

# Link



## A PERSONAL PATH TO Public SERVICE



Tsehaynesh Abebe '99, on the campaign trail for Illinois Senator Barack Obama

# message

from the Dean



Dear Human Ecology Alumni:

As I invite you to explore this second issue of our new alumni magazine, please allow me to say what an honor and a privilege it is to be serving as interim dean for the College of Human Ecology. For the past 14 years, I have been a teacher, advisor, researcher, and administrator here, and my appreciation and respect for the quality of the scholarship and the character of the people associated with Human Ecology just continues to grow.

In these pages, you'll find numerous updates, stories, accomplishments, and innovations that illustrate Human Ecology's unique and vital role at Cornell and throughout the world of higher education. So let me take my few column inches here to introduce you to our newest faculty members. Undoubtedly, you'll be reading about their contributions and impact, across many disciplines, in the years ahead.

**Assistant Professor Marie Caudill**, joining Nutritional Sciences from the Human Nutrition and Food Science Department at California State Polytechnic University

**Assistant Professor Ling Qi**, joining Nutritional Sciences from a postdoctoral appointment at the Salk Institute in La Jolla, California

**Assistant Professor Jordan Matsudaira**, joining Policy Analysis and Management from the economics department and Ford School of Public Policy, National Poverty Center at the University of Michigan

**Associate Professor Fatma Mete**, joining Fiber Science & Apparel Design from the Fashion Apparel Design Program, Department of Textiles, Faculty of Fine Arts at the University of Dokuz Eylul, Turkey

**Assistant Professor Emily Owens**, joining Policy Analysis and Management from the University of Maryland

**Assistant Professor Ying Hua**, joining Design and Environmental Analysis from Carnegie Mellon University

Please visit [www.human.cornell.edu](http://www.human.cornell.edu) to view the new faculty members' full CVs, research interests, publications, and teaching roles.

With approximately 600 faculty members across campus expected to retire in the next 10 years, faculty recruitment is a top priority for Cornell and the College. Every department in Human Ecology has active and open faculty searches at this time. We are fortunate to have recruited such a talented and diverse group of young scholars this year. Please join us in welcoming them into our academy.

As you read this, we are getting ready to begin work on the new north wing to MVR. Later this fall, we will begin construction on the foundation and underground parking garage that sits below the new wing. Check next spring's issue of LINK for a full update on final designs for the building that will sit on top.

And please stay in touch. Marybeth Tarzian, our assistant dean for alumni affairs and development, along with her energetic staff, are traveling across the country, hosting events with faculty and alumni throughout the year. So whether it's out there in your community, or here in Ithaca when you come back for a visit, we look forward to seeing you soon.

Sincerely,

Rebecca Q. and James C. Morgan 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

**DESIGNERS**

Valerie McMillen and Kathryn Seely

**PHOTOGRAPHY**

Cornell University Photography, College of Human Ecology, Michael Grace-Martin

**PRODUCTION COORDINATOR**

Donna Vantine

**WRITERS**

Carole Stone

Staff of Cornell Chronicle

Copyright 2007 Cornell University  
Produced by the Office of Publications and Marketing  
at Cornell University  
Printed on recycled paper  
10/07 16.6M EL 080006

The Magazine for Human Ecology **ALUMNI** Fall 2007

**link**

*Cornell College of Human Ecology:*

*Responding to human needs through  
research, education, and outreach.*

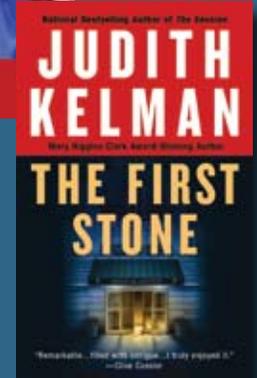
# contents

MVR Briefs	<b>2</b>
New Books	<b>6</b>
Features	<b>8</b>
Undergraduate Leadership Project Addresses Global Warming	
Babies Were Born to Be Breastfed	
“Nano” Clothes Offer Health Benefits	
Does Tenure Really Work?	
Research Explores Impact of Stress and Strain on Youth	
Jack Elliot Designs Green Lamp	
Cornell’s Medical Research Will Reach More New Yorkers	
Far Above. . .	<b>15</b>
Alumni Profiles	<b>16</b>
Tsehaynesh Abebe ’99	
John Mennell ’82	
Sloan Update	<b>20</b>
Class Notes	<b>23</b>
HEAA President’s Letter	<b>inside back cover</b>
<b>LINK</b> ages	<b>back cover</b>



page 13

page 21



page 6

page 10



**COVER:** Tsehaynesh Abebe '99 is on the political staff for Illinois Senator Barack Obama's Iowa presidential campaign. Abebe took a break from the campaign trail to share some of her story.



## HD Chair Named APS Fellow

Ritch Savin-Williams, professor and chair of the Department of Human Development, has been awarded fellow status in the Association for Psychological Science in recognition of his sustained outstanding contributions to the advancement of psychological science.

## Merrill Scholars Honor Human Ecology Faculty Members

Cornell's Merrill Presidential Scholars Program honored 36 Cornell seniors last spring and the high school teachers and university faculty members who made important contributions to the students' lives.

Each spring semester, 36 scholars, representing approximately 1 percent of the graduating class, are named to receive this honor by the deans of each of Cornell's seven undergraduate colleges. The scholars, in turn, recognize a high school teacher who most inspired their scholastic development and a Cornell faculty member who most significantly contributed to their college experience. The high school teachers are invited to campus as guests of the university to participate in two days of events.

The Merrill Presidential Scholars Program is made possible by funding from the late Philip Merrill '55. The high school teachers are honored under the STAR (Special Teachers Are Recognized) Scholarship established in 1989 with support from the late Donald Berens and his wife, **Margi Berens**, both members of the Class of 1947. STAR is supported through additional gifts from alumni and friends. A one-time \$4,000 scholarship is established in each teacher's name for a financially needy Cornell student from the teacher's high school or geographical area.

The 2007 Merrill Scholars in the College of Human Ecology (followed by the name of the Human Ecology teacher they are recognizing) are

**Joseph M. Clark:** Bill Rosen, senior lecturer, policy analysis and management

**Karyn Ann Hartz:** Judy Ross-Bernstein, senior lecturer, human development

**Yoon-Hee Hong:** Richard Canfield, senior associate professor, nutritional sciences

**Nathan William Skelley:** Nancy Breen, lecturer, textiles and apparel

## DEA Undergraduate Wins Scholarship

**Emma Nagle '09**, an interior design major, has been named a Hunter Rawlings Cornell Presidential Research Scholar (CPRS) for 2007–2009. Nagle was one of only 15 students chosen from 52 applicants across the university. She will receive \$5,000 in research funds along with \$4,000 in financial aid support. She will be working under Sheila Danko's direction on the Value-Led Entrepreneurship by Design project with a special focus on designer entrepreneurs.



## Hinestroza Receives Early Career Development Grant

Ten Cornell researchers have been awarded Faculty Early Career Development (CAREER) grants from the National Science Foundation (NSF) this year. NSF established the awards to emphasize the importance the foundation places on the early stages of academic careers dedicated to stimulating the discovery process, in which the excitement of research is enhanced by inspired teaching and enthusiastic learning.

**Juan Hinestroza**, assistant professor of fiber science, was awarded \$400,000 over five years to explore ways to control the position of particles, with nanoscale precision, to enhance manufacturing and polymer processing industries, and to lower costs. Expansion of the efforts could lead to development of anticounterfeiting devices to protect intellectual property and curtailing counterfeit of high-value goods.

## PAM Chair Receives Advising Award

**Rosemary Avery**, chair of the Department of Policy Analysis and Management, is among the four winners of the 2007 Kendall S. Carpenter Memorial Advising Awards.

The awards were established by Cornell trustee Stephen Ashley in 2002 to honor Carpenter, his former adviser and a professor of business management in what is now the Department of Applied Economics and Management from 1954 until his untimely death at the age of 50 in 1967.

Nominations were accepted from students, staff, college deans, associate deans, and department chairs. A committee composed of former recipients of the award and student representatives prepared a short list from those nominated; the final decision on the 2007 winners was made by President David Skorton. Recipients were honored May 26 at a trustee-faculty dinner in recognition of universitywide teaching and advising award winners and newly tenured faculty.

## DEA Major Joins Cast of 1,000 Volunteers to Present Al Gore's "Inconvenient Truths"

With all the sobering projections about the Earth's climate, former vice president Al Gore probably wishes he could clone himself a thousand times to present slide shows about warming temperatures and rising greenhouse gases, such as the lectures documented in his award-winning 2006 film, *An Inconvenient Truth*.

Instead, Gore has achieved the next best thing by personally training 1,000 volunteers—including two Cornellians and a researcher and an educator affiliated with Cornell—to give at least 10 presentations within a year. The training sessions, dubbed the Climate Project, were held in Nashville, Tenn., for an assorted group that included teachers and workers in industry, and local and federal government. There was also a beauty pageant contestant and a starting linebacker for the Philadelphia Eagles.

**Katherine McEachern '09**, a design and environmental analysis major who attended the training session, April 9–11, says Gore was very involved in the whole process. He



“Three simple ways people can help reduce global climate change are driving less, eating local foods, and buying only compact fluorescent bulbs”

—Katherine McEachern '09

gave a presentation the first day, walked everyone through the entire process the second day, and then joined everyone for dinner that night.

In addition, a public-speaking coach and consultant lectured on how to communicate effectively to a large audience. During the sessions, the trainees also fielded technical science-based questions as well as off-the-wall questions based on misinformation.

“They [the trainers] really knew the commonly asked questions,” says McEachern. Each trainee also was given a copy of Gore’s slide presentation from the film (with some additional slides), but they agreed not to use the material for profit, share it, or use it for training purposes.

Trainees were chosen from applications made through the Climate Project’s web site that included questions about prior experiences with presenting, organizing, and outreach.

McEachern, who is involved with the Cornell chapter of Kyoto Now!, says she will give her first presentation to her mother’s seventh-grade class. “They will be the toughest audience to keep engaged,” she says.

“Scientists have told us we have 10 years to change the trajectory we are on,” says McEachern. She adds that scientists estimate that to reverse warming trends, atmospheric carbon dioxide must be reduced by 80 percent below 1990 levels by the year 2050, which can be reached with 2 percent reductions per year. “It’s a lifelong commitment for me,” she says.

Three simple ways people can help reduce global climate change, McEachern says, are driving less, eating local foods, and buying only compact fluorescent bulbs, which use less than half the energy of conventional bulbs and last seven times longer.

## New “Green” Lounge—Designed by Students for Students—Opens in Martha Van

Six design and environmental analysis (DEA) undergraduate students have made it easy for their peers to be green. Lounge 159 in MVR is a new environmentally friendly space, designed by students for students.

Located on the first floor of MVR at the end of the west addition hallway, Lounge 159 embodies the college’s commitment to research, innovation, sustainability, and community, said Lisa Staiano-Coico, then Rebecca Q. and James C. Morgan Dean of Human Ecology, who initiated the project with Kristine Mahoney, director of the college’s facilities and operations.

The students—Megan Belkin '06, Roisin Callanan '06, Hee Ju Park '06, Janice Yeung '07, Sara Patterson '08, and Tiffany Peterson '08—worked as a team for months. The team members were selected by DEA faculty members as exemplary designers in their respective classes. Rhonda Gilmore, a DEA lecturer who worked with the student volunteers throughout the process, says the team “researched student lounges on campus and



elsewhere, meeting with Human Ecology administrators to solicit programmatic requirements and interviewing students and focus groups to find out what type of space would meet their needs.”

The project, Gilmore says, gave several of DEA’s most promising students “a real project in a real space with a budget that could implement their creative solutions for a space to be used by peers.”

The students planned the space and designed the lighting and also selected all the furniture and fixtures and custom-designed several elements. They also ensured that the project was “green,” in that the lighting design and all the furniture, fixtures, and equipment had no hazardous adhesives or volatile organic compounds.

### IT’S GOOD TO BE GREEN

Lounge 159 provides five distinct areas: group meeting spaces, individual study carrels, two different kinds of areas for socializing, and a computer zone with wireless access.



## Biodegradable Composites Offer Many Benefits

Biodegradable composites made entirely from plant materials, developed by **Anil Netravali**, professor of fiber science and apparel design, and soon to be found in commercial products, promise to save landfill space, reduce carcinogens in homes and workplaces, and boost the economy of central New York.

Netravali has worked for several years to create the composites, and last year he partnered with Pat Govang, the former industrial partnerships director for the Cornell Center for Materials Research, to form e2e Materials LLC, to sell a product based on one of his patents: “green” biodegradable composites made entirely from plant fiber and a resin derived from soy protein.

Composites are materials combining a reinforcing material with a moldable “glue” or resin. Examples range from fiberglass and the carbon-fiber composites used in aircraft parts to reinforced concrete. Unfortunately, most glues used do not break down in landfills and sometimes are toxic.

The new company’s first product will be a replacement for particleboard. Particleboard contains resins based on formaldehyde, which has been found to be carcinogenic and has sometimes been blamed for “sick-building syndrome.” Formaldehyde-based particleboard is on the way out, and the industry is scrambling for replacements. According to Govang, e2e has the only cost-competitive one, and it is several times as strong as particleboard; that means the same strength with less weight, reducing shipping costs. Early customers include Herman Miller, a leading office furniture company.

Much office furniture and low-cost home furniture is made of particleboard covered with various laminates, and the current supply chain isn’t very efficient, says Govang. Typically, particleboard is made from trees grown in one part of the country, shipped elsewhere to be made into particleboard, which is then shipped to the furniture factory as 4x8 sheets that must be cut to the needed size. By the time the product is sold at a store in Ithaca, for example, very little of its value affects the community.

Govang says e2e will make its products from soy and fibers grown in New York State, and that the fibers—mostly flax and bamboo—can be grown on farmland now considered marginal and lying unused. “Rural poverty levels in upstate New York are significant and increasing; we would like to have a positive impact on the agricultural base here,” he says.

Netravali says that the resin-making process complements the manufacture of biodiesel fuel from soybeans: Biodiesel is made from the oil, and Netravali’s resin is made from the remaining meal after extracting the oil. The new company is negotiating to work with a biodiesel plant being developed by the State University of New York at Morrisville.

As an added selling point, e2e’s composites will be formed by compression molding to the exact size and shape the furniture factory needs, reducing their manufacturing costs.

After deciding to form their company, Govang and Netravali attended a Pre-seed Workshop sponsored by the Cornell Center for Technology, Enterprise, and Commercial-



Anil Netravali, professor of fiber science and apparel design, holds a sample of his biodegradable substitute for particleboard, made entirely of natural fibers and soy-based resin. Because the product is much stronger than fiberboard it can be made as a partially hollow sandwich, greatly reducing weight and shipping costs. On the table are samples of sisal fiber and other composites.

ization, the Center for Life Science Enterprise (the technology transfer unit of the Cornell Institute for Biotechnology and Life Science Technologies), and the Cornell Center for Materials Research. The workshop organizes start-up company “wannabes” into teams consisting of an inventor, a business person, a lawyer, and students from Cornell’s Johnson School to determine whether a business idea is viable. The climax is a pitch to a panel of real venture capitalists.

“The pre-seed was a great experience,” Netravali says. “They give you a complete idea of what is involved in starting a business, how to go from one step to the next, how to get investors.”

Experience gained in the workshop paid off with top honors from UNYTECH ’06, a pitch event hosted by the Upstate Venture Association of New York, a technology transfer grant to Cornell from the New York State Office of Science, Technology, and Academic Research for further development of the process, and a Grant for Growth from the Metropolitan Development Association of Syracuse. On April 5, e2e won a \$100,000 prize in the first EssentialConnections.org Emerging Business Competition, sponsored by M&T Bank and the New York Business Development Corp. The company is negotiating for further funding from Excell Partners, a not-for-profit venture capital enterprise created by the University of Rochester, and BR Ventures, a student-run venture capital enterprise at Cornell.

The company is trying to grow without commercial venture capital, Govang says, because that requires giving up control.

Netravali is happy to let Govang handle such things. “My contribution to the company is the basic research, coming up with different kinds of resins that can be fed into the company, while benefiting Cornell through patents,” he says.

The company expects to commercialize future ideas from Netravali’s lab and maintain other Cornell connections. For example, Govang says, Johnson School students helped with market and supply chain research, and the company will soon recruit a couple of Cornell engineers.

[link www.e2ematerials.com](http://www.e2ematerials.com)

## Cawley Named to NIH Scientific Review Committee

**John Cawley**, associate professor of policy analysis and management, has accepted a seat on the Social Sciences and Population Studies Study Section of the Center for Scientific Review at the U.S. Department of Health and Human Services (DHSS).

Study section members are selected on the basis of their “demonstrated competence and achievement in their scientific discipline as evidenced by the quality of research accomplishments, publications in scientific journals, and other significant scientific activities, achievement, and honors.” They contribute to national biomedical research by reviewing grant applications to the National Institutes of Health, an agency of the DHSS, and by making recommendations based on the status of research in their fields.

Cawley, who earned a Ph.D. in economics from the University of Chicago in 1999, focuses his research on health economics, particularly the economics of obesity.



Ann Lemley

## Lemley Elected Fellow of Agrochemicals Division of American Chemical Society

**Ann Lemley**, professor and chair of the Department of Fiber Science & Apparel Design, has been elected a fellow of the Agrochemicals Division of the American Chemical Society (ACS) “for outstanding contributions in the endeavors of the division and in the science of agrochemistry.”

Lemley has been a member of the division since 1982 and has served as vice chair (1998), program chair (1999), division chair (2000), and nominations chair (2001) and as a member of the executive committee for three different terms. She has been a regular contributor to papers and posters at national ACS meetings.

Lemley, who joined the Cornell faculty in 1980 (after previously serving as a research and teaching assistant, postdoctoral fellow, and lecturer at Cornell), earned her B.A. degree (1966) at St. John’s University and her M.S. (1970) and Ph.D. (1971), both in chemistry, at Cornell.

## Latham Receives Lifetime Achievement Award



At the first conference of the Federation of African Societies of Nutrition, which took place May 7–9 in Ouarzazate, Morocco, **Michael C. Latham**, professor emeritus and graduate school professor of nutritional sciences, was awarded the first Lifetime Achievement Award from the African Nutrition Graduate Students Network (AGSNet) “for improving nutrition in Africa.”

The day before receiving the award, Latham delivered the invited inaugural address, “Combating Infections to Control Malnutrition,” at the AGSNet second biennial conference, also in Morocco.

Latham was director of Cornell’s Program in International Nutrition for 25 years. He also is the author of several books, including *Kilimanjaro Tales: The Saga of a Medical Family in Africa*, *Human Nutrition in Tropical Africa*, and *Human Nutrition in the Developing World*, and more than 350 journal articles. He frequently serves as a consultant in Africa, Asia, and Latin America for the World Health Organization, Food and Agriculture Organization of the United Nations, UNICEF, the World Bank, and the White House. In 1994 he consulted with Fidel Castro on how to curb Cuba’s neuropathy epidemic.

## From “Bench to Bedside”: Weill Cornell and Ithaca Campus Researchers Collaborate

At the launch of Cornell’s \$4 billion campaign in October 2006 in New York City, Sandy Weill, chairman of the Weill Cornell Medical College Board of Overseers, said, “I think the most important thing about this campaign is the collaboration that we’re going to have with the clinical researchers here in New York City at Weill Cornell and the basic researchers up in Ithaca.” He called this collaboration “translational research.” Here are two examples from the College of Human Ecology.

### Artificial Skin

Although they work 250 miles apart, **C. C. Chu**, professor of fiber science and apparel design, and Roger Yurt, attending surgeon at Weill Cornell Medical College (WCMC), are collaborating closely on an artificial skin project that derives from a large family of therapeutic biodegradable biomaterials recently developed in Chu’s lab. Other biomaterials from the same family have been tested as drug-eluting (releasing) stents and vascular grafts for vascular diseases, hydrogels for gene therapy or to treat cancer, and even a fabric that could replace cotton swabs for collecting DNA evidence in crime scenes.

### Research on Aging

Another collaboration, the Cornell Institute for Translational Research on Aging (CITRA), headed by Human Development professor **Karl Pillemer**, is deeply rooted in the idea that the campuses’ resources complement each other in unique ways. In CITRA’s case, the resources include theoreticians and social scientists in Ithaca, research clinicians from the Division of Geriatrics and Gerontology at WCMC, and researchers at the Psychiatric Division of the Cornell Institute for Geriatric Psychiatry in Westchester County.

CITRA, funded by a \$1.9 million grant from the National Institute on Aging, is a broad collaboration to study issues related to aging—and translating that research to real-world solutions for the elderly.

## Interior Design Program Ranked No. 2 Nationwide

Both the undergraduate and graduate interior design programs in the Department of Design and Environmental Analysis (DEA) have been ranked the second-best program nationwide in the annual survey conducted by *DesignIntelligence* magazine.

Last year the programs were ranked third in the nation, but this year the only school ahead of Cornell is the Rhode Island School of Design.

The ranking, based on the hiring experiences of a cross-section of leading U.S. firms, assessed how well prepared recent graduates were in a range of vital design skills.

Our program was  
one of the first in the  
country to integrate  
the social sciences  
with design.

"I am proud and absolutely delighted that our program has once again been recognized in this way," says Franklin Becker, professor of DEA and chair of the department. "It reflects a deep commitment on the part of our faculty to make a difference in both the academic world and in design practice. Our graduates flourish because of their unique combination of skills and perspectives. Our program was one of the first in the country to integrate the social sciences with design. And we are fortunate, indeed, that we got the model right more than 30 years ago and can still evolve and push the boundaries of design education today."

## Small Businesses Receive Cornell JumpStart Awards

New York small businesses Harrick Scientific Products and Select Fabricators have completed JumpStart projects with the Cornell Center for Materials Research (CCMR) during the spring 2007 semester.

Select Fabricators uses high-tech materials in the manufacture of a wide range of products including protective packaging, bags, covers,

tarps and shrouds, metallized fabrics, and antimicrobial medical components. The Canandaigua-based company worked with **Juan Hinestroza**, assistant professor of fiber science and apparel design. Hinestroza's expertise was applied in exploring new technologies and product improvements for electromagnetically shielding fabrics.

New York small businesses G3i, Novipella, and NYCO were selected to receive JumpStart awards with CCMR for the fall 2007 semester.

The CCMR JumpStart program is funded by the New York State Foundation for Science, Technology and Innovation (NYSTAR) to help small New York businesses develop and improve their products through university collaborations, leading to revenue growth and new jobs. JumpStart projects receive up to \$5,000 in matching funds for project costs including faculty and their research staff, facilities services, supplies, and materials. Eighteen companies have benefited since 2005.

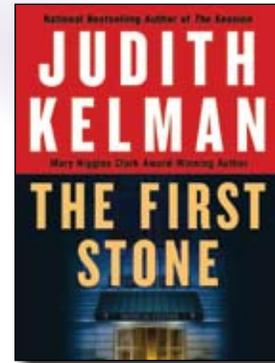
G3 Technology Innovations, Inc., Rochester, N.Y., will collaborate with **Margaret Frey**, the Lois and Mel Tukman Assistant Professor of Fiber Science and Apparel Design, to develop novel nanoparticle-based treatments of fibers to impart hydrophobicity to textiles without the use of harmful fluorochemicals.

Further details about this exciting program are given on the CCMR web site ([www.ccmr.cornell.edu/industry/](http://www.ccmr.cornell.edu/industry/)).

G3 Technology Innovations, LLC (G3i) is a technology company dedicated to improving quality of life by focusing on environmental causes and human health. Based in Pittsford, N.Y., G3i develops and markets multi-functional nanomaterials products targeted at the textiles, paints and coatings, agricultural, dental, and orthopedic industries.

## Laquatra to Be Featured in *Who's Who*

**Joseph Laquatra**, the Hazel E. Reed Human Ecology Extension Professor in Family Policy in the Department of Design and Environmental Analysis, has had his biography approved for publication in the upcoming 11th edition of *Who's Who Among American Teachers and Educators*.



### JUDITH KELMAN '67 *The First Stone*

New York: Berkley Publishing Group

He's a world-renowned, brilliant cardiac surgeon. But since Dr. Malik moved in upstairs with his family, Emma has started to wonder what kind of a man he really is. On quiet nights, home alone with her three-year-old, pregnant Emma can hear muffled thumps and screams from the apartment above and pleading words in a little girl's voice. If she reports Dr. Malik, she might put her own husband's career on the line. But the sounds from the apartment above keep haunting her, until she confides in a friend.

Soon, Malik becomes the target of an investigation. When he discovers the role Emma played in it, her life begins to unravel. And just as she is about to bring a new life into the world, she starts to fear for her own.

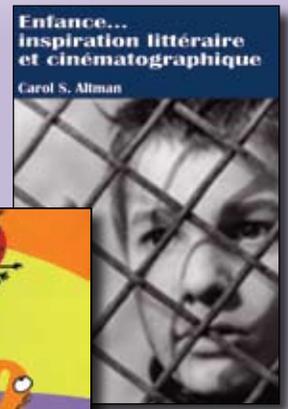
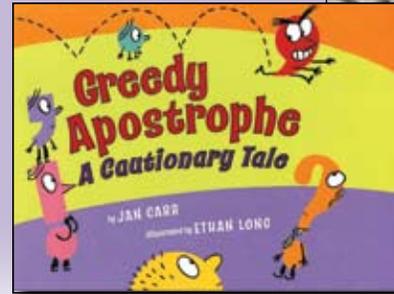
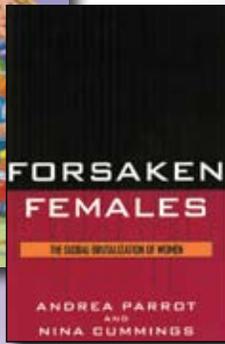
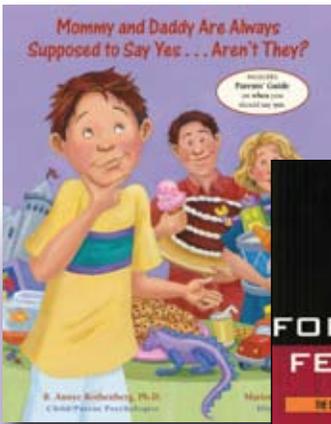
*Judith Kelman is the author of 17 novels and the co-author (with Dr. Peter Scardino) on a book for the lay public about the prostate (Dr. Peter Scardino's Prostate Book).*

### ANDREA PARROT AND NINA CUMMINGS

#### *Forsaken Females*

New York: Rowman and Littlefield

This new book describes the varied types of violence women experience throughout the life course, from female infanticide and genital mutilation to sexual slavery and trafficking. From a truly global perspective, the book illuminates the diverse ideologies and cultural conditions that condone and perpetuate such brutality against women. In their own compelling words, women



describe their personal experiences, victimization, and horrors. This book also addresses the physical, emotional, and economic impact of such violence, and each chapter concludes with examples of promising policies and practices developed to address and reduce violence against women.

**Andrea Parrot is a professor in the Department of Policy Analysis and Management, where she has been teaching since 1981. She is the author of many books, manuals, and articles on sexual assault.**

**B. ANNYE ROTHENBERG '67**

### **Mommy and Daddy Are Always Supposed to Say Yes . . . Aren't They?**

Redwood City, Calif.: Perfect Parenting Press  
*Mommy and Daddy Are Always Supposed to Say Yes . . . Aren't They?* is a wonderful book for preschoolers and their parents, with a powerful message that will leave parents, pediatricians, and preschool teachers cheering. The children's story will delight preschoolers and teach them just what parents want them to learn—why parents can't give in just because preschoolers want them to—and does it in a story beautifully and colorfully illustrated with warmth and humor by the talented artist Marion Eldridge. The parents' section is insightful, clear, and wise, with lots of "take-aways" that parents can immediately use to help children feel good about themselves but not become overcontrolling. It teaches how preschoolers think, and what are reasonable rules to have. Parents will learn how to work out parenting differences with their spouses. They'll also discover if their child is learning what they want them to about behavior, and if not, what to do about it. Parents will love having the confusing and conflicting parenting theories woven together into

something concise and clear. Many examples showing other families' experiences will ring true, and the summary at the end will be a wonderful refresher to use in the future.

**Annye Rothenberg is a child/parent psychologist with 20 years of experience with typical preschoolers and their parents.**

**LYNN R. SCHECHTER '91**

### **Jenna's Big FAT Secret**

New York: Columbia University Library System

Childhood obesity is a huge national problem. Once children are overweight, they suffer emotionally. They are picked on and teased. Often they feel isolated, rejected by friends, and ashamed about their problem. Ironically, these overweight children turn back to food as a source of comfort, which just makes their weight problems worse. *Jenna's Big FAT Secret* is the first children's book ever written to help overweight children to understand the relationship between food and feelings. It is the story of Jenna, a pre-teen girl who is overweight and uses food to cope with her feelings. Eventually, Jenna discovers that the cycle of emotional eating makes her problems worse and that she does have the ability to change.

*Jenna's Big FAT Secret* is a compassionate and empowering book for overweight children. This book also includes practical, psychologically oriented advice to parents and professionals who want to help to support overweight children and help them lose weight.

**Lynn R. Schechter '91 (Ph.D. Columbia University) is a licensed psychologist living in Baton Rouge, La. She helps children of all ages.**

**JAN CARR '75**

### **The Greedy Apostrophe**

New York: Holiday House

There is lots of useful work for punctuation marks seeking employment. But Greedy Apostrophe causes great confusion when he runs all over town inserting himself into places where he doesn't belong in this book that will have kids eager to learn how to use an apostrophe correctly.

**Jan Carr has published more than 50 books for children and adults. She teaches writing at the New School University.**

**CAROL ALTMAN '63**

### **Enfance: inspiration littéraire et cinématographique (Childhood: Literary and Cinematographic Inspiration)**

Birmingham, Ala.: Summa

This book examines seven French language films, produced between 1952 and 2001 by well-known directors, that have enjoyed considerable popular and critical success. The common denominator in these films—*Jeux Interdits* (Clément), *Les Quatre Cent Coups* (Truffaut), *Rue Cases-Nègres* (Palcy), *Le Grand-Chemin* (Hubert), *Au Revoir les Enfants* (Malle), and *La Gloire de Mon Père* and *Le Château de Ma Mère* (Robert)—is childhood. During these years French society was rediscovering itself through the innocence and vulnerability of children. This study highlights the narrative styles of the literary works and their filmic adaptations by analyzing temporal schemes, subjectivity of narration, and focalization, child-heroes defined by their entourages, rites of passage, the meeting of child and myth, childhood as the source of literary and cinematographic variations, and the critical view of society and the human condition presented by each filmmaker.

**Carol S. Altman is adjunct professor of French and of liberal studies at the University of Denver.**



Leadership Student  
Develops Family Forum on

# GLOBAL WARMING



Stephanie Radi '07, left, a policy analysis and management major, and Molly Marino '09, a biology and society major, work with Dylan Cooke, eight, of Owego, N.Y., at the Family Forum on Global Warming. Radi developed the family forum, and Marino was part of the team that created the hands-on activities.

“We hope they will grow up and feel they can actually do something about this and thereby create positive change.”



**An interactive family forum on global warming and a series of hands-on science activities for children and families, both developed by Human Ecology students, were featured at the Sciencenter in Ithaca.**

The projects were developed with the Sciencenter with the launch of the International Polar Year in mind, a worldwide research and educational effort on global warming focusing on changes in the Arctic and Antarctic regions, and will be distributed to science museums worldwide. The museum also is launching its own ambitious project, a 10-year sustainability initiative.

The family forum was developed by Stephanie Radi '07 as part of her honors project in leadership. It was presented by the Sciencenter's executive director Charlie Trautmann, Ph.D. '83, adjunct associate professor of civil and environmental engineering and Radi's adviser for the project.

The presentation was followed by a series of interactive activities highlighting the science behind climate change and global warming, which were developed by six students in the course Collaborative Leadership in the spring '07 semester. More than 400 museum visitors explored the new activities at the event.

Using Radi's presentation, Trautmann shared the evidence that scientists consider when studying the effects of global warming by noting such phenomena as the degradation of the Larsen B ice shelf in Antarctica, the melting of glaciers worldwide, and an increase in killer heat waves. He also noted that bleaching of corals caused by slight increases in ocean temperatures and the marked increase in Category 5 hurricane activity are believed by scientists to be further indicators of global warming.

Audience members were given clickers to express their opinions about questions posed during the presentation. One question: "Do you know anyone who lives near an ocean?" prompted an audience discussion on the possible consequences of global warming on populations in coastal areas. Trautmann pointed out that, worldwide, over 100 million people will likely be displaced later this century by the projected continued rise in sea level associated with global warming.

Offering suggestions on how to help curb greenhouse gas emissions, Trautmann suggested using compact fluorescent light bulbs, which use 75 percent less energy than traditional incandescent light bulbs, and cold water to wash clothing, which also reduces the need for burning fossil fuels.

Since today's children are the most likely to see the greatest effects of global warming and will soon play a major role in monitoring the environment and inventing new technologies to move toward a more sustainable future, capturing children's interests is of vital concern, Radi says. "We hope they will grow up and feel they can actually do something about this and thereby create positive change." In addition to her work with the Sciencenter, Radi coordinated two weeks of activities at Cornell focused on global warming education and involving environmental groups campuswide.

The Human Ecology students involved in developing the hands-on science activities were Joanne Kwan '08, Meagan Hajjar '09, Molly Marino '09, Sara Patterson '08, and Katherine McEachern '09. For their class project, they also developed a web site, Students for Community Environmental Action, which includes activities, facts, and teachers' resources on environmental education.

On March 1 both the family forum and hands-on activities were included in an online toolkit of activities, offered to science museums by their representative group, the Association of Science-Technology Centers (ASTC) in Washington, D.C.

## Getting the Word Out on

# BREASTFEEDING

### "Babies were born to be breastfed."

That is the message that, for three months, people living in Herkimer County in upstate New York saw on billboards, posters, and in public service announcements during breaks in such shows as *Deal or No Deal*, the *Today* show, the *Dr. Phil Show* and on Comedy Central, Court TV, Nickelodeon, and Soap TV.

The campaign worked: Almost 69 percent of men and 46 percent of women surveyed reported that they would be comfortable with having their child breastfed in public after the campaign, up from 54 and 35 percent, respectively, before the campaign.

"I was amazed by the findings," says Christine Olson, professor of nutritional sciences. The evaluation shows that this kind of community intervention can create a social environment that is more supportive for breastfeeding."

The intervention was led by the Healthy Start Partnership of Herkimer County, a coalition of seven health and nutrition professionals, including Linda Robbins, nutrition educator from Cornell Cooperative Extension. The breastfeeding project is their first initiative, and it seeks to improve the cultural acceptance of breastfeeding as not only helping women shed pounds after childbirth, says Olson, but also helping reduce the risk of obesity in infants' later life. Although researchers do not completely understand why breastfed infants have a lower risk of obesity in later life, Olson notes that it is harder to overfeed a breastfed infant than a bottle-fed one and that breastfed infants gain weight more slowly, which has been linked to lower obesity risk.

The campaign was part of a \$1 million, four-year project led by Olson and environmental psychologist Nancy Wells, Cornell associate professor of design and environmental analysis, and funded by the U.S. Department of Agriculture. The project seeks to promote healthy weights in childbearing women and their infants through the Healthy Start Partnership of 42 health and nutrition professionals in the eight counties served by Bassett Healthcare. Bassett Healthcare in Cooperstown, N.Y., is cooperating with Cornell on this project to evaluate its impact on body weight in women and their infants.

“... helping women shed pounds after childbirth, but also helping reduce the risk of obesity in infants' later life”

[www.herkimerhealthnet.com/projects40207\\_4.html](http://www.herkimerhealthnet.com/projects40207_4.html)



**Babies were  
born to  
be breastfed.**

1-800-994-WOMAN [www.4woman.gov](http://www.4woman.gov)

Or talk to your healthcare provider.



**BREASTFEED FOR SIX MONTHS. YOU MAY HELP REDUCE YOUR CHILD'S RISK FOR CHILDHOOD OBESITY.**  
Recent studies show babies may be less likely to develop childhood obesity when exclusively breastfed for six months. Call 800-994-WOMAN or visit [www.4woman.gov](http://www.4woman.gov) to learn more. Or talk to your healthcare provider. Babies were born to be breastfed. Ad Council U.S. Department of Health and Human Services

# All That **GLITTERS** Are Nano-coated Clothes

Fashion designers and fiber scientists at Cornell have taken “functional clothing” to a whole new level. They have designed a garment that can prevent colds and flu and never needs washing, and another that destroys harmful gases and protects the wearer from smog and air pollution.



The two-toned gold dress and metallic denim jacket, featured at the April 21 Cornell Design League fashion show, contain cotton fabrics coated with nanoparticles that give them functional qualities never before seen in the fashion world.

Designed by Olivia Ong '07 in the Department of Fiber Science & Apparel Design, the garments were infused with their unusual qualities by fiber science assistant professor Juan Hinestroza and his postdoctoral researcher Hong Dong. Apparel design assistant professor Van Dyke Lewis launched the collaboration by introducing Ong to Hinestroza several months ago.

“We think this is one of the first times that nanotechnology has entered the fashion world,” Hinestroza says. He noted one drawback may be the garments’ price: one square yard of nano-treated cotton would cost about \$10,000.

Ong’s dress and jacket, part of her original fashion line called “Glitterati,” look innocently hip. But closer inspection—with a

Design student Olivia Ong '07 hugs two garments, treated with metallic nanoparticles through a collaboration with fiber scientists Juan Hinestroza and Hong Dong, which she designed as part of her fashion line, “Glitterati.”



microscope, that is—shows an army of electrostatically charged nanoparticles creating a protective shield around the cotton fibers in the top part of the dress, and the sleeves, hood, and pockets of the jacket.

“It’s something really moving toward the future, and really advanced,” says Ong, who graduates in December and aspires to design school. “I thought this could potentially be what fashion is moving toward.”

Dong explained that the fabrics were created by dipping them in solutions containing nanoparticles synthesized in Hinestroza’s lab. The resultant colors are not the product of dyes, but rather, reflections of manipulation of particle size or arrangement.

The upper portion of the dress contains cotton coated with silver nanoparticles. Dong first created positively charged cotton fibers using ammonium- and epoxy-based reactions, inducing positive ionization. The silver particles, about 10–20 nanometers across (a nanometer is one-billionth of a meter), were synthesized in citric acid, which prevented nanoparticle agglomeration.

Dipping the positively charged cotton into the negatively charged silver nanoparticle solution resulted in the particles clinging to the cotton fibers.

Silver possesses natural antibacterial qualities that are strengthened at the nanoscale, thus giving Ong’s dress the ability to deactivate many harmful bacteria and viruses. The silver infusion also reduces the need to wash the garment, since it destroys bacteria, and the small size of the particles prevents soiling and stains.

The denim jacket includes a hood, sleeves, and pockets with soft, gray tweed cotton embedded with palladium nanoparticles, about 5–10 nanometers in length. To create the material, Dong placed negatively charged palladium crystals onto positively charged cotton fibers.

Ong, though strictly a designer, was drawn especially to the science behind creating the anti-smog jacket.

“I thought it would be cool if [wearers] could wipe their hands on their sleeves or pockets,” Ong says.

Ong incorporated the resultant cotton fiber into a jacket with the ability to oxidize smog. Such properties would be useful for someone with allergies, or for protecting oneself from harmful gases in the contaminated air, such as in a crowded or polluted city.

**link** [www.popsci.com/popsci/technology/](http://www.popsci.com/popsci/technology/) (search: Ong)

# Tenure Doesn't Necessarily Provide

# Academic Freedom

Although it serves several important functions, tenure largely does not provide the academic freedoms it was intended to confer, according to two Cornell professors who have conducted the first survey of faculty opinions about whether tenure continues to promote “honest judgment and independent criticism,” key elements of the essence of academic freedom.

The study found that “Having tenure was not associated with a greater willingness to speak one’s mind or publish controversial findings,” says Wendy M. Williams, professor of human development, who conducted the

They found that the respondents “were more timid than we expected, rarely confronting departmental colleagues who disagreed with the content of their research and teaching. Interestingly, everyone thought that everyone else would behave more boldly than they themselves would,” Williams adds.

Their conclusions: “Tenure promotes a better-quality workforce and is associated with better graduation rates among undergraduates, but it is not living up to its original promise . . . getting tenure does not liberate professors to exercise the freedoms of speech, writing, and action,” the researchers write.

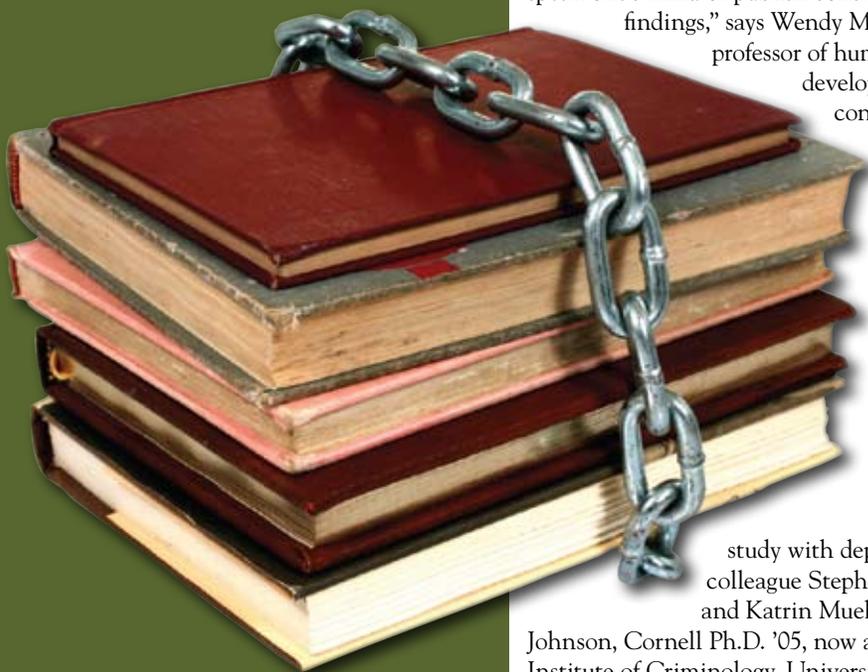
“Not only are assistant professors ‘muzzled’ by the fear of displeasing senior colleagues, but so are associate professors with tenure,” says Ceci. “They are significantly less likely than full professors to exercise academic freedom for a ‘hush time’ of 10 to 20 years or more, from the time they get their Ph.D. until they are promoted to full professor,” Ceci says.

One positive finding was that the so-called renegade tenured professor—one who would block a candidate’s tenure appointment by instilling fear among colleagues of the candidate’s future selfish or irresponsible behavior—turned out to be a myth. “Most professors lack the moxie or desire to become renegades,” he adds.

Academic freedom should mean that professors with tenure act without fear of reprisal for controversial behavior, the researchers say.

“Sadly, tenure does not appear to confer such freedom,” Williams says. “In fact, some professors appear more concerned with remaining in their senior colleagues’ good graces than they are with maintaining ethical standards.”

**link** <http://journals.cambridge.org> (search: Ceci)



study with department colleague Stephen J. Ceci and Katrin Mueller-

Johnson, Cornell Ph.D. '05, now at the Institute of Criminology, University of Cambridge.

The study is published in a recent issue of *Behavioral and Brain Sciences*.

The researchers asked 1,004 professors of all ranks and from many disciplines from around the country (derived from an e-mailing to a random sample of 2,700 professors) how they would act and how they believed lower-ranked faculty members would act concerning teaching courses disfavored by senior colleagues, conducting controversial research, or whistle-blowing unethical behavior.

**A**dolescents who are chronically exposed to family turmoil, violence, noise, poor housing, or other chronic risk factors show more stress-induced physiological strain on their organs and tissues than other young people.

However, when they have responsive, supportive mothers, they do not experience these negative physiological changes, reports a new study.

But the research group also found that the cardiovascular systems of youths who are exposed to chronic and multiple risk factors are compromised, regardless of their mothers' responsiveness.

The study, led by environmental and developmental psychologist Gary Evans, is published in the March issue of *Developmental Psychology*. It is the first study to look at how maternal responsiveness may protect against cumulative risk as well as the first, according to the researchers, to look at cardiovascular recovery from stress in children or youths.

Evans said that the findings suggest that the physiological toll of coping with multiple risk factors is significantly greater than that of coping with a single event, even if that event was rather severe. "Moreover, the burden appears to register in physiological systems that help us regulate our responses to stress," says Evans, the Elizabeth Lee Vincent Professor of Human Ecology and professor of human development and of design and environmental analysis.

To study stress-induced physiological changes in young teens, the researchers—including three students who were undergraduates at the time and a graduate student—used an index called allostatic load. This is a measure of stress-induced changes in neuroendocrine hormonal systems, cardiovascular responses, and metabolism that indicate the severity of wear and tear that cumulative strain puts on organs and tissues.

"Allostatic load may very well turn out to be the primary mechanism of how risk, stress, and other sources of environmental demands get under the skin and into the body," says Evans.

In some studies, he notes, high allostatic loads are correlated with a greater incidence of physical, mental, and cognitive disorders. The new data, Evans says, may therefore explain, at least in part, "why income and racial inequalities are so pervasive and persistent in our society. Low-income kids and especially low-income kids who are nonwhite bear a disproportionate burden of cumulative risk exposure."

The researchers also found that when stressed by a mental arithmetic problem, the cardiovascular systems of adolescents who had been exposed to chronic risk factors responded less actively to the stressor and were slower to recover physiologically.

The results are based on surveys, blood pressure measurements, and urine samples from 207 seventh- and eighth-grade children in rural upstate New York who had participated in a first wave of the study while they were in elementary school.

"We oversampled low-income children given our interest in risk and poverty," says Evans. He says they chose a rural, white community "given that the majority of children in America who are poor are white and that rural poverty constitutes greater and more persistent material deprivation than urban poverty."

The co-authors include graduate student Pilyoung Kim and former undergraduate students Albert Ting '98, Harris Teshler '03, and Dana Shanis '03.

[link www.human.cornell.edu/che/BLCC/](http://www.human.cornell.edu/che/BLCC/)



# Youth Suffer Physically from Family Turmoil and Violence

# Green Lamp

## A Shining Example of Sustainability

An award-winning pendant lamp designed by a DEA professor is possibly the first to use its own recycled aluminum waste shavings for components. In doing so, the lamp embodies the “green” principles of reducing, reusing, and recycling.

The so-called swarf (fine metallic filings or shavings removed by a cutting tool) lamp, which also represents Cornell’s first design patent, was made by Jack Elliott, associate professor of design and environmental analysis.

Both the lamp’s ceiling mount and base holder are made from recycled aluminum bar stock that, in turn, is 100 percent recyclable, and the diffuser, or shade, is made from the swarf created by the machining.

“I was making another prototype and noticed that while I was machining a part for it, the shavings coming off were beautiful—they were curly, shiny, and reflective,” says Elliott, who was New York State’s and Cornell’s first “green,” LEED-accredited (Leadership in Energy and Environmental Design by the U.S. Green Building Council) professional academic. “I started experimenting to improve the quality of the waste,” he says. Elliott ended up creating a uniform, continuous, and flexible strand of swarf that he shaped into loose, ball-shaped masses to diffuse the light from the bulb, which can be either a standard base compact fluorescent or light-emitting diode (LED) bulb.

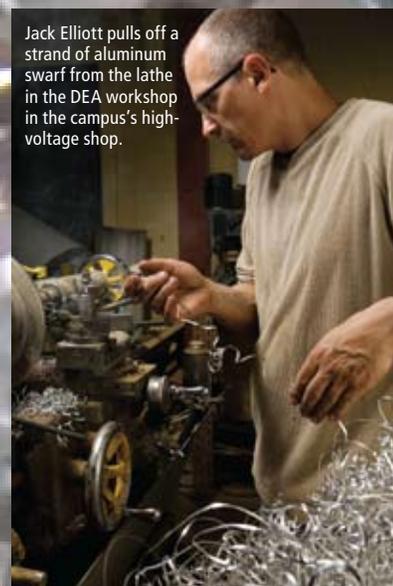
The lamp, which was a winner in last year’s Haute Green international sustainable-design competition, also has a cord made from cross-linked polyethylene, making it polyvinyl chloride (PVC)-free, unlike most cords, which have PVC jackets that could potentially produce dioxin, a suspected human carcinogen, if burned. In addition, Elliott designed the lamp for easy disassembly, which makes for easier end-of-life recycling because most of the components are made out of one material.

“Rather than simply reducing the amount of material input for a product, this approach—which I call ‘reduction’—reduces the material outputs as well by using the waste from one part for another part of the same product,” says Elliott, who teaches a course on ecological literacy and design that is cross-listed between Human Ecology and the College of Architecture, Art, and Planning.

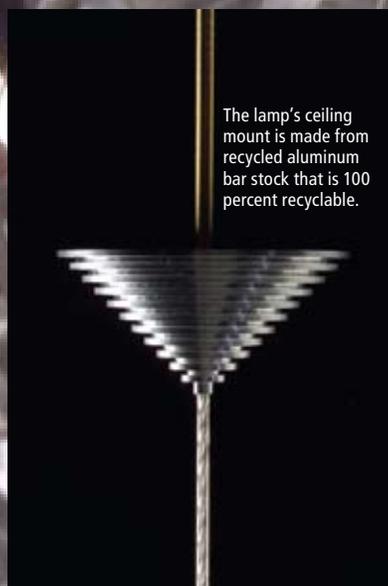
Elliott is in the process of looking for a North American manufacturer with a tradition of contemporary products with an environmental agenda to produce the lamps on a commercial scale.



The lamp’s diffuser is a ball of swarf. The lamp’s own recycled aluminum waste shavings are used for components.



Jack Elliott pulls off a strand of aluminum swarf from the lathe in the DEA workshop in the campus’s high-voltage shop.



The lamp’s ceiling mount is made from recycled aluminum bar stock that is 100 percent recyclable.



# CORNELL'S Medical Research Will Reach More NEW YORKERS



Alan Mathios, interim dean of Human Ecology and professor of policy analysis and management

In a major new effort to translate medical research into practical and accessible treatment, Weill Cornell Medical College (WCMC) will lead a new Clinical and Translational Science Center, creating a network for biomedical collaboration on Manhattan's Upper East Side. The center

will be funded through a \$49 million Clinical and Translational Science Award from the National Institutes of Health, the largest federal grant ever awarded to WCMC.

The center will comprise a diverse group of collaborating institutions, including Cornell's College of Human Ecology, Memorial Sloan-Kettering Cancer Center, Hospital for Special Surgery, and Hunter College. In addition, Cornell University Cooperative Extension–New York City will lead extensive outreach efforts in the city.

"There is a pressing need for broad-based multidisciplinary collaborations that can fulfill the incredible promise of recent research advances in areas like genetics and bioinformatics, and efficiently translate them into real-world interventions that benefit the community," says Cornell president David Skorton, who is a professor of internal medicine and pediatrics at WCMC.

Alan Mathios, interim dean of Human Ecology and professor of policy analysis and management, notes: "The NIH selection of Cornell for this center recognizes the university's excellence in both science and service, and furthers the integration of Cornell's research and outreach missions. At the College of Human Ecology, we're very proud to have a role in facilitating important research that will have a real impact in people's lives, and we are excited about another collaboration that brings together Cornell's expertise across disciplines."

William Trochim, director of the Cornell Office for Research on Evaluation and professor of policy analysis and management in Human Ecology, will lead the evaluation of projects for the center.

Cornell Cooperative Extension will work with community groups across New York City in such areas as facilitating clinical trials, working with physician groups to design small research projects around health issues, and increasing the availability and

amount of health-related information to city residents, says Don Tobias, executive director of Cooperative Extension in NYC.

"Nothing of this kind of scale, this penetration level has been done before," Tobias adds. "This is indicative of what a lot of us have been talking about in terms of increasing the level of collaboration between the Ithaca campus and the New York City campus, and it's also indicative of what we've been very interested in accomplishing in terms of the land-grant mission and how it intersects with the medical school's role in the city."

Innovations that result from the new center will be made widely available through national Clinical and Translational Science Award steering committees, says Julianne Imperato-McGinley, the center's principal investigator and program director.

"Together with our collaborator institutions, we will work toward moving translational research from bench to bedside to community. Furthermore, in a process of circular innovation, lessons learned in the community will then be the basis for new research efforts."

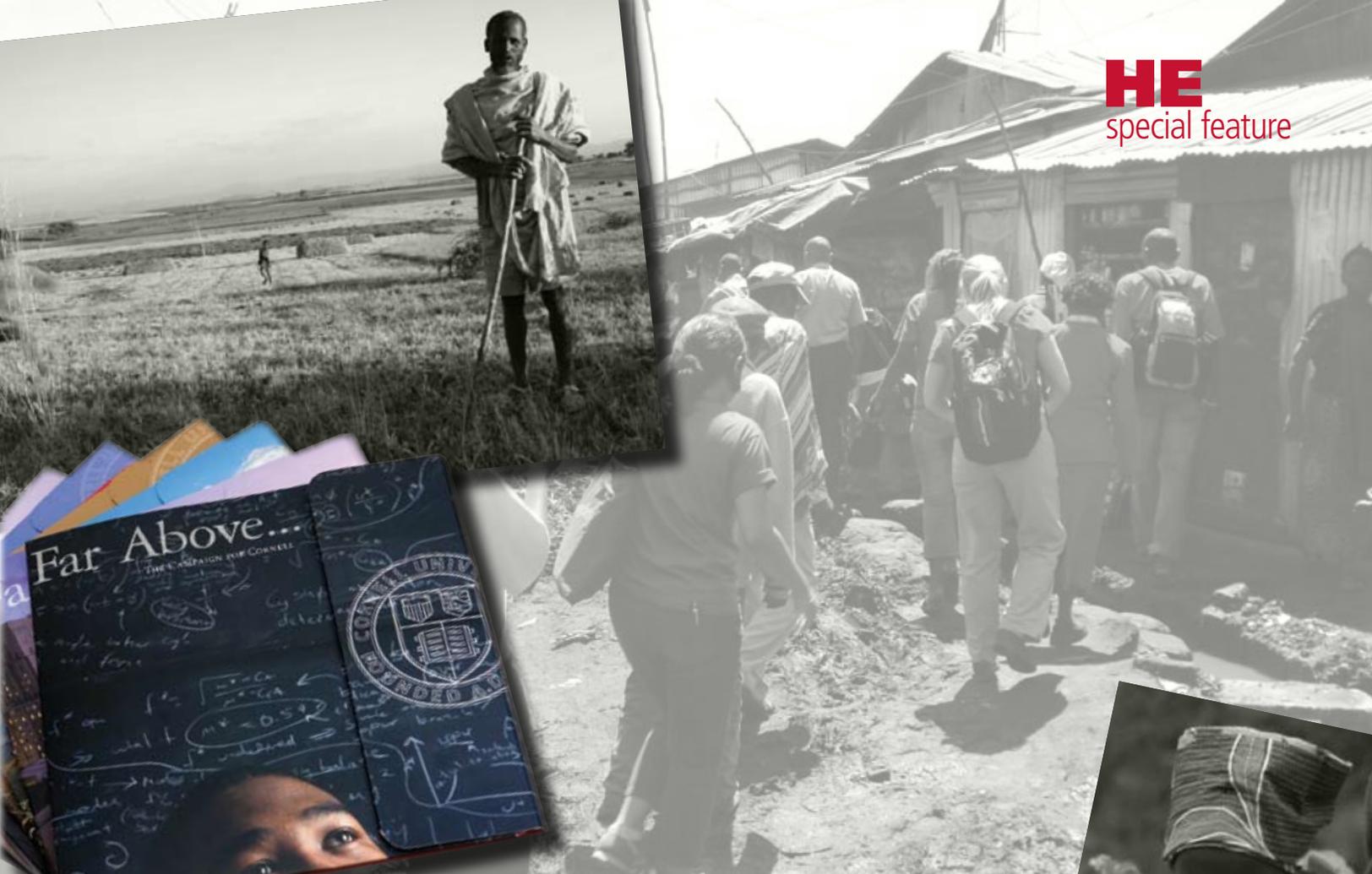
Imperato-McGinley, who is the Abby Rockefeller Mauzé Distinguished Professor of Medicine in Endocrinology, Diabetes, and Metabolism, will also be named the associate dean for educational training and translational research at WCMC.

Neighboring institutions will contribute significantly to the initiative, which will target the full range of clinical areas, including cancer, diabetes, AIDS, cardiovascular disease, women's health, reproductive medicine, geriatrics, psychiatry, Alzheimer's disease, kidney disease, obesity, multiple sclerosis, neuromuscular disorders, trauma, and burns.

Don Tobias, executive director of Cooperative Extension in NYC



"This is indicative of what a lot of us have been talking about in terms of increasing the level of collaboration between the Ithaca campus and the New York City campus. . ."



# Far Above . . .

It is the campaign for what Cornell—and only Cornell—can do.

As the land-grant university of New York State, Cornell accepts a formal responsibility to serve the public with outreach programs based in every Cornell college and professional school. As these flourish across state, national, and continental borders, we are beginning to realize a role we have already begun to play: land-grant university to the world.

For example, researchers in the Department of Plant Breeding are working with scientists in Ethiopia to increase production of tef, an indigenous grain used to make the spongy pancakes that are a staple of the Ethiopian diet. Demand for tef has increased because of the country's growing population and the bread's popularity in restaurants abroad.

Fertilizer has failed to boost yields because it causes the fragile plants to collapse. Cornell-led research, funded by the McKnight Foundation, is the first attempt to understand and improve the cultivation of this relatively unknown grain through genetic mapping and modification.

Scholars in the College of Human Ecology are merging nanotechnology with textiles to develop filters that could protect against such harmful bacteria and viruses as the avian flu. Others in the college are working in Bangladesh to ameliorate that country's appalling level of infant and maternal malnutrition.

Closer to home, Cornell Law School's Death Penalty Project provides representation for defendants in capital cases. City and regional planners in the College of Architecture, Art, and Planning are heading efforts to restore New Orleans neighborhoods decimated by Hurricane Katrina.

Enhancing and sustaining this kind of academic preparation is what our campaign is about. Gifts to Cornell will make much more possible within the individual colleges and, increasingly, in complex projects that call upon the skills of experts across fields.

In recent months, we have seen two \$15 million gifts—one to establish the Appel Institute for Alzheimer's Research at Weill Cornell Medical College and another to fund the Institute for Hospitality Entrepreneurship at the Hotel School. Both hold enormous potential to benefit society, the former through better health and the latter through increased economic opportunity.

The Campaign for Cornell will solidify this university's ability to lead in one of its most important endeavors: Service to humanity, driven by the development and dissemination of useful knowledge. Or as Ezra Cornell would have put it: "Any person . . . any study."



# TSEHAYNESH ABEBE '99 HER PERSONAL PATH TO

# Public SERVICE

Tsehaynesh Abebe, who goes by the nickname Tsehay (pronounced "sa-hi" with an "explosive" t sound) was raised in Waterloo, Iowa, and today works on the political staff for Illinois Senator Barack Obama's Iowa presidential campaign. Abebe took a break from the campaign trail to share some of her story.

## How would you characterize Waterloo, Iowa?

**A:** Waterloo is home to me. It is my community. It is where I was raised and where I first learned about organizing and political action. My maternal side has a long history in Waterloo (my father is from Ethiopia), and it is a community I care a lot for. My family is very politically active and my grandmother is a civil rights activist who worked alongside such leaders as Martin Luther King, Jr. and Ralph Abernathy. Grassroots organizing is something that has been infused in me since I was young. I remember going to my grandmother's house, where she would be talking with Rev. Jesse Jackson and members of labor unions. I would listen in the background. The next thing I knew, I was out there with them organizing. Waterloo is the place where my morals were ingrained.

## How does it feel to be working on Barack Obama's presidential campaign?

**A:** I absolutely love it! You know you enjoy your job when you wake up in the morning and love what you're doing and you know that where you are is where you want to be. I feel this way about my job. Senator Obama is the one candidate I believe can truly bring about change in our country. I am inspired by his work in community organizing and his record. I also have the opportunity to meet people who are attracted to the senator, such as my immediate director, Emily Parcell, the political director.

She's amazing. She oversees the whole political side, and she is literally the brains behind the political shop. Our state director, Paul Tewes, is dynamic as well. He is very cognizant of our commitment and makes sure we are balanced and do not burn out. Our office is very family oriented and very supportive.

## What are the jobs you have done for the campaign?

**A:** Initially, I came on as field director. I was responsible for day-to-day activities in the field: overseeing the field, developing and conducting trainings on grassroots organizing, hiring staff members, coordinating programs, and tracking goals, as well as serving as an ear to staff members in the field. I know grassroots organizing very well, and when a position opened in the political department, I moved over there. This allows me to work with the field department but also focus on the political side. I now work as the political assistant, serving as a bridge between political and field, and my duties include follow-up with field on various political issues, political correspondence, maintaining the scheduling system for Senator Obama and Mrs. Obama, and surrogate requests, also linking with the policy department, etc.

## What were you doing for work before this?

**A:** I was in Boston at the international law firm Skadden, Arps, Slate, Meagher, and Flom, LLP. I worked in litigation for partner Kurt Hemr and Eben Colby. Prior to that, I worked for Amnesty



"One of the first things I do when I arrive in a new city is look for a place to volunte

International on their grassroots organizing, human rights, and leadership trainings. I would travel for them, critiquing, training trainers, and delivering trainings. I also helped oversee the development of the curriculum for their Youth Activist “K”ollege and managed the budget for the area coordinator steering committee.

## Why did you choose Cornell? Human Ecology?

**A:** My older sister, Yeshe, attended Cornell and loved it, so I saw how much Cornell had to offer and what I felt I could bring to Human Ecology. The college allowed me to explore who I was and how I became who I was—both within the educational setting and outside the classroom. While I was attending Cornell, initially I was preparing to go to medical school. I thought that I would be a physician and run a free clinic for low-income people. But after attending Urban Semester and being involved in the Cornell Tradition, I became exposed to a lot of other ways to serve. The Cornell Tradition ingrained in me the idea to work and serve. Regardless of where I go, I always volunteer somewhere. That’s one of the first things I do when I arrive in a new city. I look for a place to volunteer.

## Who made the greatest impression on you at Cornell—both in your Human Development major and elsewhere?

**A:** I had so much support from Cornell and the Cornell Tradition. Verdene Lee was my advisor and Professor Ayele Bekerie served as a great mentor to me. The Ujamaa family was very supportive, especially Ken Glover and Jonel Daphnis. I also received such great support from a wonderful group of administrators and professors who guided me throughout my years at Cornell: Chris Bolgiano, Kris DeLuca-Beach, Professor Katrina Greene, Sue Hitchcock, and Professor Donald Barr. Professor Sam Beck’s course, Urban Semester, was a life-changing course for me and was one of my favorite courses. I saw the world very differently after my experiences in the Cornell Tradition and Urban Semester. I actively sought to volunteer and to look at the world through various layers and challenge myself in ways that I never had before. The Cornell Tradition also allowed me to travel and learn around the world. Urban Semester exposed me to people and communities

I would never have had the chance to interact with, and it challenged me to critically analyze

issues and solutions in new ways. Due to these experiences at Cornell, I was selected for the Rotary Ambassadorial Scholarship, where my graduate studies were fully funded in England; and I was able to further learn about the world around me. My closest friends at Cornell—Malik Benjamin, Hellina (Dina) Dessie, Sarah Weintraub, and my sister Yeshe—encouraged my dreams, even if they seemed unrealistic. Yeshe and her friends—Mily and Brenda—always were watching out for me and whatever new idea I was up to! And my best friends from Cornell and Waterloo are like family to me. When I first returned to Iowa, I started a mobile legal clinic for our community to deal with racial profiling. Dina brainstormed with me, Malik helped me develop the web site and fliers, Yeshe was one of the pro bono lawyers, and Saba, Dana, Gina, and Jamie were behind the scenes helping to get everything together and working with partnering organizations. When we arrived at our first site, the room was packed, there were no seats, and people were waiting outside to get legal advice and share their stories. It was great to be able to give back to my community and have the support of those who know me best.

## How did you come to the attention of Barack Obama?

**A:** I was recommended to the campaign by Wellstone Action. I worked for Senator Wellstone’s organization training potential candidates on linking grassroots organizing with electoral politics. Right before Senator Obama announced, I was working in Boston, and Mitch Stewart, the Iowa Caucus director for Senator Obama’s campaign, flew out to meet me and hired me onto the campaign.

## So, what’s it like to work for Barack Obama?

**A:** Senator Obama is a very humble man and a very respectful man. I have met him a couple of times, and he is real. I was curious about that the first time I met him. Our campaign focuses on the voter interaction with the senator, rather than staff interaction unless you are the lead for a specific trip. Mrs. Obama is also an amazing woman—dynamic and graceful and very intelligent. I think the most important thing that I have learned from the senator and his wife is that they drive home the fact to always be respectful, empowering, and inclusive. There is definitely a lot of work to be done, but I am not stressed. And Cornell taught me how to balance a demanding workload, so that was definitely a benefit. Of course, I will stay with Senator Obama until the end. There’s not a better man or cause for me to put my energy toward and work for.

Carole Stone



# Feeding the Hungry—

## HUNGRY to Read

**J**ohn Mennell's '82 literacy project puts brand-new magazines in the hands of children who love to read. It also collects once-read magazines and distributes them to homeless shelters, domestic violence shelters, and food pantries. Both MagazineLiteracy.org, Mennell's online distributor of new periodicals, and Kinderharvest, which collects used ones, are at the center of his three-year-old not-for-profit charitable organization, Magazine Publishers Family Literacy Project. Mennell's motto: Changing the world—one magazine at a time.

"The idea for the Magazine Publishers Family Literacy Project came to me while organizing hunger relief efforts," says Mennell, who was a public policy major in Human Ecology. "My wife, Jan, and I love to read magazines and when our children, Ashley and Brent, were growing up, they loved to get their own magazines in the mail.

"Families unable to afford food certainly could not afford magazine subscriptions for their children. How wonderful would it be to arrange subscriptions for children and families so they could experience the joy that we knew and strengthen their reading skills at the same time!"

Magazine Publishers Family Literacy Project's all-volunteer staff and five-member board of directors encourage corporations and individuals to join its national network of brokered gift subscriptions.

"As a rule we don't ask publishers to give us magazines," says Mennell, the project's founding director. "Economically, this is a grassroots operation. There are publishers we love and that support us, such as Condé Nast and Hearst Magazines, which send their surplus children's magazines to KinderHarvest. To a great extent we rely on the publishing industry. But to grow bigger, and to sustain our support for children year after year, we need to engage individuals in the publishing industries, magazine professionals, friends from Cornell, and others."

### Sharing the love of reading

"The idea of family literacy resonates with people," Mennell continues. "We all know we have to address literacy within the home to break the cycle of illiteracy."

"The idea for the Magazine Publishers Family Literacy Project came to me while organizing hunger relief efforts."



Mennell in 1982, at Cornell on his way to address the Board of Trustees, chaired by Austin Kiplinger at the time, the first supporter of MagazineLiteracy.org.



“The Public Policy program at Cornell was very hands-on.”

“By then, I understood urban poverty.”

“Children who read at home, or are read to, are better prepared for school. A child who reaches the upper grades without knowing how to read is a child lost.

“So on our list we have magazines for youngsters and we have magazines for older children and families on subjects that run across an entire spectrum of interests, from math and science to skateboarding and getting ready for the prom,” he says.

What do you remember of the children’s magazines from your childhood—*Highlights for Children*? *Scholastic*? *Ranger Rick*? *Boy’s Life*? A few others? Today, scores of magazines include *Highlights* and *Highlights High Five* magazine for two- to six-year-olds. A colorful picture magazine for toddlers and infants is called *Babybug*. *Ranger Rick*, a science and nature magazine, is still published for 7- to 12-year olds by the National Wildlife Federation. *Dig* magazine presents archaeological discoveries to youth ages 9 to 14. The publisher of *Tennis* magazine recently introduced *Smash*, for children. *Cicada* is a literary magazine for ages 14 and up. *Stone Soup* magazine publishes the creative work of children. The list goes on.

“We believe magazines are special,” Menzell says. “Books are vital, and newspapers are, too. But in terms of literacy, magazines are special. They’re colorful, topical, inspiring—and they arrive every month with your name on a mailing label.”

### Social entrepreneurship

As a social entrepreneur, Menzell would like to distribute magazines as creatively and diversely as possible. Environmental awareness and curbside recycling was part of the impetus for KinderHarvest. A reader of *Wooden Boat* magazine himself, Menzell shares the feelings of other collectors who have every single issue of a magazine and would part with a cherished collection only if it were given intact to a new reader.

“We are engaged in the new social entrepreneurship,” he says. “It’s the free market that determines if an idea is compelling and deserves support. We’re driven by entrepreneurial notions to strengthen the project: some of the same benefits and some of the same methods. We try to be innovative and business-minded in way we organize our work.”

### Public Policy at Cornell

All his life, Menzell had expected to follow in the footsteps of a great-uncle who studied medicine in Stimson Hall in 1926 by attending Cornell. His family was not well off, he says, and he

switched from nutrition and medicine to public policy when, as a student in the early 1980s, he became involved in rallies to preserve financial aid. A visit to his journalism class by the recreation director for the nearby town of Candor solidified the choice when Menzell, who had already launched a teen center in his hometown of Pearl River, N.Y., volunteered to spend the next summer with young people in Candor starting a community newspaper. “The Public Policy program at Cornell was very hands-on,” says Menzell. “By then, I understood urban poverty, but walking much of that distance between Ithaca and Candor each week, I saw up close the even more hopeless grip of poverty on the children and families in rural America,” he explains.

He also became adept at programming computers. For a public policy treatise, he engineered an algorithm, that, given legislatures of varying sizes, modeled and tabulated every possible voting outcome. The objective was to compare the practice among certain counties of “weighted voting” with the basic democratic premise of “one person, one vote.”

Excited by public policy, Menzell went to work for Congressman Matt McHugh in Binghamton and then for Congressman John LaFalce in Washington, D.C., as a press secretary and legislative aide for education and employment issues. In Washington, he started working on large-scale food drives, eventually creating a national, toll-free telecommunications network that connected more than 50,000 calls from hungry people to community food pantries and other local organizations.

After an unsuccessful run for the Maryland legislature and a software engineering and technology consulting career that spans the banking, telecommunications, and public sectors, Menzell, resettled in the Princeton, N.J., area, revived his idea for the literacy project, which had been the back of his mind since 1994.

“The most important message to being successful on a large scale is to leverage ways to replicate what you’re doing,” said Menzell.

He should know. In 1992, Menzell received a Governor’s Volunteer of the Year award for organizing the web-based food network that has served as a model for other national hunger relief hotlines. For leveraging innovative technology in public service, Menzell’s food pantries project was recognized by the ComputerWorld/Smithsonian Award program and the Benton Foundation. The plan for his project is now part of the permanent research collection of the Smithsonian Institution.

Carole Stone



# SLOAN *Update*

## Sloan Alum Named President of Aetna, Inc.— A Fortune 100 Company

Mark T. Bertolini



Sloan alumnus **Mark T. Bertolini '84** was recently named president of Aetna by its chairman and CEO Ronald A. Williams. We appreciate Mark's many contributions to Sloan and Cornell. He has been a guest speaker at Sloan and a Wagner Dinner honoree, New York City Sloan special program panelist, Battistella Fund committee member, and Sloan Student Association president and is currently a member of the Dean's Advisory Council of the College of Human Ecology.

"I am pleased that Mark Bertolini will take this enhanced role in helping to shape our business strategy and direct our operations as we strive to meet the needs of our customers and differentiate the company in the marketplace," says Williams. "He is a leader with a strong focus on profitable growth, customer service, and innovation and has been an important voice in the discussion of how to transform health care. I am confident that Mark will continue to make important contributions as company president, and look forward to working with him over time as we continue to enhance the value of the company by making a difference in the lives of our members."

"Aetna's rich history and strong brand will propel us in our efforts to positively impact health care in America," says Bertolini. "Our more than 30,000 employees are working daily to offer innovative solutions to customers that make a difference in the lives of the people we serve. As president, I will work to ensure that Aetna continues to be the company

that our members, employers, health care professionals, and distribution partners prefer to do business with."

Bertolini joined Aetna in February 2003 as senior vice president of specialty products. Since that time, he has had increasing responsibilities assuming the management for Aetna's regional businesses, being named executive vice president and head of regional businesses. He was named head of business operations in May 2007. Before joining Aetna, Bertolini held positions with Cigna and NYLCare and had been chief executive officer of SelectCare.

# Sloan Program Welcomes 2007–2008 Doug Brown Executives-in-Residence

The Executive in Residence Program was established through the generosity of alumni and friends of Sloan to honor retired Sloan Director Doug Brown, Ph.D., and to recognize his work to link the real world to the Sloan Program.

We are pleased that **Fred Yanni '69** and **Jeff Bastable '74** are continuing as Doug Brown Executives-in-Residence (EIR) for a second year, focusing on the continuing students. They will combine forces with the incoming EIRs **Fredrick C. Powell '70** and **Anthony Cooper '73**. We believe this innovation will be a valuable addition for our students. We greatly appreciate the efforts of the entire team, which adds an invaluable additional link to the world of practice for our students.

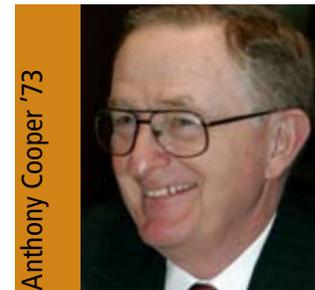
**Fred Powell** founded and is chief executive officer of OMNI Interactive Systems and is also a part owner and director of a medical malpractice insurance firm. Between 1987 and 1993 Powell founded and served as chairman, president, and CEO of Rehab Systems Company (RSC). RSC merged with NovaCare, Inc., in 1991 and then with HealthSouth in 1995 at a value of \$250 million. From 1982 to 1987 Powell was executive vice president of Rehab Hospital Services Corporation, and was instrumental in taking the company public in 1983.

Before 1982 Powell served as president and CEO of Bradford, Pennsylvania Hospital; as administrator of Cornell University's Health Services and director of Continuing Education for the Sloan Program in Health Administration; and as COO of Arnot Ogden Memorial Hospital, Elmira, N.Y.

Powell also serves on a variety of university, church, and civic boards.



Fredrick C. Powell '70



Anthony Cooper '73

Powell received his master's degree from the Cornell University Graduate School of Business and Public Administration and the Sloan Program in Health Administration in 1970. He completed his bachelor's degree in economics and business administration at Alfred University. Powell also commanded units in the XVIII Airborne Corps and the 3rd Armored Division.

**Tony Cooper** has served as president and CEO of Arnot Ogden Medical Center in Elmira, N.Y., since 1986. Before this appointment, he was executive director of the Corning Hospital and Founders Pavilion in Corning, N.Y., and held hospital posts in Buffalo, N.Y., and Greenville, S.C.

Cooper is a fellow and past regent of the American College of Healthcare Executives (ACHE) and serves as a member of the House of Delegates of the American Hospital Association (AHA). He is a director and past chairman of the Rochester Regional Healthcare Association as well as director of two health care group purchasing organizations and of Elmira Savings Bank, FSB. He also has served as a trustee of the Hospital Association of New York State (HANYS). Cooper has been active in the Sloan Alumni Association, serving as a board member and past president.

Cooper was awarded an MBA degree with distinction by the Sloan Program in Health Administration in 1973. He completed his undergraduate work at Canisius College in Buffalo, and served with the U.S. Army in the Republic of Viet Nam.

## Simon Awarded Thompson Prize Second Sloan Faculty Winner in Three Years

**Kosali Simon**, assistant professor of policy analysis and management, has been named the 2007 recipient of the John D. Thompson Prize for Young Investigators by the Association of University Programs in Health Administration (AUPHA)—a global network of colleges, universities, and organizations dedicated to improving health care delivery.

The Thompson Prize "recognizes young investigators based on their contributions to the research literature in the field of health services." This prestigious award is presented at the AUPHA annual meeting, where Simon received the award on May 31 in Orlando, Fla.

Simon, who received her Ph.D. in economics from the University of Maryland in 1999 and joined the Cornell faculty in 2001, studies health policy and the economics of public and private health insurance.

Simon joins a select group of past winners from around the country, including fellow faculty member John Cawley, who won the 2005 prize, and Sloan graduate **David Dranove '79**, who currently holds the Walter McNerney Distinguished Professorship at Northwestern's Kellogg School of Management.

Attending the award ceremony May 31 in Orlando, Fla., were Sloan colleagues John Cawley, Will White, Brooke Hollis, and alumni **Bill Gonzalez '66** and **Chuck Johns '66**. Former Sloan faculty members Jack Wheeler and Tom Rundall were also at the meeting.



Kosali Simon

## Welcome Class of '09!

### New Class Comes from Variety of Outstanding Schools

One of the largest classes in recent memory, the new class includes 23 individuals: 10 from Cornell and the remainder from a variety of schools such as Stanford, MIT, Chicago, Maryland, Case Western Reserve, Loyola, Ohio, Mississippi, and SUNY. They come from across the United States as well as Canada and Korea.

Despite a waiting list of excellent students, the Sloan Program chose to limit the class size to maintain the camaraderie and close working relationships that have been a hallmark.

Alumni will have an opportunity to meet the students at upcoming events, including the receptions planned for Philadelphia on October 30, Washington, D.C., on January 17, ACHE in Chicago on March 11, and Wagner Weekend in Ithaca, May 2–3, 2008.

See the new Sloan brochure (pictured above) on the web at [www.sloan.cornell.edu](http://www.sloan.cornell.edu).



## In brief

### Interession Program in D.C. to Feature Leaders in Health Policy

Plans are under way for the upcoming biennial Washington program, which provides students with an opportunity to interact with leaders from professional associations, advocacy groups, legislators and staff, and agencies and organizations such as the Congressional Research Service, Kaiser, VA, Federal Trade Commission, HHS, and Public Citizen. In the past, we have been fortunate enough to attract a variety of leaders, including Congressman Fortney "Pete" Stark (Calif.), chair of the powerful subcommittee on health. We look forward to an excellent program.

A reception will be held for students, faculty members, alumni, and friends on Thursday evening, January 17. We hope to have participation by a number of members of the Cornell Club of Washington as well. Mark your calendars!

### Sloan Leadership Appointed to Industry Positions

As part of ongoing industry outreach efforts, Sloan Program leaders have taken on a variety of new roles. Director Will White has recently been named to an advisory board at Excellus Blue Cross Blue Shield and is also on the board at Kendal, a highly regarded life care facility. Associate Director Cathi Calori has been appointed statewide chair of the Advisory Board of the Protection and Advocacy for Individuals with Mental Illness (PAIMI) Program for the New York State Commission on the Quality of Care and Advocacy for Persons with Disabilities. Executive Director Brooke Hollis '78 was recently appointed both chair of the Student Recruitment Committee of the Association of University Programs in Health Administration (AUPHA) and editorial board member of the *Journal of Health Administration Education*.

## Class notes

### 1960s

**John Stevens '62** has been serving as director general (CEO) of the King Faisal Hospital in Kigali, Rwanda.

The Class of '66 was well represented at the Wagner weekend and tribute to Roger Battistella. **Bill Gonzales**, **Chuck Johns**, **Roger Fitch**, and **Judith Quagliaroli** were all present. Chuck also recently joined the Sloan Alumni Association Executive Board.

**Mike Weidner '66**, who is a past Doug Brown Executive-in-Residence (EIR) and teaches a Sloan course in long-term care, also teaches in the management program at the Simon School at the University of Rochester.

### 1970s

**Robert Crane '71** is serving as senior vice president, research and policy development, and director, Kaiser Permanente Institute for Health Policy. Before joining Kaiser, Bob had a number of senior positions including prominent roles in Washington, D.C.

**Jeff Bastable '74** has been very active this year, even on vacation on Martha's vineyard, where he connected with **Carl Iseman '75**, **Nancy Schlichting '79**, and **Mark Bertolini '84** as well as a number of Human Ecology and other Cornell alumni.

**Ken Hanover '75** is currently serving as president and CEO of Health Alliance, a major health system of hospitals serving the greater southwest Ohio, southeast Indiana, and northern Kentucky regions. Ken is scheduled to speak on campus at a fall colloquium.

**Carl Iseman '75** is president of a market research firm based in Cincinnati that works with several large organizations. Carl has been involved in senior management positions with a variety of organizations, including previously heading the University Hospital in Cincinnati.

**Diane Pinakiewicz '76** is president of the National Patient Safety Foundation (NPSF). Among her previous activities Diane was a senior director of the Schering Plough Pharmaceutical Unit.

**Phillip Passantino '78** is serving as chief operating officer of MetroPlus Health Plan in New York City.

**John Hunter '79** recently reconnected via e-mail to pass on his thanks and good wishes to Roger Battistella. John has been permanent secretary for the Department for Social Development, in Belfast, Northern Ireland.

**Nancy Schlichting '79**, CEO of Henry Ford Health System, was recently named a 2007 Lifeline Honoree by Wayne State University in Detroit. Nancy recently returned to campus to make a keynote address at the Entrepreneurship@Cornell celebration. Nancy was also recently recognized by the Arthritis Foundation at a "Tribute to Excellence—Honoring

Please send updates or items of interest for potential future Sloan Updates to [rbh25@cornell.edu](mailto:rbh25@cornell.edu).

Nancy M. Schlichting." She was recently named 2007 Humanitarian of the Year by the Michigan Roundtable for Diversity and Inclusion and named one of the 2007 "Top 25 Women in Healthcare" by *Modern Healthcare* magazine.

### 1980s

**Alan Lieber '82** recently joined the Sloan Alumni Association Executive Board and is serving as chief operating officer of Overlook Hospital in New Jersey.

**Penny Mills '82** recently joined Avalere Health in Washington, D.C., as vice president. She was previously vice president at the American College of Cardiology.

### 1990s

**Tony German '93** is living in Austin, Texas, and has recently taken over as vice president of CEMCO, a construction-related firm.

**Leelay Chiou '94** is lead data mining analyst for Washington Mutual, Seattle, Wash.

**Tony Gibson '94**, is vice president, strategy for CDM, a large New York City-based specialty advertising agency, where he works with a number of large pharmaceutical clients.

**Rachel Miller '94** is a senior manager in health care and life sciences at Deloitte in New York. She reports that she recently gave birth to twins.

**Armando Rodriguez '95** is executive vice president, Grupo HIMA, San Pablo, Caguas, Puerto Rico.

**Sara Pierce '96** is a director with the CIGNA Innovation Lab in Connecticut, and she recently came to speak with students on careers in the insurance field.

**Carolyn Schofield '97** is now assistant director, Fletcher Allen Health Care, in Burlington, Vt. Carolyn was previously a vice president at Excellus Blue Cross Blue Shield.

**Mark Scallon '99** is senior manager with Polaris Management Partners in New York City. Mark was previously with PriceWaterhouse Coopers involved with global pharmaceutical consulting.

### 2000s

**Shuchi Kumra '01** is director of process engineering for the Fallon Clinic in Westborough, Mass.

**Oya Celikbilek '02** is the MIS project coordinator for American Hospital in Istanbul, Turkey.

**Melanie Sarkisian '02** is a senior financial analyst for New York University School of Medicine in New York City.

**Shilpa Londhe '03** recently took a position as research manager at Boston Health Economics, Inc. She was previously in strategic planning at Winchester Hospital.

**Paul Miller '03** is Medicare systems and product administrator for Kaiser Permanente in Portland, Ore.

**Katie Bonnano '04** is a manager of clinical operations with the Oschner Health System in New Orleans, La. We want to thank Katie for graciously hosting a lovely reception at her home during the most recent ACHE Congress. Katie and her partner shared their unique insights into New Orleans in the aftermath of Hurricane Katrina.

**Amit Kale '04** recently joined Deloitte Consulting as a senior consultant in Boston.

**Dr. Nikesh Shah '04** became a senior consultant with Cap Gemini, and later Accenture consulting, after graduating from Sloan. He is now vice president, Care Management International, a medically related venture in India that provides utilization, case and disease management, as well as data analysis services to health care companies.

**Desiree Snyder '04** is now health system specialist, Chief of Staff Office, VA New York Harbor Healthcare System in Brooklyn.

**Aaron Gorin '05** recently left a position in pharmaceutical consulting to join Bank of America Securities in their healthcare equity research group. He also noted that he is getting married.

**Peter Lee '05** is serving as assistant director, Clinical Quality Improvement-Healthcare Performance Group, Ministry of Health, Singapore, and has been active in planning a number of international conferences. Peter is happy to report that he and his wife have just had a son.

**Nichole Sessa '05** has been working as a manager at Westat with fellow alum **Tony Yep '05**. Nichole has just accepted a new position at Bearing Point as an operations consultant. Tony is moving to the National Committee of Quality Assurance (NCQA).

**Dr. Shravan Subramanyam '05**, after graduating from Sloan, joined Dade Behring—an international medical device company—with the intent of working in South Asia. He has now returned to India, where he is a partner with Ehrlich Laboratory Private Limited.

**John Scott '06** is currently serving as assistant administrator for the Dallas Regional Medical Center in Mesquite, Tex.

**Bob Ritz '87**, **Nancy Schlichting '79**, and **Lauren Yedwab '94** were all recently noted in a special publication as past recipients of *Modern Healthcare's* "Up and Comer" award.

### 1940s

**Alice R. McCarthy '45, MS '47**, Birmingham, Mich., was featured in the Fall 2006 issue of *Garden Conservancy News* for her service as Open Days regional representative for Oakland County, Mich., for more than two years. The Garden Conservancy is a national, nonprofit organization founded in 1989 to preserve exceptional American gardens for public education and enjoyment. McCarthy also runs a business as a writer and researcher in the field of children's health.

### 1960s

**Judith Edelstein Kelman '67**, New York City, married Dr. Peter Thomas Scardino on June 2 at the GlenArbor Golf Club in Bedford Hills, N.Y. The Rev. William McD. Tully, an Episcopal priest, officiated, with Rabbi Uri D. Herscher taking part. The bride will continue to use her name professionally. She is the author of many books, including *The First Stone* (Berkley Books, 2007) and *Summer of Storms* (Putnam, 2001), for which she received the Mary Higgins Clark award for the best suspense novel of the year from the Mystery Writers of America.

**Richard Talley '69**, Orange, Calif., was appointed to the board of directors of China Aoxing Pharmaceutical Company, Inc. Talley is principal of Talley & Company, a U.S.-based investment banking firm. He has extensive experience in U.S. capital markets and health care investments.

### 1970s

**Martha Harney Stipanuk MS '72**, Ithaca, N.Y., was awarded the Centennial Laureate award to honor her contributions to the human environmental sciences. The Centennial Laureate award honors those who have contributed significantly in their professional or volunteer work to the development of individuals, families, communities, or the world. Stipanuk received the award during the 100th anniversary celebration of the University of Kentucky School of Human Environmental Sciences. She is a professor in the Division of Nutritional Sciences in the College of Human Ecology.

**Beth Davis-Wellington MPH '73** has been presented posthumously with an achievement award by the University of Miami/Nova Southeastern University Center for Autism and Related Disabilities for her work representing the interests of children with disabilities. Davis-Wellington died March 5, 2007.

**Judy Drabicki '77**, Dexter, N.Y., was named director of the New York State Department of Environmental Conservation's Region 6 in May. Region 6 includes St. Lawrence, Jefferson, Lewis, Oneida, and Herkimer counties and has more than 150 DEC staff.

**Ruth Hubbel McKey PhD '78**, Chevy Chase, Md., was appointed vice president and senior researcher serving the firm's early education clients at ICF International. She is an expert in human services, child development, and family studies.

### 1980s

**Laura Ellis '80**, Albany, N.Y., has been named director of Institutional Advancement at Weill Cornell Medical College. Ellis is a member of the Human Ecology Alumni Association Board of Directors. She previously served as associate vice president for development at the State University at Albany.

**Sara Pines PhD '85**, Ithaca, N.Y., was honored in March with the 2007 Laura Holmberg Award by the Women's Fund of the Community Foundation of Tompkins County. The award was established to honor women who, while excelling in their professions, have also had a significant impact on the community through their volunteer activities. As director of the Friendship Donations Network, Pines oversees the daily rescue of more than 2,000 pounds of mostly perishable food, and distribution to 28 food pantries, low-wage worker sites, after-school programs, youth rehab centers, and other human service programs. Since 1967 she has served as a social worker for various government and nonprofit agencies, and as a psychotherapist in private practice.

**Adele Pecora Bacotti '87**, Garden City, N.Y., was appointed assistant principal of Garden City High School. She earned a master's degree in social studies from Tufts University and a doctorate in school district administration from Columbia University. She has taught in high schools in the North Shore, Hewlett-Woodmere, and Central Islip school districts, and most recently served as social studies chair for the Massapequa School District.

### 1990s

**Noam Kugelmass '91**, Philadelphia, Pa., married Laura Lisa Efos on August 4. Kugelmass is the strategic business intelligence manager at Duane Morris, a Philadelphia law firm.

**Lynn Boorady MPS '93**, Jefferson City, Mo., was named to the board of trustees of Niagara University. She is an assistant professor at the University of Missouri-Columbia, where she teaches in the department of textile and apparel management. Before this she taught at the American University of Dubai.

**Tatiana Lara Rosak '93**, New York City, was married on June 9, 2007 to Craig Nils Birkelund. She is a vice president for sportswear merchandising at Polo Ralph Lauren in Manhattan.

**Mannie Manhong Liu PhD '94**, Natick, Mass., has been appointed an independent director of S3 Investment Company, Inc., by its board of directors. She is chairman and chief economist of VCChina Ltd., a global investment and consultation firm based in Beijing. Currently, Liu is a professor at Renmin University of China and is also financial advisor to the Beijing Municipal Government and director of Boston China Finance Research Center in the United States.

**David B. Rosenstock '95**, New York City, was married on August 26, 2006, to Sara Kahn. Rosenstock is a self-employed financial consultant.

**Bettina Luise Lippert '96**, Nashville, Tenn., was married to Daniel Engh on March 17, 2007. She works as a nurse practitioner specializing in diabetes management at Vanderbilt Hospital.

**Torey B. Cummings '97**, Chicago, Ill., was married to Thomas Chambers III on September 10, 2006. The bride received a JD degree from Washington University. She is an attorney at Skadden, Arps, Slate, Meagher and Flom.

**Jodi N. Licht '97**, Old Westbury, N.Y., was recently appointed director of counseling and career services at SUNY College at Old Westbury. She was a university fellow at the George Washington University, where she earned a doctorate in clinical psychology.

**Benton A. DeLuca '98**, Ithaca, N.Y., was promoted to associate head coach of the Cornell men's lacrosse team. Before the promotion, DeLuca coordinated a Cornell defense that ranked in the upper-echelon of Division I the past two years.

**Joel Stuart Sandler '99**, New York City, married Michelle Alexandra Kagan on September 3, 2006. Sandler is a postdoctoral fellow in chemistry and cell biology at Rockefeller University in New York, where he is working to find chemical inhibitors of cancer-related pathways. He received his doctoral degree in oceanography from the University of California-San Diego.

### 2000s

**Lindsay B. Kipnes '00**, New York City, was married on July 7 to Nicholas Hirschman Gourevitch. Kipnes is the chief financial officer of Dialectic Capital Management, a hedge fund in New York.

**Benjamin S. Klein '00**, New York City, married Sara Beth Bleiberg on July 1. He received a master's degree in clinical psychology from Long Island University, where he is studying for a Ph.D. in that subject.

**Craig M. Cepler '02**, New York City, married Seren Beth Levinson on August 5. He is an associate at Kaye Scholer, the New York law firm. Cepler received a law degree from New York University.

**Tara Beth Taff '02**, New York City, was married in New York on August 11 to Jake Matthew Levy. Taff is the public relations manager at the Iconix Brand Group in New York, the owner and brand manager of London Fog, Danskin, Joe Boxer, and other apparel and accessories brands.

**Allison Hope Friedman '03**, Edison, N.J., received her master's degree in education from Harvard University in 2006. She is currently working at the National Institute for Early Education Research at Rutgers University.

**Lee Harrison Bienstock '05**, Lawrence, N.Y., was appointed director of business development for Meridian Capital Group. He will be responsible for developing new business through deal origination, recruiting brokers and executives to expand the eight offices around the country, developing marketing strategies, and examining new ventures to help grow the company.

- Barbara Berlinghof '27**, Binghamton, N.Y., June 15, 2005  
**Margaret Stephens '29**, Geneva, N.Y., November 14, 2006  
**Helen Maly '32**, Rochester, N.Y., June 6, 2007  
**Frances Guest '34**, Shawnee Msn, Kan., September 18, 2001  
**Ruth L. Putney '34**, Ithaca, N.Y., June 14, 2006  
**Christina G. Brandt '35**, Mountain View, Calif., November 24, 2005  
**Katrina Chubbuck '36**, Fairport, N.Y., June 30, 2006  
**Dorothy P. Graybill '36**, Dexter, Mich., January 11, 2007  
**Gladys G. MacKay '36**, Oberlin, Ohio, July 8, 2006  
**Irene V. Skinner '36, MS '45**, New London, Ohio, January 26, 2007  
**Dorothy G. Van Bortel '36, MS '41**, Rye, N.Y., August 2, 2006  
**Helen P. Clark '37**, Mount Dora, Fla., September 3, 2004  
**Marietta Z. Dickerson '37**, Signal Mountain, Tenn., June 19, 2006  
**Virginia Righter '37**, New London, N.H., December 4, 2004  
**Josephine Henderson MS '38**, Lincoln, Neb., September 24, 2004  
**Helene C. Johnston '38**, Carmel, Calif., July 18, 2007  
**Laura S. Means '38**, New Woodstock, N.Y., May 14, 2007  
**Julia A. Newman '38**, Indianapolis, Ind., August 11, 2007  
**Priscilla Stringham '38, MS '59**, Needham, Mass., January 30, 2007  
**Irene Van Doren '38**, Wenatchee, Wash., May 14, 2006  
**June T. Cobb '39**, Saint George, Utah, December 15, 2006  
**Margaret (Peggy) S. Green '39**, Fairport, N.Y., March 24, 2006  
**Alice Henry '39**, Eden, N.Y., November 17, 2006  
**Ruth R. Apeseche '40**, Tisbury, Mass., September 13, 2006  
**Rachel T. Cartwright '40**, Phoenix, Ariz., June 19, 2006  
**Dorothy Jenkins '40**, Colton, N.Y., March 31, 1997  
**Lois B. Katovich '40**, Union Springs, N.Y., December 12, 2003  
**Geraldine B. Berg '42**, Eden, N.Y., July 23, 2006  
**Elizabeth Brereton MS '42**, Chittenango, N.Y., July 6, 2007  
**Ruth Carbone '42**, San Jose, Calif., March 10, 2002  
**Marguerite Zarger '42**, Corry, Penn., October 15, 2003  
**Alice C. Meeker '43**, Delhi, N.Y., January 7, 2007  
**Eloise C. Turrel '43**, Overland Park, Kan., August 4, 2007  
**Jean A. Ault '44**, Gibson Island, Md., January 7, 2007  
**Jane K. Knott '44**, Durango, Colo., February 8, 2007  
**Marion Parsons '44**, Fairfax, Va., May 20, 2007  
**Margaret A. Delaney MS '45**, Madison, Wis., September 22, 2006  
**Sylvia Jennis '45**, West Orange, N.J., December 3, 2006  
**Carol C. Haughwout '46**, Jupiter, Fla., August 28, 2006  
**Barbara K. Miller '46, MS '54**, Tucson, Ariz., May 28, 2007  
**Virginia L. Smith '46**, Sandy Creek, N.Y., November 18, 2006  
**Dorothy C. Blaine '47**, Metairie, La., September 25, 2004  
**Olive G. Boehlecke MED '47**, Spencerport, N.Y., February 3, 2007  
**Euphemia "Effie" Boroughs MS '47**, Monroe Township, N.J., March 9, 2006  
**Martha E. Courter '47**, Toledo, Ohio, September 7, 2005  
**Virginia R. Powers '47**, Camp Hill, Pa., February 26, 2007  
**Jean M. Dunlavy '48**, Ithaca, N.Y., December 8, 2006  
**Santo D. Formica MNS '48**, Sherwood, Ariz., May 11, 2007  
**Catherine Mousseau MS '48**, Narragansett, R.I., June 14, 2006  
**J. Charles Jones MS '50, PhD '53**, Northumberland, Penn., September 19, 2006  
**Kenneth J. Groves PhD '51**, Montgomery, Ala., August 19, 2002  
**Nancy C. Fraser '52**, Delmar, N.Y., November 20, 2006  
**Lawrence Podell PhD '54**, Forest Hills, N.Y., September 7, 2006  
**Nancy B. Lent '55**, Houston, Tex., August 8, 2006  
**Lenore H. Feldman Fischler '56**, Boca Raton, Fla., August 3, 2006  
**Jacqueline Egerton '57, MS '59**, Forest Hill, Md., June 14, 2005  
**Elizabeth Lewis '57**, Cumberland Foreside, Maine, November 20, 2006  
**Harriet M. Shipman '57**, Columbia, Mo., August 30, 2006  
**Nancy Latimer '59**, Saint Paul, Minn., September 29, 2006  
**Amanda C. Traylor MS '59**, Detroit, Mich., November 20, 2005  
**Valerie R. Vaughan '60**, Hilton Head, S.C., June 21, 2007  
**Patricia P. Fontecchio '63**, Middletown, N.J., July 19, 2007  
**Patricia M. Altman '64**, Weston, Conn., February 8, 2007  
**Catherine Butler '69**, Austin, Tex., December 1, 2006  
**Pearl Posey Campbell PhD '69**, Saratoga Springs, N.Y., December 18, 2006  
**Jonathan M. Rudolph MPA '71**, Longmeadow, Mass., December 8, 2006  
**Beth Davis-Wellington MPH '73**, Miami, Fla., March 5, 2007  
**Elissa P. Packard '73**, Fort Wayne, Ind., April 5, 2006  
**Jane A. Lisberger McCarthy MA '75**, Gorham, Maine, May 1, 2007  
**Deborah E. Blocker '76**, Durham, N.C., May 11, 2006  
**Janet Ostrander Bacon '78**, Denver, N.C., July 5, 2007  
**Danette G. Leiter '79**, New Rochelle, N.Y., March 28, 2006  
**Mary Franey '81**, Syracuse, N.Y., July 16, 2006  
**Elizabeth A. Waters '83**, Tampa, Fla., December 8, 2006  
**Elizabeth Colerick "Jody" Clipp PhD '84**, Chapel Hill, N.C., August 5, 2007  
**Michele W. Corsey '85**, Monroeville, N.J., May 26, 2007  
**Mildred Dunn, Professor Emerita**, Flint, Mich., April 6, 2007  
**Elsie Frost McMurry, Professor Emerita**, East Lansing, Mich., July 25, 2007



### **Cornell Apparel Historian Elsie Frost McMurry Dies at Age 99**

Elsie Frost McMurry, professor emerita of textiles and apparel—an apparel historian, scholar, designer, dressmaker, and former curator of the Cornell Costume Collection—died July 25 at age 99 in East Lansing, Mich.

McMurry taught at Cornell from 1942 to 1972, when she retired from the College of Human Ecology. She then launched a project, playing “dress detective” for 16 years, researching and writing in longhand thousands of manuscript pages for a study of American dresses from the 1800s. In 2001, she became the author of the first comprehensive reference volume on such dresses with “American Dresses 1780-1900: Identification and Significance of 148 Extant Dresses,” an 810-page encyclopedic reference with more than 300 photographs and illustrations, available on CD-ROM only. The work is based on comparisons of a representative sample of 148 period day dresses drawn from 17 collections, and it places each dress in its historical context.

McMurry was born April 1, 1908, in Lansing, Mich. She graduated from Michigan State University in 1930 and received an M.A. degree from Columbia University in 1932. She was a member of the DeWitt Historical Society, where she served as visiting curator.

# MESSAGE

from the HEAA president



Deborah Gerard  
Adelman '71, MS '74  
President

It is hard to believe that summer is now behind us. We hope everyone had relaxing vacations and took time to re-energize for the fall. The students are back at Cornell, and the HEAA is getting ready for a busy year ahead.

We had a terrific turnout for our annual meeting on May 10 at the Cornell Club in New York City and received positive feedback on holding the meeting at a different time than Reunion. The HEAA Board is considering other locations for the future. Many thanks to **Lee Bienstock '05**, **Jonelle Bradshaw de Hernandez '96**, and **Jane Hyun '90**, our outstanding recent alumni panel and our moderator, **Brenda Bricker**, for an engaging discussion on leadership. And of course, congratulations to **Lucy Jarvis '38**, our 2007 Helen Bull Vandervort Alumni Achievement Award winner and **Andrew Schaffler '03**, our 2007 Recent Alumnus Achievement Award winner!

At our fall meeting in Ithaca on October 12, the HEAA Board will extend a special welcome to new members **Donna R. Bacchi '76**, **Amy Jupiter Motschwiller '80**, **Ann Trueblood Raper '74**, **Bonnie Wolfman Glasky '73**, **S. Jonathan Horn '87**, and **Angelina Kathleen Riley '04**. We'll also be hosting our annual Alumni Student Luncheon, where we have the opportunity to network with fabulous students and hear from some of our 2006–2007 HEAA Student Grants Program recipients.

One of the goals of the HEAA is to reach out to Human Ecology students and provide career development assistance. A couple of years ago, under the able leadership of our former president **Michael Wooh '84** and with assistance from the Cornell Alumni Federation, we began the CyberMentors Program to help connect students with alumni in various career fields. We have had a few technology challenges since, but we are optimistic that this program will be in full gear by spring semester 2008. A special thanks to **Samantha Castillo-Davis '00**, our associate director, and

**Luanne Proseri Stefanucci**, our assistant director in the Office of Alumni Affairs and Development, who have spent countless hours on this project. We expect that CyberMentors will allow alumni another way to connect with students in Ithaca even if they cannot be there in person. If you are interested in participating in our "soft launch" this fall, please see [www.human.cornell.edu/Alumni](http://www.human.cornell.edu/Alumni) for further details.

Speaking of connecting with students, I encourage you to sign up as a sponsor in the Cornell Extern/FRESH programs. I have participated in the Extern program for many years and have hosted many impressive Cornell students, some of whom I have remained in contact with for several years. These programs can make a real difference for the students and do not necessarily require a major time commitment from alumni. Cornell Career Services is looking for additional Human Ecology alumni to participate (fields of interest include health care, apparel design, merchandising, finance, journalism, museums, marketing, as examples). For further information and to register as a sponsor, go to [www.career.cornell.edu/alumni/volunteerOpportunities/jobShadowing.html](http://www.career.cornell.edu/alumni/volunteerOpportunities/jobShadowing.html). If you have any specific questions about these programs, please contact Nancy Law at [nfl1@cornell.edu](mailto:nfl1@cornell.edu) or 607-255-9046.

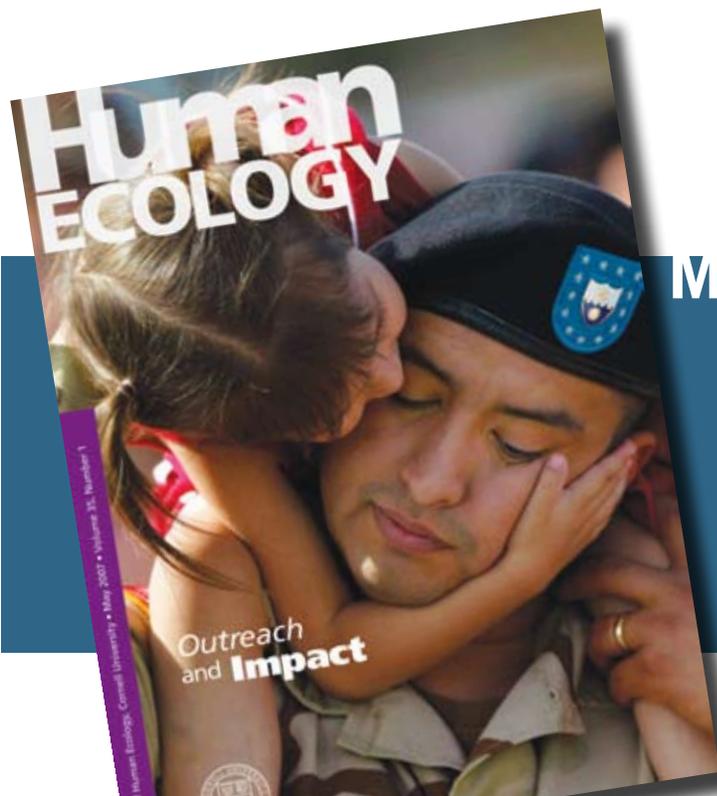
During 2006–2007, HEAA provided more than \$9,000 in student grants. While the individual grants we provide generally range from \$300 to \$650 per student, they make a big difference, enabling the students to participate in career and professional development pursuits such as unique internships and presenting their research at off-campus conferences. That said, we cannot continue to assist more students without your support. Each year we must turn down many students' requests. If you have not already done so, please join or renew your HEAA membership today, either online at [www.human.cornell.edu/che/Alumni](http://www.human.cornell.edu/che/Alumni) or call 1-800-453-770, so that we can continue to make a difference for our current students.

I hope to see many of you in the coming months at a Cornell- or HEAA-sponsored event. Enjoy your fall and let me know if there is something on your mind that you would like to share with the HEAA.

All the best,

Deborah Gerard Adelman '71, MS '74

President, Human Ecology Alumni Association



## MEMBER ADVANTAGE

Spring 2007 edition: Outreach and Impact

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](http://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

### DORA ERWAY DOLL COLLECTION

Between 1924 and 1928, Cornell University students created costume dolls under the direction of Professor Dora Wetherbee Erway, who taught in the Department of Household Arts from 1921 to 1945 and in the Department of Housing and Design from 1945 to 1956.

The collection of 37 dolls was given to Cornell University Library in 1957 and is now housed in the Division of Rare and Manuscript Collections, Carl A. Kroch Library.

The dolls represent various historical periods and nationalities, and many of their dresses are exact replicas of authentic gowns.

Some of the fabrics used in the costumes were more than one hundred years old at the time the dolls were made. Erway's students made the dolls and the clothing, with the exception of the heads, although many contributed their own hair.

To donate historical materials to the archives or to learn more about the doll preservation project, please contact Eileen Keating at [eek2@cornell.edu](mailto:eek2@cornell.edu) or 607-255-3530.

To learn more about the Division of Rare and Manuscript Collections, please visit: [rmc.library.cornell.edu/](http://rmc.library.cornell.edu/).