people, places, events and programs. You should easily find ways to connect with others while experiencing a multitude of opportunities to learn, have fun, lead and give back.

I encourage you to make the most of this community's great diversity of opportunities (without neglecting your studies). Engage in and celebrate our traditions. Get to know your faculty and talk with your advisers. Get involved on campus, join an organization, bond with others, and cheer on the Cardinal athletic teams. Check the student calendar for upcoming events (louisville.edu/studentnews/calendar) or follow on Facebook at facebook.com/followthebird.

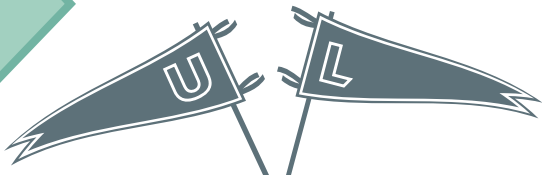
Soak in all that the Cardinal experience has to offer, because your college career is your unique journey. I assure you these things will greatly enhance your collegiate experience and help you develop lifelong, meaningful relations with your university and other Cardinals. I wish you all the best for a successful year.

GO CARDS GO,

Michael Mardis, Ph.D. | Class of '94, '96, '07
Dean of Students

Meet Your Faculty & Staff

C



Think all college professors, administrators and staff are just scholarly nerds? Think again. They all have a life outside the classroom, just as you do. We asked a few to share some of their favorite things to do in their down-time—plus offer a few thoughts about life at UofL, too.



Dr. Jim Ramsey, President

Favorite TV shows: *Seinfeld* reruns and UofL sporting events

Favorite food: Italian

Best memory of UofL: There are too many to state. But I loved being on the field after the Orange Bowl and looking up and seeing 35,000 wild and crazy fans excited about our championship.

Dr. Prafula Sheth, Student Advocate



Funniest memory of UofL: At Commencement in the early 1980s a late executive vice

president was at the podium giving his last graduation address to the new graduates. With the platform party (a serious group of high-level administrators) seated behind him, a stalker walks behind the platform, stops, waves. The audience, shocked at first, roars with laughter. While the platform party was looking around to see what was so funny, the stalker ran off the stage. I believe that was the only time ever a stalker participated in Commencement!!!

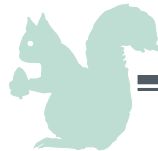


Dr. Shirley Willihnganz, Provost

Favorite TV shows: *NCIS*; *The Sing Off*; *King of Thrones*

Pastime: Wedding planning—both our daughters are planning weddings this year.

Name something you love about UofL: Graduation. Our students are the best. I also love all our trees. And our amazing, inspiring faculty and staff. We have a great administrators group and I truly enjoy working with them. Dr. Ramsey is an incredible president. I used to like the squirrels, but since a couple got into Grawemeyer and trashed my office, I don't love them much anymore.





Dr. Rhonda Buchanan, Classical & Modern Languages

Favorite movie: *Chocolat* or anything with Johnny Depp in it!

Favorite foods: Anything my husband cooks for us! Chemists make the best chefs!

Name something you love about UofL: I love being the director of the Latin American and Latino Studies Program and working with students and I love that my husband, Bob Buchanan, is a professor of chemistry at UofL and my chauffeur.

Gerome Stephens, Coord. of Student Leadership

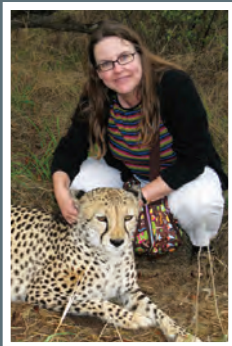
Favorite movie: *The Lorax* and *E.T.*

Favorite TV shows: *The Big Bang Theory*

Favorite foods: The Bison Burger from Proof on Main

Name something you love about UofL:

I love that UofL is located in such an amazing city. The university and the city of Louisville have a dynamic, synergistic relationship that is exciting to be a part of.



Dr. Joy Hart, Communication

Favorite movie: *Lord of the Rings*

Favorite TV shows: *West Wing*, *True Blood*, *Star Trek*

Favorite foods: Iced tea, Indian and Thai foods

If you were a student today, what would you be majoring in and why?

That would be a hard choice—so many interesting possibilities! But communication would definitely still be in the running!



Dr. Keith Mountain, Geography & Geosciences

Favorite movie: *Air America* (lots of good airplane shots and interesting aircraft, great one-liners)

Favorite foods: Anything even marginally edible—Brussell sprouts are not edible!

Favorite pastime: Thinking about, talking about and flying airplanes

Name something you love about UofL: It's in Louisville, which is a nice city, and the students are interesting—sometimes a little on the weird side, but that is just fine with me!



Food for Thought

If you're looking for a meal or just a mid-day energizing snack, UofL offers plenty of options, with more eateries opening each year. In fact, when you're on campus you're never more than five minutes from someplace to grab a bite. Check the map to see just how close you are to your next meal. UofL partners with Sodexo to bring a number of affordable, popular eateries to campus. Check for promotions at uofldiningservices.com.

Eating Good Food

You can't survive on pizza and Pepsi all semester. Sodexo offers lots of foods to help you stay full and healthy. Make sure to check out their website for nutritional information for campus restaurants, including calorie counts and nutritious meal options.

Sodexo also marks their menus to indicate how certain foods fit the criteria for certain diets including gluten-free, vegan and vegetarian. There are also markings to show which foods are made with locally grown products and organic foods.

Being Good at Being Green

Sodexo is committed to supporting UofL's overall sustainability efforts. Here are a few examples:

- Serving fair trade coffees at Simply To-Go locations, the Ville Grill, Tulip Tree and Jazzman's Café
- Trayless dining at the Ville Grill
- Composting materials like fruit and vegetable trimmings, scraps and coffee grounds
- Donating leftover food to The Lord's Kitchen and Wayside Christian Mission
- Selling reusable bottles and mugs and offering discounts to people who use any type of reusable mug

Line Watching

Hungry yet? See where you can get your food the fastest by checking out the online LineCam. It provides a live view of the lines at several campus dining locations including McAlisters. You can find the LineCam links at louisville.edu/uoftoday/linecam.

Cardinal Card

Don't leave home without your Cardinal Card. Here are some ways to use it.

- Get food. With one swipe you can dine at all of the on-campus eateries and get snacks from the vending machines.
- Short on change? You can use cash loaded onto your Cardinal Card to get copies made at the library.
- Local businesses realize that college kids aren't always sleeping in beds full of cash. Use your Cardinal Card to get nice discounts at many near-campus and local eateries and businesses, such as movie theaters and restaurants.

Check out all of the ways to use your Cardinal Card (and where to get student discounts) at louisville.edu/campuscard.

1

LOUISVILLE HALL
The Nest
Convenience Store

2

THE VILLE GRILL

3

EKSTROM LIBRARY
Tulip Tree Café

4

**DUTHIE CENTER
FOR ENGINEERING**
Simply To-Go



1ST FLOOR	2ND FLOOR
SUBWAY	DAMON'S
WENDY'S	GLOBAL MARKET
FRESHENS	MEIN BOWL
QUICK ZONE	CHICK-FIL-A
PAPA JOHN'S	TSUNAMI SUSHI
JAZZMAN'S CAFE	SIMPLY TO-GO
SIMPLY TO-GO	

5

MILLER IT
McAlister's

6

THE STUDENT
ACTIVITIES CENTER
[SAC]

7

DAVIDSON HALL
Simply To-Go

8

BINGHAM HUMANITIES
Einstein Bros. Bagels

C





Home Sweet Home

Housing and Residence Life works to keep new students engaged and part of campus life through a variety of educational and social events. Staff also work individually with students to make sure they feel welcomed, supported, celebrated and a part of the campus scene.

After all, the first year of college can be a bit overwhelming for some as they try to adjust to a new life filled with new responsibilities and expectations. So from planning large-scale social events to working individually with some residents, Housing and Residence Life works to ensure each student is having the best experience.

Your Go-to People

By now, you should have met your R.A. (resident assistant). R.A.'s are available for just about anything you need—talking about life, answering questions about campus activities and knowing where to order late night take-out. They also enforce some rules and are your leaders if there are any building emergencies. They live on your floor not too far away and will be your go-to people for anything you need.

You'll also be in contact with your First Year Guide. These leaders help new students assimilate during the first eight weeks of the semester. They can offer tips to academic success, campus involvement and community building.

So you're moved in, unpacked and meshing well with your new roommate. What's next?

This Space Reserved for Two or More

This is probably the first time you've lived with anyone other than your family. While your Mom and Dad might be used to your loud music or early morning wake-up calls, your new roommate may not be so enthused. Some things may come up between roommates that can't be predicted. Make sure you and your roommate set up some ground rules for your living space early—covering basics like cleanliness, visitors, food, noise and borrowing things like clothes or books. Having a positive relationship with your roommate can make college easier and a lot more fun.



The Province
A UofL affiliated property

C



ONLINE TIPS & TOOLS

Check Housing and Residence Life's website for more suggestions to make the most of your housing experience as well as resources like important dates to remember.

For example:

- Maintenance requests
- Room changes or cancellations
- On-campus housing options
- Housing standards and procedures
- When to renew
- Who to contact

louisville.edu/housing

There's Always Something To Do

Housing and Residence Life offers you high-quality programs that target first-year students as they get used to being away from home for the first time. Some of the award-winning and signature educational programs include Urban Living 101, Meat & Potatoes, The Queen of Sheba Series, The Great

Debate Series, The Welcome Home Concert Series and Mr. Bettie. These programs provide a positive and welcoming atmosphere to all students and serve as a resource for them to acquire the life skills they need to become responsible adults in and outside of the classroom. These events also are good chances to meet and mingle with some people you might not know otherwise.



Out On Your Own

Thinking about moving off-campus after your completed first year? There are a lot of options near campus, including a few complexes with UofL affiliations.

The Bellamy

Its saltwater pool and movie theater with stadium seating signal that the Bellamy offers a housing experience not usually seen on a college campus. This pet-friendly complex is designed for upper-class students who are ready for more independence—and who are seeking lots of amenities. The Bellamy offers two- and four-bedroom floor plans. All rooms feature flat-screen TVs. Even its security systems are high-tech. It's only a short walk from campus, and the Bellamy even offers a free shuttle service for students.

The Province

This development features student apartments, common outdoor areas, apartment-side parking and even a private swimming pool. A bridge connects The Province to the west end of campus, making it ideal housing for any student wanting to stay close to campus.



The Bellamy

One of several luxury living choices

Cardinal Towne

The newest neighbor to the Belknap Campus, Cardinal Towne rests between Third and Fourth streets near Cardinal Boulevard. It houses almost 400 residents above a series of shops and restaurants that include Papalino's Pizza, Qdoba, the Comfy Cow, and other local favorites. Amenities include a pool, fitness center and parking garage. All units also include private bedrooms and bathrooms.

The Quad

Apartments for medical, dental, public health and graduate nursing students, the quad is just blocks from UofL's Health Sciences Center. The Quad offers 27 units in a completely new building just north of the downtown Medical District. It features secured entrances and parking below the building. This building is nestled in a rapidly growing neighborhood within walking distance of HSC, downtown Louisville and the NuLu area.

Getting Around

There are a slew of ways to get around campus and the city. Gas is expensive so try some different ways of getting around.

TARC

Don't let the idea of the "big city" outside of campus turn you off from exploring all Louisville has to offer. The easiest way to enjoy the city is to take a TARC bus. It's environmentally friendly—and free for UofL students. Just show your student ID. TARC stops are located around campus. Check their website for routes to all your favorite destinations.

Biking

The city has invested lots of money in adding bike lanes through some of the city's popular neighborhoods. During peak hours, it can be faster to travel on two wheels than on your cars' four. On campus, bike racks are plentiful. Just remember your lock.

Walking

If all else fails, go on two feet. That's what you have them for. Use sidewalks and make sure to use crosswalks, especially around campus.

Park It

If you do have a car and plan to use it, know that parking can be one of the trickiest parts of college life. Everyone

knows getting a ticket (or especially getting towed) is never fun. There's no perfect way to find the right parking spot, but different rules, lots and off-campus spots provide a ton of places even if you just can't find that one perfect spot. In

brief, be sure to remember that all areas not specifically designated for parking shall be considered "No Parking" zones. You don't want to get "the boot." You can find out all the rules on parking's web page at louisville.edu/parking.

CARD JARGON

If you're planning on getting anywhere, you'll need to know some of our lingo around campus, the nicknames for buildings, areas, roads and places.

Nicknames and Lingo:

- The Complex - West, Center and Wellness Halls
- Bettie - Bettie Johnson Hall
- C-Nest, or just Nest - Cardinal's Nest Convenience Store
- Cardinal - Can refer to a lot of things, but mainly Cardinal Boulevard, which runs on the north perimeter of campus
- The Oven - Papa John's Cardinal Stadium
- Save-a-Step - Convenience store located beside Gray's Bookstore, Bearno's Pizza and the China Inn at 4th and Brandeis
- Speed School - Generally refers to all the Speed School buildings across Eastern Parkway
- The Quad - UofL has its fair share of quads, but mainly denotes the one between Humanities and Ekstrom Library

Frequently Used Acronyms on Campus:

- R.A. - Resident Assistant
- R.D. - Resident Director
- R.S.O. - Recognized Student Organization
- R.S.A. - Resident Student Association
- S.A.B. - Student Activities Board
- S.G.A. - Student Government Association
- C.P. - Community Park
- S.A.C. - Student Activities Center
- E.L.S.B. - Engage Lead Serve Board
- S.R.C. - Student Recreation Center
- I.F.C. - Interfaith Center or Interfraternity Council
- N.P.H.C. - National Panhellenic Council
- B.C.M. - Baptist Campus Ministry

Health & Safety

Look, college can be one of the best times of your life, but only if you practice some good old-fashioned common sense while you're having fun. Here are some departments and programs that can help if needed.

University of Louisville Public Safety

University of Louisville police officers patrol campus, looking out for your best interest. In addition, they work to educate students, faculty and staff on safe behavior. Should you unfortunately be the victim of any type of crime, contact them as soon as possible at 852-6111.

Campus Escort

It's just a matter of common sense at UofL or any campus: When walking on campus during the evening hours, you should walk with another person and use well-lit, well-traveled routes. If you get stuck out late at night studying or working on campus, Public Safety offers escorts for any member of the university community from dusk to dawn any day of the year. The service is free and may be obtained by calling 852-6111. Be prepared to state your name and location, and an escort will be dispatched to meet you. Escort Service boundaries on Belknap extend within the campus, to University Park Apartments and up to four blocks off campus.

UofL Alerts

Stay connected with text message alerts. During a campus emergency, your safety may depend on having the latest information. If you regularly carry a cell phone or other mobile device, our text messaging service gives you the most up-to-date information. For more info, visit louisville.edu/alerts.

PEACC

University of Louisville's Prevention, Education and Advocacy on Campus and in the Community (PEACC) program has worked to create a campus culture that does not tolerate violence against women. In addition to annual programming aimed at preventing violence, the office offers support to women or others who feel they may have been the victim of domestic or dating violence.

Counseling

Juggling academics and your personal life can be hectic to say the least. If you find yourself frustrated or confused and don't know where to turn, we can help. UofL has professionally licensed psychologists and counselors to assist you. For more info, visit louisville.edu/counseling.

Campus Health Services

At some point during college, you're unfortunately going to get sick. You'll get the kind of cold that knocks you flat and has you calling home to mom. If you're in this spot, go ahead and call for an appointment at Campus Health Services, located in Cardinal Station on Central Boulevard. It's nestled between the baseball and football stadiums. Campus Health Services provides preventive and acute care for students. They also offer women's health services; psychiatric services, including medication management; travel medicine; free flu shots; immunizations and allergy shots. And if you're looking to better your health, visit the Office of Health Promotion, a service of Campus Health Services. The program offers peer mentoring, programming to help you learn about things like making better food choices and exercise classes like yoga.

Campus Resources

Let the Dean Help

No clue where to go for your question? No matter the question, if you don't have the answer, stop at the Dean of Students' Office in the SAC. The entire staff is ready to help. It's their job to promote a positive learning experience and give you the opportunities you need to succeed not just academically, but personally, too. Think your student rights have been violated? Dealing with a crisis and need assistance? Maybe you've been hospitalized and need to notify your professors? We hope none of these things ever happens to you, but if it should, the Dean of Students Office is there for you.



Student Advocate

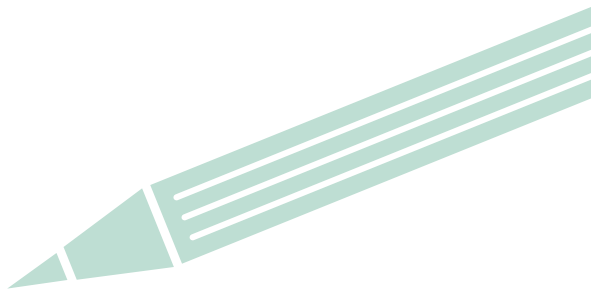
Sometimes the university can become overwhelming, complicating your academics and life in general. Some students become so frustrated, their coursework suffers and they may want to drop out. That is why students need an advocate—someone who is on their side, who has a thorough knowledge of UofL, not just from one unit's perspective, but from a broad perspective. The student advocate teaches how the academic system works, where to find information and how to get the help you need. Visit online at louisville.edu/studentadvocate.

REACH

REACH (Resources for Academic Achievement) provides free academic services and specific support programs to help students better prepare and adapt to college life and to enhance their academic skills and performance in college courses. REACH tutors students in numerous undergraduate courses, offers peer mentoring and advice, provides seminars on study skills and student success, and much more. Visit the welcome center in Room 126 of Strickler Hall or online at reach.louisville.edu.

Writing Center

The University Writing Center helps students (and faculty and staff, too, for that matter) work on their writing by providing individual sessions, writing resources and a comfortable place to write. Check out this really cool facility in Room 312 of Ekstrom Library.



i2a

UofL's Ideas to Action (i2a) plan is designed to sharpen undergraduate students' critical thinking skills, starting in the general education program and continuing through undergraduate major courses. Students are required to demonstrate their critical-thinking skills in a culminating undergraduate experience, such as a thesis, service learning project, internship or capstone project. The goal is to teach you problem-solving skills that make you a hot commodity when you enter the job market. To learn more, visit louisville.edu/ideastoaction.



Disability Resource Center

UofL is committed to equal opportunity for all academically qualified students, and does not discriminate based on disability. The Disability Resource Center (located in Stevenson Hall) coordinates services to ensure that anyone with disabilities has equal access to take full advantage of UofL's educational, social and cultural opportunities.

Financial Aid

To learn about the financial aid process in a nutshell and how UofL's Office of Financial Aid can help you, review the FAQs page at louisville.edu/financialaid/our-services/faqs.html.

UofL's financial aid website also provides all sorts of consumer information for students, from what to expect with your financial aid if you get an F in a class to how to contact the federal student loan ombudsman if you have a problem. To learn more, visit louisville.edu/financialaid/consumer-information.

Major Issues?

College requires a lot of commitment, so have a plan. If you're unsure of what to major in, get all of your general requirements out of the way first, then choose classes that interest you. You may just find your true calling in the process.

Make a trip to the Career Development Center as soon as possible (Houchens LL03 or louisville.edu/career). CDC can help you determine your interests and explore the opportunities that different majors offer. And don't be surprised if you change your mind. It's common to switch majors after being exposed to new possibilities. Your adviser or a favorite professor can help you make a decision and, if you choose to move to a new field, make a successful transition.

Academic Probation

Enjoy your time at UofL—but not too much! If your cumulative GPA drops below the good-standing requirement, you will be placed on academic warning, followed by academic probation. Last is academic suspension if you can't get your grades up enough to meet the GPA requirements following probation. (You will receive an e-mail notification when any of this happens.) If you find yourself in this unfortunate circumstance, don't panic. Learn what to expect and where to get help at louisville.edu/advising/students/academic-warning-probation-and-suspension/academic-warning-probation-and-suspension.html.

Keeping Up With UofL

Student News & Events Email

Every Sunday during the academic year, you'll get the Student News and Events email. You need to check it. This email not only outlines all of the events student groups are putting on, but some important university news that could alter your plans for the week (think changes to area traffic and campus parking.) This email is considered the official weekly communications to students. If you delete it without reading it, you're definitely missing out.

And while you're poking through your email, keep an eye open for emails from President James Ramsey and Provost Shirley Willihnganz. If there's something big going on, they'll send you an email directly.

Go Ahead and Like Us

Lots of UofL departments are on Facebook and Twitter. Here are a few pages you might want to like or follow soon.

- **Facebook.com/followthebird** and **twitter.com/UofLEvents**
Student Affairs uses these pages for a daily roundup of activities. Have a few hours of downtime between classes? Check here. You might find something to do or at least some free grub.
- **Facebook.com/universityoflouisville** and **twitter.com/UofL**
Want to keep tabs on everything going on at UofL? Check here. The Office of Communications and Marketing hosts these pages as a roundup of all of the big news on campus from medical breakthroughs and stories, photos and videos about students and employees. If you see yourself in a photo on Facebook, make sure to tag yourself. We love connecting with our fans.
- For a full roundup of social media links (including YouTube and Flickr) visit **louisville.edu/studentaffairs/other/followthebird**



You'll Want to Bookmark These

Academic Calendar:
louisville.edu/calendars/academic

Student event calendar:
louisville.edu/studentnews/calendar

The Fry (The online newsletter for first-year students):
louisville.edu/firstyear/the-fry

UofL Today, a web site for all university news and the home of the official university event calendar:
louisville.edu/uoftoday

Read It In The Cardinal

Hot off the presses every Tuesday, The Louisville Cardinal (not to be confused with the Bird itself) is UofL's independent weekly student newspaper. Free for students to pick up right out of the stands, the Cardinal covers campus news, events, opinions, sports and student culture. Staffed by student writers and editors, the Cardinal provides an interesting student voice in print.

THE ESSENTIALS

uLink

Register for classes, check financial aid info and more.
ulink.louisville.edu

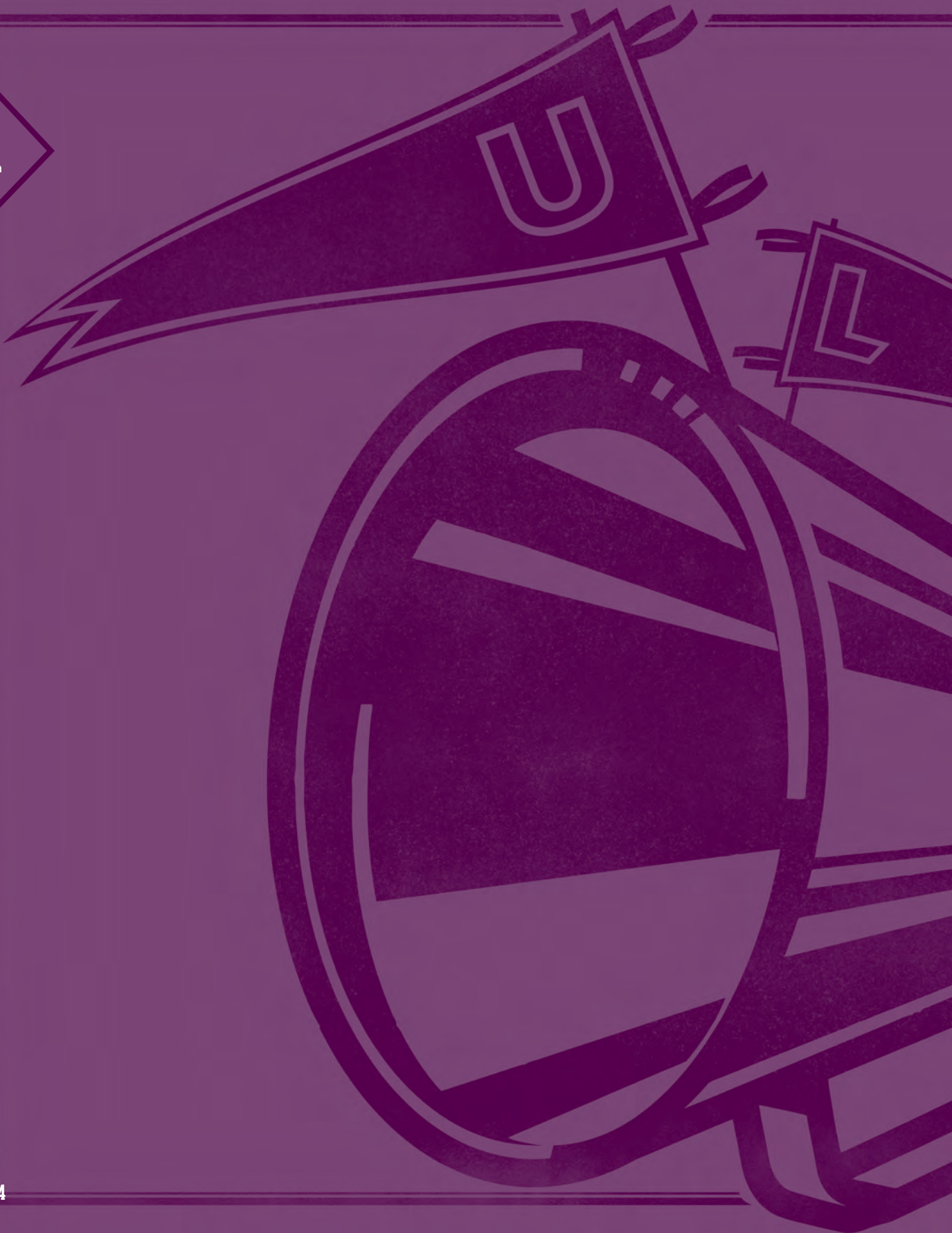
Card Mail

Your official UofL email that important info gets sent to.
louisville.edu/email

Blackboard

Discussions, document sharing and faculty interactions outside the classroom.
blackboard.louisville.edu

A



Alumni



The End Goal

So this book is about getting you to this point. You're gonna graduate one day. (We know, you just got here.) This book shows where the Cards go to be seen, how to take part in our traditions and about the people and programs across campus that can help you get to graduation. So here's to your future diploma and what comes next.

Welcome to the University of Louisville!



On behalf of the 125,000 alumni worldwide, I congratulate you on your decision to join us as a member of “Card Nation.” This marks the beginning of your life-changing and enriching college experience!

Our alumni, once students just like you, have played an active role in building a strong foundation to support the university’s mission of education, research and service. They’ve helped shape UofL into the premier, nationally recognized research university it is today. Now it is your time to leave a mark here and build a legacy for the students who will follow in your footsteps.

In just a few short years, you will graduate and become a member of the UofL Alumni Association, a prestigious honor that you earn with your degree. But it is never too early to get involved. It is in this spirit that I invite you to join the Student Organization for Alumni Relations. SOAR helps students participate in a meaningful way at UofL both before and after graduation through events and activities that celebrate tradition, by offering leadership experiences and by assisting in building your international alumni network.

This book is full of traditions, history, fun facts and good advice about what it takes to be a Cardinal. And this is just the beginning. Your UofL experience travels with you regardless of your personal or professional path. Take everything you have learned about this city and this university with you wherever you go. Keep UofL’s traditions alive, and GO CARDS!

Enjoy every moment at UofL,

Jennifer Heisey
Associate Vice President for Alumni Relations



Once a Card, Always a Card

When you graduate, you'll wear your black cap and gown, and with the flip of a tassel automatically become a member of one of the greatest organizations in the country—the UofL Alumni Association. We're 125,000 members strong and we've got a little something for everyone. Learn more about all of these activities, become involved, and connect with your local chapter at uoflumni.org.

Celebrate Everything

From football tailgates to professional networking events to gallery hops to Actors Theatre performances to bourbon bus tours, we've got you covered. The Alumni Association and its related clubs and councils schedule events both locally and nationally to keep in contact with Cards around the globe. Yep, whatever city you land in after graduation we

probably have a chapter. Members help promote the university (community relations, student recruitment) and get together to celebrate all things UofL. So from social outings like tailgating and NCAA game-watch parties, to getting to chat with President Ramsey during outreach efforts around the nation, you're never really that far away from your Cardinal family.

If you're in town, make sure you check out UofL Alumni Tailgate Central at Jim Patterson Stadium three hours before each home football game. It's a great way to meet and mingle with alumni old and new. As at all alumni events, bring your friends. "The more the merrier" is our belief.

Services & Benefits

UofL alumni of all ages enjoy many services and benefits simply because they graduated from the university. Sweet deal, huh? Here's a sampling.

- Free access to our social networking groups on YOUofL and assistance with career opportunities at the Career Development Center
- Subscription to the award-winning publication UofL Magazine for all UofL donors
- Discounts on merchandise, insurance and the Delphi Center's professional development seminars
- Discounted merchandise at our online store: uoflalumnistore.com



Get Started Now

All excited about what the future holds? You can get a jump on it now by joining the Student Organization for Alumni Relations. The group provides great programming and benefits for current Cards. SOAR's goal is to cultivate relationships between students and alumni, enhance the student experience, and promote the traditions of the university and the Alumni Association. As a member, you'll instantly be connected to an entire network of alumni and be able to take part in social events, career programs and a number of networking opportunities. Members of the SAA (Student Alumni Ambassadors) also serve as hosts for alumni events and programs. Call the Alumni Association at 852-6186 to learn more.

The Last Word

At the end of the day, everyone at UofL doesn't really want to see you go. We kind of like having you around. You're fun. You're smart. You know how to have a good time. But when it does come time for you to go, we hope you'll be an ambassador for UofL through the Alumni Association—upholding our traditions, being our advocate and simply staying engaged with us. You can do this a lot of ways—helping us connect with future students, attending UofL activities like football games to cheer on the Cards, or making a financial gift through the Charting Our Course comprehensive campaign. Whatever you choose to do as an alumnus, it helps make this university stronger for the next generation of Cards.



Join the Crowd

When you become a UofL Card, you're in good company. You already know about our many famous athletes—Johnny Unitas, Darrell Griffith, Angel McCoughtry. But many non-athlete UofL grads go on to make a big impact on their professions, their communities and even the world. Here are just a few famous Cards.

Donald Elbert: He headed up the team that invented AstroTurf.

Mitch McConnell: He's the U.S. Senate Republican Leader, making him the highest-ranking elected Republican in the country and a powerhouse in government affairs.

Bob Edwards:

He hosts a couple of interview shows bearing his name on Sirius XM Radio, plus he used to be the host of NPR's *Morning Edition*.



Christopher Dodd: He's the former U.S. senator from Connecticut and a 2008 presidential candidate.

Howard Fineman: He's a famous journalist, currently working as senior politics editor at the *Huffington Post*.

Ernie Allen: He's the president & CEO of the National Center for Missing & Exploited Children .



Ben Sollee: He's a "genre-bending cellist and vocalist" who plays the cello like a rock star.

Tori Murden-McClure: She was the first American and the first woman to row solo across the Atlantic (that's 3,000 miles!).

Sharon Darling: She also is helping make the world a better place by starting the National Center for Family Literacy.



Marsha Norman: She's a famous playwright who won a Pulitzer Prize for her play *'night, Mother* and a Tony Award for writing the screenplay for *The Secret Garden*.

Bill Samuels Sr.: He created the famous Maker's Mark recipe (Kentucky's best-known bourbon), which his family still produces today.

Sue Grafton: She writes the best-selling "alphabet mystery series" featuring private investigator Kinsey Millhone.

James Barnhouse: He helped design the audio systems for Epcot Center at Walt Disney World.

H. Charles Grawemeyer: A philanthropist who wanted to make the world a better place, he founded UofL's Grawemeyer Awards to help that happen.

Ed Hamilton: He's an internationally famous sculptor whose work includes the bronze Civil War Memorial for African American soldiers in Washington, D.C.





Our Sincerest Appreciation

This book wouldn't be as good if it hadn't been for the help of these fine UofL offices and departments:

- **Communications & Marketing**
- **Student Affairs**
- **Athletics**
- **Alumni**
- **Student Government Association**
- **Photographic Archives**

Special thanks to the **Office of the Dean of Students, Housing & Residence Life** and the **Career Development Center** for getting this book in the hands of students.

A hat tip to these people and Louisville businesses for sharing their photos with the CardBook:


- **Power Creative**
- **Kentucky State Fair Board** (KFC Yum! Center exterior photo and Katy Perry concert)
- **Forecastle Festival**
- **Will Russell** (Why Louisville Store and Lebowski Fest)
- **Crash Avenue Media and Management**
- **Bryan Patrick Todd** (Highlands Mural)
- **Sarah Lyon** (Speed Art Museum)
- **Wayne Hsieh** (Actor's Theatre)
- **Lionsgate Entertainment**

And lastly, a few folks spent a lot of time putting this book together. They hope you enjoyed it:

- Brandy Warren**, *editor*
- Mallory Smith**, *designer*
- Brian Faust**, *creative director*
- Tom Fougousse**, *photographer*

LET GO OF WHAT'S
HOLDING YOU BACK

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