

The Magazine for Human Ecology ALUMNI Spring 2014

# LINK



## Star Power

A burst of new faculty hires promises a bright future for the college

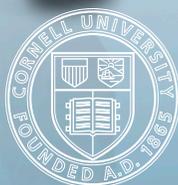
Also in this issue:

Mike Barone '89

Abigail Brueggeman '96

Terry Horner '92, PhD '98

Tanni Wu '06



Cornell University

# message

*from the Dean*



Dear alumni and friends of the College of Human Ecology,

For this issue of *LINK*, we asked some of our 33 newest faculty members, hired since I became dean in 2007, to share their perspectives on our multidisciplinary mission. As you will discover in the cover story, they are an amazing collection of scholars who are leading innovative approaches to research, teaching, and outreach in a wide range of fields. The group's intellectual energy is palpable—visit the college's labs, classrooms, or common areas and you will see the bold ideas described in the article. As with most everything the college does, there's a shared focus on translational work, partnering often with communities to improve the research process and bring those findings into practice. Best of all, our students have been thriving from working alongside these highly talented and dedicated professors.

We are fortunate to have so many exceptional professors join us in recent years. It's the dividend from the college's investments in new facilities and research resources and the university's commitment to hire faculty to keep pace with a wave of retirements. As part of Cornell's strategic approach to combine philanthropy and financial reserves to attract top teaching talent, the college has renewed more than 30 percent of our faculty body in recent years. At the same time, standard measures of scholarly productivity show that we are among the very best in the nation in each of our departments and units. And we're not done: the college will continue its campaign to hire new faculty stars in the coming years.

The college enjoys a bright future, thanks to our faculty members, students, and alumni. It's clear in this issue how the college's integrated educational approach translates into the leadership roles that are being taken by Human Ecology alumni in many fields. This mindset sparks new businesses, product designs, and policies, along with a curiosity to pursue new modes of thinking required to adapt to a changing world.

The profiles in this issue demonstrate what I see on visits with alumni: a combination of vision, experimentation, and passion that drives so many of you to success. Whether starting a new business, advising federal policy, or designing health care facilities, our alumni have discovered career paths that combine a deep knowledge of their field with a sense of resilience rooted in personal experience.

It is impossible to capture all our successes in one magazine. The stories in this issue highlight how our faculty, staff, students, and alumni and friends help fulfill the college's mission. Of course, no matter how well-positioned we are, there are familiar financial challenges: declines in federal funding for research and a sluggish economy. As you will read, the college has managed these difficulties thanks in part to our donors and alumni, who have given generously to our faculty recruitment campaign. Your contributions are essential for the college to continue hiring at this pace and to ensure its success far into the future.

Thank you for your thoughtful support of the college.

Sincerely,

Rebecca Q. and James C. Morgan Dean

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



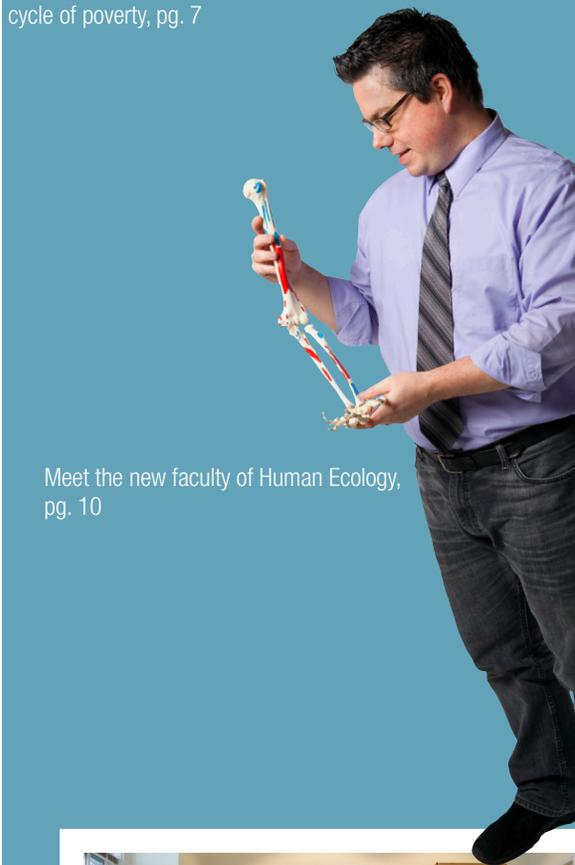
Nutritionist advises Washington decision-makers, pg. 18

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Freeing farmers from cycle of poverty, pg. 7



Meet the new faculty of Human Ecology, pg. 10



Sloan opens office suite in MVR, pg. 25

On the cover: Six of the college's 33 newest professors: (l-r) So-Yeon Yoon, Nathan Spreng, Anthony Burrow, Anna Thalacker-Mercer, Tatiana Homonoff, and Eve De Rosa.



## THEY'VE GOT STYLE

Two recent fiber science and apparel design alumnae are turning heads with a pair of chic new fashion labels, Morgan Lane and Plante. **Morgan Curtis '09**, (shown top left), who has been designing for her mother's Jill Stuart brand since graduation, is focusing this first solo project on her two loves: illustration and lingerie. **Leah Plante '11**, (shown in hat, with her sister, Rebecca), formerly at Vena Cava and Lacoste, teamed with her sister to create a line of nature-inspired silk clothing made in New York City, earning raves from the fashion site DailyCandy, which called her debut collection "whimsical and practical."

**LINK** [morgan-lane.com](http://morgan-lane.com)

**LINK** [planteclothing.com](http://planteclothing.com)

## HEALTH BY DESIGN



**Melissa Piatkowski, MS '10**, a design researcher at Davis Partnership Architects in Denver, co-authored a paper in *Healthcare Design* magazine with Upali Nanda and Anjali Joseph, two leading scholars in the field. "Designing the Med-Surg Room" describes their work with the

Center for Health Design to develop evidence-based design tools for health care units, a framework that aims to improve patient health and satisfaction, worker safety, and organizational effectiveness. At Cornell, Piatkowski studied with **Nancy Wells** and **Frank Becker**, professors of design and environmental analysis, learning how built environment can boost health and well-being. The authors plan to develop similar frameworks for adult intensive care and maternity units.

## GALANT NAMED CEO

In October, Verifone, a Silicon Valley company that provides point-of-sale terminals and mobile payment systems for businesses worldwide, hired **Paul Galant '90** as its chief



executive officer. Galant, a consumer economics and housing major (now policy analysis and management), previously served as CEO of Citigroup's Enterprise Payments, where he oversaw digital payment services designed for consumer convenience and security. A Merrill Presidential Scholar at Cornell, Galant has chaired the NY Federal Reserve Bank Payments Risk Committee and is an executive member of the Weill Cornell Medical Center Council.



## COMBATING CHILDHOOD OBESITY

**Jacqueline Davis-Manigaulte '72**, senior extension associate and family and youth development program leader for Cornell University Cooperative Extension-New York City, is one of three recipients of the 2013 Youth Voice: Youth Choice grants awarded by National 4-H Council and the Coca-Cola Foundation. Her \$40,000 grant will support training for 50 teens to teach younger children about healthy eating and physical activity using a new Cornell program, Choose Health Action Teens (CHAT). The CHAT leaders are expected to reach at least 500 youth at health fairs and other community events.



## NUTRITIONISTS ON THE GO

In 2012, Colorado-based registered dietitians **Donna Feldman, MS '78**, (shown on left), and **Katherine Isacks, (Arts and Sciences) '86, MPS '90**, (shown on right), met at a local nutrition journal club—a chance encounter that led to their podcast series, Walk Talk Nutrition, hosted on the Radio Nutrition blog. Both regular walkers and coffee lovers, they began to share weekly café walks, during which, Feldman says, they "obsessed" over nutrition. Their talks translated easily into podcasts, which they've been recording since last August. Between walks, Feldman is a journalist and food and diet consultant, and Isacks is a nutrition expert for MyNetDiary and other clients and dietitian and certified diabetes educator for Kaiser Permanente.

**LINK** [radionutrition.com](http://radionutrition.com)  
category/walk-talk-nutrition



## PROLONGED SITTING JEOPARDIZES OLDER WOMEN'S HEALTH, STUDY FINDS

A human body at rest will remain at rest, and that means health woes for older women. Led by nutritional scientist **Rebecca Seguin**, a new study of 93,000 postmenopausal American women found those with the highest amounts of sedentary time—defined as sitting and resting but excluding sleeping—died earlier than their most active peers. The association remained after controlling for physical mobility and function, chronic disease status, demographic factors, and overall fitness, showing that even habitual exercisers are at risk if they are overly idle. Seguin suggested that beginning as early as young adulthood, women should strive to exercise regularly and take steps to limit sedentary behaviors. The paper was published online Jan. 7 in the American Journal of Preventive Medicine.

## WATKINS EARNS HONORARY DOCTORAL DEGREE

The University of Minnesota will award **Susan Watkins**, professor emerita of fiber science and apparel design, an honorary doctor of science degree in May for her innovative



Photo by David Watkins

teaching, research, and extension work. The university's highest honor, the degree recognizes excellence in cultural affairs, public service, and scholarship. **Kay Obendorf, MS '74, PhD '76**, FSAD professor, and the college's senior associate dean for research and graduate education, praised Watkins as a "pioneer in her field" whose book "Clothing: The Portable Environment" is "a classic in apparel design." (An updated version is due out this year.) Watkins joined Cornell in 1967 as assistant professor before retiring as professor in 1999.



Sirangelo, right, meets with Food and Finance H.S. students.

Photo: Ronnie Lacy/National 4-H Council

## NATIONAL 4-H LEADERS TOUR CORNELL'S HYDROPONIC STUDENT LAB

In her first month on the job, Jennifer Sirangelo, National 4-H Council president and CEO, visited Manhattan's Food and Finance High School in January with leaders of Cornell University Cooperative Extension-New York City, including interim director **Jennifer Tiffany**. The group observed the school's CUCE-NYC Hydroponics, Aquaculture, and Aquaponics Learning Labs, where they learned how students sustainably raise more than 10,000 tilapia and other fish, enabling them to meet New York state-mandated science, technology, engineering, and math (STEM) lab requirements.

## STUDENT AND PROFESSOR ATTEND CHINESE DESIGN CAMP

**Arielle Levy '13, MS '14**, put her creative skills to the test last fall at an 11-day student design camp hosted by China's Shenzhen University. The only American student to participate, Levy joined 70 students from China and elsewhere to create cutting-edge design projects for Shenzhen, a young, rapidly growing city of ten million people. Levy's group devised a competition and festival called YourSZ (short for Your Shenzhen) to empower young designers. At camp's end, they presented their plans to university and city leaders, and were followed by a lecture by **Kathleen Gibson**, associate professor of design and environmental analysis, about Cornell's Intypes Research and Teaching Project.



Levy, left, consults with her team at Shenzhen design camp.

Photo provided



## HOMONOFF WINS AWARD FOR TOP TAX DISSERTATION

For her insights on behavioral economics and public finance, economist **Tatiana Homonoff**, assistant professor of policy analysis and management, won the Outstanding Doctoral Dissertation in Government Finance and Taxation Award at the National Tax Association's annual conference last November. The award recognizes Homonoff's dissertation at Princeton University along with research she has continued at Cornell in tax design and related issues. "It's an honor to receive an award that's been given to so many of the top names in the field," said Homonoff, who joined former U.S. Treasury Secretary Lawrence Summers and Harvard economist Raj Chetty as recipients.

# Alumni host ‘win-win-win’ internships for students

BY SARAH CUTLER

**L**eo Hu '16 remembers his 10-week internship last summer—in which he assisted Dr. Adam Rotunda '96 on daily rounds of skin cancer surgery—as an “incredibly rewarding” hands-on experience. Hu helped set up equipment, cleaned up after surgery, and assisted in surgical procedures, but what he enjoyed most was connecting with patients on a personal level.

The internship was a “chance to see what the life of a private practice surgeon is like,” says Hu, a human biology, health, and society student who is considering a career in medicine. For Hu and other students, such experiences are made possible by a new Human Ecology Alumni Association (HEAA) initiative to expand internship opportunities for undergraduates.

The HEAA board first contacted alumni a year ago, asking them to consider hosting internships at their workplaces, which resulted in postings for 50 opportunities that ranged from strategic marketing to health care communications. To better reach students, the college’s Alumni Affairs and Development office is now partnering with Cornell Career Services to list these positions on their online career portal, CCNet.

The board’s Career Networking Team reconnected with alumni this fall, and is compiling listings for this summer, according to **Terri Jackson**, assistant director of alumni affairs and development for Human Ecology.

Hu’s internship with Rotunda shows the program’s potential to help students and alumni. Rotunda viewed Hu as a valuable contributor to his practice, entrusting him with hands-on work. In addition to assisting with surgeries, Hu applied the material he knew from biology and chemistry courses at Cornell to learn suturing techniques and co-author a research paper that’s been accepted for publication.

“Leo integrated fully into my staff, assisting where he could to make their jobs productive,” Rotunda wrote in an email. “His gentle nature and willingness to care for my patients and a curiosity to learn made him maximize his intern experience.”



Hu and Rotunda gave a joint talk on campus to students last October, reflecting on the details of Hu’s internship and the lessons learned from their time together. Rotunda emphasized the “vast opportunities” Cornell students have to connect with alumni who are experts in their fields. The pair also spoke to alumni and parents at a Feb. 18 event in Costa Mesa, Calif., minutes from Rotunda’s practice in Newport Beach.

“Connecting with an alumnus is a gratifying experience for both the alumnus and the student,” Rotunda wrote. “It can invigorate both people, the mentor and the mentee, and create lifelong friendships.”

**Reginald White '80**, co-leader of the Career Networking Team, agrees that internships provide many mutual benefits.

“We believe, as alumni, that this current crop of students is as good or better than we were, and we want to support them and make them a resource available to alumni,” White says. “We also want to transition students from students to successful alumni. Building a community of current students and alumni, and building a successful track record that begins while students are in school, makes sense for everyone. It’s a win-win-win.”

**Greg Bassuk '94**, founder of financial firm IndexIQ and the Career Networking Team’s co-leader, adds that the range of internships available gives students a “very real-world and hands-on experience that brings their studies full-circle.”

“It’s one thing to learn from books, but another to really get experience at a company,” he says.

**LINK** [cornell-students.experience.com](http://cornell-students.experience.com)

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



## Help wanted

More than 50 Human Ecology alumni are offering summer internships at their workplaces, in fields such as government, design, health administration, business, medicine, and education. Here’s a sample of the partners.

- Bank for New York City
- Bay Pines Veterans Administration
- Boston Biomedical Consultants
- Campbell Soup Company
- Connecticut Attorney General’s Office
- Deloitte Consulting
- Emory University School of Medicine
- Etsy
- GlamourGals
- iCare
- Lily Pulitzer
- Metropolitan Museum of Art
- Nevada Childhood Cancer Foundation
- New York University School of Medicine
- Ralph Lauren
- Steve Madden
- Teach for America

For more information, contact Terri Jackson at [tlj37@cornell.edu](mailto:tlj37@cornell.edu).



# Great Dane: Colleagues fete Per Pinstrup-Andersen

BY STACEY SHACKFORD

**F**or the past 40 years, agricultural economist **Per Pinstrup-Andersen** has been combating world poverty and malnutrition. Along the way, Cornell's Great Dane has collected numerous honors, including the World Food Prize and endowed chairs as the J. Thomas Clark Professor of Entrepreneurship and the H.E. Babcock Professor of Food, Nutrition, and Public Policy.

His list of publications, with more than 300 books, articles, and papers, is 35 pages long, and he's been praised by the late Nobel Peace Prize laureate Norman Borlaug, who described Pinstrup-Andersen in 2001 as "one of the most influential economists and policymakers today" and "an outstanding spokesperson for effective economic policies for transforming agricultural production of food deficit nations."

Colleagues and collaborators from around the world added their tributes as they gathered at the Statler Hotel in December for a celebration to mark Pinstrup-Andersen's retirement.

The weekend, called "New Directions in the Fight Against Hunger and Malnutrition: A Festschrift in Honor of Per Pinstrup-Andersen," featured presentations from prominent scholars in the field, including several former Pinstrup-Andersen students who currently hold positions at international institutions such as the World Bank and the International Food Policy Research Institute (IFPRI), where Pinstrup-Andersen served as director general for a decade.

Topics spanned nutrition, agriculture, politics, and economics, from regional case studies such as "Distributional Impacts of the 2008 Global Food Price Spike in Vietnam" to big-question reviews such as "Ending Hunger Sustainably by 2025: What Will It Take?"

Speakers included **Alan Mathios**, the Rebecca Q. and James C. Morgan Dean of the College of Human Ecology; Shenggen Fan, director general of the IFPRI; Jan Nyrop, senior associate dean at the College of Agriculture and Life Sciences; **David Sahn**, International Professor of Economics in the Division of Nutritional Sciences and the Department of Economics, who organized the conference and will edit the published proceedings; and **Patrick Stover**, director of the Division of Nutritional Sciences.

Pinstrup-Andersen's greatest accomplishments, said the presenters, have not necessarily been technical or scientific, but have come from the recognition that true food security depends on reliable policy research, exchange, and implementation. He was the first to describe the fallacy of a war on hunger that prioritizes caloric density over food quality, and to pioneer a vision of agricultural systems that focus on human health, instead of simply food production.

"No academic is more passionate about his or her scholarship than Per, and that passion is contagious," Stover said.

As the founder of Cornell's Food and Nutrition Policy Program, Pinstrup-Andersen has also had a profound impact on Cornell culture, and his legacy will continue through a new undergraduate major in global and public health sciences.

"I will always think of Per's contributions, as students going through our program will become the next generation of thought leaders in this area," Mathios said. "They will mature, they will face new issues, but they will stand on the shoulders of Per."

**LINK** [pafest.nutrition.cornell.edu](http://pafest.nutrition.cornell.edu)

*Stacey Shackford is staff writer for the College of Agriculture and Life Sciences.*

# Social science experts explore roots of healthy aging

BY KARENE BOOKER

**R**ecent scientific advances have demonstrated the profound effects of emotion on physical health, from how long we live to what diseases we die from. Likewise, new research is uncovering the effects of aging on our emotions.

Leading social scientists gathered on campus in October to better understand the interplay between emotions and health across the lifespan, shedding light on root causes of disease and pathways to lifelong health.

The college's Fourth Biennial Urie Bronfenbrenner Conference, "New Developments in Aging, Emotion, and Health," drew scholars from as far away as Europe to share research on the nature of age differences in emotions, the underlying biological and behavioral mechanisms of emotions, and possibilities for leveraging these discoveries to promote healthy aging.

"We convened a temporary think tank of long-standing and rising leaders in the two fields to create some unlikely encounters and novel ideas," said **Corinna Loeckenhoff**, assistant professor of human development and director of the Cornell Healthy Aging Laboratory. "We expect the intellectual exchange and networking will lead to new conceptual developments as well as policy and translation opportunities with real-world implications."



Anderson presents his research on positivity and problem solving.

Many of the participants are pioneers in their fields. Laura Carstensen, professor of psychology and the founding director of the Stanford Center on Longevity, for example, is best known for her theory about how people's motivations change with age. She reviewed her recent research on applying older adults' preference for positivity to improve health behaviors.

Positive messages about the benefits of exercise, it turns out, are more effective than negative messages about risks of inactivity in motivating older adults to walk regularly. Such insights could transform efforts to help America's growing population of older adults remain active, she said.



Loeckenhoff, conference co-organizer, hoped the event would lead to "unlikely encounters and novel ideas."

Cornell neuroscientist **Adam Anderson**, associate professor of human development, said that his research suggests that positive emotions are associated with increased cognitive flexibility and creative problem solving, which may be due to neural changes that impair selective attention. The aging brain, he said, exhibits this same "leaky filter" pattern. More information can slow down thinking, but there's an upside as well: the rose-colored glasses of positivity broaden our field of view and help us see remote connections.

Alex Zautra of Arizona State University, who studies interventions that help people bounce back from stressors and adversity, shared his recent research on the crucial role of social ties in "unlocking" resilience and his initiative to develop online social intelligence training to help people build and maintain social ties.

Participants—who included other renowned scholars such as George Bonanno of Columbia University; Michaela Riediger of the Max Planck Institute for Human Development; and Laura Kubzansky of the Harvard School of Public Health—also debated core assumptions about emotional regulation and personality; the effects of culture, environment, and technology; and the implications for policy and practice.

The American Psychological Association plans to publish a book based on the papers presented at the conference, which was sponsored by Cornell's Bronfenbrenner Center for Translational Research, Institute for the Social Sciences, and Department of Human Development; the Scientific Research Network on Decision Neuroscience and Aging; Constance F. Ferris; and Liese Bronfenbrenner.

Loeckenhoff co-organized the conference with **Anthony Ong**, associate professor of human development.

**LINK** [bctr.cornell.edu](http://bctr.cornell.edu)

*Karene Booker is an extension support specialist in the Department of Human Development.*

# Sweet service: Student seeks to help Cameroonian cocoa farmers

BY TED BOSCIA AND SARAH CUTLER



In an isolated jungle village in southwestern Cameroon, undergraduate **Timothy Smith '14** is laying the roots for an organic cocoa teaching and research farm to help free small growers from the cycle of poverty.

Smith created his plan after visiting Bekondo, Cameroon, last summer as a volunteer consultant for the country's WebDev Foundation, an organization that provides training for rural entrepreneurs and develops health, education, and technology resources for underserved areas. His trip was funded in part by Cornell's Engaged Learning + Research and Office of Academic Diversity Initiatives.

Staying 50 miles away from the nearest airport, with minimal Internet and cell phone service and frequent electricity outages, Smith met hard-working farmers who made meager profits after paying exporters steep fees and interest for chemical pesticides and equipment to grow their beans. Unproductive, aging cocoa trees, extended rainy seasons that interfere with bean drying and wash out surrounding dirt roads, and limited access to formal credit from banks also prevent the farmers from bringing high-quality cocoa to market. Leaders in Bekondo are increasingly worried about the migration of young workers to Cameroon's cities in search of better jobs.

To address these needs, Smith and local partners formed the Bekondo Foundation, which is dedicated to improving village infrastructure and empowering growers to pursue sustainable, organic cocoa production independently of major exporters. Their focus is to establish computer centers in the village with the help of the Cornell Computer Reuse Association, and to build an organic teaching farm where growers can learn chemical-free disease and pest management techniques.

"Our overarching goal is just to increase the economic activity in the area," says Smith, a policy analysis and management senior. "This is a collaborative effort we're all going to benefit from."

Smith visited Cameroon, the world's fifth largest cocoa exporter, again during winter break, when he presented his plan to the village

chief and general council. Together they developed a constitution and operating budget for the foundation, along with a plan to hire Cameroonian interns.

"This was a major step forward, because I worked with the leaders to go over all the costs and make sure we were actually addressing a need the villagers want met," he says. "I'm not there to impose my project on other people; the foundation is meant to support their goals."

With the group's approval, he hiked along miles of jungle trails to scout farm locations, ultimately finding two parcels that will cost roughly \$10,000. Someday Smith

imagines farms, buildings for crop scientists, farmers' quarters, and even a tourism center rising from the land.

Smith is currently raising funds for the Bekondo Foundation, hoping to acquire \$50,000 for the initial startup costs. He's applying for 501(c) nonprofit status and networking with cocoa importers and chocolatiers in the Finger Lakes and elsewhere for insights on the trade.

Amid all this, Smith stays focused on his studies, on pace to graduate in December 2014. A nontraditional senior, Smith, age 32, came to Cornell in 2012 after studying at Dutchess County Community College for two years. Prior to that, he worked in England for three years as a consultant helping workers relocate to other positions worldwide.

"With my corporate background, I was motivated to study policy analysis and management where I could better understand economic disparities, demography, inequality, and government affairs," Smith says. "I have a huge workload between Cameroon and Cornell, but I find that the two go together and help to energize me."

As Smith advances toward his foundation goals and his degree, he is applying to the Cornell Institute of Public Affairs, where he hopes to continue his international development work as a graduate student.

"I finally feel that I love what I'm doing," he says. "I've always liked to work internationally, to have no boundaries and make a difference in some way. On my last trip to Cameroon, as I was hiking through the jungle with people I barely knew, it struck me that I'd found my passion. It really drives me to keep going forward."

**LINK** [bekondofoundation.org](http://bekondofoundation.org)

*Ted Boscia is director of communications and media for the College of Human Ecology and Sarah Cutler '16 is a student communications assistant for the College of Human Ecology.*

# Fashion design senior wins \$30K Geoffrey Beene scholarship

BY TED BOSCIA



Alix Cantor '14, Emily Fipphen '14, FSAD assistant professor Tasha Lewis, Justine Lee '14, Carley Campbell '14, and Marianne Dorado '14 gather at the YMA Fashion Scholarship Fund awards.

For her brand of convertible, sustainable apparel and accessories made from 3-D printers, laser cutters, and other high-tech machinery, fashion design senior **Justine Lee** received a \$30,000 Geoffrey Beene National Scholarship from the YMA Fashion Scholarship Fund.

Lee's winning concept, announced at a New York City gala in early January, is quintessentially American: giving young women the freedom to transform their garments into creative combinations that meet their individual styles and needs. Her idea, branded as ADD (American Design & Detail) includes, for instance, a skirt that can be transformed into a shirt or bolero in a few simple steps, and purse and shirt straps that double as belts and bracelets.

"The most unique aspect of ADD is that it is a clothing system," says Lee. "Customers build up their wardrobe by accumulating product components that they use to design and construct their own fashion looks and bags. The brand redefines how female American millennials can dress because of the level of customization."

Her concept also builds on the nascent revival of American fashion manufacturing after years of offshoring to China and other countries. Lee interviewed a variety of U.S. brand owners about the pros and cons of domestic production, and her research revealed that the United States manufactures only 2 percent of the apparel it buys.

She says that a domestically produced line appeals to younger consumers, who increasingly want to know the origins of their food, clothing, and other goods. The line's versatility also means that a handful of pieces can yield a wide combination of styles, saving money and limiting waste.

Lee's proposal, which she developed during a nine-month span, included a comprehensive business plan with details on pricing,

marketing, promotion, production costs, and more. She credits FSAD's **Van Dyk Lewis**, associate professor, and **Anita Racine**, senior lecturer, for their guidance.

"In every phase of the competition process, Justine was self-critical, continually revising her work," Racine says. "She was meticulous in her attention to detail and fully believed in the success of her designs."

Lee, from Los Angeles, is one of four recipients of the competition's highest award, which attracted more than 250 applicants from 41 universities. She's the third top winner from Cornell's fashion design program in the past six years.

Racine attributes the success in part to the FSAD department's embrace of advanced equipment and computer-guided techniques.

"Cornell students are fortunate to have the new technologies on campus for design experimentation and refinement, making their fashion projects much more than just prototypes," she says.

Along with Lee, FSAD seniors **Carley Campbell**, **Alix Cantor**, **Marianne Dorado**, **Emily Fipphen**, and **Nicole Fitzsimmons**, and junior **Blake Uretsky** earned \$5,000 scholarships for their entries.

"Gaining exposure to and mentorship from the fashion industry's top professionals is invaluable," Lee says. "It's such an incredible honor to be recognized by such well-respected apparel industry veterans and executives."

**LINK** [justinewlee.com](http://justinewlee.com)

*Ted Boscia is director of communications and media for the College of Human Ecology.*



# Jacobs Institute scholars rethink building retrofits

BY ANNE JU



For “green” building, starting from scratch with new construction is much easier than improving an existing structure. And while there are ways to retrofit old buildings, an organized, comprehensive system for doing so doesn’t yet exist.

**Ying Hua**, assistant professor of design and environmental analysis, and **Abraham Yezioro**, assistant professor of architecture and urban planning at the Technion-Israel Institute of Technology, are working together to solve this problem by developing a framework and methodology to streamline high-performance building retrofits.

The research collaboration started after a call for proposals from the Joan and Irwin Jacobs Technion-Cornell Innovation Institute at Cornell Tech in New York City. Hua and Yezioro’s project recently received a second year of funding from the Jacobs Institute, which is supporting research that combines Cornell and Technion faculty expertise.

Their work includes a thorough study of existing building data collection, as well as mapping data sources and management methods related to energy performance in buildings. They are finding that these sources are varied, or often nonexistent, especially for older buildings, and are scattered among different stakeholders.

“Different people managing all that data are not necessarily talking to each other, which results in a situation where major retrofit decisions are made quite arbitrarily,” Hua says. Often, those decisions are made “programmatically,” she says—for example, when a university decides to upgrade an older building to accommodate a new program, retrofit decisions are often driven by programmatic needs, rather than by what’s environmentally or financially best.

Hua, a faculty fellow at Cornell’s David R. Atkinson Center for a Sustainable Future, comes to the project with a research interest in holistic building design processes. For Hua, it is as important to communicate effectively with all parties involved—architects,

engineers, building managers, and building occupants—as it is to develop a physical process to optimize retrofits.

Yezioro develops computational sustainable design tools. His part of the project involves establishing criteria to classify existing buildings for their retrofit possibilities and potential. This includes a building’s performance, energy consumption, and site measurements. The energy and environmental performance of existing buildings significantly falls behind that of new buildings, he says, due to complexities caused by aging, user influences, and building life cycles.

The researchers are using a building from each of their respective campuses as case studies. Hua chose Caldwell Hall on the Cornell campus in Ithaca, and Yezioro, the Humanities and Arts building on the Technion campus in Haifa, Israel. Caldwell Hall was built in 1913, and no electronic drawings of it exist—just scanned blueprints, many of which do not represent the building’s current form. It’s these kinds of challenges that the project is trying to address, Hua says.

An important consideration in their research is compatibility with the Building Information Modeling protocol, an industry-standard digitization method for physical and functional characteristics of buildings. The researchers envision their tools as a list of data inputs for which customizable software could be designed to make retrofitting decisions easy and cost-effective.

Beyond data mapping and case studies, the researchers are also conducting interviews with building occupants. Hua calls this the “human dimension” of building design processes, and sees it as a necessary part of integrating a “user perspective” into their models.

“When people think about retrofits, they think about building systems,” Hua says. “Very rarely do we think about the occupants who will be using that building. Nor do we ask, ‘Are they happy? What could be improved?’”

*Anne Ju is senior science writer for the Cornell Chronicle.*



DESIGN FOR ALL: David Feathers, left, assistant professor of design and environmental analysis, teaches students about inclusive design in the built environment.

# Star Power

A constellation of new faculty superstars—designers, neuroscientists, economists, nutritionists, and psychologists—ensure a bright future for the college.

BY TED BOSCIA

It didn't take long for neuroscientist **Eve De Rosa**, one of the college's newest faculty members, to stand out after joining Cornell last fall. Even before she had unpacked her office or taught a class, the State University of New York (SUNY) tapped De Rosa and her husband, associate professor **Adam Anderson**, for its Brain Network of Excellence, a new initiative to foster collaborations between leading neuroscientists.

But De Rosa also holds another notable distinction. She's the first human development professor to study a species outside the human family. De Rosa researches the brain chemistry of rats, comparing their learning processes to humans—work that combines her animal neuroscience training from Harvard with her postdoctoral research in human neuroscience at Stanford's School of Medicine.

Such cross-species studies can reveal basics about “how the chemistry of the brain impacts how humans think and feel and relate with each other and our environments,” De Rosa says. Her work could also contribute new insights on the cognitive changes involved in Alzheimer's disease, including the role of neurochemicals.

“What drew me to the college and Cornell was the multidisciplinary science, the ability to collaborate with top researchers on my work—it's palpable here,” says De Rosa, whose hiring was supported by a SUNY Empire Innovation Program grant to recruit top faculty. “I think I stick out because I work with more than one species, but that's even more reason for me to partner with people in a variety of fields. My research is changing for the better at Cornell.”

As one of 33 professors new to the college since 2007, when **Alan Mathios** became dean, she's in good company. They've all been drawing attention for their achievements, and the praise starts with Mathios. He views the group, which comprises one-third of the college faculty, as a once-in-a-generation infusion of talent, an unprecedented haul boosted by Cornell's big bet on faculty recruitment, starting in 2010—a time when other institutions were retrenching.

“My hope is that these new faculty members will be the core of our college far into the future, leading us in strategic new directions related to neuroscience, public health and nutrition, design and health, fashion and technology, public policy, and other key areas,” says Mathios, currently in the first year of his second five-year term. “Together they form an amazing group of teachers, researchers, scholars, and leaders.”

Mathios has reason to be enthusiastic. Like a coach reviewing a roster of all-stars, or a director evaluating an A-list ensemble cast, he counts a range of qualities that makes these professors extraordinary:

- The group includes 25 assistant professors, early-career scholars poised to reshape their disciplines, including **Tatiana Homonoff** in policy analysis and management, whose doctoral research at Princeton on behavioral economics and tax design earned a coveted prize from the National Tax Association.
- They share an international focus, having trained and conducted research in Africa, Europe, Asia, and South America—the latest being **Tasha Lewis, PhD '09**, in fiber science and apparel design, who is using Environmental Protection Agency funds to upcycle cast-off clothing from Haiti into chic new garments that support fair trade and sustainability.



Assistant professor Tasha Lewis discusses traditional Indian garments as part of her course, Global Fashion Management.

- The group possesses a sterling academic pedigree, with 26 degrees or postdoctoral positions at so-called Ivy Plus institutions, including the eight historical Ivies, Stanford, Duke, University of Chicago, and MIT. Among them are three Association for Psychological Science Rising Stars (**Corinna Loeckenhoff**, **Jane Mendle**, and **Nathan Spreng**); one member of President Obama's Council of Economic Advisers (**Jordan Matsudaira**); and three David R. Atkinson Center for a Sustainable Future Fellows (**Julia Finkelstein**, **Ying Hua**, and **Saurabh Mehta**—the center's first International Fellow.)
- Sixteen of the 33 are women, helping Cornell meet its goals for more equal faculty gender balance.

As impressed as he is with the new group, Mathios says there is more to come. Two economists have committed to join the college in 2014-15, and other searches are planned or underway. By the end of his second term, Mathios estimates the number of new professors will equal half of the college faculty.

“Along with the MRI scanner, the multidisciplinary spirit of Cornell and Human Ecology is very compelling, which is what attracted me here.”

—Nathan Spreng



From left to right: Anthony Burrow, Anna Thalacker-Mercer, Huiju Park, Ying Hua, Rana Zadeh, and Jintu Fan.

## Where Ideas Collide

At a college distinguished by its multidisciplinary approach, Nathan Spreng and Tasha Lewis may represent the most unexpected pairing of researchers yet.

Spreng, a neuroscientist whose work includes searching for biomarkers to improve early diagnosis of Alzheimer’s disease, as well as links between memory and imagination, is collecting brain scans at the Cornell MRI Facility in Martha Van Rensselaer Hall to explore links between biology and psychology. Lewis, an apparel designer interested in fashion consumer psychology, believes partnering with Spreng could yield a new understanding of the popular notion of “retail therapy”—the thought that shopping can brighten our moods.

“There are a lot of ideas out there, none of them very well tested, about mood alleviation related to clothes shopping, particularly in women,” Lewis says. “I’m hoping to shed light on whether there might be a biological basis for these feelings.”

Spreng, part of a growing nucleus of brain researchers at the college, enjoys having colleagues on the same floor to discuss “the intricacies of neuroimaging without having to go to a conference.” But just as important to him are the “collision” of ideas that occur with experts

outside his department. For instance, Spreng says he and Peter Doerschuk, professor of biomedical engineering at Cornell, are developing new methods to “view the interactions between brain regions in ways never before seen.” In another budding partnership, Cornell linguistics professor John Hale has contacted Spreng to examine the biological basis for speech.

“Along with the MRI scanner, the multidisciplinary spirit of Cornell and Human Ecology is very compelling, which is what attracted me here,” says Spreng, who previously worked under some of the foremost neuroscience minds at Harvard. “It’s exciting to be part of these collaborations.”

Sometimes the collisions Spreng describes occur quite literally. **Anna Thalacker-Mercer**, assistant professor of nutritional sciences, has bumped into fellow professors at events and in the college’s hub, the Human Ecology Commons. “We’re scientists, so pretty quickly the conversation turns to our research,” Thalacker-Mercer says. “And that’s when the light bulbs go off and you uncover common interests and ways to work together.”

After one such impromptu meeting, Thalacker-Mercer, who studies how to boost musculoskeletal health through diet and exercise, particularly among older adults, is exploring a research partnership

## Best in Class

The college’s 33 newest professors

Ying Hua	DEA		
Jordan Matsudaira	PAM		
Ling Qi	DNS		

Anthony Burrow	HD	
Corinna Loeckenhoff	HD	
Michael Lovenheim	PAM	

2007

2008

2009

2010

David Feathers	DEA
Tamar Kushnir	HD
Joann McDermid	DNS
Kelly Musick	PAM
Shu-Bing Qian	DNS



Samuel Kleiner	PAM
Saurabh Mehta	DNS



with **Rana Zadeh**, assistant professor of design and environmental analysis (DEA). Zadeh, co-director of the Health Design Innovations Lab, examines how to design better health care facilities. Teaming with Zadeh could allow Thalacker-Mercer to expand the scope of interventions, producing broader environmental changes to promote healthy aging.

“What I like about being at Cornell is that my work can go beyond the scope of strictly medicine,” says Thalacker-Mercer. “It’s a collaborative culture designed to stretch your thinking.”

While her new colleagues trade big thoughts, DEA associate professor **So-Yeon Yoon** concentrates on how to design workplaces to do just that. Funded by the American Society of Interior Designers Foundation, Yoon, along with DEA professors **Alan Hedge** and **Sheila Danko**, plans to use social sensing technology at Samsung and LG offices in California, New Jersey, and South Korea, analyzing employees’ experiences in meetings, at their desks, and as they move about the workplace. Yoon hopes their findings will lead to guidelines and tools for interior designers to build “3C workplaces”—connected, collaborative, and creative.

“We think design can make a big difference in bringing workers together spontaneously to spark new ideas,” says Yoon. “It’s the face-

to-face interactions that appear to be most valuable for getting people to think creatively and solve problems with others outside their area of expertise.”

It’s not lost on Yoon that this approach mirrors the college’s objectives in its influx of new faculty suited to multidisciplinary collaborations.

“All of us are seeking to improve the human experience—for me it has to do with design and technology,” says Yoon, who uses virtual environments to gauge how people respond to interior design. “My work also draws on aesthetics, psychology and behavior, and other fields where interactions with my colleagues are important.”

### Bridging Research and Practice

At his Digital Anthropometry and Biomechanics Lab for Inclusive Ergonomic Design on the first floor of the Human Ecology Building, assistant professor **David Feathers** is surrounded by gadgetry. There is a large scanner to capture 3-D measurements of human bodies in motion, as well as a smaller hand scanner for studying dexterity in arthritis sufferers and others. He has a head-to-toe model of a human skeleton, and a collection of computer mice, tablets, and portable devices with multi-touch displays.

Maria Fitzpatrick PAM  
Jane Mendle HD  
Huiju Park FSAD  
Nicolas Ziebarth PAM



Adam Anderson HD  
Eve De Rosa HD  
Tatiana Homonoff PAM  
Hyuncheol Kim PAM



2011



Jintu Fan  
Matthew Hall  
Tasha Lewis  
Rebecca Seguin  
Nathan Spreng

2012

FSAD Laura Tach  
PAM Anna Thalacker-Mercer  
FSAD Felix Thoemmes  
DNS So-Yeon Yoon  
HD Rana Zadeh

2013



PAM  
DNS  
HD  
DEA  
DEA

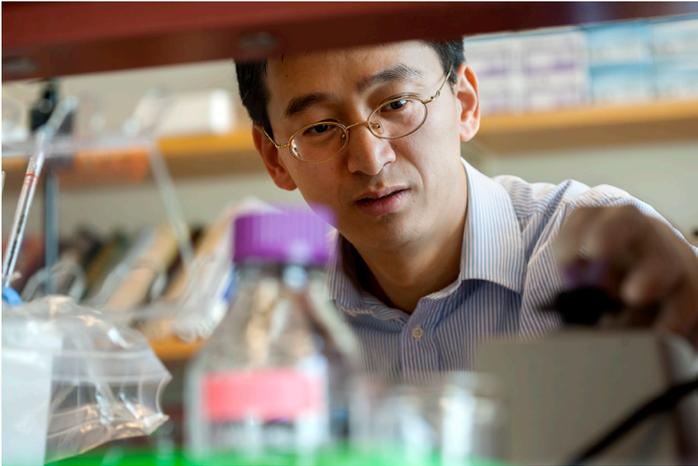
2014

Julia Finkelstein DNS  
Robert Sternberg HD



“What I like about being at Cornell is that my work can go beyond the scope of strictly medicine. It’s a collaborative culture designed to stretch your thinking.”

—Anna Thalacker-Mercer



For all the high-tech gear he uses, Feathers, an ergonomist with degrees in anthropology and engineering, is driven by his basic human desire for social justice. A believer in inclusive design, he thinks that all products and spaces should be equally accessible to all people.

“Disability is not a characteristic of a person, it is a consequence of poor design,” says Feathers. “If a person can’t use a particular product, or it takes them longer to navigate a building, it’s an uneven playing field. Good design puts us all at an equivalent performance.”

Feathers values translational research—work done in partnership with community members (or end users in design parlance)—that’s intended to speed findings into practical applications that address human needs. “I can’t do inclusive design in an academic bubble, it needs to hit the ground,” Feathers says.



The bridge between Feathers’ lab and the outside world is the college’s Bronfenbrenner Center for Translational Research (BCTR), which builds connections between researchers and the community. With funding from the BCTR’s Translational Research Institute on Pain in Later Life, a partnership with Weill Cornell Medical College, Feathers developed a Cornell DIEM (Daily Interaction with the Environment Method) tool to assess the home environments of people living with arthritis. In another BCTR pilot project, he examined the physical accessibility of a set of health facilities, evaluating where they succeeded and where they fell short.



Other new faculty members are following Feathers’ lead. Economist Tatiana Homonoff has affiliated with the college’s Institute for Health Economics, Health Behaviors, and Disparities, a resource for studying risky health decisions and their effect on health care policy and public health. Homonoff studies behavioral economics and tax design—how lawmakers can create more effective taxes to achieve policy goals.

“At a broad level, my work should be translational since I’m trying to provide insights for government agencies and policymakers,” says Homonoff, assistant professor of policy analysis and management. “Behavioral economics is closely tied to human thought and understanding why we make the choices we do.”

According to human development assistant professor **Anthony Burrow**, who studies the value of purpose and identity to adolescents and young adults, the BCTR is “a very fertile place” for seeding translational research. Like Feathers, he received a BCTR pilot grant; Burrow tested an intervention at New York schools to see whether writing about purpose improved students’ health and well-being. The work, conducted with BCTR research scientist **Janis Whitlock**, shows promise, and Burrow is applying for additional external funding to continue the work in high schools nationwide.



“For someone working in youth development, the BCTR is a huge perk with the connections to 4-H and numerous other afterschool

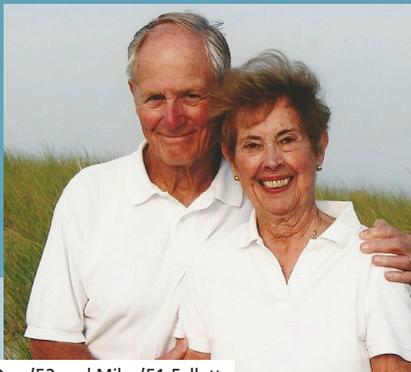
and youth programs,” says Burrow. “They are having the same conversations about engaging youth in the BCTR as I am with my research lab. It offers a ready-made context for trying research ideas directly in communities. At many other universities, these opportunities are not as accessible as they are here.”

To Burrow, Feathers, Homonoff, and many of their fellow new faculty members, the college’s overarching focus on public engagement and solving human problems is the common denominator for their work. De Rosa and Spreng want to improve diagnosis and preventive measures for Alzheimer’s disease; Lewis hopes to build support for sustainable, ethical fashion that’s good for

humanity and the environment; Feathers, Thalacker-Mercer, Zadeh, and others seek to improve human health and quality of life.

“It’s exciting to be part of this college,” Burrow says. “As a group, we are focused on improving the human experience and the environments we live in. Therefore, our work has to hit the mark because what we discover has great value for people’s everyday lives. For me, that’s very powerful, and a constant reminder to do the absolute best we can on these issues.”

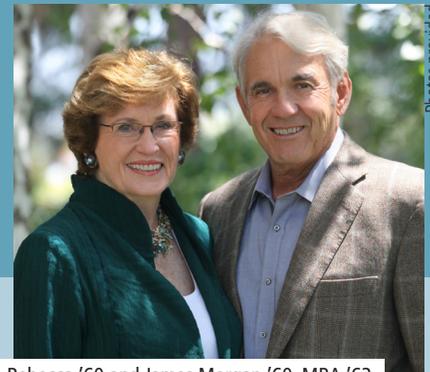
*Ted Boscia is director of communications and media for the College of Human Ecology.*



Don '52 and Mibs '51 Follett



Lois Tukman '62



Rebecca '60 and James Morgan '60, MBA '63

Photos provided

## Funding Facilities and Faculty

**Adam Anderson, Eve De Rosa, and Nathan Spreng** point to the Cornell MRI Facility. For **Tasha Lewis**, it’s the cutting-edge design equipment and studio spaces in the Human Ecology Building, which also contains labs for **Jintu Fan, David Feathers, and Huiju Park**. Collaborative intellectual hubs—such as the Bronfenbrenner Center for Translational Research and the Cornell Population Center—are resources for **Anthony Burrow, Julia Finkelstein, and Rana Zadeh**.

The college built it, and new faculty members have come.

Four of the college’s newest faculty members were hired as Sesquicentennial Fellows, part of a \$100 million drive started in 2010 by Cornell to attract top talent to offset an expected burst of professor retirements. These multiyear gift commitments of \$500,000 or more are matched with university funds, providing faculty salaries and lab startup costs. **Rebecca '60 and James Morgan '60 (Engineering), MBA '63**, gave to support three fellows: De Rosa, Fan, and Spreng. **Mibs '51 and Don Follett '52 (Engineering)** recently provided for a fourth: Finkelstein, a research scientist in nutritional sciences who will become an assistant professor July 1. Since before the faculty renewal, **Lois '62 and Mel Tukman** have supported a series of assistant professorships.

“Generous support by alumni has fueled our investments in facilities and faculty renewal,” says **Dean Alan Mathios**. “In the same way, gifts to the college annual fund lead to additional support for the faculty and, by extension, students to continue their great work.”

Among donors, there’s a shared sense that faculty members are the engine of the college—key drivers of new research, student learning, and

alumni success. A few shared with LINK why they chose to give:

“Growing academic interest in human and societal development, which the College of Human Ecology offers, is a direct result of the increasing needs of society,” say Mibs and Don Follett. “We feel strongly that research and teaching in these fields, and in particular, global and public health sciences, has a direct effect on the long-term success of our country and the world. Human Ecology can only excel in these areas by having an outstanding faculty. We are glad that we could play a small part in helping make this renewal possible.”

“Renewing and building Cornell’s faculty during the economic downturn was a priority for both the provost and the president,” say Rebecca and James Morgan. “We have had an opportunity to meet the young faculty that have joined the College of Human Ecology through this initiative, and are very impressed, particularly by their multidisciplinary approach and focus on translational research. It has given us great joy to be able to help bring the next generation of outstanding faculty to the College of Human Ecology and Cornell.”

“The lynchpin of an excellent college is its teachers,” say Lois and Mel Tukman. “Our assistant professorship program enables the college to attract important talent they might not otherwise be able to entice. These young scholars, teachers, and researchers not only mentor and challenge the undergrads and inspire fellow faculty, but their research filters down to us, the public, enhancing our lives. We are impressed with all the Tukman Assistant Professors. We feel it’s been an excellent bang for our buck.”



TRENDY TANNI: Wu's lifestyle brand includes 10 stores across China, with plans to open up to 30 more.



# Bringing Chic to China

Drawing on her business and fashion talents, Tanni Wu leads one of the country's hottest lifestyle brands.

BY OLIVIA M. HALL

As a primary school student in Beijing in the 1990s, Tanni Wu '06 was shut off from fashion. There were no department stores or malls, and virtually no new styles flowing into China. Every day she trudged to school in the same kind of jacket that all of her classmates were wearing.

Twenty years later, Wu not only has plenty of fashion options, she is helping create them. Since 2011, she has opened ten stores, named Tanni, to offer trendy women's clothing, accessories, and household goods under a branding concept that's new to Chinese consumers.

Barely three years after Tanni launched, it now employs 100 people and brings in more than \$4 million in annual sales, according to Wu. She plans to open as many as 30 additional locations—in China, for the time being—during the next few years.

Wu traces much of her success to Cornell, where she nurtured her love for fashion and developed an understanding of brands that aim to represent the tastes of a larger group or culture.

"I did a lot of online shopping back [then]," she laughs. "Many lifestyle-related brands like Anthropologie came online during that time, and they sent a lot of catalogs to campus."

When the former policy analysis and management major (who took many courses in fashion design and management) returned first to Hong Kong, and later to Beijing, where she worked in investment

banking and private equity for five years, she found an absence of Chinese lifestyle brands.

"Most stores aren't multibrand, and the styles are similar across the whole market," Wu says. "Traditional Chinese clothing brands are more old-fashioned and formal."

Wu sensed an opportunity—an intuition that was confirmed at her day job in finance.

"I worked with many customer-retail investments and met a lot of industry leaders in China," says Wu. "When we discussed their plans for the next three to five years, most of them told me that they were interested in building lifestyle-related concepts. That pushed me toward my own idea, because I thought the market was ready."

## A Running Start

With that vision, Wu set about researching her clientele, their buying habits, and potential retail locations. Finally, dipping into savings from her years in banking, she opened three stores, largely on her own, in different parts of Beijing in 2011.

"Retail in China is very different," Wu says about this ambitious start. "Unlike in the U.S., where people tend to try to perfect one store before branching out, stores here tend to expand very fast in the first couple of years. I think in China people recognize a brand as a brand by hearing about and seeing it everywhere. To have



confidence in your brand, they need to know that you're not just one small-time boutique."

While Tanni started out as a concept similar to Anthropologie, its founder quickly used customer feedback to develop a unique identity suited to local tastes. At trade shows and through social networks, Wu recruited designers in Europe and the United States who fit the Tanni brand, which is aimed at women ages 25 to 40.

"People in China like clean, fresh looks, not vintage," says Wu of the brand aesthetics. "So we are focused on very sophisticated and detailed designs with a highlight of European styles."

Despite the challenges of building a successful venture—"The business environment in China is very tough," she admits—Wu loves being a fashion entrepreneur.

"I enjoy being in the store or standing outside and looking at what direction people go in after they enter the store, which display attracts them, what gets them interested," she says. "I even like to draw a map. I just really love retail."

## Building her Brand

Wu's other great love is Cornell.

"I know this is a little cheesy, but I'm really, really proud of Cornell," she says. "And I hope that one day Cornell will be very, very proud of me."

Since graduation, she has been active in the Cornell Alumni Admissions Ambassador Network (CAAAN), and her dedication, most recently as CAAAN chair for northern China as well as in leadership roles for the Cornell Club in Beijing, has attracted attention at her alma mater.

"I learned about Tanni from a colleague about two years ago and was really fascinated by her life trajectory and professional profile," says

Hongnan Ma, MA '01, director of international programs at Cornell's Office of Alumni Affairs. "We are looking for that next generation of Cornell leaders in China, where the alumni population is rapidly growing."

According to Ma, Wu fits the bill, serving as a model for students and alumni. Although Wu was one of only a few Chinese undergraduates when she arrived at Cornell, that number has grown rapidly—more than eightfold between 2004 and 2012, Ma says. The growth has inspired Wu to look for new ways to connect to students, such as a forthcoming internship program at Tanni.

"Tanni is a successful professional because she is a thought leader," says Jeff MacCorkle '88 (Arts and Sciences), president of the Cornell Club in Beijing. "Her diverse international experience and the ability to communicate across cultures and segments is an important part of her success. She effortlessly bridges gaps between Chinese and expatriates in the club."

Plus, Ma adds, "Tanni knows how to move initiatives forward, both on the visionary and operational levels, especially in a Chinese cultural setting."

Take Ma's recent proposal for a small Cornell Women's Network event. Wu promptly turned the idea into a joint affair with Yale University, drawing more than 300 people, with coverage on the state-owned CCTV, China's primary television channel.

"Tanni's an amazing leader," Ma acknowledges. "But when you speak to her she's soft-spoken, modest, and emanates a very positive, constructive, and warm energy. That's the magic that makes things happen."

**LINK** [tanni.com](http://tanni.com)

*Olivia M. Hall, PhD '12, is a freelance writer and anthropologist.*



# Protecting the Public

**Terry Horner applies his nutrition expertise to help Washington leaders ensure human health.**

BY SARAH CUTLER

**T**erry Horner '92, PhD '98, has a simple explanation for his complex line of work. "If something can enter your body through the environment and harm or affect you," he says, "I'm interested in addressing it."

Throughout his career advising decision-makers in Washington, D.C., that "something" has meant nearly anything: toxic chemicals in consumer products and food supplies, nuclear radiation, and broader threats to human health from climate change, bioterrorism, and globalization.

It may be unconventional work for someone with two degrees in nutritional sciences, but Horner believes that "nutrition is about more than fat, more than carbohydrates," an expansive view that he learned in the college's Division of Nutritional Sciences.

As a senior science analyst for the Government Accountability Office (GAO), the investigative arm of Congress, Horner works with economists, attorneys, and communications experts to produce nonpartisan reports on a wide range of nutritional, nuclear, environmental, and agricultural concerns to help guide policymaking by Congress and the executive branch.

Most recently, Horner and his GAO team have focused on the globalization of the country's food supply. In 2010, Horner worked to provide the Food and Drug Administration (FDA) with mandatory recall authority as part of the new Food Safety Modernization Act (FSMA), which also empowered the agency to prohibit the import of uninspected food and to open overseas offices. Soon, Horner will travel to China, Mexico, Canada, and India to inspect those outposts, which regulate the export of fruits, vegetables, spices, meat, dairy, and seafood to America.

To Horner, heightened regulation of the food system goes hand in hand with recent changes to federal nutrition recommendations.

"When we have nutrition advice for people to eat more fruits, vegetables, and seafood, we encourage a food supply that's more globalized," Horner says. "The flipside is that if every citizen were to follow USDA [U.S.



**ON THE JOB:** Horner, left, works with USDA inspectors to test imported tobacco for illegal pesticides; below, he investigates horse welfare in Pennsylvania.



Department of Agriculture] and FDA guidelines, the U.S. food supply alone couldn't accommodate [the demand]."

As a result, 80 percent of seafood consumed in the United States is imported, along with 60 percent of fruit and vegetables. With FSMA, Horner says, Congress has attempted to make food safety less reactive and more prevention-oriented.

"We can't get rid of all the risk, but this new act puts more of the burden on producers than on the government," Horner says.

It's one example of how Horner has made a living applying his nutrition expertise to broad public policy issues—something he never expected when he was studying at Cornell.

## The Policy 'Bug'

Shortly after he completed his doctoral studies, Horner faced a crossroads: Should he become a professor or go into public policy?

He enjoyed research and scholarship, but a nutrition policy fellowship at the Center for Science in the Public Interest (CSPI) revealed how he could apply the same intellectual energy to make a broader impact. At CSPI, he advocated for children's nutrition to be added to the federal Dietary Guidelines for Americans and worked to improve nutrition labeling on fresh meat and poultry.

Ultimately, he chose policy, where he could reach a cross-section of Americans. The dietary guidelines revisions, for example, affected everyone participating in a public food program, as well as countless others who look to the guidelines for nutrition advice.

"That's the scale of work that I find satisfying," Horner says. "I'd really caught the bug for policy work."

At a friend's recommendation, he submitted his resume to the GAO in 2000, and was hired as an analyst. One of his first investigations concerned plastics containing bisphenol A (BPA), which has been linked to health concerns for fetuses, infants, and young children. After the 9/11 attacks, Horner concentrated on bioterrorism threats to the nation's food supply.

Horner developed an expertise on toxic chemicals, and was invited by Sen. Barbara Boxer, D-Calif., to join her staff in the 112th Congress, serving as majority senior policy adviser to the U.S.

Senate Committee on Environment and Public Works. When the Fukushima Daiichi disaster occurred in 2011, Horner quickly came up to speed on nuclear issues—which, though outside his usual focus, were closely connected to the main thread of his career.

"In addition to public health issues, I suddenly had to be an expert on nuclear power plant safety," Horner says. "How do I make sense of that? Radiation can get in your body and harm you."

With Horner's help, Boxer led the charge to retire a malfunctioning nuclear power plant in Southern California—"something that affects everyone in the country," he says.

Horner rejoined the GAO in 2012, a role he continues to enjoy despite the challenges. The organization investigates many controversial issues, among them how the country should fund wars, the costs of the Affordable Care Act, and responses to global climate change. In an atmosphere filled with partisan politics, Horner believes lawmakers and the general public rely on the GAO for objective information.

"I work with a team to put together a research plan that's checked by many people within the agency to make sure we're asking questions and using methods that are fair and defensible," he says. Therefore, when the GAO reports on a controversial matter, "it's not just Terry Horner writing this—the organization stands behind me."

## The Human Element

Horner stands out not only for his professional achievements, but as a committed Cornell alumnus.

He's currently a member of the college's Dean's Advisory Council, and previously served as president of the Human Ecology Alumni Association Board, as well as on the college's advancement committee and as co-chair for a campaign to restore the MVR Hall courtyard. At the university level, he co-chairs the Cornell University Council's Mentoring and Orientation Committee and serves on the advisory board of the David R. Atkinson Center for a Sustainable Future.

Horner has stayed involved in large part, he says, because as a member of Glee Club and the Hangovers a capella group, he spent a lot of time singing for alumni at Reunion.

"I met some of the most fascinating people around a piano in the Statler, singing. I saw how much fun they were having being with each other back at Cornell," he says.

But something else resonated with him, both in his alumni involvement and career: a dedication to Human Ecology's mission.

"I am really committed to the idea of applying knowledge to improve the human condition. Human Ecology is so integrative, and that's colored what I do," he says. "I always look at things from a different angle—for example, maybe I should reach out to the USDA here instead of just the FDA, or maybe I should look at this from the children's angle, not just the adults'—which makes me a collaborator in my professional life."

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

# Doing Good by Design

Abigail Brueggeman's work proves that smart health care design can save lives, cut costs, and heal the soul.

BY SHERRIE NEGREA

**A**bigail Brueggeman '96 had not considered the value of health care design until her father, who was fighting cancer, died from a hospital-acquired infection. It was 2001, and Brueggeman was working as a designer for Gensler in Chicago, developing interior workplace projects for major corporations, including McDonald's, Bank One, and Aon.

A year and a half later, a recruiter suggested working as a project manager at Northwestern Memorial Hospital, Northwestern University's teaching hospital in downtown Chicago. The idea that design could affect the quality of health care—and possibly prevent mistakes such as the one that ended her father's life—suddenly presented a different world for her.

"When I got the call from the hospital, I thought, 'Wow! This is an opportunity to look at design in a whole new light.'"

After accepting the position, Brueggeman discovered that design is even more critical in health care than it is in business, not only lowering costs but saving lives by helping doctors and nurses follow necessary protocols. Uniform placement of sinks, for example, can remind medical staff to regularly wash their hands.

"Health care is very stressful," Brueggeman says, "so if the environment can be set up so that doctors and nurses can better do their jobs, they will have fewer distractions and chances of making errors."

While Brueggeman's first love is design, her career during the past decade has shifted to project management and supervision of designers, architects, and engineers working on renovations and new construction



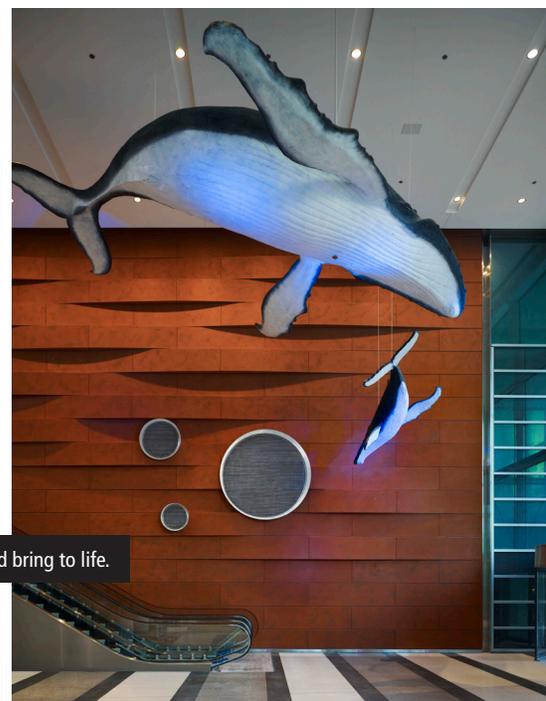
projects. Her role involves building consensus around the hospital's objectives, guiding designs to ensure branding consistency, adhering to environmental standards, and completing projects on time and within budget.

For **Jan Jennings**, professor emerita of design, who taught Brueggeman in the college's Department of Design and Environmental Analysis, project management is probably the most stressful position in architecture and design. "It's the kind of job

where someone or some group is unhappy most of the time," she says. "It really speaks to Abigail's organizational skills and her tact and ability to work with people and get them talking. It really is a job on a tightrope."

While at Northwestern Memorial, Brueggeman managed a number of renovations, including an emergency room expansion to accommodate a growing volume of patients. Brueggeman was able to judge the project firsthand when she was hospitalized last summer after contracting a virus and becoming so dehydrated she was barely able to walk.

Photos provided



MEDICAL MARVEL: Scenes from the Lurie Children's Hospital of Chicago's new facility, which Brueggeman helped bring to life.

“I got to spend the night,” she says, laughing. “It was really interesting to see how well the things we had put into place worked. The experience was actually very good, and I was surprised that my stay was a very comfortable stay.”

## Healing Touches

At the Ann & Robert H. Lurie Children’s Hospital of Chicago, Brueggeman pushed health care design to a new level when she became a project manager of the hospital’s \$855 million new facility. Since opening in 2012, the 23-story hospital on the downtown campus of Northwestern University’s medical school has attracted national attention for its innovative design.

When she joined the hospital in 2009, Brueggeman faced the task of selecting and ordering nearly 30,000 pieces of furniture for the new facility, developing graphics for 15,000 signs, and coordinating the remaining interior projects. Among the hundreds of decisions Brueggeman made was the selection of a manufacturer to produce customized recliners that double as beds for parents staying in their children’s rooms.

Architecture critics have lauded the hospital’s cutting-edge, child-focused interior design, from the life-size sculptures of a humpback whale and its calf hanging in the front lobby to the forward cab of a city fire truck parked on the 12th floor. The interactive displays grew out of a series of community partnerships Brueggeman helped coordinate with 23 Chicago arts and cultural organizations that donated their talent, artwork reproductions, and objects to create a virtual children’s museum within the hospital.

In the lobby of emergency care, for example, children and parents can view a coral garden and then step into the waiting area to watch fish swimming in a saltwater tank, which was designed by the city’s Shedd Aquarium. On the 20th floor, kids can walk through an interactive shadow garden that projects butterflies onto the wall, developed by the Museum of Science and Industry.

“The thing that makes Lurie stand out among children’s hospitals is that it’s meant to be really engaging and friendly,” Brueggeman says. “We put a lot of functionality into each of the different areas of the hospital, but never lost focus on the needs of the soul, particularly in the patient care areas.”

Claudia Styrsky, associate partner for ZGF Architects, the Oregon-based firm hired for the project, believes that Brueggeman’s background made a difference in moving the project forward. “She was a great asset,” Styrsky says. “She’s a great designer herself. It’s good to have someone like that on the owners’ side to keep the vision strong and make the design happen.”

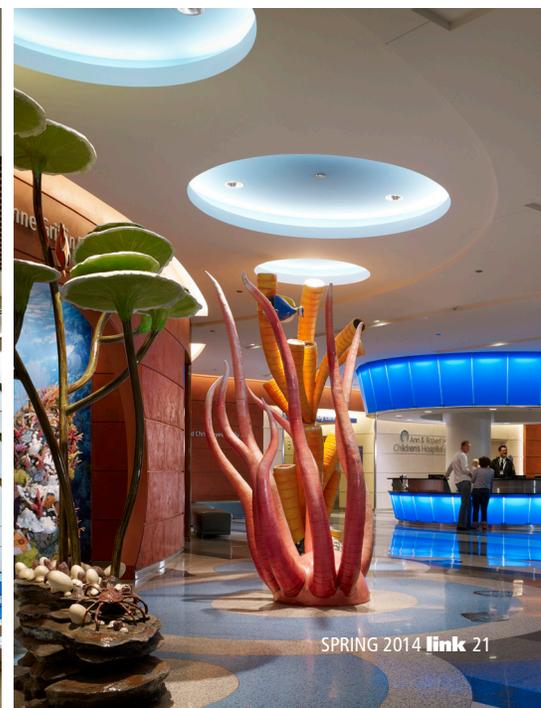
In the year after moving to its new home, the state-of-the-art hospital was able to recruit more than 50 top pediatric specialists to join its staff and increase the number of patients treated in critical care areas. Lurie was also listed as one of the nation’s top children’s hospitals in U.S. News & World Report’s 2012-13 Honor Roll rankings.

Now that the project has been completed, Brueggeman has a new role as senior project manager for the hospital’s facilities department, overseeing construction of several satellite offices in the Chicago suburbs. When this project winds down, Brueggeman, who lives in the northern suburb of Lake Forest, says she will likely remain in health care design.

“It’s a field that in some sense is just beginning to be recognized,” she says. “I think there are a lot of opportunities to make meaningful changes. What will be really telling is whether institutions will have the funding to do more renovation projects and replace hospitals. There’s a lot of need for it, and it’s just a question of how to keep the design momentum viable.”

**LINK** [luriechildrens.org](http://luriechildrens.org)

*Sherrie Negrea is a freelance writer.*





# A Crash Course in Business

When the dotcom bust wiped out his first startup, Mike Barone earned his “MBA of Hard Knocks,” insights that helped him build a top brokerage firm.

BY SHERI HALL

**F**or Mike Barone '89, the familiar adage, “necessity is the mother of invention,” rings true. When the insurance executive-turned-entrepreneur lost his fortune in several unsuccessful software ventures, he applied a long-held belief—that mid-sized companies were underserved by their insurance brokers—to create a viable business.

Barone's insight sparked Intercare Insurance Solutions, a company he founded in his spare bedroom in 2002, which has since grown into a major brokerage firm with 85 employees and more than 350 clients. Its mission: to fill a gap by offering health insurance

products, including long-term strategic proposals, wellness programs, and comprehensive communications plans, to mid-sized companies.

“Before Intercare, these services were typically only offered to Fortune 500 companies,” Barone says. “Midmarket firms were handled by brokers who were very transactional. Intercare offers them unique solutions to reduce their costs and improve the health of their employees.”

Since 2012, when Intercare was acquired by Hub International Limited, a global insurance brokerage, Barone has remained as president, focusing on strategy and talent development.

## From SoCal to Cornell

Barone, 46, grew up in a rural community on the outskirts of San Diego, where his family owned a tool and die shop. In high school, he was a good student and star football player recruited by college teams nationwide.

His final recruiting trip took him 2,700 miles away from home—from sunny Southern California to chilly Ithaca.

“I took the tour and fell in love with the campus immediately,” he says. “It was an exciting time for me because no Barone had ever been to college.”

Barone liked the practical focus of the consumer economics and housing major (now known as policy analysis and management). Once at Cornell, he valued the multidisciplinary approach of a Human Ecology education, as well as the tight-knit community.

“The multidimensional aspects of Human Ecology were so important,” he says. “In the insurance industry, there are so many factors at work, and it’s very important to understand how they fit together.

“For me, the small community was most influential,” he adds. “I learned how important communication and interpersonal relationships are in addition to the curriculum. I’m in the business of intellectual capital. It’s our job to connect well with people, and Human Ecology was an amazing training ground for that.”

On the gridiron, Barone played wide receiver and special teams, and in his final Big Red game the team won a share of the Ivy League championship by defeating Penn. He recalls the coaches’ Lombardi Time rule, named in honor of legendary NFL coach Vince Lombardi, meaning that meetings start 15 minutes earlier than scheduled. Showing up late, even one minute, led to 105 minutes of extra exercise (one for each player and coach).

“No one was ever late,” Barone says. “I credit playing football with inculcating these valuable lessons into my everyday life.”

According to **Marc Warrington ’89**, a football teammate who’s become a long-time friend, Barone stood out during his college years, with a vibrant personality and sense of determination that made him seem destined for success.

“Mike has always been a go-getter,” says Warrington, an insurance industry veteran and senior vice president of Assurant Employee Benefits. “He was going to be successful in whatever he decided to do. It was just a matter of finding the right niche. In this complicated time, having the advice of a company like Mike’s is absolutely invaluable. They are cutting edge.”

## Boom-Bust-Rebuild

After Cornell, Barone entered a management training program at insurance giant Prudential, where he rotated through a wide range of departments. With three years of experience, he joined Health Net, a health care company, where he climbed to vice president in charge of new insurance products and strategies.

Barone’s entrepreneurial spirit awakened in 1996, when he joined partners from Harvard and Stanford with a business concept that was ahead of its time: using the Internet to improve the delivery of health insurance.

“I took a 70 percent pay cut and moved to Colorado Springs to start an Internet company [ChannelPoint],” he says. “We raised \$250 million in venture capital and got up to 1,400 employees. We were really, really close to doing something incredible.”

But in 1999, Barone and his partners declined to take the company public, and less than a year later, the stock market crashed, taking their venture with it. “At that point, there wasn’t a good source of additional capital,” Barone says. “The company had to be liquidated, so we received nothing.”

Barone walked away with a new sense of what was possible. “That was the first time I thought I might really be an entrepreneur,” he says. “That’s where I got my MBA—basically, the MBA of Hard Knocks.”

He worked with two more startups, one in the Bay Area and another in Boston, centered on applying new technology to the insurance sector. When the second one failed, he decided to create independently.

“I had acquired a lifestyle—a house, country club membership, cars—based on what I thought I would be worth,” he explains. “I had three young kids, and I was tired of all of the travel. So I set up an office and made a list of all of the people I knew in decision-making positions at employers and insurance companies. I was lucky to get enough people to take a meeting with me.”

Barone’s low-key approach marked the start of Intercare. During early market research meetings, Barone noted that most insurance brokers representing midsize companies had a 40 percent profit margin, but very little growth. “I needed to flip that model 180 degrees,” he says.

So he offered potential clients a more sustainable strategy, a suite of services with a 15 percent profit margin and a promise to reinvest any leftover profits into building programs for clients to reduce costs and improve employee health. It worked: The company has become one of the leading insurance brokerages in California, and has received national recognition for corporate wellness and cost containment strategies.

As President Barack Obama’s signature legislation, the Patient Protection and Affordable Care Act, takes effect, Barone says the role of Intercare and other health insurance companies is growing even more important.

“The themes and the consequences of Obamacare differ by sector and geography, so there is no one effect for everyone,” Barone says. “I think we will ultimately see higher prices for younger and healthier people, and some different hiring strategies for companies.

“If this system continues to remain broken, people will eventually throw their hands up, and the politicians at that time could do something significant. But America is an entrepreneurial place. Five years from now, I do believe the health care industry will be in a better place.”

**Link** [intercaresolutions.com](http://intercaresolutions.com)

*Sheri Hall is a freelance writer.*

# SLOAN *Update*

## Health Commissioner touts reform during visit

BY SUSHMITHA KRISHNAMOORTHY



POWER LUNCH: Sloan and Johnson students enjoy a wide-ranging conversation with the commissioner (center) about health policy and other matters.

**B**y shifting its focus from the delivery of care to the social determinants of health, the New York State Department of Health eliminated \$4 billion in medical expenses from state Medicaid in 2012, with a projected savings of \$34 billion in state and federal expenditures by 2017. At the same time, New York has risen from the middle of the pack to near the top in many key population health indicators measured by the National Committee for Quality Assurance (NCQA).

“You can save a lot and provide better care by going outside the four walls of the hospital,” said Dr. Nirav Shah, New York State Health Commissioner, at a talk hosted by the Sloan program on campus Feb. 26.

Shah visited at the invitation of **Zachary Henderson, Sloan '14**, who thought the Cornell community could benefit by hearing directly from the state's top health official about plans for lowering costs while improving access to and quality of care.

Prior to Shah's public remarks, Henderson and a dozen Sloan students, along with two students in the Samuel Curtis Johnson Graduate School of Management at Cornell, met with Shah for a wide-ranging conversation about his career path, health care reform, politics, the media, and advice on achieving a work-life balance. Joining the discussion were Cornell Senior Vice Provost Judy Appleton, **Alan Mathios**, the Rebecca Q. and James C. Morgan Dean, **Julie Carmalt**, Sloan program associate director, **Jeff Bastable, Sloan '74**, and **Joseph Reagan, MD**, Sloan adjunct faculty member.

“Personally, the level of excitement and energy the commissioner brought was encouraging,” Henderson said. “Too often students come out of graduate school overwhelmed by the problems of our health care system and how to even begin to solve them. Commissioner Shah really focused many of those worries for me and emphasized hard work and taking on great opportunities that come your way.”

In his speech, Shah acknowledged problems with the state’s health care system. “There’s no question that [an] epidemic of chronic diseases is overwhelming this system that was built for acute diseases,” he said. Fifty percent of health care expenditures are for 5 percent of patients, many of whom struggle with chronic conditions, Shah added.

“Despite spending twice the national average per recipient in our Medicaid program, we were not getting [the outcome] we deserved,” said Shah, describing the crisis he faced when Gov. Andrew Cuomo appointed him commissioner in Jan. 2011. At \$54 billion, Medicaid accounted for one-third of the state budget, yet New York was ranked 22nd in the country in quality of care by the NCQA.

A Medicaid redesign team of hospital CEOs, labor representatives, consumer advocates, and state senators received 4,000 ideas for reform from around the state. Shah said the group narrowed the list down to 250 ideas, focusing closely on 79 priorities for reform. All but one passed the state legislature.

Some of those ideas included better oversight of transportation costs for urban hospitals and creating a feedback process by making data on health care expenditures available to hospitals, researchers, and policymakers.

Shah identified improved access to primary medical care and integration of behavioral and mental health in primary care as the top priorities of the state. “Let’s get folks into primary care and prevent the diseases in the first place,” Shah said. “High quality would keep people out of the hospital. They get to see a doctor who knows them, uses electronic medical records, refers to specialists, and is available in the evening.”

## Sloan opens new wing in MVR Hall

Last fall, the Sloan Program moved into its new home, a modern third-floor suite in historic Martha Van Rensselaer Hall overhauled as part of renovations to the building’s east wing. The space offers faculty and staff offices, a dedicated conference room, student workstations, and a reception area.

“The new Sloan suite is a huge asset for the program,” said **Will White**, Sloan professor and director. “It not only provides a centralized location for students and program leadership to meet, work, and interact, but the space is truly outstanding. We are very grateful to the Department of Policy Analysis and Management and the College of Human Ecology for their vision and support of this project.”

In conjunction with a meeting of the Sloan Alumni Association (SAA) board of directors in October, alumni joined students, faculty, and staff at a reception to formally open the wing. As part of the festivities, founding SAA president **Jay Yedvab ’62** announced his gift to name the Jay Okun Yedvab ’62 Sloan Program Meeting

Under Shah, New York has increased investment in programs such as the Nurse-Family Partnership, in which a nurse visits a first-time Medicaid mother every month through pregnancy and for two years after. The program, first tested in Elmira, N.Y., by **David Olds, PhD ’77**, and studied extensively by **John Eckenrode**, director of the Bronfenbrenner Center for Translational Research, has proven to be highly successful at early childhood intervention, reaching more than 110,000 families nationally.

Programs like these are cost-efficient because of a series of long-term outcomes—“childhood infections are avoided, juvenile delinquency goes down, there’s more time between pregnancies, abortion rates go down, moms go back to work sooner,” said Shah.

In addition, Shah emphasized the need for transparency in health care. His decision to release health data to a public website won his department the first annual Health Data Liberators’ award from the Health Data Consortium.

With medical care data now publicly available, Shah called for more research and evaluation. “We do all these things, and no one ever studies it. I want to spend 5 percent of the money on evaluation to know whether it’s working or not.”

Shah’s visit was co-sponsored by the Sloan Student Association and the Johnson Healthcare and Biotechnology Club. During his stay, he toured the college, including the Cornell MRI Facility, where he heard about research on the neural basis for human behaviors.

“Commissioner Shah offered Cornell students, faculty, and staff valuable firsthand insights into his agenda for improving health care in New York,” said Alan Mathios. “It is gratifying to know that his focus on preventive health and program efficacy aligns closely with the research and educational efforts applied across our college, including the Sloan Program in Health Administration.”

*Sushmitha Krishnamoorthy ’17 is a student writer for the Cornell Chronicle.*



Yedvab celebrates the new space with **Rebecca Haft, Sloan ’14**.

Room—the first such donation to the new wing. Near the room’s entrance, Yedvab chose to inscribe these words: “Don’t let anyone stop you from doing what is right.”

“We are very appreciative of Jay’s generosity,” added **Brooke Hollis, Sloan ’78**, Sloan executive director. “Following up on the prize fund he set up for capstone teams, this is another example of the important support that involved alumni like Jay can provide.”

## Sloan, Hotel School collaborate on senior living course

BY ASHLEE MCGANDY



For the third consecutive year, Health Care REIT, with investments in retirement housing and health care, sponsored a senior living seminar in collaboration with Cornell's School of Hotel Administration (SHA) and the Sloan Program.

Taught by **Brooke Hollis, Sloan '78**, executive director of the Sloan Program, the two-credit course, Operations and Planning of Senior Living and Related Facilities, focused on essential issues in the senior care industry and highlighted the benefits of incorporating hospitality principles into the rapidly growing senior housing industry. The course, for undergraduate and graduate students, was founded in 2010 with the support of SHA alumnus John Rijos.

"We deeply appreciate the support by Health Care REIT and Brookdale Senior Living for this course," said Hollis. "They have brought in many of their own executives and have helped recruit a variety of outstanding leaders in the industry, allowing students to understand the range of opportunities and many aspects of the field directly from industry experts."

"There is a natural connection between the hospitality and senior-living industries, and we are excited to be able to introduce our students to these possible career paths," said Steven Carvell, associate dean for academic affairs at SHA. "Health Care REIT has been instrumental in helping us develop this program."

"The Cornell seminar gives Health Care REIT the opportunity to mentor, inspire, and support the future generation of senior-living professionals," said Chuck Herman, the company's executive vice president and chief investment officer. "We are excited to continue our collaboration with the School of Hotel Administration and the Sloan Program in Health Administration."

As part of the course sponsorship, Health Care REIT also had several exclusive opportunities to meet and recruit Cornell students.

*Ashlee McGandy is staff writer at the Cornell School of Hotel Administration.*

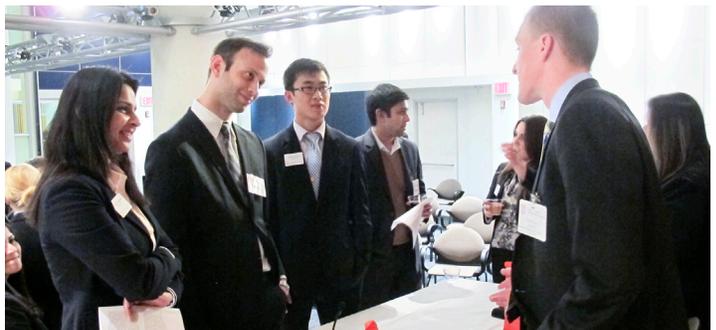
## Students peer inside health policy at D.C. Intersession

Weeks after the insurance exchanges created by the federal Affordable Care Act (ACA) opened for business, 61 Sloan students and faculty members learned firsthand how the law's continued rollout is transforming health care during the program's 2014 Intersession Health Policy Symposium, held Jan. 16-17 in Washington, D.C.



For Sloan director **Will White**, the highlight was a reception of alumni and friends, followed by a panel discussion on "The Future of Health Insurance," in which alumni and industry leaders shared how the ACA will remake insurance markets and affect health care access, quality, and costs in the United States. **Richard Southby, Sloan '67, PhD**, executive dean and distinguished professor of global health emeritus at George Washington University, moderated the talk, which ranged from physician and hospital managed insurance plans to payment innovations and the role of consumers. Speakers included **Colin Nash, Sloan '10**, senior alliance manager at Evolent Health, **Whitney Bowman-Zatzkin**, health care consultant and advocate, and **Carol Vargo**, director of the American Medical Association's Care Delivery and Payment Collaborations Strategy Group.

Other sessions, many led by Sloan alumni, focused on health care management, global health perspectives, health care in the media, and health disparities. During the visit, **Clifford Barnes, Sloan '74**, **Ryan Brown, Sloan '02**, **Arnaub Chatterjee, Sloan '08**, **Ryan De Souza, Sloan '11**, **Rebecca Fishman, Sloan '03**, **Kelly Haenlein, Sloan '05**, **Rich Namerow, Sloan '82**, **Mark Schneider, Sloan '79**, and **Katherine Slattery, Sloan '04**, contributed expertise.



## Sloan supports health care leadership academy

Sloan Program leaders and alumni played a key role last fall supporting the 2013 Academy for Healthcare Leadership Advancement, a training program offered by the Healthcare Association of New York State (HANYS) and the Samuel Curtis Johnson Graduate School of Management at Cornell to train emerging leaders from hospitals and health systems.

Sloan's **Sean Nicholson**, professor of policy analysis and management, served as a faculty member for the program, which combined leadership and management sessions with a health care curriculum. **Brooke Hollis**, Sloan '78, recruited industry leaders to present at the academy, including **Peter Banko**, Sloan '92, **Ken Hanover**, Sloan '75, and **Joe Tasse**, Sloan '79.

Academy participants attended from every region of New York, gaining insights on leadership development, competitive strategy and positioning, consumer metrics, and strategic decision-making, negotiation, and influence. The program opened in September, with



A participant in the 2013 Academy for Healthcare Leadership Advancement attends a lecture.

three days of instruction at Cornell, followed by six virtual classes. It concluded in November with another three-day session on campus, including a graduation ceremony for those who completed the academy. HANYS and Johnson first partnered to deliver the program in 2008.

## In brief

### Roberts chosen for grad student board

**Megan Roberts**, Sloan '15, was elected last fall to the executive board of the Cornell Black Graduate and Professional Student Association (BGPSA). Roberts acts as the group's community service co-chair, focusing on programs to mentor local youth and service activities to build community within the BGPSA. Roberts, a 2012 graduate of the University of Rochester, has worked at Rochester General Hospital and spent a summer as an undergraduate researching contraceptive use in rural Malawi.



### Schwartz named Bachrach Family Scholar



In September, **Ziv Schwartz**, Sloan '14, received the 2013-14 Bachrach Family Scholarship for Excellence in Healthcare Administration, given annually to a promising student from an accredited program in health administration. A 2012 graduate of Cornell's Dyson School of Applied Economics and Management, Schwartz most recently interned at Jamaica Hospital in Queens, N.Y., and North Shore-LIJ Health System in Long

Island. He is Sloan's second Bachrach Family Scholar, joining 2008-09 recipient **Raleigh Hayter**, Sloan '09.

### Sondej honored as a health care rising star

Modern Healthcare in September named **Sean Sondej**, Sloan '03, one of a dozen health care executives to make its "Up & Comer" list—the magazine's annual recognition of the field's best young talent. Sondej, associate vice president of heart and vascular services at Duke University Health System, leads a service line that employs more than 1,200 people and plays a key role in the new Duke Medicine Pavilion. "It was a major effort, but we all believed in it, and I'm proud to have been part of that team," Sondej told the magazine.



### Students shine in UAB case competition



Sloan students **Anthony Brown '14**, **Tiffany Li '14**, and **Murat Uralkan '14** earned an honorable mention at the 2014 University of Alabama at Birmingham Health System Case Competition, which attracted 35 teams from North America. They analyzed a business case focused on hospice care and telemedicine with support from **Sean Nicholson**, professor of policy analysis and management. **Brooke Hollis** and first-year student **Chris Chord '15** joined the group at UAB.

## 70s

**Janet Johnson, MS '70, PhD '72**, and her husband, Jim, received the Ruby C. McSwain Outstanding Philanthropist Award from the National Agricultural Alumni and Development Association at its annual conference last June in Alexandria, Va. The award honors individuals who have demonstrated sustained giving to agricultural initiatives, including agriculture in higher education, extension, or land-grant universities. The award also recognizes advocacy for agriculture and natural resource management in the form of philanthropic commitments. Johnson spent most of her career at Virginia Tech, where she is dean emeritus of the College of Liberal Arts and Human Sciences.

Since 2000, **Josefina Ramos, PhD '70**, has chaired the Board of Environmental Planning, part of the Professional Regulation Commission of the Philippines. The board promotes a comprehensive system to conserve, rehabilitate, and develop the physical environment and natural resources, and to apply policies on land capability, urbanization, agricultural development, and natural development resources. Prior to this position, Ramos was regional development planner at the United Nations Centre for Regional Development in Japan, in addition to teaching and working in architectural practice.

**Merrilyn Niederwerfer Cummings, MS '73, PhD '75**, received the American Association of Family & Consumer Sciences (AAFCS) Distinguished Service Award last June at its annual conference in Houston, Texas. A 45-year member of AAFCS, Cummings is a highly respected family and consumer sciences leader known for her career as a teacher, researcher, textbook author, and director of teacher education. She has mentored countless colleagues and students and her research has resulted in 92 refereed publications. Her other awards include the AAFCS Leader, AAFCS Outstanding University Educator, three university teaching awards, and the FCS Industry Leader Award at New Mexico State University.

Last July, **Lynn Heymont '73** was appointed senior vice president for human resources at Participant Media, a global entertainment company focused on feature film, television, publishing, and digital content that inspires social change. At Participant, Heymont oversees human resource strategy, including its film group, digital division, TakePart, and TV channel, Pivot. Previously, Heymont has held executive human resources roles with CBS, Sony Pictures Entertainment, and Deluxe Entertainment Services Group. She has served Cornell extensively—as a member of the Dean's Advisory Council for the College of Human Ecology and the President's Council of Cornell Women before being elected to the Cornell University Council in 2011.

**Arthur Ray, Sloan '74**, retired to Stillwater, Okla., after a 30-year career in health services administration in the public and private sectors. He continues to pursue his lifelong interests of farming, ranching, and raising livestock in Missouri, New Mexico, and Oklahoma.

## 80s

**Karen Baer '89** became director of human rights for New York's Tompkins County last September. Previously, she was executive director of the Geneva (N.Y.) Human Rights Commission, a position she began in 1997. Baer, who earned her law degree at Syracuse University, has also served as part-time director of enforcement for the Fair Housing Council of Central New York.

## 90s

**Katy Locker '96** joined the John S. and James L. Knight Foundation as its Detroit program director last September. A Michigan native, Locker works with local leaders and other community members to find and invest in

opportunities to revitalize the city. Locker, who earned her law degree at the University of Michigan, was named to the Crain's Detroit Business "40 Under 40" award in 2010 and is a recipient of the Marshall Memorial Fellowship given by the German Marshall Fund.

Last September, **Jennifer McNealey, '95, Sloan '97**, was appointed to the Enzon Pharmaceuticals board of directors.

## 00s

**Andrea Wasserman '00** last August became chief executive officer of Sole Society, a leading e-commerce business providing high-quality, trendy shoes, handbags, and accessories at affordable prices. A Cornell policy analysis and management major, Wasserman later studied at Fashion Institute of Technology and earned her MBA from Columbia University. Now based in Los Angeles, Wasserman enjoys volunteering for women's and retail mentoring programs at her alma maters, as well as traveling to—and shopping in—cities worldwide.

**Emily House '05** recently joined the Tennessee Higher Education Commission as director of research. She is a doctoral candidate in quantitative methods for education research at the University of Michigan, where she earned her MA in statistics last year. She also holds a graduate degree in public policy from Vanderbilt University.

**Emily Lane Kimble '06** married Michael Kimble on December 21, 2013.

**Dr. Elizabeth Gaffney Riccardi '06** joined Internist Associates of Central New York last September. A native of Syracuse, she earned her medical degree from State University of New York Upstate Medical University and completed her internal medicine residency at the University of Pittsburgh Medical Center.

**YOU BELONG** to the Human Ecology Alumni Association (HEAA), meaning you're part of the ongoing alumni activities supported by the HEAA board. Each year:

- 2** representatives serve on the Dean's Advisory Council
- 3** outstanding alumni awards are presented
- 5** young alumni events occur around the country
- 50** alumni-sponsored internships are provided for students
- \$12,000** in student grants are awarded for research and projects
- 100%** of HEAA Board members give to the Human Ecology Annual Fund

The volunteer HEAA Board meets biannually, once in Ithaca and once in New York City, with opportunities to network with alumni and hear updates from the dean. Want to join? Look for an application and read more at [www.human.cornell.edu/alumni](http://www.human.cornell.edu/alumni).

Questions? Please write to [head@cornell.edu](mailto:head@cornell.edu).

We hope to see you soon!

## We want to hear from you!

Do you have news to share with your fellow College of Human Ecology alumni? Email us your news at [head@cornell.edu](mailto: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!

**Ila Mcleod Keister '32**, Waverly, Iowa, December 11, 2013  
**Anna Jones Edwards '35**, Avoca, N.Y., July 30, 2013  
**May Kitzmiller Riddlesberger '36**, Carlisle, Pa., November 19, 2013  
**Mary Keane Brady '37**, Harwich Port, Mass., October 6, 2013  
**Mary Chaney Carson '37**, Northfield, Minn., November 4, 2013  
**Vieno Pertula Pope '37**, Saint Petersburg, Fla., January 4, 2014  
**Helen Rogers Rask '38**, Newport Beach, Calif., July 4, 2013  
**Norma Hoagland Almquist '41**, State College, Pa., January 1, 2014  
**Winifred Burns Show '42**, Queenstown, Md., September 1, 2013  
**Dorothy Cross Salisbury '43**, Urbana, Ill., August 12, 2013  
**Ruth Helen Spaid Ferrel '44**, Pittsford, N.Y., November 10, 2013  
**Hildred Gleason Merrill '44**, Redwood City, Calif., September 26, 2013  
**Elizabeth Cornwall '45**, Hingham, Mass., December 27, 2013  
**Ann Lynch Pape '45**, Garden City, N.Y., August 1, 2013  
**Grace Cancellieri De Jose '45**, Kings Park, N.Y., November 9, 2013  
**Janet Sutherland Clement '46**, Staunton, Va., December 4, 2013  
**Elizabeth Wait Geidel '47**, Columbia, S.C., December 31, 2013  
**Ursula A. Holahan '47**, Charleston, S.C., October 1, 2013  
**Emily Palmer Kroeker '47**, Nashua, N.H., October 3, 2013  
**Marion Cousins Chambers '48**, Greensburg, Pa., November 17, 2013  
**Joan Abraham Rybak '48**, Ozone, Fla., November 28, 2013  
**Jean Hamke Sundheim '48**, St. Petersburg, Fla., July 29, 2013  
**Shirley Nagler Coulter '49**, Lockport, N.Y., November 20, 2013

**Mary Seeley Reeves '49**, Largo, Fla., December 18, 2013  
**Frederick Lengemann, CALS '50, MS '51**, Rome, Pa., October 2, 2013  
**Rosemary Kielar Terkoski '50**, Canton, Mich., July 29, 2013  
**Gertrude Strong Neef '52**, Livermore, Calif., November 15, 2012  
**Velma M. McGaugh, MS '53**, Colorado Springs, Colo., September 19, 2013  
**Greta Rystedt Pofcher '53**, San Francisco, Calif., December 21, 2013  
**Dorothy Downey Voorhis '53**, Williamsburg, Va., December 29, 2013  
**Marion E. Pyne, MS '54**, Bath, Maine, September 18, 2013  
**Iris Garden Schwartzbaum '55**, Bronx, N.Y., May 29, 2012  
**Ada Marie Campbell, PhD '56**, Maryville, Tenn., November 14, 2013  
**Jane Purdy Moore '58**, Mashpee, Mass., November 30, 2013  
**Robert F. Hester, MA '62**, in Richmond, Va., August 17, 2013  
**Barbara Stoakin Severin, MS '62**, Warrenton, Va., October 28, 2013  
**Beth Goldberg Lamport '64**, Port Washington, N.Y., October 4, 2013  
**Judith Moser Forest, MS '66**, Salem, Ore., January 3, 2013  
**Gertrude Parrott Jacoby, MS '66, PhD '73**, Jupiter Fla., January 16, 2014  
**Linda Rempe MaGee '67**, Houston, Texas, October 14, 2013  
**Judith Orr Ellcome '70**, Youngstown, N.Y., January 8, 2014  
**Corinne Nemetz Nydegger, MS '70**, San Francisco, Calif., July 28, 2013  
**Linda Steinbook Grossman '72**, Shaker Heights, Ohio, September 14, 2013  
**Sheridan Fenwick Naditch, PhD '75**, Bonita Springs, Fla., October 15, 2013  
**Prof. Emerita Kathleen Cutlar**, East Lansing, Mich., August 4, 2013  
**Grace Conner Turner**, Hopewell, N.J., December 17, 2013



**Donald Tobias**, executive director of Cornell University Cooperative Extension-New York City (CUCE-NYC) since 2005, died Nov. 22 in New York City. He was 68.

Tobias' career focused on public sector and community research with an emphasis on health, government, and education. He led an expansion of CUCE-NYC programs into all five boroughs of New York City. He taught courses on nonprofit management and provided technical assistance to nonprofits and government agencies. In addition, Tobias helped develop programs in Burma, Rwanda, Ethiopia, and Bangladesh to link rural food producers and urban markets.

"In the city that never sleeps, Don worked nonstop in his role—as a mentor, visionary, teacher, researcher, cheerleader, and partner," said Alan Mathios, the Rebecca Q. and James C. Morgan Dean. "He transformed the work of so many who knew him and guided programs that touched thousands of New Yorkers. Under his leadership, CUCE-NYC translated Cornell research into innovative programming tailored to meet the diverse needs of New Yorkers in three main areas: nutrition and health; urban environment; and family and youth development. By helping individuals and families to eat better, live more sustainably, and support the needs of children and teens, these programs embody Cornell's founding land-grant principles."

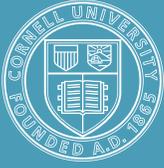
Tobias is survived by his wife, **Brenda Tobias '97, MS '12**.

**Charlotte Jirousek**, associate professor of fiber science and apparel design, died Feb. 12 at age 75. Jirousek was a textile expert with a special interest in Turkish dress. She was also the curator of the Cornell Costume and Textile Collection, which has more than 9,000 items of apparel dating back to the 18th century, as well as a substantial collection of ethnographic textiles and costume. She curated some 30 exhibitions over the years, with subjects ranging from Andean textiles to street fashion and youth culture.



Jirousek, who was born Aug. 20, 1938, in Faribault, Minn., earned a BA in sociology from Hamline University (1960), an MA in applied design (1982) and a PhD in design, housing, and apparel (1988), both at the University of Minnesota. She was an assistant professor and curator at the University of Alabama before joining the Cornell faculty in 1992.

"Charlotte was a good friend to us all, and someone whose passion to do great things in a truly multidisciplinary way is an example for the rest of us," said Dean Alan Mathios. "We will miss her terribly."



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## LINKages

Jordana Gilman '14 was studying on campus when she noticed the walls around her were covered with portraits of influential Cornell men. Noting the lack of women, she launched a #showmethewomen campaign, and hundreds of ideas poured in on Twitter, Facebook, and Instagram. From these nominations, she created an exhibit in Willard Straight Hall Art Gallery featuring photos of 250 notable female Cornellians past and present—alumnae, professors, administrators, and staff. Among the distinguished group are the college's founding co-directors **Martha Van Rensselaer** and **Flora Rose**.

Gilman, a human biology, health and society major heading to SUNY Upstate Medical University this fall, included five mirrors among the rows of pictures, a way to “put viewers in the picture,” she says. “Both men and women are inspired to think about their impact and what they’ll do to get their portrait hung on campus one day.”

