The Magazine for Human Ecology **ALUMNI** Spring 2010

# link

## The Experience of a Lifetime, Urban Semester

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**SLOAN** *Update* **Interior Design ■ Leon Smart '82 ■ Pat Musick Carr MA '72, PhD '74 ■ Women in Science**

# message *from the Dean*

**Evolution. Change. Transformation. Renewal. Reimagining.**

There are buzzwords aplenty on campus these days, but the underlying decisions and transactions they reference are real, as Cornell seeks to leverage the economic challenges of our time into an opportunity to sustain excellence in the years ahead. This is no small task, and Human Ecology is highly engaged on both academic and administrative fronts in this effort, with faculty and staff assuming leadership roles and responsibilities on university-wide committees charged with mapping the path forward.

But as we roll up our sleeves with colleagues from across Cornell in this endeavor, it is important to take a moment to recognize that Human Ecology is absolutely thriving. I was asked to present a College update to Cornell's Board of Trustees in March, and I was delighted to be able to share so much good news. Among the highlights:

- Our externally funded research portfolio has more than doubled since 1993, at a growth rate outpacing Cornell as a whole. Research dollars now account for approximately 30 percent of our revenue.
- Human Ecology continues to attract the best and brightest students. Where class rank is reported, well over 90 percent of our freshmen are from the top 10 percent of their high school class.
- In the 2009 Cornell PULSE (Perceptions of Undergraduate Life and Student Experiences) Survey, CHE students rank highest in:

  **Conducting research with a faculty member:** 39.6 percent
  **Participating in community service:** 68.5 percent

- Human Ecology maintains perhaps the most active and vibrant portfolio of collaborative work with Weill Cornell Medical College on the Ithaca campus, with major initiatives under way in the areas of aging, chronic pain, obesity, tissue engineering, global health, and translational research.
- As part of Cornell's reaccreditation process, the College has articulated its Undergraduate Learning Outcomes. Most of them are right in line with those of the university, but two reflect Human Ecology's unique character and distinct approach. They are:

  **Apply multidisciplinary perspectives.** Identify complex interactions between individuals and their environments; explain interactions within and between the natural, physical, and social sciences; manage diverse and changing social, technological, and material environments; collaborate across disciplines to understand and analyze issues

  **Work effectively with others.** Display effective leadership and teamwork; appreciate diverse perspectives; cooperate within and across diverse groups; engage effectively with communities

For more details and a complete list: **link www.human.cornell.edu/mission**

And there are countless awards, appointments, and achievements amongst our faculty, students, and alumni who continually reinforce the strength and excellence of the College of Human Ecology. We encourage you to stay engaged and participate in the life of the College, challenge us, share your ideas with us, and help us propel Human Ecology ever forward.

As always, you have my heartfelt thanks for your interest in and commitment to the College of Human Ecology.

Regards,

Alan Mathios

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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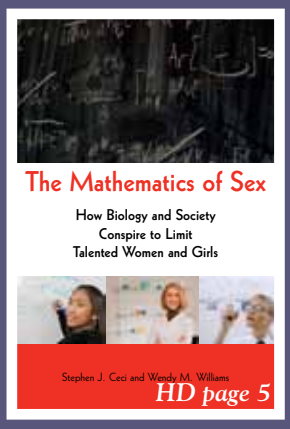


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# MVR briefs

## Many lack the skills to make good health decisions

**VALERIE REYNA**, professor of human development, is the lead author of a new paper in the November 2009 issue of *Psychological Bulletin* that reviews the research on patients' ability to understand and use numerical information related to their health care. The paper suggests patients in medical offices should be screened for how well developed their numerical skills are to weigh their medical options. Studies indicate that more than 93 million people across the United States do not have the numerical skills necessary to make well-informed decisions about their medical care. Reyna recommends that interventions be developed to help those at high risk of using inaccurate information to make health decisions.

## Evans studies stress, poverty, and brain development

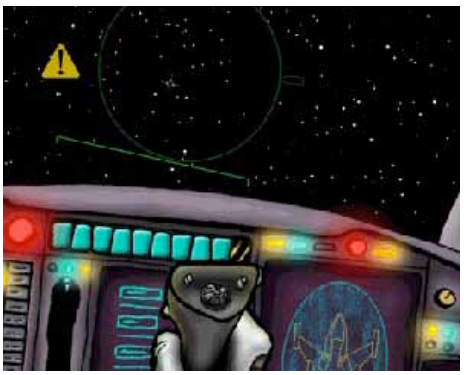
Environmental psychologist **GARY EVANS**, the Elizabeth Lee Vincent Professor of Human Ecology, received a $1.4 million grant to examine whether growing up in poverty leads directly to differences in brain structure and function in adulthood. He is collaborating with James Swain and Israel Liberzon at the University of Michigan. The study will examine a group of 52 young adults—a subset of a group that Evans has been following closely over more than 15 years for another study. The researchers will use functional magnetic resonance imaging and psychological and physiological tests to examine three key brain areas—the hippocampus, prefrontal cortex, and amygdala—that are thought to be affected by childhood poverty.

## Daughters of counseled mothers commit fewer crimes

Girls whose mothers were visited at home by nurses during pregnancy and the children's infancy are less likely to enter the criminal justice system before age 19 than their counterparts whose mothers were not visited, according to a new study authored by **JOHN ECKENRODE**, professor of human development and director of the Family Life Development Center. The study was published in the January issue of *Archives of Pediatrics & Adolescent Medicine*.

The study followed children who participated in the Nurse-Family Partnership Program, where nurses visited the homes of 400 pregnant women in Elmira, New York, between 1978 and 1980 to help women improve health-related behaviors during pregnancy, provide care during infancy, and improve their economic self-sufficiency.

## Professor uses video games to explore facets of autism



**MATTHEW BELMONTE**, assistant professor of human development, is using a novel tool—a suite of science fiction–themed video games he developed with collaborators in computer sciences—to find order behind the range of autism's manifestations. Belmonte received the National Science Foundation's Faculty Early Career Development Award in 2009. The award of $700,000 over five years will fund continued research with the suite of video games. For Belmonte, the study is a personal one. His older brother has autism, and his niece was recently diagnosed with the disorder.

## Faculty develop tools to predict cognitive impairment

**CHARLES BRAINERD** and **VALERIE REYNA**, both professors of human development, are looking for ways to identify people at risk for developing cognitive impairment early on, when chances for successful intervention are highest. They have received a $750,000 grant from the National Institutes of Health to investigate whether a decline in a particular type of memory, called reconstructive memory, presages cognitive impairment in the elderly. If the hypothesis bears out, it could lead to the more widespread use of a simple, reliable, and inexpensive test that will detect cognitive decline years before the onset of major symptoms.

## Pinstrup-Andersen named No. 1 Dane for fighting poverty

**PER PINSTRUP-ANDERSEN**, a nutritional sciences professor and the 2001 World Food Prize laureate, has been named "the most important Dane in the world" in combating poverty in developing countries by an independent panel for *Udvikling* (Development), Denmark's leading development magazine.

Pinstrup-Andersen is also a co–principal investigator of a new five-year, $3.2 million grant from the National Science Foundation that will train 25 graduate students to use interdisciplinary approaches to tackle food systems and agricultural problems that contribute to extreme poverty. The program is called the Food Systems and Poverty Reduction Integrative Graduate Education and Research Training program.

## Ashdown earns Distinguished Scholar Award

**SUSAN ASHDOWN**, the Helen G. Canoyer Professor of Apparel Design, received the Distinguished Scholar Award from the International Textile Apparel Association (ITAA) in October 2009. The award is presented to a faculty member who has contributed outstanding scholarship to the field of textiles and apparel. As part of the honor, Ashdown delivered a lecture at the annual ITAA meeting titled "Technology in Research and Teaching: Exploring Novel Landscapes," a discussion of her scholarly work with the 3D body scanner and of the issues surrounding new technologies in teaching and research.

## Textile projects designed to help the aging

Students in the course Textiles, Apparel, and Innovation designed winter boots that improve circulation and a jacket with built-in headphones for people in wheelchairs, among other products to improve the lives of senior citizens and disabled people. The course is taught by **JUAN HINESTROZA**, assistant professor of fiber science & apparel design. To help the students develop their concepts, local senior citizens and people with disabilities attended classes throughout the semester. This year's projects are so impressive that some of the design teams have filed invention disclosures, the first step to applying for a patent.

Kellee Gaston '11 and Gordon Verrill '10 talk with an elderly community member about their design of a boot intended to help senior citizens by improving circulation.

Hinestroza talks with community members who consulted on the projects.

## Nutrition professor wins USDA teaching award

**DAVID LEVITSKY,** professor of nutrition and psychology, earned a 2009 Excellence in College and University Teaching Award from the U.S. Department of Agriculture. He received the award, given for "effective and innovative pedagogy evidenced by successive years of sustained, meritorious, and exceptional teaching," at the annual meeting of the Association of Public and Land-Grant Universities in Washington, D.C., held in November 2009. Since arriving at Cornell in 1968, Levitsky has taught thousands of undergraduates and graduate students about the principles of food intake, weight loss and gain, and nutrition. His popular introductory course, Nutrition, Health, and Society, has about 600 students.

## D.C. schools chancellor Michelle Rhee discusses education reform

**MICHELLE RHEE ARTS '92**, chancellor of the Washington, D.C., public schools system, returned to campus to discuss her plans to reform one of the nation's most troubled districts. The talk was sponsored by the Iscol Family Program for Leadership Development in Public Service, which is housed in the College. During her visit, Rhee also met with Human Ecology students to discuss education policy.

## Bensadoun named honorary professor of French university

**ANDRÉ BENSADOUN**, Cornell professor emeritus of nutritional sciences, was named an honorary professor at the National Polytechnic Institute of Toulouse, France, for his lifetime accomplishments, which include more than 100 academic papers, most pertaining to plasma lipoproteins, lipases, and their receptors. Thirty-two graduate students have completed their training in his laboratory. Recently, Bensadoun and Dr. Stephen Young in the cardiology department at the University of California–Los Angeles identified a new receptor for lipoprotein lipase, an enzyme responsible for the degradation of triglycerides in the blood. Defective expression of this receptor causes high blood levels of triglycerides in mice and humans.

## Hernandez takes on leadership role

**Jonelle Bradshaw de Hernandez '96** was elected president of the Cornell Black Alumni Association. Hernandez, who majored in human service studies, is director of corporate and foundation relations at St. John's University, where she manages a portfolio of corporate and foundation prospects and develops strategies for identification, cultivation, solicitation, and stewardship of these prospects.

Founded in 1976, the Cornell Black Alumni Association was conceived as an organization devoted to providing a communication network for black alumni. Today, the group supports black students and aids the university in recruiting underrepresented students.

**link jonellebradshaw.com**

## Writer honored with achievement award

**Vivian Hoffman Miller '48** was recognized with an award from the Rutgers University Council on Children's Literature for her work as founder of the council and an annual conference for children's authors held at Rutgers. Hoffman Miller is also known as author Vivian Grey and has been elected to the New Jersey Literary Hall of Fame for her writings. Miller, who majored in child development, began her writing career at Cornell as an intern in the Office of Public Information and as editor of the *Cornell Countryman* magazine.

## Alumna organizes innovative green building materials symposium

**Jan Stensland MS '98** was part of the organizing committee of Build Well 2010, a symposium held in San Francisco January 27–30 to examine how to create a healthier built environment. The symposium dealt with key aspects of building construction and issues related to healthy building materials.

Fiber science professor **Anil Netravali** was among the speakers at the symposium. Netravali's work focused on creating new plant-based composites and fibers for a wide range of applications, from building and home materials to green high-efficiency air filters. He is also cofounder of e2e Materials, which is commercializing products based on one of his patents: green biodegradable composites made entirely from plant fibers and resin derived from soy protein. Stensland owns a firm called Inside Matters, which provides indoor environmental quality and sustainable design consulting, provides advice to manufacturers who want to make healthier products, and helps organizations with corporate sustainability issues.

**link www.ecobuildnetwork.org/symposium**

## Health technology expert organizes European conference

**Indu Subaiya '95**, co-founder of Health 2.0 LLC, launched the first Health 2.0 Conference in Europe. The conference—which was held in Paris on April 6–7—is the leading showcase of online and mobile technologies in health care. Past conferences have featured speakers from WebMD, Google Health, the Mayo Clinic, Aetna, Pfizer, and more.

**link www.health2con.com**

## Alumnus receives fellowship

Lebanese-American alum **Shirag Shemmassian '08** received a Paul and Daisy Soros Fellowship for New Americans, which was designed to provide recently naturalized citizens opportunities to become leaders in their chosen fields. Shemmassian received his bachelor's degree in human development and is currently pursuing a PhD in clinical psychology at the University of California–Los Angeles. His parents emigrated from Lebanon to St. Louis during the Lebanese Civil War and are now naturalized U.S. citizens living in California.

The 2010 Soros fellows were chosen from 890 applicants. The program is funded by income from a $75 million charitable trust created by philanthropists Paul and Daisy Soros in 1997.

## Psychology student honored for her work with trauma victims

**Ilana Kramer '03** was awarded the K. Patricia Cross Future Leaders Award for 2010 from the Association of American Colleges and Universities for her work in providing counseling to youth who have suffered trauma such as sexual abuse or war. Kramer was one of only nine students nationwide this year to be recognized with the award. She is a third-year student in the clinical psychology doctoral program at Long Island University's Brooklyn Campus.

Kramer was an undergraduate student in human development when she developed an interest in studying the behavior of adolescents coping with trauma. As a senior, she studied in Ghana, working with vulnerable youths on issues of gender and violence.

# Why Do Women Leave Careers in Science?

**Researchers study behavioral and social factors that influence career choice.**

**Almost half of all recent MDs and PhDs in biology are women, and so are the majority of new psychologists, veterinarians, and dentists. But in other science and math professions, it is more difficult to find women.**

For example, in the top 100 U.S. universities, only fewer than 15 percent of tenure-track academic positions in math-intensive fields are held by women, according to work by human development professors **STEPHEN J. CECI** and **WENDY M. WILLIAMS**.

In their new book, *The Mathematics of Sex: How Biology and Society Conspire to Limit Talented Women and Girls*, Ceci and Williams examine evidence from around the world about why such fields as mathematics, computer science, physics, engineering, and chemistry are so lopsidedly male. Their general conclusion: Many women opt out of these careers at a fairly young age or drop out early in their careers because they want some flexibility to raise children.

"The timing of child rearing coincides with the most demanding periods of their career, such as trying to get tenure or working exorbitant hours to get promoted," Ceci said.

Now Ceci and Williams have received $1.4 million from the National Institutes of Health to establish the Cornell Institute for Women in Science. The money will fund a series of studies that aim to assess and reduce gender bias in recruitment, mentorship, and evaluation in science, technology, engineering, and math, commonly known as STEM fields.

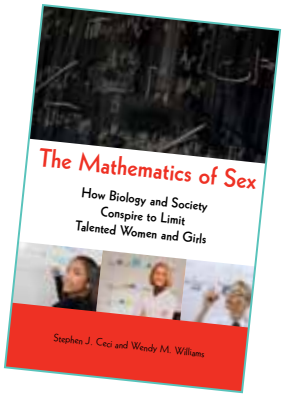
The grant is part of 14 awarded in response to a 2007 National Academies report, "Beyond Bias and Barriers," that called for a broad, national effort to maximize the potential of women scientists and engineers.

Ceci and Williams will use the new funding to conduct three large-scale experiments, a national canvass of deans and provosts, and an educational campaign to disseminate the findings of the studies. Data will be collected on STEM professors and graduate students at the top 80 research universities across the United States.

The project will explore how women and men are recruited to and informally trained in graduate school, and how they are evaluated when they apply for their first tenure-track position. The researchers seek to better understand, and ultimately improve, behavioral norms that may consciously or unconsciously lead to gender-biased recruitment, mentorship, and evaluation environments.

"Our results will help hone unbiased, effective recruitment, mentorship, and evaluation practices, leading to greater gender fairness in the scientific recruitment, training, and job-placement processes," they said in their proposal.

Although females earn a large portion of bachelor's degrees in all fields of science, including math-intensive fields (46 percent of mathematics majors are females), disproportionately fewer women enter graduate school in these fields, and fewer women who earn PhDs apply for academic jobs.




For the same reasons, women drop out of scientific fields after entering them—especially math and physical sciences—at significantly higher rates than men, particularly as they advance, Williams said. Even in such fields as medicine, where women now make up half of graduating classes, those entering academic medicine drop out at higher rates than do their male counterparts.

"The tenure structure in academe demands that women who have children make their greatest intellectual achievements contemporaneously with their greatest physical and emotional achievements—a feat fathers are never expected to accomplish," Williams said. "When women opt out of careers—or segue to part-time work in them—to have children, this is a choice men are not required to make."

This new work builds on a study that Ceci, Williams, and colleague Susan Barnett published earlier this year in the American Psychological Association's *Psychological Bulletin* (135:2), which analyzed more than 400 articles and book chapters published over 35 years on sex differences in math.

## PAM professor studies how family influences career choices

**SHARON SASSLER**, associate professor of policy analysis and management, received a three-year, $539,000 grant to analyze the entrance and retention of women in STEM occupations, focusing on two cohorts coming of age at different times. She is collaborating with Yael Levitte, executive director of the CU-ADVANCE Center, and Jennifer Glass, formerly of the Department of Policy Analysis and Management and now a professor of sociology at the University of Iowa.

The award is also part of the effort by the National Academies to maximize the potential of women scientists and engineers.

Sassler, Levitte, and Glass will examine their hypotheses by using two national surveys of women and men to explore the roles of attitudes, family background, personal characteristics, and institutional environments in shaping career pathways over time.

The team will try to answer such questions as: Why are women who major in STEM disciplines less likely than men to enter into related occupations that utilize their training? How do institutional environments and programs influence the decision to enter and remain in a science occupation? In what ways do marital status and family composition shape careers for STEM employees? Do these factors have different effects on women and men?

The researchers will look at such issues as what factors contribute to women leaving jobs in the sciences and how marriage and family affect retention in those occupations.

# INTERIOR DESIGN PROGRAM RECEIVES ACCREDITATION

**Every fall, Professor SHEILA DANKO sends her freshman interior design students on a hunt across the Ithaca campus. The students, armed with digital cameras, are looking for the shapes of the alphabet that appear in unlikely places—campus buildings, the natural landscape, or a crowded bike rack.**

"It sounds like a simple assignment, but we're training them to look at things in a new way," explained Danko, an interior design professor and chair of the Department of Design and Environmental Analysis. "We are teaching creative problem-solving skills that span human behavior, social issues, and strategic business planning. They're learning to envision new opportunities for design impact and to use design to develop solutions that help people and communities."

That focus on creative problem-solving sets the interior design program apart and helped it earn reaccreditation from the Council of Interior Design Accreditation. The program was first accredited in 1986 and is reaccredited every six years.

The accreditation certifies that the program—the only such program in the Ivy League—meets the most rigorous standards for interior design education and that students at Cornell clearly demonstrate an understanding of the principles of sustainability, the implications of designing in a world market, and the theories of human behavior.

The rigorous review process and the subsequent report reaffirmed the quality and depth of Cornell's interior design program, Danko said.

"During the review process, we demonstrated time and again the scholarly underpinning of our students' design work, their understanding of practical applications, and their ability to be innovative problem-solvers," she said.

The program received high rankings in seven areas: sustainability, global perspectives, human behavior, evidence-based design, contemporary issues, group dynamics, and community service.

At the start of the review process, the department submitted a 60-page report detailing how the program addresses 16 educational standards measured by the council. The department also set up an entire gallery of student work produced over the past three years (opposite). During the accreditation review, a team of design educators and practitioners spent three days on the Ithaca campus reviewing course syllabi, lecture notes, and the student gallery.

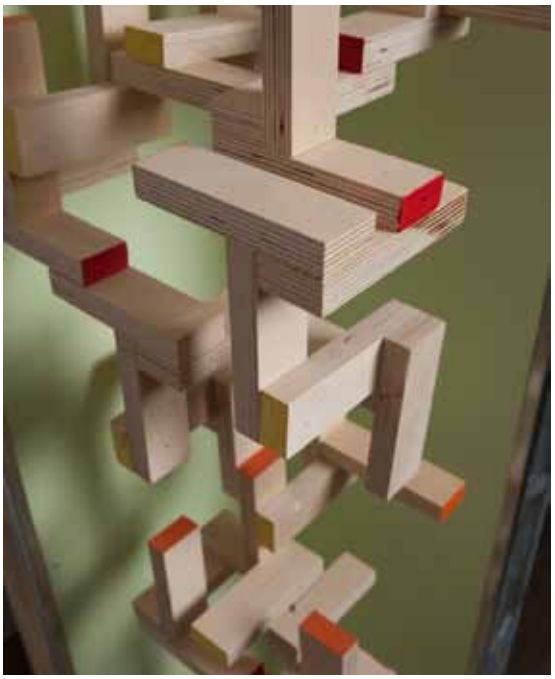
"This is an evidence-based review process, which means the council wants to see teaching concepts and goals reflected in what the students actually produce," Danko said. "Every course, every project assignment, every exam is reviewed. It's a 'show me' versus a 'tell me' process."

The review team commented that students in the program "demonstrated a strong understanding of the concepts, principles, and theories of sustainability as they pertain to building methods, materials, systems, and occupants" and "an understanding of globalization and the implications of conducting the practice of design within a world market."

The team also commented that students demonstrated the ability to apply human behavior theories in their work and "an understanding of teamwork structures and dynamics."

In a national ranking by *DesignIntelligence* magazine, the undergraduate interior design program is ranked fourth in the nation and the graduate program is ranked third.

**ALPHABET PHOTO PROJECT** **link http://tiny.cc/DEA**



Phase 1. Pre-Design
Phase 2. Design
Phase 3. Construction

# FUNCTIONAL FABRICS move to the marketplace

**Smart fabrics that can detect dangerous chemicals and explosives or serve as antibacterials for hospitals and the hospitality industry are a step closer to becoming a reality.**

Fiber scientist **JUAN HINESTROZA** has partnered with another Cornell researcher to launch a company that will produce fabrics embedded with functional nanoparticles. iFyber LLC, begun in fall 2008, uses technology developed through a cross-campus collaboration by Hinestroza and Aaron Strickland, a former research associate in the Department of Food Science. The company was launched and funded by KensaGroup LLC in collaboration with the Cornell Center for Technology Enterprise and Commercialization.

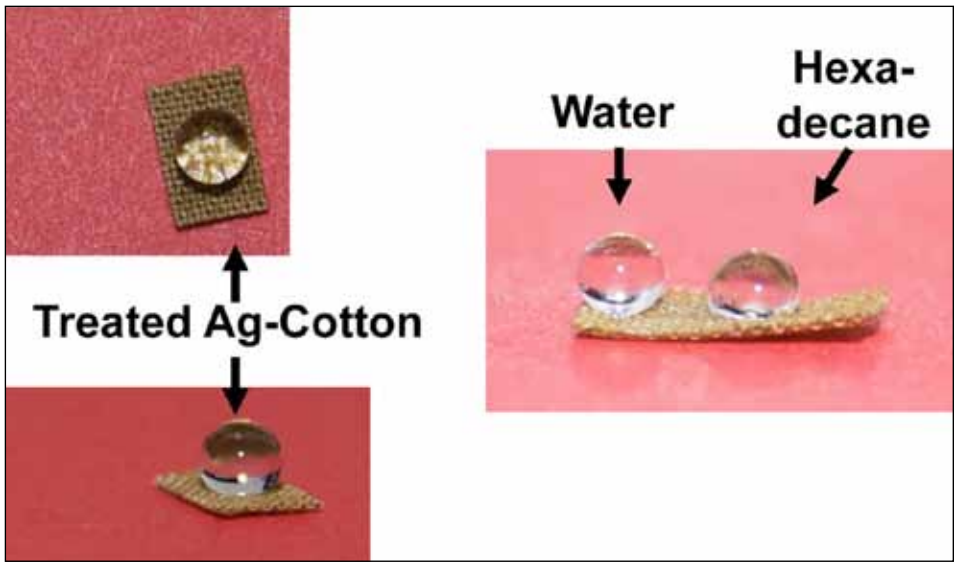
The key to iFyber's technology is the ability to deposit nanocoatings on natural and synthetic fibers with nanoscale precision, Hinestroza explained.

"We're using a chemical process to uniformly deposit nanoscopic particles onto the surface of a fabric," he said. "These particles can change the properties of the fabric."

Among the custom properties of the treated fibers are simultaneous water and oil resistance, antimicrobial behavior, and electrical conductivity. The company's proprietary coating process allows the nanoparticles to adhere to curved fiber surfaces and crevices with a uniform distribution of particles using traditional textile processing equipment.

"There is significant potential to use this technology in a wide range of applications," said Strickland, director for research and development of iFyber.

To date, the company has received three small business research grants from the government to fund the development of their platform technology. One project is to develop a material that can detect and identify leaks in chemical warfare suits used by the U.S. Air Force. Another project is aimed at creating and testing novel antibacterial wound dressings and surgical sutures for the U.S. Navy. And iFyber began 2010 with an award from the National Science Foundation to develop technology for detecting counterfeit textile goods.




In addition, undergraduate students from Cornell's School of Hotel Administration, under the direction of Professors Robert Kwortnik and Michael Sturman, conducted a preliminary market analysis on using the technology to create antibacterial bedding and linens for the hospitality industry.

## Students collaborate to improve ultrasound

Fiber Science & Apparel Design students are partnering with Ithaca-based ZetroZ LLC—a start-up company that is using cutting-edge technology to make ultrasound portable, affordable, and easy to use—to develop a wearable patch for transferring ultrasound energy into the skin for therapeutic applications. Professors **SUSAN ASHDOWN** and **MARGARET FREY** are leading the collaboration.

The collaboration is made possible by a JumpStart grant from the New York State Foundation for Science, Technology, and Innovation, a program designed to assist small businesses in developing and improving their products.

During the spring semester, students will work with the company to develop a gel patch that will stay on the body even when the user is active.

"This is a great opportunity for our students because they get the chance to experience working with a start-up company," Ashdown said. "And it's a great opportunity for the company because they have the chance to work with some very talented students."

ROOM FOR DEBATE

A Running Commentary on the News

# Better Than a **BAILOUT**

***Rick Geddes**, an associate professor of policy analysis and management, recently authored an essay for the* New York Times' *blog "Room for Debate: A Running Commentary on the News"—where the paper invites experts to discuss major news events and other hot topics.*

*Geddes is an authority on corporate governance, women's property rights, surface transportation policy, postal services, and antitrust issues. He has served as a commissioner on the National Surface Transportation Policy and Revenue Study Commission, which submitted its report to Congress in January 2008. And he has held positions as a senior staff economist on the President's Council of Economic Advisers, visiting faculty fellow at Yale Law School, and national fellow at the Hoover Institution at Stanford University. He is the author of* **Saving the Mail: How to Solve the Problems of the U.S. Postal Service**.

**The last time the Postal Service considered cutting out Saturday delivery, Johnny Carson said in his monologue, "Well, at least now you know the mail isn't coming on Saturday." Hopefully the late-night comics will be a bit more sympathetic this time, since the U.S. Postal Service is facing its greatest challenge ever.**

The U.S. Postal Service has no choice but to cut costs aggressively.

Low-cost electronic communications (think e-bill pay) and intense competition from FedEx and United Parcel Service are surely and not-too-slowly cutting into mail volumes. This year, the Postal Service reported the single largest drop in mail in its 234-year history, even greater than the volume collapse during the Great Depression.

The U.S. Postal Service has weathered recessions before, but this one looks different. There's no plausible scenario under which enough mail volume will return to allow it to pay its burgeoning employee retirement and health care costs. That leaves only one way for the Postal Service to meet its statutory break-even requirement: aggressive cost cutting.

Are there other ways to reduce costs? Yes, but they've mostly been done. Postmaster General John Potter has for years been doing yeoman's work to break even by reducing under-patronized post offices, downsizing the workforce through attrition, adopting new technologies, and removing unused drop boxes.

The Postal Service says it can save $3 billion by cutting Saturday delivery. This is consistent with other mail systems like Australia Post, which does not deliver on Saturdays. It's also consistent with past U.S. practice, where delivery frequency has changed drastically over time. (U.S. mail used to be delivered twice a day in many areas, for instance.)

The U.S. Postal Service is charged with meeting a break-even requirement. We can either give them the flexibility to meet that requirement as they see fit or face another huge taxpayer-financed bailout. I think they deserve our support. **link http://roomfordebate.blogs.nytimes.com**

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# Using technology to help **PREGNANT WOMEN** manage their weight

The text message could be as direct as: Eat your veggies today?

A team of Cornell scientists, led by nutritional sciences professor **CHRISTINE OLSON**, are hoping that such simple reminders will have a powerful impact for young expectant mothers.

They have begun a five-year, $4.6 million project funded by the National Institutes of Health to study whether cell phone text messages and other electronic communication tools can help prevent pregnant women ages 18 to 35 from gaining excess weight. Researchers plan to recruit 3,500 Rochester-area women who are normal weight, overweight, or mildly obese and in their first 20 weeks of pregnancy. The study, "Electronically Mediated Weight Interventions for Pregnant and Postpartum Women," will include a website, eMoms Roc, where mothers-to-be can track their weight gain during and after their pregnancies and access resources to help reach their goals. The outreach to young women is expected to begin in February 2011.

"Pregnancy is a critical period for many women when it comes to maintaining a healthy weight," Olson said. "Gaining more than the recommended weight during pregnancy is strongly related to being heavier after having a baby. It also increases her child's risk of being overweight."

Olson and her collaborators, Professors Geri Gay and Jeff Niederdeppe in Cornell's Department of Communication, Professor Robert Strawderman in Cornell's Department of Biological Statistics and Computational Biology, and researchers at the University of Rochester are seeking to nudge women at risk of surplus weight gain toward healthier behaviors. They'll receive periodic text messages and possibly email reminders to eat nutritious meals and exercise regularly in order to gain and maintain an appropriate amount of weight.

"Weight gain has a way of sneaking up on pregnant women, and after the baby comes, life is very busy," Olson said. "It can be hard to live a healthy lifestyle. Our goal is to provide the tools and information to make it easier and to do this 24/7 using electronic communication technologies."

The study builds on a successful behavioral intervention project that Olson led in Cooperstown, New York, a decade ago. It used printed newsletters and postcards to reach out to pregnant women and was especially effective at helping low-income mothers maintain a healthy weight.

Adding too many pounds during pregnancy—and failing to shed the baby weight after the birth—can predispose a woman to a lifetime of weight and health issues. Olson noted a Swedish study that found the effects of excessive weight gain in young pregnant women remained 15 years later.

Unfortunately, some women may follow the conventional wisdom that pregnancy is a time to discard their earlier healthy lifestyles, making it more difficult to manage their weight. "For years, women have been told that pregnancy is a time to eat for two and not pay attention to their weight," Olson said. "There is also this myth that pregnant women should abandon their exercise routines and take it easy. That's not the case, and these myths can set women up to gain too much."

The study is funded by the National Heart, Lung, and Blood Institute and the National Institute of Child Health and Human Development. It is one of seven projects funded nationally as part of NIH's research initiative, "Targeted Approaches to Weight Control for Young Adults," which seeks to evaluate weight control approaches for young adults at high risk of obesity and cardiovascular disease.

## Both mother and infant affected by pregnancy weight gain

National media outlets, including the *New York Times*, the *Chicago Tribune*, and the *Baltimore Sun* have lined up in the past year to talk with nutritional sciences professor **KATHY RASMUSSEN**, one of the world's foremost experts on nutrition and weight loss during and after pregnancy.

Rasmussen has conducted some of the most far-reaching reviews of clinical data on weight gain during pregnancy, postpartum weight loss, and breast-feeding, including a study of 35,000 Danish women that found that the more a mother breast-feeds, the less weight she retains six months after giving birth. And Rasmussen chaired the U.S. Institute of Medicine's (IOM) 14-member committee on weight gain during pregnancy, which published a new report in May 2009 titled "Weight Gain During Pregnancy: Reexamining the Guidelines."

Rasmussen and her colleagues reported that how much weight women gain during pregnancy and their starting weight at conception can affect their health and that of their babies. The new guidelines, which update recommendations the IOM made in 1990, add a recommendation for obese women (based on their body mass index) that limits their gain to 11 to 20 pounds during pregnancy. Guidelines for other women remain the same: healthy American women at a normal weight should gain 25 to 35 pounds during pregnancy.

"We're concerned with the mother and the infant because they are both affected by the mother's weight gain during pregnancy," Rasmussen said. "One of the challenges is how to encourage women to follow these guidelines."

## Laurence Steinberg wins award for research on adolescent psychology

Temple University professor **Laurence Steinberg PhD '77** has won a $1 million award from the Jacobs Foundation of Switzerland for his research on adolescent development. The foundation is one of Europe's largest philanthropic organizations focused on youth development.

Steinberg is a national authority on psychological development during adolescence. His research has focused on a range of topics including adolescent brain development, risk-taking and decision-making, parent-adolescent relationships, adolescent employment, high school reform, and juvenile justice.

He has served as a consultant for cases argued before the U.S. Supreme Court including the landmark case that abolished the juvenile death penalty. He argues that it is unconstitutional because teens' brains aren't as developed as those of adults. "It may make them less mature than adults, in a way that makes them less responsible for their behavior," he said.

Steinberg plans to use his award to study youth across the globe in collaboration with other researchers. "One of the really important questions that I hope to be able to address is whether the patterns that we're seeing in our American samples are driven by the biology of adolescents or whether what we're finding here is idiosyncratic to us and the ways we treat adolescents in our culture," he said.

**link www.temple.edu/psychology/lds**

## Ellie Krieger wins science in media award

**Ellie Krieger '88**—nutrition guru and host of the Food Network show *Healthy Appetite*—is the 2010 recipient of the Nutrition Science Media Award from the American Society for Nutrition. The award honors an individual for his or her achievements in helping to foster the public's understanding of current nutrition issues based on science.

Krieger's approach to healthy eating includes avoiding regimented diets and focusing on an approach where you eat healthy foods most of the time.

"It's an unbelievable feeling to influence people in a positive way," she said. "Having a public platform has helped me connect with so many more people, and that's immensely gratifying."

In addition to hosting her own television show, Krieger has authored three books, including the *New York Times* bestsellers *So Easy* and *The Food You Crave*. She speaks regularly at events around the country and has appeared as a guest expert on dozens of programs, such as NBC's *Today*, CNN programs, CBS's *Saturday Early Show*, and ABC's *Good Morning America*. She also contributes regularly to numerous publications, among them *Shape*, *Glamour*, *GQ*, *Prevention*, and *Men's Journal*. In addition, Krieger is a regular columnist for *Fine Cooking*, *Woman's Health*, and *Food Network* magazines. **link www.elliekrieger.com**

## Recycling mattresses helps homeless find jobs

Photo courtesy of Katie Broadbent

From left, Arthur Maas, Katie Broadbent, Andy Potash, Andrea Potash, and Scott Potash make up the team at Distinguished Social Ventures.

**Arthur Maas '09**, who majored in policy analysis and management, is collaborating with four other Cornell alumni to create a business that will hire people who employers often overlook—those who have been incarcerated or are chronically homeless.

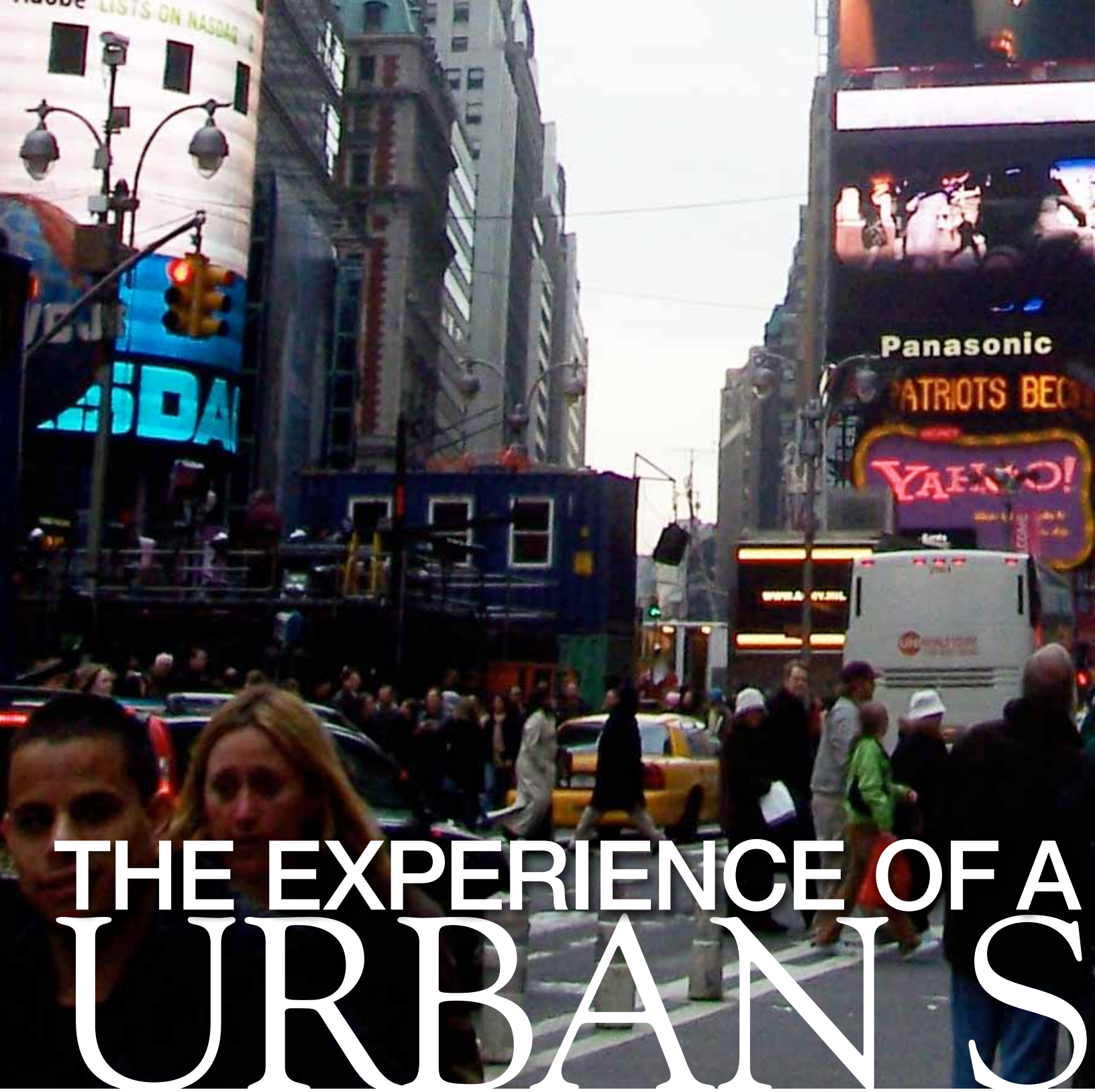
The project, called Distinguished Social Ventures, was founded by Andy Potash ARTS '65, who stepped down as CEO of an insurance program he founded to start this enterprise. Potash also recruited Katie Broadbent ARTS '09 to research options and write a business plan. Potash's wife, Andrea ARTS '66, and son Scott ARTS '98 are also collaborating on the project.

The team decided to build a business that recycles mattresses. Although they are 90 percent recyclable, mattresses overburden landfills because they are difficult to compress. Distinguished Business Ventures will collect unusable mattresses from retailers and large institutions, dismantle them by hand, and resell the foam and steel components.

"People really have a desire to help a cause that can have a tangible and direct impact on marginalized people and their families," Maas said. "Everyone we've met has helped us move forward, and I have drawn a lot of motivation from the collegiality, unique insights, and encouragement we have received in meetings."

The team hopes the business is ready to launch in July 2010.

**link dsventures.wordpress.com**




# THE EXPERIENCE OF A URBAN S

**When Maria Teresa Asare-Boadi '11 enrolled in the Urban Semester Program to spend a semester in New York City, she thought her internship at the MTV Studios would be the most rewarding part of the experience.**

The Design and Environmental Analysis student worked with MTV's interior design staff to create workspaces that made sense for the company—a placement that gave her cutting-edge experience in her field. But at the end of the semester, she found the community service component of the program—for her, volunteering with a youth program at Our Lady–Monserrate Church in Brooklyn—made a bigger impact.

"These kids were the best in their community," she said. "They didn't fit the negative stereotypes of what people expect from low-income kids in the city. They aspired to do something better. They were actually very similar to the people I met in my internship. They all aspired to do something better—whether it is to get good grades at school or get the next promotion at work."

Asare-Boadi is one of hundreds of Cornell students who have learned about the value of New York City's diverse neighborhoods in Urban Semester—an experiential learning program that includes an internship, community service, and a study of the city's multicultural neighborhoods.

> Many of our students are now working in areas that have social significance, and that's something that really impresses me. I'd like to think that the program has had some impact on shaping their futures.
>
> *– Sam Beck, Director, Urban Semester Program*

# LIFETIME: EMESTER

The program is quintessential Human Ecology because it unites the College's missions of education, research, and outreach into a single experience for students, said **Carole Bisogni**, associate dean for academic affairs.

"Students not only observe and interact with a myriad of issues in workplaces and community service. They also acquire the concepts and skills for reflecting on their experiences and in linking their experiences to the literature and research," she said. "For these students who are focused on understanding contemporary human problems, it is a very rich place to study."

For more than 15 years, anthropologist **Sam Beck** has been leading students through the program. Students spend three days working at an internship of their choosing, one day doing community service, and one day in class with Beck.

This year, Beck added a new component—an ethnographic research project—where students gather data through observation and interviews—both at work and in the neighborhoods—and then use it to draw links between social life, culture, and human behavior to understand disparities in New York City. The method is the primary research tool used by anthropologists.

"Ethnographic research enables students to learn how to think and behave in cultural contexts that are not their own," Beck said. "They are then able to understand the importance of their observations and conversations. Learning from and through experience is central to most professions, and ethnographic methods enable them to be more methodical and organized in how they do this."

Today, dozens of Urban Semester alumni—many who returned to New York City to work—are using the lessons they learned about urban communities and cultural diversity to give back.

"Many of our students are now working in areas that have social significance, and that's something that really impresses me," Beck said. "I'd like to think that the program has had some impact on shaping their futures."

Matt Haber '11

Matt Haber '11, who participated in the program in fall 2009, is working with other Urban Semester students to form a group on campus that will continue to maintain a connection to the neighborhoods where they volunteered.

"I believe that just because we are not present in that area doesn't mean we cannot help from Ithaca," he said. "My goal is for the group to work hand-in-hand with the program and to help provide resources for community organizations that the Urban Semester Program works with."

For example, Haber volunteered at the Charter Catholic School in the Bushwick neighborhood of North Brooklyn. He wants to find a way to donate SAT preparation books to the school so students can better prepare for the standardized test.

"This is just one example of what we are trying to do," he said. "I know that many alumni of the program can bring their own ideas to the table."

## Full circle

Urban Semester certainly played a role in shaping the future of **Ha My Vu '04**. After graduate school at Brown University, Vu returned to New York as a reporting analyst with the city's Department of Education. It's her job to sort through data on New York schools and make recommendations about the process of placing principals.

Vu says it was the Urban Semester program that led her to pursue a career improving education for urban kids. During the Urban Semester Program, she worked as a community organizer in the South Bronx, building the leadership capacity of neighborhood residents so they could improve their schools and housing.

"The experience itself became my defining moment," she said. "I learned to fight for people who may not have the opportunity or the voice to make their lives better. I credit those months with influencing my career choice and leading me down a path to the field of education."

**LaShonne Watts '99** is another program alumna who returned to the city thanks, in part, to her Urban Semester experience.

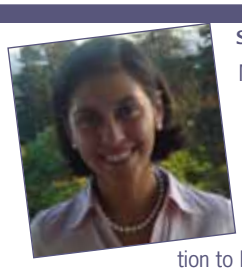
As a staff attorney at the nonprofit legal firm the Children's Law Center in the Bronx, she represents children in custody, visitation, paternity, and guardianship cases. "There's an energy about New York City that brought me back here," she said.

On occasion, one of her cases will come up before a judge who is an old colleague—her supervisor during her Urban Semester internship at the Manhattan District Attorney's Office of Family Violence and Child Abuse. She also is a source for Urban Semester interns.

"Urban Semester was one of the most poignant experiences I had in college. The cultural sensitivities we learned, and the learning about all of New York's communities—it's something I always keep with me. Now I'm actually working in one of the communities I visited years ago, and I use what I learned."

For **Monique Sellas '98,** an emergency physician at Massachusetts General Hospital in Boston and Instructor at Harvard Medical School, Urban Semester cemented her aspirations of becoming a doctor and taught her to consider the social and psychological aspects of medical care. Today, Sellas is working on a master's degree in clinical forensic medicine at Monash University in Australia.

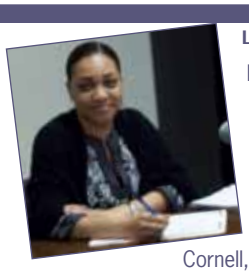
"I'm focused on working with living patients who have been the victims of crimes—anything from hit-and-run accidents to elder and child abuse to sexual assault," she said. "These patients require special sensitivity, and that's something I first experienced in the Urban Semester Program."



**SUSIE JAMES '04**

Major: Nutritional Sciences
Occupation: Fourth-year medical student at Jefferson Medical College in Philadelphia

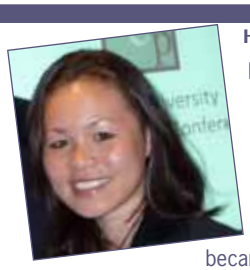
"The Urban Semester was a fantastic introduction to both the medical world and cultural competency. Although the time in the hospital was invaluable, I feel that the most important aspects of the program were the trips to different parts of the city and group reflection discussions. As someone who grew up in rural Pennsylvania, this opened my eyes to the unique challenges, diversity, and traditions of an urban environment."



**LASHONNE WATTS '99**

Major: Human Development
Occupation: Staff attorney at the Children's Law Center in the Bronx

"Before I started at Cornell, I knew that I wanted to go to law school, but I wasn't sure how I was going to use my degree in Human Development and my law degree together. Urban Semester helped me to put all of the pieces together."



**HA MY VU '04**

Major: Policy Analysis and Management
Occupation: Reporting analyst with the New York City Department of Education

"The experience itself became my defining moment. I learned to fight for people who may not have the opportunity or the voice to make their lives better. I credit those months with influencing my career choice and leading me down a path to the field of education."

## North Brooklyn Project gives Latinos a voice

In addition to their internships and community service projects, Urban Semester students have been participating in an anthropological study of the Latino community in North Brooklyn. The aim of the North Brooklyn Latino Oral History Project is to give a voice to the Latino community in Brooklyn.

For the project, students use ethnography to observe and interview the residents of the North Brooklyn neighborhoods of Williamsburg, Bedford-Stuyvesant, and Bushwick. Over the course of the semester they become part of these communities by developing close relationships with people who live there.

"We are documenting the nature of the disparities to which the Latino population is subjected and struggles against," Beck said. "We look for specific incidences that demonstrate the active engagement of Latino communities in their struggle for equality and justice in these neighborhoods. This entails an exploration of disparities in health, housing, education, and access to and participation in formal political systems, civic resource, and social services."

This project is based on the program's 15 years of experience with community members in North Brooklyn. For Rob Solano, the executive director of Churches United for Fair Housing, this creates a unique and valuable partnership. His organization advocates for affordable housing in North Brooklyn for those who are most in need.

"Instead of the status quo of outsiders looking in, the program extends its hand in friendship," Solano said. "We empower each other to listen, to learn, and to work in harmony for the betterment of North Brooklyn. To have these two different worlds collide and create a positive impact in a community like ours, this program has become bigger than just some college credits, it becomes an historic moment."

One primary goal is to document the forces that are displacing the Latino community, and the impact of displacement on neighborhoods, communities, households, families, and family members, especially women and children.

"Rather than locating problems, we work on developing ethnographies that focus on benefits, advantages, and talents," Beck said. "We are not only searching for improvements rather than eliminating problems. We are seeking community strengths, searching out what works, discovering the dreams of people, the visions they have of their future.

"Often, communities that suffer the consequences of poverty, discrimination, being underserved, or all of these combined are seen as having problems. Clearly, there are both local and more global forces at work and there always is an interaction between the two levels," he said. "External forces may impact the local environment and its members, but the people involved do have choices that they intentionally make. Our mission is to help bring about social change to support organizations, institutions, communities, and other social groups to be more effective in bringing about the changes they envisage."

Former Urban Semester participants Raashi Mamtani (left) and Cheryline Pezzullo with Sam Beck

**Sam Beck**, director, New York City Urban Semester, is a social and cultural anthropologist who earned a PhD in anthropology from the University of Massachusetts–Amherst. He has conducted field research in the Middle East, Central, and Balkan Europe and in the United States.

**MARK LEVATICH ENG '10**

Major: Biological Engineering

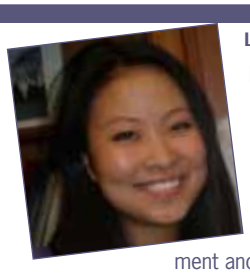
"It's not very often that an engineer gets the chance to work in a hospital and see the challenges that surgeons face first-hand. The Urban Semester Program gave me that opportunity, and it's already had an impact on shaping my career."

**MONIQUE SELLAS '98**

Major: Human Development

Occupation: Emergency physician at Massachusetts General Hospital in Boston and instructor at Harvard Medical School

"Urban Semester exposed me to a patient population before medical school through my internship at the Teenage Pregnancy and Parenting Program. Hearing the factors that influence those teenagers taught me about the social and psychological aspects of medicine. It's something that's still important to me today."



**LIDA ZHENG '10**

Major: Human Biology, Health, and Society

"Urban Semester was the perfect opportunity to explore and feel a part of New York City's diverse environment and also gain a new level of exposure to the health field. As expected, I loved the city. But I also grew in areas I did not expect. I feel more confident in entering the medical profession, more proud of my cultural background, and more appreciative of the opportunities in my life."

MARYMARGARET**HANSEN '63**

# A Return to her ROOTS

**It was a warehouse space where downtown Houston meets the East End—a gritty neighborhood full of manufacturing plants, train tracks, and the world's tenth largest port—where Mary Margaret Hansen fulfilled one of her artistic dreams.**

A retired community advocate turned artist, Hansen took the lead last year in creating an experiential installation called Second Seating that distilled the qualities of the neighborhood she dearly loves.

For her, it was a continuation of giving back to one of Houston's oldest communities. Over the past decade, she served as president of the East End Chamber of Commerce, then as the founding president of the Greater East End Management District, which pulled in hundreds of thousands of dollars to revitalize the area. Two years ago, she left full-time employment to fulfill her goal of becoming a full-time artist and writer.

"I put my heart and soul into this neighborhood," she explained. "When I was at the chamber, we quadrupled our membership in four years. Through the management district, we cleaned up the streets, and we underwent some great economic development."

Through her art, she wanted to find a new way to promote the neighborhood.

"Second Seating was a way to create a visual narrative about Houston's East End," she said. "Most people pass by our neighborhood on the freeway and think, 'It's old, anonymous, and dirty. Why would you want to live there?' But people who came to see the exhibition learned more about the richness of our community."

To fund the exhibition, Hansen (shown, opposite) raised more than $40,000 from arts organizations and local businesses. She recruited eight other artists, most from the East End, and together they built a space full of recycled tables and chandeliers to describe life there.

One artist printed a huge hanging fabric with coffee cups and filled a storage chest with mugs bearing the logos of East End businesses, a tribute to the neighborhood's coffee processors (top left photo, opposite). A class of art students from Houston Community College filigreed almost 100 bottles from the nearby Clorox facility to create a six-foot-tall chandelier (bottom left). And Hansen created a table from a 1,000-pound bale of compressed aluminum cans from a local recycling plant, then used it to display facts about recycled aluminum (bottom right).

The exhibition was a stunning success. It received coverage in the Houston media, generating positive publicity for the East End. Nearly 2,000 people visited the space, and the artists hosted almost two dozen evening gatherings, field trips, and other events in the space. Hansen is now putting together a book called *The Making of Second Seating* as a remembrance of the exhibit.

"This project taught me that it is possible to create a very special space that draws folks in again and again, just because it makes them feel good," she said. "It inspires me to do it all over again."

## The road to her dreams

If you ask Hansen about her life today, she will tell you that she is very busy living out her dreams.

"A few years ago, I realized there were many things I wanted to do in my life," she said. "I don't want to be disappointed at 80 or 85 years old, knowing that I have a lot of unfulfilled dreams."

That's when she left her job at the Greater East End Management District. In addition to Second Seating, Hansen creates collages with photographs and written words, maintains two blogs, and crochets one-of-a-kind neckwear. Now she's beginning to submit grant proposals for another art installation in a temporary space, knowing that in the current real estate market, she's bound to find an underutilized warehouse or perhaps machine shop space in which to settle temporarily.

"I have always been an artist. I have always been a writer. And I've always been a salesperson," she said. "I used to say you use the same skills to sell a dress, a political candidate, or an entire community.

"Just the fact that some folks returned again and again to the Second Seating space tells me that we can create more spaces that speak to people. In a way, it is about 'selling' or perhaps, a better and softer word is 'sharing.'"

As a young girl, Hansen was interested in retail merchandising. She applied to Human Ecology because she wanted to major in clothing and textiles but also learn about other fields.

"At Cornell, I was able to see connections between 20th-century art and literature and current events," she said. "In the College of Human Ecology, I had one special professor, Margaret Humphrey, who was a mentor. She really helped bring out my talent. I still cherish that relationship. She truly believed in what we could accomplish and we kept in touch for years."

After graduating in 1963, Hansen was accepted into the executive training program at Bloomingdale's in New York City with the goal of becoming a fashion buyer. "I had never worked harder in my life," she said.

She married and reluctantly left her career to move to Houston, where she raised three daughters and devoted herself to public and political causes. When she and her husband divorced, she started her own public relations firm—a move that led down the path to becoming a community leader.

Today, Hansen is grateful for the opportunity to return to her artistic roots and use the skills she honed in her business career to make art.

"What's so wonderful about being in my sixties and looking ahead to my seventies is that I have the time to do this work I've always wanted to do," she said.

"I feel like a conduit," she said. "There are ideas are out there in the universe, and they come into your head. You can accept them or not. I've decided that when things pass through my head and they sound kind of cool, I'm going to act on them. It's a wonderful way to live."

**link rockbridgetimes.blogspot.com**

Jesse Sifuentes

LEON**SMART '82**

# Building a Healthier Harlem

**"This job brings together my passion for working with kids, my interest in health—and especially health in the African American community, my interest in technology, and an entrepreneurial spirit, too."**

**—Leon Smart**

**LEON SMART is a true believer in the proverb "It takes a village to raise a child." Since 2005, he's put his belief into action as the founding director of the Harlem Children's Health Project—a community program that provides health services to children and families in Harlem.**

The position harnesses Smart's wide array of experience in hospital administration, information technology, and retail advertising for a cause that is important to him: making a difference in the lives of disadvantaged kids.

"Health is a necessity in everything," Smart explained. "The families I work with have enough challenges in their life already. To deal with sickness on top of that is not good."

Smart built the project from the ground up with the goal of addressing health disparities that impact kids who live in Harlem, where the infant mortality rate is double the national average and adults are at higher risk of suffering from alcohol-related conditions, diabetes, and mental illness.

The project is funded by the Children's Health Fund and partners with NewYork-Presbyterian, Columbia University's College of Dental Medicine and Mailman School of Public Health, and the Harlem Children's Zone.

It consists of three components. The first is a school-based health center that provides medical care to the children enrolled in three charter schools. Its staff includes a pediatric nurse practitioner, a clinical psychologist, a pediatric dentist, a dental hygienist, and a dental assistant.

"Because we are here, our kids spend a lot more time in school," Smart explained. "When they need medical care, they don't need to leave the building and their parents don't need to find a way to get them to and from appointments. That alone makes a huge difference in their lives."

Outside of the health center, the second component is a community program called Healthy Connections that identifies unmet medical needs in the broader community. The staff offer health screening events, coordinate follow-up care, help families make medical appointments, and make sure all students' immunizations are up to date—all in an effort to make sure patients receive the care they need.

And the third component is a Healthy Promotions Learning Lab, which uses interactive displays and activities to teach children about their own personal health, community health, and public health. "It's changing the way they think about their health," Smart explained. "We're hoping they bring the new outlook home to their families."

## Part of the whole

Smart's project works in tandem with a neighborhood-wide effort called the Harlem Children's Zone, a holistic approach to community building that was called "one of the most ambitious social-service experiments of our time" by the *New York Times*.

The project's goal is to create a tipping point in the neighborhood so that children are surrounded by an enriching environment of college-oriented peers and supportive adults, a counterweight to crime, drugs, and poverty that has been prevalent in Harlem over the past several decades. It includes everything from parenting workshops to college prep programs, family counseling, and extracurricular activities.

"It's a community coming together and recognizing its strengths, and then pulling together to help the kids in that community," Smart explained. "For our part, the health care system is broken, so we've created a new model that works with the existing system in the community to make sure kids get the services they need."

Today, the Harlem Health Project serves about 1,800 children with medical, screening, and educational services. Smart's goal is to expand the program to serve more of the 10,000 children who are part of the Harlem Children's Zone.

"This is the first phase," he said. "The next phase is developing more mobile programs in the community and eventually opening a larger community health center."

## A long-standing connection

For Smart, this project draws on a wide range of personal talents and interests. He has a master's degree in health administration from the Medical College of Virginia at Virginia Commonwealth University, and he has worked as an advertising manager, a health care executive, a consultant, and a project manager at an interactive marketing company.

"This job brings together my passion for working with kids, my interest in health—and especially health in the African American community, my interest in technology, and an entrepreneurial spirit, too," he said.

Growing up in a working class family in Brooklyn and attending a public high school in New York City, Smart lived through many of the personal struggles that his students cope with today. His parents were dedicated to supporting him but didn't have many resources available to help with higher education.

"When I started applying to colleges, I was really winging it," he said. "My parents hadn't gone to college, and I don't think any of the adults I knew went to college outside of my teachers. The guidance counselor at my school told me not to apply to too many Ivy Leagues, and to make sure to apply to some colleges I knew I could get into. Today, part of me is driven by the fact that I didn't really have any mentors, so I want to be that person for these kids."

Smart was accepted at Cornell and decided to pursue an individual curriculum in the College of Human Ecology, where he focused on health administration.

"Cornell let me think outside of the box and supported me in achieving the goals I wanted to achieve," he said. "If I had been in a more rigid environment, I would have struggled that much more."

Cornell has remained an important part of Smart's life. He is currently a member of the Cornell Council and volunteers with the Cornell Alumni Student Mentorship Program and the Cornell Alumni Admissions Ambassador Network. But since starting the Harlem Health Project, Smart has come to appreciate his Cornell education even more.

"I find that since I've started this project, I run into Cornellians all of the time who are trying to do good work," he said. "I have always been interested in giving back and helping others, and I've come to realize that is a common thread among Cornell alumni."

**link www.tiny.cc/8hhas**

NATASHA**MITCHELL '93**

# TECHNOLOGY Helps Young Women Thrive

**The career of Natasha Mitchell has taken more twists and turns than she ever imagined when she arrived on the Ithaca campus in 1989 wanting to be a doctor.**

Since then, she has worked as a college professor researching the factors that influence school achievement and as an administrator in the 18th largest school district in the country. Now she's launching a new venture—building a technology-driven outreach program that helps young women grow and thrive.

"The common thread is helping people get through difficult life situations," said Mitchell, who also earned master's and doctorate degrees in counseling and educational development from Syracuse University and the University of North Carolina at Greensboro. "While I was at Cornell, I realized I wanted to help people in a broader sense, not just when they were sick.

"If you would have asked me then, I never saw myself doing this," she said. "But I see a real need in the community, and I realized that I have an entrepreneurial side. It feels right."

Mitchell's latest project is an expansion of the Women's Work Foundation, a nonprofit she and four colleagues (one of whom is a Cornell graduate, Venda Thandi Sule '92 MPS) founded in 2004 to help cultivate the talents of youth by expanding their access to high-quality education and health care.

"In essence, the foundation started off as a giving circle," she said. "There was a group of us who wanted to make a difference in the lives of young people. We would raise money and give it to community organizations focused on developing educational opportunities and improving health outcomes."

Last year, the group decided they could do more. So when Mitchell's position at Prince George's County Public Schools ended, she decided to become the full-time CEO of the Women's Work Foundation, where she is building an outreach program for young girls scheduled to launch this summer in an urban community in Maryland and a rural community in Georgia.

"It will be a physical community, but there will be an online community as well," she said. "We're interested in how the communities facilitate interaction within each other. This won't be a traditional after-school program. Our goal is to pilot the project in one location and eventually expand it to a nationwide level.

"We hear a lot in the media about the needs of boys, but we know that girls have issues as well that need to be addressed," Mitchell explained. "When girls act out, you see a change in their body image, their self-confidence, how they engage in relationships. We really want to create a safe space for young women and teach them they are able to achieve whatever they want to achieve."

## Studying factors that affect achievement

Mitchell began thinking about how to help young people be successful when she reflected on her own upbringing. The child of immigrants from the island nations of Trinidad and Tobago and Aruba, she grew up in a Brooklyn neighborhood filled with other immigrant families.

"My parents were always active in my life, but I had a lot of other mothers and fathers on my block too," she said. "I think it's crucial that a young person feels loved and gets the message that people care about them. A lot of children today don't have that.

"Growing up, there were a lot of negative things that could have influenced me, but I had these people showing me that there is a big world out there, and you can make of it whatever you want. That's really helped me to get where I am today."

At Human Ecology, Mitchell began to understand the role she wanted to play in the world. "What was so wonderful about Cornell was the opportunity to learn in so many places," she said. "Learning happens in the classroom, but it also happens in your dorm, and at lectures on campus, or just talking with all of the different people you meet when you come to Ithaca."

Mitchell majored in Human Service Studies, which is now part of the Department of Policy Analysis and Management, and then went on to complete a master's degree in school and rehabilitation counseling at Syracuse University.

Her master's degree fueled a drive to understand more about the factors that make young people successful. So, she went on to pursue a doctorate

degree in counseling and educational development at the University of North Carolina–Greensboro. Then she worked as an assistant professor at Penn State University and the University of Maryland.

"My research became intensely focused on understanding the factors that impact achievement in school," she said. "I wanted to understand what led me to have the fulfilling life that I have, and what leads other people to become some of the negative statistics that we hear about."

Mitchell's work focused specifically on the influence of bidimensional acculturation and wellness and how they impact achievement. Coming from a Caribbean family, she had strong beliefs about how heritage and culture impact young people. "I wanted to make the point that when you're studying issues around black children, there's also a notion of culture that you have to look at."

At the University of Maryland, Mitchell received a grant from the U.S. Department of Education to study how an innovative urban school counseling program could improve student attendance, grades, and test scores. As she started to work with students, parents, and teachers, she realized that she wanted to help the school reform effort more directly. It was during these years that she helped form the Women's Work Foundation and solidify her concept of a program to help young women.

"I loved my academic experience and the intellectual discourse, but I struggled with the fact that a lot of the people who need information about helping improve achievement don't read the academic journals I was publishing in," she said.

Next, she took a job developing a new model for counselors and social workers in Prince George's County Public Schools in Maryland. She welcomed the chance to apply her academic work in a real-world setting.

"All of the experiences I've had to this point had led me to this, what I want to do now," she said. "Change is the beauty of life. Once you embrace that, you stop limiting yourself. It's great to be open to the new experiences that come your way. All of the little things that happen to you over the course of your life, they shape you and they guide you to your next destination.

"I see Women's Work as a place for two worlds to come together," she said. "It's a chance to use all of the research and intellectual capacity I've built to create programs that help young people achieve their dreams and be successful."

PAT**MUSICKCARR MA '72, PhD '74**

# **Expanding** the Scope

On Earth Day in 1990, artist **PAT MUSICK CARR** sat in the audience at the United Nations General Assembly while astronauts and cosmonauts from around the world described the first time they looked down onto Earth from space. Carr's second husband, former NASA astronaut Jerry Carr, was among the space travelers sharing their first impressions.

The astronauts spoke in English, Russian, French, German, Spanish, and Arabic. Carr wore a headset to hear English translations of their speeches. Despite the various languages, she was surprised to hear each astronaut use the same words to describe what they saw: fragile, beautiful, nurture, protect, sustain, balance, steward, and harmony.

Twenty years later, the experience has inspired Carr to create a series of eight sculptures that depict words the astronauts used. The works, titled "Our Fragile Home," portray a sentiment present in nearly all of Carr's paintings and sculptures: the ability to understand how individuals impact the world around them.

"My art is a reflection of the tensions that exist between man and the natural environment," she explained. "It all revolves around our view of ourselves and the ability to step out of oneself and contemplate our relationship to the world that we live in."

For nearly six decades, Carr, whose professional name is Pat Musick, has been creating sculptures and paintings focused on this theme. Her work is in the permanent collections of more than 50 museums and public spaces across the United States. Over the course of her career, her inspiration has come from her life experiences: growing up with a Navajo caretaker, taking art courses at colleges across the nation, her own personal struggle for equal opportunities, and her second marriage to a former U.S. astronaut.

"I've been deeply influenced by the ancient view and [Jerry's] very contemporary, far-out view," she explained. "I try to take the tension of opposites—natural materials like rock and wood together with man-made elements like steel—and make a single object out of them that is beautiful."

## Native influences

Carr's earliest memory is of the Navajo woman, who cared for her and her brother while their mother was ill, making beaded belts on a loom. At age four, she recalls being fascinated with the work and wanting to be an artist herself.

"An interest in native and ancient cultures has been a part of my psyche my entire life—particularly in the way they see themselves in relationship to the cosmos," she said. "They don't see themselves as the all-important 'I.' Their view is that of protectors and nurturers of our resources. We need that perspective in the world."

Many of Carr's sculptures deal with the subject of Native American culture and history. Her latest was commissioned by the Crystal Bridges Museum of American Art in Bentonville, Arkansas, and is scheduled to be erected this spring.

It will be her largest sculpture ever, consisting of 34 stones—each weighing more than one ton and standing three to five feet tall—that will form a curving line through the woods, down a steep bank, across a creek, and up the other side.

The stones represent a procession of Cherokee Indians that passed through Arkansas on the 1838 Trail of Tears, when the Cherokee were removed from their homes in the southeastern United States and forced to march to the Oklahoma Territory.

Carr was inspired by the work of Andy Goldsworthy, who built a sculpture along a trail in Scotland. She liked that image and created her first Trail of Tears piece, erecting it at 23 sites along the trail in northern Arkansas. That work, *Stone Songs*, now in the permanent collection of the Tyson Foods Corporation, inspired the new work, which is called *The Place Where They Cried*.

## A partnership

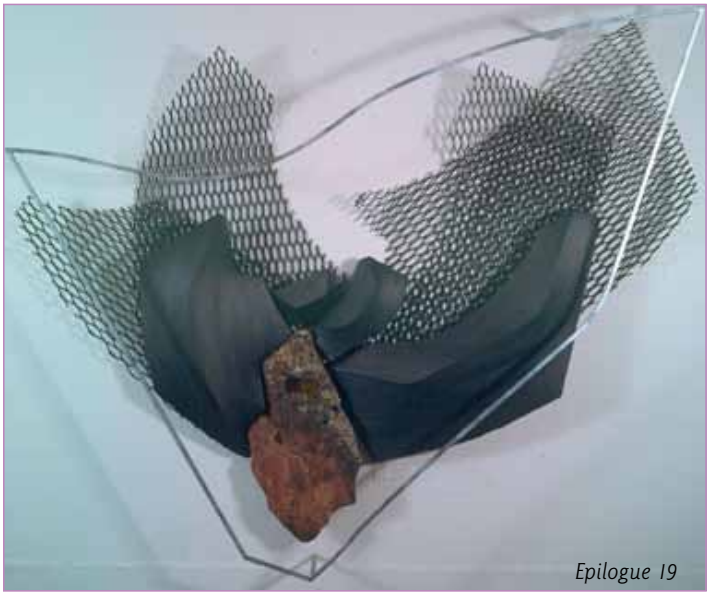
Today, the Carrs live in Vermont, where Pat continues to create new pieces of artwork, travel, and spend time with her family. Ten years ago, Jerry Carr retired from his consulting job and took on the role of constructing many of his wife's pieces. "He took over the role of engineering and fabricating my metal, and he does all of my welding," she said.

With his help, Carr has been able to expand the scope of her work, taking on larger projects like the new sculpture in Arkansas.

The partnership is a true collaboration, partly because Jerry shares his wife's vision of the world. "We both see the earth as fragile and in need of protection and sustaining and nurturing by its inhabitants," she said. "It's my hope that people who see my work will take away a feeling of wholeness."

**link camusart.com**

*Epilogue 1*



*Epilogue 19*

Crystal Bridges, model

## An artist's journey

Pat Musick Carr graduated from Santa Ana High School in southern California and received an art scholarship from the University of Southern California.

While there, she fell in love with and married one of her classmates, Jack Musick, who later became a college football coach. The couple moved around the country to follow Musick's career. They had three daughters—Cathleen, Melinda, and Laura CALS '75.

Carr audited art classes in her free time, but it was the early 1950s, and many of the universities where her husband coached did not allow women to enroll in degree programs.

In 1966, Musick was hired as the head football coach at Cornell and the family moved to Ithaca. Carr was determined to finish her undergraduate degree, but she didn't want to start over from scratch.

At the time, tension was building at Cornell between black students and the university over inequality on campus. On April 19, 1969, black students occupied Willard Straight Hall during Parents' Weekend as a continuing form of protest. The takeover received national attention in the media, and events were followed across the country.

Carr, then 42, was personally involved. Three of the seven black football players on the team that year joined the protesters inside Willard Straight. She and her husband spent the night sitting up with the other four awaiting a resolution to the crisis.

The takeover ended after negotiations, and an important outcome was that the university changed some of its policies toward minority student applications. Among them, qualified students who had not been able to pursue undergraduate degrees were permitted to apply to master's programs.

Carr took the opportunity to apply to the master's program in Design and Environmental Analysis. "I was in my mid-forties, but I believe that you never stop growing and learning," she said. "I was still very much a student in terms of absorbing things that were happening."

After her master's degree, Carr continued her studies, earning a doctoral degree in educational psychology with a minor in design. She received her PhD on the same day that her daughter Laura received her undergraduate degree from Cornell.

"The College of Human Ecology made it possible to pursue a multidisciplinary approach that gave me the opportunity to relate my art to other aspects of life that take place in the big outside world," she said. "When you're in more than one discipline, you're forced to consider a worldview from more than one perspective. My worldview became inclusive. It allows me to explore relationships and conditions from many perspectives. I shall always be grateful to Cornell for that life-changing experience."

Carr has a permanent presence at the College of Human Ecology through two pieces of artwork she has donated. *Epilogue 1* (top photo) hangs in the west wing of MVR Hall. And *Epilogue 19* (middle photo) will hang in the new Human Ecology building when it is completed next year.

The works are part of a series of 25 wall sculptures created in the early 1990s to describe the aftermath of natural disasters such as hurricanes and forest fires. They depict the new growth and life that occurs as a result of these experiences.

Musick is also the author of three books. Her most recent, *No New Thing Under the Sun: One Artist's Chosen Journey,* was published in January.

# SLOAN Update

## Modern Healthcare's "Up and Comer"

**Sloan Alumni Association board member PETER BERGMANN '98 was recently named to the prestigious "Up and Comer" list in *Modern Healthcare* magazine. Bergmann is president of Sisters of Charity Hospitals in Buffalo, New York.**

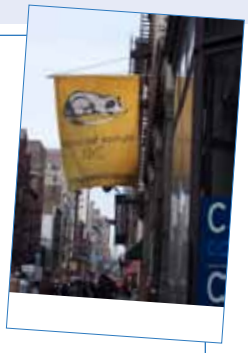
Bergmann has led the health system for three years, which included an accelerated merger with St. Joseph Hospital in nearby Cheektowaga, New York.

He shepherded the two hospitals through the process of combining their operations, which included credentialing 300 St. Joseph physicians to practice at the Sisters of Charity and creating standardized policies and procedures at both organizations. During the process, he says he kept in contact with a network of top executives and consultants as resources, including former professors from the Sloan Program.

Bergmann told *Modern Healthcare* that he is excited about the newly combined hospital's future. The union allowed a hospital "integral to the community" to remain open, and St. Joseph's campus now operates in the black, he said. The chief executive's next challenge: closer integration to create a more dynamic and successful organization, he said.

*Modern Healthcare's* "Up and Comer" list is made up of rising stars in the health care industry who have made a major impact on their organizations and communities. Other past Sloan alumni who have received the award include **NANCY SCHLICHTING '79**, **BOB RITZ '87**, and **LAUREN YEDVAB '94**.

## A new read: MIT Press releases Roger Battistella's book on federal health policy



The most efficient and affordable way to reform health care is for consumers to take ownership of it through buying their own health insurance.

That's the case made by **ROGER BATTISTELLA**, emeritus professor and former director of the Sloan Program, in his new book *Health Care Turning Point: Why Single Payer Won't Work*. The title was published in March by MIT Press.

In the book, Battistella asserts that if consumers shopped for their own health insurance, they would look for value and demand greater price and quality transparency from providers. And he makes the argument that a government takeover of health insurance patterned after Medicare and Medicaid would encourage overconsumption and drive costs up.

**MARK BERTOLINI '84,** president of insurance giant Aetna, called the book insightful:

"Dr. Battistella offers timely and compelling insights that challenge conventional beliefs about what will fix our health care system, and ultimately make it more affordable and user-friendly for all American consumers."

Gail Wilensky, former head of the U.S. Health Care Financing Administration, and **NANCY SCHLICHTING '79**, CEO of Henry Ford Health System, also praised Battistella's vision.

## Cawley named co-editor of international journal

**JOHN CAWLEY**, associate professor of policy analysis and management, was appointed co-editor-in-chief of the journal *Economics and Human Biology*, devoted to the exploration of the effect of socioeconomic processes on human beings as biological organisms. He has served as associate editor of the journal since 2005. Cawley is also a Sloan Program faculty member. Among his past honors, he has been awarded the Thompson Prize from the Association of University Programs in Health Administration.

"John has been a pioneer in the economics of obesity, and it is common knowledge that his path-breaking contributions have energized the field," said John Komlos, professor at the University of Munich and founding editor of the journal.

## Welcoming Sloan's new Executives-in-Residence

Richard Luskin

**ANDREW DAHL '70** and **RICHARD LUSKIN '70** took positions as Doug Brown Executives in Residence for 2009–2010.

Dahl is a leading consultant in health care innovation and transformational change. He currently serves as executive consultant to the CEO of Fairview Health Services and the University of Minnesota Academic Health Center. He has served as the vice president of consumer-driven health of Alegent Health, a nonprofit multihospital and health system headquartered in Omaha and president and chief executive officer of HealthNet, Inc., a Kansas City–based nonprofit health plan.

Dahl has also been active in the entrepreneurial area. He served as president of the company Evolution Benefits, which pioneered a health benefits debit card for health savings and other accounts. He also served as president and chief executive officer of IntegraMed, Inc., where he was instrumental in taking the corporation public on the NASDAQ.

Dahl received a doctorate of science degree from Johns Hopkins University and a master's degree in health administration from the Sloan Program. He is on the board of directors of AVAX Technologies, Inc., a public biotechnology firm developing cancer vaccines.

Luskin is the chief executive officer of the New England Organ Bank, one of the oldest and largest organ procurement organizations in the country. Before taking on that role, he worked in hospital administration for 18 years, including five years as the executive vice president and chief operating officer of the Children's Hospital–Boston and 10 years in various senior administrative roles at Beth Israel Hospital in Boston. He began his professional career as a commissioned officer in the U.S. Public Health Service.

Luskin received his master of public administration and Sloan certificate from Cornell University's Johnson School of Management and his bachelor's degree from Queens College City University of New York.

Dahl and Luskin join **WILLIAM RIES '75** and **CORTE SPENCER '71**, who are continuing as executives-in-residence for a second year. Ries is the CEO of Skirball Hospice, a nationally accredited program of the Los Angeles Jewish Home for the Aging located in Encino, California, and previously served as CEO of Lake Forest Hospital in suburban Chicago. Spencer recently retired as CEO of Oswego Hospital in Oswego, New York.

## Dissecting the debate: Faculty members weigh in on health reform

**As the nation grapples with health care reform, Sloan Program faculty members have been weighing in on the debate in campus lectures and community forums.**

Associate Professor **KOSALI SIMON** participated in an on-air radio forum with WSKG Public Radio in Binghamton, New York, in December 2009. Simon also teamed up with Sloan director **WILL WHITE** to explain the details of health reform proposals in a forum called "Health Reform: Where Are We Now?" held in Mann Library on the Ithaca campus.

Simon was the featured presenter at the Cornell Mosaic@DC panel titled "Health Care Reform: Cure for an Ailing System?" held on January 30 as part of the Cornell Alumni Leadership Conference. She was joined on the panel by **DR. CYNTHIA CUFFIE '74**, vice president of global clinical research at Schering Plough.

Another campus panel—"Prescription for Reform: Panelists Debate Health Plan"—featured **SEAN NICHOLSON**, associate professor of policy analysis and management, and **JOHN KUDER**, associate professor in the Sloan Program.

The American health care system is set up in a way that incurs high costs, Nicholson told the audience, because patients pay per service, and doctors and hospitals often order extra tests to pay for expensive technology. But the country's current problems "are not about cost, but waste," he said. "What we really want to do is reduce the waste, not the number of MRIs."

Profs. Kosali Simon, Elaine Wethington, and Sean Nicholson address students' questions at the Health Care Reform panel discussion in Alice Cook House.

And a discussion panel at Cornell's Alice Cook House called "Health Care Reform: How Will It Affect You?" featured Nicholson, Simon, and **ELAINE WETHINGTON**, associate professor of human development and sociology.

# Washington, D.C., visit: An in-depth look at fe

**Forty-two students and the Sloan leadership team traveled to Washington, D.C., to hear from the nation's top minds in federal health policy during the Intersession Health Policy Symposium on January 21 and 22. The program is designed to give students a deeper understanding of federal health policy issues.**

This year was especially interesting because the students visited just after Senator Scott Brown (R-Mass.) was elected to replace the late senator Edward Kennedy, jeopardizing Democrats' efforts to pass a national health care reform bill.

Sloan student Carter Dredge '11 said it was exciting to be in Washington at such a critical period for health care policy.

"No one had 'canned' speeches because their world had changed overnight," he said. "They were speaking off the cuff, and very openly about the uncertainties that lie ahead. I truly felt like I was getting the inside scoop."

During the two-day symposium, students attended lectures by physicians, health administrators, analysts, and policy makers.

For Dredge, it cemented a career path he had been mulling over—going to law school and practicing in a health care–related area.

"Numerous people who spoke with us had both health-related master's degrees and law degrees. It was so compelling to see their professional accomplishments," he said.

Alumni also got involved in the program. The Sloan Alumni Association held its annual meeting and sponsored an evening reception and panel on health care reform featuring four Sloan alumni: **CLIFF BARNES '74, SPENCER JOHNSON '71, PENNY MILLS '82**, and **RICHARD SOUTHBY '67.** The panel was moderated by Sloan Program director **WILL WHITE**. The law firm of Holland & Knight hosted the evening's events.

# deral health policy

## Health Policy Symposium

### Health Policy Issues from a Consumer Perspective

Sidney Wolfe, MD, Public Citizen, The Legislative Process and Life on the Hill

Kelly Whitener, Senate Finance Committee

Debbie Curtis, Chief of Staff for Rep. Pete Stark (D-Calif.)

### Current Policy Issues: Provider, Payer, and Public Sector Perspectives

J. Thomas Rosch, Commissioner, Federal Trade Commission

Joshua H. Soven, Chief, Litigation 1 Section, Antitrust Division, U.S. Department of Justice

Cynthia Brown, Vice President, Government Affairs, American Medical Association

Melinda Reid Hatton, Senior Vice President and General Counsel, American Hospital Association

Stephanie Kanwit, Special Counsel, America's Health Insurance Plans

Greg Gierer, Senior Director, Policy, PhRMA

### Opportunities and Challenges for Physician Networks Serving as Accountable Care Organizations

Douglas S. Arnold, MBA, Executive Director, Medical Professional Services, Inc. (MPS); President, MPS Foundation, Inc. (MPSF)

**HENRY ALLEN '73**, Senior Counsel, Advocacy, American Medical Association

Richard Feinstein, Director of the Bureau of Competition, Federal Trade Commission

Eric T. Nielsen, MD, Chief Medical Officer, Greater Rochester Independent Practice Association

### Public Policy and Medical Specialists: Current Issues

Chair: **HENRY ALLEN '73,** Senior Counsel, Advocacy, American Medical Association

Karen J. Collishaw, Deputy Executive Director, American Academy of Dermatology

Lucia DiVenere, Director, Department of Government Relations, American College of Obstetricians and Gynecologists

James Fasules, MD, FACC; Senior Vice President, Advocacy, American College of Cardiology

Christian Shalgian, Director of Advocacy and Health Policy, American College of Surgeons

David Lovett, Director of Government Relations, American Academy of Orthopaedic Surgeons

## Health executive takes on business leadership role

**REGINALD M. BALLANTYNE III '67** is currently serving as the chairman-elect of the Arizona Chamber of Commerce. Ballantyne has worked as a senior health care executive for nearly three decades, including serving as the CEO of PMH Health Resources, a health system and health plan in Phoenix. He is currently a senior corporate officer with Vanguard Health Systems, Inc., the national hospital company based in Nashville, Tennessee. In 1997, he served as chairman of the American Hospital Association.

## Student wins prestigious scholarship

Lawrence Smith '11 was selected as a Corris Boyd Scholar by the Association of University Programs in Health Administration and Hospital Corporation of America. The program offers full-tuition scholarships to two deserving students of color entering a master's degree program at a university of the student's choice.

## James Lee '79 wins honors

**JAMES LEE** was elected a governor of the American College of Healthcare Executives, the governing body of the organization. Lee is executive vice president at Lawrence Hospital Center in Bronxville, New York. He has a wealth of experience that includes both management consulting and hospital operations. In April 2006, he was selected as one of the country's "Top 25 Minority Healthcare Executives" by *Modern Healthcare* magazine.

## Student receives health policy scholarship

Sloan student Elizabeth Donderewicz '10 was awarded a Winston Health Policy Scholarship, an award created to recognize student excellence and increase the number of individuals trained in health care policy at the state and federal levels. She will receive a $5,000 scholarship and an invitation to a two-day health policy symposium held in Washington, D.C. Donderewicz is a graduate of Georgetown University and has accepted a position with the PricewaterhouseCoopers consulting practice.

# HE and SLOAN
class notes

### 1950s

**The Class of 1955** will be gathering for its 55th reunion on the weekend of June 10, 2010. For more information, please contact Hotel alumnus E. "Swifty" Howland Swift '55 at swifthaven@atlanticbb.net.

### 1970s

**Amy Hughes '71**, Kings Point, N.Y., was a speaker at a symposium on lymphedema in December 2009 at Weill Greenberg Center in New York City. As a survivor of stage III breast cancer, Hughes is a community leader and spokesperson for breast cancer and lymphedema awareness. When the Olympic success of her daughters Sarah and Emily brought the family into the news, Hughes used that platform to raise awareness for those medical issues. She is a frequent participant in benefits for charitable and advocacy organizations and has embraced the Lymphatic Research Foundation's mission to advance lymphatic research.

**John A. Norris, Sloan '73,** Savannah, Ga., was appointed chief operating officer at Health Discovery Corporation in September 2009. Norris is responsible for business development, primarily creating new strategic partnerships, licenses, and contracts to complement the company's existing agreements. He is also the founder and faculty-editor-in-chief of the *American Journal of Law & Medicine*, a leading health care policy, law, and regulation journal.

**Kenneth Hanover, Sloan '75,** Cincinnati, Ohio, has been named the new president and CEO of Northeast Health System and Northeast Hospital Corporation as of October 2009. Originally from Framingham, Mass., Hanover is a graduate of the University of Massachusetts. He most recently was president and CEO of Health Alliance in Cincinnati.

**Jane L. Hodgetts '76**, Chestnut Hill, Mass., joined the multifaith spiritual care team at Miriam Hospital in Providence, R.I. She provides pastoral care to patients and staff members of all faiths. She also serves as an in-house resource to respond to questions surrounding Judaism and the particular needs of Jewish patients. Hodgetts received her MBA from Harvard Business School and spent many years in the field of organizational behavior and human resource management. In May 2009, she received her ordination as rabbi from Hebrew College Rabbinical School. She completed several chaplaincy and rabbinic internships, including Beth Israel Deaconess Medical Center in Boston.

**Marilyn R. Rosche MS '79**, Rochester, N.Y., has been promoted by the Monroe Community College Board of Trustees to program director I for Rochester AmeriCorps. In addition to her master's degree, she holds a bachelor's degree from SUNY Buffalo. She has worked at Monroe Community College for 14 years.

### 1980s

**Kathryn Pamukcoglu Bunce '85**, Getzville, N.Y., has been promoted to director of development for Summit Educational Resources, a not-for-profit that provides educational, therapeutic, and support services to western New York children and young adults with autism and complex developmental disabilities. Bunce joined the organization in January 2004 and served as coordinator of its capital campaign. In 2006, she was appointed development officer responsible for fundraising and grant writing. Bunce earned an MBA from Canisius College and a bachelor's degree in consumer economics from the College of Human Ecology.

**Naomi Dreeben '85**, Swampscott, Mass., is now chief development officer for Jewish Family Services of the North Shore (Salem, Massachusetts) and will manage their fundraising efforts. She will also continue her current role as program manager for Positive Aging Services (a geriatric care management program) at Jewish Family Service of the North Shore.

### 1990s

**Rose M. Cacioppo '90**, Dublin, Ohio, is a disability case manager in OhioHealth's integrated disability program where the focus is to help employees stay at work or return to work while recovering from serious medical issues. OhioHealth, a large healthcare/hospital system (15,000+) in central Ohio, was one of *FORTUNE's* "100 Best Companies to Work for 2009." She was honored to be nominated for and win her division's "Prism Award for Compassion" in 2009.

**Robert D. Greene MS '94**, Allston, Mass., formerly managing member of Berthoud/Greene Consultants LLC, has been appointed senior consultant for Third Sector New England, a nonprofit organization headquartered in Boston. Greene provides consulting, training, and coaching in organizational assessment, leading change, diversity, leadership development, strategic planning, and team-building. Before arriving at TSNE, Greene was managing member of Berthoud/Greene Consultants LLC in Washington, D.C.

**Todd B. Kashdan '96**, professor of psychology at George Mason University in Fairfax, Va., recently contributed to an article in *Parents Magazine* (January 2010) titled "Toddler Traits." The article explores the personality traits that can be seen in children as young as two years; characterizing these personalities as "Drama King," "Ms. Bossy Boots," "Shy Guy," and "The Joker." For the complete article visit www.parents.com/toddlers-preschoolers/development/social/understanding-your-toddlers-traits/?page=1. To see more about Todd visit http://toddkashdan.com/media.php.

**Jennifer Susan Hedayati '97**, Tompkinsville, N.Y., was married November 8, 2009, to Thomas John Kerbleski at the Ritz Carlton Battery Park, Manhattan. Jennifer earned a bachelor of science degree in textiles and apparel design from the College of Human Ecology. She is a technical designer with Calvin Klein Underwear, Manhattan. Thomas earned a bachelor of arts degree in finance from Seattle (Wash.) University. He is a commercial real estate broker with Casandra Properties, St. George.

**Dr. Jeffrey Irwin Goldberg '99** recently opened a dental practice in Clarence, N.Y., that features four operatories and a staff of six. Dr. Goldberg, a graduate of the University at Buffalo School of Dental Medicine, most recently served as an associate dentist for Western New York Dental Group. He received a bachelor's degree in biology and society from the College of Human Ecology and a master in business administration from UB. He completed his general practice residency at the Department of Veterans Affairs Medical Center.

**Neal Gottlieb '99**, founder of Three Twins Organic Ice Cream in San Rafael, Calif., made *Bloomberg Business Week's* America's Most Promising Startups list. Gottlieb started the company in a small shop in 2005 with $70,000 of his own money and has since raised $1 million from folks in the organic food business to open a factory to make ice cream for retailers such as Whole Foods. They sell ice cream at three company-owned scoop shops in San Rafael, Napa (Oxbow Public Market), and San Francisco (at Fillmore and Haight), wholesale tubs to Bay Area restaurants as well as Whole Foods Market Cupertino, retail pints to Bay Area grocery stores, and various sizes at the Berkeley Farmers' Market.

### 2000s

**Lisa Marie Garback '01** and Jordan Grant Garner, ARTS '01, New York City, were married October 11, 2008, in Sage Chapel on Cornell's Ithaca campus. The couple honeymooned in Maui and Kauai. The bride graduated with an MS from New York University. She is a registered dietitian. The groom earned a JD from Brooklyn Law School and an LLM from Benjamin A. Cardozo School of Law. He is a patent attorney.

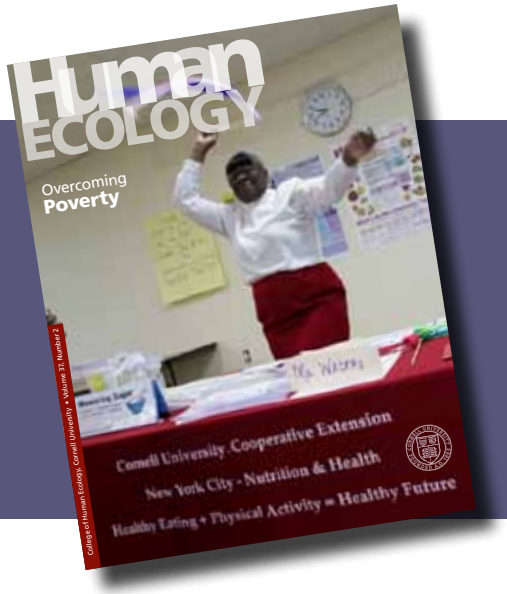
**Daniel E. Sirvent '03**, Costa Mesa, Calif., joined C. K. Cooper & Company as director of corporate finance and the leader of its newly established Aerospace, Defense & Government Markets (AD&G) Group. Sirvent was previously vice president of a middle-market aerospace and defense investment bank in southern California. He holds a BS in policy analysis and management from Cornell and an MBA in finance from Chapman University. He also serves as an adjunct professor of business and management at Vanguard University of Southern California. He is a general securities principal.

**Andrew Guz, Sloan '05** was recently promoted to chief operating officer for Yakima Regional Medical and Cardiac Center, in Yakima, Washington.

**David Maxson, Sloan '05** and his wife, Hillary Maxson, CALS '99, MBA Johnson Graduate School of Management '05, recently moved to Douala, Cameroon, Africa. Maxson is a senior investment officer with ACCION International's Frontier Investments Group.

**Katherine L. Rummler '31,** Summit, N.J., November 26, 2009
**Catherine Laney Beyland '32,** Tinton Falls, N.J., June 19, 2009
**Dorothy Clark Hulst '42,** Modesto, Calif., August 10, 2009
**Cynthia Nickerson Hurd '42,** Clintondale, N.Y., July 13, 2009
**Madeline (Moore) Williams '45,** Davis, Calif., August 16, 2009
**Col. Katharine E. Manchester MS '49,** Fort Belvoir, Va., December 9, 2009
**Josephine (Washburn) Butler '50,** Rensselaer, N.Y., October 11, 2009
**Alice (Halsey) Mix '51,** Keene, N.H., January 7, 2010
**Bamby (Snyder) Werner '52,** San Diego, Calif., October 20, 2009
**Nancy Milliman Burnett MS '53,** Slingerlands, N.Y., August 7, 2009
**Carolyn (Burtless) Roberts '59,** Seneca Falls, N.Y., August 9, 2009
**Dr. Vilma S. Sinha PhD '59,** Allentown, Pa., January 4, 2010
**Alease (Byrd) Darensbourg MS '60,** Baton Rouge, La., December 22, 2009
**Joyce (Aungier) McManus '61,** Elbridge, N.Y., December 8, 2009
**Dr. Margaret Eichbauer Feldman PhD '64,** Newfield, N.Y., November 14, 2009
**Ronda (Gale) Kraft '66,** Syosset, N.Y., February 10, 2009
**Elaine (Bishko) Durkac '70,** Kittanning, Pa., June 7, 2009
**Brenda (Gardner) Eichorn '76,** Ocean, N.J., June 6, 2009
**Carrie E. John '00,** Baltimore, Md., September 27, 2009

**Cecelia M. ("Rusty") Roland** of Schenevus, N.Y., died on December 4, 2009. Rusty was retired as associate director of government affairs for Cornell University. In this position she served as head of Cornell's Albany, New York, Office of Government Affairs. She was principal lobbyist for the New York State Colleges of Agriculture and Life Sciences, Human Ecology, and Industrial and Labor Relations; Cornell Cooperative Extension; and the Cornell New York Medical Hospital. Leading to her lobbying career, she was senior extension associate, public policy, for Cornell Cooperative Extension. She worked in consumer education and as a public policy liaison between the New York State College of Human Ecology and the state legislature and various state agencies. For 10 years she was a Cooperative Extension television specialist in the Capitol District of New York, producing and hosting several regularly scheduled consumer education television programs. She had been a Cooperative Extension agent, a radio host, and a home economics teacher as well. Serving as co-chair of a 1977 NYS Home Economics Association policy workshop, "Home Economists Make Policy, Not Coffee," Rusty was a leader in conceptualizing, programming, and teaching about the role of home economists in public policy formulation. She was one of the first women ever registered nationally to lobby for a major educational institution, was president of the NYS Association of Home Economists and served on the Public Affairs committee of the National Association, served on the NYS Consumer Education Board and was an active member of the NYS Governor's Conference on Families Planning and a member of the NYS delegation to the 1980 White House Conference on Families. In her "retirement" Rusty served as a member of the Deans' Advisory Council of the New York State College of Agriculture at Cornell. She volunteered at the Huntington Memorial Library in Oneonta and the Fenimore House Museum in Cooperstown. She was an active partner in GlimmerGlass Antiques.

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## New York City Urban Gardening Program

Beginning in the early 1970s with an appropriation from Congress, Cornell Cooperative Extension's Urban Gardening Program taught New York City residents how to grow healthy, nutritious food in an urban environment. It was closely aligned with the Expanded Food and Nutrition Education Program (EFNEP) in the city and eventually expanded to urban areas across the country. Today, Cornell Cooperative Extension's multifaceted efforts in New York City comprise research-driven programs in Nutrition and Health, Family and Youth Development, and the Urban Environment.

Division of Rare and Manuscript Collections

Retired senior extension associate Jim Spero worked with New York City youth in 1977. Spero now lives at Kendal at Ithaca.

**link** nyc.cce.cornell.edu