

The Magazine for Human Ecology ALUMNI Fall 2013

Link

SUMMER Research

Undergraduates discover and
learn alongside faculty members

Also in this issue:
Lauren Braun '11
Bobbie Gottlieb '51
Lucy Jarvis '38
Neal Gottlieb '99



Cornell University

message

from the Dean



Dear alumni and friends of the College of Human Ecology,

By pursuing research outside the classroom, Human Ecology students are shaping their perspectives about their chosen fields and the broader world. More than 70% of our undergraduates conduct research with a faculty member at some point before they graduate. As you know, the hard work pays off. Many alumni have shared stories about a faculty member who encouraged them to dig deeper and ask new questions, bringing new focus to their work and in some cases making an impact for years after graduation.

In search of such aha moments, 15 students received support from the college for a full-time research immersion, committing their summers to intensive research at the side of our faculty members. Our cover story shares the experiences and perspectives of six of these interns, from each of the college's five academic departments, who became important contributors to faculty labs, growing their leadership, creative thinking, and problem-solving skills. As the students explain, it was a special opportunity to dive deeper into research questions and to apply their classroom knowledge in new ways.

Each year, I travel across the country to visit alumni at events and meetings, where I have the opportunity to hear directly what you are doing. I am struck by the different career trajectories everyone follows to success. The diversity of experiences among the alumni featured in this issue is a perfect demonstration.

Whether making documentary films in Soviet Russia, developing a nonprofit to save children's lives, building an international merchandising business, or producing enough organic ice cream to stock stores across the country, these are stories of remarkable individual success that share a few common characteristics. The willingness to channel passions to challenge misconceptions, ask new questions, and shape visions that lead down a new path are all representative of the Human Ecology experience.

As you read this issue, I hope you will agree that the feature stories and the updates and notes from other alumni are an inspiration. They set a perfect example for current students, and the enthusiastic support of all Human Ecology alumni ensures that the college can continue to provide a special experience for students.

On a last note, I am excited to report that, after one year, the new Human Ecology Young Alumni (HEYA) Council featured on page 4 represents a growing network of recent graduates eager to stay connected to the college. I look forward to seeing how these alumni come together to share ideas and cement friendships, which will surely influence their career trajectories for many years to come.

Sincerely,

A handwritten signature in black ink that reads "Alan Mathios". The signature is fluid and cursive, with a large, stylized initial "A".

Rebecca Q. and James C. Morgan Dean

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Cornell College of Human Ecology:

*Improving lives by exploring and shaping
human connections to natural, social, and
built environments*

The Magazine for Human Ecology **ALUMNI** Fall 2013

link



Research in Human Ecology pg. 10



Photo: Courtesy of Alma Sana

Lauren Braun's '11 nonprofit distributes bracelets to track babies' vaccinations pg. 16

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New books by HE faculty and alumni pg. 15



Photo: Cornell University Photography

Smart Clothing, Smart Girls pg. 8

CUTTING-EDGE FASHION

Using the college's new laser cutter, a group of apparel design seniors created men's and women's fashions for an exhibit, "Laser Cut Surfaces for Fashion Design," displayed in the Jill Stuart Gallery from May 24 to July 31. Each piece included a cape-like outer garment that incorporated intricate laser cuttings and engravings by students. **Lulu Mu-Park '13**, who created a basketball jersey from laser-cut lace for the show, says her "overarching goal was to apply the technology in a very apparent, immediate way—a look that could only be achieved through laser cutting." The show came together in part due to donations by **Morgan Curtis '09**, associate designer at Jill Stuart, who provided boxes of fabrics to help with the project. While employing cutting-edge methods in the design and production, the students still used industrial sewing machines to finish the pieces. "It represents a wonderful combination of designing with high-tech and low-tech process to produce striking and original designs," says **Anita Racine**, senior lecturer in fiber science and apparel design.



AWARD-WINNING ALUMNA

The College of Education and Human Ecology at Ohio State University recently honored **Etta Angel Saltos, MS '80**, with its Alumni Career Achievement Award for her efforts to improve the health of millions of American families throughout her career with the U.S. Department of Agriculture and the USDA Cooperative State Research, Education, and Extension Service (CSREES). Prior to retiring in 2012, she played a lead role in the development of the USDA's dietary guidelines for Americans, as well as the Food Guide Pyramid for children. As national program leader for human nutrition at USDA/CSREES, she directed the Improving Human Nutrition for Optimal Health and Ensuring Food Safety programs, where she oversaw the distribution of \$200 million in research grants. Saltos earned her BS in nutrition from Bluffton University (1977) and her PhD from Ohio State (1985).



LEADER HEADS TO COLUMBIA LAW

For excellence in academics, service, and leadership, human development graduate **Raquel Smith '13** received the 2012-13 Cornell Black Alumni Association Outstanding Student Leadership Award. Smith stood out as a mentor in the College Discovery Program, a coach for the Cornell chapter of the Public Achievement Program, and a leader in Cornell's Black Women Support Network, Delta Sigma Theta, the African, Latino, Asian, and Native American Students Programming Board, and other groups. A native of Brooklyn, New York, Smith is studying at Columbia Law School, where she hopes to prepare for a career in policy and criminal justice reform.



MASTERS OF THEIR DOMAINS

Need expert advice or inspiration on parenting, cooking, starting a business, blogging, budgeting, and other matters but don't know where to start? If so, Maestro Market may be music to your ears. Led by founder and CEO **Ian Shea '96**, the new online



platform connects people with authorities in a wide range of areas, allowing individuals and groups to book Skype chats, webinars, and other sessions with experienced professionals. "Maestro Market's experts are people you want to engage with and then apply their knowledge and experience to your everyday life," says Shea, a policy analysis and management graduate who himself acts as a maestro on such subjects as fundraising and entrepreneurship. Also on the Maestro Market team are Kallie Roberts '94 and Lisa Regan '94, both graduates of Cornell's College of Arts and Sciences.

LINK www.maestromarket.com

JUNIOR EARNS CONGRESS' MOST PRESTIGIOUS HONOR FOR YOUTH

Natalie Domeisen '15, a human biology, health, and society major, received a 2013 Congressional Gold Medal Award making her one of only 230 young people nationwide to earn the prize. Created in 1979 by Congress, the award program aims to encourage youth ages 14–23 to engage in wide-ranging experiences—specifically, 400 hours of community service, 200 hours of physical activity, 200 hours of personal development in the arts, and a four-night expedition for those striving for the ultimate Gold Medal Award. In four years vying for the award, Domeisen volunteered for the Multiple Sclerosis Association of America, played piano, swam and skied competitively, and completed a six-day hike in Pennsylvania.

LINK <http://www.congressionalaward.org/>



MATSUDAIRA NAMED TO WHITE HOUSE COUNCIL OF ECONOMIC ADVISERS

In August, labor economist **Jordan Matsudaira** started a one-year term as a senior economist at the Council of Economic Advisers, President Barack Obama's primary source of objective research on domestic and international fiscal policy. Matsudaira, assistant professor of policy analysis and management, provides data analysis and policy advice mainly on education, labor, and immigration issues. He also expects to oversee the chapter on human capital issues in next year's Economic Report of the President. "I'm excited by the chance to have a direct impact on policy," Matsudaira says.

LINK <http://www.human.cornell.edu/bio.cfm?netid=jdm296>



FASHION STUDENTS BUILD MANNEQUIN, DESIGN OUTFITS FOR PLUS-SIZE WOMEN

For their Product Development class taught by **Susan Ashdown**, the Helen G. Canoyer Professor, fiber science and apparel design sophomores **Brandon Wen** and **Laura Zwanziger** decided to create a clothing collection designed especially for plus-size women after their research revealed an overlooked market. But the fashion industry designs so few clothes for larger women that they first had to build their own plus-size mannequin to guide their design work. They used the department's 3-D body scanner and laser cutter to fabricate a half-scale dress form, upon which they developed prototype garments for their Rubens' Women collection. "It's a wonderful example of using innovative technology to support design work," says Ashdown.



SIX WIN SUNY AWARDS FOR EXCELLENCE

Students, faculty, and staff members in the College of Human Ecology last spring won State University of New York Chancellor's Awards for Excellence in 2013. The honorees: **Stephen Ceci**, the Helen L. Carr Professor of Developmental Psychology, Excellence in Scholarship and Creative Activities; **John Eckenrode**, professor of human development and director of the Bronfenbrenner Center for Translational Research, Excellence in Faculty Service; **Peter Farley**, director of finance and administration, Department of Human Development, Excellence in Professional Service; **Corinna Loeckenhoff**, assistant professor of human development, Excellence in Teaching; and **Carlie Arbaugh '13**, human biology, health, and society, and **Alice Cope '13**, policy analysis and management, Student Excellence.



ELLIOTT SCULPTS FALLEN TREE INTO AWARD-WINNING ARTWORK

Felled by age and ants and headed to a wood chipper, an 80-year-old weeping willow from Cornell Plantations lives on as an award-winning sculpture. The piece, *Smothrace*, by associate professor of design and environmental analysis **Jack Elliott**, won the Award of Excellence at the 64th Rochester-Finger Lakes Exhibition at the Memorial Art Gallery last summer. Elliott salvaged the tree's segments in 2011 and worked over time to remove the bark and rotted materials until "the piece revealed its own significance," he says. Its name comes from the piece's resemblance to *Winged Victory of Samothrace*, an ancient marble sculpture.

LINK <http://www.human.cornell.edu/bio.cfm?netid=jre15>



HEYA vice president John Rhee '12 accepts the council's Recent Alumni Achievement Award from the Human Ecology Alumni Association.

Recent grads spark Big Red spirit

BY SARAH CUTLER

It's not uncommon for young alumni to feel disconnected from Cornell as their early post-college years are focused on starting careers and families and putting down roots. A new group, the Human Ecology Young Alumni Council—known informally as HEYA—is bridging the gap by spurring engagement and networking among the college's most recent graduates.

The idea developed in recent years as the college's Alumni Affairs and Development Office sought ways to more deeply engage young alumni. At the same time, a group of young Human Ecology graduates were hatching a similar plan. They came together last fall to launch HEYA with support from Dean Alan Mathios and the Human Ecology Alumni Association (HEAA).

"We didn't want to wait years and years for graduates to get established," says **Terri Jackson**, assistant director of alumni affairs and development for the college. "We felt they had a lot to offer us right away."

The group has focused so far on putting together welcome events for recent graduates moving to cities with a large population of Human Ecology alumni, including Washington, D.C., Boston, New York City, and San Francisco. A kick-off networking cocktail hour in New York last April was highly successful, says **Nate Houghton '11**, a policy analysis and management graduate who chairs the council's welcome committee.

"One thing we're working on is engaging with young people as they move to a new place, so it makes sense to have an event that brings people together," he says. "I think there's a ton of potential here to strengthen the commitments and connections alumni have."

The group is finding that engagement can be as simple as bringing young and older alumni together for coffee to give recent graduates the chance to ask questions and get advice, says **Sara Patterson '08**, a design and environmental analysis graduate.

"I moved to D.C. after graduation and had a very small network here," she says. "If I had had a connection with all of the alumni in the city, that could have been a great leg up. I can see this group providing that support."

HEYA members are also building bridges with future alumni. During Cornell's senior week last spring, the group sponsored a wine tasting for the Class of 2013 to socialize and learn more about staying connected to the college.

The council has already received significant support from the more established HEAA, giving HEYA \$10,000 to get off the ground and honoring its 24 charter members with the 2013 Recent Alumni Achievement Award.

"It was clear to us that this was a very impressive group," says **Yvonne Distenfeld '78**, HEAA president. Before HEAA offered the group monetary support, HEYA had to put together a constitution, mission statement, and governing structure.

The relationship between the two alumni groups is very collaborative, Distenfeld says, with much of the HEYA council's structure modeled upon HEAA. The two organizations have worked together on planning events and each has a liaison on the other's board.

"The difference is, [HEYA members] are closer to graduation, and they have a much closer understanding of what recent grads and soon-to-be graduates want," she says. "This helps to bring students and alumni of all ages together, and it helps support the missions and priorities of the college."

Indeed, HEYA has gotten a "huge wave of support from everyone," says its president **Rachel Kermis '12**, but that's just the beginning. "We're trying to keep people excited about the university so that in the long run, they stay connected and don't lose that Big Red spirit."

LINK www.human.cornell.edu/alumni/heya.cfm

Sarah Cutler '16 is a student communications assistant for the College of Human Ecology.



Dean Alan Mathios (center) helps send off the college's most recent class of graduates at a senior week wine tasting hosted by HEYA.

For cancer survivors, diet distresses while exercise inspires

BY SUSAN KELLEY

While some women who survive cancer feel distressed about diet and body weight, exercise helps them feel they are regaining control of their health, College of Human Ecology researchers report in the *Journal of Nutrition Education and Behavior*.

“Cancer survivors’ feeling that they could be active—just getting up in their own home and walking to the kitchen, or having someone help them walk to the mailbox or down the block—was [found to be] very empowering and a stress reliever,” says lead author **Mary Maley, MS ’07**, extension associate at the Bronfenbrenner Center for Translational Research.

Maley, along with co-authors **Carol Devine, PhD ’90**, professor of nutritional sciences, and research associate Barbour Warren, sought to understand female cancer survivors’ diet and exercise views and the most effective communications strategies to help them stay healthy.

In 2012 there were 13.7 million cancer survivors in the United States. The largest proportion—41 percent—had breast cancer. While there is evidence that maintaining a healthy body weight and regular physical activity seem to reduce risk of some cancers and cancer recurrence, about 71 percent of U.S. breast cancer survivors are overweight or obese, and 50–96 percent gain significant weight after diagnosis, Maley says.

To get a better sense of the most effective communication strategies to help people with cancer, the researchers first wanted to understand more about their perceptions of diet, physical activity, and body weight. They asked the women such questions as how their eating behavior had changed since diagnosis and how they thought about the relationship between their body weight and their cancer.

The 36 women in the study, who had cancer for an average of two years, responded most positively to messages that included taking ownership over one’s body, physical activity as stress reduction, nutritious eating for overall health, and quality of life.

“Recovery from cancer is not just about the medicine, surgery, chemo, and radiation,” Maley says. “It’s about the whole picture. [The women said] that if their medical professionals would talk to them about a healthy diet, body weight, and exercise, it would help relieve some of the stress, answer some of their questions, and help them to feel encouraged and positive about some of the choices they can make.”

The study has practical implications for medical practitioners, cancer support organizations, and family members, who could support cancer survivors who want to get more exercise, Maley says.

The research, reported in the paper, “A Second Chance: Meanings of Body Weight, Diet, and Physical Activity to Women Who Have Experienced Cancer,” was funded by the U.S. Department of Agriculture’s National Institute for Food and Agriculture.

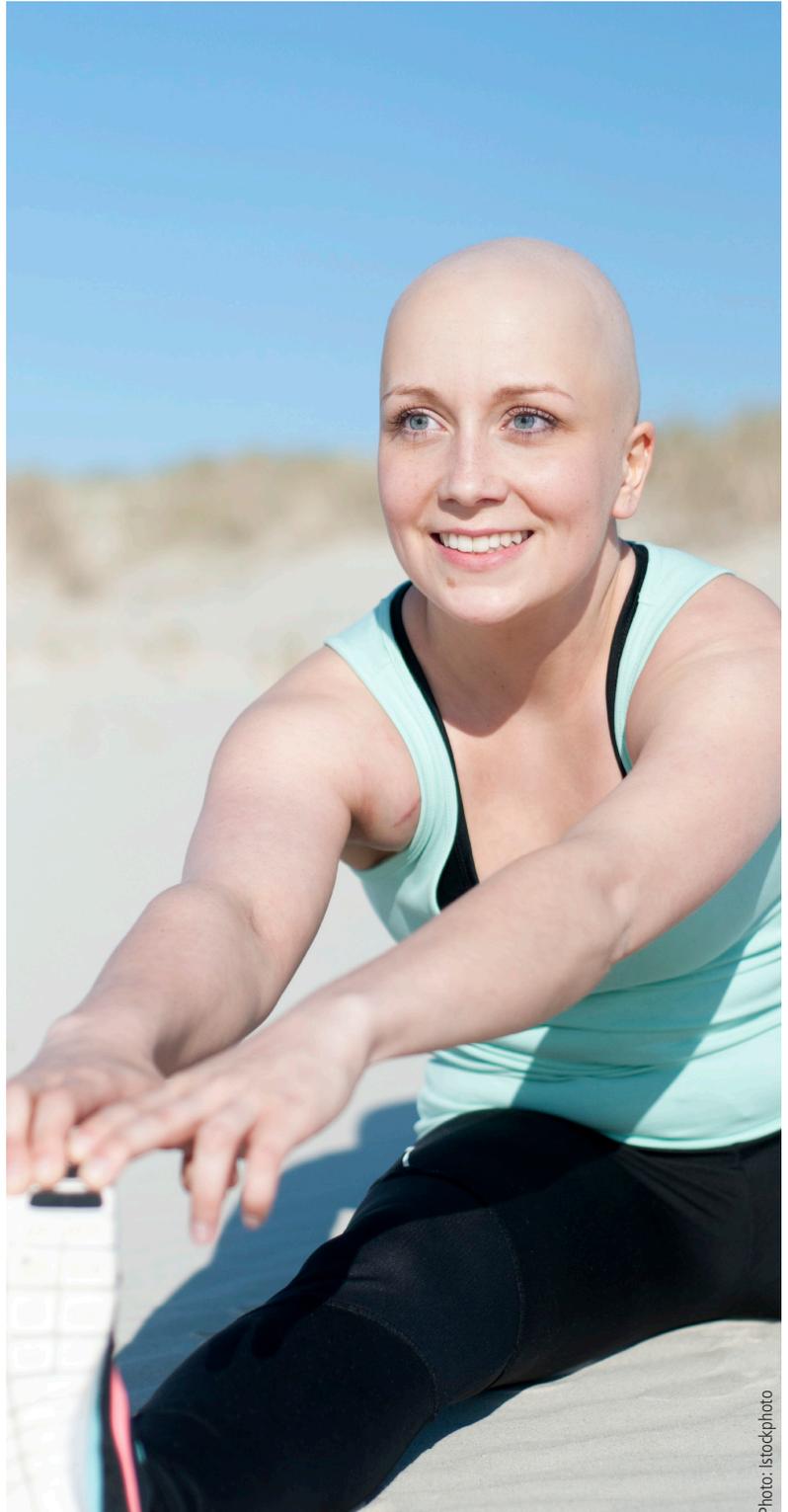


Photo: iStockphoto

Study decodes intelligence agents' decision-making biases

BY KARENE BOOKER



Photo: istockphoto

United States intelligence agents are more prone to irrational inconsistencies in decision-making than college students and post-college adults, reports a study by **Valerie Reyna**, professor of human development, published in the journal *Psychological Science*.

“With increasing age and experience, people are less likely to engage in literal, quantitative analysis and more likely to use simple qualitative meaning or gist when making decisions,” Reyna says. “While the growth of experience-based intuition can enhance performance, it also has predictable pitfalls.”

For the study, 36 agents from a federal intelligence agency, 63 college students, and 54 adults were presented with scenarios involving risk and asked to make choices—the options were systematically varied to omit information or emphasize gain or loss, while leaving the literal meaning the same.

For example: a dreaded disease is threatening a town of 600. Do you save 200 people for certain or choose the one-third probability that 600 will be saved and a two-thirds probability that none will be saved? Or, do you pick the option where 400 will surely die, or instead a two-thirds probability that all 600 will die and a one-third probability that no one dies? Both versions of the decision are equivalent. If 400 people die then 200 are saved.

While rational decision makers ought to treat such equivalent options the same, the results showed agents treated them differently

based on superficial wording changes. Agents were more willing than college students to take risks with human lives when outcomes were framed as losses, and they were more confident in their decisions.

When lives are at stake, simple categorical distinctions like saving some or none become pivotal, Reyna says. According to her research, decision-making gravitates to the simplest bottom-line gist of options, which boils down, in the gain scenario, to saving some people for sure versus either saving some or saving none. Most choose the sure option because saving some lives is better than saving none. Conversely, in the loss scenario, the options boil down to one of life for some versus either some die or none die. Valuing none die over some die, many choose the risky option, which offers the categorical possibility that none die.

“The irony is that being biased by context (gains vs. loss wording) is a hallmark of the most advanced thinking—the kind of intelligence that intelligence agents should have,” Reyna says. “Our results shed light on the underlying mechanisms of decision-making at work in intelligence agents and others who make life-and-death decisions.”

The article, “Developmental Reversals in Risky Decision-Making: Intelligence Agents Show Larger Decision Biases than College Students,” was co-authored by **Andrew Hsia '12** and graduate students **Christina Chick** and **Jonathan Corbin** and was funded by the National Institutes of Health.

Workplace programs that pay for pounds lost show promise

BY TED BOSCIA



With obesity costing the nation \$190 billion each year in health care expenditures, employers are increasingly offering cash and other incentives to motivate workers to lose weight.

The success of such programs depends largely on the type and frequency of rewards offered to employees, according to a study led by **John Cawley**, professor of policy analysis and management and of economics, and co-authored by **Joshua Price, PhD '10**, assistant professor at the University of Texas at Arlington.

Published in the *Journal of Health Economics*, the study is one of the first to examine a large sample in an employer-sponsored weight-loss program, unlike previous studies, which have focused on small pilot programs.

The researchers analyzed 2,635 workers enrolled in company weight loss programs at 24 worksites across the country. Financial incentives varied from periodic cash payouts for dropping pounds to no rewards, which acted as a control group.

More than two-thirds of participants quit before the end of the yearlong program, an “extremely high” attrition rate, according to the authors. Enrollees showed modest weight loss, most of which occurred in the program’s first six months. Workers who had posted their own money in the form of forfeitable bonds that were repaid if they achieved specific weight loss targets lost the most weight.



Despite the modest results, the authors believe offering financial incentives for weight loss has merit.

“Evidence indicates that it’s important to pay rewards immediately upon achieving the objective—this makes them more effective and reinforcing,” says Cawley.

Another key to structuring incentives for weight loss is to motivate people by “loss aversion”—the economic theory that people prefer avoiding losses to achieving gains.

“It’s clear that people who put their own money at stake do better,” Cawley says.

Starting in January 2014, new Patient Protection and Affordable Care Act rules will allow health insurers to offer people enrolled in workplace wellness programs financial rewards equal to 30 percent of their annual health insurance premiums. Insurers may structure these as either financial penalties for unhealthy behaviors or incentives for healthy behaviors.

“It is really important that employers seek evidence-based approaches,” Cawley says. “Ideally, this new feature of Obamacare will be win-win: The insured engage in healthier behaviors, and health insurers see decreases in claims.”

Past research by Cawley has shown that obesity accounts for one out of five health care dollars spent annually in the United States, or roughly \$190 billion, and that obesity is associated with \$4.3 billion in job absenteeism costs each year.

The study was funded in part by the U.S. Department of Agriculture Economic Research Service.

Program teaches girls engineering via apparel design

BY TED BOSCIA



On a late summer afternoon, 24 middle school girls take turns walking on water outside the Human Ecology Building. The girls, from cities and small towns in upstate New York, prance atop a goopy mixture of water and cornstarch, careful not to stop or it would grab them like quicksand. They are learning about the properties of shear-thickening fluids—substances that morph between liquid and solid states and are used in some high-end body armors and protective clothing.

It would be one of dozens of lessons in science, technology, engineering, and math (STEM) principles that the girls received through Smart Clothing, Smart Girls: Engineering via Apparel Design, a weeklong course designed and hosted by Department of Fiber Science & Apparel Design (FSAD) researchers. Funded by the National Science Foundation, the program is intended to attract young girls to STEM careers, which continue to be filled predominantly by men.

Fashion may be an unconventional way to learn about science, but program leader **Susan Ashdown, MA '89**, the Helen G. Canoyer Professor, says that lots of scientific savvy goes into creating clothing.

“Apparel designers have to understand physics, chemistry, biology, engineering, design, and

mathematics—and how to put all those elements together into a piece of clothing that looks and feels great,” she says.

The FSAD team, led by Ashdown, **Charlotte Coffman**, FSAD senior extension associate; **Fran Kozen '72, MS '77**, FSAD lecturer; and **Kristen Morris**, a doctoral student in the field of apparel design, developed four modules for the program’s aspiring engineers: advanced materials, wearable electronics, design technology, and engineering design. The girls, from 4-H programs in Livingston, Ontario, and Wyoming counties and the Syracuse chapter of Girls, Inc., participated in laboratory and design activities, observed state-of-the-art equipment, and worked alongside Cornell and industry experts, mostly women.

By the end of the week, they were making out-of-this-world clothing. Together the girls created spacesuits for an imaginary planet, where the atmospheric conditions demanded clothing that was protective, lightweight, durable, equipped for external communication—and fashionable.

“I’ve never been big into science in school, always wondering when I would actually use it in real life,” says Katie Terry, a ninth grade student from Wyoming County. “Seeing how it goes into fashion has made science a lot more relatable and fun for me.”

Her 4-H leader, **Roxanne Dueppengiesser '88**, says the girls “are really in awe of the technology here. It gives them lots of inspirations for future careers.”

Smart Clothing, Smart Girls leaders plan to study the results from this summer’s program and to develop a curriculum and demonstration videos for use by youth groups around the country to learn STEM principles through apparel design.

The Cornell team is partnering with researchers at the University of Minnesota, led by **Lucy Dunne '02, MA '04**, associate professor of apparel design, where Minneapolis girls participated in the same program this summer.

Students help alumnus with hospital redesign

BY TED BOSCIA



Photos: Mark Vorreuter, provided



As a planner for Hoag Hospital in Southern California, **Zig Wu, MS '11**, faced a challenge at one of Hoag's newly acquired hospitals: a crowded emergency department cramping operations.

For inspiration and advice, Wu turned to a familiar source: a team of 29 students enrolled in a pair of courses taught by **Rana Zadeh**, assistant professor of design and environmental analysis (DEA), and DEA lecturer **Rhonda Gilmore**.

Last spring Gilmore's sophomore design studio partnered with undergraduate and graduate students in Zadeh's health care research and design course. "It was a perfect match, and the definition of an interdisciplinary group—age differences, a variety of majors, and different experience levels," Gilmore says.

At the end of the course, student teams delivered an extensive document with evidence-based recommendations for improving layout and workflow, check-in and triage areas, patient rooms, and staff clinical stations to Wu.

"What was unique was the close coordination between the research and design sides," says Zadeh. "It was design grounded in research—the final design sketches also included research citations."

Wu says that the planned redesign at Hoag is "definitely borrowing several concepts from the students," including a fast track area to reduce patient wait times, design upgrades to patient and treatment rooms, and a pivot nurse to immediately assess patients as they enter.

Sandra Hwang '13, a biology and society major who led the clinical station team, says

Making the grade

In taking **Rana Zadeh's** course, 16 students not only gained practical experience in health care design but also an important professional credential: Evidence-based Design Accreditation and Certification, offered by the Center for Health Design for knowledge of research-based design for health care facilities.

Zadeh says that the College of Human Ecology is the first institution to offer an EDAC class along with hosting the exam on campus. "It's a new credential that is on the next frontier of health care design," she says.

Records also show that **Sandra Hwang '13** is the youngest person to achieve the EDAC qualification. "It gives me a new perspective of a very specific aspect of public health—the design of facilities," she says.



"it was amazing to work directly with a real-world client."

"While I may not go into health care design, understanding how design affects patient health and satisfaction and staff efficiency are important for improving health policy."

Likewise, **Tiffany Li**, a first-year student in the Sloan Program in Health Administration, says the project "opened my eyes to health care design."

"The fact that I was able to transfer my knowledge on paper into real objectives and solutions was a great way to discover my strengths and weaknesses," she says.

Gilmore and Zadeh plan to repeat the project annually with new health care clients.

"Evidence-based design is the wave of the future," Gilmore says. "Clients want to know what the research says before committing major funds to a project."

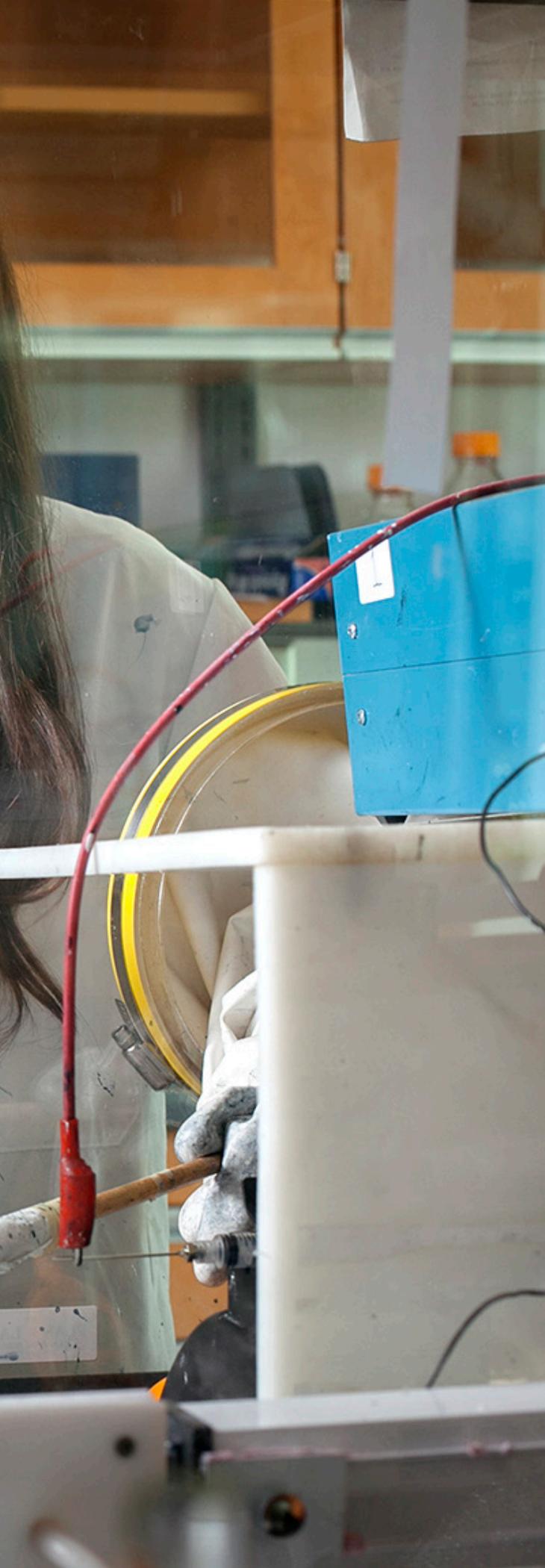


PROBING

RESEARCH

BY TED BOSCIA

This summer 15 Human Ecology undergraduates immersed themselves in full-time research with faculty members, exploring questions related to human health, nutrition, public policy, sustainability, fiber science, aging, and child development.



For a group of College of Human Ecology undergraduates, summer break was hardly a vacation.

Wendy Wei '15 spent most of her time at Ithaca-area day care centers leading 4- and 5-year-olds through brain teasers and puzzles or building towers with blocks and Legos. Far from child's play, her work was part of an experiment she designed to understand how preschoolers develop spatial cognition and whether those abilities could be nurtured through interactive play.

While Wei focused on cognitive growth, **Judith Mildner '14** was examining declines in brain function. Mildner helped conduct a study in the Cornell MRI Facility searching for biomarkers in the brain that might predict the onset of Alzheimer's and other neurodegenerative diseases years ahead of what is now possible.

Meanwhile, **William "Carlos" Higgins '14** was surveying occupants of Caldwell Hall, a 100-year-old campus building, to gather data for a project to identify structures best suited for energy-saving retrofits. **Nivetha Subramanian '15** and **Ariana Levitt '15** donned white coats and pulled up to lab benches—Subramanian comparing genetic properties of breast milk from mothers of full-term and premature infants and Levitt looking for the right mix of polymers needed to spin nanofibers with high conductivity and low water solubility. **Max Kellogg '15** wrestled with thousands of rows of data, building a statistical model to understand how television ads influence people's daily consumption of sweetened and unsweetened drinks.

All belonged to a group of 15 undergraduates receiving \$4,000 stipends from the college to work in labs full time throughout the summer, taking an active role alongside faculty mentors to identify and explore new research areas. Associate Dean for Academic Affairs **Carole Bisogni '70, MS '72, PhD '76**, calls it a "research immersion program"—a way for returning students who have shown talent for research to explore it more deeply, uninterrupted by classes, exams, jobs, or extracurricular activities. The payoff for students is immense, Bisogni says, listing enhanced problem solving and creative thinking skills, close relationships with faculty members, and leadership opportunities as a few of the positive outcomes.

Bisogni speaks from experience. As a first-generation student at the college, Bisogni was asked by her advisor, **Nell Mondy**, an international expert on the nutritional values of potatoes, to join her lab and analyze the chemical properties of the crop.

"The light went on for me," Bisogni says. "My courses in organic chemistry now made sense, and I gained a renewed enthusiasm for the difficult science track of the nutrition major and the opportunity to pursue questions about food chemistry. It led me to an honors project and then graduate school—a path I had not previously considered."

The hope is that the college's summer research program, funded by a mix of generous alumni donor endowments, college allotments, and USDA Hatch Act awards, will ignite a similar passion among recipients.

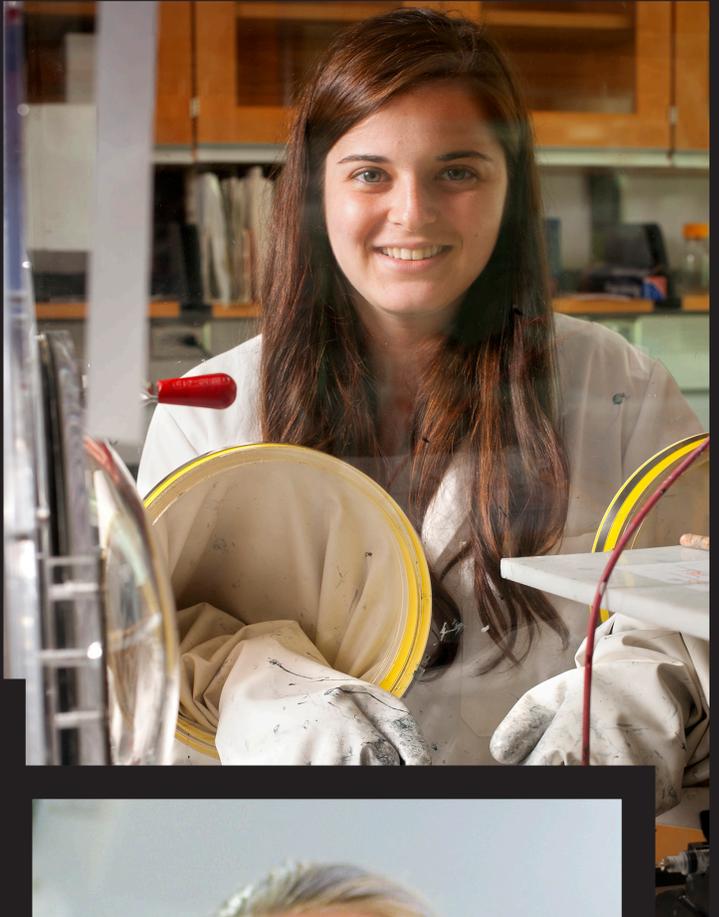
"We want students to deeply engage in research, by not just doing a few hours as an assistant in the lab, but by helping the team to define the research question and methods for data collection and interpretation," Bisogni says. "For some students, it changes their entire outlook."

Whether mixing chemicals in the lab, mining spreadsheets for socioeconomic trends, or testing human subjects for signs of development or decline, these six students appear to have stoked a lasting excitement for research.

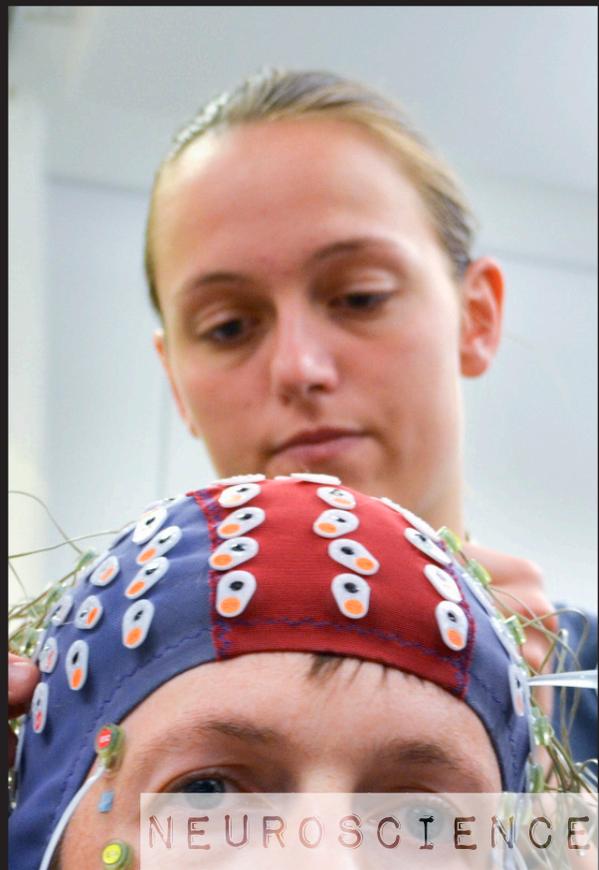


GREEN DESIGN

FUNCTIONAL FIBERS



TV ADS ANALYSIS



NEUROSCIENCE

Major: Design and Environmental Analysis

Project: Identification and Analysis of Building Data for High-Performance Retrofit

Research Advisor: Ying Hua, assistant professor of design and environmental analysis

Higgins conducted sustainability case studies of two campus buildings: the century-old Caldwell Hall and the new Physical Sciences Building, a structure certified as Leadership in Energy and Environmental Design (LEED) Gold in 2011. He surveyed the occupants of both for their opinions on indoor environmental quality (lighting, temperature, humidity) while taking readings of these conditions over time. His work is contributing to a larger project: developing software to help building planners make smart decisions about existing structures to retrofit for energy and cost savings.

What excites you about doing research?

"Finding what I don't expect to find. Usually in class everything is laid out in the syllabus, and you know what's coming. With research, I've thought about the problem for hundreds of hours and still get results totally different from what I expected. I can dive in much deeper."

How did you benefit from working during the summer?

"You have time to get a project done really thoroughly as opposed to the school year when looking at a draft of a report five or ten times is impossible. And you have more support from the professor. Instead of only coming in when you have questions, you can be more proactive and pitch new ideas."

MAX KELLOGG '15

Major: Policy Analysis and Management

Project: Exposure to Sweetened Beverage Television Advertising: The Impact on Consumption of Sweetened Beverages and Unsweetened Alternatives

Research Advisor: Rosemary Avery, professor and chair of policy analysis and management

In the past 50 years, Americans' average caloric intake from sweetened drinks, particularly sodas, has steadily increased while consumption of more healthful alternatives has waned. Kellogg examined the role of TV ads in this shift. He combined data from a national consumer survey with details on what people eat, drink, and watch with information on ads from every American TV market during a four-year span. By running advanced statistical models, Kellogg hopes to determine how ads influence our drink selections.

What excites you about doing research?

"You are exposed to things you can't go into detail about in classes. When you go from theory to handling data for yourself, you start looking at it more critically—asking if it's reliable and things like that. You learn much more by putting it into practice."

How did you benefit from working during the summer?

"I have the entire summer to run hundreds of regressions every day and wrap my head around each one to make sure I conceptually understand it. It's a great foundation for my honors thesis. It gives me the time to know for sure whether this is a question to pursue further."

ARIANA LEVITT '15

Major: Fiber Science and Apparel Design

Project: Characterization and Cross-Linking of Conductive Nanofibers

Research Advisor: Margaret Frey, associate professor of fiber science and apparel design

Conductive nanofibers—strands hundreds of times thinner than a human hair—will be critical to powering the smart clothing of the future. While certain polymers are highly conductive, they need to be blended with solutions to form fibers, a process known as electrospinning. But oftentimes the resulting fibers dissolve in water, greatly limiting their uses. For one such fiber, Levitt experimented with "cross-linking" it with a vapor that's intended to enhance the fiber's conductivity and preserve its stability in water.

What excites you about doing research?

"I chose my major because there are lots of applications in the real world. By doing research, I can see how the emerging science of nanotechnology will transform our society in so many exciting ways. It's fun to be part of cutting-edge research that may help create products the world has never known."

What have you learned from doing research?

"It doesn't always go how you expect. You have to be patient and be able to solve problems when things go wrong."

JUDITH MILDNER '14

Major: Human Development

Project: Age-related Changes in Enhancement and Modulation of the Default Network

Research Advisor: Nathan Spreng, assistant professor of human development

Neuroscientists hope to isolate changes in the brain that signal the onset of Alzheimer's or other cognitive impairments. The default network—a set of interconnected brain regions involved with autobiographical memory and other functions—may hold clues to distinguishing between normal cognitive decline from aging and deficits connected to disease. Mildner assisted with two studies to investigate different types of memory in young and older adults while using electroencephalography and magnetic resonance imaging to monitor their brain activity. Findings from these projects could bolster the idea that changes to the default network are tied to cognitive decline.

What excites you about doing research?

"One of my favorite things is working on the team with all the other research assistants. Research involves problem solving, and we often had to work together to address problems that came up. Professor Spreng gives us lots of independence."

How does doing research help with your future goals?

"I want to work in neuropsychology research, probably on aging and dementia. I have learned a lot about what it takes to run a functional MRI study. I want a job doing research, and this summer I've been able to do it all day, every day."

INFANT NUTRITION



NIVETHA SUBRAMANIAN '15

Major: Human Biology, Health, and Society

Project: Finding Evolutionarily Conserved Alternative Gene Transcripts in Breast Milk

Research Advisor: Tom Brenna, professor of nutritional sciences

Subramanian unraveled the complexities of the FADS (fatty acid desaturase) genes. First she had to learn an alphabet soup of research techniques: PCR (polymerase chain reaction), RT-PCR (reverse transcription polymerase chain reaction), RNA to complementary DNA conversion, and gel electrophoresis. Using these methods, she analyzed the FADS genes in human breast milk. She studied the transfer of the genes to understand how they affect child metabolism.

What excites you about doing research?

“I like the opportunity to apply skills from the classroom to the lab and vice-versa. Since research can involve exploring the unknown, you have the chance to learn new skills and information that you can also apply to concepts in class.”

What have you learned from doing research?

“I never realized how long it takes and how hard it is. It’s taught me time management and planning in advance. Also, when an experiment fails, I know how to go back and analyze the results to see what may have been the problem.”

WENDY WEI '15

Major: Human Development

Project: Putting the Pieces Together

Research Advisor: Marianella Casasola, associate professor of human development

Wei wanted to test how children’s knowledge of spatial language (terms like “up,” “down,” “in,” and “on,”) influences their spatial cognition (how well they recognize two-dimensional shapes and patterns and mentally map their physical surroundings). In her experiment, one group of children played with blocks and puzzles alongside a researcher who used specific spatial language, while another group heard only vague terms like “that” and “here.” Wei’s theory is that children exposed to precise spatial language would perform better in follow-up spatial cognition tests. If right, it could lead to better methods for teaching children spatial concepts—foundational skills for future success in science, technology, engineering, and math.

What excites you about doing research?

“I’m the only returning student from the lab on this project, so it’s given me a chance to take on a leadership role. I’ve been involved with managing and training new people. It’s pushed me to think more broadly and see how our work fits in with the overall goals of the lab.”

How will this help you in the future?

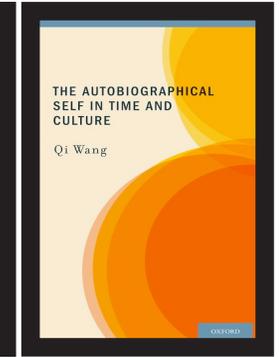
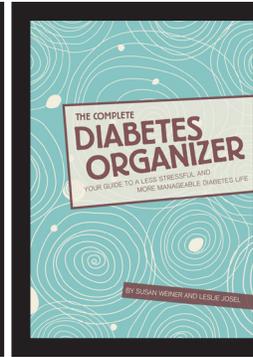
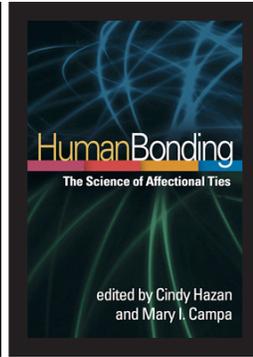
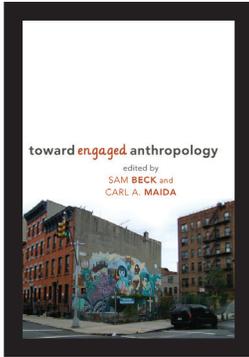
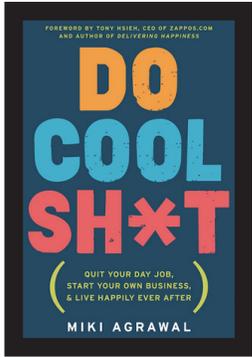
“I want to attend graduate school to do further research in education and spatial cognition or possibly become a teacher. I’ve read papers on spatial cognition and how it has a long-term influence on children’s future abilities. Early childhood is such a key period for overall development, and I want to influence that by working in education.”

LINK <http://www.human.cornell.edu/research/undergraduate/index.cfm>

Photos: Cornell University Photography, Mark Vorreuter

CHILD COGNITION





Miki Agrawal '01

*Do Cool Sh*t: Quit Your Day Job, Start Your Own Business, & Live Happily Ever After*

HARPER COLLINS

In her first few years out of Cornell, Agrawal had tried investment banking, professional soccer, and TV commercial production before chasing her true passion for entrepreneurialism at age 25 and opening SLICE (now called WILD), a farm-to-table pizza shop in Manhattan. Next came THINX, a brand of “high-performance” women’s underwear, and Super Sproutz, educational media products to teach children about good nutrition. In this how-to guide, Agrawal mixes inspiring stories from her own entrepreneurial life along with practical advice on launching a business, networking, fundraising, marketing, and balancing work and life—a primer for college students, Millennials, or anyone else itching for a bold change.

Sam Beck

Toward Engaged Anthropology

BERGHAHN BOOKS

Traditional views of anthropology imagine researchers as outside observers studying human populations at a scientific remove. A new book, co-edited by Beck, senior lecturer in the College of Human Ecology and director of the Urban Semester Program, describes a cutting-edge form of engaged, public anthropology that upends these notions. This form is taking hold in many academic departments across the country for its promise to address economic disparities found in many communities and social groups. The book presents essays by seven experts on the promises and challenges of this approach, including numerous real-world examples of engaged anthropology at work.

Cindy Hazan and Mary Campa, PhD '07

Human Bonding: The Science of Affectional Ties

GUILFORD PRESS

Hazan, associate professor of human development, and Campa, assistant professor of psychology at Skidmore College, provide a scientific roadmap to love, relationships, and what makes them strong—from our first attachments in infancy through old age. The book grew out of Cornell’s popular course on human bonding which Hazan, a founder in the field of relationship science, designed and has taught to capacity crowds for 25 years. The book addresses early bonding experiences from infancy through adolescence; mate selection, love, and sexual desire; hooking up and online dating; and the role of social connectedness in mental and physical health.

Leslie Josel '85

The Complete Diabetes Organizer: Your Guide to a Less Stressful and More Manageable Diabetes Life

SPRY PUBLISHING

Josel, founder of Order Out of Chaos, has helped hoarders and other chronic disorganizers to take charge of their lives. Now she is applying her organizational mastery to living with diabetes in this new book co-authored with well-known diabetes educator and lecturer, Susan Weiner. The top-to-bottom guide shares in straightforward terms how to establish routines for everything from doctors’ visits to insulin therapy to medical bills and insurance forms.

Shirley Reva Vernick '83

Remember Dippy

CINCO PUNTOS PRESS

Vernick’s second young adult novel tells of Johnny, a 12-year-old who figures his summer to be a bust when he has to spend the break helping out with his autistic cousin (the titular Remember Dippy). But when some jewels go missing, the local jock gets stuck in the lake during a thunderstorm, and a lonely new girl comes to town, things get more exciting than Johnny and Remember could have dreamed. Kirkus Reviews calls it “an enjoyable and provocative exploration of the clash between ‘normal’ and ‘different’ and how similar the two really are.”

Qi Wang

The Autobiographical Self in Time and Culture

OXFORD UNIVERSITY PRESS

Wang, a professor of human development, combines rigorous research and accounts of her own family stories in tracing the developmental, social, cultural, and historical origins of the autobiographical self—one’s image as seen through memories of the personal past and of family and community. Focusing on memories of early childhood, Wang seeks to define when the autobiographical self begins and analyzes the influences of social, political, and economic forces on the autobiographical self. Ultimately, Wang asserts, the autobiographical self is conditioned by one’s time and culture.

Calling the Shots

Lauren Braun's nonprofit offers a simple, low-cost solution to help mothers in developing worlds monitor their children's vaccinations.

BY DANI CORONA



INTO THE WILD: The only way for Braun and project coordinator Alex Bozzette to reach a clinic in rural Ecuador is by boat—one of the challenges to ensuring child vaccinations in remote areas.

On the first day of June, **Lauren Braun '11** stands in a health clinic in Cusco, a city in southeastern Peru in the shadow of the Andes. Onto a two-month-old girl's ankle she slides a tiny pink bracelet—a simple device Braun created that has potential to improve or save a great number of children's lives in the developing world.

In Spanish, Braun teaches the child's mother how the immunization-tracking bracelet works: its symbols correspond to necessary vaccinations and numbers indicate in which months of the child's life those shots are due. On this day, and on the days the woman returns for future vaccines, nurses will perforate the band's symbols to mark each shot delivered.

At two clinics in Peru and four in Ecuador, Braun's nonprofit, Alma Sana, is distributing the bracelets to 166 mothers with newborns, part of a pilot study to test the concept. Braun and Alma Sana fieldworkers—several of them student interns from Cornell—are conducting the study as partners with Peruvian medical staff and Ministry of Health officials.

The mother is delighted to volunteer, knowing that the bracelet could significantly improve her daughter's health. That's because in developing countries, and especially in poor or isolated areas, a significant number of children don't receive their recommended

vaccines. According to World Health Organization estimates, Peru has an overall vaccination rate of 83 percent and Ecuador 75 percent, though Braun cites studies showing high variations within countries that are not accounted for in countrywide figures. And her conversations with mothers and health workers have revealed that many children go without vaccines due to illiteracy, a lack of resources, or other cultural barriers. Thus, Alma Sana's thin silicone bracelet, or *pulsera*, serves as an easy-to-interpret reminder that's never out of sight.

Braun hopes her patented simple and low-cost system, supported by a \$100,000 grant from the Bill & Melinda Gates Foundation, will help children to receive all their necessary vaccinations during their first years of life—in Peru that's routinely nine immunizations delivered via 19 shots by age 4. As the mother and child depart, Braun stands awestruck, finally seeing her vision for improving immunization tracking for impoverished families taking shape.

"Seeing the bracelet on the first baby was kind of an out of body experience," Braun says. "After the shock of being thrown into that moment, after all that time preparing, came an ultimate sense of fulfillment. I had done what I came there to do, I had come full circle. It was overwhelming."

It was a moment Braun worked toward for the past four years.



A HEALTHY START: Braun meets with the first mother and baby to enroll in Alma Sana's pilot study.

Photos: Courtesy of Alma Sana

Finding Her Focus

In 2009, as a sophomore human development student preparing for medical school, Braun was walking to Mann Library when she had an epiphany. She no longer wanted to become a doctor, her interest piqued by the college's Introduction to Global Health course. Dropping all her pre-med courses, Braun opted for two minors, Global Health and Inequality Studies, and widened her views on health disparities.

"My new classes reinforced the fact that people don't have equal access to health care. I was able to learn about all inequality's forms and why it exists within the government, household, and workplace," Braun says.

The following summer, Braun traveled to Cusco for a global health field experience, where she volunteered alongside nurses to locate mothers who had not returned for their babies' vaccinations. After following nurses around for four hours each day in the hills of Cusco, Braun quickly became frustrated.

"I researched Peru's vaccination rates and realized it was a systemic problem, not only my clinic's," Braun says. "Lives and money were being lost."

Near the end of her stay, Braun was describing the problem to a fellow volunteer when she first thought of the reminder bracelets. On the spot, she sketched out a rough design that won approvals from the clinic's nurses and mothers. With their input, she continued to tweak the concept.

On her last day in Peru, moms asked, "When are we going to be able to use this?"

"I'll do my best to bring it back," Braun promised.

Baby Steps

Back at Cornell, while balancing classes and extra-curriculars, Braun stayed focused on the bracelet. She researched it further and discovered nothing like it existed. A friend of hers visited the Cusco clinic and found in surveys that interest in Braun's idea remained high.

"The project was the first time outside of the classroom that I felt deeply connected to something, called to something," Braun adds. "Creating it was one of those defining moments in my life."

To make the concept a reality, Braun realized she would have to become an entrepreneur.

She signed up for business and marketing classes in Cornell's Department of Applied Economics and Management, where she learned to research obstacles and possible partners for her invention and analyzed if her concept could compete in the marketplace.

As a junior and senior, she entered and won multiple business innovation contests for the idea.

"The more traction an idea gets, the more you have to lose," she says. "As inspired as I was with this calling, I was thrown into this business world that I suddenly had to learn about. It was nerve-racking to meet with important people, but it means a lot to them when you put yourself and your idea on the line and say that it will work."

Piloting Ahead

Braun graduated in 2011 and began working at Humana, a health insurance company, while searching for project funding.

Later that fall, her concept attracted strong interest from the Gates Foundation, but only organizations, not individuals, are eligible for awards. So Braun established Alma Sana ("healthy soul" in Spanish) as a 501(c)(3) organization, reapplied the following spring, and won a \$100,000 Grand Challenges Explorations grant to develop and test the bracelets.

Braun left Humana to a chorus of cheers from her coworkers—a thrill tempered by doubts about the difficult tasks ahead.

"I realized I was moving from a stable corporation to the uncertainties of a startup," Braun recalls. "I had never managed a budget, talked to manufacturers, hired anyone, or worked with researchers before."

Despite fresh challenges, in 2012 Braun returned to Peru to lay the groundwork for her current pilot study. She hired 11 interns to collect field data, including four Cornell global health students and one recent Cornell graduate. The team will collect qualitative and quantitative data to measure the bracelets' effectiveness, including mothers and nurses' attitudes about them and how well they work as reminders.

Once pilot testing is complete, Braun plans to apply for a next-phase \$1 million grant from the Gates Foundation. Ultimately, she hopes to grow Alma Sana into a social enterprise that extends into Africa, which has even lower child vaccination rates than South America, and eventually works with industry and government partners across the developing world to incorporate the bracelets into health care systems.

"Through my Alma Sana journey I discovered what I want to do," she says. "In a way I see this project as means to an end. Without having this idea, and the experience in Peru, I don't think I would have challenged myself to the degree that I have to see what I am capable of."

LINK www.almasanaproject.org/

Dani Corona '15, a biology and society major and global health minor, interned for Braun last summer in Peru, where she assisted with the launch of the pilot study.

The Company She Keeps

Advised to give up the business she cofounded, Bobbie Gottlieb followed her instincts instead and built the venture into a giftware giant.

BY TED BOSCIA

Bobbie Gottlieb '51 was wise to ignore her bank's advice some 30 years ago.

It was 1978, and Gottlieb and her husband Robert's homegrown giftware business, Two's Company, was on the rise after launching a decade earlier—mainly as a way to earn some extra income to save for their three sons' college expenses. But Robert died suddenly that year.

Gottlieb approached the bank to discuss her options for Two's Company. They urged her to sell.

"They thought I was young; I would remarry, go on with my life, and there was so much else besides business," Gottlieb recalls. "I don't think their decision was based upon the potential of the business, but instead upon my being a woman. So I asked them, 'Would you have given the same advice to my husband had I died?'"

With a family to support, Gottlieb decided to forge ahead. It was a good move. Two's Company has since grown into a powerhouse wholesaler in the giftware industry, thanks to Gottlieb's talent as a tastemaker for upscale home and fashion accessories.

Now in her fifth decade running the business, Gottlieb still travels the world with her son, Tom, Two's Company president. They deal with manufacturers in Asia, trend-spot in Europe and other hotspots, and oversee showrooms across the United States.

Gottlieb recently paused to reflect on her life and career as a trailblazing female executive in an interview with **Samantha Castillo-Davis '00**, associate director of alumni affairs and development at the college, at Two's Company headquarters in Elmsford, New York.

When you are not traveling, you are known to be in the office just like any other Two's Company employee. What's a typical day like for you as CEO?

A typical day is long. I am here by nine and generally don't leave until six. There's so much going on that you sort of get seduced into what everyone is doing in other areas. One constant I do every day is product development.

Your son Tom once told *The New York Times* that "our goal is to constantly create products that make heads turn." How do you achieve that?

The important question is: How do we avoid complacency? And in our business it's always about what you're doing today. Yesterday's success is yesterday. Since we built our reputation upon being a trendsetter, we have to constantly be aware of what's going on not only in the gift and home décor fields but in the world. So we travel, and from the minute I get up in the morning to the minute I get in at night, I'm stimulated by wherever I am. And it always comes back to translating this into a product people are really interested in.

Your mission statement is to create "loyal fans forever and ever." What makes people so passionate about your products?

People go to faraway places, and we hear them say, "I knew it was your product even before I saw the label." We want things to feel well designed and beautiful. We try not to take ourselves too seriously and are going for that unexpected smile. We want to have fans instead of customers; we really want that emotion, that positive energy, to pass between the people we deal with and the product.

At a time when few women were running businesses, you took over the reins of Two's Company. What was it like being a CEO and raising three boys?

I'd love to say you can "have it all," but you can't. You have to make your choices, and there will of course be sacrifices. Looking back, I wasn't baking brownies when the children came home from school and not always doing lots of things that were important to them. In the long run, I tried to make good decisions for me and the boys.

Your parents were immigrants who valued education. How did you end up at Cornell?

I chose Cornell because my brother [Jay Vlock '47 A&S] loved it and thought it was the very best school. And in those days the ratio of men to women was about 8 to 1. At the time I was very interested in design and textiles and clothing, so it seemed like a very good fit

What courses did you like best?

One of my favorites was called Marriage and The Family. It was given by Professor Dalton. One of the assignments was writing about yourself and your family and it really helped me tremendously. It made me understand the dynamics of my family and gave me a better perspective on my life and who I was and who my family was.

Before Two's Company, you assisted on *The Honeymooners* and helped Jackie Gleason. What was your role?

I carried around his cognac. I was a production assistant, which means you do whatever you're told. I loved it. I rehearsed with [Gleason], read the scripts, and I met every celebrity by going to dinner as part of his entourage. From Frank Sinatra to everyone who was ever on that show, I would meet and greet them all.

It seems like there are some parallels between show business and your role looking for trends and recognizing what will excite people.

Yes. And they also had to take risks. Following your instincts and taking risks is an important component of success. You don't want to live with the regret of not doing things. And have fun doing it. Learn from your mistakes and just keep on going. You're not always going to be right.

LINK <http://www.twoscompany.com>





Television Trailblazer

Broadcast pioneer Lucy Jarvis led film crews inside some of the world's most guarded locations. At age 96, she continues to break ground in journalism.

BY SHERRIE NEGREA

In October 1962, Lucy Jarvis '38, a producer for NBC, had been working within the walls of the Kremlin for four months, filming a documentary about Russia's people, culture, and traditions dating back to the 1100s. The first Western television producer allowed inside the Moscow fortress, Jarvis had nearly finished the project when she began noticing strange behaviors by the Soviet authorities.

In an arrangement that was made possible by an appeal from President John F. Kennedy to Soviet Premier Nikita Khrushchev, Jarvis was permitted to film inside the sprawling compound daily at 6 p.m., an hour after the government bureaucrats ended their day. But, suddenly, the Soviet leaders were not leaving the building. They were staying all night.

Not long after, Jarvis was invited to lunch by the U.S. Ambassador to the USSR, who asked her to promptly finish her work on the project and exit the country. Before she left Moscow, however, Jarvis cabled Kennedy's press secretary, complaining in her no-holds-barred style: "I hear the president is having an argument with Khrushchev. He's lousing up my film. Can't he wait until I'm finished?"

Only after she arrived in Paris did Jarvis learn she had been filming inside the Kremlin in the midst of the Cuban Missile Crisis and was now being asked to report to the President. Once stateside, she walked into the Oval Office, apologizing for her cable, whereupon Kennedy joked: "Don't you understand? I told Khrushchev if he got the missiles out of Cuba, I'd get Lucy Jarvis out of the Kremlin."

Broadcast in 1963, her film, *The Kremlin*, attracted millions of viewers who, as *The New York Times* noted in a review, were given "a remarkably intimate glimpse of a historical site that otherwise most people of the world would never see." The Emmy-award winning film marked another milestone—it was the first time a woman had produced a documentary for any of the television networks.

"I think she was really the first conspicuously successful woman in broadcast journalism," says Don West, president of the Library of American Broadcasting Foundation, which honored Jarvis as a Giant in Broadcasting in 2008. "It was a pretty small cadre of women who broke into the ranks in those days."

After growing up in Manhattan, Jarvis enrolled in what was then Cornell's College of Home Economics in 1934 at age 16. In Ithaca, she took courses across campus in architecture, public speaking, and economics, while spending her free time as president of the drama club.

"I can't say enough about the opportunities at the college and across Cornell—the sense that the world was open to us young people and ours to seek out and examine," Jarvis says. "We were made to feel that there was nothing we could not do if we really applied ourselves."

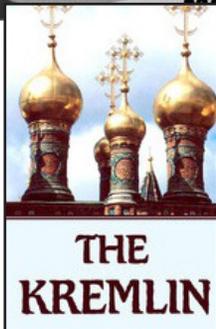


PRIME TIME—Lucy Jarvis (right) produced a highly successful edition of "The Nation's Future" featuring Gherman Titov (center) and John Glenn. (Photo by Bob Ganley/NBC/NBCU Photo Bank via Getty Images)

While majoring in food and nutrition, Jarvis landed two summer internships in the dietetics department at New York Hospital-Cornell Medical School. After graduating, she worked as a dietician at the hospital until one of the doctors recommended Jarvis, who had already written a cookbook, for an opening as the food editor of *McCall's* magazine. It was 1939, and her salary was \$55 a week.

As World War II began, Jarvis' political instincts were awakened, and she became involved in both the Democratic Party and the world peace movement. "I had a lot to say," she recalls, "and if I wanted to say something, I was wasting my time working on a magazine that had 1 million to 2 million readers. I wanted to be in broadcast where I could hit 10 million."

While taking time off to have her two children, Jarvis worked on her first film as a volunteer for the Organization for Rehabilitation through Training (ORT) and produced a documentary, *Passport to Freedom*, on its efforts to provide skills training to Jewish war refugees. After resuming her career, she turned to radio, collaborating with Martha Rountree, the creator of *Meet the Press*, on a new daily talk show, *Capitol Close Up*, which interviewed such luminaries as President Dwight Eisenhower, Senator John F. Kennedy, and FBI Director J. Edgar Hoover.



In 1958, Jarvis broke into television after writing a scathing critique of a CBS show called *The Women*, which she had been asked to review by David Susskind, the legendary NBC producer and talk show host. “It was produced by a man, directed by a man, filmed by a man,” Jarvis recalls. “It had absolutely nothing to do with women.”

The producer of the show, Irving Gitlin, hired her on the spot at CBS, and a few months later, when he took a job at NBC, he brought Jarvis along with him, where she became associate producer for *The Nation’s Future*, an hourlong debate program. She rose to producer, having secured an early coup by featuring American astronaut John Glenn and Soviet cosmonaut Gherman Titov on a special program that aired live on all three networks.

Following the success of *The Kremlin*, Jarvis broke another barrier in the communist world when she convinced the Chinese government to allow her to produce a documentary inside the Forbidden City, the stronghold of imperial China that had been barred to Westerners and most Chinese since the 14th century. Her entry came after Jarvis flew to Ottawa, where her friend’s father was serving as ambassador to the People’s Republic of China. With the background information from the ambassador, Jarvis slipped into the Chinese embassy to present her idea to the diplomats. The result was her 1973 film, *China and the Forbidden City*.

The final stop on her tour of the networks came in 1978, when she joined ABC to produce a series of Barbara Walters specials. Two years later, Jarvis left to produce her own films, which she still continues to work on today—at the age of 96. Her current projects are a film about Morocco—“a beacon of light for democracy,” she says—and a documentary called *Forever Young*, which will focus on active people in their 90s and 100s.

Throughout her career, Jarvis has been actively involved with Cornell and has served on the College of Human Ecology Alumni Association Board and the President’s Council of Cornell Women, returning to Ithaca to attend meetings twice a year. Jarvis is now an emeritus member of both boards.

“Lucy is widely credited with breaking down barriers for women in the film industry,” says Dean Alan Mathios, who praised Jarvis’ contributions at her 75th Cornell Reunion last

summer. “What is remarkable to me is the issues she has dealt with throughout her career are still very much the cornerstone of a Human Ecology education.”



A POWERFUL VOICE: Throughout her filmmaking career, Jarvis has gained access to such world leaders as President John F. Kennedy (top), Zhou Enlai, the first and longest-serving Premier of the People’s Republic of China (middle), and Princess Lalla Salma of Morocco (bottom).

SCOOP



SWEET SUCCESS: Gottlieb stands outside the Three Twins factory, a certified organic plant that churns out 16,000 pints of ice cream daily.

In less than a decade, Neal Gottlieb guided Three Twins Ice Cream from a one-man scoop shop to a leading organic ice cream brand. Now his eyes are on cornering the market.

BY SARAH CUTLER

Neal Gottlieb '99 grew up eating ice cream for dessert almost every night. But as an adult he rarely indulges in the sweet stuff, admitting that his “taste buds have changed.”

Fortunately for Gottlieb, the founder and driving force behind Three Twins Ice Cream—a leading brand in the fast-rising certified organic ice cream business—happy customers can't seem to get enough of his company's sweet treats. Since its creation in 2005 as an artisan one-man scoop shop in California, Three Twins has swelled in size and popularity, a frozen empire that includes a fully organic factory that churns out roughly 2 million pints annually for distribution in restaurants and stores nationwide, four retail locations in Northern California, more than 100 flavors, and three tricked-out trucks that rove the country, mainly the West Coast, dishing out Three Twins at festivals and farmers' markets.

With organic food sales spiking in the United States, Gottlieb says Three Twins' sales have doubled in size each year since opening its factory in 2010. Now that Three Twins is stocked in Whole Foods and other grocery stores across the United States, Gottlieb estimates the company is on pace to double its sales again this year.

While Gottlieb says Three Twins' tasty ice cream and organic, sustainable methods are winning fans, his knack for promotion has also turned heads. Among the outlandish offers on its website: 100 pints of Three Twins hand-delivered by Gottlieb, bedecked in a green tuxedo, to anywhere in the country for the cool price of \$3,333.33; the “world's most expensive ice cream sundae”—a banana split drizzled with a syrup made from vintage dessert wines and accompanied by a cello solo, also \$3,333.33; or, for 60 grand, a trip to the top of Mount Kilimanjaro, where Gottlieb will hand-churn your ice cream from glacial ice.

It seems Gottlieb will go to any length to fulfill his dream: to make Three Twins a household name—not just an eco-friendly label that conscientious consumers can feel good about but also one that “appeals to the masses.”

“I'd like to grow Three Twins to \$100 million, to where it's on par with Ben and Jerry's and Häagen-Dazs, and available not just at natural food stores, but at convenience stores, college campuses—everywhere,” says Gottlieb.

With Three Twins scooping out more and more ice cream, it's hard to believe that Gottlieb was once a business novice willing to risk his life's savings on the idea.

A Cool Customer

Gottlieb never imagined he'd start a business, much less create a national brand. But a few years after his graduation from the College of Human Ecology in 1999 with a degree in consumer economics and housing, he ran into one of his former classmates, a friend from the lightweight varsity crew team, who'd started his own pizza shop.

“I thought that was the coolest thing, and ‘I can do that,’” Gottlieb says. But “anybody can think of a business,” he adds. “It's really the execution that's the hardest part.”

He was accepted into the Samuel Curtis Johnson Graduate School of Management at Cornell but didn't get the fellowship he'd been hoping for. Instead he decided to try launching his own business.

Starting out with \$70,000—his life's savings—and a \$25,000 loan from his parents, all Gottlieb knew at first was that he wanted his business to “do something green” and that he would need to start small.

“I'd have loved to have a rocket ship company or a pharmaceutical company,” he says. “But I didn't have a lot of money to start with, so it had to be something I could start really small. There are relatively few businesses that can start as a small shop and grow into a national consumer packaged goods brand.”

In 2005, with the organic food revolution heating up, he figured organic ice cream could be one of the rare products that can be made sustainably and at the same time be widely popular.

“With ice cream, we leave out the processed crap and pay attention to ingredients, and you get a very clean product that ends up tasting better,” he says. “Suddenly, organic ice cream appeals not just to the Prius driver, but to everyone.”

Business was slow at first. The only location he could afford for his first shop was in a “very tucked-away” spot in San Rafael, California. With no money to hire employees, he ran the business by himself, making ice cream early in the morning, tending the shop in the afternoon and evening, and cleaning and keeping the books at night—all of which added up to 90-hour weeks with meager profits.

Gottlieb knew he had to branch out to survive. He started by selling to restaurants and farmers markets nearby, and soon started selling pints to grocery stores. He invested the profits in more retail shops, before eventually opening the Three Twins factory in 2010.

With his business booming, Gottlieb still finds time for leisure. He gardens on his houseboat's rooftop and travels the world: he's been to Mount Everest base camp, hiked the Inca Trail to Machu Picchu, and summited Mount Kilimanjaro, among other adventures.

Last May, he returned to Cornell, donating hundreds of pints of Three Twins Ice Cream to the college's Ice Cream in the Courtyard event—an annual tradition hosted by Dean Alan Mathios to mark the end of the academic year and to celebrate graduating seniors.

At the event, Gottlieb encouraged students to chase their dreams, admitting that he had often considered letting his plans for an ice cream business go cold because of other concerns. But, he reminded himself, “life's going to happen if I keep putting this off.”

“You're not going to starve with a Cornell education,” he told students. “So follow your dreams, follow your path, and money will come.”

LINK <http://www.threetwinsicecream.com>

Sarah Cutler '16 is a student communications assistant for the College of Human Ecology.

SLOAN *Update*

Ballantyne shares vision for improving health care

BY TED BOSCIA



Recognizing patients' humanity, coordinating a fragmented structure, and overcoming political ideology are all key steps to improving America's health care system, **Reginald M. Ballantyne III, Sloan '67**, told about 120 Sloan Program students, faculty, staff, and alumni at the annual Wagner Memorial Dinner as part of Sloan Alumni Reunion Weekend last May.

Ballantyne, senior corporate officer of Vanguard Health Systems, an owner and operator of hospitals across the United States, drew on 40 years experience as a health care executive, including as former chair of the American Hospital Association, to lay out his vision for improving U.S. health care.

For starters, he said, hospitals and medical providers need to restore the human touch to the system. He warned that technology, while able to boost our knowledge and efficiency, also creates a barrier between caregivers and patients.

Ballantyne pointed out that physicians, on average, spend 15 minutes with a patient per visit—time that is often interrupted by doctors using their laptops, diminishing the likelihood of a personal connection. He said these divides appear throughout the system, where patients are likely to be first greeted by a receptionist behind a computer screen asking for proof of insurance.

"See the person, not the diagnosis," Ballantyne advised, adding, "push back against the tide that is making us present only virtually."

Ballantyne also called for new approaches to solve systemic fragmentation that drives costs up and degrades the quality of care. He cited a recent *Journal of the American Medical Association* finding that almost four in 10 patients on return visits to their primary care provider had been misdiagnosed. He blamed poor coordination of medical records and highly varying cost structures for mistakes by caregivers and frustrations for patients.

"Radical new thinking is needed to harness the power of competition so that it leads to improvement and coordination instead of increased fragmentation," he said.

Finally, he said, health care executives cannot afford to sit out the political debate about health care reform in the United States. He argued for "sensible, rational conversation" unclouded by partisan politics or emotion.

"We need to be continually involved in the debate about what we want health care to be in America and more specifically what is sustainable, humane, compassionate, and sane," he said and urged Sloan students to get involved in the political conversation. Otherwise, he said, "politicians will, in fact, get to decide."

Other events during the Sloan reunion weekend included a tour of the program's new offices being installed in Martha Van Rensselaer Hall, a networking breakfast for alumni and students, and student research presentations.

STUDENT PROFILE: Daly Guillermo '14

Bridging hospitality and health care

BY SANDI MULCONRY



After graduating from Cornell's School of Hotel Administration in 2010, **Daly Guillermo, Sloan '14**, took a job with Bloomingdale's as an assistant buyer. Although she enjoyed the work, she found herself yearning for something more—a career in which she could make a difference in people's lives.

Her mentor suggested that she integrate her hospitality background with health care, given the industry's shift to an

outcome-focused delivery system.

"I did my research and fell in love with everything the health care industry has to offer," Guillermo says. "I then went back to my Cornelian roots and discovered the Sloan Program."

Once Guillermo graduates, she hopes to focus on exceptional customer service practices within the industry, to improve the quality of patient care.

"I am a firm believer in the hospitality industry's mantra: 'A little attention to detail goes a long way,'" she says. "Better communication between patients and caregivers can help reduce the occurrence of simple medical errors and improve patient safety."

This summer, Guillermo had an opportunity to put these ideas into practice during an internship at NewYork-Presbyterian Hospital where she helped develop a customer service-training program for the facility's security officers under her preceptor, **Jeff Bokser, Sloan '01**.

"I came to realize that my work won't be the only thing impacting patient care, but that I, myself, will be impacting patient care," says Guillermo of the experience. "I learned that I too am a caregiver—making patients healthy isn't only the work of physicians—it'll be part of my job as well because every little detail counts in a patient's healing process."

Guillermo says her decision to return to Cornell to focus on a career bridging hospitality and health care would not have been possible without Sloan scholarship support.

"As a member of a low-income community, I have been blessed with the opportunity to obtain a world-class education," says Guillermo, also the recipient of an Educational Scholarship award from the New York chapter of the National Association of Health Services Executives. "I have many generous individuals to thank for giving me the opportunity to pursue a degree that will allow me to pay their generosity forward by helping others."

The Sloan Program Sesquicentennial Scholarship Campaign seeks to raise \$2 million in support of student scholarships by the end of 2015.

Link www.human.cornell.edu/pam/sloan/spss.cfm



FANTASTIC FOUR: (l-r) Forst, Li, Kharkar, and Titalom earned fourth place in a highly competitive Yale case competition.

Student team places fourth in Yale competition

Four first-year Sloan Program students finished fourth in the prestigious Yale University Graduate Student Consulting Club Case Competition last March.

For the event, **Tyler Forst '14**, **Anisha Kharkar '14**, **Tiffany Li '14**, and **Wickel Titalom '14**, competing as Sloan Associates, applied creative problem solving to a real-world problem, advising Barnes & Noble on a strategy for surviving as a bookseller in the digital age. The teams, drawn from such major universities as Yale, Harvard, Johns Hopkins, Columbia, and MIT, had one week to research their ideas and present their plans to a panel of experts from leading consulting firms. Sloan's team was selected to compete from a pool of 45 university teams that applied for the event.

In other student news, the Class of 2013 achieved an impressive job placement rate, with the 24 graduates securing jobs and fellowships within 30 days of graduation. Many earned competitive positions as administrative fellows at health care facilities operated by organizations such as John Hopkins and the Cleveland Clinic. Others joined management consulting, investment banking, insurance, and technology firms.

"We were very pleased with this year's excellent placements and commend our graduates for their outstanding success," says executive director **Brooke Hollis, Sloan '78**. "We also want to thank our Doug Brown Executives-in-Residence for their coaching and mentoring over the past two years."

Sloan welcomes Allen and Williams as newest executives-in-residence

The Sloan Program maintains strong ties to the health care industry through its long-running Doug Brown Executives-in-Residence program, which taps alumni leaders from the field to train and mentor current students. For the 2013–14 academic year, **Percy Allen II, Sloan '75**, (top right) and **Alexander “Sandy” Williams III, Sloan '63** (below right) are filling this role.



Allen brings insights from three decades as a hospital administrator at major facilities in Detroit, New York City, and Baltimore. He began his career as an assistant administrator at Parkview Hospital in Fort Wayne, Ind., before moving to Sinai Hospital of Detroit as a senior associate administrator and then interim chief operating officer. He was also a senior executive for hospitals in New York and Baltimore, gaining a reputation for turning around financially troubled systems.



He is also highly regarded as a trailblazer in the industry for being one of the first African-Americans to become a health care executive at a private hospital. In 2011, he was inducted into the Health Care Hall of Fame. He served as president of the National Association of Health Service Executives and became well known for mentoring young and mid-career executives.

Following a 30-year career in health care management, Williams recently joined Witt/Kieffer, a leading executive search firm, as a vice president and consultant. At Witt/Kieffer, Williams focuses on identifying physician executives and other health care leaders to chair clinical departments at hospitals and health systems. In addition, he applies his knowledge of teaching hospitals and undergraduate and graduate medical education and medical schools to recruit candidates for top positions as chief executive officers, presidents, vice presidents, and deans.

Williams previously served as senior vice president and deputy to the president of the American Hospital Association. He has served as CEO of Episcopal Health Services, a multihospital system in New York and was executive vice president of St. Luke's-Roosevelt Hospital in New York City and chief operating officer at the University of Michigan Hospitals.

Photos: provided

One Busy Summer

To apply classroom skills and knowledge to real-world settings, Sloan Program students complete a summer administrative internship of ten weeks or longer, where they work directly under health care professionals, many of whom are Sloan graduates. Last summer, the Class of 2014—28 students in all—worked in a variety of settings, from hospitals to health care and business consulting firms. On September 6, students presented their summer experiences to Sloan faculty, executives-in-residence, and incoming students.



International health and development economist joins Sloan faculty



Hyuncheol Bryant Kim, MD, whose research focuses on relationships between human health and development and economics, became the newest faculty member in the Sloan Program this fall.

Kim, assistant professor of policy analysis and management, arrives at the College of Human Ecology from Columbia University, where he recently earned his PhD in economics. Kim, a native of South Korea, also holds advanced degrees in medicine and public health.

His research focuses on two themes: the impact of and behavioral responses to health information and programs and the effect of fetal and early childhood condition on health and socio-economic outcomes over the course of a person's life. In studying these themes, he has investigated cancer screening, general health screening, long-term care services, and HIV/AIDS prevention programs. Kim is currently running field projects in Malawi and Ethiopia, where he has implemented several randomized controlled trials.

"I was attracted to the college because of the beautiful town of Ithaca and the wonderful people in the College of Human Ecology," Kim said.

Kim serves as an adjunct professor at Myungsung Medical College in Ethiopia and worked as a public health officer in the South Korean Ministry of Health and Welfare from 2005–07.

Link www.human.cornell.edu/bio.cfm?netid=hk788

In brief

Dandorh leads Rush University Hospitals



In June, Michael J. Dandorh, Sloan '95, was named executive vice president and executive director of Rush University Hospitals at Rush University Medical Center in Chicago, where he oversees the medical center's hospitals and ambulatory services. Prior to joining Rush, Dandorh worked as senior vice president of strategy and business development at the University of Pennsylvania Health System in Philadelphia. Dandorh is

immediate past president of the Sloan Alumni Association and chairs the Sloan Program Sesquicentennial Scholarship Committee.

Schlichting honored as leading woman health care executive



Modern Healthcare magazine named Nancy Schlichting, Sloan '79, chief executive officer of Henry Ford Health System (HFHS) in Detroit, as one of the "Top 25 Women in Health Care" in April—the third time she has made the magazine's list. Schlichting joined HFHS in 1998, and the magazine hailed her for "leading the \$4 billion system with more than 23,000 employees through a financial turnaround, helping it to start turning a profit in 2003." Under Schlichting's leadership, HFHS received the prestigious Malcom Baldrige National Quality Award from the U.S. Commerce Department in 2011.

AUPHA elects Hollis to board



Brooke Hollis, Sloan '78, executive director of the Sloan Program, was named to a three-year term on the board of directors of the Association of University Programs in Health Administration (AUPHA) at its annual meeting in June. The AUPHA is a global network of colleges, universities, faculty, individuals, and organizations dedicated to the improvement of health care delivery through excellence in health care

management and policy education. As a board member, Hollis will work with the other board members and AUPHA leadership to guide the policy and direction of the association.

Photos: Mark Vorreuter, provided



60s

Dorothy L. Fowles, MA '64, PhD, professor emerita of interior design at Iowa State University, received the Arnold Friedmann Educator of Distinction Award from the Interior Design Educators Council at its annual conference in Indianapolis. The award honors significant, sustained, and distinguished contributions in interior design education, including significant impact on the profession through student success, curriculum development, or other demonstrated excellence and innovation in the classroom. A college educator for nearly 40 years, Fowles has taught design studios and graduate and undergraduate courses on sustainable interior design, current concerns in interior design, and interior design business practices.

70s

The Circumcision Decision: An Unbiased Guide for Parents, co-authored by **Susan Neiburg Terkel '70**, earned a 2012 National MS Society's Books for a Better Life Award in the contest's childcare/parenting category. Terkel has written numerous award-winning books about medical and social issues on topics ranging from teen ethics to drug policy to child sexual abuse. Terkel and her co-author were honored at an event hosted in New York City by television personality Meredith Vieira.

Laurence D. Steinberg, PhD '77, was elected to the American Academy of Arts and Sciences. The Academy is one of the nation's most prestigious honorary societies as well as a leading center for policy research, with more than 250 Nobel laureates and more than 60 Pulitzer Prize winners among its current membership. A leading authority on psychological development during adolescence, Steinberg serves as the Laura H. Carnell Professor of Psychology in the Department of Psychology at Temple University.

80s

Dr. Gordon L. Jensen, PhD '81, MD '84 (Weill Cornell Medical College) became president of the American Society for Nutrition (ASN) on June 1, 2013. Dr. Jensen says his goals include continuing ASN's advocacy for funding support for nutrition research. Dr. Jensen serves as professor and head of the Department of Nutritional Sciences at Penn State University, professor of medicine at the Penn State Hershey Medical Center, and a geriatric nutrition specialist with Mt. Nittany Physician Group. Dr. Jensen has served on panels and other work groups for the National Institutes of Health, the American Dietetic Association, and the Food and Nutrition Board. He has authored more than 160 journal articles, reviews, and book chapters.

Mary Ellen P. Mitchell '82 was promoted last March to principal with Chiampou Travis Besaw & Kershner, an accounting firm in Amherst, NY. Mitchell specializes in tax planning and compliance for closely held businesses, both C corporations and pass-through entities. Mitchell joined CTB&K following a position as tax manager for a global automotive supply company.

Barbara C. Jensen '87 continues to write books. Among her most recent titles: *The Jensen Collection of Cow Humor and Other Funny Moments*, *The Chronicles of Sister Mary Margaret Ravenspeak II*, and *The Jensen Collection 2: Purple Cow Prose*.

Heidi Gebhard Steeves, Sloan '89, was recently promoted to department administrator for the Ear, Nose, and Throat, Audiology, and Temporomandibular Joint Disorder Clinic at Kaiser Permanente/Northwest Permanente in Portland, Ore.

90s

The Philadelphia Eagles hired **William Vincent Lazor '94** as quarterbacks coach last, a return to the National Football League after his three seasons as the offensive coordinator at the University of Virginia. Since beginning his coaching career as an assistant with Cornell in 1994, Lazor has coached in the pros with the Atlanta Falcons, Washington Redskins, and Seattle Seahawks. A three-year starter at quarterback for Cornell, he ranks fourth on the university's career passing yards list and third in career touchdown passes.

00s

Aaron Mitra, Sloan '01, was named principal at Health Strategies & Solutions Inc. where he directs comprehensive strategic planning, financial feasibility, and affiliation planning engagements. With more than 10 years of health care consulting experience, Mitra has worked with a variety of health care organizations—from large, complex health systems to community hospitals—to assist leadership in making effective strategic decisions.

Dr. Howard Heching '03, MD '07 (Weill Cornell Medical College), was selected to be a chief fellow for the 2013–14 academic year at NewYork-Presbyterian Hospital, where he is completing his fellowship in pediatric cardiology.

Colleen Keller '08, recently launched her own fashion label, Babe New York, a contemporary womenswear brand designed and produced in New York City. Babe is currently sold at select high-end retailers, including Steven Alan and Frances May, and is expected to be available online at Shopbop, Need Supply, and Pour Porter this fall.

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Do you have news to share with your fellow College of Human Ecology alumni? Email us your news at head@cornell.edu. Marriages, childbirths or adoptions, and promotions or job changes are a few examples of the types of news we'd like to share. Keep your classmates informed about all your latest news. We look forward to hearing from you!

Dorothy (Hopper) Burke '32, Amherst, Mass., June 16, 2013
Emma (Mammel) Case '34, Venice, Fla., May 23, 2011
Elizabeth (Bell) Powell '34, Rochester, N.Y., March 15, 2013
Dorothea (Combs) Lamson '35, Greensboro, N.C., March 3, 2013
Rita Ross Pomada '36, Rutland, Vt., May 5, 2013
Lois (Haring) Holden '37, Columbia, S.C., January 9, 2013
Edith (Kraft) Demmert '38, Mercer Island, Wash., January 14, 2013
Elsie (Robinson) Whalen '39, Carlsbad, Calif., May 23, 2013
Sylvia Leeds Kaufman '41, Boca Raton, Fla., January 21, 2013
Cornelia (Moyer) Stowe '41, Elmira, N.Y., April 8, 2013
Dorothy (O'Meal) Cochrane '43, Ripley, N.Y., July 15, 2013
Doris Fenton Klockner '43, Denville, N.J., June 20, 2013
Barbara (Flagg) Atlee '44, Jacksonville, Fla., February 26, 2013
Elizabeth (Rogers) Board '45, Spring Lake Heights, N.J., March 20, 2013
Helene Scheuer Rosenblatt '45, Mamaroneck, N.Y., May 10, 2013
Beatrice (O'Brien) Contant '46, Waterloo, N.Y., January 22, 2013
Joan (Marquart) Seastrand '46, Woodstock, Ga., February 3, 2013
Charlotte (Krevitsky) Hurwitz MS '47, Glenview, Ill., January 20, 2013
Judith (Banton) Crispell MS '48, Dryden, N.Y., February 5, 2013
Elisabeth (Delano) Donauer '48, Knoxville, Tenn., March 20, 2013
Carolyn (Litwin) Rothschild MA '48, Millburn, N.J., January 8, 2013
Lorraine (Yang) Cheng '49, Valley Cottage, N.Y., December 29, 2012
Betty-Jean Wright Law '49, Port Saint Lucie, Fla., May 12, 2013
Andrew C. Rice MFS '49, PhD '53, Penn Yan, N.Y., January 16, 2013

Clara (Pertsch) Nelson '50, Inman, S.C., April 26, 2013
Charlotte Williams Conable '51, Sarasota, Fla., July 19, 2013
David B. Gardner, PhD '52, Pueblo West, Colo., January 9, 2013
Barbara H. (Oles) Monty '52, Knoxville, Tenn., May 26, 2013
Patricia (Lindau) Powers '52, Pine City, N.Y., May 8, 2010
Ellen (Butterfield) Simenstad '52, Madison, Wis., June 11, 2013
Esther (Church) Strawson '53, Yanceyville, N.C., June 1, 2013
Joan (Skillicorn) Morris '54, Massena, N.Y., April 5, 2013
Grace E. Kimball MS '55, Natick, Mass., February 25, 2013
Helen (Kerruish) Scott '55, Benzonia, Mich., April 3, 2013
Joan Hoyland Phaneuf '56, Melbourne, Fla., January 3, 2013
Diane Y. Doorley '58, High Point, N.C., February 11, 2013
Jeanne (Sacco) Specht MA '58, Webster, N.Y., July 15, 2013
Elizabeth (Sachleben) Van Horn '59, Cranston, R.I., November 2012
Dr. Helen (Bickel) Wolfe MS '61, Westminster, Md., March 5, 2013
Marjorie (Lorig) Leventry '62, Athens, Ga., August 3, 2013
Lois (Lynch) Mallison MS '64, Los Gatos, Calif., January 31, 2013
Carole (Schulze) Setser MS '64, Manhattan, Kan., December 23, 2012
Marjorie Rubin Brody '65, Poughkeepsie, N.Y., February 10, 2013
Emilie (Gostanian) Marchant '67, Clinton, S.C., January 7, 2013
James B. Wells MBA '78, Plano, Texas, March 4, 2013
Eleanor R. Curyk '87, Honesdale, Pa., March 21, 2013
Cindy M. So '00, Denver, Colo., July 4, 2013



Joyce Brothers '47, a psychologist, television personality, and advice columnist whose career spanned nearly six decades, died May 13 at age 85.

Brothers, born Joyce Diane Bauer, entered Cornell University at age 16 and graduated from the College of Home Economics. She earned master's (1949) and PhD (1955) degrees in psychology from Columbia University.

In 1959 she published *10 Days to a Successful Memory*, her first of 11 books, some of which were translated into three dozen languages. A lifetime of public talks and consultancies and radio, TV, and movie roles followed.

"Joyce Brothers was the first to talk frankly and accurately about psychological and sexual issues in mainstream media outlets," said **Jane Mendle**, assistant professor of human development. "She had a remarkable impact in the field of mental health, both because she destigmatized previously taboo topics and because her radio program and magazine columns allowed her to reach people who might otherwise not have thought to or been able to access a psychologist."



John S. Harding, professor emeritus of human development and family studies, died June 25, 2013 in Ithaca. He was 94.

Harding received his BA from the University of Minnesota and his MA and PhD in psychology from Harvard. During World War II, he served as a research psychologist with the U.S. Army Air Forces. From 1946 to 1952 he carried out research on methods combating prejudice and discrimination for the Commission on Community Interrelations of the American Jewish Congress.

Harding joined Cornell in 1953, where his teaching and research focused on child development until his retirement in 1989. He was a member of the American Psychological Association, the Society for the Psychological Study of Social Issues, and the Society for Research in Child Development.



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Home Ergonomics

For a study of household work, a project believed to have been carried out at the college in the late 1940s or early 1950s, a researcher records a participant's body movements while she folds clothing. The exact nature of the study—as well as the names of the women photographed—has been lost to history. Readers are encouraged to write the magazine with any details at head@cornell.edu.

Today, human factors and ergonomics remains an important field of study in the Department of Design and Environmental Analysis. Research, teaching, and outreach programs aim to optimize human health and performance in the workplace, the household, and in everyday tasks.



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Cornell University Library