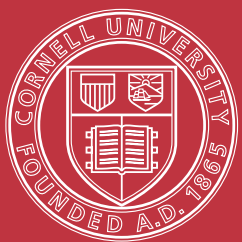


# Human Ecology News

## Faculty interact with undergraduate students

story page 8



Cornell University



## Message from the Dean

Friends,

**T**he 2004–2005 academic year in the College of Human Ecology was a wonderful mix of excitement, change, and accomplishment. In December and May, hundreds of talented students graduated from the college and set foot on their lives' paths. In this edition of *HE News*, you'll meet several of them. Bright, energetic, and full of passion, these former students are now pursuing careers as varied as public policy, cellular and molecular biology, and education. They, as you know, represent just a sliver of the whole picture. Each year, our graduates leave the College of Human Ecology poised for achievement and possessing the tools they need to reach their goals. And as they leave, a new crop of eager freshmen takes their places.

Upon graduation, our students become psychologists, social workers, health care administrators, designers, scientists, public policy analysts, lawyers, business professionals, and entrepreneurs. Many seek graduate degrees in medicine, law, or other areas. They are involved members of their communities. They strive to be mentors. They understand the value of research and collaboration in helping others. Some choose to raise families, and instill in their children the same ideals learned at Cornell. There is no limit to what they can—or will—do.

Again and again, our graduates report that our college provided them with more than just an education. They left Cornell with a sense of empowerment. They knew that hard work, research, and innovative approaches to problem-solving would take them far. Indeed, one of the most joyful aspects of my first year as dean has been meeting with students and young alumni whose sense of empowerment and confidence in their knowledge radiates.

It is with enthusiasm that I look to the fall. We will be welcoming back our returning students, and we will be meeting 270 new freshmen. For many, Ithaca and central New York will be new territory. For some, even the United States will be new. They will come from diverse ethnic, geographical, socioeconomic, and religious backgrounds. They will bring myriad life experiences, opinions, and beliefs with them. They will learn from each other, and we will learn from them.

I am pleased to have an opportunity to introduce just a few of our outstanding young alumni in the pages of *HE News*. I look forward to sharing more stories of student and alumni accomplishments. Surely, we will never be in short supply of success stories!

Lisa Staiano-Coico, Ph.D.  
Rebecca Q. and James C. Morgan Dean

# A Conversation with Dean Lisa Staiano-Coico on the State of the College of Human Ecology, Summer 2005

**Q: You've been dean for a year now, since July 1, 2004?**

A: That's right . . . And until this past April, when a replacement was found, I also was executive director of Cornell's Tri-Institutional Research Program with Rockefeller University and Memorial Sloan-Kettering Cancer Center.

**Q: Previously, you were vice provost for medical affairs at the Weill Cornell Medical College. Are you still are a professor there?**

A: Yes, I'm a professor of microbiology in surgery and in dermatology. I'm a member of the graduate field of cell biology and genetics. And I'm also a professor in the medical ethics division of the Department of Public Health.

**Q: What brought you to the College of Human Ecology?**

A: Probably the biggest influence was Hunter Rawlings. While I was the senior associate dean for research at the medical college, I participated in the Hedwig Van Emerigan Executive Leadership in Academic Medicine (ELAM) fellowship program. This yearlong fellowship required me to talk to every senior officer at the medical college and, if possible, the university. The conversation with Hunter Rawlings changed my life. His tremendous passion and excitement for undergraduate education and, in particular, Cornell University, made me realize that I wanted to get an experience of university life on an undergraduate campus. I'd spent my entire career in the medical school, and it felt like the appropriate time to look for a change.

**Q: How did you originally get into administration?**

A: When I went to work at Cornell my son was three months old and there was no child care at the time. So I became very interested in women's issues and joined the Office of Women in Medicine (OWIM). I eventually became the president of OWIM. As an organization we helped revise the curriculum of the medical college to include issues such as sexual assault, and we worked with the New York Hospital to develop its first rape crisis center.

**Q: Will someone from the medical school favor biomedical materials, nutrition, biology and society, and human development—and encourage collaborations with the medical school and the hospital?**

A: Yes, but there's more. Design and Environmental Analysis is working on patient visits to the ambulatory care facility and looking to improve the design of the settings and systems in which patients experience the hospital. The Sloan Program in Health Administration, which also part of Human Ecology, is training tomorrow's leaders of academic health centers and other health-related management organizations. Faculty from Policy Analysis and Management are exploring issues related to health economics. And the Obesity Initiative at Human Ecology is a collaboration that involves every one of the college's departments plus the medical college.

**Q: Is this an important reason that you were selected to be dean?**

A: Well, I'm a natural collaborator. I have always carried out basic research in the context of a clinical department; translating my research findings into strategies to help people always has been one of my passions. The combination of translational research and my long-term emphasis on collaboration makes Human Ecology a wonderful place to be.

**Q: What are the two or three key issues on your agenda?**

A: Certainly, the building [N-MVR] is a top priority. We should be able to demolish the old wing in the fall semester, and the architectural planning for the replacement is well under way. But we have to work aggressively to make sure the work stays on track. Morale is high because we're moving ahead. But physical space is a pressing issue for faculty retention, recruitment, and general morale.

Then there's the perennial issue of communicating what Human Ecology is all about. The college has undergone name changes, departmental mergers, and demergers. We're in a yearlong process to develop messages about the exciting scholarship that goes on here and the fact that we instill in our students more than just a wonderful education, that we want them to come out with a sense of responsibility and conscience and understanding.

**Q: Are there new hires to talk about?**

A: We've opened up faculty searches in all of the departments during this past year. Among the seven scholars that we have recruited, Valerie Reyna is an internationally recognized psychologist who studies risk-taking behavior in adolescents. Dan Lichter, who was recruited from Ohio State to be the director of the Bronfenbrenner Life Course Center (BLCC), is a demographer and a leading sociologist in the area of the effect of welfare incentives on patterns of marriage and co-habitation. Xhenglong Gu is an evolutionary biologist who was recruited from Stanford to the Division of Nutritional Sciences as part of the New Life Sciences Initiative at Cornell. Three of the seven new hires are women.

**Q: And incentives for all faculty members?**

A: Yes, we offer a variety of incentives and programs to our faculty. As part of our efforts to increase cross-departmental collaborations, a pilot grant program was established that will provide up to \$50,000 per award to develop collaborative projects that span different departments at the college. We will also provide funding for faculty to send their grant proposals to experts in their fields for review. This is useful particularly for junior investigators who have not yet applied for federal grant funding.

**Q: Is your appointment here in nutritional sciences?**

A. Yes. My research program in wound repair is appropriate for the nutritional sciences division as nutritional deficiencies can severely impair the body's ability to heal wounds. Oftentimes, now, we see elderly people come into the burn center at the hospital with minor wounds and end up with infections and other problems because of wound-healing deficits.

**Q: You earned your B.S. in biology with honors at Brooklyn College of the City University of New York in 1976 and your Ph.D. in microbiology at Cornell in 1981. How did you become interested in the biology of skin cells, wound healing, and burn treatment?**

A: I had a bad scald wound as a toddler, and I still remember the severe pain associated with it. In those days they covered the wound with Bacitracin and bandages, and every time they took off the bandages, they reopened parts of the wound.

When I was a graduate student working in immunology and microbiology, a member of my committee who was working on skin asked me to help him with experiments. I went into the Burn Center, which was new then, and as soon as I got there I thought, "What a great way to spend my life, helping people with these injuries." Walking onto that unit changed the course of my life. It was serendipitous, and I've spent 21 years working at it.

**Q: Your husband, Richard Coico, was named a professor of microbiology and immunology education at Cornell this summer and vice provost for Inter-Campus Affairs between Ithaca, the medical college in New York City, and the medical college in Qatar. Have you visited Qatar?**

A: Richard spans the three campuses and he's the course director of the Host Defenses course in Qatar; he spent nine weeks there this spring. I've been to Doha. Qatar is a fascinating country. The students are amazing. My children went over this past summer and had a wonderful experience. I certainly would like to go back given the opportunity.

**Q: Where are you living these days?**

A: We will maintain an apartment in Larchmont because Richard is doing the commuting now and needs a home base in the city. And my children grew up there—my son attends Columbia and my daughter started at Barnard in the fall—so they'll have a home base there.

Meanwhile, we are building a house on the west side of Cayuga Lake, a mile south of Taughannock State Park. I am looking forward to having my two children, my dog (a cockapoo named Fred), and my husband all up in Ithaca.



University Photography, Robert Barker



Dean Staiano-Coico visited with and addressed students, faculty, and staff at this year's CHE barbecue, held September 7. For more BBQ photos, see the back page.

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## Letters to the Editor

Dear Friends:

When your Winter-Spring 2005 issue of Human Ecology News arrived and I saw the registration form for the Reunion Breakfast, I was reminded of my trip last year to my 75th reunion. My daughter and I attended the breakfast last year. I was sorry that something prevented our being at the outdoor get-together at MVR Hall, but we did talk to the person at the Home Ec [Human Ecology] booth at the Drill Hall [Barton], who pulled up my picture among others in the computer file of graduates. In our tour of MVR Hall it was Susan Ashdown who showed us around my first love, the Clothing [TXA] Department.

I was too busy living and earning my way off campus to have been active in extracurricular activities in college, but I have been busy ever since, teaching and sharing what I learned. I still am at 98. I'm very happy for my Cornell experience.

Sincerely,  
Elsie Paolini

I found the winter/spring 2005 edition of the Home Economics News [sic] to be interesting reading. In reading from the news on page 5, "That Was Then, This Is Now," I wonder if Alice "Virgoin" is actually Alice Burgoine, the same person whom I felt fortunate to have as an adviser. Her advice sounds so familiar.

Just an additional touch!

Betty Powell  
Class of '34

Editor's note: We regret the error.

## HumanEcologyNews

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research, education, and outreach.

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# InsideMVR

## Departmental Happenings



### Design and Environmental Analysis

**Gary Evans**, professor, was one of four 2005 winners of the Kendall S. Carpenter Memorial Advising Awards. The \$5,000 awards recognize "sustained and distinguished contributions of professorial faculty and senior lecturers to undergraduate advising," and nominations were accepted from individual students, university staff, college deans and associate deans, and department chairs. In addition, Evans was selected by Roxanne Quist, one of this year's Merrill Presidential Scholars, as the faculty member who has had the most positive influence on her education at Cornell.

**Nancy Wells**, assistant professor, has been awarded a 2005 Affinito-Stewart Research Grant from the President's Council of Cornell Women (PCCW). The award will support Wells's continued research into the effects of the built and natural environments on physical activity and obesity, particularly in low-income neighborhoods. The Affinito-Stewart Grant Program began in 1992 and since that time has provided more than \$462,000 to 151 Cornell women. Wells was one of three Cornell faculty members to be awarded grants for 2005.

### Human Development

**Marianella Casasola**, assistant professor, was awarded a Presidential Early Career Award for Scientists and Engineers (PECASE) by President Bush at the White House in June. She was one of 20 recipients of the award, which is given to young scientists and engineers whose work is supported by the National Science Foundation (NSF). Casasola will receive \$400,000 over five years to continue her research in the area of spatial recognition in language acquisition.

**Qi Wang**, assistant professor, was invited by the Society for Research in Child Development (SRCD) governing council to serve on its Ethnic and Racial Affairs Committee from spring 2005 to spring 2009.

### Policy Analysis and Management

Professor and chair **Rosemary Avery** has been selected to serve on the Presidential Search Committee from a list submitted by the University Committee on Nominations and Elections.

# New Books by Faculty, Staff, and Alumni

*Rebekah L. Dorman Ph.D. '87 and Jeremy P. Shapiro*  
**Preventing Burnout in Your Staff and Yourself: A Survival Guide for Human Services Supervisors**  
Washington, D.C.: CWLA Press, 2004

Employee burnout, turnover, frustration, and fear are serious problems for every child welfare supervisor. This practical, user-friendly manual will help child welfare supervisors manage more effectively, help caseworkers find greater satisfaction with their jobs, and help prevent both supervisors and caseworkers from reaching burnout. Handy tips and real-life anecdotes bring the lessons home for all supervisors and make those lessons easy to implement in day-to-day work. *Rebekah L. Dorman is a developmental psychologist and vice president of Applewood Centers, Inc., a private, nonprofit behavioral health agency, in Cleveland, Ohio. Jeremy P. Shapiro, a clinical psychologist, is an adjunct faculty member in the Psychology Department and Mandel School of Applied Social Sciences of Case Western Reserve University.*

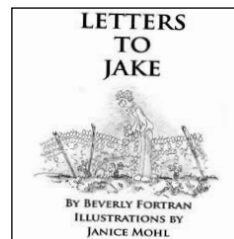


*Beverly Fortran '48 and Janice Mohl (illustrator)*

**Letters to Jake**  
Bloomington, Ind.: Author House, 2005

This beautifully illustrated book chronicles, in part, the author's transition from city to rural life in the Pennsylvania heartland. Through letters to her grandnephew Jake, the author describes how her new surroundings brought her into contact with a hitherto unknown world of animals, birds, and insects.

*Beverly Fortran received a B.S. degree in home economics from the then College of Home Economics. After teaching home economics briefly, she received a master's degree in social work from the University of Pennsylvania. Her work experience includes supervising children and adults in alternative living arrangements and working as a clinical social worker. Janice Mohl has a B.S. degree in biology from Millersville University. She is a self-taught artist and creates in pastels, acrylics, and water color.*



## In Memoriam

### Father of Head Start Program Dies at Age 88

**Urie Bronfenbrenner**, a co-founder of the national Head Start program and widely regarded as one of the world's leading scholars in developmental psychology, child-rearing, and human ecology, died in Ithaca on September 25. He was the Jacob Gould Schurman Professor Emeritus of Human Development and of Psychology at Cornell, where he spent most of his professional career.

Bronfenbrenner's theory and his ability to translate it into operational research models and effective social policies spurred the creation in 1965 of Head Start, the federal child development program for low-income children and their families. In 1979 Bronfenbrenner further developed his thinking into the groundbreaking theory on the ecology of human development. That theoretical model transformed the way many social and behavioral scientists approached the study of human beings and their environments. It led to new directions in basic research and to applications in the design of programs and policies affecting the well-being of children and families both in the United States and abroad.

His research also furthered the goals of Cornell's Life Course Institute, which was renamed the Bronfenbrenner Life Course Institute in 1993 and currently is directed by Daniel Lichter.

Bronfenbrenner was the author, co-author, or editor of more than 300 articles and chapters and 14 books, most notably *Two Worlds of Childhood: U.S. and U.S.S.R.*, *The State of Americans*, *The Ecology of Human Development*, and *Making Human Beings Human*. His widely published contributions won him honors and awards both at home and abroad. He held many honorary doctoral degrees, several from leading European universities. His most recent American award (1996) is for "Lifetime Contribution to Developmental Psychology in the Service of Science and Society" from the American Psychological Association, known as "The Bronfenbrenner Award."

Born in Moscow in 1917, Bronfenbrenner came to the United States at age six. He received a bachelor's degree from Cornell in 1938, completing a double major in psychology and music. He went on to graduate work in developmental psychology, completing an M.A. degree at Harvard University followed by a Ph.D. from the University of Michigan in 1942. After serving in the army and a two-year stint as an assistant professor of psychology at the University of Michigan, he joined the Cornell faculty in 1948, where he remained for the rest of his professional life.

### International Potato Expert Dies at Age 83

**Nell I. Mondy**, professor emerita of nutritional sciences, died August 25. Mondy was on the Cornell faculty for more than 50 years. Her expertise in biochemistry not only reaped a fruitful teaching and research career but took her to some four dozen countries where she presented papers, worked as a consultant, or conducted research. She was considered an international expert on the potato.

Mondy's 1987 proposal on potato marketing resulted in the formation of the Agriculture Research Service-National Potato Council National Potato Research Program, which has netted millions of dollars in research funds for the study of the quality and use of potatoes. Her work on behalf of the potato industry reaped Mondy an honorary life membership in the Potato Association of America, the organization's highest honor. Her many other awards include the first E. F. Steir Award from the Institute of Food Technologists, the outstanding alumni award from Cornell's College of Agriculture and Life Sciences, and the Centennial Achievement Award from Ouachita Baptist University.

Mondy was an elected fellow of the American Association for the Advancement of Science, the Institute of Food Technologists, and the Institute of Chemists and an honorary life member of Graduate Women in Science. She served as a consultant to the U.S. Environmental Protection Agency, the U.S. Department of Agriculture, and food companies and agencies in the United States and abroad, including the International Institute of Tropical Agriculture in Nigeria.

## Alumni Calendar

**CHE Winter Commencement**  
Cornell campus  
December 16

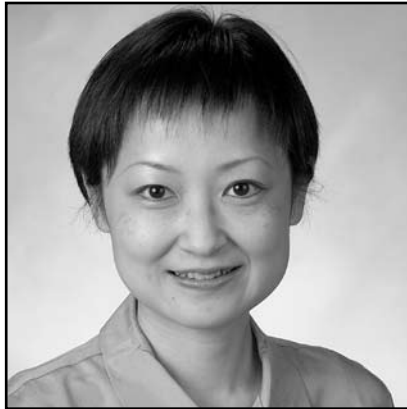
**Sloan Board Meeting**  
Washington, D.C.  
January 17

**HEAA Board Meeting**  
New York City  
January 19-20

Photo credits???

## Human Development Professor Finds That Memory Develops Differently Across Cultures

Developmental psychologist Qi Wang observes the formation of memories and how remembered events become part of an individual's self-identity. By listening to children across cultures and listening to the conversations that take place between mothers and children, she has made a number of discoveries about how a family's narration of events affects an individual's cognition.



University Photography

"I study the relationship between autobiographical memory and the self as they develop across the life course and in the context of culture," says Wang, who is an associate professor of human development.

"Autobiographical memory" is a term psychologists use for remembered events from our personal lives. Often this describes the significant activities and encounters that a person experiences; it is from these encounters that a sense of self and identity emerges.

Wang earned a bachelor's degree in psychology at Beijing University and a master's degree and doctorate in psychology at Harvard University. She joined the Cornell faculty in 2000 and since then has published numerous papers in such journals as *Child Development*, *Journal of Personality and Social Psychology*, *Developmental Psychology*, and *Memory*.

"My new theory of autobiographical memory development is that children's emotional understanding, which is shaped by early family socialization practices, may play an important role in how children come to remember their personal experiences," she says.

In 2001 Wang reported that the ways European-American adults and preschool children recall their personal memories are consistently different from the way Chinese do. Memory of personal experiences is influenced heavily by the immediate family narrative environment as well as the larger cultural context, and this in turn affects our self and identity.

For the past three years, Wang has been conducting studies to test basic social-cognitive mechanisms that may contribute to the between-culture variations in autobiographical memory. Among these studies is a longitudinal project to test her hypothesis that emotional understanding is a mechanism for the making of autobiographical memory. The research is supported by the National Institutes of Mental Health (NIMH).

"This is the first longitudinal study to investigate how early cognitive and social factors, including children's emotional understanding, affect memory development in different cultural groups," she says. "It involves three cultural-ethnic groups, 189 families in all: native Chinese in China, Chinese immigrants in the United States, and European Americans."

Wang and her research team have completed the data collection. During three home visits they assessed various mother and child variables: when a child was 3, 3.5, and then 4.5 years old. She now is coding and analyzing data and preparing manuscripts for publication. Some of the results regarding children's emotional understanding and memory will appear

in the *Journal of Cognition and Development*.

One part of Wang's methodology was to observe a mother and child engage in free play, read a story together, and share memories. Another was to interview the child to assess his or her autobiographical memory, emotional understanding, and self-concept. The available results showed that children's emotional understanding indeed had a strong influence on their autobiographical memory skills and mediated the

effects of other individual (age, language skills) and group factors (culture, gender) on memory.

"We also are interested in examining the relationship between children's autobiographical memory and self-concept. We found that European-American children tend to focus more on themselves, such as things they like to do and their possessions (e.g., toys), when describing themselves, and they tend to remember more details of their personal experiences, when compared with Chinese children," Wang says.

These results may be related to the emphasis in American culture on the construction of individual selves that are unique and distinct and based on specific experiences of the past to define a person, Wang explains, adding that in Chinese culture, the social network of people rather than one's own past experiences may be more important for defining a person's identity.

Memory is important in Asian cultures, she says, but often it serves functions other than building a unique individual identity as emphasized greatly in the West. For example, memory helps a child learn to behave properly: A mother will tell a child, "You made a mistake, you should not do that again." Thus memory is used in a didactic fashion as part of a socializing process, Wang says.

In relation to these different cultural beliefs, Wang also looks at how mother-child memory sharing affects children's own memory later on. The role of mother and child in the Chinese family often is defined hierarchically. Thus when sharing memories, Chinese mothers tend to ask directive questions and expect correct answers from children; the conversations often are not very elaborative but test-like, she says.

In comparison, European-American mothers and children tend to use a more elaborative conversational style in which each elaborates on the other's responses. "In an elaborative conversation, the mother frequently provides details about the event under discussion and comments on the child's memory responses. This helps to support and scaffold the child's participation and is facilitative to the child's memory development over the long term," Wang says.

To Wang, one surprising finding of the longitudinal study is that Chinese-American mothers talk to their children in more traditional ways than Chinese in China. Rather than falling midway between Americans and Chinese, Chinese immigrants to the United States are the least elaborative of the three groups.

But, as Wang explains, mainland China has been

undergoing urbanization and Western influences, and the one-child policy has fundamentally changed the traditional family structure and practices. As a result, Chinese parents have come to adopt values and practices resembling those of their Euro-American counterparts. Immigrant Chinese parents in the United States, on the other hand, still may uphold more traditional Chinese belief systems familiar to them before their immigration and therefore tend to use more traditional ways of socialization.



**"This is the first longitudinal study to investigate how early cognitive and social factors, including children's emotional understanding, affect memory development in different cultural groups."**



courtesy Elizabeth Peters

# Student Profiles

## PAM Senior Sets His Sights on Public Service

**Joseph Angeles '06 had absolutely no idea when he headed to Buenos Aires for a semester that he would end up becoming interested in soybeans.**

A policy analysis and management major, Angeles signed on for study abroad with SIT, the Vermont-based School for International Training, which was offering a program that emphasized the economic integration of the region.

In studying the countries of southern South America and efforts to create a common market not unlike Europe's, Angeles learned quickly that soybeans play an important role in the political economy of Uruguay, Paraguay, and Argentina.

"Argentina and Uruguay traditionally have been countries with small family farms and cattle ranches, but now soy is being cultivated by huge agribusinesses that have come to dominate more than 50 percent of agriculture," Angeles says.

Land famous for forests and for producing a great diversity of crops is being clear-cut to grow soybeans, he continues. The biggest impact can be seen in Paraguay. Once a country of jungles and great water reservoirs, you can now drive through the middle of the country for miles and miles and see empty fields, and then, a couple of weeks later, nothing but soybean plants.

"We learned that Paraguay had its first drought ever recorded last year. On land without vegetation, soil cannot hold rainwater and there are no plants to release it later, so you have a total change in environmental conditions," he says.

The soy explosion began nine years ago when Monsanto, the agrochemical company, genetically modified a soybean to resist the popular herbicide Roundup Ready.

"You can dump Roundup on the rows and it will kill everything but the soy, which then produces huge yields," says Angeles, adding that most of this soy is for export. "Europe and China—China is all over the world now—are buying huge quantities of soybeans as animal feed."

Angeles lived with a family in central Buenos Aires for most of his semester in Argentina and took occasional trips to surrounding areas. During spring break he hiked in the Andes with friends. A native of Seattle, Wash., he is an enthusiastic mountaineer.

As part of his studies, Angeles interviewed officials in Argentine agricultural associations, a former congressman, and the head of an agrarian federation.

"It's frustrating to observe individual farmers acting in their own economic interests and the Argentinian government doing nothing to change those interests," Angeles says. "Instead, the governments encourage soybean cultivation; they need export revenues to repay foreign debt and loans from the IMF and World Bank."

The social consequences of new agricultural practices are as immediate as the environmental changes: "In some regions forests are home to indigenous peoples who have no way to



defend themselves, and in others the agribusinesses displace rural towns where generations have lived and farmed for hundreds of years," Angeles says. "Many people have no legal title to the land, so police evict them, and there is social upheaval in the countryside, although it is not well organized and communication is difficult there."

Of his semester abroad, Angeles says, "It made me appreciate everything I am learning in PAM even more than before, especially about how business and financial incentives affect government policy decisions.

"In the course Race, Power and Privilege, we learned about hidden structures within society that act as barriers to certain groups of people. That course was particularly fascinating. I admit that public policy isn't the most exciting thing to a lot of people, but it really explains the workings of the world around me."

Now a senior, Angeles is investigating job opportunities at nonprofit organizations in Washington, D.C., that focus on Latin America or Southeast Asia. Half Filipino, he feels a connection to his father's country, which he first visited at age 14.

While at Cornell, Angeles has been involved with the Institute for International Public Policy, an initiative of the U.S. Department of Education to promote the sort of career that Angeles hopes to have after graduate school—in public service and international development.

The selective fellowship provides summer policy institutes, language training, and partial funding for graduate school and study abroad for the 20 students it admits from colleges and universities across the whole country. The program aims to put minorities on the path to a career in foreign affairs, opening up doors to places such as the Department of State, which has fewer than 5 percent minorities.

"Studying at Cornell, where classes are small enough for thoughtful discussions, together with the summer institutes on public affairs and leadership, and travel abroad have been a great educational experience," he says. "PAM tends to focus on domestic policy, the policy institute on international relations and defense.

"At the summer programs I found that I was much better prepared than the majority of my classmates in subjects such as economics and statistics. Clearly, Cornell has given me a strong foundation," Angeles says.

## DNS Major Puts Her Obsession to Work

**Nutrition labels? Cara Santillo '06 is obsessed with them.**

She loves to read them more than books. She's a nutrition major, fascinated with food and nutrition policy, and will apply to law schools with an eye toward working in the international arena.

"When I applied to Cornell I wrote all my essays about how much I love food," she says. "I love grocery shopping, cooking, and, of course, eating." The essay-writing happened after she had the good luck to get lost on a campus tour and find herself, then a high school student from Mars, Pa., looking at a nutrition poster in Martha Van Rensselaer Hall and realizing that she was looking into her future.

Mars, a town north of Pittsburgh with one main road in and out of town, is so small that on moving-in day at Cornell, Santillo says, she never had seen so many people in one place in her life.

As a freshman she endured chemistry and biology and loved Nutrition, Health, and Society, her first nutrition course, and the course Healthy Cooking for Everyday Living.

A former cross-country and track runner and basketball player for the Mars Planets—"the team that is out of this world"—and a summertime softball player who now plays rugby at Cornell, Santillo can eat an average of 2,200 calories a day and maintain her weight—which is enough to make many women outright jealous.

Santillo says her curriculum is packed with great courses, and one particularly outstanding course in her college career was food science professor Joe Regenstein's Food Law.

"He's an awesome professor and the course was fascinating, she says. "It's all about government agencies that regulate food and packaging and nutritional information," she adds, admitting, once again, to her obsession with labeling.

Food laws led Santillo to lobbying work with the Center for Science in the Public Interest. The effort: to persuade NCAA teams to follow the example set by Ohio State University and refuse advertising from beer companies.

Another internship introduced her to international food and nutrition policy. Working with Sustain, a nongovernmental organization in Washington, D.C., Santillo researched and wrote grants for iron viability studies and acted as go-between for her boss, who was a public policy expert, and the hematologist who served as a consultant to the NGO.

"I would explain the nutrient side of things to her and why, for example, we would use one indicator of iron deficiency over another," Santillo says. "Sustain isn't a research organization. But we did have a consultant who is an expert on fortifying foods with iron and how that affects the body. Although we didn't do tests on human subjects (they were done elsewhere), we



did tell the international health community how to set policy.

"If I hadn't had a basic knowledge of nutrition and of micronutrients and minerals, I couldn't have been useful in Washington," she says of her experience there. "I have learned so much at Cornell, and this past summer I found out that what I have learned in the classroom directly applies to real-world problems."

After she gains more experience and earns a law degree, Santillo thinks she would like to continue working in the area of international health and nutrition. The World Health Organization's Codex Alimentaria provides guidelines, but there is much more work to be done, she says.

"Food technology is very important for Third World countries," notes Santillo. Our food in this country is so vitamin- and mineral-rich that we forget that many people eat a heavily cereal-based diet that's easy to prepare but lacks micronutrients. In this country there's some iron deficiency and folic acid deficiency, but in less developed countries, every nutrient is deficient."



## PAM Student Has Ambitions for Justice

**David O'Donnell '06 is a laid-back fellow with big ambitions.**

A policy analysis and management major who is interested in family and social welfare, he says he would like to "work toward solving social problems such as diminishing the socioeconomic gaps between people."

Of his daily demeanor, he says, "Cornellians are known for getting riled up, but I try to keep a cool, collected frame of mind. I don't understand why so many people get into frenzies for no reason. I guess they just feed off high-stress situations."

For six summers, and on weekends before that, O'Donnell worked at a camp for people with disabilities. This past summer, he tried something different: an internship with a strategic brand consulting and creative design services firm, Landor Associates. He says he enjoyed his role on a



David O'Donnell (second from right) spent several summers working at a camp for people with disabilities.

team that developed new business, which included doing research and creating presentations to pitch new clients, and he says it was "a valuable learning experience." But his first choice after graduating from Cornell is to join Teach for America and work with impoverished youth.

One of his extracurricular activities has been tutoring international teaching and research assistants in improving their English speaking skills. He believes the most crucial factor to the task is "being empathetic," because it helps his partners (who are older and more experienced than he) develop more confidence, and confidence is key.

At the same time, by virtue of being an American, he serves as an informal ambassador and sometime quasicultural anthropologist.

"They often ask me cultural questions to better understand American life," says O'Donnell. "My teaching assistants from China and Korea often are surprised by the behavior of American college students at parties. I've had more than a few questions related to why mass quantities of alcohol often are the central theme of college celebrations."

Although O'Donnell is an American citizen—he grew up in Queens and Long Island, N.Y.—he also is an Irish citizen, having been born in County Mayo on the west coast of Ireland and moved here with his family before he was one year old.

Frequent trips over the years between the East Coast of the United States and the west coast of Ireland sharpened O'Donnell's awareness that many Americans with disabilities are fortunate to have publicly funded programs and

nonprofit organizations devoted to serving them.

"In Ireland, people with autism, for instance, do not have many of the resources that are available in some parts of the United States," he says. "Often, instead of getting behavioral therapy, which has been shown to improve conditions associated with the autism spectrum, people are institutionalized."

O'Donnell is a TA for Brenda Bricker's Collaborative Leadership course. Bricker, who heads the Office of Undergraduate Affairs in the college, invites former students and alumni to assist her during an intensive weekend introduction to a subsequent semester-long course that analyzes the principles of leadership and problem-solving in teams.

"At the beginning you learn about yourself and your style, and then gradually you learn how to be more effective with others," O'Donnell says. "The most valuable aspect of the course is how it helps you to improve skills related to taking the perspectives of those you are working with."

Does O'Donnell think leaders are born or made? "Some are born with a natural drive to lead, but not all of them. Leadership training can unquestionably develop leaders," he concludes from having taken the course.

And is there a leader he admires?

"I guess I'd have to say Bono of U2," he says. "Of course he's very good at his day job, but he also uses his influence to send positive messages and raise awareness of global social justice issues among millions and millions of people."

## PCCW Members Spend Spring Afternoon in MVR

About 75 members of the President's Council of Cornell Women (PCCW) got a close look at the latest research being done in the College of Human Ecology when the group spent an afternoon in Martha Van Rensselaer Hall as part of its spring 2005 meeting in April.

The theme of the meeting was "Cornell Brings Good Things to Life: Cornell Women Make a Difference." PCCW president Deborah Adelman '71, a Human Ecology alumna, said the college was a natural addition to the agenda. "Human Ecology is a perfect example of a college that incorporates faculty and students in research that is applicable to our lives."

Dean Lisa Staiano-Coico Ph.D. CUMed '81 touched on that theme in her address to the PCCW during a luncheon in the MVR auditorium. The dean characterized Human Ecology's goal as "having an impact on individuals and society, locally and globally," and expressed admiration for the commitment and multidisciplinary approach with which faculty and students pursue it. "Different disciplines look at the same problem from their own perspective," Staiano-Coico explained, calling this "a systems-wide as opposed to a silo approach" to problem solving.

Five Human Ecology researchers described their problem-solving activities in a session following the luncheon. Policy analysis and management professor Rosemary J. Avery described a project, funded by the National Cancer Institute, that is examining the impact of advertising on consumer decisions to start and quit smoking. The team relies on the college's massive 65,000-item database of all the ads for cigarettes and smoking cessation products that have appeared in the widest-read magazines in the United States since 1985 and on several television networks since 1992. The database, which makes it easier than ever before to track marketing strategies and analyze their purpose and impact, is being expanded to include ads for pharmaceuticals.

Alan Hedge, professor of design and environmental analysis, heads a group that looks at the causes of soft tissue injury to the upper body and the effectiveness of various ameliorative approaches such as ergonomic keyboards, chairs, and workstations. Among their findings: there isn't much difference between foam, mesh, and gel chairs, and negative-tilt keyboards offer the best protection against injuries caused by deviation of the wrists. Hedge underlined the importance of his work

by referring to today's children, who begin playing with computers and video games before kindergarten. The physiological impact of introducing a whole generation to computers in early childhood won't be seen for another 10 or 15 years, he said; in the meantime, "we may be nicely priming a public health care crisis."

Textiles and apparel professor Susan Ashdown M.S. '89 elicited applause for her "Cinderella story" about the department's quest for a better apparel fitting system. What began with a tape measure and limited funds in 1991 ended with the purchase of a high-tech body-scanning device. The PCCW helped with grants and encouragement, said Ashdown, "so this organization is very dear to my heart." The body scanner consists of eight cameras and four eye-safe lasers housed in a scanning booth. Special software merges the separate camera views into a single, three-dimensional image that can be rotated 360 degrees and shows areas where the clothing doesn't fit properly. Ashdown used the scanner in a study to analyze the fit of one company's trousers on 203 women. She found the fit acceptable on only a third of the women, marginal on half, and unacceptable on the rest. The goal is to help the company adjust its sizing procedures so more women find slacks in the acceptable range.

Elise Temple, assistant professor of human development, described her course The Human Brain and Mind, which, she said, focuses on the biology of the mind: "How can this chunk of tissue give rise to all the complexity that is human behavior?" Temple designed the class for students with little scientific background as well as those planning to go into the medical profession. "I am especially interested in helping young women overcome science phobia," she said. Temple's curriculum covers the fundamentals of brain physiology; how humans process experiences like emotions, pleasure, and addiction; and neurological disorders. Students can choose a traditional grading option consisting of prelims and an exam, or a series of projects, such as posters and web sites.

The presentations concluded with a description of the "Bod Pod" by James Jimas, a nutritional science major who works in the Human Metabolic Research Lab. A machine that measures body composition through air displacement to calculate body fat and lean muscle mass, the Bod Pod can be used for onetime assessment or to evaluate the impact of a diet or exercise regimen. Jimas said the reliability of the technology is still proving itself. Still, he said, from the subject's point of view it's a vast

improvement on the "gold standard" of body composition measurement methods: underwater weighing, which involves up to eight submersions and takes more than an hour, compared to a dry five minutes in the Bod Pod (shown at right.) The machine was one of the features in the tour of presenters' labs that followed the presentations.

Adelman was pleased with the event. "We saw a lot of emphasis here on real solutions and debunking myths," she said. "I find it fascinating, and as an alum I feel very proud of the college."



Photos by Jon Reis, jonreis.com

## Beyond the Classroom

When human development associate professor Cindy Hazan was named to the deanship of the West Campus House System's Becker House (see sidebar), she became one of many Human Ecology faculty members who participate in the Faculty Fellows and Faculty in Residence programs or are involved in other campus activities such as membership on committees or in the University Assembly.

The results of a survey of faculty interaction with undergraduate students outside the classroom, conducted in 2004 by the West Campus Council's Research and Evaluation Committee and Cornell's Office of Institutional Research and Planning, showed that Human Ecology faculty were among the very most active.

Why are Human Ecology faculty so involved?

"For one thing, the college is supportive of faculty members who do this sort of thing," says Jenny Gerner, professor of policy analysis and management (whose list of campus involvements reads like a CV in itself). "In some other colleges you hear people say things like, 'We do all this stuff for the university, but when it comes to promotion and tenure nobody cares about this.' Human Ecology is relatively supportive of service to the university," she says.

Gerner, a member of the West Campus Council and co-chair with Cornell vice president Susan Murphy of research and evaluation for the housing initiative, was a faculty member-in-residence in Sperry Hall for two years and in Balch Halls for two years. She also was a faculty fellow for many years after that.

On the basis of these and other stints of service to the university, Gerner was asked to preside over the university-wide Residential Communities Committee that recommended in 1996 that all freshmen have the experience of being members of relatively small residential communities.

The new North Campus Residential Initiative and the West Campus Houses are a direct result of that. One of the key players on West Campus is Hazan, who was named dean of Carl Becker House, the second of five residences planned for West Campus and home to 360 upper-level students. Becker House opened this fall and joins Alice Cook House, whose dean is Ross Brann, professor of Near Eastern Studies in the College of Arts and Sciences.

"I was convinced early on that the West Campus initiative would greatly enrich students' educational experience," Hazan says. "My role is to foster an intellectual environment that embodies the values of scholarship and mentorship exemplified by Carl Becker's contributions to undergraduate life at Cornell."

Hazan has been the recipient of numerous teaching and advising awards at Cornell, including the SUNY Chancellor's Award for Excellence in Teaching (1991), Merrill Presidential Scholar designation (1992, 2003), acknowledgment from the Cornell Interfraternity and Panhellenic Council (1993, 1994, 1996, 1997, 2000), the Kappa Omicron Nu Award for Excellence in Advising (2000), and the Kendall S. Carpenter Memorial Advising Award (2002). She was a student at the University of Denver, earning her bachelor's, master's, and Ph.D. degrees in psychology there.

"When I look back on my own experiences as an undergraduate, what stands out most are the discussions and conversations I had with professors outside the classroom," Hazan says. "We're creating a system here that will allow many more students to have such experiences."

Human Ecology faculty members are heavily involved in two high-visibility programs, Faculty Fellows and Faculty-in-Residence, and the examples set by some of them are touted at Campus Life, the Cornell division that oversees the housing system.

Some 75 Cornell faculty fellows live off campus and work with residence hall staff and students to organize academic and social activities. They are expected to help create the feeling of a smaller school within a larger institution by sharing a meal per week with a student and doing some sort of programmed activity every month.

Arts and Sciences, Cornell's largest college, provides the most fellows: 23 in 2004-2005 (4 percent of a total of 524 faculty members in the college), but Human Ecology, with 90 faculty members, had 15 faculty fellows, or 16 percent.

In 2005-2006, Human Ecology faculty fellows on North Campus include Josephine Allen, Rosemary Avery, Jenny Gerner, Alan Mathios, and Bill Rosen from the Department of Policy Analysis and Management; Marianella Casasola, John Eckenrode, Jeff Haugaard, and Lee Lee, from the Department of Human Development; Gary Evans, Lorraine Maxwell, Jason Meneely, and Nancy Wells from the Department of Design and Environmental Analysis; and Pilar Parra from the Division of Nutritional Sciences.

The faculty fellow position is unpaid, but participants receive a meal card to take students to meals and \$300 to run programs. For six years, Paul Eshelman, associate professor of design and environmental analysis, was a faculty fellow, and he became known in Campus Life circles for creating an "art cart" of power tools that he would take

out on Thursday evenings or after Sunday brunch to let students fool around with lumber left over from the wood lab.

Lee Lee would invite students to make eggrolls with her at midnight during exam week in the years she was a faculty member in residence in Jamison, a North Campus high rise. She continued this when she later became a faculty fellow.

Bill Rosen, senior lecturer in Policy Analysis and Management and a faculty fellow in Cornell's Transfer House for incoming sophomores, used to give evening talks on timely topics such as efforts to reintroduce wolves into state parks.

"If you like young people, the faculty fellows' role in residence halls is a nice extracurricular activity," says Lesley Sadler, assistant director of residence life for faculty and special programs. "You don't do anything administrative or disciplinary—all that's done by Campus Life staff. You initiate programs, act as a role model, as an adult presence."

The Faculty in Residence Program is a bigger program that has a bigger commitment with higher expectations. Faculty members live in an apartment in a residence hall for two to three years, they and their family are signed into the campus meal plan, and they are given a reserved parking place on campus.

Faculty in residence are expected to form a partnership with Campus Life staff, such as their residence hall's directors and undergraduate residence advisers, and to act as captain of a team that includes these staff members and the faculty fellows affiliated with the building.

And who sets the boundaries between students and their faculty members serving in the roles of faculty in residence and faculty fellows?

"With respect to faculty fellows, it is up to faculty members to set boundaries," says Alan Mathios, professor of policy analysis and management and a faculty fellow in the Townhouse Residences since 1994.

He adds, "Most faculty members are good at negotiating multiple roles. Having students live in their assigned residence hall and be students in their class facilitates broadening the faculty-student interaction. While not all faculty are cut out for this type of volunteer activity, the Faculty Fellows Program provides a structure for those who want meaningful, less formal interactions with students. It is flexible so that faculty can involve themselves in ways that best fit their personality."





Tammi Aiken

Many interior spaces, such as these in Alice Cook House, were designed to take advantage of natural light and views of the outside environment.

## New Style of Student Housing at Cornell Bridges Intellectual-Residential Gap

The West Campus Residential Initiative at the foot of Libe Slope is well under way with two of five planned houses—Alice Cook House and Becker House—now open. The West Campus project, developed through a consultative process involving faculty, students, and staff and led by Vice Provost Isaac Kramnick, is the second phase of the university's Residential Initiative. It builds on the successful North Campus project, a living- and learning-based residential community for freshmen.

The goal of the West Campus project, Kramnick said, is "to bridge the gap between the intellectual life of students and their residential experience at Cornell."

The five residential houses will provide 1,800 beds, with approximately 350 students, live-in graduate and professional student mentors, and a dining room in each house. The houses will emphasize informal interaction with faculty members, opportunities for personal and intellectual growth, self-governance, social and cultural programming, privacy, and independence.

"Students will own these houses," Kramnick said, "and we will pay close attention to their views as we move now into the stage of translating the program vision into physical spaces."

*Cornell News Service*



University Photography Robert Barker

Among the friendly faces waiting to greet the first residents of Becker House were (from left) Cindy Hazan, dean of Becker House and professor of human development; Mike McAnnany, West Campus Residential Initiative project manager; Edna Dugan, co-chair, West Campus Council; Lauren Beckles, graduate resident fellow and CHE graduate student; Jeffrey Ellens, assistant dean of Becker House, and Carina Ray, graduate resident fellow.

# Alumni Profiles

In this issue we focus on three young alums, all of whom have more than one career.

## She Works to Teach Educational Institutions to Think Like Businesses

**Jonelle Bradshaw '96 is a serious fan of educational institutions, but she believes that most of them share one big weakness: they ignore the best practices of successful businesses.**

This fall, her consulting firm, Jonelle Bradshaw and Associates, is launching a subsidiary to address that problem through training and development.

"It seems to me that most schools, and even for-profit educators, operate in a different culture," says Bradshaw. "They don't think like people in business. People are not taught to set goals or to measure results. We're about bringing business principles to educational institutions."

Bradshaw, who majored in human service studies, was recruited at Cornell by the Chubb Corporation, a worldwide property and casualty insurance company, to be a claims examiner. A year later, promoted to work with the income-producing side of the house as an underwriter, she analyzed commercial businesses worldwide and underwrote the values of their property, products, and premises.

"Chubb taught me a lot, and it was a great job, but I wanted a more balanced lifestyle," says Bradshaw. "It was then that I made the decision to work for higher education."

Bradshaw left Chubb and enrolled at Columbia University Teacher's College, where she earned a master's degree in social organizational psychology. Then she went to work as the associate director of training and development in human resources at St. John's University in Queens.

While studying at Columbia, Bradshaw and two other Cornellians—Seema Patel '94 and Carolina Hammoud HOTEL '96—formed Insite Consulting, a management consulting company for small- and medium-sized businesses.

"In 1999 there was a boom market in big cities like New York, where we were, and that meant friends were casually saying to each other, 'Can you take a look at my business plan?' I was doing that for fun, for free, and it gave me the idea of starting a small firm," she says.

Among Insite's first clients were a designer of formal wear, a photoeditor, and a for-profit educator. Three Cornellians with three laptops, they did "pretty well," but when the market soured, the others left for steadier work. Bradshaw hired a part-time assistant to manage client contacts, publicity, and other secretarial duties, and she changed the company's name to Jonelle Bradshaw and Associates.

"I'm surprised I've been this successful this quickly," says the 31-year-old Bradshaw, who is poised to spin off a subsidiary. Ask her how she juggles a full-time job and a consulting business and she glibly answers, "Hey, I'm a Cornellian."

In fact, she credits the College of Human Ecology for teaching her invaluable



time management skills. And she lives by the strict strategies that worked for her as a student—rising early and resting at the end of a week.

"For example, last night after work I had a meeting with a client for three hours, from 5:30 to 8:30. This morning I woke up early, as usual, and made notes of the meeting for an hour before going off to work. It's not always easy to do this balancing act, but when you're used to it, as I am, it's very doable.

Nine years out of school, she says of her career, "I started the company for fun. And now Jonelle Bradshaw Associates is a major part of my life."

Bradshaw, who was born in Brooklyn and raised in Westbury, Long Island, now lives in New York City, and she enjoys traveling to the Caribbean and Europe every year. Whenever she can she visits Trinidad, where her family is from, because, she says, "I have fallen in love with Trinidad and with my culture."

When work pressure becomes uncomfortable, she turns to her faith in God and family. She also plays a mean game of volleyball and is learning karate.

Of all her volunteer activities she is most proud of her work as the Cornell Black Alumni Association regional representative for New York City—and her recent work on Cornell's Mosaic Planning Committee.

As a volunteer organizer of the three-day conference in late April, "Cornell Mosaic: Celebrating Diversity and Advancing Inclusion," Bradshaw got involved with members of the Minority Alumni Initiatives Implementation Committee, a subcommittee of the University Board of Trustees, and met many of the 600 students, faculty, staff, and alumni from different minority backgrounds who gathered for the conference.

The goal of the conference was to "get people reconnected to the university" with workshops on minority-related issues, as well as networking events, and in Bradshaw's case it was a resounding success.

"Mosaic re-energized my love of Cornell. I was excited to be part of it, and it made me want to get more involved," she says.

## International Human Rights Law Has Genser Hooked



**Jared Genser '95 says that the single most satisfying moment of his professional life happened while he was in law school at the University of Michigan and shortly after he spent a semester in London.**

Genser was doing human rights work for a nongovernmental agency that he had persuaded to get involved in the case of James Mawdsley, a British citizen sentenced to 17 years in solitary confinement in Burma for handing out pro-democracy leaflets. Shortly after Genser returned to school, Mawdsley was released, and Genser flew back to London to join Mawdsley's family at the airport to greet him.

"The day he returned I stood 10 feet from him at Heathrow Airport," Genser says. "I had seen him only on television, when he was flying back through Thailand. He was wearing the same outfit he had on in Thailand, and I was amazed to see what had previously been this two-dimensional figure actually standing in front of me."

"It was 5:00 in the morning. I was jetlagged. And just a few feet away, I saw him reunited with his family in a private lounge right off the runway. Everyone was crying and I joined in. James was then introduced to me and he said, 'You saved my life.' I was speechless. After that, I was hooked."

What Genser is hooked on is international human rights law. By day, he is a lobbyist with the Washington, D.C., law firm of DLA Piper Rudnick Gray Cary. By night (and on weekends) he is president of Freedom Now ([www.freedom-now.org](http://www.freedom-now.org)), an all-volunteer nonprofit organization that works to set free prisoners of conscience. On the board of directors with Genser are fellow Human Ecology alumnae Haylie Iseman '93 and Fani Cyd Geroff '96.

In fact, the two jobs overlap. As a lobbyist representing national and international clients before Congress and the executive branch, Genser practices human rights law at work, too. His clients include a British energy company ensuring that it complies with human rights law in a project in Indonesia, an Iranian-American businessman seeking to empower the democratic opposition in Iran, and a West African country in need of economic investment and humanitarian assistance. And, Genser was given the DLA Piper 2004 Pro Bono Junior Associate of the Year Award in recognition of his work with Freedom Now.

Because of Genser's human rights work, his law firm was retained by former Czech president Vaclav Havel and Bishop

Desmond Tutu of South Africa. Genser led a team of 10 lawyers that produced a report to take Burma to the U.N. Security Council for the first time.

Currently, Freedom Now is trying to win the freedom of Yang Jianli, a Tiananmen Square activist whom the Chinese government has been holding since April 2002 for illegally entering the country. Genser met Yang in 1997 when they worked together to organize a 5,000-person protest of Chinese president Jiang Zemin's visit to Harvard. Genser was enrolled in Harvard's John F. Kennedy School of Government, working on a master's degree in public policy, and Yang was working on his Ph.D.

"What makes Freedom Now different from the large organizations is that we concentrate on one case at a time and focus on it like a laser beam," says Genser. "Amnesty International covers the whole world and everyone in it. We represent one person at a time and have the resources to focus substantial energy on that one case."

Although it was graduate school that piqued Genser's interest in international human rights work, his destiny in public service already was evident at Cornell where he earned his B.S. in human service studies, a major that later was combined with consumer economics and housing to become the new major policy analysis and management.

As an undergraduate he founded the Cornell chapter of "Best Buddies of America," which pairs students with developmentally disabled adults in the community; served as an intern and consultant for Youth Service America; and served as a training program coordinator for the U.S. Justice Department's national service program called "JustServe."

During his Cornell years Genser also took time off to promote a statewide community service experience for all high school students in the state of Maryland. The year he spent working with students, teachers, and administrators to set up the program led him to become involved in the creation of the AmeriCorps Program under President Bill Clinton.

Genser was one of 12 students worldwide chosen for a Raoul Wallenberg Scholarship. He spent a year in graduate study at Hebrew University in Israel, studying leadership in democratic societies. And he won Cornell's John F. Kennedy Memorial Award for the senior who shows outstanding promise for a career in public service.

"I feel lucky to be building a career in government," Genser says. "This is exactly what I want to be doing. I think someday I would like to work at the highest levels of government in diplomacy or international relations, at the State Department, National Security Council, the United Nations."

## Bergholz Makes Consulting His Business—and His Passion



**Summer used to be the season when Lou Bergholz '94 worked at camps, and all year long he looked forward to being a counselor. Now he consults at African and Southeast Asian camps in the winter and does another kind of consulting the rest of the year.**

A former human development major and Big Red soccer goalie, Bergholz makes his living as an independent consultant, leading teambuilding and leadership training seminars. When he wants to, he takes off to do pro bono work—at soccer camps in southern Africa, a tsunami relief camp in Thailand, and camps for kids run by safari workers in East Africa.

"At last, I've found at least a part of my calling," said Bergholz, who was a summer camp counselor from age 15 to 25 and who finally stopped because his enjoyment practically ruined the other 10 months of the year.

He graduated from Cornell with no definite plans and for four and a half years, while friends worked steady jobs and paid rent, he knocked around from job to job—17 in all. None lasted more than five months, he never earned more than \$11,000 a year, and—a point of pride—he never paid a cent in rent.

Job No. 17 changed his life. Working for Paul Newman's Hole in the Wall Gang camps for children with life-threatening illnesses showed Bergholz that counseling kids in camp settings could be part of a stable work career. It also gave him connections.

Wanderlust satisfied, he settled in Boston, leveraged work as a facilitator for corporate team-building programs into a consultancy, and watched his income grow upwards of 20 to 40 percent a year for the past eight years. His firm, Edgework Consulting, has billed such clients as Boston Children's Hospital, MIT Sloan School of Management, Bayer, Intel, Unilever, and Wellington Management.

Three years ago, Bergholz teamed up with a high school friend from Cleveland who had played soccer for the University of New Mexico and another player from Dartmouth who, together, started Grassroots Soccer in southern Africa.

"Young kids there practically worship soccer players, so it's a great opportunity to teach them HIV-AIDS prevention at the same time you teach them sports skills and instill self-confidence," says Bergholz, who wrote the curriculum to train African soccer players to become counselor/educators.

"It's not just boys, girls are getting involved, too," he says. "And the organization likely will be part of the World Cup in South Africa in 2010. That has brought all

kinds of funding and attention to it.

"This was not a project where the pay really mattered," says Bergholz. "I loved traveling to Zimbabwe and being part of this. And it's wonderful to see how successful they're becoming."

That same year, 2002, Bergholz began helping to establish children's camps with on-site staff and partnerships with safari companies in Namibia, Botswana, South Africa, and Malawi. Now, some 1,000 children each year learn about job opportunities in the safari and eco-tourism industries and about protecting themselves from HIV.

"People can be skeptical about this kind of program," Bergholz says. "They wonder what we can possibly accomplish in a week or two at a camp. But we're taking kids out of their regular environment and showing them new possibilities. We tell them they are valuable, and we follow up the best we can."

For Newman's camps, Bergholz wrote a 300-page primer for people who have never had experience with a traditional residential camp program. Bergholz also has worked closely with another Newman's camps staff alumnus to co-fund an organization called Next Step, dedicated to helping young adults, too old for the youth camp model, to shatter limitations imposed on them by late effects of childhood life-threatening illnesses.

Bergholz's labors of love are possible because of his successful corporate consultancy and because of how he has built his business.

"I have a very specific, organic business model," he said. "I have seen lots of people passionate about something—as I am about camps and consulting. Then, if it becomes a much larger business rather than a sole proprietorship, they find themselves managing 10 employees and having to guarantee so many dollars each quarter. I have lived on very little, and now, any free time I have is time when I can travel and work the camps."

Bergholz credits the College of Human Ecology, and his parents before that, with inculcating his altruistic values. He also praises the college for all that he learned as an undergraduate.

"When I left school, for four years, and for the next four while I worked as a freelance facilitator, I carried some of my college schoolbooks and notes with me wherever I went," he says. "I don't know how many times I thought, 'Something I learned in school is directly helpful here.'"

"A lot of it stuck with me, especially classes taught by Andrea Parrot and Judy Ross-Bernstein. The early childhood program on North Campus was probably the very best experience I had. At that age, kids are always active learners. And we discussed best practices in learning, development, and relationships.

"What I learned there, doing pre-K work, came full circle: it gave me the experiential and holistic model that I use now."

So maybe this goes to show, again, that everything you need to know in life you learn in kindergarten—or in this case, as a student of pre-K at Cornell.

## Human Ecology Alumni Association 2005 Recent Alumnus Achievement Award

The Human Ecology Alumni Association Recent Alumnus Achievement Award has been presented annually since 1999 to alumni who demonstrate excellence and personal commitment through outstanding professional contributions in employment or volunteer activities, community involvement, and contributions to the college and Cornell.

Lou Bergholz '94 exemplifies commitment and innovation in contributions to his profession and community. In 1998 he founded Edgework Consulting, which creates innovative team-building programs, educational workshops and trainings, and camp-style retreats for corporations, universities, and professional schools both in the United States and abroad. Committed to creating learning and change environments that are dynamic, vibrant, and results focused, Lou has attracted diverse clientele, including Intel, Unilever, Pfizer, Time, Inc., McKinsey & Company, Boston Children's Hospital, Dana Farber Cancer Institute, MIT's Sloan School, and the U.S. Army.

## Human Ecology Alumni Association 2005 Helen Bull Vandervort Alumni Achievement Award



The Helen Bull Vandervort Alumni Achievement Award has been presented annually since 1983 to alumni of the College of Human Ecology who have demonstrated those qualities exemplified by the late Helen Bull Vandervort '26. These qualities include outstanding performance in each of the following areas: service to the college and university, professional roles and/or volunteer roles and responsibilities, and contributions and honors as recognized by one's peers.

**D**eborah Gerard Adelman BS '71, MS '74, personifies commitment to Human Ecology and Cornell University

through numerous volunteer contributions. She currently serves as a member of the Cornell University Council and the Cornell Real Estate Council and as chair of the President's Council of Cornell Women. She is a newly elected member of the Human Ecology Alumni Association (HEAA) board, and in 2003 and 2005, she served as a panelist at HEAA Career Roundtable events. In addition, she sponsors an annual Cornell dinner that provides networking opportunities for Cornell juniors and seniors.

Debbi holds positions of significant responsibility and leadership in her professional life as well. In May 2005, she was named the first head of Global Consumer Real Estate Risk for Citigroup. Before assuming this position, she was president of Citibank Commercial Real Estate Group and held senior-level positions with Citibanking North America, Salomon Smith Barney, Travelers Realty Investment Company, Rockrose Development Corporation, and Chemical Bank.

Debbi is a member of the Citi Commercial Business Group Women's Council and serves on its Professional Development Committee. Through her work with Citigroup and Cornell, she has been a staunch advocate of mentoring future leaders, particularly women. In 2003 the Association of Real Estate Women honored her contributions with its Award for Outstanding Achievement in Real Estate Finance.

Active in her community, Debbi supports New York City not-for-profit organizations such as the New York City Ballet, Carnegie Hall, and New York Philharmonic.

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# Alumni News

## Message from the HEAA President

Dear Alumni:

In my last report I said good-bye to my friend Lorraine Johnson, the former director of Alumni Affairs and Development. Today I am pleased to welcome Lorraine's successor, Marybeth Tarzian (see story at right). Marybeth comes to Human Ecology with a wealth of experience in alumni affairs and development. For the past two years, she has served as the director of the Annual Fund at the Johnson Graduate School of Management. Under her leadership, the Johnson School Annual Fund grew significantly. Previously, Marybeth worked in development at Cornell's Law School. After spending two days on campus with Marybeth in September, I am confident that she will do an outstanding job.

I also am pleased to report that we have an extraordinary new group of board members: Debbi Adelman, Susan Aigen, David Goodman, Mary Kahn, Edith Lerner, Anar Rathod, and Lee Schaffler. Our September board meeting was fruitful and productive and we have great plans for the coming year. Our first event was a student luncheon at MVR that was attended by 60 or more students. Our board members had the opportunity to mingle with the students and interact with them on a one-to-one basis. It was great being around these bright young people!

One of our goals this year is expansion of the Student Grant Program. Last year we did not spend all of the allocated funds because many students didn't even know that student grants are available through HEAA. At the student luncheon, the students learned about the grant program and completed surveys to assist us as we endeavor to revitalize this important activity. Offering students funds to enable them to attend conferences, conduct research, and engage in academic projects fulfills our mission of building relationships with the college and its students. The day I returned from the September board meeting, I heard from one of the students (who previously did not know that there was a Student Grant Program) that she expects to apply for a grant to attend a conference, which otherwise she could not do without funding. She also offered to help HEAA increase student awareness. These are exactly the kinds of relationships we want to build.

We also are excited about the continuation of the Faculty Speakers Program, which was created to meet the interests expressed by our alumni in the extensive survey conducted three years ago. The Faculty Speakers Program has been such an overwhelming success that it has been taken over by the Office of Alumni Affairs and Development. If you are interested in having a faculty speaker visit your area, please contact the AA&D office.

I also would like to convey congratulations to our own Carol Mund, who along with her husband, Chuck, was named a Frank H. T. Rhodes Volunteer of the Year. Many of you know Carol Mund, who among her long list of honors, was the 2003 Helen Bull Vandervort Award recipient. She is most deserving of the award. Congratulations, Carol!

To those past board members who live in the New York metro area, soon you will receive an invitation to attend a reception to meet with Dean Staiano-Coico. Debbi Adelman, our 2005 Helen Bull Vandervort Award recipient, graciously offered her home for this event. We want those who have served to know that they are appreciated and not forgotten.

Finally, I ask every one of you who is not a member of HEAA to please join. The dues of \$30 per year ensure that we can continue to operate effectively. Please consider becoming a life member for the onetime fee of \$300. If you are not a member of the alumni association, please contact the Development Office at 1-800-453-7703. Do it today. Every membership counts! Thank you in advance for your support.

*Marcy Sonneborn Fabiani '73*



## Alumni Affairs and Development Has New Director

Marybeth Tarzian has joined the college as its director for alumni affairs and development, replacing Lorraine Johnson '66, who moved to Washington, D.C., in July. Most recently, Tarzian was the director for the Johnson School's Annual Fund. She managed a wide range of volunteer-driven activities including introducing a volunteer, peer-to-peer solicitation fundraising model that resulted in substantial increases in unrestricted giving to the school over a two-year period. She also improved a multifaceted program by introducing consistent direct mail and phonathon schedules, developing an annual fund brand, and establishing an e-mail solicitation program that included the use of video messages. Previous to the Johnson School, Tarzian served as the annual fund director for the Cornell Law School, where she oversaw the Dean's Special Leadership Committee, coordinated over 250 fundraising volunteers, directed mail and phonathon programs, and managed publications and recognition programs. She has participated in project fundrais-



Frank Vidal

ing, helping to raise money for various priorities at both graduate schools. Tarzian also directed the annual fund program at Philadelphia University and was a development associate at Ithaca College, responsible for reviving the Friends of Ithaca College program. Tarzian has been an active member of the Ithaca community, volunteering for a number of organizations throughout the years including the Tompkins County Daycare Council, the Belle Sherman PTA and afterschool board, the Ithaca Festival, Planned Parenthood of the Southern Fingerlakes, Foodnet, and the Women's Community Building. She received her bachelor's degree from Alfred University and her master's degree from Ithaca College.

## AlumNet Has a New Look—Check It Out!

AlumNet is a web-based interactive database of Human Ecology alumni designed to connect students with alumni and alumni with other alumni for both career information and job search advice. It is available only to Human Ecology students and alumni. AlumNet is interactive, allowing alumni to input and update their information whenever they chose. An added feature of AlumNet allows alumni to have their résumé attached to their record so that students and others can see their career progression and learn further from their experiences.

**Students and alumni can search AlumNet on a variety of categories, such as:**

- career field
- employer name
- major
- geographic location

Participation in AlumNet is completely voluntary. Students benefit from hearing first-hand about how the Human Ecology background applies to the real world of work. Alumni can share what skills are used on a typical day; what academic and experiential preparation is recommended; how to market oneself effectively for a particular type of career, etc. Alumni desiring a job change or simply wanting to connect with peers also will benefit from using AlumNet.

[www.human.cornell.edu/che/Academics/Career-Services/Resources/Alumnet.cfm](http://www.human.cornell.edu/che/Academics/Career-Services/Resources/Alumnet.cfm)

## Former DEA Major Is Appointed Cornell's First Sustainability Coordinator

Dean Koyanagi '90 has been appointed Cornell's first sustainability coordinator, effective September 5.

The hiring of a full-time, professional-level sustainability coordinator, who reports directly to Executive Vice President for Finance and Administration Steve Golding, fulfills and exceeds an agreement Cornell President Hunter R. Rawlings signed with students who opposed a University Avenue replacement parking lot earlier in the year. Koyanagi will build on the efforts of Garrett Meigs '04, who served as a part-time intern this past year, says Golding.

"It is my hope that Dean will craft an agenda for promoting a culture of environmental sustainability at Cornell with the help of an administrative steering committee that we will be appointing," says Golding.

Koyanagi is charged with sponsoring two environmental sustainability summits at Cornell this year, one each semester. He also will continue to catalog and publicize the many ongoing and new sustainability initiatives on campus and coordinate across various administrative units to ensure that Cornell is leveraging its existing resources in this area, Golding adds.

Koyanagi will serve as a liaison with faculty, student, and community groups regarding activities related to environmental sustainability that were incorporated into the settlement agreement with Rawlings and will determine how Cornell should go forward in promoting environmental sustainability and determining the resources necessary to support such an initiative.

"My hope is to see that we incorporate sustainability topics into many different parts of education," says Koyanagi. "We also need efforts to have more visibility so students and others on campus can see how all these efforts are interconnected."

From working with the chefs in Cornell Dining to reduce waste by putting scales by garbage bins so students can determine exactly how much waste they generate to making research on solid biofuels in agriculture more visible to students, Koyanagi is determined that people on campus become much more aware of sustainability issues.

As part of the work for his master's degree, which he received in environmental education with the Audubon Expedition Institute at Lesley University in 2005, Koyanagi co-authored a report on the sustainability efforts at Lesley, which has since become the university's master plan for sustainability initiatives. This past semester, he worked as a teaching assistant for DEA associate professor Jack Elliot's course Ecological Literacy and Design and served as an adviser and consultant to several grassroots sustainability efforts.

Koyanagi received his B.S. degree in facilities planning and management and has held various positions, including facilities management consultant, consultant and trainer for computerized facilities management systems, and technology manager.



University Photography, Kevin Stearns

Susan S. Lang

## Show Your Cornell Spirit with a Big Red Boa

These red and white polar fleece boas are a great way to display Cornell's colors and keep your neck warm at fall football games or whenever you want to show your Cornell spirit. The Human Ecology Alumni Association has partnered with a Liverpool High School Family and Consumer Sciences Club raising money for its national convention. Their adviser is an HE graduate and colleague of emeritus board member Rosanna Frank '61, who arranged for the partnership.

Own one for yourself! Give one to a Cornell classmate!

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Number of boas \_\_\_\_\_ x \$12.00 each plus \$1.00 postage per boa = \$ \_\_\_\_\_

Check enclosed made payable to Cornell University, or charge my credit card:

Cards Accepted: American Express • Discover • MasterCard • Visa

Card Number: \_\_\_\_\_

Exp Date: \_\_\_\_\_

Send completed form to: HEAA, c/o College of Human Ecology, B12 MVR Hall, Ithaca, NY 14853-4401

### 1940s

**Georgia F. Olsson '47**, Nashua, N.H., comments that although it is sad to hear about the passing of classmates, she is glad to be very healthy and able to enjoy many activities such as walking, exercising, and driving. She has traveled with her long-time friend to Ireland and England and to many places in the United States, including visiting two of her daughters in Colorado and South Carolina.

### 1970s

**Jim Zelenksi MS '75**, Lakewood, Colo., received the annual Excellence in Teaching Award at Regis University in Denver in April 2005, where he is an affiliate faculty member in its School for Professional Studies. In his daytime job, he's an economist and senior fiscal analyst for the Colorado Fiscal Policy Institute, which conducts research and advocacy on behalf of lower-income Coloradoans.

### 2000s

**Jean Ahn MHA '00**, Sandy Hook, Conn., was recognized by the *New Haven Business Times* for her achievements as an area professional who has made significant contributions to the greater New Haven community. This took place at the annual "40 under 40" breakfast held in November 2004. The previous year, she was honored by the Connecticut chapter of the American College of Healthcare Executives as the Young Healthcare Executive of the Year.

## In Memoriam

**Ida McCartney '27**, Ithaca, N.Y.,  
May 31, 2005

**Laura M. Warren '30**,  
Phoenixville, Pa., March 22, 2005

**Laverne H. Shay '33**, Ithaca, N.Y.,  
June 27, 2005

**Marjorie Roehl '34**, Mount  
Pleasant, S.C., May 9, 2005

**Florence Wagstaff '34**,  
Winthrop, N.Y., April 19, 2005

**Ruth Woerner '34**, Tampa, Fla.,  
July 11, 2005

**Helen Cockeram '35**, Saint  
Petersburg, Fla., May 21, 2003

**Margaret Connor '35**,  
June 28, 2005

**Lois Myerly '36**, La Jolla, Calif.,  
November 26, 2003

**Adeline Huxtable '38**, West  
Winfield, N.Y., June 23, 2005

**Jean S. McElwee '39**,  
July 12, 2005

**Jane C. Dean '40**, Altamont, N.Y.,  
April 20, 2005

**Charlotte C. Hazen '42**,  
June 26, 2005

**Adelaide K. Underwood '45**,  
Cortland, N.Y., May 19, 2005

**Phyllis Smith '48**,  
December 13, 2003

**Suzanne Decker Dowdle '49**,  
April 24, 2005

**Isabelle Flight '49**, Rochester,  
N.Y., July 15, 2005

**Ann Long '49**, Ithaca, N.Y.,  
December 27, 2004

**Mary B. Banks '50**, Bowling  
Green, Va., January 9, 2005

**Edna Van Zandt '50**, Princeton,  
N.J., June 24, 2005

**Ellen Andrews '51**, Arlington, Va.,  
April 7, 2005

**Patricia A. Wizeman '52**,  
Spring Creek, Nev., May 16, 2005

**Prof. Emer. Nell I. Mondy '53  
Ph.D. ALS**, Ithaca, N.Y., August 25,  
2005 (see article page 4)

**Florence P. Sabel '57**, New  
York City, May 20, 2005

**Marian B. Eyerly '62**,  
May 14, 2005

**Elizabeth Wien '63**, Ithaca, N.Y.,  
May 5, 2005

**Edith E. Down '65**, Victoria, B.C.,  
June 28, 2005

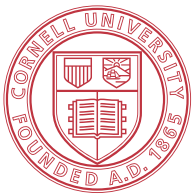
**Margaret A. Rossi '71**,  
Sandstone, W. Va., July 8, 2005

**Maryjo D. Myer '76**, Ovid, N.Y.,  
May 27, 2005

# HE Barbecue 2005



University Photography, Robert Barker



Cornell University

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