



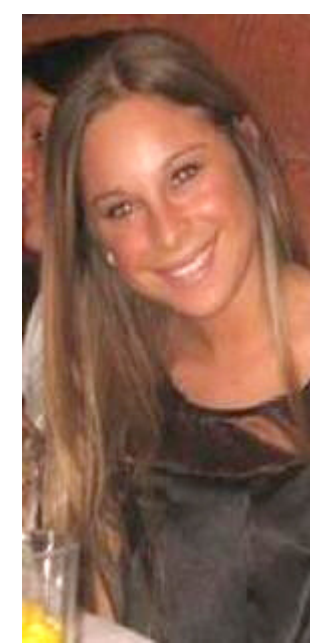
**Brittany Blau** graduated from John F. Kennedy High School in Bellmore, NY and entered Cornell as a PAM major with a concentration in consumer policy.

Brittany is a Cofounder of Phi Chi Theta Business and Economics Fraternity and has been their Recruitment Chairman. She has been active in several other fraternities, including Delta Gamma Fraternity, Golden Key International Honor Society, and the National Society of Collegiate Scholars. She was also a Teaching Assistant for Psych 101 Introduction to Psychology.

Breaks from school would find Brittany running, kickboxing or horseback riding.

After graduation, Brittany will be attending Fordham University School of Law starting in the Fall.

**Awards:** Dean's List, member of the National Society of Collegiate Scholars, member of Golden Key International Honor Society.



**Jamie Blau** graduated from John F. Kennedy High School in Bellmore, NY. Her interest as a PAM major has focused on the consumer concentration.

Jamie has been very active within the Cornell community. During her Junior year, she and six other Cornell students founded Phi Chi Theta, a national business fraternity and served as both recruitment and social chair. She has also been an active member of Kappa Kappa Gamma Fraternity, and has been involved as a leader in many events including Relay for Life and organizing new member activities.

Jamie has worked as Human Resources Summer Analyst at Morgan Stanley for two summers.

After graduation, Jamie is headed to work full time for Morgan Stanley in Human Resources.

**Awards:** Dean's List, member of the National Society of Collegiate Scholars and the Golden Key Honor Society.



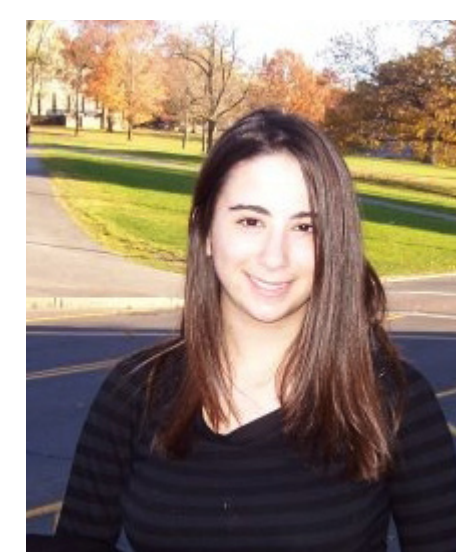
**Jonathan Cantor** is graduating with a concentration in consumer policy. He has been the project manager of the Smoking Cessation Research Lab in the PAM department run by Professor Rosemary Avery. The Lab investigate the effects of Direct to Consumer Advertising on individual behaviors. He has worked on the team for four years and is writing an honors

thesis, titled: *Does Direct to Consumer Advertising of Antidepressants Affect Visits to Physicians?* The topic of his thesis will be whether exposure to print antidepressant advertisements increases the likelihood of an individual to visit a healthcare practitioner.

Jonathan plans to attend Cornell for another year to complete the Accelerated Masters Program and earn his bachelors and masters in PAM.

Jonathan is an avid reader of non-fiction books and loves to play pickup basketball whenever he has an opportunity to do so. He is a member of PAMO, PAM's undergrad student organization.

**Awards:** PAM Honors, Dean's List.



**Stacey Eilbaum** is completing the consumer concentration in PAM and minors in Law & Society and Science & Technology Studies. She has also been an undergraduate research assistant with the Cornell Office for Research on Evaluation (CORE), directed by Professor Trochim for over two years. She collected performance measurements for their education programs, monitored the evaluation progress of those programs, and conducted literature reviews of evaluation theory and techniques. With the research team, she helped write a manuscript on integrating evidence-based research with practice.

Stacey works as editor for The Science in Society Review, a production of The Triple Helix, Cornell University. She was also elected to be a student representative to the Human Ecology Admissions Policy Committee.

Stacey plans to attend law school after graduation.

**Awards:** Dean's List, Robinson Award for Academic Excellence, Kappa Omicron Nu Honor Society.

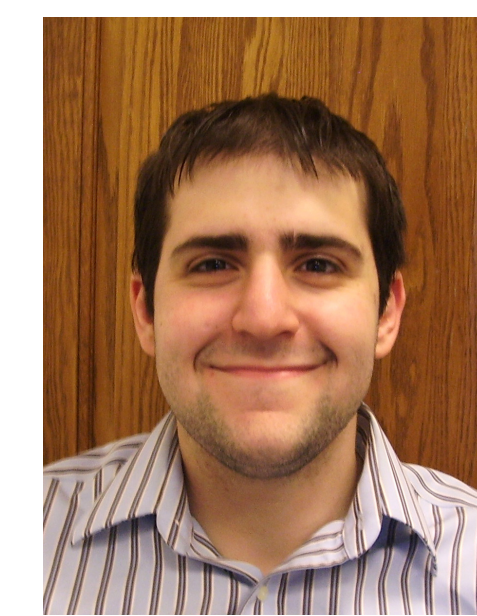


**Tracey Hsu** is graduating with a concentration in consumer policy. She has been a head teaching assistant for Professor Rosemary Avery's Introduction to Policy Analysis course and a research assistant in her Smoking Cessation Research Lab. As Tracey's academic interests evolved, she later worked with Professor Jessica Weeks to study how domestic politics affect authoritarian leaders' decisions about international cooperation. She eventually interned with the Office of Public Service at the Cornell Law School.

Tracey has held a range of leadership roles in AIESEC, a student-run exchange program spanning 108 countries. She represented AIESEC United States at an international conference in Greece before becoming president of AIESEC at Cornell. In her spare time, Tracey is an avid photographer and digital artist.

After graduation, Tracey will spend a year exploring issues of governance and rule of law before pursuing a Masters of Public Policy and a law degree in international public interest law.

**Awards:** Merrill Presidential Scholar, Dean's List, Cornell Tradition Fellow, Kappa Omicron Nu Society, National Society for Collegiate Scholars, Sphinx Head Senior Honor Society.



**Michael Hofer** is graduating with Honors. His thesis: *No More Youth Advertising? The Reaction of Tobacco Companies to the Master Settlement Agreement*, investigates the trend of cigarette advertisements between 1985 and 2005. More specifically, on the effect of the Master Settlement Agreement (signed

in November 1998) on the number of overall advertisements as well as making comparisons between the two major tobacco companies, RJ Reynolds and Philip Morris. He has conducted undergrad research nearly every semester while at Cornell.

Michael is a fan of most sports (especially baseball). He also enjoys cooking, SCUBA diving, and travelling. He was philanthropy chair, Treasurer and on the recruitment committee for Sigma Alpha Mu. He also served on the Greek Judicial Board for a year.

Michael will be attending the Columbia School of Law in the Fall.

**Awards:** PAM Honors, Cornell Presidential Research Scholar, Dean's List, Exchequer of the Year for service to Sigma Alpha Mu.



**Lauren Isaacson** is completing the PAM health policy concentration. Lauren spent one semester in the Cornell-in-Washington program where she interned for the American Bar Association, and worked both in the office and on Capitol Hill. While there she wrote an extensive research paper studying the effects of various health policies on children with special health care needs. She has been organization liaison and outreach chair on the executive board of PAMO, the undergraduate association.

As a proud member of Sigma Delta Tau, Lauren sought numerous opportunities to fundraise for a variety of charities. She participated in events in the local community such as Relay for Life and Into The Streets Day of Public Service. Two other groups that Lauren is a member of are Cornell Israel Public Affairs Committee and the Women's Health Awareness. In her spare time, Lauren likes to spend time reading, enjoying art, and spending time with friends and family.

Lauren is headed for the New York University School of Law.

**Awards:** Dean's List, Golden Key International Honour Society, Kappa Omicron Nu, National Society of Collegiate Scholars, Cornell Dean Scholar, NYS Lottery Leaders of Tomorrow Scholarship, NYS Scholarship for Academic Excellence.



**Ken Fuk** is graduating with honors. The title of his thesis is *New Asian Destinations: A Comparative Study of Traditional Gateways and Emerging Immigrant Destinations*.

Ken has been active in the Hong Kong Students' Association, the Policy Analysis and Management Organization (PAMO), and enjoys soccer, theater, literature, reading and cooking.

In his spare time, Ken volunteered his services at the Ithaca Free Clinic, helping to provide access to need-based healthcare. He participated in Into the Streets, Cornell's largest annual day of volunteer service in the local community offered by students.

Ken is debating between going to the law school he has been admitted to in Hong Kong, or whether to work in either in a non-profit organization or take a management route in the private sector before going to grad school.

**Awards:** PAM Honors, Dean's list, Kappa Omicron Nu, and the Golden Key Honor Society.

# Congratulations!

## PAM Outstanding Seniors 2010



**Frannie Shechter** is graduating with a consumer concentration in PAM. Frannie is a research assistant in PAM's research lab, where she researches pharmaceutical advertisements. She also assists Professor Avery in her evaluation of foster care and permanency programs on Long Island.

Frannie has been an active member of the Cornell Israel Public Affairs Committee. As an Executive board member, she helps to educate members about Israel, bring speakers to campus and organize other events. She has also served as a Human Ecology Orientation Leader.

During her junior year, Frannie studied a semester abroad at Hebrew University in Jerusalem. During one summer she was an intern for Senator Charles Schumer.

Frannie hopes to work for either the government or a think tank in order to help create more effective public policies. Eventually she would like to pursue higher education - either a masters or a law degree.

**Awards:** Dean's List, Kappa Omicron Nu Honor Society, Golden Key Honor Society.



**Alexandra Schiffrin** graduated earlier this past January with both a consumer concentration in PAM and a Law and Society concentration. As a former project manager for Dr. Rosemary Avery's undergraduate Smoking Cessation research team, she is now a research assistant on that project, as well as for the ACT for Youth project within the Family Life Development Center.

In her spare time, Alexandra went on a service trip to Dnepropetrovsk, Ukraine with the JDC@Cornell group. While abroad in Buenos Aires, Argentina, she volunteered on a weekly basis with the JDC at a childcare center for indigent families in the community. She has been active with the Cornell Democrats.

This past summer Alexandra was in Washington, D.C., as a legislative intern for Senator Charles Schumer.

After graduation Alexandra will be a legal assistant with Cravath, Swaine & Moore's banking practice.

**Awards:** Dean's List, Kappa Omicron Nu Honor Society.



**Michael Shores** graduated from Roslyn High School in Roslyn, NY. He entered Cornell and chose the PAM major with a consumer concentration. Michael is graduating a year early with Honors. His Senior Honor's Thesis focuses on the Madoff Scandal in order to study the effects of social networks on white collar crime.

Michael is a Research Assistant for Professor Emily Owens. In that capacity he has worked on several papers that investigate the economics of crime and criminal justice. He has been Chairman of the Peer Review Board - the student board that adjudicates house rules violations in the dormitories.

As an extra curricular activity, Michael TA's for the Cornell Prison Education Program's "Intro to College Mathematics" course.

Michael will be working at Capital One as a Business Analyst after graduation.

**Awards:** PAM Honors, Dean's List, Cornell Presidential Research Scholar.



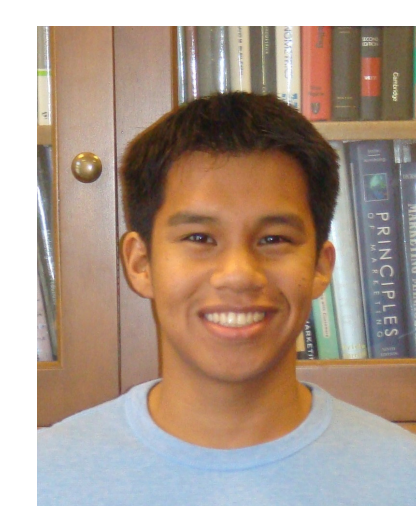
**Zoie Teng** is completing the PAM consumer concentration, in addition to enrolling in as many Johnson School Graduate Classes in finance as she can.

Zoie is a founding member of the first Asian/International business magazine produced by undergraduates, "Business Asia." The magazine promotes awareness of business issues in Asia to the larger Cornell community through speaker series and their biannual publication. She wrote an investing article for the inaugural issue titled: "Asia Equity Focus: Where are we heading in 2009?." She participated as a panelist in the Asia Internship Panel. In her spare time, Zoie plays basketball, tennis, kendo, swimming and checks stock prices, bond prices and currencies.

She completed summer internships at the Securities Department in Wing Lung Bank, the Investment Solutions Department of Credit Suisse, and at Nomura's Fixed Income Sales and Trading Division in Hong Kong.

After graduation, Zoie will work full time for Nomura.

**Awards:** Dean's List, Golden Key International Honor Society, Kappa Omicron Nu Honor Society.



**Jay Velasco** entered as a PAM major concentrating in consumer policy. He has been a head teaching assistant for Dr. Rosemary Avery's Introduction to Policy Analysis course and has worked for Dr. Avery's undergraduate research team.

Throughout his time on the Hill, Jay has been a director and project manager for the Cornell Consulting Group, a student-run consultancy dedicated to offering its clients value-adding services while providing its members first-hand professional business experience. He also has been a mentor and executive board member for OURS & YOURS, a non-profit program for underserved youth in Dryden.

Jay is a big fan of Big Red athletics, participating as a varsity sports statistician and as an intramural athlete. He is also fond of chocolate chip cookies, barbeque sauces, and Miami Dolphins football.

After graduation Jay will work as a Human Capital Analyst for Deloitte Consulting in New York City. He plans on eventually going back to school to earn a MBA and possibly a MPP.

**Awards:** Dean's List, Robinson Award for Academic Excellence.



**Ben Wagner** graduated from White Plains High School in NY and focused on the consumer concentration in PAM.

Ben was a teaching assistant for Professor Rick Geddes' PAM 3340: Corporations, Shareholders, and Policy.

Ben is a member of the Delta Upsilon fraternity and was Vice President of the Roller Hockey Club at Cornell.

Ben will continue at Cornell in the PAM BS/MS program, earning his Masters degree in another year. He will be working under the advisanship of Professor Geddes researching private investment in U.S. transportation infrastructure and co-authoring a paper on the economic and political reasons why states might adopt public private partnership, enabling legislation. He is not sure what the future holds after completion of the MS degree.

**Awards:** Dean's list, Human Ecology Dean's scholar Award.

These graduating students were selected by the department as Outstanding PAM Seniors because of their exceptional academic performance, recognition of their character and achievements both on and off campus, their demonstrated leadership, and contributions they have made to the department and campus community during their time with us. We congratulate all of them for their accomplishments and wish them well in their future careers.