

The Magazine for Human Ecology **ALUMNI** Spring 2008

Link



GIVING BACK WITH **SOLAR ENERGY**



Rob Erlichman '87
**Changing the world
one solar panel at a time**

SLOAN
Update

Robert Crane, Sloan '71 ■ Lila Engberg PhD '71 ■

Tiffany Todo '06, Susan Dauber '06
Juliana Eisner '05, Jessy Curro '05

message

from the Dean



It's hard to believe that a year has passed since I was asked to step into the role of interim dean for the College of Human Ecology. But what a year, and a privilege, it has been.

From the dean's office, I've witnessed the strength of the research and education across all of Human Ecology's disciplines, the transformative impact of our outreach programs, and the respect and regard for our college from colleagues across Cornell. And I've traveled around the country meeting with alumni, inspired by the journeys you have taken and meaningful contributions you have made to shape a better world.

What stands out consistently through all of this is Human Ecology's focus on the integration of our three missions: education, research, and outreach.

It is truly a unique and powerful approach, with the pursuit of each individual mission strengthened and reinforced through integration with the others. Our multidisciplinary expertise in research defines each academic department, and through that, shapes the education experience for our students and the effectiveness of outreach programs that serve New York, the nation, and the world.

Throughout the pages of this magazine, you'll find countless examples of students, faculty, and alumni illustrating this essential characteristic of Human Ecology.

As I write this letter, spring is emerging in fits and starts here in Ithaca. By the time this magazine reaches some 17,000 Human Ecology alumni around the globe, it will be in full bloom as we head into commencement, reunion, and preparations for the next academic year.

This time of year also brings with it a purposeful and determined focus on fundraising for the Human Ecology Annual Fund. The Annual Fund is a vital source of unrestricted funds that empowers the college to provide resources to high-priority areas of research and scholarship.

Please consider making a gift to the Human Ecology Annual Fund this year.

You will be hearing more from me directly, as well as from faculty and students, updating you on the accomplishments and aspirations of our community and requesting your support. Contributions to the Human Ecology Annual Fund count toward Human Ecology's \$70 million target in Cornell's historic, four billion dollar "Far Above . . ." campaign.

You can donate online at www.alumni.cornell.edu/fund, and please be sure to designate your gift to the College of Human Ecology. You can also call 1-800-453-7703 or e-mail head@cornell.edu with any questions.

Thanks for your continued support. It makes all the difference in carrying forward Human Ecology's great traditions.

Regards,

Interim Dean

link is published two times a year by the New York State College of Human Ecology of Cornell University, Ithaca, New York. Cornell University is an equal opportunity, affirmative action educator and employer.

REBECCA Q. AND JAMES C. MORGAN DEAN

Alan Mathios, Interim Dean

SENIOR ASSOCIATE DEANS

Carole Bisogni BS '70, MS '72, PhD '76

Kay Obendorf MS '74, PhD '76

ASSISTANT DEANS

Craig Higgins, Administration and Finance

Marybeth Tarzian, Alumni Affairs and Development

John Lamson, Communications

Jo Swanson, MS '71, PhD '93, Extension and Outreach

EDITOR

Sue Baldwin

DESIGNER

Valerie McMillen

PHOTOGRAPHY

Cornell University Photography, College of Human Ecology

PRODUCTION COORDINATOR

Donna Vantine

WRITERS

Sheri Hall, Roger Segelken

Staff of Cornell Chronicle

Copyright 2008 Cornell University
Produced by the Office of Publications and Marketing
at Cornell University
Printed on recycled paper
4/08 17.8M EL 080300

The Magazine for Human Ecology **ALUMNI** Spring 2008

link

Cornell College of Human Ecology:

*Shaping the human experience through
research, education, and outreach.*



page 4

contents

MVR Briefs	2
New Books	5
Features	6

- Low Lead Levels Affect Children’s Brain Function
- Good Effects of Smoking Cessation Ads
- Hong Kong Bound
- Professor Studies What’s Right with People
- FSAD Launches Social Responsibility Program

Alumni Profiles **12**

- Bob Crane, Sloan '71
- Lila Engberg PhD '71
- Rob Erlichman '87
- Tiffany Todo '06, Susan Dauber '06, Juliana Eisner '05, Jessy Curro '05

Sloan Update **20**

- Sloan Faculty Address Uninsured Crisis
- Managed Care Gets Fewer Hospital Discounts
- Intersession: In-Depth Look at Federal Policy
- In Brief
- In the Classroom

Class Notes **23**

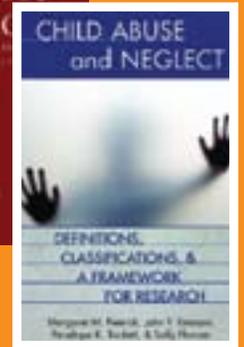
In Memoriam **24**

HEAA President’s Letter **inside back cover**

LINKages **back cover**



page 5



page 14



page 18



Third Annual Disability Status Report Presented to Congress

Working-age Americans with disabilities are twice as likely to be unemployed and live in poverty, according to the Third Annual Disability Status Report, which was presented to Congress in November 2007.



The report, the only one of its kind in the nation, is published by Cornell's Rehabilitation Research and Training Center on Disability Demographics and Statistics, a joint venture between Human Ecology's Department of Policy Analysis and Management and Industrial and Labor Relations' Employment and Disability Institute.

It found that 38 percent of working-age people with disabilities have jobs compared with 80 percent of people without disabilities. In addition, 25 percent of working-age disabled people live in poverty, compared with only 9.5 percent of those without disabilities.

Richard Burkhauser, professor in Policy Analysis and Management and a co-principal investigator on the report, commented on the origins of the study.

"Every year the Census Bureau puts out a report based on data from the CPS (Current Population Survey), that looks at the economic well-being, income, and poverty rates of the United States as a whole and global populations by race, ethnicity, age, gender," he says. "We felt that it was important to do a similar sort of report for people with disabilities. I thought that it'd be important for us to do this report card for people with disabilities because it wasn't being done by the government."

link www.disabilitystatistics.org

Secret Society Honors Human Ecology Professor, Director

The Sphinx Head Senior Society, a secret Cornell honor society, honored **Rosemary Avery**, professor and chair of Policy Analysis and Management, and **Brenda Bricker**, director of leadership and undergraduate research, for their contributions to undergraduate student life. They were recognized at a reception on November 15.

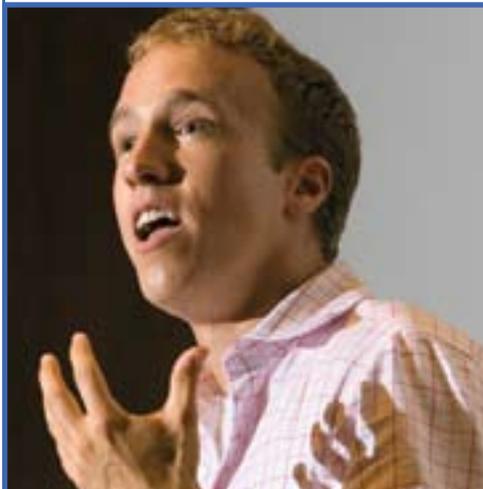
The society was founded in 1890 and is comprised of members of Cornell's senior class who have distinguished themselves in leadership and service to the university.

Iscol Lecture: How to Change the World

Craig Kielburger, founder of the Free the Children organization that helps educate kids in developing countries, spoke to a packed Kennedy Hall Call Auditorium last fall. The talk was sponsored by the Iscol Family Program for Leadership Development in Public Service.

Kielburger founded Free the Children in 1995 when he was 12 years old. To date, the organization has built more than 450 schools and educated 40,000 children in 50 developing countries.

He encouraged students to take a holistic view of the world and not become overwhelmed by the scope of problems. "There are more than 20,000 students on campus," he said. "That is an army. So next time you pick up the newspaper and see that article that troubles you most, make that issue your own."



Alumni Honored with Service Award

Three Human Ecology alumni—**Grace E. Richardson MS '62**, **Martha Ohaus '47**, and **Mibs Follet '51**—have been honored with the Frank H. T. Rhodes Exemplary Alumni Service Award for their service to Cornell.

The award recognizes alumni who have demonstrated extraordinary service to Cornell through long-term volunteer activities within the broad spectrum of Cornell's alumni organizations.

Zalaznick Teaching Assistantship Awarded

Brenda Bricker, Human Ecology's director of leadership and undergraduate research, was awarded the Louis H. Zalaznick Teaching Assistantship for her courses Collaborative Leadership and Leadership in Nonprofits. The award allows teachers affiliated with Entrepreneurship@Cornell to extend their capacity to work with students by providing assistants to help with their courses.

Hinestroza Named Educator of the Year



Juan Hinestroza

Juan Hinestroza, assistant professor of fiber science & apparel design, was named the 2007 Educator of the Year in Higher Education by the Society of Hispanic Professional Engineers.

Hinestroza is looking for ways to improve the understanding of fiber and polymer science at the nanoscale. His research may lead to the development of smart, interactive textiles. Last year, he was awarded a grant from the National Science Foundation to explore novel ways to control the positioning of nanoparticles on fibrous substrate.

Polymer Materials for a Sustainable Future

Margaret Frey, the Lois and Mel Tukman Assistant Professor of Fiber Science & Apparel Design, will co-host the Cornell Center for Materials Research 19th Annual POP (Polymer Outreach Program) Symposium at Statler Hall on campus in Ithaca May 20–21, 2008. The symposium is designed to foster industry-academic interactions and will include presentations covering the latest advances in polymer research at Cornell, industry presentations, and the ever-popular poster session highlighting Cornell's entire research portfolio and graduate students and postdocs. FSAD faculty members **Juan Hinestroza** and **Anil Netravali** are scheduled speakers, and 8 to 10 Human Ecology students will present posters.

"Fiber Science faculty members are combining advances in sustainable materials and nanotechnology to meet human needs for a cleaner, greener future. Recent developments in environment friendly green composites, fibers from rapidly renewable polymers, and modification of textiles with nanoparticles will be showcased at this year's POP symposium," says Frey.

[link www.popsymposium.cornell.edu/](http://www.popsymposium.cornell.edu/)

Outreach Info Moves Online

Information compiled by the Human Development Outreach and Extension Office is now available online in a new series of videos and brochures. Among the topics covered are: how neighborhood quality impacts child development; how to assess children's court testimony; and how to help dyslexic children learn to read. More topics will be added regularly.

The project is supported by the Smith Lever funds from the Cooperative State Research, Education and Extension Service, U.S. Department of Agriculture.

[link www.human.cornell.edu/che/HD/Outreach_extension/Resources/cfm](http://www.human.cornell.edu/che/HD/Outreach_extension/Resources/cfm)



Noted Author Reflects on Life with an "Unquiet Mind"

Human Development chair Ritch Savin-Williams introduced noted author and Johns Hopkins professor Kay Redfield Jamison at a lecture in September cosponsored by the College of Human Ecology.

Jamison chronicled her personal struggle with bipolar disorder in the 1995 memoir *An Unquiet Mind*. She is a professor of psychiatry at Johns Hopkins University and codirector of the John Hopkins Mood Disorders Center.

Speaking out about her mental illness has provided personal relief and helped others with the same condition.

"All things considered, speaking out about my illness has had a freeing effect," she said. "I'm much more able to say what I really feel now . . . there is relief in the honesty."



Kay Redfield Jamison with HE student Tunisia Bristol



The First-Ever Affordable Fashion Show, held in November at the Boys and Girls Republic in lower Manhattan, highlighted how young people are manipulated by the media, advertising, and designer labels to spend more than necessary on clothes and shoes. It was one of the programs that garnered extension's CITY Project national recognition.

Urban Youth Program Recognized Nationally

Human Ecology's Community Improvement Through Youth (CITY) Project earned national recognition from the National Association of Extension 4-H Agents Urban 4-H Programs Task Force for the second year in a row.

The program, part of the Department of Human Development, aims to help teens in Broome County and New York City become more engaged in their communities and learn skills they can use in the workforce. It

has sponsored programs such as an interactive theater that raises awareness in urban communities about teens' risk-taking behaviors and the "First-Ever Affordable Fashion Show" to highlight the impact of media on teen shopping behaviors.

CITY Project will be listed in the 2007 NAE4-HA Directory of Successful Urban 4-H Programs.

[link www.colorado4h.org/urbanprogram/](http://www.colorado4h.org/urbanprogram/)



Community Improvement Through Youth

Students' Advice Put into Practice at Local Nonprofit



The Cancer Resource Center of the Finger Lakes—an Ithaca nonprofit that supports people battling and affected by cancer—utilized recommendations from a Human Ecology design studio class in renovating their new downtown offices.

In spring 2007, the Design and Environmental Analysis class called Design Studio IV consulted with the local nonprofit for their end-of-semester service learning project. The center had just moved into a Victorian-style house and was working to renovate the building.

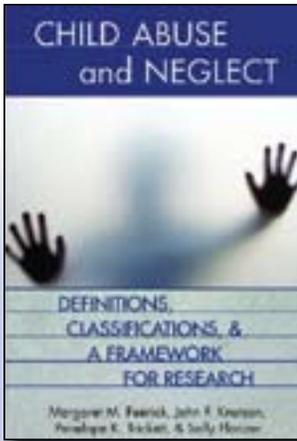
The class, led by DEA lecturer Rhonda Gilmore, was divided into groups to tackle several changes the resource center wanted to make, including painting the exterior of the building, planning office spaces, and developing a signage system.

"These are second-year interior design students, and many of them are preparing for their first summer internships working at an architecture firm," Gilmore says. "This was an opportunity for them to use skills they've learned in studio and apply them to a local organization that wanted design recommendations for their new office environment."

The center has put many of the students' ideas into practice. They used historically accurate exterior paint colors the class researched and recommended. They also implemented suggestions on interior signage.

"Their work was invaluable to us," says Bob Riter, the center's associate director. "They gave us a level of knowledge and sophistication that we wouldn't have been able to afford."

This semester, DEA 202 is working with the Recovery Center, the Ithaca facility for Alcoholics Anonymous, for their end-of-semester service learning project.



MARGARET M. FEERICK PhD '98, JOHN F. KNUTSON, PENELOPE K. TRICKETT, AND SALLY M. FLANZER

Child Abuse and Neglect: Definitions, Classifications, and a Framework for Research

Baltimore: Paul H. Brookes Publishing Co.

This landmark publication pulls together research papers of two dozen experts to offer perspectives on developing a precise, scientifically valid system of defining, classifying, and measuring child maltreatment. It directly addresses the biggest barriers to research in this area: lack of consistent definitions and measurement approaches. And it provides readers the information they need to clarify the limitations of current measurement approaches, revise definitions of abuse, understand how social policy helps and hinders research and practice, and address ethical challenges in conducting research with vulnerable children and families.

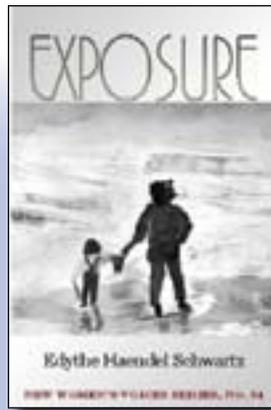
Margaret M. Feerick is a psychologist and independent consultant in Laytonsville, Md. She's also coedited a book about the effects of violence on children.

EDYTHE HAENDEL SCHWARTZ '60

Exposure

Georgetown, Ky.: Finishing Line Press

In her first complete book of poetry, Schwartz explores how our society cares for children and those who guide their development. She also explores the interface between the visual arts and language with poetry that describes paintings about children.



Edythe Haendel Schwartz is a professor emeritus of the Department of Child Development at California State University. Her poems have appeared in many journals, including Calyx, California Quarterly, and Kaleidoscope.

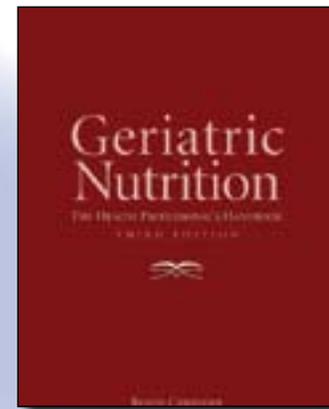
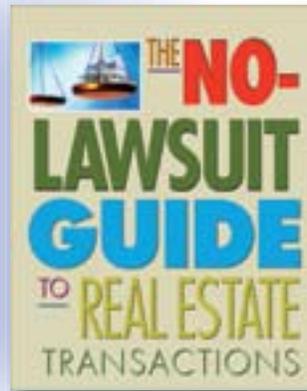
BARBARA NICHOLS MS '71

The No Lawsuit Guide to Real Estate Transactions

New York: McGraw Hill

Buyers and sellers of real estate are vulnerable to a lawsuit with every transaction. Whether you are a real estate professional or property owner, this is the ultimate must-have resource for understanding and managing all the important liability issues inherent in real estate transactions. Learn how to be sure you get what you think you are getting in a real estate purchase; why property inspections are only valuable when you select qualified inspectors; why sellers should disclose *all* defects; how to deal with mold and mildew; loan applications; appraisals; non-permitted additions; home warranties; selecting your real estate agent; and other important topics.

Barbara Nichols is an active real estate broker and licensed general contractor who has served as an expert witness in hundreds of real estate-related lawsuits and is a national expert on real estate liability and risk management.



RONNI CHERNOFF '67

Geriatric Nutrition: The Health Professional's Handbook, Third Edition

Sudbury, Mass.: Jones and Bartlett

The third edition of this best-selling clinician's reference guide explains the role of nutrition in the maintenance of health, the management of chronic conditions, and the treatment of serious illness. It provides a comprehensive review of nutritional assessment, intervention programs for the elderly, and health promotion activities and addresses the relationship among physiologic aging, nutrition, and disease.

Ronni Chernoff, PhD, RD, FADA is associate director for education and evaluation for the Geriatric Research Education and Clinical Center at the Central Arkansas Veterans Healthcare System, and a professor of geriatrics, health education, and health behavior in the College of Public Health at the University of Arkansas for Medical Sciences. Her research interests include nutrition and aging, pressure ulcer healing, nutrient requirements in the elderly, and nutrition policy issues for older adults.

Even **Low** Lead Levels May Affect Brain Function in Children

Even very small amounts of lead in children's blood—amounts well below the current federal standard—are associated with reduced IQ scores, finds a new, six-year study.

The study examined the effect of lead exposure on cognitive function in children whose blood-lead levels (BLLs) were below the Centers for Disease Control and Prevention (CDC) standard of 10 micrograms per deciliter (mcg/dl)—about 100 parts per billion. The researchers compared children whose BLLs were between 0 and 5 mcg/dl with children in the 5–10 mcg/dl range.

“Even after taking into consideration family and environmental factors known to affect a child's cognitive performance, blood lead played a significant role in predicting nonverbal IQ scores,” says Richard Canfield, a senior researcher in the Division of Nutritional Sciences and senior author of the study in *Environmental Health Perspectives*. “We found that the average IQ scores of children with BLLs of only 5 to 10 mcg/dl were about five points lower than the IQ scores of children with BLLs less than 5 mcg/dl. This indicates an adverse effect on children who have a BLL substantially below the CDC standard, suggesting the need for more stringent regulations,” he says.

In the United States over the last several months, nearly 50 specific products, including millions of toys for young children, have been recalled because of excessive lead in the paint, plastics, and metal. “Our findings emphasize the very real dangers associated with low-level exposures, to which lead in toys can contribute,” Canfield says.

U.S. children are exposed to lead primarily from household dust contaminated by deteriorating interior lead-based paint. In addition to toys, other potential sources include contaminated soil, imported food stored in lead-glazed pottery, and certain plastic, metallic, and painted products.

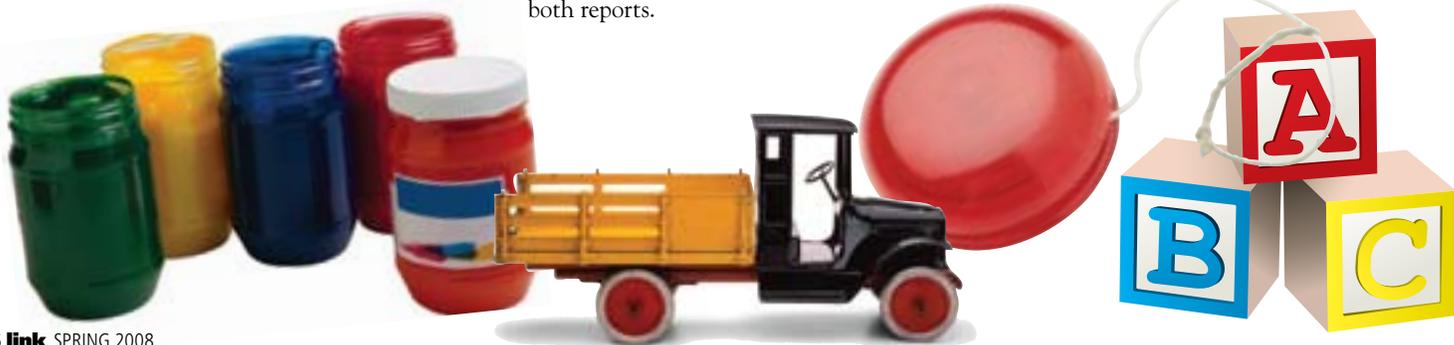
This most recent finding builds on the same research team's influential 2003 study, published in the *New England Journal of Medicine*, that reported adverse effects of BLLs below 10 mcg/dl in a group of children followed from infancy to age five. “Our new findings are based on follow-up testing of the same children at age six, using a more comprehensive IQ test to assess cognitive function. The results provide compelling evidence that low-level lead exposure has effects into the school-age years,” says Todd Jusko '01, a University of Washington PhD candidate in epidemiology and coauthor on both reports.

“Children living in poverty disproportionately suffer from elevated BLLs,” says statistician and coauthor Charles Henderson, a senior researcher in human development. He also noted that “even a small decline in an IQ score is likely to be reflected in aptitude test scores such as the SAT.”

According to the CDC, about one out of every 50 children in the United States between ages one and five has a BLL above 10 mcg/dl and about 10 percent of children have BLLs of 5 mcg/dl or higher; about 25 percent of U.S. homes with children under age six have a lead-based paint hazard.

“The bottom line,” according to Canfield, “is that lead is a persistent neurotoxin that causes brain damage. The fact that lead has been found in millions of toys, even toys specifically designed for children to put into their mouths, presents an unacceptable risk. Our findings suggest the need to reevaluate the current federal standards for lead in consumer products and the current definition of an elevated BLL in children.”

The research was funded primarily by the National Institute of Environmental Health Sciences.



Smoking-Cessation Ads Have **Positive** Effect

The more magazine ads smokers see for the nicotine patch and other quit-smoking aids, the more likely they are to try to quit smoking and be successful—even without buying the products, finds a new study.

"We think that the reason may be that important 'spillover effects' from advertising may be occurring, which has important implications for advertising for a wide range of health products," says Alan Mathios, professor of policy analysis and management and a coauthor of the study, published in the *Journal of Political Economy* and winner of best conference paper at the 2007 American Marketing Association's Public Policy and Marketing Conference in Washington, D.C.

Mathios notes that the results of this study may also apply to other types of pharmaceutical advertising. For example, when patients discuss with their physicians an advertised drug that lowers cholesterol, physicians will often recommend such health behavior changes as diet and exercise, creating a positive spillover effect from the advertising.

Using databases on the consumer behavior and magazine-reading habits of 28,303 current or former smokers and advertising data in 26 consumer magazines, Mathios and three colleagues explored the impact of advertising of smoking-cessation products on quitting decisions.

They found that although some of the increased quitting behavior involves buying smoking-cessation products, just seeing the ads makes it more likely that smokers will try to quit.

"Thus, the public health returns to smoking-cessation product advertisements exceed the private returns to the manufacturers," write the researchers.

Independent of the impact of advertising, smokers who do not read any magazines are less likely to try to quit, while smokers who read magazines that refuse cigarette ads or who read specialty magazines related to parenting or health are more likely to attempt to quit, the researchers report.

They also calculate that if the smoking-cessation product industry increased its average annual spending on magazine advertising by about \$2.6 million or 10 percent, the average smoker would see 2.1 more ads

each year; according to their calculations, this would translate to about 80,000 additional quits each year. About 45 million people in the United States now smoke.

The results of this study raise questions about how direct-to-consumer advertising of smoking cessation products are regulated. Ironically, says Mathios, ads for prescription smoking-cessation products are more heavily regulated than cigarette ads because of mandatory risk disclosures.

In a 2006 study published in the *Journal of Regulatory Economics*, the same Cornell researchers found that consumers are exposed to more ads for over-the-counter smoking-cessation products than those requiring a prescription. If all smoking cessation products were available over the counter, the two studies taken together suggest that they would be advertised more heavily and, therefore, lead to significantly more successful quits.

When smokers try to quit, at least two-thirds try "cold turkey" and do not use a smoking-cessation product. However, in recent years at least 20 percent of smokers who attempt to quit report using a pharmaceutical smoking-cessation product.

Other coauthors include Rosemary Avery, Don Kenkel, and Dean Lillard, all from Policy Analysis and Management. The work was funded in part by the National Cancer Institute, Merck Co. Foundation, and the Robert Wood Johnson Foundation.



From left, Don Kenkel, Dean Lillard, Alan Mathios, and Rosemary Avery, all in Cornell's Department of Policy Analysis and Management, review a collection of smoking advertising and literature for smoking cessation for their study on how these ads influence smokers to stop smoking.



HONG KONG BOUND

The neon-lit streets of Hong Kong are packed with people dashing through traffic and onto buses. Known for its close living quarters and countless restaurants serving a blend of Asian and western foods, the city is certainly worlds apart from Ithaca.

Human Ecology faculty members and students are getting a taste of life in this steamy metropolis through a new exchange program between Hong Kong's Polytechnic University's Institute of Textiles and Clothing and two Human Ecology departments, Fiber Science & Apparel Design (FSAD) and Design and Environmental Analysis (DEA). It's the first time that the College of Human Ecology has sponsored students to study in Asia.

Professors Susan Ashdown of FSAD and Kathleen Gibson of DEA summed up the rationale behind starting the program with the exact same phrase: Asia is the future.

In fashion and textiles, Asia is pushing the boundaries of design and is the global center for manufacturing, making it an important destination for students interested in the apparel industry. "I tell my students that Paris, London, and Italy are great places to look at the history of our field, but Hong Kong is where you go to learn about the future," Ashdown says.

For interior design students, the construction industry in Hong Kong is thriving and on the cutting edge of design as well, Gibson says. "With the global economy, Asia is unparalleled in its impact on the built environment," she says. "It's an area of the world that's booming, and for our students to be involved in this transition and make contacts there is invaluable."

The relationship between the College of Human Ecology and PolyU began in 2006 under the leadership of Senior Associate Dean Kay Obendorf. The program is funded by an endowment from the Vincent C. Woo Memorial Foundation established by alumnae Alice Woo MS '75, whose family has operated a textile business in Hong Kong from the early 1950s to the present.



"Because textiles is my family business and because I am from Hong Kong, supporting an exchange between Cornell and Hong Kong PolyU is a natural thing for me to do," she said.

Since the inception of the program, five Human Ecology students have studied in Hong Kong and eight students from PolyU have come to Cornell.

The student exchange is different from a typical study abroad program because it establishes a long-term relationship

between two schools and involves faculty exchanges. Ashdown has traveled there twice to collaborate on research projects, and Gibson made the journey last summer for an international design program. Professor Juan Hinestroza of FSAD (shown above) is also working with PolyU researchers to develop new ultralight textiles that use nanotechnology to retain heat.

Hinestroza has already spent one stint lecturing and doing research in Hong Kong, and he's secured a grant from the Jeffrey Lehman Fund for Scholarly Exchange with China for return trips in April and August. In addition, he's hosting Professor Jintu Fan, a world-renowned textile researcher from PolyU, as a visiting scholar at Cornell. "Working with students and professors at PolyU is personally and professionally gratifying—I absolutely love it," he says.

The partnership between the two colleges is a great fit because they offer similar programs. "Very few schools have both interior design and fashion and apparel in their curriculum," Gibson says.

The match is especially vital for FSAD because both universities offer the world-class fiber science along with apparel design—a combination that is found at few universities around the world.

DEA Students Test the Waters

In the fall of 2006, DEA student Sara Patterson was researching study abroad programs when she learned about the new exchange with PolyU. Within a few months, she found herself on a plane headed east for the spring semester, becoming the first Human Ecology student to study in Hong Kong.

To Patterson's surprise, she found the university environment at PolyU similar to Cornell. She lived in a high-rise dorm on campus with other students and classes were taught in English. She took several different

Asia is th



subjects, as well as a studio class where she designed a martial arts center located in a former warehouse.

Patterson did find differences in the approach that her professors took to design—an experience that changed the way she views design today.

“That was the most interesting part about being there—to study in the same field, but become aware of different cultural perspectives about design,” she says. “Because there is so much less space in Hong Kong, they make much more effective use of the spaces they have. I also found the designs to be more modern and more aesthetically pleasing.”

Patterson also enjoyed immersing herself in a new culture. She traveled around Hong Kong on public transportation and tried all sorts of foods, from scorpions to chicken feet. At the end of the semester, she also visited Beijing, Thailand, and Cambodia.



Following Patterson’s semester abroad, PolyU invited DEA to participate in a summer program called the International Design Opportunity. Students from Cornell and PolyU, along with design schools in France and Holland, spent six weeks working in cross-cultural teams to design futuristic rooms for Shangri-La Hotels and Resorts.

DEA students Christina Chang, Kelly Lee, Michele Lin, and Nathan Wasilewski attended the summer

program. Gibson also traveled with the students to review and critique the projects.

Each team was assigned a different level of hotel room—from three to five stars—to redesign. “It was really eye-opening for us because we worked with a lot of international students and the cultural differences really came through in everyone’s work styles,” Lin says. Her group worked on a four-star hotel for business travelers.

Each of the students noticed that the program focused more on the abstract elements of design. They found themselves drawing more than they typically do in Human Ecology classes, and reading much less from textbooks.

“It reminded me of the conceptual in the design process,” Lee says. “Our program’s strength lies in the technical and the practical, but the experience in Hong Kong definitely helped me to be more open-minded in terms of the possibilities of design.”

Ithaca Amazes Visitors

Another aspect of the PolyU partnership is hosting students from Hong Kong at Cornell for a semester. FSAD hosted two students last year. This semester, there are three visiting students in FSAD and three in DEA.

Like their Human Ecology counterparts, they’ve found a much different learning style at Cornell than they’re accustomed to in Hong Kong.

“Here, we read a lot and then discuss the reading,” says Trevor Wong, one of the DEA students. “In Hong Kong, design students never read. We learn more through the visual methods—looking at pictures and making drawings.”

Daphney Ho, of FSAD, finds that she’s doing more hands-on work with design and fabrics. “The classes are much more technical and practical,” she says. Ho also admits feeling nervous about the snow, which she’s never seen before. “It’s very beautiful, but I find it so slippery. I’m afraid I’ll fall.”

The amount of open space on campus compared with Hong Kong’s crowded landscape also surprises them. The difference plays out, not only in long walks from the dorms, but also in the DEA classroom.

“In Hong Kong, we use every bit of space because everything is so precious,” says Cory Huang of DEA. “In a design, for every inch we calculate how much it costs. Budget is very important. Here, there is more room for creativity because you have the space.”

Having international students share their perspectives in class discussions is one of the invaluable parts of the exchange program, Ashdown and Gibson agree.

“I’ll be teaching about manufacturing practices in Asia, and I have someone sitting in my class who can share their real-world experiences,” Ashdown says. “It’s a great opportunity for our students to learn a little more.”

As the relationship matures, Human Ecology will be looking for more chances to collaborate with PolyU on both research and education.

“This is just the beginning,” Gibson says. “I’m sure there will be many more opportunities and connections between both institutions. We’re planning on a long-term relationship.”

"Dr. Positive" Tries to Find What's Right with People

When strangers ask Anthony Ong, assistant professor of human development, what he does for a living, he replies he is a psychologist.

"So maybe you can tell what's wrong with me?" strangers typically ask.

Even if Ong were a clinical psychologist or psychiatrist (which he's not), he wouldn't even venture a guess. Ong, who is embarking on a new set of experiments to learn how emotional states of mind influence physical and mental well-being, is more interested in what's right with people.

For example, why, Ong wonders, do some people facing terrible stresses—excruciating pain from cancer, for instance—keep looking to the sunny side of life? And why do others wallow in self-pity and accept a dreadful fate?

It may have something to do with the complex interplay between our positive and negative emotions. "Our ability to feel contradictory emotions such as happiness and grief, as well as anger and gratitude may reveal a deeper truth about ourselves—our human capacity for resilience in the face of life's adversities," Ong suggests.

He offers new insights into how positive and negative emotions can influence health and illness across the lifespan. Cheerful and in his 30s, Ong says he got into this line of work "to learn how to age gracefully." He asks those participating in his experiments to keep diaries and respond to standard questions at the same time each day. To gauge social connectedness, for example, Ong asks about the accuracy of a statement like: "I know that I can trust my friends, and they know they can trust me."

Diarists experiencing negative emotions might report their feelings with such words as afraid, ashamed, guilty, hostile, irritable, or nervous. In contrast, positive emotions are characterized by such adjectives as active, attentive, determined, enthusiastic, inspired, proud, or strong.

People who report feeling distressed and determined in the same day—or guilty and proud—are probably on the healthy side of normal because they have achieved what some psychologists call a state of mindfulness. They can be aware of their surroundings and emotions in a nonjudgmental fashion, Ong explains. "Mindful individuals can reconcile and even embrace contradictory emotions in all of their complexity."

Ong believes that people in a healthy state of mindfulness—recognizing that life is a bowl of cherries but that pits can break your teeth—can willfully choose to focus on their positive emotions. And maybe even expedite their healing, or at least ease their pain.

"Mindful individuals can reconcile and even embrace contradictory emotions in all of their complexity."

Anthony Ong

"It's not an easy thing to do," Ong admits. "People living with chronic stressors, such as pain, never know when it will hit. It's one of the toughest kind of stresses around . . . which is why we're interested in people's emotional states at times like that." Although human beings often feel they must put their needs for happiness aside when coping with stress, Ong believes the ability to sustain a life with quality may depend on doing just the opposite. "It may be in the context of significant life challenges that our true capacity to experience joy, love, and gratitude is most dramatically manifested," he argues.

In a project with Weill Cornell Medical College, Ong looks for people who can meet painful adversity with resiliency, positive emotion, and even humor. He hopes, ultimately, to discover the

biological mechanisms that underlie some brave souls' capacity to thrive and get better—and how emotions can influence biological processes.

Perhaps the next time he is asked about his line of work, Ong can advise querying strangers: "Figure out what you do that makes you feel great . . . and do more of it."



FSAD Launches Social Responsibility Program

Social responsibility is never out of fashion. Yet, poor working conditions and disregard for the environment are endemic to clothing and shoe factories around the world. Cornell apparel design professors think it is high time to change that and have helped to develop a set of courses on social responsibility in the apparel industry.

Ten one-credit courses in Socially Responsible Apparel Business have been launched online this semester for graduate students, and with permission, undergraduates, at Cornell, University of Delaware, and Colorado State University. The program, which addresses labor and environmental issues in global supply chains for the apparel, textile, and footwear industries, will be available internationally after its first year.

“The program is a way we can multiply the effect of our efforts to transform the apparel industry to be more socially responsible,” said Suzanne Loker, professor of fiber science & apparel design, who has been key in developing and coordinating the inter-campus program for the past four years. “Engaging students in the effort to promote socially responsible practices in the apparel industry is the most likely method to effect change.”

In developing the courses, Loker and Charlotte Jirousek, associate professor of fiber science & apparel design, and their program colleagues visited manufacturing apparel sites in the United States and abroad, including Hong Kong, Turkey, China, Vietnam, Thailand and Eastern Europe.

The course work is grounded on principles of the United Nations Global Compact, a voluntary international effort to support human rights, labor and the environment among companies, labor and civil society groups, and various U.N. agencies.

“The courses embrace all aspects of social responsibility in the industry, including sustainability, environmental stewardship, sourcing of materials and responsibility, green processes and materials, human rights and labor management relations, innovative practices, visionary leadership, and social change, all within the various cultural contexts,” said Jirousek.

Loker, who just completed coteaching the program’s first courses focused on supply chains in the industry and the challenges for socially responsible practices in such areas as ownership, globalization, and outsourcing.

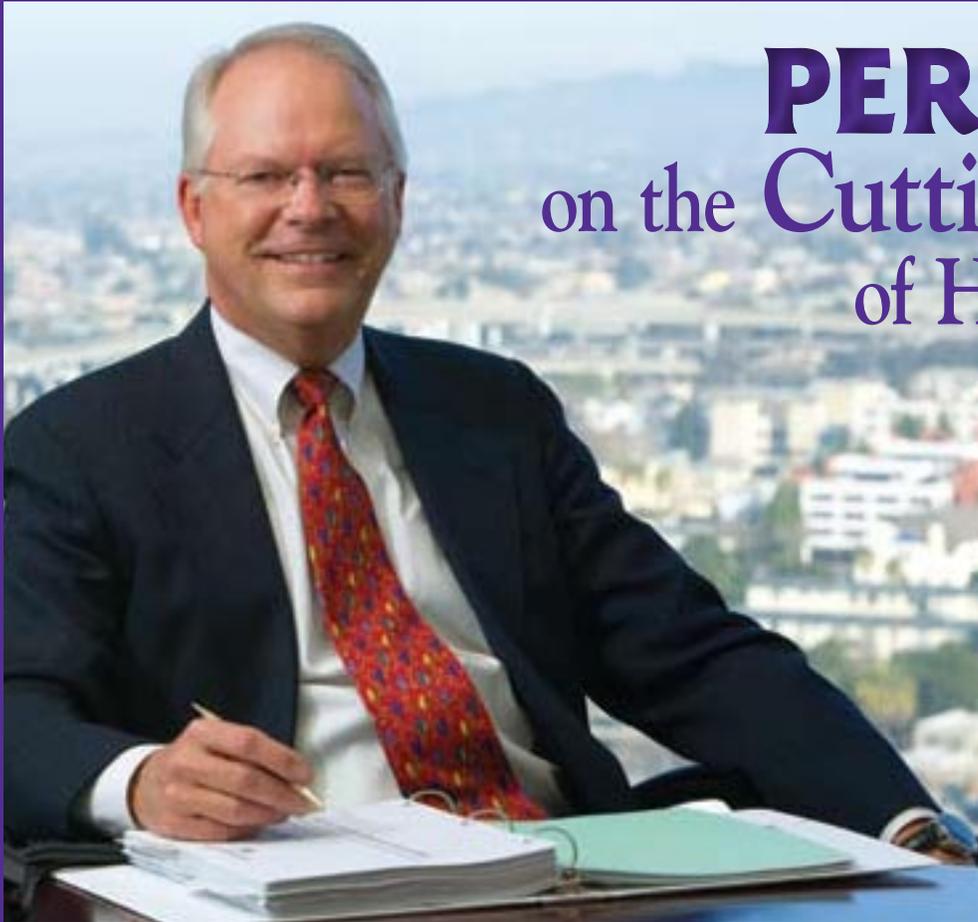
“Being from India, which is a sourcing hub for many production activities, I have seen laborers exploited to meet demands of owners just to be in the race of making products at cheap prices,” said Pankaj Rathi, a Cornell graduate student in textiles who took the course. “I wanted to learn more about socially responsible practices that can be employed in the apparel industry so that I can employ them when I graduate this December and start working in the industry. . . . I am now more focused toward socially responsible practices and will try my best to make everyone aware of them and help in making a better world.”

Other courses under way this semester address working conditions and labor standards in apparel factories around the world and culture, labor practices, and social responsibility in the apparel industry.

“In the long run we see this being offered to a wide range of students, not only at colleges and universities around the world but also to professionals in the industry, both here and abroad,” Jirousek said. “It will be very exciting working with students across cultures as well as with subject matter that is international.”

The program is supported by the Cooperative State Research, Education and Extension Service, U.S. Department of Agriculture through the Higher Education Grant Program.

link www.pcs.udel.edu/apparel/



PERCHED on the Cutting Edge of Health Care

“I have been very fortunate that I’ve had the opportunities I’ve had—some of them I created and some of them have just come my way.”

Bob Crane

In a career spanning more than 35 years, **Bob Crane, Sloan '71** has influenced nearly every aspect of the health-care system—from insurance design and care delivery, to hospital construction and medical research.

Before his retirement in March, a typical day for Crane may have gone something like this: attend a morning meeting about a new research program involving genes, environment, and health; have lunch with colleagues to discuss a consulting opportunity with a health system in Saudi Arabia; in the afternoon, attend a leadership team meeting to discuss the finances of America’s largest managed-care organization; and, finally, a review of progress on the construction of five new California hospitals.

“At the end of my career, I wore five different hats, so my day-to-day activity involved juggling a lot of different responsibilities,” says Crane, an executive at Kaiser Foundation Health Plan, Inc.

Most recently, Crane served as the senior vice president of research and policy development for Kaiser Foundation Health Plan, Inc. and Kaiser Foundation Hospitals. He also was the director of the Kaiser Permanente Institute for Health Policy and president of Kaiser Permanente International, which is focused on sharing the organization’s experience with others around the globe. He is also a member of the organization’s National Leadership Team.

Crane’s wide array of responsibilities led him to rack up more than 1.8 million miles of air travel during his career at Kaiser. This spring, he decided to cut back. Since March, he has entered semi-retirement. He remains a senior advisor to Kaiser

Permanente with a focus on the Institute for Health Policy and international consulting. He will also continue to chair the board of Archimedes Inc., a start-up company that Kaiser Permanente spun off with the goal of improving health-care quality and efficiency through mathematics and modeling.

A Surprising Focus on Policy

When Crane entered the Sloan Program in Health Administration in 1969, he had no idea his career would span so many aspects of the health-care system.

“When I began, I had the goal of being a hospital administrator,” he says. “But the program had a very strong focus on health policy, and that led me in a different direction altogether.

“Being exposed to policy issues led me to get experience working in government, which was hugely broadening and ultimately instrumental in the rest of my career,” Crane says. “It was foundational—there’s no question about it.”

After finishing the Sloan program, Crane headed to Washington for a series of jobs focusing on health policy.

“I decided to get federal experience because I knew the federal government would play a huge role in anything else I did in health care,” he says. “That ended up being instrumental.”

Crane began working in the U.S. Department of Health, Education, and Welfare, and then moved to a professional staff position on the U.S. House of Representatives’ Subcommittee on Health and the Environment, where he played a pivotal role in the oversight and amendment of the HMO Act of 1973. That act paved the way for a revolutionary change in the health-care system.

After eight years in Washington, Crane left to work at the New York

State Department of Health, eventually becoming its director of health systems management—a job that included everything from licensing HMOs to helping decide where additional hospital beds were needed.

He credits this early government experience with his later success at Kaiser.

“I’ve been fortunate to have sat in a lot of places where I could view the industry as a whole,” he says. “Both of those experiences set me up to be of important value to Kaiser. Having a broad perspective of the industry is really instrumental in making the kind of decisions I made.”

Clear Priorities Ahead

With his broad responsibilities, Crane is intimately familiar with many of the challenges facing the health-care industry today—from prevention and wellness, to pushing the boundaries of new research, and deciding the best models for caring for patients.

But by far, the most pressing challenge in the United States is the growing ranks of the uninsured, he says. According to the most recent census data, more than 47 million people do not have health insurance.

“That is just not acceptable,” Crane says. “It is the issue of the day. It will play a central role in the presidential campaign, and it will be something the next administration and the Congress need to address.”

In his work consulting with foreign health-care systems and governments, Crane has seen a myriad of ways other countries have solved this problem. Now it’s time for the U.S. government to come up with its own method, he says. That will most likely change the way health care is delivered in the United States.

One model was adopted by Massachusetts. In 2006, the state passed a law requiring all of its residents to carry health insurance. The law also provides nearly free health care for residents earning less than the federal poverty line, and subsidized access to health care for those earning up to three times the poverty threshold. As of the end of 2007, it was credited with covering an additional 300,000 people.

It’s a model that could work in other areas of the country as well, and this has been his major focus in California, Crane says. Coverage for the uninsured is something he will continue working on in his semi-retirement—along with spending more time with his wife, Susan, and their exotic parrots, improving his tennis game, learning to speak Spanish, and getting more involved in his local community.

Looking back on his career, Crane says he feels proud and also a little surprised at how it turned out.

“I have been very fortunate that I’ve had the opportunities I’ve had—some of them I created and some of them have just come my way,” he says. “It’s fair to say that my career has exceeded my expectations in every way. And my Cornell education was really the grounding for that.”



Bob Crane with wife, Susan, and daughter, Alexis.



Bob and Susan hold the family's two eclectus parrots from the south Pacific, Java and Scarlet.





Forging Lifelong Ties to Africa

In the early 1960s, **Lila Engberg PhD '71** was nicely settled in the quaint town of Guelph, Ontario. She had finally landed the job she'd always wanted—teaching textiles and clothing courses at the University of Guelph. But something didn't feel quite right.

"I thought, 'There's got to be more than this,'" she says. "I wanted to do something more significant, to help people."

So in 1963, Engberg took a one-year leave of absence to work as a home economics officer in Nyasaland (later called Malawi), Africa, with the United Nations' Food and Agriculture Organization. Her job was to teach rural women about nutrition, agriculture, and income-generation. Engberg loved it so much that, at the end of the year, she decided to stay.

"What can you do in a year?" she says. "Malawi is such a beautiful country, and I felt like I was making such progress there. I could not possibly go back to the type of job I once had in Canada."

That first year turned into five, after which Engberg decided she needed more experience in curriculum development. So she applied to the College of Human Ecology to pursue a PhD in education and developmental sociology—a move that eventually led her to develop and teach home economics curriculums across Africa.

"My experience at Cornell was exactly what I needed at the time," she says. "I had become deeply involved in international development issues, and I wanted to become more involved in the field. I was working on a lot of curriculum development and really learning about sociology."

An Interconnected Society

Studying under professors Kathleen Rhodes and Frank Young, Engberg explored the systems theory of sociology—the idea that societies are influenced by networks such as the family, the local community, and the larger political and economic system. The theory says that all of these parts are interconnected and contribute to person's well-being, a central underpinning of human ecology itself.

"This was really a paradigm shift in thinking about development," she says. "To this day, I think about what I learned at Cornell."

After leaving Ithaca, Engberg returned to Africa—this time to Ghana—to do research for her dissertation. In 1971, with her new degree in hand, she was hired again at the University of Guelph to help build a partnership with the University of Ghana. For three years, she conducted research there and served as acting head of the Home Science Department at the University of Ghana.



“This was really a paradigm shift in thinking about development. To this day, I think about what I learned at Cornell.”
Lila Engberg

“This was a totally new experience—not only in education, but also in social and political environments,” she says. “The university environment was much less flexible than the training environment I encountered in communities in Malawi.”

Nonetheless, Engberg fell in love with West Africa. “The imaginative people, the dress, the music, the ups and downs in politics—it was all fantastic.”

Engberg spent three years there before returning to her role as an associate professor of family studies at the University of Guelph, where she spent the rest of her career continuing her work to build education programs in Africa.

“I loved every minute of it,” she says. “The people, the travel, the ability to make a difference—it was really an adventure.”

Not Slowing Down Yet

Even after her career in academia, Engberg never gave up on improving the lives of Africans. Immediately after retiring from the University of Guelph in 1986, she returned to Nigeria to work on community development programs. Since then, she’s also made about 10 trips to Kenya to help develop new curriculums there.

And just last year—at age 84—she traveled to South Africa and Malawi as part of a trip with the International Federation of Home Economics. She still contributes to academic papers published by the group and plans to attend their 100th-anniversary celebration in Lucerne, Switzerland.

Recently, Engberg has also gotten involved with a group in her hometown called Guelph GoGo Grandmothers, which raises money for African grandmothers raising AIDS orphans.

To support the group’s efforts last year, she auctioned more than 100 pieces of her personal art collection from her travels in Africa, including paintings, wooden sculptures, masks, jewelry, and pottery. In all, the auction raised \$11,000.

“[I won’t slow down] until I have to,” says Engberg. “Not very many people get to have the adventures that I’ve had. I plan to keep having them as long as I can.”



Community Development Training Programme in Malawi 1965



Sheffield, England, with colleagues

giving back with

Solar ENERGY

Solar panels at Frog's Leap Vineyard in Napa, Calif. The winery is owned by Cornellian John Williams '75.



A successful entrepreneur, **Rob Erlichman '87** didn't begin his career looking to start a new company. He

spent the first eight years after Cornell working in brand management for consumer-goods giant Procter & Gamble Co., the pharmaceutical company Bristol Myers Squibb Co., and performing strategy consulting with the Booz-Allen Hamilton consulting firm.

Now Erlichman is trying to change the world—one solar panel at a time. The consumer economics major is founder and president of Sunlight Electric, a San Francisco company that designs and sells solar power systems to California businesses, especially in the food, beverage, and agriculture industries.

Since starting Sunlight Electric six years ago, the company has completed 40 percent of the solar projects at wineries in the Napa Valley, the area in northern California with more solar-powered business than any other, along with projects in the San Francisco Bay area at dairies, creameries, and farms. Now Erlichman is busy expanding the business beyond the food and beverage industries. He took a break from his hectic schedule to share his story.

Q. What inspired you to start your own company?

The first two phases of my career were really quite corporate. I worked for two Fortune 100 companies and as a management consultant to very large companies. In 1995, I looked around at what I was doing and felt it was time to try something more experimental, something more creative. I got excited about the prospect of starting with a clean sheet of paper and figuring things out that haven't been figured out before, as opposed to working on businesses where there is a 100-year history and everyone knows how it works. That's when I began my entrepreneurial career and started a number of start-ups and early-stage companies.

Q. Why solar?

In 2001, I began to think about a plan I conceived while I was at Cornell. The plan was to spend the first half of my career working for me and the second half giving back, paying rent for my space on the planet. I started looking for an entrepreneurial opportunity that was more socially conscious than just making money for me and shareholders.

I've always been interested in the environment and was looking for ways to do my part to combat global warming and pollution. I

developed asthma as an adult, and am saddened and inspired by skyrocketing asthma rates among children and the risks power plant pollution have for the most vulnerable—children and seniors. I looked around at a number of different opportunities and found myself doing research on solar power. That was really a confluence of events that made me think there was an incredible opportunity to bring a new level of professionalism and service from my corporate experiences to the solar industry.

Q. What does your job entail on a daily basis?

We're a fast-growing company. Last year we had 300 percent growth and this year we'll probably exceed that. I like to use the analogy I've heard from venture capitalists—it's like trying to build an F-16 jet while in mid-flight.

So my primary focus is building the infrastructure to support our growth, which includes hiring and training a world-class team, to quality control on our work, to looking for ways to create a greater value for our customers.

Q. How do you apply what you learned at Cornell to what you're doing now?

My degree was in consumer economics at the College of Human Ecology—economics as applied to consumer behavior—and the first stages of my work career leveraged that direction. In working for consumer products companies like Procter & Gamble and Bristol Myers, the customer is king. There is a laser-like focus on understanding the customer and meeting their needs. We strive every day to bring that focus to bear on behalf of our customers, and the understanding of economics is as relevant now as it was back at Cornell.

I also benefited greatly from terrific training opportunities provided for me when I worked for larger companies. What I do every day really draws upon the early professional experiences that I had. Those opportunities—to give credit where credit is due—are a function of my Cornell experience. I was an intern at Procter & Gamble because I interviewed on the Cornell campus for that position. So it all really started at Cornell.

Q. What are the economics of solar power, and what needs to happen for more people to use it?

Contrary to what one can read in the popular press, we're already at a place where the lines cross between the cost of solar power and the

cost of using conventionally generated electricity. The reason I say that, although you don't read about it, is because most people don't take into account all of the costs of their use of electricity.

For example, if you're a utility customer and you pay your electric bill for 20 years, what do you have at the end of those 20 years? You have nothing. Your money has literally gone up in smoke. Wouldn't the more attractive alternative be to invest in your own power plant, and at the end of that 20 years, you own something that generates power? Our job is to help our customers understand the economic tradeoffs, illustrate the high cost of doing nothing, and come up with creative solutions that enable them to finance projects that are economically appealing, on day one and for years to come.

Q. What are some things that the solar industry can do to help make solar power more accessible?

What Sunlight Electric excels at is helping the customer to see that solar can be simpler and easier than they perceive, and to in fact make it simpler and easier. A big part of that is reducing both the hard costs as well as the soft costs.

The hard cost is the number you put on the check. The soft costs are the challenges that homeowners and businesses have in figuring all of this stuff out and then executing it.

As a result, we've been pretty active in the industry with finance companies, helping them understand solar power so we can provide a more bundled solution for our customer. Instead of them having to go to the bank and do all of the paperwork to finance their project, we help facilitate that process. The car industry realized this a long time ago when they started offering car loans at dealerships. We're trying to take the same type of strategy and apply it to something that's a net positive for the planet.

Our first two customers were a winery and a creamery. Naturally, we had a lot of success in those industries. Now we're seeing similar interest in other industries too, like hotels, the food and beverage distribution industry, and the health-care industry. We're finding the message we've been getting out there—that the economics of solar power are actually attractive today—is appealing to a broader audience.

link www.sunlightelectric.com

Once BITTEN



Months before the media frenzy surrounding actress **Sarah Jessica Parker's** new clothing line, four alumni from Fiber Science & Apparel Design were working diligently in a studio in Port Washington, N.Y., to build the collection from the ground up.

Tiffany Todo '06, Susan Dauber '06, and Juliana Eisner '05 work as designers and **Jessy Curro '05** is a merchandise manager at Steve & Barry's, the clothing retailer that launched the line, called BITTEN, last summer. Since then, everyone from the *New York Times* to *Vogue* magazine and Oprah Winfrey has featured their work.

Each of the alums credits her experiences at the College of Human Ecology for paving the way to success in their first jobs.

"My educational background has given me a huge advantage," says Curro, who is responsible for choosing all of the styles and colors in the assortment, managing sales and inventory, and deciding how to display the clothing line in stores.

"Everything from fiber science to production and merchandising case studies has really served me well. I'm constantly looking back to my notes, books, and projects from college to make decisions," she says.

Dauber, Eisner, and Todo are responsible for sketching the designs, developing print and yard dyes, then helping to choose the fabric and trim details for the clothing.

"We're dealing a lot with color, fabric construction, and CAD design," Eisner says. "The textiles and apparel design program was a wonderful preparation, especially in terms of color sense and garment construction. And my general Cornell education prepared me for other elements of the job like creating numbering systems used to inventory clothing and writing the standard operating procedure for the design department."

At the outset of the BITTEN project, the three women were key members of the design team, working under a creative director and women's design director.

"We were really given a lot of responsibility from the beginning," Todo says. "It was a lot of work but also really exciting."

Beginning on the ground floor of the project provided an experience that's rare in a first job in the fashion industry—and one that also came with some late nights at work.

"Those nights seemed eerily familiar to all of the late nights in the sewing and CAD labs in Martha Van, where we had spent so much quality time together," Eisner says. "Our time at Cornell helped us develop the discipline we needed to complete a high-profile project with an incredibly tight deadline."



STEVE & BARRY'S



“It’s really fulfilling to see the direct result of my work materialize into something, and I’m so grateful for the opportunity.”

Jessy Curro '05

Fashion for the People

The concept of BITTEN is fashion for the people. There’s everything from T-shirts and denim to suits and cocktail dresses. All items retail for under \$20 and are available in sizes 0–22.

That business model—providing a wide range of trendy styles at extremely affordable prices—is what first attracted Curro to Steve & Barry’s. (She was hired before Sarah Jessica Parker agreed to do the clothing line.)

While at Cornell, she spent one summer working for a couture shop and learned that it wasn’t for her. “As much as there were beautiful pieces, I couldn’t relate to it at all. I didn’t understand why people would spend that much money on them,” she says. “Steve & Barry’s really creates fashion pieces for mass consumption, not just a few people who have high disposable income.”

Dauber also liked the idea of working in the mass market because she wanted to create clothing for people she could relate to.

“Ultimately, I wanted to work on something that I could wear myself, and I’m just not at the point where I’m going to go out and buy a luxury item,” she says. “It’s really exciting to walk down the street and see people wearing something you designed. I’ll walk past a girl, and think, ‘Oh my gosh, she’s wearing my stuff.’”

The best moments, Curro says, are reading letters from people who buy the clothing.

“There was one from a single mom in Tennessee who wrote in to thank us because now she could afford coats for her kids this winter,” she says. “It makes me feel proud to be a part of that. It’s something I truly believe in.”



Fairytale First Jobs

Following the success of BITTEN, all four women have expanded their work to other projects. There’s a new clothing line by actress Amanda Bynes and an activewear collection for professional tennis star Venus Williams, which includes the clothing she personally wears on the court.

“It’s really fulfilling to see the direct result of my work materialize into something, and I’m so grateful for the opportunity,” Curro says. “It all happened so quickly that there’s still not enough time to digest and reflect.”

Working with a celebrity like Parker is an added bonus, Todo says.

“She’s a very sharp businesswoman and has so much knowledge about the industry, so to actually spend time working with her was a great experience,” she says. “She’s also incredibly down-to-earth and humble. She had a lot of ideas about how we could transfer high fashion into something affordable, and that was really inspirational.”

For all of them, working at Steve & Barry’s has been as close as you could come to a fairytale experience for a first job.

“I worked very hard at Cornell and working on these lines gives me the feeling that all of my work has paid off,” Dauber says.



From left: Juliana Eisner '05, Tiffany Todo '06, Jessy Curro '05, and Susan Dauber '06 wear apparel and accessories from the BITTEN clothing line.

SLOAN *Update*



"Our research will provide invaluable information for policy-makers about what New Yorkers want to see and how we can achieve it."

Sloan Faculty Members to Address Crisis of the Uninsured In New York

Kosali Simon, assistant professor in the Department of Policy Analysis and Management, will work with researchers across Cornell University and the state to address the crisis in health insurance that has left roughly 2.2 million state residents without coverage.

Cornell was selected by the New York State Health Foundation (NYSHealth) to be one of five institutions to study the current state of health coverage in New York and submit recommendations on how to address the problem. The other institutions are Columbia University's Mailman School of Public Health, the Manhattan Institute, the United Hospital Fund, and the Rockefeller Institute of Government.

Simon will lead the Cornell team, which includes other faculty members from PAM, the ILR School, and the Department of Public Health at Weill Cornell Medical College.

"One key idea behind the consortium is to explore new ways to monitor public opinion on a variety of proposals for reform in order to gauge what is most popular with New Yorkers and, in turn, what is most realistic," says Simon, leader of Cornell's project team. "Our research will provide invaluable information for policy-makers about what New Yorkers want to see and how we can achieve it."

The consortium is supported by \$1.8 million from NYSHealth. NYSHealth was established by legislation to receive and administer charitable funds that resulted from the conversion of Empire Blue Cross Blue Shield from a nonprofit to a for-profit corporation. The legislation directs that the foundation use these funds to support initiatives focused on improving the health of New Yorkers.



MANAGED CARE is less effective in securing hospital discounts

Health maintenance organizations (HMOs) and other managed-care organizations are becoming less effective at securing discounts from hospitals, according to a paper coauthored by Policy Analysis and Management professor and Sloan director **William White** and published in the *Journal of Health Economics*.

In the early 1990s, managed-care providers were successful in spurring competition among hospitals and health-care providers, which allowed them to secure deep discounts. To make that system work, they needed to restrict the choices of providers available to their members—an aspect that consumers didn't like. As a result, many plans began to offer more choice to their members. White and his coauthors theorized that this move diluted the plans' abilities to secure discounts from health care-providers.

To test this hypothesis, they studied trends in the prices of hospital care in urban areas in California and Florida. Examining data for 1990 to 2003, they found that managed care organizations secured growing discounts in the 1990s, but that these discounts peaked in 2001 and declined between 2001 and 2003.

"Many have talked about the impact of consumer 'backlash' on managed care, but this is one of the first studies to document that the ability to win discounts is declining," White says. "There's still a big role for managed care, but if you were counting on this model as a sole means of containing costs, think again."

Other authors of the study are David Dranove of the Kellogg School of Management at Northwestern University, Richard Lindrooth of the Medical University of South Carolina, and Jack Zwanziger of the University of Illinois at Chicago. The study was funded by the Robert Wood Johnson Foundation Changes in Health Care Financing and Organization (HCFO) Initiative.



Professor William White



STUDENTS AND FACULTY MEMBERS Get In-Depth Look at Federal Policy in D.C.



Peter Banko (left), Sloan '92, CEO of four-hospital St. Vincent Health System in Arkansas and Sloan Alumni Association board member, Liebe Meier, Sloan '08, and Cliff Barnes, Sloan '74, partner, Epstein, Becker & Green PC, share ideas during the annual meeting reception hosted by Holland and Knight, LLP in conjunction with this year's D.C. Intercession Program. Meier has accepted an offer from Banko to work for St. Vincent's.

Forty-three students joined the Sloan leadership team in visiting Washington, D.C., on January 17–18 for the Sloan Health Policy Intercession Program.

The program, held every two years, provides students with additional exposure to federal health policy issues they will face in their careers.

Students attended lectures given by physicians, health administrators, analysts, and policy-makers (see list below). Among the sessions, Julie Stone, Sloan MPA '00, organized a reception with representatives from the Congressional Research Service, Government Accountability Office and the Congressional Budget Office. They provided additional perspectives on health policy and shared information about potential employment opportunities with their organizations.

Alumni from the region also got involved in the program. The Sloan Alumni Association (SAA) held an executive board meeting and also sponsored an evening reception where Professor Richard Burkhauser gave a presentation on Social Security and Medicare. The reception was hosted by incoming Alumni Association president Henry Allen and his colleague Elias Matsakis at their law firm Holland & Knight. Several alumni from the Cornell and Johnson School of Management clubs in the D.C. area also attended the reception.

Health Policy Symposium

HEALTH POLICY ISSUES FROM A CONSUMER PERSPECTIVE

Sidney Wolfe MD, Public Citizen
www.citizen.org

THE LEGISLATIVE PROCESS— A STAFF PERSPECTIVE

Deborah Mizeur, House Ways and Means
Committee and Georgetown University

CURRENT LEGISLATIVE ISSUES

Terra Sabag, Legislative Assistant,
Representative Maurice Hinchey (D-NY 22nd)

CURRENT POLICY ISSUES: PROVIDER, PAYER, AND PUBLIC SECTOR PERSPECTIVES:

Chair: Steve Johnson, VP Government Relations,
Cornell

Public Sector:

J. Thomas Rosch, Commissioner, Federal Trade
Commission
www.ftc.gov

Physicians:

Catherine Hanson, JD, Vice President, AMA
Private Sector Advocacy
www.ama-assn.org

Hospitals:

Linda Fishman, Vice President
Legislative Affairs, American Hospital
Association
www.hospitalconnect.com/aha/about

Insurance:

Frank McCauley, Vice President, Aetna
Consumer Segment
www.aetna.com/about/aetna

Scott Keefer, Director of Policy Development,
America's Health Insurance Plans (AHIP)
www.ahip.org

DEMOGRAPHICS, WORK PATTERNS AND THE FUTURE OF SOCIAL INSURANCE—WHAT LIES AHEAD FOR SOCIAL SECURITY, MEDICARE AND MEDICAID?

Richard Burkhauser, Sarah Gibson Blanding
Professor of Policy Analysis, Dept. of Policy
Analysis and Management, Cornell University

HEALTH REFORM: COMPARING THE OPTIONS

Chair: Richard Southby, Sloan '67, Executive
Dean and Distinguished Professor of Global
Health, Office Provost and Vice President for
Health Affairs, George Washington University
Medical Center

Bernadette Fernandez, Analyst in Health Care
Financing, Congressional Research Service,
Library of Congress
www.loc.gov/crsinfo/whatscrs.html#about

Ann Gavaghan, Legislative Aide,
Senator Hilary Clinton

PUBLIC POLICY AND MEDICAL SPECIALISTS: CURRENT ISSUES

Chair: Kelly C. Haenlein, Sloan '05, American
College of Cardiology

Cynthia A. Brown, Division of Advocacy and
Health Policy, Washington Office, American
College of Surgeons
www.facs.org

Karen J. Collishaw, Deputy Executive Director,
the American Academy of Dermatology
Association
www.aad.org

Lucia DiVenere, Director, Department of
Government Relations, American College of
Obstetricians and Gynecologists
www.acog.org

MEDICAID, CHILD HEALTH, AND LONG-TERM CARE ISSUES

Chair: Will White, Director, Sloan Program in
Health Administration

Clifford E. Barnes Sloan '74, Partner, Epstein,
Becker & Greene
www.ebglaw.com/showbio.aspx?Show=1951

Julie Stone, M.P.A. '00, Specialist in Health Care
Financing, Congressional Research Service,
Library of Congress
www.loc.gov/crsinfo/whatscrs.html#about

QUALITY ASSURANCE AND PAY FOR PERFORMANCE

Chair: Robert Kee, Sloan '82, Assistant Vice
President of Accreditation, NCQA

Jim Hahn, Congressional Research Service,
Library of Congress
www.loc.gov/crsinfo/whatscrs.html#about
Fish Brown, Director, Federal Relations, Kaiser
Permanente
www.kaiserpermanente.org

In brief

In October, **Andre Lee '72** was named Senior Health Executive of the Year by the National Association of Health Services Executives. The award is given to the senior administrator who has demonstrated long-standing commitment to the health-care industry and to the improvement of health care for minorities.

David Rosen '70 was interviewed on ABC's *Good Morning America* in December. The segment was about an insurance dispute between a patient at Jamaica Hospital in New York City, where he is the CEO, and United Health Care's Medicare Advantage plan. Rosen also spoke recently at the Weill Cornell Rogers Colloquium Series.

Joe Tasse '79 was elected Michigan Regent for the American College of Healthcare Executives and was formally inducted during the ACHE Congress in Chicago in March.

Sloan executive director **Brooke Hollis** attended a conference given by the Cornell Hotel Society in San Francisco, Calif. The event was organized by Mary Tabacchi, associate professor at the School of Hotel Administration and a leading expert on the development of medical and other spas and corporate wellness programs. Hollis was interested in exploring new trends and opportunities for collaboration with the Hotel School. While in San Francisco, he also met with **Jesse Rodriguez '07**, past president of the Sloan Student Association and now at Stanford University Medical Center.

Keep your eyes out for information about **Wagner Weekend** in May 2009, where we'll be kicking off the celebration of the 50th anniversary of the Sloan Program in Health Administration.

The class of 2008 is almost completely placed, maintaining Sloan's tradition. Positions accepted include those at CIGNA Insurance, Deloitte Consulting, DGA Partners, New York Presbyterian, HMA Community Health Systems, North Shore Long Island Jewish Health System, and community medical centers at the University of Pittsburgh, University of North Carolina, and Washington Hospital Center. Congratulations!

Please send updates or items of interest for potential future Sloan Updates to rbh25@cornell.edu.



In the classroom

New Courses

This year two new short courses offer students perspectives from practitioners and visiting faculty.

Physician Practice Management short course with Joe Reagan, MD—Dr. Reagan will present an overview of the issues surrounding physician practice management and then hold mock negotiation sessions. Students will be broken into two teams and given documentation to study. Each team will negotiate its own contract—one with a hospital and another with an insurance company.

Dr. Reagan is a recently retired physician and director of an anesthesia program. He has extensive business and negotiating experience with hospitals, physicians, insurance companies, and other groups in the health-care field.

Comparative Health Systems short course with Kieke Okma, PhD—This course will provide an introduction to the organization and history of health care delivery and finance systems in several major industrial nations outside of the United States. Students will examine how key elements of these systems operate and consider options for reform currently under discussion in the United States.

Professor Okma has a long and distinguished career in teaching and health policy. She's worked at the Dutch Ministry of Health and taught at Queen's University in Kingston, Ontario.

A Conversation with Bill Greene

Bill Greene, Sloan '77, vice president for operations at New York Presbyterian Hospital, is a tireless advocate for, and supporter of, the Sloan Program. His mentoring of students and alumni and his professional engagement with the program have made a difference for generations of Sloanies. He took a few minutes to share his thoughts on the importance of giving back and reflected a bit on his own experiences.

Why is supporting the Sloan Program important to you?

The Sloan Program has trained hundreds of health-care administrators over the years, many of whom have gone on to positions of power and prominence. Health care continues to be one of our country's most pressing political and policy challenges, and Sloan is well positioned to play a larger role in finding solutions. The Sloan Program is an important, but too often hidden, jewel in the crown of Cornell University. Students, faculty, and alumni of the Sloan Program must raise their voices in support of Sloan.

What role did Sloan play in shaping your career?

I love my job. I began my career at the then New York Hospital Cornell Medical Center as an administrative resident between my first and second years in the Sloan program. I have remained at the same institution seeing it through changes in reimbursement methodologies, a merger with Columbia Presbyterian Medical Center, and the rise in ranking by *U.S. News and World Report* to the number six hospital in the United States. I feel that I have made positive contributions to our patient care programs and services over the past three decades and I owe all that I have done to the lessons learned and alliances built through the Sloan Program.

What can Sloan alumni do for today's students, and tomorrow's?

Dedicated Sloan alumni must do two things: First, they should serve as mentors to Sloan students and provide employment opportunities to Sloan graduates. Second, they should open their checkbooks in support of the Sloan Program and seriously consider including the Sloan Program in their estate planning through a bequest. These tangible actions will ensure that the Sloan Program thrives for the next generations of health-care administration professionals. I have taken these actions and urge all of my fellow Sloanies to do the same.

1960s

Dianne Z. Newman '65, Providence, R.I., completed her MPA in May 2007 and became executive director of Temple Ohabei Shalom, the oldest synagogue in Massachusetts, in June 2007.

1970s

Merrille Weissman '70, Point Breeze, Pa., was named department director of county services in the AgeWell Independent Adult Services Department. Weissman has worked as program director of the University of Pittsburgh's Generations Together and has been a part-time instructor in Pitt's School of Social Work.

Elizabeth G. Reilinger MS '76, PhD '80, Boston, Mass., chairperson of the Boston School Committee, was presented with the 18th annual Richard R. Green Award—the nation's highest honor for school board members—which includes a \$10,000 college scholarship for a student graduating from the Boston Public Schools. Reilinger is a senior fellow at the Jonathan Tisch College of Public Service and Civic Engagement at Tufts University and a consultant on social welfare policy and programs and nonprofit leadership and management.

Cara L. Schnaper '76, MBA '77, Summit, N.J., was appointed executive vice president, technology and operations, at TIAA-CREF on February 4, 2008. In this newly created position, her responsibilities will include continuing to upgrade the company's systems and technology infrastructure, overseeing technology strategy and policy, and ensuring an integrated approach between the company's information technology and operations groups.

1980s

David A. Drumheller '83, Trumansburg, N.Y., and Karen E. King, announced their marriage at the First Presbyterian Church of Ulysses, Trumansburg, on June 2, 2007. The couple spent their honeymoon at Virginia Beach, Va. King is employed by Cornell University. Drumheller is employed by Seneca County and owns Affinity Counseling Service.

Beth F. Levine, Esq. '85, Briarcliff Manor, N.Y., joined Keryx Biopharmaceuticals (NASDAQ:KERX) as senior vice president, general counsel, and chief compliance officer, with responsibility for overseeing all legal and compliance matters for the organization. Levine will also serve as corporate secretary and will have oversight responsibility for the company's human resources function.

Jeffrey S. Dunlap '86, Hudson, Ohio, a partner at Ulmer and Berne, L.L.P. in Cleveland, was selected from among Ohio Super Lawyers for 2008. To be selected, attorneys must have received nominations from outside their firms and have practiced law for a minimum of five years.

Cynthia K. Sherwyn '86, Ithaca, N.Y., was appointed associate at HOLT Architects of Ithaca in December.

Samuel K. F. Jones '88, White Plains, N.Y., was married on September 16, 2007, to Jeanine Bari Primm on Martha's Vineyard. Jones is a lawyer in Brooklyn. He is the president of the board of Doing Art Together, a nonprofit organization in Manhattan that provides art education at public schools and social service agencies. Jones earned his law degree from the University of Wisconsin. Primm is a co-owner of Health Disparities Services, a Baltimore company that provides speakers to address medical issues with patients and health-care providers; she specializes in sexual health issues.

1990s

Elizabeth A. Lynam '91, New York State, is deputy research director at the Citizens Budget Commission, a nonpartisan, nonprofit civic organization devoted to influencing constructive change in the finances and services of New York State and New York City governments. She has designed and authored studies on local tax relief, reforming New York State's fiscal practices, Medicaid, special education policy, collective bargaining, and alternatives to incarceration for drug offenders.

Jonathan D. Heit '94, Santa Monica, Calif., was promoted to senior vice president, technology at Allison & Partners, a national independent communications firm headquartered in San Francisco. This is a newly created

position within the agency. Heit, one of the company's original employees, is responsible for growing the firm's technology roster, which currently counts YouTube, Sony Electronics, Boost Mobile, GameFly, and Ripple Networks among its notable clients.

Nancy I. Becker '98, New York City, was married on November 10, 2007, to Scott Howard Margolin at the Essex House in Manhattan. Nancy is an associate with the Manhattan law firm Jaffe & Asher. She received a law degree from Fordham. Scott is a senior director in the corporate finance department of Warner Music Group in Manhattan.

Rory Brett Weiner '99, Norwood, Mass., and Stefanie Gail Schuman were married on December 1, 2007 at Temple Israel in Memphis, Tenn. Weiner is a second-year fellow in cardiology at Massachusetts General Hospital in Boston and a clinical and research fellow at Harvard Medical School. He received a medical degree from the Mount Sinai School of Medicine. Schuman is a retina specialist at Koch Eye Associates in Warwick, R.I.

2000s

Brooks and Beth Parker '00 are residing in State College, Pa. Beth finished her PhD in kinesiology as a National Institute of Aging Fellow in the Pennsylvania State University's College of Health and Human Development. Brooks is working for the Centre Region Council of Governments providing waste and recycling management services. They are active in their local State College Cornell Club and often visit with **Elizabeth Hill Ruder '00**, who is a PhD student in nutritional sciences. The Parkers have a two-year-old daughter, Tess, and are excited about adding another member to their family in February, in addition to Tess and two golden retrievers.

Christopher Cihlar MS '01, PhD '03, Rockville, Md., was tapped by Montgomery County, Md., executive Isiah Leggett (D) to lead his data-driven CountyStat program in January. Cihlar is a policy analyst with government and private-sector experience. The CountyStat program will track information about problems and the measures taken to address them.

Alyse Rosenberg '03 and Shawn Michael Aruch, New York City, were married October 20, 2007, in Mahwah, N.J. Alyse earned a juris doctorate, magna cum laude, from Benjamin N. Cardozo School of Law, Manhattan. She is an associate in the finance group at Shearman & Sterling, Manhattan. Shawn is vice president of EDGAR Services and Information Technology at Vintage Filings, Manhattan.

Jessica Ann Sheena '03, Old Westbury, N.Y., was married November 24, 2007, to David Bryan Cohen at the Puck Building in New York. Jessica is a senior communications specialist, handling corporate public relations matters at New York & Company, a women's retail clothing company. David is a vice president and a product specialist for international stocks at BlackRock, the investment management firm in New York. He is a chartered financial analyst.

Angelina K. Riley '04, Philadelphia, Pa., was appointed to the position of executive policy specialist in the Pennsylvania Department of Health in September 2007. She is responsible for analyzing all policies that may have public health implications and making recommendations to the governor on whether he should support or oppose them. Her focus is on family health issues.

Dominic Frongillo '05, Brooktondale, N.Y., councilmember for the Town of Caroline, attended the United Nations Conference on Climate Change in Bali, Indonesia, in December as a member of a youth delegation of 20 U.S. students and recent graduates. The delegation is a part of the internationally recognized SustainUS Agents of Change (AoC) program, designed to facilitate youth involvement in international policymaking and advocate for a sustainable future. The delegation together speaks 13 languages, and every member is under the age of 25.

Eric Wesley Taylor '05, Latham, N.Y., joined the staff of Tompkins Investment Services, a division of Tompkins Trust Company, as a registered representative of INVEST Financial Corporation and financial services specialist.

What are **YOU** up to?

Send updates to:

Human Ecology Alumni Affairs
and Development Office

head@cornell.edu

Pearl M. Zimmerman '35, New York, N.Y., January 5, 2008
Carolyn Drucker Goodman '36, New York, N.Y., August 17, 2007
Marguerite E. Legge '38, Enfield, N.Y., February 9, 2008
Bette Catherine Limpert Mayhew '40, Sun City, Ariz., January 10, 2008
Greta W. Leighton '44, Scottsdale, Ariz., December 14, 2007
Virginia Oakes Tyler '44, Pittsford, N.Y., December 20, 2007
Loretta Anderson Bardewyck MS '48, Phoenix, Ariz., December 10, 2007
Joan Dahlberg Schmidt '49, Spotswood, N.J., January 18, 2008
Theodore Wishnetsky MFS '50, East Lansing, Mich., December 6, 2007
Lt. Col. Nannie R. Evans MS '51, San Antonio, Tex., November 24, 2007

Barbara Patchen '52, Glendale, Ariz., December 2, 2007
Betty W. Smith, '52, Bellevue, Wash., December 1, 2007
Sue N. Woehr '65, Pittsford, Penn., October 28, 2007
Lynn A. Classen '73, Watsonville, Calif., December 6, 2007
Geraldine Fisher '74, Romulus, N.Y., September 7, 2007
Marco S. Smythe '74, New York, N.Y., October 18, 2007
Linda Putland '78, Virginia Beach, Va., August 18, 2007
Donald J. Barr, Professor Emeritus, Trumansburg, N.Y., January 24, 2008
John L. Doris, Professor Emeritus, Ithaca, N.Y., January 23, 2008
Jean Failing, Former Dean, Ithaca, N.Y., January 30, 2008

Social Activist Don Barr Dies at Age 72



Donald J. Barr, professor emeritus of policy analysis and management in the College of Human Ecology and a longtime social activist who spoke for disenfranchised members of the Ithaca and worldwide communities, died January 24 in Ithaca, due to complications following a stroke.

A member of the Cornell faculty since 1971, Barr focused many of his professional and personal activities on fighting bias, prejudice, and oppression and on issues related to leadership, empowerment, and transforming power oppression. For many years he cotaught a popular Cornell course, *Racism in American Society*, and inspired many students to choose careers to pursue social change and justice.

"Professor Barr was much sought after by Human Ecology students of color, and others, for advice and support as they contemplated public service careers," said Jerome Ziegler, former dean of the College of Human Ecology.

Born May 7, 1935, in Geneva, Ohio, Barr earned a BS (1957) in social and earth sciences at Miami University in Ohio, an MA (1959) in sociology and a PhD (1964) in guidance and counseling, both at Indiana University.

Former Human Ecology Dean Jean Failing Dies at Age 94



Jean Failing, Cornell professor of home economics and education and dean of the College of Human Ecology from 1974 to 1978, died January 30 at Cayuga Medical Center. She was 94 years old.

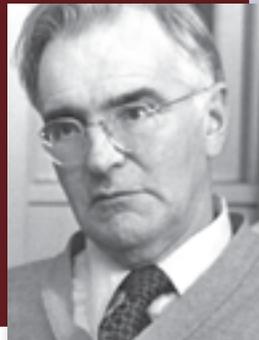
As dean, Failing established the Family Life Development Center as a permanent program to address child abuse and neglect. In 1975, she launched the college's first campaign for public funds. The three-year campaign exceeded its \$250,000 goal, and she was credited with a major role in its success.

During her 39 years of service to Cornell, Failing not only served as a faculty member, she also held the positions of counselor, chair of the counseling service, coordinator of resident instruction, and associate dean for undergraduate education. She retired from Cornell in 1978.

"Dean Failing's accomplishments and contributions to the College of Human Ecology and Cornell University are a powerful reminder of our rich history and proud traditions," said Alan Mathios, interim dean of the College of Human Ecology.

Failing was born in 1913 and grew up in Portland, Ore. She received her BA and an MA from the University of Oregon. She received her PhD in educational guidance and administration from Ohio State University in 1939 and joined the Cornell staff the same year.

Founding Director of the Family Life Development Center Dies at Age 84



John Doris, professor emeritus of human development and founding director of the Family Life Development Center (FLDC), died on January 22 at age 84.

Doris served as director of the FLDC since its establishment in 1974 until his retirement and appointment as professor emeritus in 1993, though he continued to work on center programs until his death.

During his tenure, he established five major new programs, including a training program for child protective workers, the National Data Archive on Child Abuse and Neglect to ensure that researchers have access to federally funded research data, and the Internet-based Child Abuse Prevention Network, a worldwide resource to apply information technology to child abuse prevention.

Doris grew up in the Bronx and graduated magna cum laude from the College of the City of New York in 1951. He earned a PhD in 1957 in child clinical psychology from Yale University. From 1958 to 1963, he was chief psychologist in the Yale Child Study Center and an assistant professor in Yale's department of psychology before he joined the Cornell faculty.

MESSAGE

from the HEAA president



Deborah Gerard
Adelman '71, MS '74
President

As my term as president of the HEAA Board of Directors nears an end, I want to take this opportunity to thank all of the members of the HEAA, especially the board, for their loyal support. This commitment is the foundation of all that we

do for Human Ecology students and alumni. In the past two years, under the able leadership of our Student Affairs Committee, the HEAA has revitalized its Student Grants Program, distributing almost \$16,000 in grants to more than 50 Human Ecology students. These grants have supported everything from career development opportunities to student-created, original programs in the local and even international communities. And we still have one grant cycle left this academic year. Obviously, we could not have accomplished this without the support of our members, for which we are very grateful.

It's been a long time coming, and with the continued hard work of our dedicated staff and many others, our CyberMentors relaunch has finally happened. We are extremely appreciative of the hundreds of alumni who volunteered to be part of the redesigned CyberMentors Program, initially piloted by the HEAA in 2004. Your direct involvement in the lives of current Human Ecology students is enormously important and will continue to inspire them for many years. If you have not yet been matched with a student or signed up to participate, please know that the program – and the matching of students to alumni – is still evolving and registration will reopen again soon. Please continue to check www.human.cornell.edu/Alumni/cybermentors/ for further information on the next open registration period.

A few of our many outstanding alumni were acknowledged with our Alumni Achievement awards at the HEAA annual meeting in New York on April 10. Congratulations to **Carol Aslanian '63**, our 2008 Helen Bull Vandervort Alumni Achievement Award recipient, who has devoted her life to higher education, particularly in the area of

increasing access for non-traditional students. We also honored **Gwen Whiting '98** and **Lindsey Wieber '98**, the founders of The Laundress line of luxury fabric care products and accessories, as our recipients of the 2008 Recent Alumni Achievement Award. Carol, Gwen, and Lindsey are excellent representatives of the diversity of Human Ecology alumni who, through their work, carry the spirit of the college well beyond the boundaries of Cornell.

This year's HEAA annual meeting also featured a faculty presentation titled "Memory and Judgment on Trial: Law, Psychology, and Human Development." Professors Charles Brainerd and Valerie Reyna from the College of Human Ecology and Professor David Dunning of Arts and Sciences discussed their research on cognition, memory and decision-making as it applies to the field of Law. They also updated us on the ground-breaking graduate program in Law, Psychology, and Human Development (LPHD), in which Human Ecology and Arts and Sciences collaborate with the Cornell Law School.

Finally, please join me in congratulating our incoming Board officers: President **Terry Kornblum Singer '76**, Vice President **Nanci S. Palmintere '73**, Secretary **Angelina K. Riley '04** and, returning for another term as treasurer, **David E. Goodman '84**.

We truly need your support to continue to make a difference for the college and provide opportunities for our alumni to reconnect. I encourage you to join or renew your HEAA membership today. We have made it very easy to pay your dues, so please visit www.human.cornell.edu/che/Alumni or call 1-800-453-7703.

It has truly been an honor to serve as your president of the HEAA these past two years. I am always so impressed by the many dedicated alumni, students, professors and staff members who support our college. An extra special thanks to Interim Dean Alan Mathios and Assistant Dean Marybeth Tarzian and the incredible staff of the Alumni Affairs and Development Office.

Have a wonderful spring, and I hope to see you at a CHE event in the near future.

All the best,

Deborah Gerard Adelman '71, MS '74

President, Human Ecology Alumni Association



MEMBER ADVANTAGE

Winter 2007 edition: Health and Public Policy

Become a life member of the Human Ecology Alumni Association and receive a complimentary subscription to Human Ecology Magazine. For more information, visit www.human.cornell.edu/che/Alumni/HEAA/join.cfm.



Cornell University College of Human Ecology

Ithaca, New York 14853-4401
Address Service Requested

Nonprofit Org.
U.S. Postage
Paid
Cornell University



LINKages

Cornell's Division of Rare and Manuscript Collections recently cataloged the archives of the American Association of Family and Consumer Sciences (AAFCS), which was founded in 1909 as the American Home Economics Association. Its history is intimately intertwined with the College of Human Ecology. Martha Van Rensselaer was a charter member of the AAFCS and served as its president from 1914 to 1916. Members researched and developed public education programs focusing on home economics, including food and nutrition, parenting and early childhood development, consumer science, family finances, art and interior design, and textiles and construction. In 2004 the association designated

Cornell the repository of its archives. Alumni, faculty, deans (past and present), and Cornell archivists gathered to celebrate the completion of the AAFCS catalog.



Standing, from left: Jo Swanson, Mary Lou Tenney, Jane McGonigal, Dorothy Valachovic, Carol Anderson, Kay Obendorf, Sue Miles Nichols, Eileen Keating
Seated from left: Francille Firebaugh, Alan Mathios, Sarah Keen