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

link

Fashion Forward

weaving science, art, and international perspectives into bold creations

INSIDE

Cornell University

message *from the Dean*

Innovation: A Common Thread

The College of Human Ecology continually explores relationships between our well-being and our surroundings, including our clothing, furniture, interior spaces, and other aspects of our built environment. In the Department of Fiber Science & Apparel Design, faculty and students are challenged by concerns ranging from designing clothing optimized for safety, style, and comfort to developing more sustainable materials for building construction.

This drive to blend technical innovation with design aesthetics creates intriguing questions. Can technology be woven into apparel in a way that makes the garment comfortable, fashionable, and functional? How can clothing, wall coverings, or other everyday products be engineered to protect our health? How can the fashion industry eliminate waste and conserve resources in the clothing design and production process?

In this issue of *LINK,* you'll read how the Department of Fiber Science & Apparel Design (FSAD) is instilling undergraduates with a knowledge base that combines a deep understanding of the material properties of fibers, fundamental apparel design principles, and fashion management strategies. The department's faculty also challenge each other and their students to integrate technology and design across disciplines, making their findings relevant far beyond the fashion and textiles industry. Such innovations as 3-D body scanning, nanofiber applications, laser-cutting, and ultrasonic bonding underpin collaborative research.

The FSAD cover story includes powerful comments from a few of our many successful alumni in the fashion and fiber science industries, all of whom gained from the college's unique multidisciplinary approach. Other Human Ecology alumni also see opportunities to innovate, which you can read about in the alumni profiles and alumni notes. In addition, the college's new Career Alumni Mentoring Program for Students, covered in this issue, is connecting alumni and current students in a wide variety of fields.

As you read the issue, I am sure that you will agree that the mission of the college is reflected not only in our work here on campus, but through the work our alumni do to support the health and well-being of people and communities around the world.

Sincerely,

Rebecca Q. and James C. Morgan Dean

Cornell College of Human Ecology:
Shaping the human experience through research, education, and outreach.

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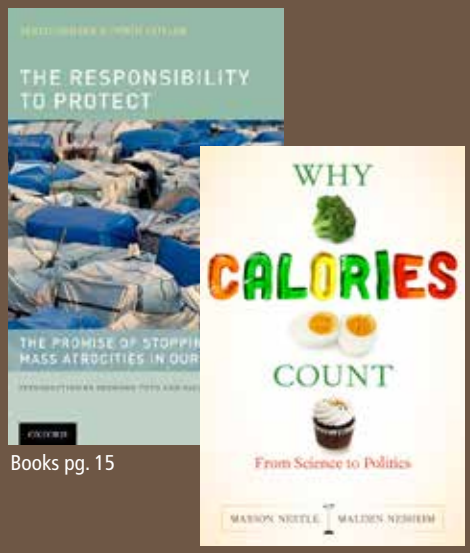

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On the cover: A model strides down the runway at the 2012 Cornell Fashion Collective show in a dress designed by Matilda Ceesay '13, a Gambian native who was inspired by traditional African clothing.

AIDS awareness campaign features fashion prints by alumna

Fiber science and apparel design graduate **Jessie Fair '09**, the artisan behind ShiboriLove, a line of hand-dyed apparel and accessories, is turning heads with her striking designs, which she touts as "completely unique wearable works of art." Last year, the major fashion brand H&M took notice, commissioning Fair to create prints for its 2012 Fashion Against AIDS collection, which hit stores April 26. One-fourth of all sales from the campaign went to support HIV/AIDS prevention projects for youth. Fair, who works in fabric research and print development for Jones Apparel Group, launched ShiboriLove in 2008 following an enthusiastic response to her designs at the Cornell Fashion Collective's annual spring runway show.

link www.shiborilove.com

Alumnus honored with bench in college's new building

Photo: Sharon Tuttle

The group, spearheaded by Steinberg's close friend, Bruce Gould, CALS '76, gathered July 21 to mark the occasion.

Art Steinberg '76, a market researcher and former department store executive who passed away in 2003, was devoted to Cornell and the College of Human Ecology. Now his memory will live on for years, after a group of his family and friends—many of them fellow Cornellians—dedicated a bench in the new Human Ecology Building (HEB) lobby in his honor. The bench, one of a pair crafted by **Jack Elliott**, associate professor of design and environmental analysis, has roots in the college's history. Known as the VanRose benches in honor of founding co-directors of the college Martha Van Rensselaer and Flora Rose, they were created from iconic sugar maples near MVR Hall that were torn down during construction of HEB. Near the bench is a plaque inscribed with a lyric by James Taylor: "Shower the people you love with love, show them the way that you feel."

HBHS grads earn Fulbright awards

Simonis

Maheshwari

Two young Human Ecology alumnae—**Choumika Simonis '11** and **Sana Maheshwari '10**—recently earned grants from the federal Fulbright Program to serve and study in foreign countries. Simonis, a human biology, health, and society graduate, is assigned to Indonesia, where she is an English teaching assistant and volunteers at a health clinic. A world traveler who has previously aided communities in Tanzania and Haiti, Simonis plans to go to medical school and work in public health. Maheshwari, a human biology, health, and society graduate, earlier this year completed her assignment at an Indian hospital and health clinic, where she researched how and why people undergo reconstructive surgery to correct physical deformities. She also plans to attend medical school, hoping to become a surgeon.

Women entrepreneurs share advice

(L-R): Josel, Sharpe, Fishman, Wein, Agrawal.

Five Human Ecology alumnae shared their hard-won lessons on starting a business at an Entrepreneurship@Cornell Women Entrepreneurs panel on campus in April. Moderated by **Murem Sharpe '70**, founder of Evoca, the panel included **Miki Agrawal '01**, founder of SLICE; **Allison Fishman '94**, television personality and founder of The Wooden Spoon; **Leslie Josel '85**, founder of Order Out of Chaos; and **Debra Wein '90**, founder of Wellness Workdays. They spoke about overcoming bias and barriers that hold back women in business, along with how to nurture an early idea and turn it into a viable enterprise. Agrawal told the audience that persistence and dedication are the keys to success, adding, "You need to ask, 'Am I passionate enough to withstand the trials and tribulations of building a business?'"

link http://entrepreneurship.cornell.edu

Sandra Fluke inspires students with tales of her activism

Photo: Elizabeth Waugh

Georgetown University law student **Sandra Fluke '03** was thrust into the national spotlight last winter when conservative radio host Rush Limbaugh demeaned her for testifying before Congress in favor of federal requirements for health insurers to cover female contraceptives. After advertisers and sponsors fled his program, Limbaugh eventually apologized. Now an attorney, Fluke is on President Obama's campaign trail. On Oct. 15, Fluke, a policy analysis and management graduate, stopped by the Cornell campus to share her story. A dedicated advocate for women's rights, Fluke says she discovered her passion for activism while a student at Cornell, where she was president of Students Acting for Gender Equality, treasurer of the Society for Human Resource Management, and an active member of the Cornell Women's Resource Center.

HUMAN ECOLOGY BUILDING EARNS LEED PLATINUM RATING


Photo: Paul Warchol

The U.S. Green Building Council has certified the Human Ecology Building as LEED (Leadership in Energy and Environmental Design) Platinum—its highest rating—making it the first building to achieve the distinction on the Cornell campus. Most notable of the building's environmental features is an extensive real-time energy usage monitoring system, allowing occupants to reduce their environmental impact. "Achieving LEED Platinum is especially satisfying given that sustainability is a key part of our research, teaching, and outreach mission," says **Dean Alan Mathios**. "The building greatly advances our living-learning laboratory approach of encouraging students and faculty to actively study the same buildings where they gather for classes and research."

STOVER HONORED WITH MERIT AWARD FOR FOLATE RESEARCH

The National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) in June honored **Patrick Stover**, professor of nutritional biochemistry and director of the Division of Nutritional Sciences, with its Method to Extend Research in Time (MERIT) award—an honor reserved for scientists who have made profound impacts on their fields. Stover, who has investigated links between the vitamins folate and B-12 and colon cancer, cardiovascular disease, and human birth defects, was cited by NIDDK for "consistent and excellent contributions to scientific knowledge." Among his breakthrough findings: identifying a gene that increases the risk for colon cancer in laboratory mice when their diets lack folate; uncovering the genetic roots of mitochondrial depletion syndrome in humans; and discovering a gene in mice that causes neural tube defects.

link www.human.cornell.edu/bio.cfm?netid=pjs13

CAWLEY TAPPED TO SERVE ON TWO MAJOR HEALTH POLICY GROUPS

John Cawley, professor of policy analysis and management and of economics, brings his expertise in the economics of obesity to two major policy groups. He was recently elected to the American Society of Health Economists' board of directors and appointed to the Robert Wood Johnson Scholars Health Policy Research Program's national advisory committee. In both roles, Cawley will offer his insights as a researcher specializing in the economic causes and consequences of obesity, and policy and economic approaches to limiting it.

link www.johncawley.com

DESIGN AND ERGONOMICS STUDENTS PUBLISH INFOGRAPHICS RESEARCH

(L-R): Licero, Acevedo Pardo, Meron, and Reid examine the eye-tracking software.

Using eye-tracking technology, design and environmental analysis students and professors have uncovered new details about how people absorb infographics—visual representations of facts and figures found online, in media, and elsewhere—and to develop recommendations for how to improve them. Their findings, presented at the Fourth International Applied Human Factors and Ergonomics Conference, July 21–25, in San Francisco, classify infographic designs and detail what elements are most attention-grabbing to viewers. They found that linking images and text, rather than treating them as separate pieces, works best, for instance. The research team: **Alan Hedge**, DEA professor; **Leah Scolere**, DEA lecturer; and DEA graduates **Jordan Licero '12**, **Brie Reid '12**, **Carolina Acevedo Pardo '12**, and **Gilad Meron '12**.

BOYS WHO MATURE RAPIDLY HAVE MORE PROBLEMS WITH FRIENDSHIPS, DEPRESSION

Boys who reach sexual maturity more rapidly than their peers have more problems getting along with others their age and are at a higher risk for depression, finds a study by **Jane Mendle**, assistant professor of human development, in the journal *Developmental Psychology*. In boys who speed through puberty, it can be hard to maintain friendships with their peers who aren't developing at a comparable rate, reports the study—the first to examine the effects of puberty's tempo, not just its onset. "The dramatic physical changes of puberty are paralleled by equally dramatic social and emotional changes, because boys are transitioning into the new roles and expectations that go along with biological maturity," Mendle adds.

link www.human.cornell.edu/bio.cfm?netid=jem482

STUDENT PERFORMS CELL ANALYSIS AT MAJOR SPANISH RESEARCH CENTER

Rudy Nazitto '13, a human biology, health, and society major, completed an oncology research fellowship at the Spanish National Cancer Research Center (CNIO) this summer—one of 12 undergraduates worldwide to earn a spot in CNIO's summer laboratory training program. Funded by Spain's Ministry of Health, CNIO was formed in 1998 in Madrid as that nation's first cancer research institute. Nazitto, a Hunter R. Rawlings III Presidential Research Scholar, assisted CNIO's flow cytometry research group in its cell analysis. He says it helped him to better understand the biological roots of disease, adding, "You can measure cell viability, cell death, release of cellular signals, and changes to the cell itself."

link www.thedirtylabcoat.com

CAMPS

program offers a lifeline to current students

BY DANI CORONA '15

Planning for life after graduation can be daunting for students, who are often focused on classes, research, internships, and extracurricular activities. Who better to offer advice than successful alumni who've been through it all?

A new service offered by the College of Human Ecology, Career Alumni Mentoring Program for Students (CAMPS), is connecting undergraduates with the college's alumni to help guide the students to rewarding careers. On the CAMPS website, students can search for alumni whose professional interests match their own and then reach out to them.

As role models for current students, alumni involved in CAMPS report being able to pass down wisdom and career advice, as well as empathy and emotional support when students stumble. Alumni are also eager to return the favor, having themselves been mentored at the start of their careers.

Eleanor Petigrow '87, pictured, an executive with Chandler Chicco Companies, a health care communications firm, has mentored students for many years and is happy to apply lessons from her own career journey to encourage others.

"Since I grew up in my business, starting pretty much the day I graduated from Cornell, I have always had a special connection to those who are doing the same—and I enjoy mentoring and coaching the new class of students we hire each year. I figured, why not do the same with Cornell students getting ready to embark on the next chapter of their lives," she says.

Petigrow gives students personal advice on writing resumes, searching for jobs, interviewing, and keeping a work-life balance to prepare them for the world outside the Cornell classroom.

"I think there's nothing like having a window into real life and real work experience through someone who's in it," she adds.

For students unsure about their major or possible careers, mentors help them transition from confusion to confidence. Mentors ground students by sharing their past experiences and providing advice on how to overcome academic and professional obstacles.

Mentor **Jonathan Horn '87**, partner at Deloitte Consulting, says, "I believe that often a mentor can help someone think of things they haven't thought of before or view things from different perspectives. It's nice to talk to people who were in your shoes in the past."

One of Horn's mentees, **Jay Velasco '10**, valued Horn's input and assistance in landing his first job out of college as an analyst with Deloitte Consulting. He credits the recommendations, insight, and encouragement given by Horn and other mentors for giving him a peek outside the "Cornell bubble."

"By sharing experiences and advice, mentors guided me through seemingly insurmountable challenges like choosing and pursuing career paths. . . . They complemented professors' academic perspective and peers' general college perspective in a crucial way," Velasco says.

As he gained his footing in the professional world, Velasco learned from his mentors how to be flexible in the world of work.

"Life has many unpredictable twists and turns," says Velasco, who joined Corr-Jensen in July as a project manager. "I always found it reassuring to hear that my mentors were able to build upon their skills to pivot into seemingly unrelated fields and areas of work."

For some mentors, the relationship can be as enriching for them as for their mentees.

"Mentoring keeps me connected to Cornell," Petigrow says. "It allows me to share what I know now that I wish I had known back then, which I think students really appreciate."

CAMPS accepts alumni mentors from all backgrounds. To learn more, visit http://hecamps.chronus.com.

Dani Corona '15, a biology and society major, is a student communications assistant for the College of Human Ecology.

Working moms spend less time daily on kids' diet and exercise; fathers not picking up the slack

BY TED BOSCIA

When it comes to cooking, grocery shopping, and playing with children, American moms with full-time jobs spend roughly three-and-half fewer hours per day on these and other chores related to their children's diet and exercise compared to stay-at-home and unemployed mothers, reports a new paper by a Cornell economist.

Their male partners do little to make up the deficit: Employed fathers devote just 13 minutes daily to such activities, and non-working fathers contribute 41 minutes, finds the study published online June 23 in the journal *Economics and Human Biology* (10:4). The findings are consistent across socio-economic class measured by the mothers' education, family income, and race and ethnicity.

To make up for this gap, working mothers are significantly more likely to spend time purchasing prepared foods (takeout from restaurants or prepackaged, ready-to-eat meals from grocery stores), which are generally less nutritious than home-cooked meals.

Past research has shown links between women entering the workforce and childhood obesity—the rates of both have grown sharply in the United States since the early 1970s—but the paper is the first to show the difference in time spent by working and non-working mothers on activities related to their children's diet and physical activity. These differences represent plausible mechanisms by which maternal employment could affect childhood obesity.

However, cautions lead author **John Cawley**, professor of policy analysis and management and of economics in the College of Human Ecology, "It's inaccurate to pin rising childhood obesity rates on women, given that husbands pick up so little of the slack."

And, Cawley says, the study does not prove that employment alone drives the way mothers spend their time. "For example, mothers who choose to work might be those who enjoy cooking less and who would cook less whether working or not," he says.

He adds that working mothers produce additional benefits for children such as more money to provide for family needs.

"We can take steps to enhance childhood nutrition and physical activity without advocating that women exit the workforce," Cawley says. For instance, to better educate parents about the nutritional content of restaurant and prepackaged foods, federal health care reform rules will soon require chain and fast-food restaurants nationwide to post calorie counts of the foods they sell.

Cawley adds that schools should shoulder a greater burden for supporting healthy lifestyles. "Our findings underscore the importance of schools offering high-quality foods and physical education classes," he says.

Cawley and co-author **Feng Liu, PhD '07**, assistant professor of health economics at Shanghai University of Finance and Economics (SHUFE), analyzed a sample of 24,902 women with at least one child under age 18 living at home, as well as data from the American Time Use Survey from 2003–2009, which asks U.S. adults to account for every minute spent during a typical 24 hours.

The research was funded by the College of Human Ecology's Institute for Health Economics, Health Behaviors, and Disparities and by SHUFE.

Work crews guide the MRI device into the lower level of Martha Van Rensselaer Hall, where a research suite is being developed to house the Cornell MRI Facility.

MRI scanner to propel advanced research across campus

BY KARENE BOOKER

During the summer, a powerful magnetic resonance imaging (MRI) scanner was installed in the East Wing of Martha Van Rensselaer Hall. Soon, researchers across Cornell will be able to obtain detailed images with rich tissue contrasts noninvasively and without using ionizing radiation.

The 3 Tesla GE750 MRI scanner is well suited for a broad range of scientific studies for structural and functional investigations involving humans, small animals, plants, and biomedical materials. **Valerie Reyna**, professor of human development who uses fMRI technology to study the neurological and biological roots of teen decision-making, co-directs the new Cornell MRI Facility.

The scanner will help foster cross-disciplinary collaboration and innovative technology development among faculty from diverse fields such as biomedical engineering, neuroscience, behavioral science, and plant and animal science. It will also enhance Cornell's resources for analyzing and visualizing research data, leading to new areas of investigation and expanding educational opportunities for the next generation of scientists.

"The MRI scanner fills the void of in vivo imaging capability on the Ithaca campus and enhances Cornell's competitiveness in research," says Yi Wang, professor of biomedical engineering in the College of Engineering and Faculty Distinguished Professor of Radiology at Weill Cornell Medical College. Wang is the principal investigator for the National Institutes of Health MRI equipment grant and co-directs the facility.

"We expect this MRI research scanner will enable and stimulate various fundamental studies at the Ithaca campus, with potential for results to be translated into clinical practice at Weill Cornell and into healthier life commercialization opportunities in the CornellNYC Tech campus," Wang adds.

"The MRI scanner expands Cornell's capacity to push the boundaries of research in the social, biological, and physical sciences—and to integrate these sciences," says Reyna. "This versatile tool makes it possible to observe the brain in action, creating opportunities for scientific innovation to improve the human condition. It will be an asset in attracting and retaining excellent faculty, and in enriching the educational experience for our students."

"The 3.0T MRI scanner is a resource for discovery across all domains, allowing researchers to look into structures and how humans function to better understand how we behave and how our health is determined, along with other research projects that might emanate from being able to have a scanner of this quality," says **Alan Mathios**, the Rebecca Q. and James C. Morgan Dean of the College of Human Ecology. "It provides a unique opportunity for the entire university to collaborate across many colleges to advance science and well-being."

The Cornell MRI Facility is supported by the National Institutes of Health and the Colleges of Arts and Sciences, Engineering, Human Ecology, and Veterinary Medicine.

link www.mri.cornell.edu

Better FLU vaccines could result from insights into protein folding

BY KRISHNA RAMANUJAN

A new method developed by scientists in the Division of Nutritional Sciences for looking at how proteins fold inside mammal cells could one day lead to better flu vaccines, among other practical applications.


Shu-Bing Qian

The method, described in the *Proceedings of the National Academy of Sciences*, allows researchers to take snapshots of the cell's protein-making machinery—called ribosomes—in various stages of protein production. The scientists, **Shu-Bing Qian**, assistant professor of nutritional sciences, and **Yan Han**, a postdoctoral associate in Qian's lab, then pieced together the snapshots to reconstruct how proteins fold during their synthesis.

Proteins are made up of long chains of amino acids called polypeptides, and folding gives each protein its characteristic structure, which determines its function. Though researchers have used synthetic and purified proteins to study protein folding, this study looks at proteins from their inception, providing a truer picture for how partially synthesized polypeptides can fold in cells.

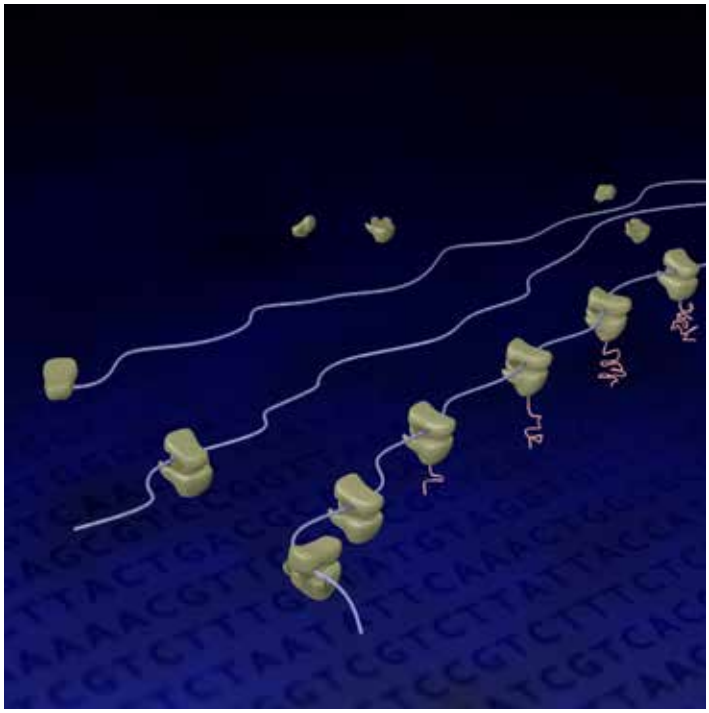
Proteins fold so quickly—in microseconds—that it has been a longtime mystery just how polypeptide chains fold to create the protein's structure.

"The speed is very fast, so it's very hard to capture certain steps, but our approach can look at protein folding at the same time as it is being synthesized by the ribosomes," says Qian.

In a nutshell, messenger RNA (mRNA) carries the coding information for proteins from the DNA to ribosomes, which translate those codes into chains of amino acids that make up proteins. Previously, other researchers had developed a technique to localize the exact position of the ribosomes on the mRNA. Qian and colleagues further advanced this technique to selectively enrich only a certain portion of the protein-making machinery, basically taking snapshots of different stages of the protein synthesis process.

"Like a magnifier, we enrich a small pool from the bigger ocean and then paint a picture from early to late stages of the process," Qian says.

In the paper, the researchers also describe applying this technique to better understanding a protein called hemagglutinin (HA), located on the surface of the influenza A virus; HA's structure (folding) allows it to infect the cell.


This image shows mRNA (purple) with ribosomes (beige) bearing nascent protein chains (pink) in different stages of folding. Image by Shu-Bing Qian

Flu vaccines are based on antibodies that recognize such proteins as HA. But viruses have high mutation rates to escape antibody detection. Often, flu vaccines lose their effectiveness because surface proteins on the virus mutate. HA, for example, has the highest mutation rate of the flu virus's surface proteins.

The researchers proved that their technique can identify how the folding process changes when HA mutates.

"If people know the folding picture of how a mutation changes, it will be helpful for designing a better vaccine," Qian says.

link www.human.cornell.edu/bio.cfm?netid=sq38

African scientist, designer partner to fashion anti-malarial garment

BY TED BOSCIA

Matilda Ceesay '13, an apparel design student from Gambia, and Kenya-born **Frederick Ochanda**, a postdoctoral associate in fiber science and apparel design, have created a hooded bodysuit embedded at the molecular level with insecticides to ward off mosquitoes infected with malaria, a disease that kills some 655,000 people annually in Africa.

Though insecticide-treated nets are common in African homes, the prototype garment can be worn during the day to provide extra protection and does not dissipate easily like skin-based repellants. What's more, by binding repellant and fabric at the nanolevel using metal organic framework molecules (MOFs), which are clustered crystalline compounds, the mesh fabric can be loaded with up to three times more insecticide than normal fibrous nets, which usually wear off after about six months.

"The bond on our fabric is very difficult to break," says Ochanda. "The nets in use now are dipped in a solution and not bonded in this way, so their effectiveness doesn't last very long."

The colorful garment, part of Ceesay's "Njehringe" collection that debuted at the Cornell Fashion Collective spring fashion show on campus, consists of an underlying one-piece bodysuit, hand-dyed in purple, gold, and blue, and a mesh hood and cape containing the repellant. Ceesay said her design "explores and modernizes traditional African silhouettes and textiles by embracing the strength and sexuality of the modern woman."

Ceesay and Ochanda, who works with FSAD associate professor **Juan Hinestroza**, partnered with **Laurie Lange**, graduate student in professor **Kay Obendorf's** lab, to refine the process for capturing insecticides on the MOF-coated cloth. Hinestroza calls the resulting garment "fashionable and functional, with the potential to create a new generation of durable and effective insecticide mosquito-protection nets."

Although malaria is preventable and curable, it remains one of the leading causes of death in Africa, according to the World Health Organization. The WHO estimates a child dies every minute from the disease, which is spread by parasites passed to humans by bites from infected mosquitoes.

Ochanda and Ceesay, from opposite sides of the continent, both have seen family members suffer from the disease. Its prevalence in Africa—the source of 90 percent of the world's malaria infections—can also lead to harmful misdiagnoses. Ceesay recalls a family member who died after doctors treated her for malaria when she had a different sickness. "It's so common back home; you can't escape it," Ceesay says.

The garment received widespread attention in the fashion and technology press, and Ceesay and Ochanda hope the outfit they developed will serve as a prototype to drive new technologies for fighting the spread of malaria. On the horizon, Ochanda says, is an MOF fabric that releases repellant in response to changes in temperature or light—offering wearers more protection at night when mosquitoes are on the hunt. At minimum, they hope the technology can be applied to create longer-lasting insecticide-laden bed nets.

Ceesay fits her original bodysuit on student model Sandy Mattei to make final alterations prior to the 2012 Cornell Fashion Collective runway show.

Bay Area alumni hear about symbiosis between design and business

BY NANCY TOMKINS

What do an organic ice cream manufacturer, a solar power company, and a startup creating an alternative to cigarette smoking have in common, other than they are led by Human Ecology alumni? Each uses design to create competitive advantage and to enrich lives, noted **Sheila Danko**, professor and chair of design and environmental analysis.

Danko, speaking at a panel discussion at the American Institute of Architects in San Francisco in early May, told some 120 Cornell alumni and friends how design thinking is shaping new business ventures.

"The alums behind these companies are living the message about designing change with their businesses and their passion for making the world a better place," Danko said. She added that design is critical to innovation in business, education, human development, community issues, and global sustainability.

"Design is everything we do; we are constantly solving design challenges for our clients," said panelist **Rob Erlichman '87**, founder and CEO of Sunlight Electric, a Bay Area company that designs and sells solar power systems to California businesses, especially in the food, beverage, and agriculture industries.

Panelist **Neal Gottlieb '99**, owner of Three Twins Organic Ice Cream, admitted that there is nothing groundbreaking about making ice cream. But his company tries to add its own flair, such as including a splash of balsamic vinegar to strawberry ice cream, sourcing milk and cream within close range of it factory, and using organic ingredients.

"Another thing we did differently is our bar code; it is shaped like an ice cream cone. While it's a simple concept, it was one of the smartest marketing decisions I've ever made. Every person who works at a check-out counter knows the distinctive Three Twins brand now, which has helped drive purchasing," Gottlieb said. Three Twins has four scoop shops and sells in 1,000 locations in 35 states.

Alex Ko '99, MS '06, a fellow at d.school: Institute of Design at Stanford University and the creative director at Ploom, helps design and market a device that allows smokers to exhale water vapor, which quickly disperses, rather than secondhand smoke.

"Our competitive advantage is not being smoke, so we could be at your bar or coffee shop; that was a huge insight for us and win for us," Ko said. "We had to create a whole new approach and system for this."

Each company exemplifies how design creates new paradigms and challenges our thinking, according to Danko. She provided highlights from her latest research on her Designing Change project, which profiles 13 innovative companies and how they use design as a strategy for leadership.

Danko, along with **Dean Alan Mathios**, also spoke to Cornell alumni in Los Angeles on similar topics.

Below left: Danko speaks to a crowd of alumni about how design thinking influences businesses. Below right: (L-R) Erlichman '87, Gottlieb '99, and Ko '99, MS '06 share their perspectives on the design process. Photos by Thomas Minczeski

"We want to bring the science and art of fashion to the center of the global fashion industry. Cornell has expertise in the science of materials and fibers, unlike other programs that excel only in design. Having both pieces will be critical to success in the future fashion industry."

—Jintu Fan, professor and chair of fiber science & apparel design

"Red Inside," a collection by Helen Wang '11, on the runway at the 2011 Cornell Fashion Collective show.

FASHION FORWARD

Fiber Science & Apparel Design students and faculty advance their field by weaving science, art, and international perspectives into bold creations.

BY TED BOSCIA

For nearly two weeks, **Caroline Delson '13**, a dozen of her Fiber Science & Apparel Design classmates, and four faculty members had been crisscrossing India, witnessing every aspect of the country's textile and clothing industry. They saw beading and embroidery at a Mumbai designer's workshop; toured factories for dyeing, printing, and weaving; stood among 20-foot-high heaps of cotton at a mill outside Hyderabad; and observed a sock manufacturer that supplies goods to such major U.S. retailers as Wal-Mart, Target, and H&M.

Delson described each stop as "eye-opening," offering a window into how Indian producers large and small meet growing domestic and foreign demands for clothing and textiles. But the real revelation for Delson would come at the end of the trip: a visit to Pochampally Handloom Park, a southern India cooperative of artisans skilled in ikat.

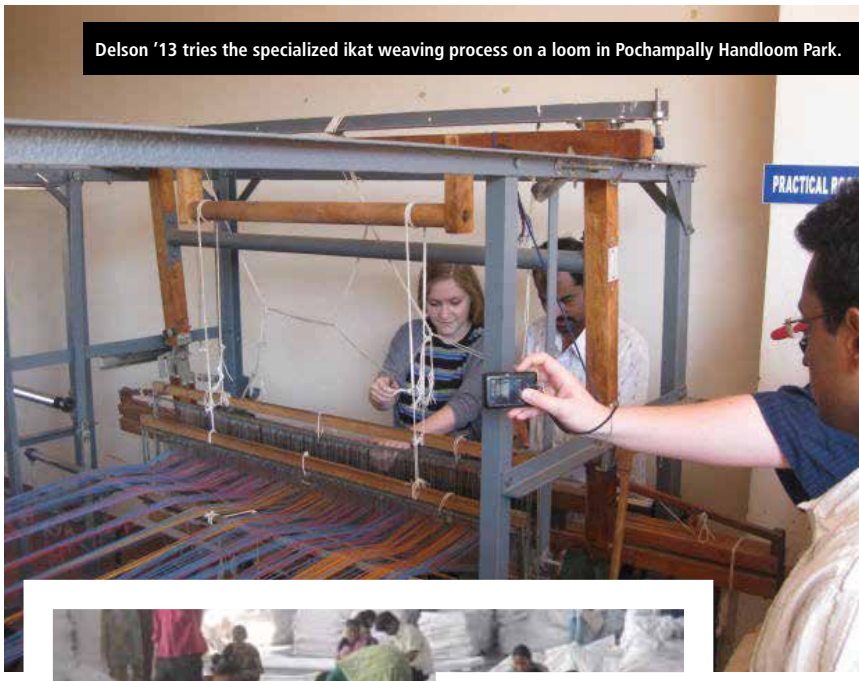
A specialized traditional dyeing and weaving process done by hand on a loom, ikat—Delson's "favorite technique"—was the subject of a paper she was researching. Delson watched enrapt at every step of the ikat procedure, firing "a thousand questions" at the guide. To her surprise, he offered her a turn at the loom, where she tried her hand at a centuries-old craft. After a few false starts, Delson successfully wove about an eighth of an inch of fabric.

"It was a special moment that I'll never forget. In those few minutes, I learned just how amazing and abounding fashion can be," says Delson, an apparel design major. "There is grace and beauty in the way fashion connects people, and we certainly experienced that in India."

The experience, during winter break in January 2011 as part of the FSAD department's first sponsored international learning trip for students, inspired Delson to further explore her interest in global fashion. She went on to spend the fall 2012 semester at Hong Kong Polytechnic University (PolyU), thanks to an exchange program with the College of Human Ecology. In her mind, an international perspective is critical to success in the fashion industry, especially as U.S. apparel manufacturers have largely offshored their operations in recent decades.

"Fashion is a globalized industry," Delson says. Clothing companies rely on " . . . a factory in one country, a dye house in another, a mill in yet a third, and the buttons are sourced from a fourth. And that's a small company."

New fiber science and apparel design chair **Jintu Fan**, who joined the department in January 2012 from PolyU, sees Delson's story becoming more commonplace among FSAD students. Already, the department has sponsored a second trip to India, during winter break in 2012, with plans for a third. (The trips are led primarily by associate professor **Charlotte Jirousek** and senior extension associate **Charlotte Coffman**.) The Cornell–PolyU exchange is in its seventh year, offering students a view of Asia's rising prominence in fashion and textiles. Others still go overseas through Cornell's Study Abroad program.



Delson '13 tries the specialized ikat weaving process on a loom in Pochampally Handloom Park.

Scenes from the India trip

"We are in Ithaca, physically removed from the fashion industry, so it is important to keep our students and our faculty looking outward—to other countries and cultures, to trends in design and changes in manufacturing and business, and to real-world problems that can be addressed through applied science," Fan says.

FSAD students also are studying in a unique department—home to the only fashion design program in the Ivy League—where "excellence in fashion design and management is underpinned by world-class research in fiber science," according to Fan. Indeed, FSAD houses drawing and apparel studios; textile-finishing, nanofiber, tissue engineering, and biodegradable building materials labs; the world's first sweating fabric manikin for testing high-performance athletic gear; 3D body scanners; computer-aided design labs; and a costume and textile collection with 9,000 garments—all under one roof.

In such an environment, students in the department's three undergraduate concentrations—apparel design, fashion design management, and fiber science—gain exposure to all sides of the business. Apparel design and fashion design management students take "Fibers, Fabrics, and Finishes" and other courses about the nature and properties of textiles, while fiber science students absorb design principles through courses on product development and design.

Associate professor **Margaret Frey**, who studies nanofibers for protective clothing and other applications and teaches undergraduate and graduate fiber science courses, says the department stands out for its focus on the "science-design bridge," an approach that blends creative and technical knowledge. With so-called smart clothing—functional garments that can monitor a wearer's health, conduct electricity, or degrade bacteria and pollutants—set to revolutionize the industry, designers who understand science (and vice-versa) will have an edge over their peers.

"It's a left-brain, right-brain crossover that's highly appealing to students," Frey says. "They see the value of being able to understand enough of both sides for scientists and designers to work together on solutions. It's always gratifying to hear from apparel design students who took my class and then rose to the top of their summer fashion internships because of their combination of design skills and their knowledge of different fabrics and their properties."

High fashion meets high tech

Though an international outlook is critical, a major part of Fan's expanded focus for the department will be New York City, a short drive from Ithaca. New York is arguably the world's fashion capital, home to the Garment District, Fashion Week, and more than 900 fashion companies, as well as the engine for 173,000 industry jobs and $10 billion in wages. Fan imagines it as a place where high technology and high fashion can converge—where the department's research and teaching can be applied to drive the innovation needed for new products and apparel and to train designers and scientists in cutting-edge principles and practices.

"We want to bring the science and art of fashion to the center of the global fashion industry," Fan says. "Cornell has expertise in the science of materials and fibers, unlike other programs that excel only in design. Having both pieces will be critical to success in the future fashion industry."

Emily Parkinson '12 applied laser-cutting techniques to leather to create her senior collection, modeled above, inspired by European wrought iron. Photo by Tina Chou

To carry out this vision, Fan proposes a Master of Arts Program in New York City that would draw from the fields of aesthetics, functional design, materials science, technological development, business management, and fiber production and practices. Students would learn such high-tech techniques as digital printing, seamless knitting, and ultrasonic bonding, a process that uses sound waves to bind synthetic materials without a single stitch.

Along with that are plans for a research institute focused on fiber and fashion innovation meant to bring together FSAD scientists and industry leaders to collaborate on technological breakthroughs needed to shorten the product development cycle. Likely applications are functional nanofibers, wearable electronics and computers, athletic gear to maximize performance and comfort, sustainable fibers and practices, and protective clothing for soldiers and first responders.

Fan says he hopes to implement both concepts by 2014, and he is currently strengthening ties with potential partners in industry and academia.

"It is exciting—our field should play a major role in securing human health and basic needs far into the future," he says, mentioning how more sustainable methods could cut consumption of water, fuel, and other resources used in apparel production and how clothing could one day monitor and protect our body's core functions.

Students strut their stuff

Until then, the annual Cornell Fashion Collective spring runway show is where many of those ideas are knitted together. Begun in 1984 by a handful of students, the show—completely student-run—has grown into a signature Cornell event, on par with Dragon Day

A gown designed by Rachel Kuhns '13 won third place in the national 2011 Spectra Elegance competition, which challenged designers to use embedded LED lights and special optical fibers to illuminate design details in a finished garment. Photo by Ken Kawamoto

and other campus traditions. Unlike other universities where professors orchestrate runway shows, FSAD students independently manage every aspect: finances, set design and construction, advertising, programs, show rundown, and more. Freshman designers work all year on a single garment; seniors present full lines with as many as 10 ensembles. Even the models are Cornell students, recruited at casting calls.

"From original idea to final production, the students do it all," says **Anita Racine**, FSAD senior lecturer and adviser to the Cornell Fashion Collective (CFC). "The collaborative effort is remarkable."

On the runway, which carried some 300 original student pieces at the 2012 show, fashion expertise is on full display, as designers draw inspiration from world cultures, film and art, and classic and contemporary styles. Associate professor and CFC adviser **Van Dyk Lewis** views the show as the opportunity to uncover "fashion's next superstar."

In recent years, students have used the show to integrate innovative technologies with their artistic creations. Earlier this year, **Matilda Ceesay '13**, originally from Africa, showed a hooded bodysuit made in part from nanofibers embedded with insecticides to ward off malaria-infected mosquitoes (read more on page 8). Other marvels that have made their debut on the CFC stage: a dress with conductive cotton fabrics capable of charging portable devices, garments woven from gas-trapping and antimicrobial fabrics, and glimmering gowns with hidden LED lights and optical fibers that illuminate clothing details.

"The commitment to design and science shows in the excellent work by our students," says Fan, who took in his first CFC show last spring. "They balance the need to make the product visibly appealing with an understanding of the properties and functions of materials. It proves that fashion can be trendy and artistic, but also improve our lives in many ways."

FSAD Undergraduate Concentrations

Apparel Design—focuses on the design process, integrating traditional design methods with innovative technologies for use in the apparel industry. Courses have a strong visual emphasis, manipulating form, color, and fabrics, along with computer-aided design methods. Also emphasized are the social, economic, and historical aspects of design.

Fashion Design Management—applies economic and marketing principles to consumer and industry issues in the fashion sector. It focuses on the processes used to develop, manufacture, and distribute apparel and textile products and examines such topics as the impact of developing technologies, advertising and marketing, and entrepreneurship.

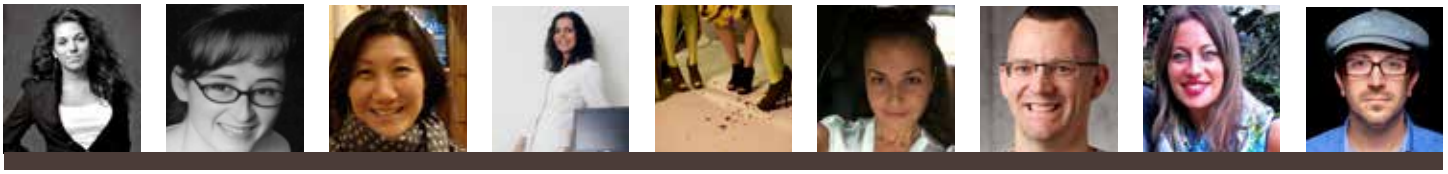
Fiber Science—focuses on the physical, chemical, and engineering properties of fibrous materials and their applications, including biomedical materials, advanced engineering composites, geotextiles, and protective clothing, as well as more traditional applications for apparel and interiors.

FSAD Graduate Programs

Apparel Design (MA and PhD)—focuses on independent research in aspects of apparel design, including fashion theory, functional apparel, sizing and anthropometrics, cultural and historic aspects of dress and textile design, apparel industry issues, and computer-aided design and other technologies.

Fiber Science (MS and PhD)—studies fibrous materials and their use in a variety of conventional and non-conventional applications, such as high-performance fibers and fiber-reinforced composites, detergency and surface chemistry, textile materials in geotechnical and biomedical applications, polymers for electronics, and textile dye chemistry.

FSAD Alumni Voices



Brittany Haas ’08
Founder, Happily Ever Borrowed; retail financial planner, Hermes of Paris

“Cornell’s FSAD program was the perfect way for me to intertwine my passion for fashion design with my intellectual drive. What set me apart from competing candidates upon graduation was my diverse background and understanding of garment construction, fiber science, and design along with business acumen and a merchandising perspective. Cornell facilitated my discovery beyond just fashion design, and it gave me all of the tools needed to start my business.”

Lucy Dunne ’02, MA ’04
Assistant professor of apparel design, University of Minnesota

“One of the most important aspects of majoring in FSAD for me was the broad interpretation of ‘apparel’—it goes way beyond just fashion. FSAD is particularly strong in research, which is one of the areas I’m most passionate about. I had the opportunity to be involved in research even as an undergraduate, something not too common in apparel programs. Nowadays I’m a professor myself, so even more of what I learned from Cornell faculty is important—the material I learned in class, but also their methods of teaching and mentoring.”

Jin Seo ’91
Founder and designer, 51>Inc.

“The most appealing aspect of the FSAD program was that it essentially allowed me to design my own curriculum and participate in an exceptional field study internship, while earning a liberal arts education. The program pushed us to think, reach, dream, and create, while instilling in us an incomparable work ethic. The opening of CornellNYC Tech is especially exciting because it will provide real and immediate exposure to the complexities of New York’s fashion industry and will elevate Cornell’s students to new levels, making the graduates even more competitive in the fashion and apparel markets.”

Camila Flor, MS ’10
Metrology manager, L’Oreal Brazil

“During my FSAD program I realized that I can learn and do anything. We were a multidisciplinary team with people coming from different fields and countries: from physics to fashion, from China to Brazil, and all converged in FSAD. I had the opportunity to work with nanotechnology, natural materials, and fibers in general, in projects involving tissue engineering and textile fabrics. This diversity of technical experience and culture led me to my present position. I work at L’Oreal studying another type of fiber: hair.”

Wendy Friedman ’94
Design director, Coach; adjunct professor, Fashion Institute of Technology

“My FSAD experience gave me an unexpected edge in the fashion industry by placing a strong emphasis on critical thinking and problem-solving skills. Similarly, there was a progressive approach to science and technology, which taught me that the properties of different fibers or how to use the latest technology to engineer a garment more cost effectively, for example, could mean the difference between success and failure. Creativity is a must in fashion, but a beautiful design will live only on paper if someone lacks the ability to pull together all the different aspects from concept to manufacturing to finance to marketing.”

Nathan Demarest ’97, MA ’00
Senior performance designer for apparel innovation, Nike

“I was interested in FSAD as a way to combine my interests in both art and science, and functional apparel design was a great outlet. I was surprised when I first arrived at Nike by the number of my counterparts who were not educated in apparel design. The education and experience that I gained while in FSAD greatly improved my chances of landing a job. I’m also turned to often as a source of knowledge in functional apparel design by my colleagues. I have FSAD to thank for that advantage.”

Samara Fetto ’06
Senior merchandiser, Old Navy Online

“I was attracted to FSAD because it allowed me to combine my love of design with my love of business. Since graduating, I have come to realize its true significance. FSAD is the foundation to my career upon which I can build a successful future in the apparel retail industry. The combination of technical, hands-on classroom education in apparel design, innovative research in fiber science, and the study of business management has allowed me to build a strong yet diverse background where I can successfully lead a multimillion-dollar fashion business.”

Nathaniel Stern ’99
Artist and associate professor, University of Wisconsin–Milwaukee

“FSAD is the perfect mix of creative and critical thinking, production and critique, affection and reflection. We covered everything from conception, sketching, drafting, and making, to assessment, re-making, mass manufacturing, and marketing—all with a commitment to understanding new technologies and the contemporary issues at hand (social, economic, political, and more). My Cornell professors are still an inspiration to me, as both an internationally exhibiting artist and teacher myself.”

SHOWN L TO R: Brittany Haas, Lucy Dunne, Jin Seo, Camila Flor, Wendy Friedman, Nathan Demarest, Samara Fetto, Nathaniel Stern

RACHEL DUNIFON
ELAINE WETHINGTON

Research for the Public Good: Applying the Methods of Translational Research to Improve Human Health and Well-Being

APA Books

If translational research is a bridge between academia and the outside world that connects researchers, policymakers, and community practitioners to solve problems, Dunifon and Wethington's book is a roadmap for the path beyond. The authors present models and real-world case studies for improving education, health care access and delivery, disease prevention, and more via translational research. Wethington, professor of human development and of sociology, and Dunifon, associate professor of policy analysis and management, prepared the book from activities at the second Biennial Urie Bronfenbrenner Conference, a cross-disciplinary gathering of leading experts in the social sciences and medical fields hosted by the College of Human Ecology in 2009.

JARED GENSER '95

The Responsibility to Protect: The Promise of Stopping Mass Atrocities in Our Times

Oxford University Press

Genser and co-author Irwin Colter, a Canadian Member of Parliament and professor of law, examine the United Nations' "responsibility to protect" doctrine, which was adopted in 2005 to compel states to prevent genocide, war crimes, and other atrocities committed on their own citizens. The book looks at the controversial doctrine from many angles with case studies and interpretations of international law, offering guidance on how to best remedy current and future humanitarian crises. Genser knows the stakes as well as anyone—he's the founder of Freedom Now, a nonprofit that has won the release of prisoners of conscience around the globe. The preface is by Desmond Tutu and Vàclav Havel.

VICTORIA HOPEWELL

Grade A Baby Eggs: An Infertility Memoir

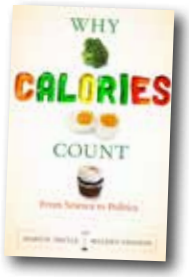
Epigraph Publishing

Written under a penname by a 1979 Human Ecology graduate, *Grade A Baby Eggs* is a true insider's account of the hidden world of egg donation from the eyes of a clinical psychologist who has battled—and advised patients about—infertility. The author shares personal experiences that are often heartbreaking and sometimes funny, as well as an exploration of dubious practices in the donor egg marketplace, where the ova from beauty queen brainiacs command top dollar. In the category of women's issues, the book won the 2012 National Indie Excellence Book Award and the 2011 ForeWord Reviews Book of the Year Award. Kirkus Reviews hailed it as "A candid, valuable look at infertility."

MALDEN NESHEIM

Why Calories Count: From Science to Politics

University of California Press

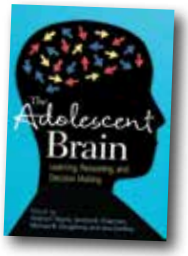


Calories—too few or too many—are at the root of health problems linked to malnutrition and obesity that affect billions of people around the world. A new book by Nesheim, professor emeritus of nutritional sciences, and Marion Nestle, a visiting professor at Cornell and professor of nutrition, food studies, and public health at New York University, explains in accessible language what calories are and how they work, biologically and politically. Nesheim and Nestle take readers through issues that are fundamental to understanding diet and food, including weight gain and loss, obesity, and misinformation put forth by food manufacturers, diet program promoters, and the media, hoping to arm readers with the sound science needed to make healthy choices.

VALERIE REYNA

The Adolescent Brain: Learning, Reasoning, and Decision Making

APA Books



Teens' cognitive skills are near their lifetime peak, yet they are also most prone to risky life choices: binge drinking, unprotected sex, and high-speed driving. A new book by Reyna, professor of human development, sheds light on this and other mysteries of the teenage mind with fresh findings from the fields of psychology, neuroscience, and education. Co-edited by three other leading researchers, it's the first book to focus on how adolescents develop higher cognition—thinking skills related to adaptation and problem solving—with promise for new methods to help teens learn math and science and make wiser decisions.

LOIS SHEA, MS '73

Beaches Bikes and Babes: Poetry and Funny Stories for Men and Women

CreateSpace

With a sharp and witty voice, Shea takes on the vagaries of life, recounting her experiences as a single mom raising two kids while holding down a full-time career. Shea's collection of poetry and prose mines such varied subjects as family, motorcycles, politics, wildlife, and Internet dating for humor and insights. Honest, accessible, and heartfelt, the book contains pieces penned in the past three years. Though trained in the nutritional sciences, Shea describes a recent morning when the thoughts and stories suddenly poured out of her head and onto the page, leading her toward her lifelong dream of becoming a published author.

Working Out in the Workplace

Debra Wein helps workers to shed pounds and employers to shave costs with motivating nutrition and fitness strategies.

BY ANDREW CLARK

Photo: Gary Higgins/Patriot Ledger

In her nutrition career of nearly two decades, **Debra Wein '90** has sampled a smorgasbord of roles, tasting satisfaction every time. Entrepreneur, registered dietitian, college instructor—name it, and there's a good chance Wein has done it.

In Wein's eyes, her pursuits are all connected, because she focuses on improving the lives of people.

"I really enjoy helping people find that 'aha' moment when they realize the importance of fitness and nutrition," says Wein, who graduated with a degree in nutritional sciences and is a registered dietitian, a licensed dietitian/nutritionist, and a certified specialist in sports dietetics. "It's not just about nutrition. It's about helping people embrace the bigger picture of life."

Currently, Wein is president of Wellness Workdays, a company that helps employers improve the health of their workers. Her company assists groups of all sizes to develop an overall wellness strategy and create customized programs for employees. That includes ideas to ensure weight management, reduced stress, proper sleep, smoking cessation, and increased physical activity.

Using evidence-based approaches, Wellness Workdays develops wellness programs and challenges that motivate employees to join together to embrace healthier habits. Goals are set—be it pounds lost, miles walked, or cigarettes extinguished—and workforces strive to hit their mark. The results are stunning. In 2011, 1,227 individuals participated in Wellness Workdays fitness challenges through their employer; together they dropped 3,819 pounds, exercised 43,995 hours, and ate 335,063 servings of fruits and vegetables.

Enabling the health of employees serves the financial health of the business. Fitter employees are less likely to miss work and more apt to avoid chronic diseases that drive up health care costs. According to Wellness Workdays, heart disease can cost employers an extra $19,000 per employee a year, diabetes can cost almost $12,000, and obesity $2,500.

Wein says that fostering an enjoyable workplace is just as important as encouraging physical health, because happy employees are more likely to be productive. Team fitness challenges help boost employee morale and unite workers around a common goal.

"It's always exciting for me when I'm able to sell others on a healthy lifestyle," Wein says. "It really impacts me when I hear someone say, 'I turned 50 and my doctor said my weight and cholesterol were too high, and your program has changed my life.'"

A winning formula

Wein launched Wellness Workdays less than five years ago, but the company has already gained a large following: from institutions like Harvard Business School, Brown University, and MIT to major corporate clients like Putnam Investments and Perkin Elmer. Even Tommy Thompson, the former U.S. Secretary of Health and Human Services, has praised Wellness Workdays for its approach.

How effective has Wein's company been? She shared the story of a financial services company that implemented an eight-week challenge designed by Wellness Workdays. By the end of the period, participants lost a total of 1,161 pounds and exercised 7,195 hours, and six smokers committed to quitting.

Going beyond fitness challenges, Wein and her team offer on-site assessment services and fitness classes, monthly lectures, walking programs, newsletters, and branded websites.

"To best partner with our client, we look for ways to utilize the services that are already available to them, such as employee assistance programs, health care providers, local restaurants, regional and national health associations, business professionals, and on-site cafeteria personnel," Wein says. "This is a win-win strategy."

When she's not helping employees adopt healthy habits, Wein teaches undergraduate nutrition classes at the University of Massachusetts Boston. She also teaches graduate classes at nearby Simmons College and lectures to dancers at the Boston Conservatory of Music on weight management and nutrition.

Wein, who lives on the south shore of Massachusetts with her husband and two young children, still keeps close ties to Cornell. She was recently appointed to the President's Council of Cornell Women and spoke at a women entrepreneurs panel at the 2012 Entrepreneurship@Cornell conference.

Her Cornell connections keep her current with the latest findings in the fields of wellness and nutrition, which have changed considerably since her graduation in 1990. New studies are released seemingly every day, and keeping informed can be challenging.

"The field definitely gets more and more confusing for clients," Wein says. "These days, people know less about what they're supposed to eat, how often they're supposed to exercise, and what they should do to stay healthy. What I'm trying to do is make wellness sensible and accessible for everyone."

link www.wellnessworkdays.com

"It really impacts me when I hear someone say, 'I turned 50 and my doctor said my weight and cholesterol were too high, and your program has changed my life.'"

Photo by Britt Kubat

Well-Suited to the Job

Malia Mills '90 has transformed swimwear fashion and fit for women of all shapes and sizes.

BY ANDREW CLARK

It's 1987, and like most sophomores in college, **Malia Mills '90** has doubts about what to do with her life and career. She is sitting in an interior design class, when the professor announces the term's first assignment: design a dresser.

"It landed with a thud for me," Mills recalls. "I picked up my things and respectfully explained to the professor that I was going to talk to an advisor about my major."

As someone who has always "loved, loved, loved" fashion, Mills decided a change was necessary, pouring her talent and energy into apparel design without any second thoughts. Amazingly, within six years—and just three years after her graduation from the College of Human Ecology—supermodel Kathy Ireland appeared in a long-sleeved bikini by Mills in the pages of *Sports Illustrated*'s 1993 swimsuit issue. Not bad for someone who failed her first pattern-making assignment at Cornell.

The exposure helped jump-start Mills's eponymous swimwear line, and the following year she quit waitressing at night to focus full time on her growing business. A cheetah-print bikini by Mills made the *SI* cover in 1996, then she opened an online store in 1997 and her first boutique in 1998. Mills, based in New York City, now operates 11 Malia Mills boutique stores in New York and California, and her brand is thriving, with swimwear for women, kids, and men as well as ready-to-wear and accessories collections.

It may seem like a rapid ascent, but Mills says entrepreneurialism has always been in her blood.

"Starting my own company was very organic," she says. "I am the baby of six kids, and my dad had his own perfume and suntan lotion company in Hawaii. Dinnertime talk was always around new ideas and marketing and sales. As a result, all of us Mills kids have an entrepreneurial streak in us."

Fashion—and swimwear, more specifically—also seems to be second nature to her. As a 10-year-old, Mills received her first bikini for Christmas, what she describes as "lemon yellow spandex with yellow plastic rings."

Of course, Mills's tastes have matured since then—a process she traces back in part to her days at Cornell.

'Love Thy Differences'

In an industry often criticized for its obsession with ultra-thin models, Mills turns heads for a design aesthetic that celebrates the gamut of body shapes and sizes. Her motto is "Love Thy Differences," which she lives by using diverse models and designing for women with more typical proportions—mostly unheard of in the world of body-baring swimwear. The result is an authentic, natural style that the *Wall Street Journal* described as " . . . a little bit glam and a little bit rock 'n' roll."

Mills, who works exclusively with American-based manufacturers, also stands out by designing individual tops and bottoms, rather than forcing shoppers to buy pieces in pairs.

"The inspiration came from lingerie, which has always been about separates with specific fit," Mills says. "I thought it was bananas that I had to buy swimwear tops and bottoms together, in the same size, since I'm not the same size top to bottom. Most women aren't. I imagined if we had to buy our lingerie as a same-sized set there would be rioting in the streets! The idea is to buy individual pieces and mix and match them your way, for all different occasions, just like you do with your clothes every day."

The end result may appear seamless, but Mills describes her creative process as chaotic. She draws inspiration from words, films, photographs, and other sources and is constantly jotting down sketches and ideas. "It is all about tuning in to and using all of our senses," she says.

"My design process is not at all linear but full of stops and starts and circling back and beginning again. The bag I carry around is stuffed with ideas sketched on any piece of paper I can find. Ask any small business owner, and you will hear over and again how the management of the business overwhelms the creative process. I try to squeeze out every bit of inspiration wherever and whenever I feel it."

For Mills, her Cornell experience was fundamental in helping to mold her into the designer she has become. She credits the close tutelage of the apparel design professors and classes on functional design and the properties of textiles with developing her talents. As a student, she also spent a year in Paris at the French Federation's fashion school, la Chambre Syndicale de la Couture.

"After having been immersed in fashion design, surrounded by only fashion designers in Paris, I came to understand and appreciate the extraordinary value in not only the unique curriculum at Cornell but also the immense inspiration found in the diverse student body on campus," Mills says.

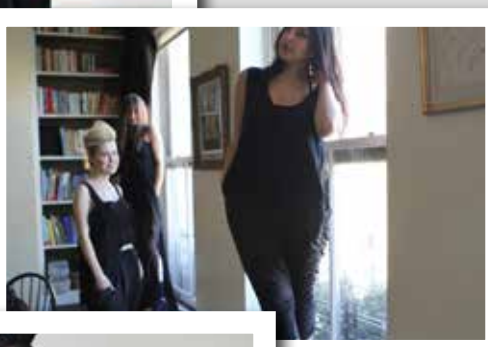
These days, Mills is focused on running her business, having weathered the recent economic downturn. She admits that demands of her trade—managing time, people, and money and staying apace with current events and trends—sometimes leaves little time for designing. But she is still pushing the boundaries of her design aesthetic and championing her belief in swimwear that makes any woman proud to show off her body.

"Each day is never long enough," Mills says. "It is right-brain and left-brain mania. Multi-tasking is our middle name, problem solving is the game. Still, I am very lucky to love what I do, and for me, every day is an amazing adventure, journey, experience."

link www.maliamills.com

When inspiration strikes, Mills jots down ideas on stray scraps of paper.

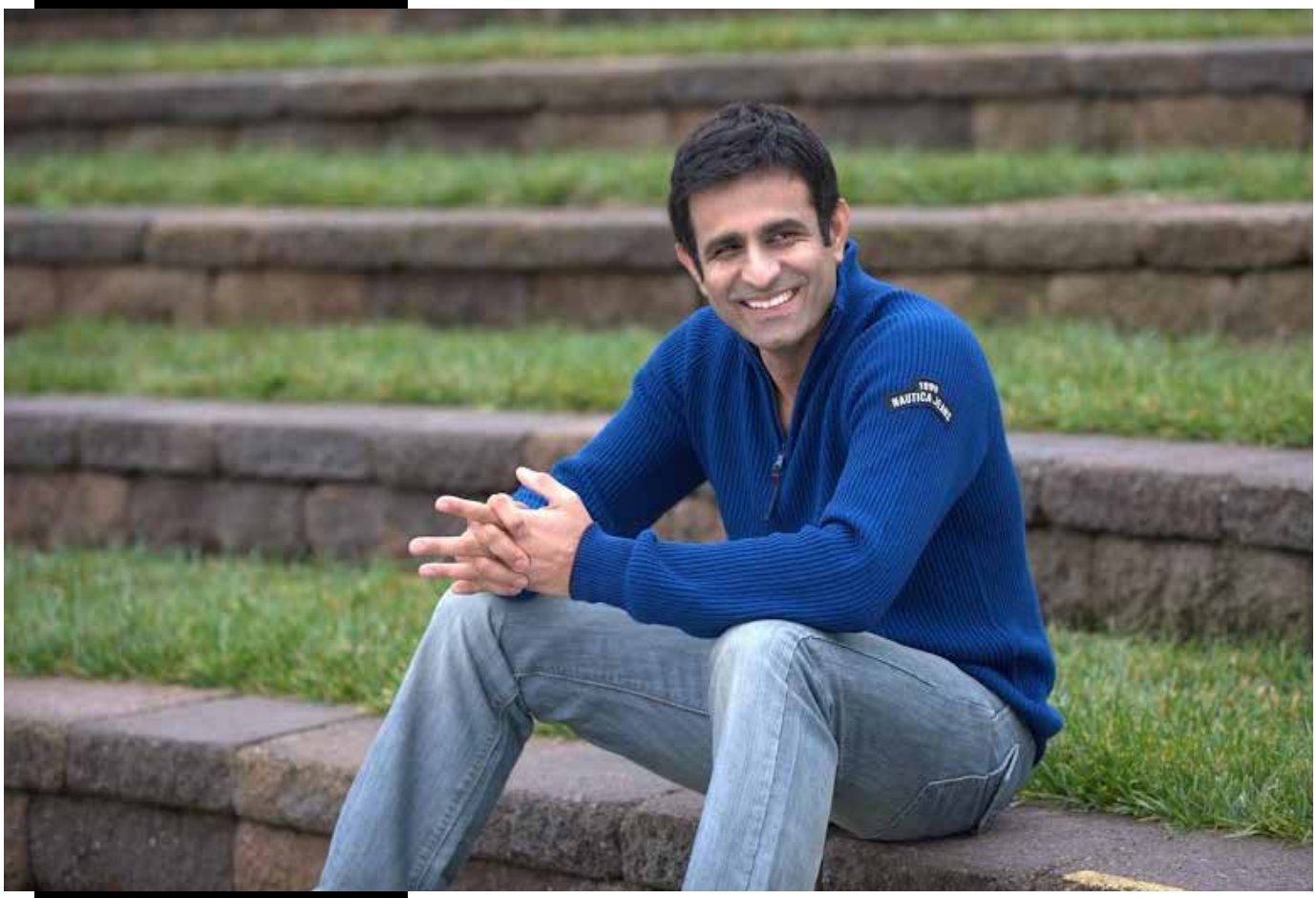
Mills works on a bikini top in her Manhattan design studio.



Models pose in ready to wear and swimwear pieces from a recent Malia Mills collection.

Working from His Own Script

Narayan Sundararajan creates high-impact technologies as he stokes his passion for filmmaking.

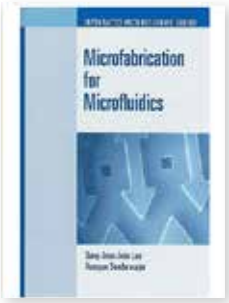


BY SHERI HALL

Narayan Sundararajan, MS '96, PhD '99, came to the College of Human Ecology to study polymer science because he was fascinated by the flexibility of polymer materials and their value to fields ranging from microelectronics to textiles to plastics. In many ways, Sundararajan's life and work—as a technologist, humanitarian, writer, and filmmaker—has revealed a similar versatility.

Sundararajan has worked as a microchip process engineer, developed new ways to apply nanotechnology to the life sciences, and partnered with a Nobel Peace Laureate to improve the lives of people in developing countries. He holds 40 patents and has co-authored a book on micro-

> "It doesn't matter what field you are in; the concept is to make something that helps people."



fabrication. Sundararajan also is an actor, director, and producer of four foreign-language films.

Currently, Sundararajan is the chief technology officer of the Grameen Intel Social Business, founded by former Intel chairman Craig Barrett and famed economist and Nobel Peace Laureate Muhammad Yunus to develop new technology to help the world's impoverished populations.

"I work with a team that is developing solutions to improve health care and agriculture for underprivileged people across the globe," he says. "My job is a real privilege."

At Grameen Intel, Sundararajan oversees technology and product development. The company is now implementing a software program that identifies high-risk pregnancies in underserved populations, developing a system that notifies families when children miss vaccinations, and launching a soil-testing program to help local farmers increase their yields by using the proper seeds and fertilizers for their land. The systems are paired with a mobile computing device for portability into the field.

Serving through science

Sundararajan grew up in the port city of Chennai, India, as the son of a government forensic scientist who was passionate about giving back to the local community, schools, and orphanages.

"My father enjoyed working in the community immensely," Sundararajan says. "We were middle class, but we saw a lot of poverty and many people who didn't have their basic needs met. It's always in your subconscious. I've always thought, 'how can I help people who are underprivileged?'"

Sundararajan completed his undergraduate work at the Indian Institute of Technology, and then came to Cornell for his master's and doctorate degrees in fiber science and nanotechnology. He worked under FSAD professor **Kay Obendorf**, whom he credits with influencing his career.

"She instilled in me the idea that we should bring technology to where it is relevant and tailor it to meet the needs of people," he says.

Sundararajan earned a doctorate degree in materials science working under professor Christopher Ober at Cornell's College of Engineering. His work—focused on using polymers in microelectronics—was sponsored by a consortium of technology companies that included IBM and Intel.

After Cornell, he joined Intel to build microchips for flash technology, the kind of memory used in USB storage devices, digital cameras, and laptop computers. He also was one of the first members of a group at Intel created to research how nanotechnology could be applied to biology, which led to the creation of the Digital Health Group, Intel's first foray into health care.

When former Intel chairman Craig Barrett envisioned a collaborative venture between Intel and Grameen Trust, Sundararajan, with his broad expertise across technology, management, and emerging markets, was among the first to be pulled in to help build the company.

"It doesn't matter what field you are in; the concept is to make something that helps people," Sundararajan says.

A creative outlet

A commitment to science and developing life-changing technology is just one side of Sundararajan, who lives in California's Bay Area with his wife and 4-year-old son.

His long-held passion for movies has blossomed into a growing hobby as a filmmaker. In 2001, he played a small role in an independent film, *One-Way Ticket*. On the set, he made some connections that eventually led to him co-directing, producing, and acting in a Tamil-language feature film called *Meipporul*, which won a 2009 Tamil Nadu State Film Award from the state government.

"It was the first time a Tamil movie was fully shot in the U.S.," Sundararajan says. "That was really exciting, and it put us on track for the second one." His next film, a bilingual romantic thriller called *Panithuli* in Tamil and *Tum Ho Yaara* in Hindi, will be released in theaters across the world this summer.

Based in Silicon Valley, Sundararajan and his friends try to bring a structured approach to their movie ventures by borrowing tools from the technology and the investment community. He believes that, before long, the films he makes will carry a strong social message along with entertaining storylines. Perhaps like the way Sundararajan conducts his own life.

Healing Health Care

Indu Subaiya '95 has her sights on fixing our nation's ailing medical system.

BY SHERI HALL

As the chief executive officer of Health 2.0, **Indu Subaiya '95**, MBA, MD, is a leading proponent for applying technology to improve health care. Her company hosts multiple international conferences annually to showcase online and mobile products and to unite leaders from medicine and technology to brainstorm how to make health care more effective and efficient.

Subaiya describes Health 2.0 as "a community and movement" and their shows as a departure from more traditional conferences. Health 2.0 shows feature four-minute live demonstrations where new health technologies are debuted to a physical and online audience, often sparking further discussions and innovations. The point is to match tech entrepreneurs, programmers, scientists, and industry professionals to develop solutions for health care delivery.

In recent years, Subaiya and partners have also launched newer formats: an industry deal-making forum known as Matchpoint and the first expo for consumers called Body 2.0.

With 45 chapters worldwide and plans for major conferences in Dubai, India, and Silicon Valley in 2013, Health 2.0 is growing rapidly. And with U.S. health care being overhauled as new federal rules are enacted, Health 2.0 promises to play a key role in defining the future of delivery of medicine and services.

"For me, it comes down to making individuals' experiences in the health care system more humane, more efficient, and more effective," Subaiya says. "Our health care system has major communication challenges, the financial side is problematic, and there is a huge cost issue in this country. Technology is not the only solution, but it's an enabler that can help."

Helping to bring about that change is a role Subaiya relishes, though one she never imagined when she came to Cornell.

Not what the doctor ordered

For Subaiya, attending Cornell was a dream that began when she first visited campus. "I fell in love with the setting and the diversity," she says. "Getting in is one of the highlights of my life."

As a freshman, she enrolled in the College of Agriculture and Life Sciences as a pre-med biology major, intent on becoming a doctor. But after taking a few nutrition courses in Human Ecology, she decided to switch her major to Biology and Society. "I loved the fact that you could study biology in a broader social context," she says. "I was more interested in not just the pure science, but its connection to politics and philosophy."

"There were so many classes that expanded what I thought of as basic science, incorporating political and social aspects. I loved the emphasis on the holistic self—not just on anatomy and disease, but on families, environment, and economics."

Subaiya recalls classes with Professor **David Levitsky**, whose work combines nutrition and psychology, and Professor **Virginia Utermohlen**, who trained as a pediatrician. "There were so many classes that expanded what I thought of as basic science, incorporating political and social aspects," she says. "I loved the emphasis on the holistic self—not just on anatomy and disease, but on families, environment, and economics."

After Cornell, Subaiya attended medical school at Stony Brook University. Before long, she knew that practicing medicine was not her calling.

"It's a philosophical difference. I'm much more drawn to environments where you can make up the answer as you go along, and that's not a good philosophy for a doctor. I wanted to be part of the broader network that is changing health care."

Despite the mismatch, Subaiya calls medical school an invaluable experience for her current role. "Having an understanding of the pressures that come with being a caregiver helps me connect with the physician community and to negotiate and make informed decisions," she says.

Pursuing her passion

After medical school, Subaiya moved to San Francisco to work for Quorum Consulting, where she helped biotech companies move their products to market. She immersed herself in the biotech culture, attending events whenever she could—including Bay Area gatherings sponsored by Entrepreneurship@Cornell.

Conference attendees, pictured above and below, network at the Health 2.0 Spring Fling 2012 event in Boston last May.

"Those Cornell events changed my life," she says. "I had made the decision to work in the health care and technology world, but I didn't know where to start. Cornell had amazing events for technology entrepreneurs and life scientists. I went to all of them, and they were so much a part of my continuing education."

To grow her business and entrepreneurial skills, Subaiya went on to earn her M.B.A. from the University of California–Berkeley. Following that, she worked in finance and investment research, with a focus on the tech sector.

Through it all, Subaiya continued to go to Bay Area conferences—a habit that led her to get into the business herself. In 2006, she met Matthew Holt, a health care researcher and policy analyst, at a Bay Area meet-up. They discovered a shared vision for improving health care, and later that year held their first conference, an event that attracted 500 doctors and medical entrepreneurs to talk about health care and technology.

Health 2.0 has been thriving ever since.

"Our future is bright because we are not just a conference company, we're a community and a movement," she says. "There's no business model for that. It grows as long as there's a need to improve health and health care. We believe there will always be an opportunity to move the needle there."

SLOAN *Update*

Allen shares secrets to turning around failing hospitals at 2012 Wagner Weekend

In three decades as a hospital administrator, **Percy Allen II, Sloan '75**, gained a reputation for reviving moribund health care organizations, leading unlikely turnarounds of money-losing hospitals in Detroit, New York City, and Baltimore.

In a speech titled "Not Under My Watch," he shared his secrets for resurrecting ailing hospitals with Sloan Program in Health Administration students, professors, and alumni at its annual Wagner Memorial Dinner in early May.

"No hospital has taken its last breath under my watch," said Allen, elected to Modern Healthcare's Health Care Hall of Fame in 2011, five years after he retired.

Perhaps the most stunning reversal of fortune led by Allen came when he was president and CEO of Bon Secours Baltimore Health System. When he joined the hospital in 1999, it was losing close to $10 million annually and was the worst performer in the Bon Secours system. At the end of his tenure in 2006, the hospital was in the black and had instituted new programs and had improved in patient satisfaction and quality of care.

"We had gone from the very bottom to the top quarter [of Bon Secours hospitals]," Allen said.

Rescuing financially troubled hospitals starts with "cheerleading," Allen said. "The first step in changing the downward trend of a hospital is changing the attitude of the people working there. People naturally want to be on the winning team. And if it looks like yours is indeed winning, that is the place they will gravitate to."

Allen also emphasized that when a hospital goes downhill, ties to the community also deteriorate. Making the facility a welcoming place and expanding beyond traditional health care services is critical to reversing course, he said.

In turning around Bon Secours, Allen envisioned the hospital as a resource for the entire community. It added job training, child care, counseling for the homeless, financial literacy courses, and more.

"I have always believed that a hospital holds a special place in the community; outside the church, generally it is one of the most stable institutions they have," Allen said. "People connect with it, because that is where they have to be at some of the most vulnerable times of their lives."

Fiscal discipline is also a key to recovery, Allen said. For money-starved hospitals, cutting costs helps, but he cautioned against carving too close to the bone.

"The simple truth is you cannot be successful by cutting, cutting, cutting. Eventually you will get to the point where you cut yourself right out of business. The idea is to build with what you have."

At the dinner, **Andre Lee, Sloan '72,** and **Clifford Barnes, Sloan '74,** announced a new speaking series, the Percy Allen II '75 Sloan Lecture in Health Care Leadership in Urban Communities, set to begin in 2013 and designed to bring to campus health care leaders working in underserved urban areas.

link www.flickr.com/photos/cornellhumanecology/sets/72157629846107814

2012 WAGNER MEMORIAL DINNER

Former scholarship recipient making his mark in health care

Carter Dredge, Sloan '11, director of business development for St. Vincent Health System in Arkansas, is driven by two priorities: raising the quality of medical care and lowering costs.

He's at the leading edge of health care, working with groups around the country to envision ways to make the industry more efficient and effective. One moment he's meeting with a San Francisco tech company to plan an advanced analytics platform that will allow hospitals to compare data on performance; the next he is gathering insurers, physicians, government agencies, and other hospitals to design a statewide episodic payment system, hoping to solve the current fragmented approach to medical billing.

"Health care costs are much too high in our country, and we need to do some things differently to make it better," Dredge says. "Nothing is more rewarding than working directly with a physician who has a really great idea about how to help improve care, as well as the bottom line, and helping him or her turn that idea into a real opportunity. It empowers others and energizes me."

Dredge, who joined St. Vincent after graduation last year, relishes his role, which also includes helping to establish Arkansas' health insurance exchange under new federal health care laws, managing a team of interns focused on financial analysis, and developing new business ventures. He credits the Sloan Program in Health Administration—and "extremely generous" scholarship awards through the Bernard and Bonnie Kershner Graduate Award Fellowship and Sloan Alumni Scholarship Fund—with helping to make it possible.

"The scholarship funding covered much of my tuition and living expenses, but more than that it enabled me to take risks and feel confident in my abilities to succeed," Dredge says. "I knew that I would be representing the Sloan Program wherever I went, and I wanted to do so to the best of my abilities."

Along with the "first-class education" he received at Sloan, Dredge cites the extensive network of Sloan graduates and faculty members who are a "sounding board for new ideas" and who provide lessons and perspectives from all sides of the industry. In particular, Dredge praise two mentors who continue to shape his thinking.

Andy Dahl, Sloan '70, a former Sloan executive-in-residence, helped Dredge secure an internship and "has become one of my most trusted and valued friends." **Peter Banko, Sloan '92**, chief executive officer of St. Vincent, is also a role model to Dredge as he seeks to improve care and drive down costs. "Peter is extremely progressive and innovative and thinks very big," he says. "Every time I am in a meeting with him I learn something new."

Dredge, former valedictorian of the Marriott School of Management's undergraduate program at Brigham Young University, is doing his part to return the favor. Last year, he served as the preceptor for an award-winning Sloan capstone project and plans to oversee another this year. He keeps in close contact with classmates and faculty members, adding, "I am still learning from the faculty's experience even now."

"Sloan has done much more for me than I could ever repay," Dredge says, "and it is my absolute pleasure to be a strong and supportive member of its alumni ranks."

To learn more about the impact of scholarship support at Sloan, visit the Sloan Program Sesquicentennial Scholarship campaign online at www.human.cornell.edu/alumni/spss.cfm.

Bertolini eyes greater role for technology in health care

Technology is the key to making the health care system easier to use and affordable for all, said **Mark T. Bertolini, Sloan '84**, chairman, chief executive officer, and president of Aetna, in presenting the 24th Durland Lecture—the Samuel Curtis Johnson Graduate School of Management's most prestigious speaking engagement—on campus in early April.

As head of one of the nation's largest health insurance companies, Bertolini called for a restructuring of the U.S. health care system, which he said is failing because consumers, doctors, hospitals, and insurance companies are all "pursuing their own interests."

"It would be great if we were working together on a common business model, but the way the system works today, it's much like a hockey team where everyone has a puck," said Bertolini, who became Aetna's CEO in 2010 and chairman in 2011.

As part of an effort to make health care simpler and more convenient, Aetna has developed CarePass, a digital platform that will enable consumers to share information, including medical, fitness, insurance, and nutritional data, across mobile applications as they specifically permit. Bertolini noted that he thought of the idea for the platform while buying his daughter a sweater using a smartphone and Google Shopper. The platform also includes iTriage, a free, mobile health care app that allows consumers to research their symptoms, find a medical care provider, and book an appointment from a smartphone. Already, more than 5 million Americans use the iTriage app.

Bertolini drew on his personal experiences with the health care system to illustrate his understanding of the problems the industry faces. His first life-changing event came in 2001, when his son, Eric, was diagnosed with a rare and terminal form of cancer.

Determined to closely manage his son's care, Bertolini left his position at health insurer Cigna and moved into Eric's hospital room in Boston, where he helped him battle cancer for the next 18 months. Throughout Eric's care, Bertolini discovered several failings of the system. "I couldn't get doctors talking to doctors or hospitals talking to hospitals," he said. Physicians changed every three weeks, and the hospital fed his son foods to which he was allergic, including peanuts and soy.

"The system just fell apart, and had I not been there, the system would have killed him," Bertolini said. His son ultimately did survive and now works as a physicist.

Bertolini's second traumatic encounter with the health care system came in 2004, when he was skiing in Vermont and hit a tree, breaking five vertebrae in his neck. His spinal cord injury left him with limited use of his left arm. After a recent surgery, he has recovered most of his movement, though he still battles pain from the accident. This experience further informed Bertolini's view of the health care system and drove home the need for reform.

In reference to the Affordable Care Act, Bertolini said the law needs to be changed to protect affordability, and technology holds the key to making the system easier to use and better for everyone.

Program welcomes Dorman and Stoll as newest executives-in-residence

Harry Dorman

Alan Stoll

One way the Sloan Program maintains strong ties to the health care industry is through its long-running Doug Brown Executives-in-Residence program, which taps alumni leaders from the field to offer two years of training. For the 2012–2013 academic year, **Harry Dorman, Sloan '74**, and **Alan Stoll, Sloan '70**, are the newest alumni to fill this role.

Dorman can share his knowledge with students from more than three decades in the industry, including the past 10 years as president and chief executive officer of the Alice Peck Day Health System in New Hampshire. Previously, he was an executive at the University of Massachusetts Memorial Medical Center after working early in his career with hospitals in Pennsylvania and Michigan.

Dorman, who holds a bachelor's degree from Amherst College, has taught secondary school and served in the U.S. Navy. He enjoys working at nonprofit health providers and was drawn to health care out of a desire to support the well-being of others. A fellow of the American College of Healthcare Executives, he is the past chair of the New Hampshire Hospital Association.

For perspectives on health care consulting and medical group practice management, students can turn to Stoll, president and chief executive officer of Massachusetts-based TWM & Affiliates, a firm specializing in health care strategic planning and practice management. Earlier, Stoll was executive director of the University of Massachusetts Memorial Medical Group and chief administrative officer of the Fallon Clinic in Massachusetts.

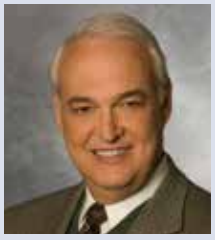
In a decorated career of more than 30 years, Stoll has received the Harry J. Harwick Medical Group Management Association Group Practice Lifetime Achievement Award (1998), the American College of Medical Practice Executives Management Achievement Award (1990), and the American Group Practice Association Manager of the Year Award (1990). A fellow of the American College of Medical Practice Executives, Stoll is past chair of the American College of Medical Practice Executives.

In *brief*

Shinagawa running for U.S. House in historic race

Nathan Shinagawa '05, Sloan '09, won the Democratic primary for New York's 23rd Congressional district in June by capturing more than 60 percent of the vote against two main challengers. He faces Rep. Tom Reed, a Republican from Corning, for the seat. If elected, Shinagawa will become the youngest member of the U.S. House of Representatives. Currently, Shinagawa serves as administrative director for Robert Packer Hospital in Sayre, Pa., and he has made health care reform one of the planks in his campaign. Since 2006, he has served on the Tompkins County Legislature, where he was the youngest member ever elected.

Hanover helps lead expansion of Mass. health system



Ken Hanover, Sloan '74, president of Northeast Health System in Massachusetts, in May played a key role in the launch of the Lahey Health System—a new partnership between Northeast Health System and Lahey Clinic Foundation. While continuing to run Northeast hospitals, Hanover serves as executive vice president and chief strategy officer for the new entity, which includes more than 1,100 doctors and 10,000 employees across four hospitals. Hanover was recently elected to the Sloan Alumni Association executive board.

Wardell named CEO for Mass. health group

Patrick Wardell, Sloan '79, in March became chief executive officer of the Cambridge Health Alliance (CHA), an integrated delivery system comprising a large primary care network, inpatient and community-based behavioral health programs, and two hospital campuses. CHA is a teaching affiliate of Harvard Medical School. Previously, Wardell was president and CEO of Hurley Medical Center in Flint, Mich., where he turned around the hospital's finances and helped establish the Hurley Children's Hospital and a new emergency trauma center.

Yedvab takes on new role at South Nassau Communities Hospital

In May, **Joshua Yedvab, Sloan '94**, was appointed vice president of physician alignment strategies for South Nassau Communities Hospital in Oceanside, N.Y. Yedvab has more than 15 years of experience in hospital administration and most recently worked as the associate executive director for ambulatory care at the North Shore–Long Island Jewish Health System. Previously, he was a health care management consultant at the New York metro office of the Hay Group, a global consulting firm for a range of industries.

Two alumni honored by Healthcare Financial Management Association chapter

Jim Heffernan, Sloan '78, and **Gary Janko, Sloan '72**, recently earned awards from the Healthcare Financial Management Association (HFMA), which has more than 39,000 members dedicated to improving health care management and finance. Heffernan, senior vice president and treasurer of the Massachusetts General Physicians Organization, received the Frances M. Hernan Merit Award, presented by the HFMA Massachusetts–Rhode Island chapter for outstanding contributions to the field. Janko, executive vice president and chief operating officer of Pain Solutions Management Group, a network of physicians primarily in the Northeast focused on treating chronic pain, received the Massachusetts–Rhode Island chapter's William G. Follmer Bronze Award for his contributions to the HFMA.

Gary Janko

Jim Heffernan

70s

Kipen "Kip" J. Kolesinskas '78 joined American Farmland Trust's New England office as a conservation scientist in January. A former state soil scientist for Connecticut and Rhode Island through the USDA–Natural Resources Conservation Service, Kolesinskas has also served as Connecticut program manager for the Farm and Ranch Lands Protection Program and Grassland Reserve Program and as acting state conservationist in Connecticut.

Mick J. Rogers '78, MSW, MBA, is studying in the PhD program in clinical social work at Smith College School for Social Work. His field placement is at Sacramento State University, where he is the supervising psychotherapist and training coordinator. Previously, Rogers spent three decades treating special-needs children and their families as a therapist, clinical supervisor, and administrator. He is currently president of the California Society for Clinical Social Work.

80s

Laura Ellis '80, MS '85, PhD '90, in March became vice president for university advancement at St. Lawrence University, where she oversees development, alumni relations, and advancement services. Previously, Ellis was associate vice president for development and alumni relations at Pace University and has held advancement positions at Cornell Weill Medical College, the University at Albany, Columbia Teachers College, and Albany Medical College.

Evelyn Brooks Ridgeway '87, PhD, was selected for the ZERO TO THREE Early Childhood Fellowship's Class of 2012. The program is a graduate fellows national and international network of more than 260 professionals across diverse disciplines and sectors whose work impacts the health, development, mental health, education, and well-being of infants, toddlers, and families. Brooks Ridgeway serves as child development and mental health manager at the Early Head Start Program at the Children's Hospital of Philadelphia. As a fellow, she is developing materials to collaborate with African-American church leaders to promote positive infant mental health.

90s

Linda Berlin, MS '90, PhD, director of the University of Vermont Extension Center for Sustainable Agriculture, was recognized in April at the annual meeting of the Association of Public and Land-Grant Universities for her leadership contributions. Berlin is one of 19 Food Systems Leadership Institute fellows recognized for their achievements in completing its leadership development program and for contributions made to their individual organizations, higher education, and food systems.

Brad R. Reback '93 has joined Stifel Nicolaus Financial's Atlanta office as managing director and senior equity research analyst covering the software sector. Reback previously worked for 12 years as a senior analyst covering software for Oppenheimer & Co.

Greg Bassuk '94, chief operating officer and chief marketing officer of IndexIQ, was named a Fund Marketer of the Year by Fund Director Intelligence. The award recognizes leaders of innovative campaigns or strategies that have contributed to measurable improvements in areas such as inflows, investor perceptions, and market share. It cites Bassuk's leadership of 11 distinct marketing campaigns for IndexIQ in 2011 that succeeded despite a volatile and uncertain market.

Justin Forbes Serrano '94 recently became managing director at Weld North, an investment company concentrating on education, health and wellness, consumer services, and marketing businesses. With nearly 20 years of experience in the education industry, he focuses on identifying and managing investments in education at his new firm.

Peter C. Gingold '96 was appointed in June to the board of directors of FairPoint Communications, a telecommunications company based in Charlotte, N.C. Gingold, director at Angelo, Gordon & Co., focused on distressed and leverage credit investing.

00s

Susan Boser, PhD '01, associate professor of sociology at Indiana University of Pennsylvania, has received a 2012–2013 Fulbright Scholarship. She will use the award to travel to Kathmandu, Nepal, to teach a graduate class in research methods at Tribhuvan University.

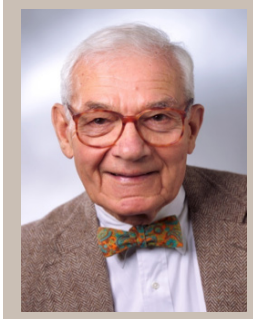
Christopher Cihlar, MS '01, PhD '03, was appointed in May as director of the Office of Legislative Oversight (OLO) for Maryland's Montgomery County Council. The OLO is an independent legislative branch office that conducts program evaluations, fiscal analyses, audits, and policy research projects assigned by the council. Since 2008, Cihlar has served as manager of CountyStat, a program to monitor and improve the performance of county government departments.

Jason L. Behrens '02 joined Schulte Roth & Zabel as an associate in its investment management group in May.

Heather Schroeder '03 in March became development project manager for Housing Visions in Syracuse, N.Y., where she oversees affordable housing development projects, including preparing financing applications, acquiring properties, coordinating design and construction documents, and ensuring project compliance. Schroeder is also working to expand Housing Visions' model of neighborhood revitalization beyond New York state.

Piper N. Titus '03 is engaged to Brian Kline, a physician at St. Joseph's Hospital in Syracuse, N.Y. Titus, who also holds a management degree from Syracuse University, is the chief financial officer of Page Trucking. A summer 2013 wedding is planned.

Alice (Avery) Guest '32, Seattle, Wash., June 10, 2012
Lucy (Schempp) Jacoby '35, Middleville, Mich., February 9, 2012
Dorotha S. (Ticknor) Van Ness '36, Potsdam, N.Y., March 10, 2012
Ellen (Carnell) Seaburg '37, Roanoke, Va., March 31, 2012
Barbara (Pratt) Smiley '37, Centralia, Ill., May 18, 2012
Margaret (Soper) Christiana '40, Jamesville, N.Y., March 16, 2012
Vera (Duffy) Mahoney '41, Levittown, Pa., February 5, 2012
Helen (Hilbert) Peterson '41, Meadville, Pa., March 4, 2012
Ruth Dillenback Kiligas '42, Moretown, Vt., June 4, 2012
Marydith (Van Cise) DeGolyer '43, Castile, N.Y., January 23, 2012
Betty (Bockstedt) Forgham '43, Miami, Fla., May 18, 2012
Gladys (Dingle) Poor '43, Marblehead, Mass., March 3, 2012
Janet (Parsons) Chapman '44, Denham Springs, La., May 19, 2012
Nelle Anna (Judson) Seefeldt '45, Glens Falls, N.Y., March 6, 2012
Elizabeth (Tish) Price Meyers Wehrle '45, Naples, Fla., March 9, 2012
Alvin Kaye '46, Rancho Palos Verdes, Calif., February 9, 2012
Peggy (Schiffman) Marcus '47, Stamford, N.Y., June 3, 2012
Eleanor Vieweg '48, Sodus, N.Y., January 24, 2012
Harold L. Bush, Jr., MS '52, Indianapolis, Ind., February 4, 2012
Doris Caretti Oniskey '54, Southampton, Pa., May 6, 2012
Nancy Hillyer Rumsey '55, Seneca, S.C., April 13, 2012
Phyllis L. Mable '56, Washington, D.C., May 9, 2012
Charlotte A. Christensen '57, Syracuse, N.Y., February 7, 2012
Louise (Carter) Kilpatrick, MS '57, Jacksonville, Fla., March 1, 2012
Nancy Lee (Rising) Foster '58, Pittsboro, N.C., March 5, 2012
Elizabeth Martin, MS '59, Wellesley, Mass., June 23, 2012
Caroline (Schmick) Sherman, MS '63, Oneonta, N.Y., April 6, 2012
Jill (Waxman) Polymeropoulos '64, Highland Park, N.J., April 12, 2012
Anne R. Coveney, PhD '69, Columbus, Ohio, April 10, 2012
Ellen (Sigalow) Ansley '72, Austin, Texas, April 13, 2012
Dana J. Gordon '83, New York, N.Y., March 29, 2012
Julie A. Eisele, MS '88, PhD '92, Clifton Park, N.Y., July 8, 2012



Jerome M. "Jerry" Ziegler, professor emeritus of policy analysis and management and former dean of the College of Human Ecology, and a leading expert on urban education, higher education, and intergovernmental relations, died May 3. He was 88.

Ziegler led the College of Human Ecology from 1978–1988, a critical period as its focus continued to broaden from home economics to its current emphasis on multidisciplinary research, academics, and outreach to improve the human condition. Under Ziegler, the college's undergraduate enrollment grew by 18 percent, and its share of minority students soared by 175 percent. Ziegler also championed new undergraduate programs in international study and experiential field study.

From 2002–2011, he was a core faculty member in the Cornell Institute for Public Affairs, where he taught courses on intergovernmental systems, professional ethics and public policy, and policy analysis and public administration.

Ziegler was preceded in death by his wife, Patricia. He is survived by three children.

Patricia Ellen Foster Thonney, extension associate in the Division of Nutritional Sciences, died April 9 from inflammatory breast cancer. She was 58.

Born in Indiana, Thonney grew up on her family farm, where she was active in 4-H. She turned that passion into a career in youth development and nutrition.

With degrees from Purdue University and Washington State University, Thonney came to Cornell in 1977. Over the years, she developed many publications and projects to teach youth and educators about healthy eating and fitness.

She is survived by her husband, Michael Thonney, professor of animal science at Cornell, and their two children.

Cornell University
College of Human Ecology

Ithaca, New York 14853-4401
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LINKages

Eleanor Roosevelt, a regular visitor to Cornell's College of Home Economics and prominent advocate for social reform for women, took to the catwalk at the 1937 Farm and Home Week pageant in Bailey Hall. Before a large crowd, she modeled the gown she wore a month earlier at her husband Franklin Delano Roosevelt's second inaugural ball.

In a February 1937 letter to her daughter, Anna, Roosevelt described her visit to campus:

> *"Darling, . . . I've just been on my annual pilgrimage to Cornell and besides my speech this year I took up my inauguration dresses at the request of the Student Council and modeled them in the fashion show. I've decided I can earn my living that way some day if necessary . . ."*

Today the gown is housed in the Cornell Costume and Textile Collection in the Human Ecology Building, which contains more than 9,000 garments and accessories dating as far back as the 18th century.

Photo of Eleanor Roosevelt courtesy of Division of Rare and Manuscript Collections, Cornell University Library