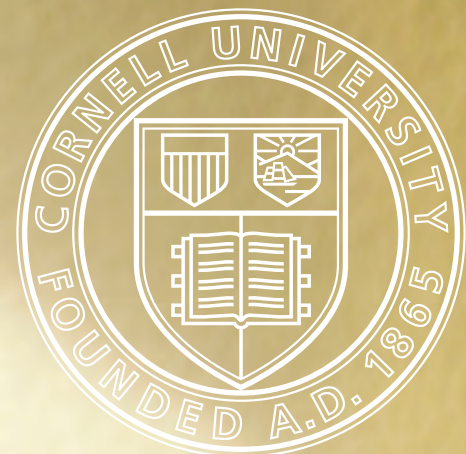


Link



Research with Impact
How humans grow—from birth to old age *page 10*

message

from the Dean



Dear alumni and friends of Human Ecology,

The vision, leadership, and life-long learning that distinguish Human Ecology graduates are evident throughout this issue of LINK magazine. Updates from these graduates, whether they left Ithaca five or 35 years ago, include echoes of a common student experience we strive to create at the college today.

The four alumni featured in this issue of LINK work in extremely different fields, but each found success after discovering a way to connect their experience as a student with their passion to think big. With encouragement of a professor, a lot of resilience, and the courage to shape a vision, each story is an inspiring reminder of what the Human Ecology experience is all about. They are great examples of leadership and creativity.

The special feature titled "Research with Impact" highlights the Department of Human Development. New faculty members, increased cross-college collaborations, and strong outreach programs within the department are shaping our understanding of topics as varied as decision-making, child development, and aging. Student involvement in research also distinguishes the academic experience in the department. Students run experiments, master tools to analyze results, and gain valuable learning experiences as they prepare for careers or advance to graduate and doctoral programs.

Please enjoy this issue of the alumni magazine. The advances we make are a reflection of the generous support and partnership of our alumni.

Sincerely,

Rebecca Q. and James C. Morgan Dean

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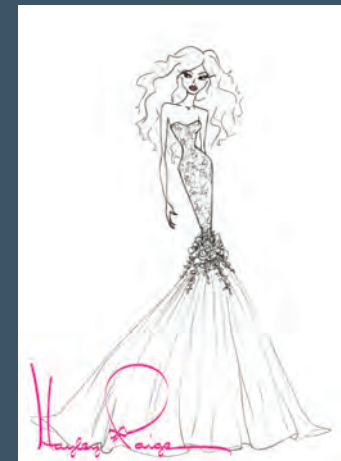
FSClogo

Cornell College of Human Ecology:

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

The Magazine for Human Ecology **ALUMNI** Spring 2012

link



Hayley Paige Gutman '07 pg. 18

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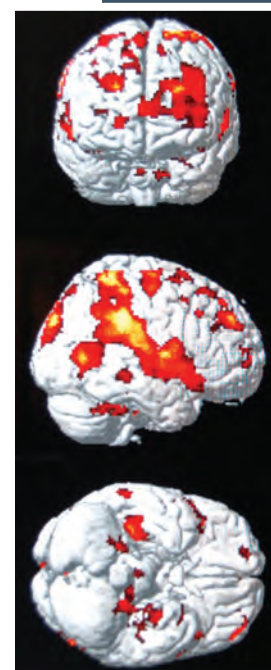
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LINKages **back cover**

On the cover: A long-running research focus of the Department of Human Development is the social, emotional, psychological, and cognitive development of infants, toddlers, and adolescents. Picture: a three-year-old boy in the Early Childhood Cognition Laboratory. Photo: Lindsay France/University Photography



Human Development feature pg. 10



Human Ecology Building dedication, inside back cover

CHE-Hong Kong exchange program thriving



FSAD professor and chair Jintu Fan (left), Caroline Delson '13 (center), and Alice Woo MS '75 meet in Hong Kong.

Human Ecology faculty and students are getting a firsthand look at Asia's rising prominence in fashion and textiles and building design through a novel exchange program between the college and The Hong Kong Polytechnic University (PolyU). Now in its sixth year, the partnership has allowed more than a dozen students and faculty from the Departments of Fiber Science & Apparel Design and of Design and Environmental Analysis to collaborate on research projects and trade knowledge. "I tell my students that Paris, London, and Italy are great places to look at the history of our field, but Hong Kong is where you go to learn about the future," says FSAD professor **Susan Ashdown**.

The partnership has reaped other rewards, too. **Jintu Fan**, the new FSAD chair, joined the department Jan. 1 after coming to Cornell as a visiting scholar from PolyU under the program. Fan, world-renowned for his advances in textile comfort and aesthetics, is committed to further growing Cornell-PolyU connections. Last fall, he met with philanthropist **Alice Woo MS '75**, an ardent supporter of the program and other FSAD graduate fellowships, as well as FSAD student **Caroline Delson '13**, who spent the semester at PolyU.

link www.human.cornell.edu/academics/undergraduate/Hong-Kong-Polytechnic-University.cfm

Ithaca native Lavine takes role as city attorney

Svante Myrick '09, a graduate of the College of Agriculture and Life Sciences, Ithaca's youngest mayor in history, and the city's first African-American mayor, appointed **Aaron "Ari" Lavine '01, JD '04** as the city's attorney. Myrick also restored the position to full-time status. Lavine, an Ithaca native, practiced civil litigation for Miller Mayer and previously worked for the New York City legal firm Sullivan & Cromwell LLP. In interviews Lavine spoke of his eagerness to serve his hometown as the city faces challenges to its ban on hydraulic fracturing to extract gas on municipal lands and a sizable projected budget shortfall.

Sarachan wins second MLS title



Dave Sarachan '76 (right) poses with the MLS Cup with (left to right) Landon Donovan, Robbie Keene, Bruce Arena, and David Beckham. Photo: Getty Images.

For the second time in his coaching career, **Dave Sarachan '76** hoisted the Major League Soccer Cup—the prize for the top professional men's club in the United States and Canada. As the Los Angeles Galaxy's associate head coach, Sarachan helped guide the squad to a thrilling 1-0 win over the Houston Dynamo in November. (He previously won the title in 1999 as an assistant coach with D.C. United.) Under head coach Bruce Arena '73, a graduate of the College of Agriculture and Life Sciences, Sarachan works with a talent-laden roster, including international superstars Landon Donovan and David Beckham. Sarachan, a 2009 inductee into the Cornell Athletic Hall of Fame, was a starter for the Big Red men's soccer team as a student and later served as Cornell head coach from 1989–1998.

Out of tragedy, Hileman connects seniors and children



Suzi Hileman '73 at a Valentine's Day GRIN event. Photo: provided.

Susan Annis Hileman '73, known as Suzi, is a survivor of the January 2011 shooting rampage in Tucson, Ariz., that killed six people and wounded 13 others. She says the trauma of that day motivated her to make "lemonade out of lemons," leading her to form the nonprofit GRandparents IN Residence (GRIN), a mentoring program to bring older adults and young children together. With a mission to promote,

support, and create opportunities for interactions between those who have time and those who have needs, the program enables elder volunteers to go into schools and help children in activities ranging from reading to knitting and physical fitness. Its Colleges in Classrooms drive also helps local teachers adorn educational spaces with college memorabilia to inspire students to pursue higher education. Cornell Big Red can be found at Tucson's Amphitheater Middle School.

link <http://grandparentsinresidence.com/>

Alumni-led study finds fatty foods the norm in kids' hospitals



When it comes to healthy options in children's hospitals, the pickings are slim, finds a new study by two graduates of the Division of Nutritional Sciences. **Dr. Lenny Lesser '01, M.D.**, and **Dana Ellis Hunnes '03** discovered that a paltry 7 percent of sandwiches and entrees at cafeterias and food courts in California's 14 major children's hospitals qualified as healthy—under 800 calories and with labeled nutritional data. Most also stocked calorie-dense impulse items—such as chips and ice cream—steps from the cash register. The findings raised an alarm at UCLA's Mattel

Children's Hospital, which removed fried foods and trans fats after seeing the results. Lesser, the study's primary investigator, is a Robert Wood Johnson Foundation Clinical Scholar at UCLA. Hunnes, who earned Cornell degrees in nutritional sciences and human biology, health, and society, is a UCLA clinical dietitian.

Helping homeless kids dream big



Erik Lehmann '98, inspired by the 50 days he spent in a homeless shelter during his senior year of high school, created Dream Catalyst. The nonprofit organization provides mentors for homeless children and helps bring their dreams within reach. In addition, Dream Catalyst organizes parties for the children's birthdays, occasions that are often overlooked. Lehmann plans to grow the Ithaca-based organization by starting student chapters at Cornell,

Ithaca College, and Wells College.

To further raise awareness for his group, he ran the Honolulu Marathon Dec. 11. In the future, Lehmann hopes to recruit a team of long-distance runners and volunteers to make the marathon an annual fundraiser and inspirational project for Dream Catalyst teens. Lehmann recently wrote a short book, *Choose Your Own Adventure!*, that will be sold to raise funds for Dream Catalyst.

link <http://dream-catalyst.org/>

Alumna enters CU Athletics Hall of Fame

For her standout field hockey career that included two team defensive Most Valuable Player awards, **Molly Kauffman West '97** joined the Cornell University Athletics Hall of Fame last fall. Kauffman West and nine others were inducted Nov. 11 as members of the hall's 35th class, bringing its total membership to 532 student-athletes. Kauffman West, a goalkeeper from 1993-97, still holds the Cornell record with 43 saves in a single game and ranks third overall in career saves. In 1996, she was selected as a first-team Mideast Regional All-America and played in the Senior North-South All-Star Game. Though her playing days are over, Kauffman West continues to make her mark in the sporting world. She is the senior director of business operations at ESPN, where she oversees multimedia advertising sales.



Cornell honors Panzer for 56 years of dedicated service and support



Ginny Wallace Panzer '55 (center) meets with senior associate dean Kay Obendorf and dean Alan Mathios in the Human Ecology Building. Photo: Marybeth Tarzian.

Ginny Wallace Panzer '55 received the Frank H.T. Rhodes Exemplary Alumni Service Award—the university's highest honor for alumni contributions—last fall. A longtime advocate and fundraiser for Cornell, Panzer has given generously to the College of Human Ecology, including funds for The Panzer Family Teaming Area in the Human Ecology Building. Panzer's three children—**Lorrie Rudin '77**, **Robert Panzer '81**, and **Ellen Panzer '88**—joined her at the Sept. 16 ceremony. "I am doubly honored," Panzer said at the event. "First, to receive an award named for Frank H. T. Rhodes; second, for something I love and enjoy doing. Thank you, Cornell, for 56 years of wonderful and exciting experiences."

Students, professors lead drive to sew hygiene kits for poor women



Professor Susan Ashdown and student Matilda Ceesay '13 (left to right) assemble kits. Photo: Mark Vorreuter.

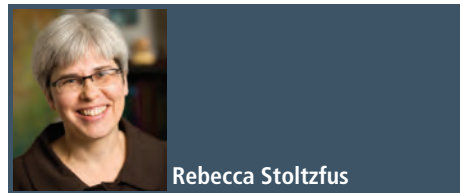
For one day last November, Human Ecology students and professors transformed an apparel design studio into a mass-production assembly line, where 85 campus and local volunteers produced reusable feminine hygiene kits for donation to the nonprofit Days for Girls. The kits—100 in all—were delivered to young women in Asia and Africa who might otherwise go without such basic necessities. Students in policy analysis and management professor **Andrea Parrot's** classes on women's health and sexuality joined fiber science and apparel design students taught by professor **Susan Ashdown** to sew together the kits. **Erin Malley '11**, a teaching assistant for Parrot, and **Matilda Ceesay '13** coordinated the event and recruited additional volunteers.

link www.youtube.com/user/womenunwritten#p/u/0/LCV8c6uFEPu

Study: cohabiting couples leery about marriage

Fears of divorce may be slowing young adults from heading to the altar, finds **Sharon Sassler**, associate professor of policy analysis and management. In qualitative interviews with 122 cohabiting men and women, ages 18-36, in and around Columbus, Ohio, Sassler and co-authors discovered widespread apprehension about divorce—even in those with no personal experience of failed marriages. More than two-thirds of respondents worried about their ability to form enduring unions, citing concerns about the social, legal, emotional, and economic impacts of divorce. "The broad diffusion of such anxiety further challenges the institution of marriage," Sassler says. The study is found in the December issue of *Family Relations*.

Stoltzfus named Provost's Fellow for Public Engagement



Rebecca Stoltzfus

Rebecca Stoltzfus, MS '88, PhD '92, professor of nutritional sciences and director of the college's Program in International Nutrition and the Global Health Program minor, became the Provost's Fellow for Public Engagement in December. In this role, Stoltzfus' primary responsibilities are to strengthen Cornell's capacity to support public engagement and service-learning activities while providing for additional networking and collaboration. Her efforts are closely integrated with the activities of the new Center for Community Engaged Learning and Research. The center, launched last fall, aligns Cornell's public service and academic missions.

link <http://now.cornell.edu/engaged/>

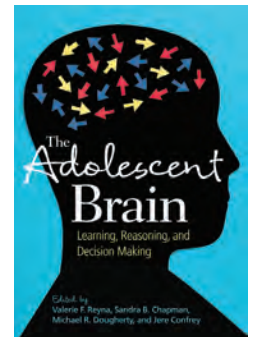
Fashion students shine in scholarship competition



Seven undergraduates in the Department of Fiber Science & Apparel Design each received a \$5,000 scholarship in the annual YMA Fashion Scholarship Fund awards, a prestigious national fashion design and management competition. The winners: **Mariana Barreto '13**, **Amelia Brown '12**, **Susan Freeman '13**, **Matthew Gottesman '13**, **Brittany Lutz '12**, **Suyoung Min '12**, and **Lulu Mu '13**. "The generous financial reward will definitely help with tuition or expenses I'll incur with a summer internship in New York City," says Barreto, who created a business plan for an online retail store for plus-sized women.

Book focuses on teen brains and reasoning

Human development professor **Valerie Reyna** edited the first book on the adolescent brain and development of higher cognition, *The Adolescent Brain: Learning, Reasoning, and Decision Making*. A collection of neuroscience



discoveries about how the brain develops, the book includes chapters by leading scientists that focus on human development of higher cognition, the set of thinking skills required to manipulate information for problem solving.

link www.human.cornell.edu/hd/outreach-extension/nsfalw/teen-brain-book.cfm

Fast Company hails DEA team for leadership in design



Mariel Strauch '14, Tara Jasinski '11, Ada Ng '12, and Alix Gerber '11 in the pages of *Fast Company*.

Four alumni and current students in the Department of Design and Environmental Analysis, **Alix Gerber '11**, **Tara Jasinski '11**, **Ada Ng '12**, and **Mariel Strauch '14**, appeared on the cover of *Fast Company* magazine's October 2011 issue. The cover story praises the students and alumni for their leadership of Cornell's Design for America (DfA) studio and the role they played in a growing movement at top universities in the U.S. to apply design knowledge to community needs. Founded in 2008 at Northwestern University, Design for America aims to create local and social benefits through interdisciplinary design and has grown to include 250 students at eight universities.

link www.fastcompany.com/design/2011/design-for-america-dfa

Professor's studies shed new light on modern marriage

BY TED BOSCIA

With the share of married adults at an all-time low in the United States, Kelly Musick, associate professor of policy analysis and management, has authored a pair of studies providing new insights on the socioeconomic factors shaping modern families. Both articles appeared in the February issue of the *Journal of Marriage and Family*.



The first paper finds that wedded couples report few advantages in psychological well-being, health, or social ties in surveys when compared to couples who cohabitate, or live together.

“Marriage has long been an important social institution, but in recent decades western societies have experienced increases in cohabitation, before or instead of marriage, and increases in children born outside of marriage,” says Musick. “These changes have blurred the boundaries of marriage, leading to questions about what difference marriage makes in comparison to alternatives.”

The research, co-authored by sociologist Larry Bumpass of the University of Wisconsin-Madison, reports a spike in well-being immediately following both marriage and cohabitation as couples experienced a honeymoon period with higher levels of happiness and fewer depressive symptoms compared with singles. However, these advantages are short-lived.

Marriage and cohabitation both resulted in less contact with parents and friends compared with remaining single—and these effects appeared to persist over time.

“We found that differences between marriage and cohabitation tend to be small and dissipate after a honeymoon period. Also, while married couples experienced health gains—likely linked to the formal benefits of marriage such as shared health care plans—cohabiting couples experienced greater gains in happiness and self-esteem. For some, cohabitation may come with fewer unwanted obligations than marriage and allow for more flexibility, autonomy and personal growth,” says Musick.

In the second study, Musick and co-authors found support for a “marriage market mismatch”—a phenomenon where college attendance unexpectedly lowers the odds of ever marrying for individuals with few social advantages because of a disparity between their social origins and educational attainment.

The findings suggest that social and cultural factors, not just income, are central to marriage decisions. Men and women from

the least advantaged backgrounds who attend college appear to be caught between social worlds—reluctant to “marry down” to partners with less education and unable to “marry up” to those from more privileged upbringings.

“College students are becoming more diverse in their social backgrounds, but they nonetheless remain a socio-economically select group—particularly at elite universities like Cornell,” Musick says. “It may be difficult for students from less privileged backgrounds to navigate social relationships on campus, and these difficulties may affect what students ultimately gain from the college experience.”

Musick hoped the findings could raise awareness of potential social barriers faced by first-generation college students, which could be keeping them from participating fully in the academic and social opportunities colleges have to offer.

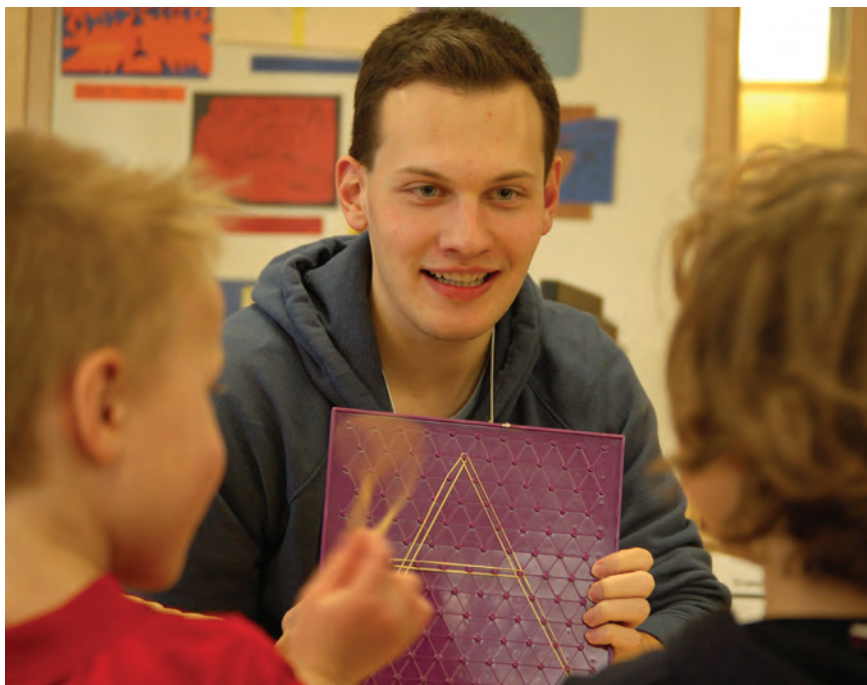
For the study, Musick and sociologists at the University of California-Los Angeles estimated the propensity of male and female college attendance based on family income, parental education, and other indicators of social background and early academic achievement. Subjects were grouped into social strata based on these propensity scores, and sociologists compared marriage chances of college- and non-college-goers within each stratum. Estimates were based on a sample of about 3,200 Americans from the 1979 National Longitudinal Survey of Youth, followed from adolescence into adulthood.

Researchers found that college attendance negatively affected marriage chances for the least advantaged individuals—lessening men and women’s odds by 38 percent and 22 percent, respectively. By comparison, among those in the highest social stratum, men who attend college increase their marrying chances by 31 percent and women by 8 percent.

Student volunteers buddy-up to kids at Cornell daycare

BY KARENE BOOKER

Not everyone gets to be a prince for an afternoon, but Emilie Stewart '14 did as a volunteer for Big Red Buddies. A new program in the Department of Human Development, Big Red Buddies places Cornell students in classrooms at the Cornell Child Care Center (CCCC) to read to and play with children from infants to preschoolers.



“Observing was interesting, but these students wanted to spend time interacting with children.”

Elizabeth Stilwell

Michael Verini '14 (left) and Monique Hall '14 (right) work with pre-schoolers at the Cornell Child Care Center. Photos: Mark Vorreuter.

One afternoon the children did not want story time, Stewart recalls. Instead they headed for the dress-up corner. “I spent my entire afternoon pretending to be a prince and chasing the kids around on my imaginary horse,” she says. “The spirit and enthusiasm of these children reminded me of the importance of doing things just because they bring you happiness.”

She sees a direct connection between her time volunteering with Big Red Buddies and her future plans.

“Someday,” she says, “the firsthand experiences that I have had with children during their educational process will enable me to better develop early childhood programs within low-income communities.”

Monique Hall '14 volunteers in an infant classroom. Hall is used to interacting with children, but adds, “Big Red Buddies allows me to do so just for fun. I love playing and working with children, and I hope to incorporate that into my future career.”

Hall described the close-up view of child development the program provides. “I saw one of the babies go from just being able to lie on her back to being able to roll over and sit up on her own. Another went from babbling to saying words. Others begin to walk and feed themselves,” she says. “It’s just so amazing to watch them grow.”

Human development lecturer **Elizabeth Stilwell**, who coordinates opportunities for students to observe children at the CCCC to fulfill course requirements, formed the program last fall after many student requests for something like it.

“Observing was interesting,” Stilwell says, “but these students wanted to spend time interacting with children.”

Patty Sinclair, director of CCCC, was supportive, and Stilwell set about building the program with funding from the human development undergraduate education program. She hired **Michael Verini '14** to recruit, train, and schedule program volunteers as its student coordinator.

The program launched with 35 students spending one to two hours each week with children, and is rapidly growing. Verini says Big Red Buddies plans to expand to 50 volunteers this semester. “Ultimately, we hope to extend the Big Red Buddies program to include community-based programs to increase the diversity of child care settings,” he adds.

Among the many benefits of Big Red Buddies, Stilwell notes, “the program is a way to give back to the Cornell Child Care Center for the opportunities for undergraduate education and research that the center provides to the College of Human Ecology.”

Symposium seeks ways to align **FOOD** systems and **HEALTH**

BY STACEY SHACKFORD

Noting high rates of obesity and malnutrition nationally and globally, panelists at a late October campus symposium called on higher education and industry to come together and harmonize food systems with human health.

Keynote speakers at the event, sponsored by the Division of Nutritional Sciences, included Frank Hu, professor of nutrition and epidemiology at Harvard University, and Dondeena Bradley, vice president of global design and development in Nutrition Ventures for PepsiCo.

Hu described a mismatch between our food system and the behaviors it promotes, which has led to malnutrition and obesity in equal measures. He shared scientific evidence that people who ate certain foods consistently gained weight and often became ill. Those who consumed one to two servings of soda per day, for instance, increased their risk of diabetes by 25 percent, and cardiovascular disease by 35 percent.

“Toxic food environments” are probably to blame, Hu says. The mantra “move more, eat less” is oversimplified, and metrics such as fat content are also not very helpful, as high-fat dairy products like yogurt and whole milk have been shown to lead to weight loss, he says. Rather, the overall quality of the diet should be considered, as well as other lifestyle factors such as sleep and smoking.

“Genes may create a loaded gun, but environment pulls the trigger,” Hu says. “Small diet and lifestyle changes can make big differences. That provides us with a tremendous opportunity for prevention.”

Bradley responded by pointing out that PepsiCo was the first company to eliminate trans fats from its products, investing \$300 million to find healthier oil, and reformulated its snacks to include 25 percent less salt, 15 percent less oil, and 25 percent less sugar. Its portfolio of nutrition products such as Quaker, Naked Juice, Tropicana, and Dole doubled in the past 10 years.

When developing a healthier food system, professors and policymakers need to be realistic about translating nutrition insights into real impact, she says.

“You can have the best scientific advancements in the world,” Bradley says, “but if you don’t know how to deliver them to the world, to consumers, they’re useless.”

Nutritional sciences professor **Christine Olson** is hopeful that consumers can make the right choices given the right motivation, based on her work with pregnant women who make what she calls “stunning behavioral changes” for the sake of their babies.

Olga Padilla-Zakour, MS '88, PhD '91, associate professor of food science at Cornell, says consumers should be better educated about the full range of healthy food choices: “Processing is not all bad. It can extend shelf life and maintain nutrients. It is tasty, convenient, and affordable.”



Harvard professor Frank Hu (top), PepsiCo executive Dondeena Bradley (middle), and Nutritional Sciences professors Per Pinstrup-Andersen and Christine Olson discuss food systems and health at a campus symposium. Photos: Dave Burbank.

Finding a one-size-fits-all solution to malnutrition is nearly impossible, but governments are doing a tremendous amount of harm by not considering nutrition when determining food policies, says **Per Pinstrup-Andersen**, the H.E. Babcock Professor of Food, Nutrition and Public Policy at Cornell.

The focus tends to be on agricultural production, rather than on what happens before and after the harvest, he says and argues for more investment in fruit and vegetable research as well as the economies of food systems.

Students devise products to ease seniors' PAIN

BY TED BOSCIA

A group of Fiber Science & Apparel Design students conceived a cure for “Kindle-itis”—arm or wrist pain caused by extended use of electronic readers and other mobile devices.

Their answer is the Swiss Kindle Glove, a sleeve affixed with a detachable and adjustable stand to hold portable gadgets for hours of enjoyment. Made from high-performance fabric, the glove compresses the wearer's muscles and soothes arthritic symptoms by stimulating blood flow through the wrist and hand.

Brittany Lutz '12, Margaret Dimmick '12, Emily Yeh '13 and graduate student **Kristen Morris** developed the idea in the course Textiles, Apparel and Innovation, taught by FSAD associate professor **Juan Hinestroza** each fall since 2006. The students developed the product—with frequent feedback from local senior citizens—as a functional apparel item that would help the elderly and other populations go about their daily lives with more ease.

“By talking to the seniors, we learned that because of problems with arthritis and joint tension and stress, reading with Kindles could be really painful,” says Lutz, a fashion design management major. “We wanted to design something that would make reading a pleasure, not a problem to be dealt with.”

Throughout the course, Hinestroza, a fiber scientist, encouraged his students to remake traditional garments for new purposes by applying nanotechnology to conventional fabrics and products. He also asked them to incorporate sustainability principles to limit costs and environmental impact and to encourage reuse.

The student teams' other high-tech innovations included:

- 1) **theraBOOTic**, a comfortable, stable shoe with built-in electrical nerve stimulation to alleviate foot pain caused by neuropathy and other conditions;
- 2) **Snap to It**, a fastening alternative to shirt and dress buttons that uses magnetic discs and electrospun fabric imbued with magnetic properties; and,
- 3) **Get-a-Grip Glove**, which uses electrical impulses and elastic polymer fibers to help the wearer squeeze more firmly when grasping everyday objects.

“It is applying cutting-edge nanotechnology,” says **Sandy Flint**, a graduate student in the field of fiber science. “When we were coming

theraBOOTic

Bringing therapy and warmth to your feet and confident mobility to your life.

Whitney McMullin Mariana Barreto Sally Schultz

the PROBLEM
Many people, especially senior citizens, experience loss of nerve sensation in their feet due to disease or injury. This can be caused by:
• Neuropathy
• Diabetes
• Arthritis
• Foot injuries

the SOLUTION
These sorts of complications can require the patient to use nerve stimulator therapy, such as TENS. The Therabootic uses nerve stimulation to ease the pain in the feet while keeping the feet warm, comfortable, and stable.

the TARGET MARKET
The target market for this product would encompass both senior citizens who have the health problems and conditions, which our technology addresses (diabetes, neuropathy, and arthritis) as well as those who are using a corrective appliance, including their wear around the house for better stability on all floor surfaces and, finally, their confidence in remaining around the home in their own.

the MATERIALS
Flash-Light
• 1500mAh NiMH
• 12VDC
• 1000mAh NiMH
• 12VDC
• 1000mAh NiMH
• 12VDC

the DESIGN
The design of this product is what sets it apart and makes it as portable as a shoe. It is designed to have the best features of a soft slipper with the ability and structure of an outdoor shoe or sneaker. The flexibility of the material structure combined with the shock-absorbing, cushion sole provides a superior indoor/outdoor shoe that can be worn comfortably around the home on all sorts of surfaces from carpet to tile and in between. With a flexible, non-slip rubber sole and a shock absorbing sole, the shoe is designed to come in men's and women's 6-8 sizes for comfort and ease of use.

the TECHNOLOGY
TENS is one of the most commonly used forms of electrotherapy and is used to relieve pain and stimulate muscle activity. It is a small electronic device that delivers current through electrodes placed on the skin in target areas where it occurs. Patients use TENS to help relieve and manage chronic pain associated with conditions such as arthritis, diabetes, and neuropathy. The current travels through electrodes on the skin, stimulating specific nerve pathways to produce a beneficial electro-stimulatory effect.

SNAP TO IT

Easy to Close, Concealed Fasteners

Adriana Burton, Sandy Flint, Matthew Gotzesman, Ashley Weiner

PRODUCT DESCRIPTION
SNAP TO IT is a unique fastening system consisting of two components: an electrospun composite polymer superparamagnetic fabric, and super strong, Neodymium magnet buttons. These two components are water safe and work together to make the fastest traditional button a thing of the past while preserving the same, classic look.

PROBLEM
The loss of strength with age is a well-documented issue often attributed to declining muscle mass in elderly people. In addition, age-related medical conditions such as Parkinson's disease, stroke, and arthritis are known to cause manual dexterity loss. As a result, many elderly people have difficulty with fastening buttons and pulling zippers quickly become daunting tasks.

SOLUTION
To eliminate the struggle posed by conventional buttons, we introduced SNAP TO IT, our use of a smart magnetic fastening system. Requiring minimal dexterity, SNAP TO IT can be designed to meet a wide range of needs.

the TARGET MARKET
• Seniors with limited motor functions
• Individuals of all ages with arthritis and other related medical conditions
• Individuals of all ages who prefer a more convenient, quicker

GET-A-GRIP GLOVE

Allison Bauer • Susan Freeman • Courtney FitzPatrick • Kimberly Phoenix

Problem
The loss of strength with age is a well-documented issue often attributed to declining muscle mass in elderly people. In addition, age-related medical conditions such as Parkinson's disease, stroke, and arthritis are known to cause manual dexterity loss. As a result, many elderly people have difficulty with fastening buttons and pulling zippers quickly become daunting tasks.

Solution
To eliminate the struggle posed by conventional buttons, we introduced SNAP TO IT, our use of a smart magnetic fastening system. Requiring minimal dexterity, SNAP TO IT can be designed to meet a wide range of needs.

How it Works
The unique Get-A-Grip Glove provides support to the hand and wrist. The unique Get-A-Grip Glove provides support to the hand and wrist. The unique Get-A-Grip Glove provides support to the hand and wrist.

Design
The unique Get-A-Grip Glove provides support to the hand and wrist. The unique Get-A-Grip Glove provides support to the hand and wrist.

Materials Used
The unique Get-A-Grip Glove provides support to the hand and wrist. The unique Get-A-Grip Glove provides support to the hand and wrist.

up with the specifics for the magnetic strip and fabric, we were working from research that is just coming out of the lab.”

The class met with four local seniors Dec. 1 in the Human Ecology Building to present their completed research posters and hear final feedback. Christine Baron, a retired home economics teacher from Cortland, N.Y., and one of the local advisers on the project, visited the class four times during the semester and called the project “a great learning experience.”

“When I was doing textiles studies, Velcro was the newest thing on the market,” she says. “It was really interesting to hear about all the new technologies that are possible.”

Some of the student teams hope to continue to refine their ideas and possibly file for patents.

“The class has been helpful because we’ve been forced to think about what is practical and marketable if our product ever made it to the market,” says **Mariana Barreto '13**. “Based on the feedback, we had to drop ideas or scale back along the way because we realized it wouldn’t work in reality.”

DESIGN STUDENTS DELIVER NEW DIGS FOR LOCAL HEAD START

BY TED BOSCIA

Students take child's play seriously

During the fall semester, 30 undergraduates in the Department of Design and Environmental Analysis (DEA) blended design theory and behavioral science to remake classrooms at the Tompkins Cortland Community College (TC3) Head Start facility to better support the developmental needs of young children. Based on observations of children and interviews with teachers, the students custom-built colorful wooden furniture where the toddlers can eat, play, learn, and socialize.

The project is part of a long-running partnership between DEA classes: professor **Gary Evans'** course, The Environment and Social Behavior, and a design studio taught by professor **Paul Eshelman**. Since 1995, Eshelman and Evans have combined the courses, directing their students as they improved the design of local senior centers, Boys and Girls clubs, designated spaces in residence halls for students with physical disabilities, and other facilities for special-needs populations.

"Interaction with real people draws the design experience out of the abstract," Eshelman says. "The students have been energized by interaction with representatives of the population for which they are designing."

In transforming the TC3 Head Start, overseen by Tompkins Community Action, the students formed teams for three priorities:

- **Transition:** the entryway where parents drop off children and store their belongings;
- **Nourishment:** the central room where children eat and gather;
- **Enrichment:** multipurpose areas for play and group activities.

Evans' students researched the social, cognitive, and developmental needs of the children—ages 3 to 5 from low-income families—and shared their findings with their design counterparts. In ideation sessions the designers determined ways in which new furniture and changes to the facility layout could foster the children's intellectual, physical, and emotional growth. Using team sketches, designers fabricated full-scale furniture models in the new wood and metal shops and assembly room in the Human Ecology Building.



Children at the TC3 Head Start play on a fort structure designed and built by DEA students (top). Professor Paul Eshelman (left) guides students working in the Human Ecology Building wood shop. Photos: Uchita Vaid.

Eshelman calls their creations "innovative solutions" that "break out of the box of conventional practice." The new transition area, for example, includes nook-like cubbies where children can stow their coats and backpacks, but also a space to sit and draw on a small easel. "The design responds to the developmental need for personal retreat space," Eshelman says. Over time, however, he and students observed children leaning out of the nooks to talk to their peers. It added, "an unanticipated social dimension," he says.

The collaboration with her behavioral science classmates is "a wonderful change and addition to our usual design process," **Arielle Levy '13**, an interior design student, says.

"Their research gave our resulting concepts more meaning because of their social, cognitive, and developmental relevance," she adds.

Levy, part of the enrichment team, and her partners relied on their own experiences as kids—to replicate the idea of play forts—sanctuaries where the children could retreat but also develop

motor skills through climbing and mental and emotional skills through creative play.

"We wanted to create a structure that would allow the students to explore their own imaginations and have fun," she says.

Levy knew they had triumphed when she watched the youngsters clambering atop the structure and using hard hats and plastic saws to act out a show for their teachers. "The children were ecstatic about the new furniture," she says. "It was rewarding to design and actually build something that brings joy to children daily."



In the Early Childhood Cognition Laboratory, human development professor Tamar Kushnir and students Laurel Hollenbaugh '12 and Lauren Latella '12 (left to right) show a toddler a blinket toy, a device often used to study children's understanding of causality and statistical learning.

R esearch with Impact

In the labs of top scientists, students run experiments to understand how people—young and old—grow



Dan Polla '12, a human development major who plans to enroll at SUNY Downstate Medical Center this fall, is on track to become a physician. Before he earns his white coat, Polla (pictured, at left) is making a major impact on people's health.

A student team leader in professor **Valerie Reyna's** Laboratory for Rational Decision-Making, Polla is teaching vulnerable youth how to avoid such risky behaviors as unprotected sex and alcohol

abuse. Polla and others are sharing risk reduction tactics—developed by Reyna and based on her research on adolescent brain development—with teens ages 14–18 at schools in Ithaca, Broome County, and New York City. And, by studying how well the program works, they are also uncovering scientifically based strategies that can be used by educators and parents to help teens make healthier choices when their environment, peers, and still-developing brains conspire to nudge them toward dangerous decisions.

Though Polla hasn't decided what type of medicine he wants to practice, he sees a natural connection between his work on the National Institutes of Health-funded project, Interventions for Risk Reduction and Avoidance in Youth, and his future plans.

"Teaching healthy decision-making to at-risk youth has sharpened my communication, speaking, and administrative skills from exposure to various school settings with diverse populations," Polla says. "I serve as a mentor to students who express concerns such as alcohol use, sexual activity, or other health issues, while maintaining their confidentiality. These professional strengths will prove essential in my career."

Polla's research experiences as an undergraduate stand out, but they are surprisingly common in the Department of Human Development (HD). A large majority of HD students are engaged in

research, with many opting to pursue independent projects under the guidance of a faculty member.

Laurel Hollenbaugh '12, a leader in the Early Childhood Cognition (ECC) Laboratory, describes research as "the perfect opportunity to take ownership of my education." **Lauren Latella '12**, also a leader in the ECC Lab, adds that "by senior year you look around and everyone in your classes is talking about what lab they're in."

Such intense research training for undergraduates is by design, says HD chair and professor **Charles Brainerd**. Some join labs by freshman year, and many of the introductory courses in the department include a research component. The majority of HD graduates ultimately go on to earn advanced degrees—most commonly in law, medicine, psychology, or a related social science. It is HD students' sophistication in the lab, Brainerd says, that sets them apart from many of their peers when they enter graduate school.

Across all the colleges at Cornell, undergraduates in the College of Human Ecology consistently report in year-end surveys the highest share of one-on-one research opportunities with faculty members. Human Development is a large reason why. Each spring, a dozen or more HD undergraduates typically present at the Cornell Undergraduate Research Board (CURB) forum—a showcase for presentations and posters on student discoveries. "That is a greater number than some entire colleges are sending to CURB," Brainerd says.

"We are training students to become independent research scholars and leaders. If you are training someone to do research, you are training them to be a leader," Brainerd adds. "Research by its nature demands active inquiry, to explore problems from new directions, to take charge. If you want to excel in your chosen field, these leadership opportunities are critical. It's something you can't put a price on."

Polla exemplifies the HD approach to leadership, research, and education. Since joining Reyna's lab the summer after his freshman year, Polla has taught the risk reduction curriculum to high-school students, helped develop surveys to test its effectiveness, recruited participants, and analyzed study data. Now he coordinates the program with Cornell Cooperative Extension partners, recruits and

trains new undergraduate assistants, and organizes weekly student lab meetings. “Being involved in research has further honed my leadership, organization, and evaluation skills,” he says.

Above all, however, Polla enjoys making personal connections with at-risk youth, helping them to overcome obstacles and avoid decisions that could cause great harm. “I am hopeful that our program has assisted many teens with making healthy choices in their lives,” Polla says.

Developing the researchers of tomorrow

As freshmen entering Cornell, Hollenbaugh and Latella both imagined research required lab coats and test tubes. “I came from a very scientific household—my mom’s a biology grad and my dad’s a double engineer—so I had the idea that all research is bench science. I wasn’t into working with cell cultures or anything like that,” Hollenbaugh says.

But they soon found out that research could be done with a video camera and a puppet. By their sophomore year, both had joined the

Early Childhood Cognition Lab, run by **Tamar Kushnir**, the Evalyn Edwards Milman Assistant Professor of Human Development, after taking one of her classes. As seniors, they are helping to direct a group of students that is using novel experiments to uncover how toddlers’ minds develop.

Latella, for instance, uses a hand puppet named Ducky to observe how preschoolers evaluate—and ultimately decide whether to trust—external sources of knowledge. If the puppet reveals himself to be knowledgeable—calling a block by the right color or shape—the children tend to trust him. If he’s incorrect or ignorant, they often tell Latella that he can’t be trusted. Students record the sessions, held in schools in Syracuse, Ithaca, and Cortland, so they can analyze and code all the behaviors the child exhibits back in the lab.

“What always blows me away with the kids is how smart they are, how aware they are of the world around them,” Latella says. “They know a lot more than we give them credit for.”

Human Development and Law School launch dual degree program



Professors Valerie Reyna and Charles Brainerd in a laboratory meeting.
Photo: Mark Vorreuter.

Contrary to portrayals in popular TV shows and movies, the vast majority of criminal felony cases, including death penalty cases, rely solely on witness testimony. “Less than 5 percent of felonies have any forensic evidence at trial that bears directly on guilt or innocence,” says human development professor **Charles Brainerd**.

As a result, practicing law requires a keen understanding of the psychology of memory, judgment, and decision-making. Most cases revolve around what people perceive, remember, and testify to, and on how jurors integrate information and come to decisions.

A new dual PhD/JD degree program in development psychology and law, offered by the Department of Human Development and the Cornell Law School, is designed to train the next generation of scholars working in this critical area.

The six-year program, which will enroll its inaugural class in fall 2012, focuses on the interface of law, psychology, and human development. It will draw on Cornell’s unique concentration of experts in experimental psychology and law, says Brainerd, the program’s lead creator.

“Cornell has a very, very long tradition in this area. For about three decades [Cornell has had] world leaders in psychology and law research,” Brainerd says. “If you were to ask people around the world where to go for advanced training in this area, they would say, ‘Cornell University.’”

The program builds on the 2007 creation of a concentration in law, psychology, and human development in the Department of Human Development. That track, which Brainerd launched as a first step toward the dual degree program, is the most popular in the department among PhD students.

Each student in the PhD/JD program will receive support from a three-member supervisory committee of human development and Law School faculty. The streamlined program is designed to integrate the two fields, with students spending the first two years working on PhD research, the next two years in law school, and the final two primarily on research. Completing the two degrees separately normally takes eight years.

The program will give students key advantages in a rapidly growing field, Brainerd says. For those primarily interested in research, “by having a law degree, they’ll be able to do research in psychology that is very deeply informed and connected to the law.”

In addition to a growing need for research findings of trained scientists in legal proceedings, law schools are also showing an increasing preference for faculty with PhDs in associated fields.

Along with Brainerd, the program’s core faculty include **Stephen Ceci, John Eckenrode, Wendy Williams, and Valerie Reyna** from the Department of Human Development; David Dunning from the Department of Psychology; and John Blume, Valerie Hans, Sheri Johnson, and Jeffrey Rachlinski from the Law School.

link www.human.cornell.edu/hd/dual-phd-jd/index.cfm

“By doing research, undergraduates learn firsthand . . . that scientific progress is made through what fails to work as planned more often than what is expected, and, consequently, what gets published benefits from the insights and discoveries made along a very bumpy road.”

—Tamar Kushnir, professor of human development

Latella and Hollenbaugh plan to eventually work with youth, so they view the ECC Lab as ideal preparation. Latella wants to assist children, either in a health, educational, or psychological setting—she was particularly inspired by a summer internship at the NIH’s pediatric oncology program. Hollenbaugh, an education minor, wants to become a youth counselor—the ECC Lab has reinforced her lifelong passion for helping kids.

“What I’m really interested in is leadership—how do you become a leader and instill that confidence in others?” Hollenbaugh says. “Working in the lab has really helped me build these skills, especially when I’ve had to recruit and teach new lab members and show them processes I already understood. To foster a different style of thinking in someone and learn how to reach a lot of different minds is critical to leadership.”

No matter what path a student chooses after Cornell, Kushnir says experience with the research process will serve them well in work—and in life. In lab meetings, she sometimes encounters discouraged students lamenting about an experiment that didn’t work. But Kushnir cautions them that every study, even when data doesn’t come out as expected, has value and provides an opportunity to “talk, revise, retest, and rethink.” Students who never join a lab cannot gain from the underlying process, she argues.

“It’s true that at the end we hope to do something that advances knowledge in our field,” Kushnir says. “However, what is missing when you just take a class and read a finished scholarly publication is an appreciation for all that goes in to making that happen—the pilot tests that don’t work, mistakes that are made along the way, and discoveries that are surprising and unexpected that lead to new insights.”

“By doing research,” Kushnir says, “undergraduates learn firsthand about these things. They learn that scientific progress is made through what fails to work as planned more often than what is expected, and, consequently, what gets published benefits from the insights and discoveries made along a very bumpy road.”



Professor Valerie Reyna and Zach Lorsch '12 analyze brain scans for insights into human decision-making. Photo: Mark Vorreuter.

Zach Lorsch '12, a leader in Reyna’s laboratory, admits to numerous challenges during his experiments using advanced brain imaging techniques to examine brain structure and function as it relates to

human decision-making and risk analysis. However, he adds, working around obstacles “really makes the outcomes all the more rewarding.”

Lorsch, a Hunter R. Rawlings III Cornell Presidential Research Scholar, analyzes brain scans captured through such cutting-edge technologies as functional magnetic resonance imaging (fMRI), diffusion tensor imaging, and voxel-based morphometry. He is applying the tenets of Reyna’s fuzzy trace theory—a well-established explanation of decision-making—to understand how people judge risk when presented with life-and-death scenarios.

He joined Reyna’s lab in the second semester of his freshman year and has taken on a major role in the overall direction of their neuro-imaging study. He’s also completing his honors thesis on a related topic and training other undergraduates to carry on the work after he graduates.

With offers from top-tier MD/PhD programs, Lorsch is considering a career as a physician-scientist so he can treat patients and also run experiments to better understand the neural processes associated with various diseases.

“Since my career will have a significant research component, I expect that the skills that I obtained in Dr. Reyna’s lab, especially in designing theoretically motivated and meaningful experiments, will serve me extremely well,” Lorsch says. “Even though I anticipate my research will become more clinically oriented, the skills I learned will be invaluable in understanding the big picture of human cognition.”

Caring for the community



Caroline Gross '12 (right) discusses a project with HD student Jennifer Kim '13 in the Brainerd Lab. Photo: Ted Boscia.

As with many of her peers, **Caroline Gross '12**, a Biology and Society major, had the wrong idea about research when she came to Cornell. She thought it was limited to mixing chemicals and, if lucky, she would be able to join a lab by her junior or senior year.

However, by the time Gross—a California native—experienced her first Ithaca winter, she had already joined Charles Brainerd’s Memory and Neuroscience Laboratory on the heels of a presentation about research opportunities at the college.

“I am always in awe about how easy it was to get started once you get turned on to research,” she says. “I looked at a bunch of faculty websites and found three that really interested me. By the time I was emailing the third professor, I already had a response from the first one. The professors are so receptive and genuinely want students to get involved.”

Using a set of standard mental exercises, Gross started out testing memory and cognitive ability in Cornell students and local seniors. She’s worked her way up to lead a team of 10 undergraduates as they carry out testing with hundreds of volunteers on campus and at multiple retirement homes and long-term care communities around Ithaca. Her responsibilities include ensuring compliance with rules for human subject testing, certifying new research assistants, leading regular undergraduate lab meetings, and interpreting the team’s findings.

Brainerd and the student researchers are applying their data to improve the tests’ ability to predict a person’s likelihood of developing dementia, Alzheimer’s disease, and other cognitive impairments. Catching signs of mental decline earlier will lead to better treatments and therapies that stave off full-blown impairment.

Among the many benefits of undergraduate research, Gross points to her broad exposure to people with varied backgrounds. (The lab works with a mix of senior centers—some with residents who are well-off and others that serve low-income populations.)

“Research gets you out of the Cornell bubble and into the community, especially in Human Ecology where we’re working with people so much,” Gross says. “I didn’t leave campus once my freshman year until I joined this lab.”

Gross, in the middle of applications to medical school, thinks the one-on-one testing will also improve her bedside manner if she becomes a physician.

“It’s not uncommon for older adults to break down during tests because of their frustration and anger about the mental difficulties they are having,” she adds. “You need the compassion to connect with them on a personal level and understand their concerns. These interactions teach you to view them as a person, not as a patient with a body and a set of symptoms.”

Sometimes, Gross and her peers will linger after tests at one of the senior communities, adding an unexpected service component to the visits. She remembers staying for a meal, for a chat, and once even for a choir practice. It’s a reminder that research includes great rewards for Gross and other human development students although perhaps it matters most for the people being served.

“You realize what we’re doing this for,” Gross says. “It’s so urgent for older adults—all they want to know is how to help their memory. They see the changes are occurring and are really desperate for solutions. That’s why we’re doing this research, to find the predictors and someday have the therapies to prevent it. It’s special to be able to work with these populations and know that the research will go on to have great benefits.”

link www.human.cornell.edu/hd



Caroline Gross '12 works on memory testing with a resident at the Kendal at Ithaca retirement community. Photo: Mark Vorreuter.



In-depth Research

Human Development professors and students conduct research in six main areas.

Aging and Health: These studies promote healthy aging through both basic research and the translation of those scientific findings into evidence-based programs and interventions. The program advances knowledge about the social, emotional, cognitive, and neuropsychological aspects of aging.

Cognitive Development: The study of cognition in infants, children, and adults, and of cognitive development serves as a focal point for several faculty members' research programs. Research topics include attention, memory, intelligence, reasoning and decision-making, causal understanding, categorization, and language development.

Group Disparities in Development: Integrating social, cognitive, and developmental theories and using multiple methods, this interdisciplinary program aims to uncover basic underlying mechanisms that give rise to ethnic, socioeconomic, sexual, and cultural variations in developmental processes, functions, and outcomes. Current research focuses include learning and achievement, risky decision-making, multilingualism, social cognition, memory, environmental stress, as well as mental health and resilience.

Developmental Behavioral Neuroscience: The Human Behavioral Neuroscience Program incorporates three neuroscience areas: cognitive, social, and affective-emotional processes. It has a special focus on developmental disorders, including disorders of language and learning, perception and social behavior (including autism spectrum conditions), aging, social attachment, and attention-motor processes (including ADHD), as well as temperament and personality.

Law, Psychology, and Human Development: The Program in Law, Psychology, and Human Development provides opportunities to study and conduct research in psychology, legal studies, and public policy with faculty drawn from the fields of developmental psychology, social psychology, organizational behavior, cognitive psychology, neuroscience, and law. Faculty are among the world's experts in such areas as suggestibility and false memory, child abuse and violence, death penalty mitigation, jury and judicial decision-making, negotiation and stress, adolescent risky decision-making, children's disclosures, legal policies, legal decision-making about children, and decisions about children's competence to participate in the legal process.

Social and Personality Development: The social and personality area is represented by a number of faculty who explore the psychobiological and environmental foundation of personality traits, social bonding, identity development, sexual development, human mating and pair bonding, socio-emotional changes across the life course, decision-making, self-regulation and attachment processes, social stressors for children and youth, child maltreatment, risk-taking, and the prevention of social and emotional problems.



Photo: Guarina Lopez-Davis



Gabrielle Tayac greets Maryland Gov. Martin O'Malley at the ceremony to officially recognize the legal status of the Piscataways. Photo: Jay Baker/Maryland Governor's Press Office.

A voice for the PISCATAWAYS

BY TED BOSCIA

Gabrielle Tayac '89 stands in the Maryland State House in disbelief. She is surrounded by a euphoric crowd of about 500 people, many of whom had been there for hours, all of them anticipating a moment centuries in the making. Tayac had often doubted the day would ever come.

While everyone waits for the governor, Tayac gazes about the rotunda. The oldest state capitol building in the nation, it dates to 1779 and serves as a reminder of how European settlers once uprooted her ancestors.

It is Jan. 9, 2012, and the Maryland state government is at last ready to legally recognize two of its indigenous Native American groups—the Piscataway Indian Nation and the Piscataway Conoy Tribe—the first two native tribes to gain recognition in Maryland. It promises to be a major step toward remedying an ancient wrong.

Tayac and her two children squeeze into what seems like a joyous mosh pit. Nearby, singers in a Piscataway Conoy drum group make music. Word

comes that Gov. Martin O'Malley and the tribal leaders are about to enter. The press inches closer. The crowd hushes. Tayac clutches a framed painted eagle feather, a gift from the Piscataway Indian Nation to the governor. She has been fighting for this moment since her junior year at the College of Human Ecology.

An activist scholar

Tayac is used to waiting for government, society, and other institutions to catch up with what is right. It took until 1989 for the U.S. Congress to pass legislation authorizing the National Museum of the American Indian (NMAI), part of the Smithsonian Institution. She's been on staff at the NMAI since 1999, five years before the museum opened on the National Mall in the shadows of the U.S. Capitol.

"Finally we had a place where indigenous people could speak for ourselves, not have someone else trying to tell our history," she says. "And to be

“I was drawn to the world-class intellectual rigor of Cornell, it was also important to take in all the amazing experiences and perspectives of the different world populations at Cornell.”

situated in such a highly visible place, at the seat of the highest powers of our country, is really remarkable.”

In the early stages, Tayac helped the museum get off the ground by planning exhibits, strengthening ties with American Indian organizations, and researching the traditions and culture of indigenous groups. Now she’s on permanent appointment as a historian and considers herself an “activist scholar”—part champion for indigenous rights, part educator for the general public about Native American life, and part protector of traditions that might otherwise fade away.

She’s overseen numerous popular exhibits, including “Our Lives”—an examination of contemporary American Indian experiences—and “IndiVisible,” the largely unknown story of African-Native American lives in the Americas. Tayac frequently lectures to academic and community audiences and even wrote a children’s book, *Meet Naiche: A Native Boy from the Chesapeake Bay Area*, to illustrate the modern culture of the Piscataway people.

“It’s important to engage all of these audiences, and there’s something really thrilling to get to see people observing your work in a public space,” Tayac says. “Of course I want to connect with other scholars and the general public, but I’ve found it’s always worthwhile to talk to a group of fifth graders, too.”

An advocate for justice

Social justice runs in Tayac’s family. Her mother descended from Russian Jews, who passed on lessons on the dangers of discrimination and hatred. Her paternal grandfather, Turkey Tayac, was the longtime chief of the Piscataway Indian Nation during the early and mid-20th century. One of the tribe’s last medicine men, he kept alive the Piscataway culture and language while laying the groundwork for the tribe’s recognition.

“Social justice was never about rebellion for me,” says Tayac. “It was just part of being a good girl, fighting for what’s right, and doing what’s expected of you. If you see something wrong, you have no choice but to address it.”

Tayac came of age in the late ‘70s and early ‘80s in New York’s Greenwich Village—“a place and time where it was the norm to be socially active,” she says. She changed her last name to Tayac at age 15 during a period when people of all backgrounds were reclaiming their ethnic identities. The Red Power movement was reverberating around the country, rekindling Native American interests in tribal practices and waking up others to indigenous rights.

When Tayac arrived at Cornell in 1985 as a human service studies major—the precursor to policy analysis and management—she was primed for a life and career dedicated to preserving Piscataway Indian traditions and securing the rights of indigenous people. As a result, she immediately got involved with the university’s American Indian Program (AIP). Tayac branched out to courses in anthropology and history and lived at the International Living Center, immersing herself in cultures from around the world.

“I was drawn to the world-class intellectual rigor of Cornell,” she says. “It was also important to take in all the amazing experiences and perspectives of the different world populations at Cornell.”

In December 1987, a friend asked if she wanted to join a Committee in Solidarity with the People of El Salvador delegation to the war-torn country. Tayac convinced her Spanish professor to let her take her final

exam early, and soon after she was hearing stories from survivors about war atrocities.

As a civil war raged, Tayac and the delegation spent 10 days meeting with indigenous El Salvadorans. Almost all of them shared horrifying tales of relatives gone missing or enduring severe punishments in secret prisons because they were natives.

Despite stories of abuse, Tayac found reason for hope. In home after home she discovered an underground resurgence of native practices and culture, primarily the traditions of the Nahuat people, in the face of laws suppressing them.

“It was a very dangerous time for them to identify as Indian,” Tayac says. “I was awestruck by their incredible spirit, their power to carry on in this dark, terrifying time.”

A catalyst for change

As a junior at Cornell, Tayac began a research project that would become her passion for the next two decades. Under professor **Donald Barr**, she began to trace the lineage of the Piscataway Indian Tribe—what she calls “a small oral history”—that was eventually published in *Northeast Indian Quarterly*.

After Cornell, Tayac enrolled at Harvard University where she earned her master’s and doctorate degrees in sociology. Advancing the research she accomplished at Cornell, Tayac assembled historical records from churches and censuses and then compared them to secondary sources and interviews with tribal leaders. Her research led to a 308-page dissertation documenting the Piscataway history back to the 1500s.

At last, it seemed she and other Piscataway proponents had an airtight case to prove the tribe’s long, uninterrupted presence in Maryland. In 1995, Tayac and supporters submitted thousands of pages of evidence to support its petition to a state panel demanding proof of the existence of Piscataway communities in Maryland back to 1790. Two years later, the state acknowledged that the Piscataway Indian Nation and the Piscataway Conoy Tribe had met the criteria for official recognition; however, final approval stalled for more than a decade, a casualty of political squabbles and competing interests.

A witness to history

As Tayac and the boisterous crowd jam into the Maryland Capitol on this cold January morning, the excitement builds for the big moment. Most had given up hope they’d ever witness such an event in their lifetimes. Tayac’s father had died in 2004 after giving decades to the cause.

As the governor moves to the podium, Tayac settles in just behind him—a front row seat to history. The crowd is buzzing and erupts at one line in particular: “To all the Piscataway peoples, we know that you did not need an executive order to tell you who you are.”

Tayac experiences a blur of emotions at the conclusion of the speech: stunned the day has come, angry that it took so long, and proud and overjoyed to see her son wearing her late father’s ceremonial clothing.

The crowd departs for a celebration at the governor’s mansion and fresh snow blankets the Annapolis streets. It’s one of the few cold days in a historically mild winter, but a fitting coda to the event, Tayac thinks. In the Piscataway tradition, snow symbolizes purity, renewal, and new beginnings.

link www.nmai.si.edu/

Saying YES to the Dress

From white coats to white gowns: a journey to design success

BY SHERI HALL

As an apparel design major, Hayley Paige Gutman '07 took every opportunity to create evening and wedding gowns in her classes and for the Cornell Fashion Collective annual spring fashion show.

“One year, I finally realized this was not a coincidence,” she says. “That’s when I figured out I really wanted to work in the bridal industry.”

Today, just a few years after graduating from the College of Human Ecology, Gutman has taken her dream farther than she could have ever imagined. At age 25, she is one of the youngest designers to have her own bridal collection—the feminine, flirty line called Hayley Paige will be available in stores starting this spring—and she is the head designer of JLM Couture’s Jim Hjelm Blush line.

The Hayley Paige line is an upscale collection of dresses. With retail prices starting at \$2,500, the line features romantic details with a modern twist. “The dresses are more fashion-forward than traditional wedding dresses, designed for a girl who has an amazing sense of self, but also doesn’t take herself too seriously,” the young designer says.

In Gutman’s eyes, providing brides with dresses that reflect their personalities is one of her most important priorities.

“My parents have a tremendous marriage, and that’s helped me to value the emotional side of wedding fashion,” she says. “It’s the one piece of clothing that has a deep, meaningful purpose. Women are using the garment to segue into a committed world.”

Paying her dues

After graduating from Cornell, Gutman landed an entry-level job at a fast-paced, high-fashion company. She quickly discovered that it was not the introduction to working life she expected.

“It was literally a fashion boot camp,” she says. “The expectation was that you needed to prove yourself and to show that you were tough. The experience was an extremely demoralizing version of survival of the fittest.”

Gutman lasted six months before quitting. She spent a few months sending out resumes, making phone calls, and building up her portfolio on her own before landing a job as an assistant designer at Priscilla of Boston, designing for its Melissa Sweet and Reverie lines. Before long she had a new role at Priscilla, designing for Marchesa, a renowned high-fashion brand.

“It was a wonderful learning experience,” she says. “I was taking a lead in a lot of the designs, choosing materials, traveling abroad to where the dresses were manufactured.”

After almost four years at Priscilla of Boston, Gutman was ready for a new challenge. She heard about an opening at JLM Couture and poured all her energy and talent into landing the job.

“I actually took vacation time to create a new concept—everything from development sketches to technical strategies for my interview,” she says. “I took an entrepreneurial approach, and it turned out to be the best thing I ever did.”

JLM offered Gutman a position of head designer on the established Blush line and then with her own brand. It was as if she was “a young, aspiring actress being offered the leading role in a Spielberg or a Weinstein film,” Gutman says.

Although she only had six weeks, rather than the six months or more designers typically take, to create the Hayley Paige from concept to finish, Gutman pulled it off, and her line launched at the Spring 2012 Bridal Market show in October 2011.

“To see all of the girls lined up backstage wearing my dresses was literally the best moment of my life,” she says. “Having your own name on your work changes you.”

“When you’re designing for another brand, there’s a sense of displacement because you’re trying to meet another aesthetic. It’s less emotional,” she said. “Now this is not only my aesthetic. It’s also my name. That makes me feel more pressure than I ever have in my life. It extends to everything I do—how I treat people, how I interact on Facebook. Everything I do is reflected in this brand, and I feel a responsibility to that and to the company that is supporting me.”

The response to Hayley Paige has been extremely positive—both in the fashion press and in bridal salons. Gutman’s dresses have been featured on the *Today Show* and received glowing reviews in *Brides* and *Martha Stewart Wedding*.

A serious plan

When Gutman entered Cornell, she did not think she would go on to become one of the hottest young bridal designers in the country. A competitive gymnast from northern California, she set her sights on medical school.

“I was so inspired at Cornell that I could choose any major and then add the pre-med requirements, I jumped at the chance to join the design program,” she says. “It was a very full, eclectic plate.”

Although Gutman’s passion was apparel design, she still viewed design as a hobby and medicine as a real job.

“I had a very serious plan, and I saw the creative route as a lot more risky,” she says. “But I was committed to studying both. So while other design students were taking extra courses in art history or social science classes, I was taking organic chemistry. It was very intense, but I also feel like it balanced out my brain. There’s a huge mathematical basis in fashion design, and a tremendous amount of beauty and creativity in chemistry and biology.”

She credits apparel design senior lecturer **Anita Racine** with convincing her that she could have a career in fashion. “I phased out the pre-med part when I decided I would rather make pretty dresses than solve carbon equations,” she says. “Anita Racine gave me the inspiration and encouragement to understand that a career in fashion is an attainable goal, not just an aspiration.” Still, Gutman appreciates the well-rounded education she received at the college.

“So many people perceive those in fashion industry as not too bright—more on the creative, wandering side of the brain. I don’t like that stereotype,” she says. “I like saying I went to Cornell because it gives me credibility and shows people I have more of a business mentality.”

In the end, Gutman feels certain that she’s living out her dream job.

“Who doesn’t like wedding gowns?” she asks. “It’s such a rewarding industry because when a woman puts on her wedding gown, there is an amazing sense of fairy tale. It’s a moment she’ll always remember.”

link www.jlmcouture.com/Hayley-Paige

A photograph of Hayley Paige Gutman '07, a young woman with long blonde hair, smiling in the center. She is wearing a dark, short-sleeved dress and a necklace. She is flanked by two models wearing white wedding dresses. The model on the left is wearing a strapless, tiered, ruffled gown. The model on the right is wearing a strapless, lace gown with a large floral detail on the bodice. The background is a light-colored wall with a large, circular, metallic ring and some vertical metallic lines.

“I was so inspired at Cornell that I could choose any major and then add the pre-med requirements, I jumped at the chance to join the design program. It was a very full, eclectic plate.”

One of the youngest designers to have her own bridal line, Hayley Paige Gutman '07 (center), with models wearing two of her dresses, has impressed brides and the fashion press with her collections.

HOME COOKING

BY ANDREW CLARK



Photo: Mark Manne

One week she's in Buffalo, N.Y., to cover a chicken wing festival. Another week she's in the Mojave Desert at a national chili cook-off. And, sometimes, she's simply at her home in New Jersey teaching others their way around the kitchen.

The life of **Allison Fishman '94** revolves around food. As a writer, television personality, and cooking instructor, Fishman is making waves in the culinary world—a sharp rise for someone who left behind her marketing career and enrolled in her first cooking class just a decade ago.

Currently, Fishman hosts *Blue Ribbon Hunter*, a web series for Yahoo! focused on America's love of food, but it's not her first time in front of the camera. She's hosted *Cook Yourself Thin* on Lifetime and has appeared on a number of national programs including *Good Morning America* and *The Today Show*. Fishman is also a noted cookbook

author. She published *You Can Trust a Skinny Cook* last spring and has another cookbook on the way next year.

Fishman's main goal is to make food both delicious and healthy. For the Rockville Centre, N.Y., native, nutrition is nearly as important as taste in her recipes.

"If you're making a career in food, you have to recognize the importance of healthy food," says Fishman of her approach. "Now, I'm not a nutritionist, but what I want to do is make delicious food that's good for you. And making it delicious comes first. If it doesn't taste great, then who cares how good for you it is?"

Ingredients for success

How does one go from studying human development and family studies in the College of Human Ecology to cooking up appetizing, healthy recipes for a national audience? In Fishman's case, it was organic.

Fishman describes her experiences at Cornell as "central to her career." She says her studies helped her understand the importance and positive impact of cooking at home and eating as a family. Whether she is writing about food or teaching others how to cook, Fishman draws on her knowledge of human ecology and family life. For her, food is one of the things that truly brings families together.

However, despite her interest in learning how to cook in college, Fishman never had the opportunity.

"When I was at Cornell, I tried to get into every cooking class that they had," Fishman says with a laugh. "I would stand in these incredibly long lines and wait to enroll in them, but I never got into any of them. I was always the worst cook when I was in college, and I only got worse when I started working in the dot-com industry."

After graduating in 1994, Fishman spent six years working in marketing with various technology companies. In 2000, Fishman entered a pivotal period of her life when she went on a three-month sabbatical from her employer, Viant. She began exploring journalism and enrolled in a few cooking classes. Soon, the seeds were planted for a new career. In 2001, she enrolled full-time in culinary school and hasn't looked back.



Reprinted with permission from "You Can Trust a Skinny Cook" by Allison Fishman (Wiley). Photo: Lucy Schaeffer



With her new cooking skills, Fishman obtained a few internships with restaurants and a handful of apprenticeships with cookbook authors. Before long, she landed at Martha Stewart, where Fishman helped with many of the domestic doyenne's magazines.

That prompted her interest in creating recipes and inspiring home cooks to try something new. Fishman strives to make cooking fun and simple, so her recipes are meant to get cooks into the kitchen by using ingredients that "can be purchased easily—or you have on hand already—and are not too hard to find in the grocery store."

"I love farmer's markets, but everyone does not have access to them. So I like to use ingredients that people can find," she says. "Then I want to create recipes that are fun to make, and I want the recipes to taste good."

Fishman also believes strongly in natural foods.

"I won't cook with fake ingredients," she says. "If anything, I would recommend that you use the real ingredients needed to make something delicious and just eat a smaller portion. Honestly, these are not difficult things to do. You can just open up a recipe book from 100 years ago, and there are all these great recipes which are easy to prepare and use real ingredients."

In the kitchen with Allison

Crafting new recipes and reporting around the country about food are just a few of the ingredients in Fishman's thriving career. Five years ago, she started her own innovative business, The Wooden Spoon, which gives anyone the opportunity to hire her as a personal teacher.

"I've gone to people's homes and helped break in so many sets of pots and pans," Fishman says. "It was really about putting people back into the kitchen."

Most of Fishman's clients have been based in the New York City metro area, and many come from unique backgrounds. Sometimes she's teaching celebrities who have no idea how to cook. Other times she's helping a Middle Eastern woman learn how to satiate her husband's Midwestern palate.

From teaching people how to cook to creating recipes used around the world, Fishman has helped countless people improve their cooking skills—and health.

And ultimately, it's a life that she wouldn't trade for anything.

"I've been fortunate and lucky to have a career doing something that's this much fun," says Fishman. "I remind myself of that daily and try to earn the good luck that I've been given."

link <http://allisonfishman.com/>

Tomato Fresca Sauce serves: 6

Ingredients

- 1/4 cup chopped fresh basil
- 2 1/2 pounds plum tomatoes, about 10, quartered
- 1 small onion, peeled and halved
- 1 clove garlic
- 1 teaspoon kosher salt
- 2 tablespoons olive oil

Directions

Place tomatoes, onion, garlic, and salt in a blender. If they don't fit in the blender, add half the tomatoes, blend, and add the rest of the ingredients. Heat olive oil in a wide, straight sided skillet and add tomato mixture.

Bring to a boil and simmer over medium-low heat until slightly thickened (about 30 minutes). Skim as needed, and stir occasionally. Remove from heat, and stir in basil.

Tips

- Best with fresh summer tomatoes. If none are available, use equivalent amount of canned tomatoes.
- Leave out the basil and use as a braising sauce for brisket or short ribs.
- Skim sauce during the first five minutes of cooking.
- Sauce starts out pink and becomes bright red as it cooks.

Recipe by Allison Fishman '94



A Renaissance Man

BY SHERI HALL

He's written best-sellers, earned a law degree, and started an online publishing company. Now, as a wealth advisor with Morgan Stanley Smith Barney, Bruce Stuart '86 uses his Human Ecology education to help clients navigate the various financial stages of their lives.

"The honors program showed me how to use critical thought to conduct in-depth scholarly research, and it showed me the level I needed to achieve to do work important enough to help people."



"I love what I do. There's no question about it," Stuart says. "I love interacting with people on a daily basis. I love watching people's lives develop and being there at every stage to help them with their finances."

Stuart grew up in Albany, N.Y., but always dreamed of attending Cornell. When his dream became a reality, Stuart decided to major in psychology. Soon his interest in developmental psychology led him to the College of Human Ecology.

“Primarily, due to my experience as an overweight child, I was interested in how we receive information about what looks are desirable and whether having looks we’re not happy with causes emotional scarring,” he recalls.

So his honor’s thesis topic—ugly duckling syndrome—investigated the long-term emotional impact of perceiving oneself as physically unattractive. For the project, he spoke with models and editors at major fashion magazines to learn how their views of beauty match those of people outside the fashion industry.

At first, dozens of magazines rejected Stuart’s requests for interviews. Then he connected with the editor-in-chief at *Vogue*. “After *Vogue* talked to me, everyone else wanted to be involved,” he says.

Stuart interviewed editors at *Elle*, *Esquire*, *Gentleman’s Quarterly*, *Harper’s Bazaar*, *Ms.*, and *Seventeen*, among others, and concluded that people who ever thought they had a physical flaw remained sensitive about it years later. More than that, the research taught him how to reach out to others.

“The honors program showed me how to use critical thought to conduct in-depth scholarly research,” he says. “And it showed me the level I needed to achieve to do work important enough to help people.”

A young author

Stuart was in New York City finishing his honor’s thesis and applying to medical and dental schools—he had taken the pre-med and pre-dental requirements at Cornell—when he got the idea for his first book.

“I realized there was a need for a book on medical and dental schools that captured the student’s perspective,” he says.

The idea was accepted by Simon & Schuster, who signed Stuart at age 22, and he was soon traveling the country to interview students.

With *The Insider’s Guide to Medical and Dental Schools* selling well, Stuart pitched another idea to the publisher: ultimate guides for business and law schools. These books not only captured the student perspective from his first book but also included recruiters’ views. Both guides became top sellers, and *Top Law Schools: The Ultimate Guide* went through multiple printings.

A winding career path

After getting an inside look at U.S. business and law schools, Stuart applied to Albany Law School where his father and grandfather both received their law degrees.

“I felt that a law school education had tremendous versatility and appreciated that it would teach me how to think,” he says. “The way you parse things out and examine them changes after law school.”

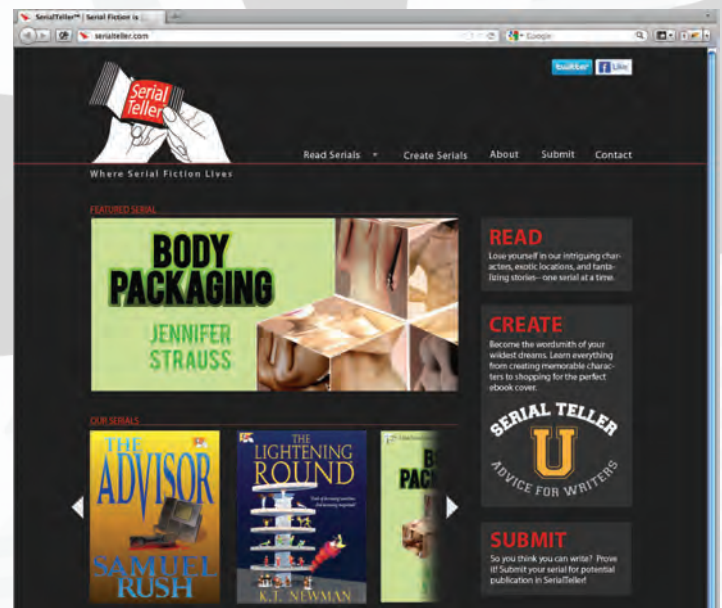
Continuing to write, Stuart served as an associate editor of the *Albany Law Review* and published a law review article in the *Georgetown Journal of Legal Ethics*—one of the first papers of its kind on the legal and ethical implications of 1-900 lawyer numbers.

After he earning a juris doctorate, Stuart began his legal career at a San Francisco law firm. Though he had enjoyed legal scholarship as a student, he found he did not enjoy practicing as a lawyer.

At the time, his commute included a ferry ride from Tiburon to San Francisco, Calif. One of his ferry-mates, a financial advisor at Prudential Securities, encouraged him to apply there.

As a result, Stuart got his start in finance at Prudential then moved to Wells Fargo Advisors. At Wells Fargo he was vice president of investments for 14 years until he joined Morgan Stanley as a wealth advisor last year.

Today, Stuart serves individuals at various stages of life. He also assists institutions, including a major Bay Area city. In addition to his credentials as a best-selling author and a lawyer, he is a certified financial planner, a retirement planning counselor, and one of the country’s first financial advisors to be certified as an Accredited Domestic Partnership Advisor—a title that allows him to assist lesbian, gay, bisexual, and transgender partners and their families with wealth management.



Serious about serials

During Stuart’s years in law and financial planning, he worked with other writers as a board member of the San Francisco’s Writer’s Conference, a group designed to help aspiring and established authors.

“I realized I wanted to do something to help writers create novels and to publicize their existing work,” Stuart says.

Inspired, Stuart founded SerialTeller, an online publishing company that helps writers hook loyal readers by publishing shorter pieces of their work. The website also allows emerging writers to connect with publishers. “It was a great opportunity, especially for the MTV generation raised digesting information in small snippets,” he says. “It’s a great way to get people involved in reading and creating fiction.”

Stuart launched the site with his own serial fiction last year, and since then it has rapidly generated interest from readers and authors alike. As the site grows, it’s another milestone on Stuart’s eclectic career path—one that’s had many supporters at every turn.

“I’m very fortunate to have remarkable people in my life who have helped me along the way,” he says.

link <http://serialteller.com/>

SLOAN Update

Students get inside look at health policy on D.C. trip

BY CHRISTA NIANIATUS



From left, Richard Southby, Sloan '67; Richard Namerow, Sloan '82; Penny Mills, Sloan '82; Arnaub Chatterjee, Sloan '07; and Clifford Barnes, Sloan '74, discuss the Affordable Care Act and how it would continue to transform health care services and the delivery of care, at a panel that was part of a Sloan student trip to Washington, D.C., Jan. 19–20. Photo: Julie Carmalt

Sloan Program in Health Administration students and academic leaders gained real-world insights from leaders in the field—including a group of alumni who are adapting to the effects of recent health care reform legislation—when they traveled to Washington, D.C., for the 2012 Intersession Health Policy Symposium Jan. 19–20.

During the symposium students attended eight different sessions given by health administrators, analysts, and physicians—many of them Sloan alumni. According to students, opportunities to network with leading health care administrators and health policy specialists were just as valuable as the insights they gained from them.

Alyssa Schoen, Sloan '13, describes meeting so many talented experts as “inspirational and humbling,” while **Rachna Badlani, Sloan '13**, adds, “the passion of the speakers is not only apparent, but also contagious.”

The event was an ideal setting to learn from some of the brightest minds in the industry as well as mingle with former Sloan students and early careerists, according to Badlani. “Every interaction with these individuals added value to our repertoire,” she says.

This year’s symposium featured a networking event and panel discussion of Sloan alumni addressing health care after the Affordable Care Act. Panelists included **Clifford E. Barnes, Sloan '74**, **Arnaub Chatterjee, Sloan '07**, **Penny S. Mills, Sloan '82**,

and **Richard Namerow, Sloan '82**, moderated by **Richard Southby, Sloan '67**, PhD.

“This was by far the highlight of the Intersession,” says Schoen. “The alumni panelists provided dynamic perspectives on the topics.”

The alumni panel discussion offered a practical view on how the changes from the Affordable Care Act will continue to unfold, **Sean Looby, Sloan '13**, says.

“As health care moves from a fragmented system that rewards volume to a more integrated system that focuses on value and quality, a big picture understanding of how all the segments of the industry operate will be crucial in succeeding as emerging health care leaders,” he says.

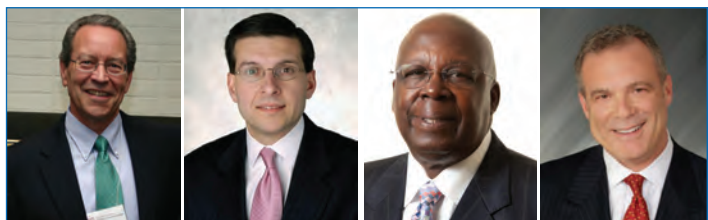
Additional session topics included an overview of the health care legislative process, consumer perspectives on health policy, health care IT and innovations, and Accountable Care Organizations.

Badlani greatly enjoyed the perspectives of Audie Atienza, PhD, a behavioral scientist and program director at the National Cancer Institute. Atienza shared ways in which the digital revolution is transforming health care services and delivery and called for a “meaningful use” of new technologies.

“As students, I think we all broadened our awareness and knowledge of policy issues in health care,” Schoen says.

Scholarship campaign gains momentum

BY SAMANTHA CASTILLO-DAVIS



(left to right) Mike Azzara '71, Mike Dandorph '95, Percy Allen II '75, and Mark Bertolini '84

At last year's Wagner Memorial Dinner, **Michael Dandorph, Sloan '95**, president of the Sloan Alumni Association (SAA), announced the Sloan Program Sesquicentennial Scholarship (SPSS) Campaign—and challenged alumni to join him in supporting the cause.

Some of the program's most prominent alumni already answered the call and joined the SPSS campaign committee, leading an unprecedented effort to raise \$2 million in support of student scholarships by the end of 2015—the 150th anniversary of the founding of Cornell University. (See full list of committee members below.)

The campaign, which coincides with the university's expanded campaign, *Cornell Now*, seeks to more than double its current scholarship endowment, raise funds for current-use scholarships that can be awarded immediately, and secure annual fund support for the Sloan Program.

One of the first people Dandorph sought for the committee was his preceptor and mentor, **Michael Azzara, Sloan '71**. Azzara has long

been a professional role model for Dandorph, but also an inspiration for his generous support of the Sloan Program and the SAA. In 2009, in honor of the program's 50th anniversary of its first graduating class, Azzara created a graduate scholarship for Sloan students.

"[Scholarship] made a huge difference in my life, and I wanted to help others get that chance," says Azzara, who received a full scholarship to Cornell.

Percy Allen II, Sloan '75—one of the newest members of the Modern Healthcare Health Care Hall of Fame and a mentor to many Sloan graduates—says interactions with students inspired him to find ways to support the program.

"I have always given back to my community and organizations with which I've been involved, but I hadn't thought about becoming active with Cornell until I returned to campus for Sloan's 50th anniversary celebration," Allen says. "After having met students then and again at the National Association of Health Services Executives Case Competition, I decided it was time to re-engage with Cornell and Sloan. Supporting the scholarship campaign effort is one way I can give back."

Other alumni note the urgency of the SPSS campaign. "It is the right time for Sloan to get those who have done well to start participating at levels they can," says **Mark Bertolini, Sloan '84**, chairman, CEO, and president of Aetna.

"I look forward to working with all my Cornell colleagues on this important initiative," adds **Nancy Schlichting, Sloan '79**, CEO of Henry Ford Health System.

Sloan Program Sesquicentennial Scholarship Committee Members

Michael Dandorph '95 (chair), senior vice president, University of Pennsylvania Health System

Percy Allen II '75, president and chief executive officer (retired), Bon Secours Baltimore Health System

Michael Azzara '71, senior consultant, Foley Proctor Yoskowitz

Reg Ballantyne '67, senior corporate officer, Vanguard Health Systems

Mark Bertolini '84, chairman, chief executive officer, and president, Aetna

Andy Dahl '70, executive consultant, Carol Corporation

Lee Perlman '82, president, GNYHA Ventures

Nancy Schlichting '79, chief executive officer, Henry Ford Health System



Nancy Schlichting '79



Lee Perlman '82



Reg Ballantyne '67



Andy Dahl '70

Students shine in major case competitions

Sloan students are making waves in major competitions with teams from around the country.

Last fall, a trio of students—**Chinomso Nnodum '12**, **Grady Brimley '12**, and **Shawn Varughese '12**—advanced to the finals and ultimately earned fourth place in the 16th annual Everett V. Fox Student Case Competition in Henderson, Nev. The event, hosted by the National Association of Health Services Executives, attracted 22 student teams from health administration and business programs nationwide. The three-day competition tested students' analytical, financial, writing, negotiation, and presentation skills by challenging them to respond to real-life health care issues. By finishing fourth, each student earned a \$1,000 scholarship award.



Grandon Brimley '12, Chinomso Nnodum '12, and Shawn Varughese '12 (left to right) at the 2011 Everett V. Fox Student Case Analysis and Presentation Competition.

With just one semester of classes to their credit, a team of first-year students—**Rachna Badlani '13**, **Rachel DeSantis '13**, and **Katie Strausser '13**—impressed the judges at the February 2012 Health Administration Case Competition sponsored by the University of Alabama at Birmingham (UAB) Health System. Out of 32 entrants, they achieved first honorable mention. Frank Niro, the executive-in-residence who coached the team, credits their strong showing to their creative solutions and quick thinking.

Newest faculty member earns two research awards

Nicolas Ziebarth, assistant professor of policy analysis and management who joined the Sloan faculty last fall, received two awards for his research on health economics.



At the Allied Social Science Associations meeting in January, Ziebarth accepted the first-place prize in the 2011 W.E. Upjohn Institute for Employment Research Dissertation Award competition. The Upjohn Institute, a nonprofit, independent research organization that is committed to studying unemployment's causes and effects, has given awards for the field's top dissertations since 1995.

Ziebarth won the first-place prize for his study on the design of sick pay insurance systems and their implications for work attendance. His thesis, "Sickness Absence and Economic Incentives," stood out for its policy relevance, technical quality, potential impact on real-world problems, and presentation, according to the award letter.

In addition to the W.E. Upjohn Institute first-place prize, Ziebarth won the best paper award from the German Institute for Economic Research (DIW Berlin), where he was previously a research associate, for his study on the economics of convalescent care programs.

Ziebarth holds his BS in economics from Humboldt-University Berlin, his MS in economics from Berlin University of Technology, and his PhD in economics from Berlin University of Technology/German Institute for Economic Research.

link www.human.cornell.edu/bio.cfm?netid=nr2

In brief

Cornell, Sloan a major presence at Health 2.0

Indu Subaiya '95 oversees the growing Health 2.0 conference network—the leading showcase of online and mobile technologies in health care that holds events in Europe, India, and many parts of the United States. Sloan alumni played a significant role in the success of Health 2.0's San Francisco 2011 conference, which featured several major product launches and more than 100 live technology demonstrations. **Mark Bertolini, Sloan '84**, a leading proponent of the integration of technology and health care as the president, chairman, and CEO of Aetna, spoke at a panel of employers and health insurers. Current students **Meghan Corcoran, Sloan '12**, and **Joseph Wu, Sloan '12**, attended, with Corcoran being part of the team that developed a web application for BodyMedia that won first place in the Health 2.0 Developer Challenge.

link www.health2con.com/

Alumna wins prize for new brain monitor

Anna Ng, Sloan '11, a medical innovation fellow at the University of Michigan, and a team of collaborators won the \$10,000 runner-up prize in the 2012 Michigan Business Challenge, which concluded in February after four rounds of competition. Ng's team developed Converge Medical Technologies, a medical device company that develops patient brain function monitoring solutions through principles of neuroscience.



Its lead product, the Connect Monitor, employs a novel method to provide physicians with improved evaluation of patient awareness for anesthesia in surgery and sedation in critical care. The team is forming an official corporation to pursue funding to further develop the technology.

link www.zli.bus.umich.edu/events_programs/busplan_competition.asp

Anderson, Niro join as executives-in-residence

Each academic year, the Sloan Program welcomes two new leaders from the health care field to provide students with one-on-one training, mentoring, and a firsthand



Greger C. Anderson, Sloan '71



Frank Niro, Sloan '74

perspective on the industry. For 2011–12, **Greger C. Anderson, Sloan '71**, and **Frank Niro, Sloan '74**, are filling this role as Doug Brown Executives-in-Residence.

Anderson, with three decades of experience managing hospitals and other health care organizations, is known for his successful leadership of Nyack Hospital in New York's Rockland County. As president and chief executive officer from 1991 to his retirement in 2000, he helped the hospital's net assets grow by more than tenfold. He also oversaw the addition of a comprehensive cancer care center and pediatric residency program hosted jointly by Columbia University and the New York Presbyterian Medical Center.

After retiring from health care, Anderson and his wife moved to Harpswell, Maine, where they founded two companies focused on residential construction and development. An active volunteer with the Maine Maritime Museum, he was recently appointed to the board of the New England Organ Bank.

Niro brings broad experience as an executive and educator to his new role. After working for Ernst & Young as an auditor and management consultant for health care clients early in his career,

Niro served as chief financial officer for Symmes Hospital and Medical Center in Arlington, Mass. In 1987, he became chief executive officer of Glover Memorial Hospital in Needham, Mass., where he was named one of the "Top 25 Turnaround Hospital Administrators in the U.S." by *Healthweek* magazine. Niro also managed Neponset Valley Health System in Norwood, Mass., and Monadnock Community Hospital in Petersborough, N.H., during his career.

Over the years, Niro taught as an adjunct professor at four different colleges and universities: University of Massachusetts Lowell, Stonehill College, Emmanuel College, and Northeastern University. In 2000, he was awarded a specialized fellowship in chess and education by University of Texas at Dallas. Niro retired in 2003, and his memoir, *All Over the Board*, will be published later this year.

Allen featured speaker for 2012 Wagner Weekend

Percy Allen II, Sloan '75, known widely in the health care industry for his skill at turning around struggling health care organizations, will be the keynote speaker at the Sloan Program's annual Wagner Memorial Dinner. The lecture, scheduled for May 5, will be part of two days of activities planned for alumni, students, and faculty.

Allen retired as president and chief executive officer of Bon Secours Baltimore Health System in 2006. When he joined the hospital in 1999, it was losing approximately \$10 million per year and was the worst performer in the Bon Secours system. At the end of his tenure, the hospital was financially stable and had improved in patient satisfaction, quality of care, and other measures.

In three decades in health care, Allen also developed a reputation as an excellent mentor to young executives. On March 20, 2011, he was inducted into the Health Care Hall of Fame at a ceremony in Chicago.

link www.human.cornell.edu/alumni/events/

Sloan reaccredited for six years

The board of the Commission on Accreditation of Healthcare Management Education (CAHME) voted in November 2011 to reaccredit the Sloan Program for a six-year term.

The CAHME reaccreditation means that Sloan meets or exceeds its standards for health care management programs. Recognized by the Department of Education and the Council for Higher Education Accreditation, CAHME is the resource for the health care field in setting, measuring, and authoritatively attesting to the quality of academic education in health care management.

link www.cahme.org/



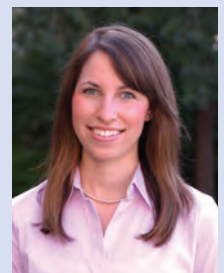
Alumna-led health system honored

Henry Ford Health System (HFHS), under the direction of chief executive officer **Nancy Schlichting, Sloan '79**, is one of four organizations nationwide to receive the 2011 Malcolm Baldrige

National Quality Award given by the U.S. Department of Commerce. Established by Congress in 1987, the award recognizes American businesses and nonprofits with the nation's highest honor for performance excellence through innovation, improvement, and leadership. Schlichting and other HFHS executives accepted the award April 15 at a ceremony in Washington, D.C.

Student elected to Ithaca Health Alliance board

Alyssa Schoen, Sloan '13, was elected last fall to the Board of the Ithaca Health Alliance (IHA), founded in 1997 to help facilitate access to health care for all. The IHA oversees a grant program for qualified medical expenses, educational programming and community workshops about health issues, and the Ithaca Free Clinic, which serves local uninsured residents. Schoen is the only full-time student on the board, which is comprised largely of health and nutrition professionals.



link www.ithacahealth.org/

HE and SLOAN

class notes

50s

Beth Ames Swartz '57, noted for her bold paintings on philosophical themes, was honored in October 2011 with an exhibition of her works. The Art Advisory Committee of the Paradise Valley Town Council—the Arizona town where she has lived and painted for more than 40 years—hosted the exhibit. An exhibition of her recent works inspired by eighth century Chinese poetry opened March 17 at ACA Galleries in New York City.

link www.bethamesswartz.com

60s

Jean M. Ispa, BA '69, PhD '76, professor and co-chair of the Department of Human Development and Family Studies at the University of Missouri, received a 2011 Faculty-Alumni Award from the university's alumni association for her achievements in teaching, research, and outreach. An expert on early childhood development, Ispa joined the University of Missouri in 1978 and has played a key role in developing its child life degree programs. She helped create Focus on Kids, a research-based educational program and has authored or co-authored three books, 46 journal articles, and chapters of 15 books.

link http://hdfs.missouri.edu/faculty_ispa.html

70s

Ellie Friedland '76, PhD, associate professor of early childhood education at Wheelock College in Boston, co-edited a new book, *Come Closer: Critical Perspectives on Theatre of the Oppressed* (Peter Lang), published in June 2011. The book relies on the voices of activists, artists, and scholars to describe how the movement has evolved and examines its future. Friedland, a practitioner of Theatre of the Oppressed for 10 years, works with the Wheelock Family Theatre to promote early childhood education.

link www.wheelock.edu/academics/faculty-and-administration/friedland-ellie

80s

Karen S. Ward, PhD '88, was appointed the interim director of Middle Tennessee State University's (MTSU) School of Nursing for the 2011-12 academic year. She taught at MTSU from 1974-81 before earning her doctorate in human development and family studies. Ward returned to the MTSU nursing faculty in 1995 and holds a bachelor's degree in nursing and a master's degree in psychiatric mental health, both from Vanderbilt University.

90s

Dr. Steven E. Pflanz '90, MD, is chief of the medical staff at the 90th Medical Group on Francis Emroy Warren Air Force Base in Cheyenne, Wyo. Pflanz, a psychiatrist, began a six-month deployment to Afghanistan in November 2011, where he leads a combat operational stress control unit charged with treating combat stress casualties.

Robert Friedberg, Sloan '91, was appointed chief operating officer of Delnor Hospital in Geneva, Ill., where he is also executive vice president of system operations and integrated services for the Central Dupage Hospital-Delnor Health System. In his new role, Friedberg focuses on enhancing quality of care, implementing new services and programs, and streamlining all aspects of inpatient and outpatient operations.

Dr. Lee Adam Farber '99, MD, recently completed a residency in general surgery at the University of Pittsburgh Medical Center Horizon campus. Farber is pursuing a fellowship in advanced laparoscopic, minimally invasive surgery at Baystate Medical Center at the Tufts University School of Medicine. Farber's wife, Jennifer, gave birth to the couple's third child, Cara Elizabeth, in October 2011.

00s

Vidya Raman-Tangella, Sloan '00, in February 2011 became vice president of the innovation resource group at UnitedHealthcare, where she leads a team focused on collaborating with employers to test innovations aimed at helping consumers live healthier. A clinician by training, Raman-Tangella previously worked at Johnson & Johnson where she played a key role in its start-up organization and helped design and implement health and wellness solutions for the employer and health plan markets.

Chao Zhong, PhD '09, in September 2011 published a widely regarded research paper, "A polysaccharide bioprotonic field-effect transistor," in *Nature Communications*. Since publication, the paper has become one of the most downloaded and emailed papers of the journal and has been cited in dozens of national and international news outlets, including *The New York Times*, *Discovery News*, and *Popular Science*. Zhong, a postdoctoral student in materials science and engineering at the University of Washington, credits his Cornell advisor, C.C. Chu, professor of fiber science and apparel design, with influencing his research.

link <https://sites.google.com/site/chaowebpage/>

HE in memoriam

Ethel (Potteiger) Myers '35, Melbourne, Fla., January 5, 2012

Joyce (Hovey) Engelke '41, Johnson City, N.Y., November 30, 2011

Jean (Pardee) Cole '42, Chesterfield, Mo., August 29, 2011

Harriet A. Toan '42, Perry, N.Y., September 3, 2011

Laura (Strobeck) Arthur '43, Minoa, N.Y., January 1, 2012

Ruth L. Highberger, M.S. '44, MS '58, September 24, 2011

Betty (Leventhal) Cramer '45, Pensacola, Fla., October 22, 2011

Deborah (Personius) McTiernan '45, Sarasota, Fla., and Little Falls, N.Y., December 17, 2011

Mary (Clark) Burton '46, Skaneateles, N.Y., January 7, 2012

Muriel Welch Brown '47, Williamsburg, Va., November 22, 2011

Jay Graber '47, Rockville, Md., August 29, 2011

Miriam (Gyer) Koblenz '47, Albany, N.Y., November 25, 2011

Doris Corbett Dillon '48, Naples, Fla., October 12, 2011

Helen (Baker) Stevens '48, South Glastonbury, Conn., September 23, 2011

Rosalyn (Shapero) Alpert '50, Watertown, N.Y., and Fort Myers, Fla., October 27, 2011

Joseph W. Calby '51, Yarmouth, Maine, September 5, 2011

Harriet (Long) Kulakosky '51, Oxford, N.Y., December 13, 2011

Sharon Follett Petrillose '52, Elmira, N.Y., November 16, 2011

Ethelyn (Mallan) Pinchbeck '53, Litchfield, Conn., August 5, 2011

Nancy (Clark) Thorkildsen '53, Scotia, N.Y., September 18, 2011

Olive (Lemon) Morrill, M.S. '58, La Crosse, Fla., November 6, 2011

Phyllis (Jessop) Sidney '61, New York, N.Y., October 30, 2011

Thomas M. Law, Ed.D. '62, Chester, Va., November 5, 2011

Mark E. Smulson, MNS '62, PhD '65, Washington, D.C., September 4, 2011

Carol A. Luckner '72, New York, N.Y., September 6, 2011

Valerie J. Leonard '87, Ventnor City, N.J., August 4, 2011

Professor Emeritus Robert Hatcher Dalton, St. Thomas, Virgin Islands, November 14, 2011

Mary Jo (Lies) Cantwell, Canandaigua, N.Y., January 17, 2012

The Human Ecology Building: A hub for science and design

The college community officially dedicated the Human Ecology Building—an 89,000 square-foot, green facility loaded with high-tech laboratories and classrooms, studios for drawing, design and fabrication, and a spacious gallery—on Oct. 20, 2011. The building, located along Forest Home Drive and directly north of Martha Van Rensselaer Hall, was designed by the architecture firm Gruzen Samton. At the ribbon-cutting, attended by hundreds, Dean Alan Mathios called the facility “the result of a ... shared vision of many individuals and institutions committed to our mission to shape the human experience through research, education, and outreach.”

For a full gallery of dedication images, visit www.flickr.com/photos/cornellhumanecology/sets/72157627996591426/



Cornell Alumni Reunion 2012 • June 7–10

Coming to campus for Reunion? Head over to Martha Van Rensselaer Hall to celebrate with the College of Human Ecology. Catch up with friends and classmates, visit new buildings, meet the dean, and hear firsthand from faculty and fellow alums.

Don't miss . . .

- The College of Human Ecology Reunion Breakfast on June 9, including the 2012 Alumni Achievement Awards, remarks from Dean Alan Mathios, and an update from the president of the Human Ecology Alumni Association;
- Human development professor Karl Pillemer, keynote speaker at the 50th Class Reunion Symposium;
- Presentations by Human Ecology professors on nutrition and global health, parenting, design, and more.

Watch your inbox for full details. For more information, contact the Human Ecology Alumni Affairs and Development office, 800.453.7703 or head@cornell.edu.

link www.human.cornell.edu/alumni/events/index.cfm

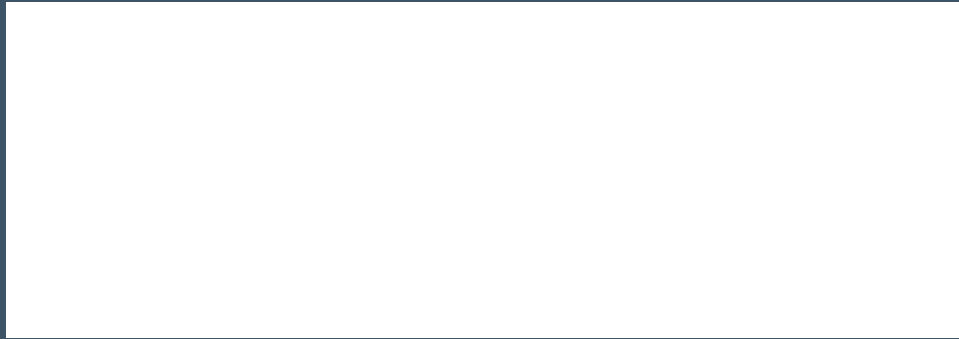




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LINKages

2012 marks the 150th anniversary of the Morrill Act of 1862—Congressional legislation that made possible America’s land-grant colleges, including the founding of Cornell University in 1865. From the start, public engagement—embodied by Ezra Cornell’s famed vision of Cornell as a place suitable for “any person ... any study”—became a priority.

Martha Van Rensselaer, the first co-director of the College of Home Economics, put that vision into action in 1901 with the launch of the Cornell Reading Course for Farmers’ Wives. Its first bulletin, *Saving Steps*, focused on more efficient homemaking. The courses—focused on what Van Rensselaer called “domestic science”—grew to include as many as 75,000 New York women. The success of the bulletins led, in part, to the college’s founding in 1925 as the first state-chartered institution of its type. For decades after, print bulletins continued to be a valuable medium to extend the knowledge generated at Cornell into homes and communities across the state.

