Twice within the last two years it has been my opportunity to make a presentation within the larger campus community which has been well attended and has led to an increased visibility of the remarkable applicability of mathematics to the lives of all students and faculty. One of these occasions was a part of a special series of lectures given by faculty from all colleges of the university and entitled “The Meaning of Life.” Another was as a part of a celebration of all things Italian and the research for this led to a reappraisal of the popular notions about uses for Fibonacci Numbers. The response reflected more positive relations between mathematics and both faculty and students from other disciplines. We will report briefly on how we were able to take advantage of these opportunities. (Received September 14, 2005)