

LEVERAGING TALENTS, SKILLS, AND KNOWLEDGE FOR PUBLIC SERVICE

The Iscol Family Program for Leadership Development in Public Service, created in 2000 by Jill and Kenneth H. Iscol '60, endeavors to inspire and educate a new generation of community leaders. The program's annual lecture for fall 2004 was given by Bill Shore.



Nicola Kourtopoulos/CU

After years of burying their heads in books, it is not uncommon for Cornell graduates to turn their attention outwards—to wonder how they will make a name for themselves in the world outside of the college campus. Often, it seems logical

to head to a new city, secure a lucrative job, or pursue another prestigious degree. But, as Bill Shore recently explained to a crowd of students and faculty, one of the most meaningful ways young Cornellians can make themselves known is by turning their attention to their own communities. In September 2004, Cornell's College of Human Ecology welcomed Bill Shore, the founder and executive director of Share Our Strength—America's leading antihunger, antipoverty organization. Shore spoke about the importance of creating "community wealth," resources that promote social change and serve the public interest.

The Iscol Family Program for Leadership Development in Public Service sponsored Shore's lecture. The program, created in 2000 by Jill and Kenneth H. Iscol '60, endeavors to inspire and educate a new generation of community leaders. The program offers a way to encourage Cornell students to engage in and launch careers in public service. By bringing notable leaders in the public service sector to the campus, the program creates a dialogue between faculty and students about how to tackle some of society's greatest problems. Homelessness, violence, and ignorance are some of the topics that have been broached by the Iscol Family Program annual lectures since 2001.

Shore's lecture focused on combating poverty and hunger—the social ills that Share Our Strength has fought for the past 20 years. Shore, a graduate of the University of Pennsylvania and a former senatorial chief of staff, founded the organization in 1984 in response to the Ethiopian famine. Since then, Share Our Strength has distributed more than \$79 million in grants to over 1,000 antihunger, antipoverty groups around the world. In 1997, Shore launched Community Wealth Ventures, Inc., a for-profit subsidiary of Share Our Strength that provides consulting services to organizations interested in creating community wealth. Shore has written much about community service. His latest book, *The Light of Conscience*, explores how an individual can affect change without large sums of money, powerful allies, and the latest technology. All one needs, Shore argues, is to follow one's conscience and get involved in activities that serve the greater good.

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In his speech, Shore stressed that accumulating community wealth, rather than personal income, is the key to winning the battle against poverty, hunger, and many of the problems that plague society. Shore emphasized, "We tend to think of wealth as something that makes our houses bigger, our cars faster, our vacations longer. But there is another kind of wealth, community wealth. It makes our kids safer, our schools better, our neighborhoods better and stronger places to be." He urged the audience to look at social problems on a national and global scale and address them by getting involved in public service. Indeed, Shore advocated that Cornell graduates turn their attention outwards—not to what they can do for themselves, but how they can leverage their talents, skills, and knowledge to help others.

Sheila Yasmin Marikar '05

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(l. to r.) Jill Iscol and Bill Shore with Lisa Staiano-Coico, dean, College of Human Ecology