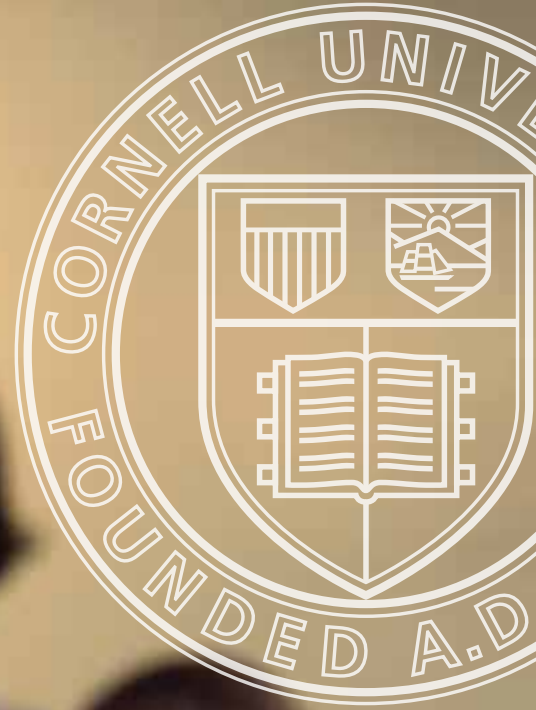


The Magazine for Human Ecology **ALUMNI** Spring 2009

Link



5th

CORNELL UNIVERSITY
SLOAN PROGRAM
IN HEALTH ADMINISTRATION

Celebrating Half a Century of Health Care Leadership



SLOAN alumni profiles



SLOAN 50th calendar



New research on autism



FSAD student awards

message

from the Dean



link is published two times a year by the New York State College of Human Ecology of Cornell University, Ithaca, New York. Cornell University is an equal opportunity, affirmative action educator and employer.

REBECCA Q. AND JAMES C. MORGAN DEAN
Alan Mathios

SENIOR ASSOCIATE DEANS

Carole Bisogni BS '70, MS '72, PhD '76
Kay Obendorf MS '74, PhD '76

ASSISTANT DEANS

Craig Higgins, Administration and Finance
Marybeth Tarzian, Alumni Affairs and Development
John Lamson, Communications
Jo Swanson, MS '71, PhD '93, Extension
and Outreach

EDITOR

Sue Baldwin

DESIGNER

Valerie McMillen

PHOTOGRAPHY

Cornell University Photography, College
of Human Ecology, Jesse Winter

PRODUCTION COORDINATOR

Donna Vantine

WRITERS

Sheri Hall, Staff of Cornell Chronicle

Copyright 2009 Cornell University. Produced by the Office of Publications and Marketing at Cornell University. Printed on recycled paper.
4/09 17:6M EL 090250

Correction: A photograph in the profile of Dean Mathios on page 13 of our Fall 2008 issue was incorrectly identified as Yellowstone National Park when it was actually Yosemite National Park.

Correction: The photographs of Dean Mathios that appeared in our Fall 2008 issue were taken by Jesse Winter (jessewinter.com). LINK regrets the omission.



Dear Alumni and Friends of the College of Human Ecology:

This issue celebrates 50 years of health care leadership at Cornell, specifically commemorating the Sloan Program in Health Administration. In 1959, the first alumni of this distinct graduate program received their degrees, and so began an enduring legacy.

When Alfred P. Sloan, legendary head of General Motors, established the program, it was the first of its kind in the nation. Today, it offers a master in health administration (MHA) degree and attracts students from around the world. Since its founding, the program has been rooted in a rigorous curriculum of management fundamentals, hands-on learning with industry professionals, and a solid understanding of the health care system.

Originally housed in Cornell's business school, the Sloan Program moved to Human Ecology in 1984. The curriculum is fundamentally consistent with its business school origins but is now even more focused in the health care context. Further, as was initially envisioned by Sloan himself, students continue to take courses from the broad offerings across Cornell, including the Hotel School, ILR School, Johnson

Graduate School of Management, Cornell Law School, the Department of Applied Economics and Management (in the College of Agriculture and Life Sciences), and numerous courses throughout Human Ecology.

In these pages, you will find a brief history and time line of the Sloan Program and profiles of 10 Sloan alumni whose contributions to the health care industry, to their communities, and to Cornell reflect the importance and impact of the program. And in back, there is a letter from Fred Powell, Sloan '70, on behalf of the Sloan Half Century Fund.

We are also celebrating two other significant anniversaries this year. In June, hundreds of community nutrition educators and extension professionals from across New York State will be on campus for the 40th anniversary of the Expanded Food and Nutrition Education Program, EFNEP.

Administered through Cornell Cooperative Extension, and part of the Division of Nutritional Sciences' Food and Nutrition Education in Communities program, EFNEP education assists limited-resource populations in acquiring the knowledge, skills, attitudes, and changed-behavior that leads to healthy decisions about cooking, eating and physical activity.

And in early April, the student-run Cornell Design League produced its 25th annual spring fashion show on campus. This year's show was titled "Once Upon a Runway" and included 60 designers displaying more than 200 ensembles, and 115 organizers, producers, and models collaborating on the event. Thousands of people filled Barton Hall to see our students in action. We are proud to offer the only fashion design program in the Ivy League and the only PhD in apparel design in the country. The show also marked the introduction of a brand new, officially registered (in Scotland) Cornell tartan plaid. It was designed by Human Ecology senior Jessie Fair, at the request of Mort Bishop III CALS '74, a Cornell trustee and the president of Pendleton Woolen Mills.

These three milestone celebrations exemplify Human Ecology's tradition of excellence across our three integrated missions of academics, research, and outreach. In these challenging economic times, it is especially important to take note and celebrate this history. As we adjust budgets and planning to respond to difficult financial realities on the ground, be assured that we do so with a commitment to maintaining the highest standard of quality for today's, and tomorrow's, students.

Sincerely,

Rebecca Q. and James C. Morgan Dean

Cornell College of Human Ecology:

*Shaping the human experience through
research, education, and outreach.*



5th

CORNELL UNIVERSITY
SLOAN PROGRAM
IN HEALTH ADMINISTRATION

Anniversary Celebration

Calendar of Events

Friday, May 1, 2009

Noon to 6 p.m.

Finger Lakes winery tour

6 to 8 p.m.

Alumni-student barbecue at Six Mile Creek Vineyard

Saturday, May 2, 2009

7:45 a.m. to 12:30 p.m.

Breakfast, registration, and educational sessions featuring Sloan alumni, industry leaders, and Sloan faculty members

12:45 p.m.

Luncheon featuring keynote speakers Nancy Schlichting '79, President and CEO, Henry Ford Health System, and Mark T. Bertolini '84, President of Aetna Inc.

2:30 p.m.

Capstone Presentations of Student Research

Optional Saturday activities include visits to the Cornell Lab of Ornithology, Cornell Plantations, Herbert F. Johnson Museum of Art, the Ithaca Sciencenter, and the Ithaca Farmers' Market

5:30 p.m. at the Country Club of Ithaca

Wagner Memorial Dinner with William Gonzalez '66, Jon Vollmer '81, Maria Papola '95, Program Director William D. White, PhD, and Dean Alan D. Mathios

Sunday, May 3, 2009

9 a.m.

Brunch at Robert Trent Jones Golf Course

10:30 a.m.

Golf outing

Other options for the day include scenic bicycle and hiking tours around Ithaca

We'd like to extend a special thanks to two committees that made this weekend possible:

Sloan Half-Century Fund Committee

Cathy Bartell '90
Ned C. Boatright Jr. '74
Arnaub Chatterjee '06
Andrew Dahl '70
Co-chair Amy Horrocks '88,
Sloan '92
Valerie Sellers Kantrowitz '92
Co-chair Penny Mills '82
Co-chair Fred Powell '70
Jesse Rodriguez '07
John Sherwood '72
Alan Stoll '70
Joe Tasse '79
Michael Weidner '66
Alexander Williams III '63
Igor Zakoworotny '77

50th-Anniversary Programming Committee

Henry Allen '73
Jeff Bokser '01
Jeanie Carpenter '87
Dan Grauman '80
Raleigh Hayter '09
Penny Mills '82
Aaron Mitra '01
Terry Murphy '86
Will White, Director, Sloan Program
R. Brooke Hollis '78, Executive Director, Sloan Program

contents

MVR Briefs	3
Alumni Briefs	7
Alumni Newsmakers	8
Departments	
FSAD: Students Win Design Awards	9
PAM: Economists Discover Environmental Trigger for Autism	10
HD: Older and Wiser	11
DEA: New PhD in Human Behavior and Design	12
DNS: Researcher Puts Energy in the Food Pyramid	13
Special Feature: Sloan Program in Health Administration	14
Alumni Profiles	16
Jay '62, Josh '94, and Lauren '94 Yedwab	
Reginald Ballantyne III '67	
Mark Bertolini '84	
Kyllan Cody '04	
Bernie Kershner '64	
Lee Perlman '83	
Nancy Schlichting '79	
Richard Southby '67	
Sloan Class Notes	25
HE Class Notes	26
In Memoriam	27
Letter from the Sloan Half-Century Fund Committee	
Letter from the HEAA President	28
LINKages	back cover

page 14

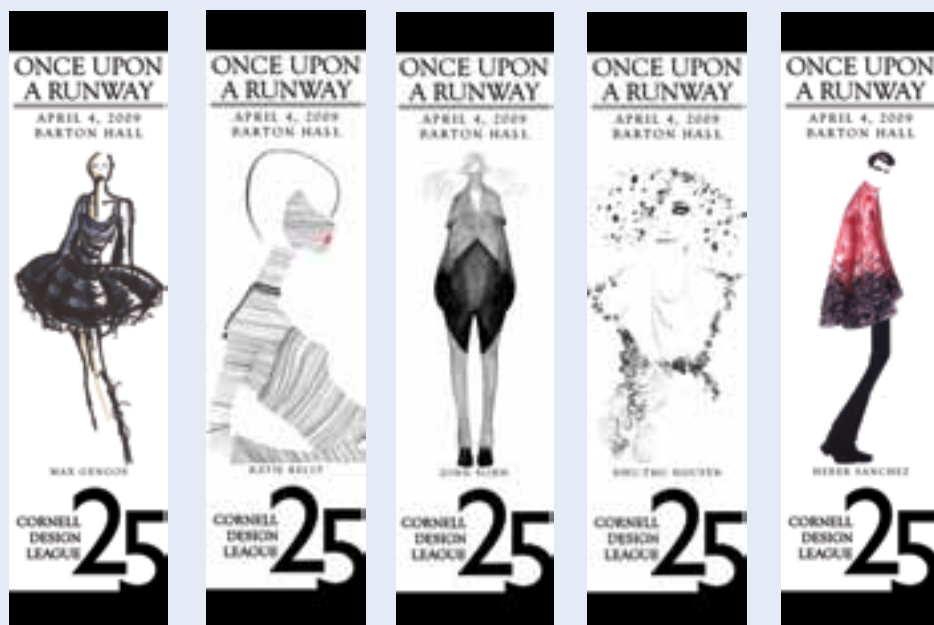


page 10

page 7



Fashion show celebrates 25 years



The Cornell Design League hosted its 25th fashion show on the Ithaca campus on April 4. The show, which began in 1984 with just two designers, featured more than 60 designers and 170 students participating as models. The Cornell Design League is a student-run organization that provides an opportunity to experiment with apparel design, graphics, photography, and theater production outside of the classroom.

[link www.youtube.com/user/CornellHumanEcology](http://www.youtube.com/user/CornellHumanEcology)

Latham honored in Malaysia



Michael Latham

Michael Latham, M.D., professor emeritus and graduate school professor of nutritional sciences, was honored on October 7 with the Michael Latham Public Lecture at the World Alliance for Breastfeeding Action (WABA) meeting in Penang, Malaysia. The lecture was titled "The First Food Crisis? How to Reduce the Unacceptable Levels of Malnutrition Through Improving Breastfeeding." Latham is a co-founder of WABA and the co-chair of WABA's International Advisory Council. He was honored for his 50 years of contribution to the global health and breastfeeding movement.

NYS Assembly honors Cornell student

The New York State Assembly recognized Policy Analysis and Management graduate Jenna DiCostanzo '08 for her policy analysis paper about "safe harbor" legislation for sexually exploited youth. DiCostanzo was one of eight finalists whose papers were chosen for publication in the Assembly's "2008 Distinguished Intern Reports." She was an intern in Cornell's Capital Semester program in spring 2008 in the office of Assemblyman William Scarborough (D-29th Dist.) when she wrote a report that analyzed Assembly Bill A5258-A, which would decriminalize commercially sexually exploited youth in an effort to address discrepancies in state law.

Serial cohabitators are less likely to marry, study finds



Daniel T. Lichter

Daniel T. Lichter, professor of policy analysis and management and director of the Bronfenbrenner Life Course Center, is the co-author of a study that finds that women who have lived with many partners are less likely to marry and more likely to divorce than those who have lived with only one partner. Understanding the motivations of cohabitators may be more important than ever, Lichter said, especially when children are involved. His study was published in the *Journal of Marriage and Family*.

Bricker earns assistantship for leadership classes

Brenda Bricker, director of leadership and undergraduate research, received awards from the Louis H. Zalaznick Teaching Assistantship program for her courses Collaborative Leadership and Leadership in Nonprofits. The awards allow faculty members affiliated with Entrepreneurship@Cornell to extend their capacity to work with students by providing one or more assistants to help with their courses. Thirteen Cornell professors received the awards in 2008.



Experts dissect policies proposed by McCain, Obama

Experts in health care, immigration, and Social Security analyzed the 2008 presidential candidates' proposals at the "Educate the Vote: McCain v. Obama in 3D—Data and Debate on Domestic Policy" last fall. The event was co-sponsored by the Department of Policy Analysis and Management.

[link http://www.cornell.edu/video/](http://www.cornell.edu/video/)

New kinds of workers calls for a new kind of union



ILR dean Harry C. Katz, Jill Iscol, HE dean Alan Mathios, Ken Iscol.
Sara Horowitz (inset)

Sara Horowitz, ILR '84, founder of Working Today, a union for flexible workers, delivered the Iscol Family Program lecture on the need for new kinds of unions last fall. The Iscol Family Program for Leadership Development in Public Service was established by Ken Iscol '60 ILR and his wife, Jill, to inspire and educate a new generation of community leaders to tackle problems that face our society, such as poverty, hunger, ignorance, homelessness, and violence. The program and lecture are organized through the College of Human Ecology.

New grant will support grad students focused on obesity



The Division of Nutritional Sciences will have the opportunity to train three additional doctoral students whose focus is obesity, thanks to a \$234,000 grant from the U.S. Department of Agriculture. The new National Needs Graduate Fellowship grant will support the students, who will be enrolled in the community nutrition concentration. They will conduct research and design and implement outreach programs that are grounded in an in-depth understanding of the ecology of obesity. "There is a clear need for the training of

future faculty and nutrition scientists in the nation's land-grant universities in ecological perspectives on obesity and related behaviors, including diet," said **Christine Olson**, professor of nutritional sciences.

Seniors should "go with their gut"

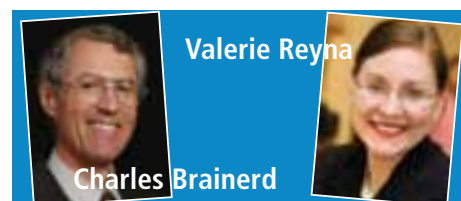
A series of studies by **Joseph Mikels**, assistant professor of human development, has found that older adults make better decisions and feel more satisfied with their choices when they "go with their gut." That's because while mental processes decline with age, emotional processing does not. Mikels is the director of the College's Emotion and Cognition Laboratory, where he conducts studies to examine how emotion interfaces with such cognitive processes as working memory and selective attention.

Two graduates earn Fulbright Scholarships

Human Ecology graduates **Bethany Ojalehto '08** and **Abdul Chaballout '08** are among 20 Cornell students who are traveling abroad for the 2008–2009 academic year through the Fulbright U.S. Program. The Fulbright program is sponsored by the U.S. State Department. It was created to increase understanding between the United States and other countries through exchange of people, knowledge, and skills.



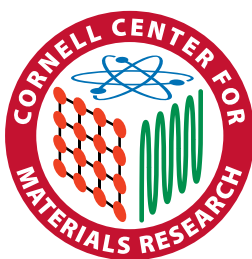
Negative emotion may cause false memories



New research by Human Development professors **Charles Brainerd** and **Valerie Reyna** has found that remembering negative events tends to result in more false memories than remembering positive and neutral events. In a recent study, participants were significantly more accurate in remembering positive words like "happy" compared to negative words like "rage." Their work, published in *Psychological Science* and co-authored by colleagues from Brazilian universities, has implications for the accuracy of legal testimony in criminal cases and how interviews and interrogations in violent cases could be better conducted.

Human factors and ergonomics scientist partners with N.Y. startup

David Feathers, assistant professor of design and environmental analysis, will partner with Sock Science of Walton, New York, to develop protective and ergonomic garments for wheelchair users. The collaboration is part of the JumpStart awards, a program funded by the New York State Foundation for Science, Technology, and Innovation to help small businesses develop and improve their products. The program was launched at Cornell in 2005 through the Cornell Center for Materials Research. Since then 85 companies have applied and 24 projects have been completed.



Interior design program garners a top spot

The Department of Design and Environmental Analysis received high marks in the annual survey of interior design programs conducted by *DesignIntelligence* magazine. The department's undergraduate program was ranked fourth and the graduate program was ranked third in the nation. The rankings were based on a survey conducted at more than 200 U.S. architecture firms and organizations. Leading firms were asked about which academic programs best prepare students for professional practice.



Students develop products to help the elderly



Juan Hinestroza

Students in the course Textiles, Apparel, and Innovations this past fall worked with local senior citizens to come up with product concepts to improve the lives of older adults. Among their new concepts were for a portable machine that allows seniors to put on their pants without bending over, a winter coat that provides protection from the impact of a fall, and a jacket that is easy to put on and take off while sitting in a wheelchair. Several of the students are applying for patents. The course is taught by **Juan Hinestroza**, assistant professor of fiber science and apparel design. It is one of a series of intergenerational courses sponsored by the Living Environments Aging Partnership, which is funded by the Foundation for Long Term Care and the Corporation for National and Community Services.

Human Ecology faculty member, student featured on PBS kids' show



The PBS program *DragonflyTV* featured FSAD professor **Anil Netravali** and undergraduate **Hekia Bodwitch '09** in a recent episode. Netravali explained his breakthrough that uses soybeans to create eco-friendly materials for skateboards for a segment called "Real Scientists." And Bodwitch, a Human Biology, Health, and Society major, demonstrated how socks made with nanosilvers can kill bacteria in a segment called "Nanosilver."

link You can watch Netravali here: <http://pbskids.org/dragonflytv/scientists/scientist68.html> and Bodwitch here: <http://pbskids.org/dragonflytv/show/nanosilver.html>

A historical approach: When Home Economics became Human Ecology

It was five years of deliberate planning and a shift in basic research that helped the College make the shift from Home Economics to Human Ecology in 1969, according to a talk given by Gwen Kay, the 2008 recipient of the Human Ecology Fellowship in History of Home Economics. Kay is an associate professor of history at SUNY Oswego. She is currently researching the history of home economics at the college level from 1870 to 2000.

Evans appointed to NAS board



Gary Evans

Gary Evans, the Elizabeth Lee Vincent Professor of Human Ecology in Design and Environmental Analysis and in Human Development, has been appointed to the Board on Children, Youth, and Families of the National Academy of Sciences. The national board makes policy recommendations related to the health and development of children, youth, and families. Evans studies how the physical environment affects human health and well-being among children. His specific areas of expertise include childhood poverty, environmental stress, and children's environments. He holds a PhD in environmental psychology with postdoctoral training in psychoneuroendocrinology and in human development.

Josephine Allen Retires

Of all of the honors bestowed upon Human Ecology professor Josephine Allen, one stands above the rest—the distinction of becoming the first African American woman to receive tenure at Cornell University.

Today, Allen holds one additional distinction: the title of professor emerita. Allen retired last semester after nearly 32 years on the faculty of the Department of Policy Analysis and Management. When she looks back on her career, the milestone of receiving tenure is a footnote to her research on social welfare, she said.


“At the time, I didn’t really concentrate on the significance of receiving tenure at Cornell,” she said. “It happened, it was appreciated and celebrated by me and by my family. It made me feel both joyous and relieved, but it also reinforced my ongoing commitment to social justice and action, knowing that I needed to do more to get other people of color on board as students and faculty at this and other prestigious universities.

“I knew how important it was for all students to have opportunities to hear from faculty with diverse life experiences in every discipline.”

Allen taught classes on public policy and critical perspectives with a focus on social welfare policies and families, and she worked internationally in Hong Kong, Jamaica, Ghana, and South Africa.

“I have worked with so many people from so many places in the world,” she said. “I think I have learned as much from my students as I have taught them. They have always been interested in exploring all kinds of critical issues and they exhibited a strong commitment to social development and justice.”

Allen grew up in Atlanta, Georgia, where she attended segregated elementary and high schools. When desegregation came and she had the chance to go to a predominantly white high school, she decided to stay where she was. “I stayed because I was getting an excellent education,” she said. “Although African Americans had limited opportunities at the time, Booker T. Washington High School had wonderful teachers, some with



“I think I have learned as much from my students as I have taught them. They have always been interested in exploring all kinds of critical issues and they exhibited a strong commitment to social development and justice.”

PhDs, who were committed to excellence in education and who cared about their students and their communities. Their limited professional opportunities inspired them to create opportunities for their students.”

From there, she went on to study political science and East Asian studies at Vassar College, where she was one of only seven African American students in her entering class. After graduation, she continued her education at the University of Michigan, receiving master’s and doctoral degrees in political science and social welfare administration and policy.

She joined Cornell’s Department of Policy Analysis and Management—then called the Department of Community Service Education—in 1977. At the time, it was one of the most diverse departments on campus.

“At the University of Michigan, we had gone through an extended period of struggle to increase the numbers of students and faculty of color,” she explained. “I wanted to work at a place where there were others who could be mentors for me.”

“One of the critical issues is always having a critical mass,” she said. “The environment in the department 32 years ago when I arrived at Cornell was a collegial one that was welcoming. When people of color come one by one into a largely homogeneous environment, they often feel isolated and find the setting more difficult.”

To help alleviate this challenge, Allen created

the Cornell Black Professional Women’s Forum at Cornell to support black women at the university. The organization has lobbied for the recruitment, retention, and advancement of black women faculty and staff members at Cornell and connected with the Ithaca and broader communities of color. Examples of the group’s work include raising money for Hurricane Katrina victims and chaperoning Ithaca youth at the recent inauguration of President Barack Obama.

While she’s retired, Allen is still actively pursuing her work. She plans to continue her research in South Africa, which is funded by a Fulbright Scholar award. And she has taken a position as a professor of social work in the College of Community and Public Affairs at Binghamton University.

She is co-editing a book titled *Letters to President Obama*, which will be a compilation of thoughts, perspectives, and dreams written to the President. She and the same University of Michigan colleagues are also writing a book on Obama’s political and policy journey.

Allen’s goal continues to be to help others understand and appreciate diverse perspectives and to make the world a better place for us all.

“To use the words of Mahatma Gandhi, we need to be the change we want to see in the world,” she said. “By actively advocating for that change and by creating an environment in which every person can succeed, we can be assured of better lives for all of us.”

Two alumni earn service awards

Martha Ohaus '47 and **Mibs Follett '51** were honored last fall with Frank H.T. Rhodes Exemplary Alumni Service Awards for their outstanding long-term commitment as Cornell volunteers. Ohaus has served on the Cornell University Council, the Plantations Committee for the 21st Century, and multiple College of Human Ecology organizations. Follett and her husband, Don, also a Cornell alumnus, have provided vital leadership in class reunion fundraising and planned giving for the past 20 years. Follett has also served on the Cornell University Council's Student and Academic Services Committee.



Martha Ohaus '47



Mibs '51 and Don Follett

American Bar Association honors Genser



Jared Genser '95 received the John Minor Wisdom Public Service and Professionalism Award from the American Bar Association Section of Litigation for his commitment to providing legal services to the disenfranchised. He is a lawyer in the Global Government Relations Group of DLA Piper LLP in Washington, D.C., where he concentrates on public international law and human rights.

In 2006, Genser led a team of more than 20 lawyers commissioned by former Czech Republic president Václav Havel, former Norwegian prime minister Kjell Magne Bondevik, and Nobel Peace Prize laureate Elie Wiesel to produce the report "Failure to Protect: A Call for the UN Security Council to Act in North Korea." Genser is also founding president of Freedom Now, an all-volunteer nonprofit organization that seeks to free prisoners of conscience around the world through legal, political, and public relations advocacy efforts.

Deploying technology to address adolescent sexual health



Deb Levine '85, executive director of Internet Sexuality Information Services, participated in a two-day health policy symposium organized by Cornell's ACT for Youth Center of Excellence for the New York State Department of Health. Levine's nonprofit organization develops

innovative ways to promote sexual health by using the web, mobile phones, and PDAs.

"Today's youth are plugged in," Levine said. "Technology is not a tool for them—it's an integrated part of life. Young people learn from repetition, which is why it is important to reach out to youth via all media available with critical sexual health messages."

The symposium was organized by **Jane Powers PhD '85**, a senior research associate and project director of the ACT for Youth Center of Excellence, which is in Cornell's Family Life Development Center and works with communities and youth-serving organizations across New York to promote adolescent health.

Alumni and faculty connections



When St. John's University professor **Susan Ford '75** picked up a recent issue of *Cornell Alumni Magazine*, she saw that Ann Lemley, professor and chair of the Department of Fiber Science & Apparel Design, had won the AGRO Fellow Award from the American Chemical Society. Upon discovering that Lemley had attended St. John's as an undergrad, Ford invited Lemley to give

a talk at a February symposium on water quality. Lemley's discussion focused on the remediation of contaminants in the environment, particularly water and soil, to assess and decrease risks through removal or treatment. The symposium was part of the 40th-anniversary celebration of St. John's toxicology program. Ford is an associate professor of pharmaceutical sciences and director of the Toxicology Program at St. John's.

Journalist Edith Lederer wins lifetime achievement award



Edith Lederer '63, the Associated Press (AP) chief correspondent at the United Nations since 1998, has received the International Women's Media Foundation Lifetime Achievement Award. The award recognizes a woman journalist with a pioneering spirit whose determination has paved the way for women in the media.

In her more than four decades with the AP, Lederer has worked on every continent except Antarctica covering wars, famines, nuclear issues, and political upheavals. She was the first female resident correspondent in Vietnam in 1972; she lived in a jail with a guard for protection because most other reporters were men. She was the first woman to head an AP foreign bureau, the first AP reporter to cross the Yalu River after the Korean War, and the first journalist to file the bulletin announcing the start of the first Gulf War.

Among Lederer's numerous honors are a National Press Club Award in 1993 and a National Headliner Award in 1994. She was also part of the AP team that won the Associated Press Managing Editors excellence award for coverage of the 25th anniversary of the end of the Vietnam War.

Divya Gugnani launches web site with tips, tricks from top chefs

Since her days at Cornell, **Divya Gugnani '98** has striven to balance her business sense with her love of food and cooking. This year, she combined the two with the launch of a new web site—www.behindtheburner.com—that provides a backstage pass to the culinary world.

The site gives food and wine lovers access to tips, tricks, and techniques used by authorities of the culinary world such as Todd English, Daniel Boulud, and *Top Chef* finalist and winner Richard Blais.

Gugnani majored in policy analysis and took her first cooking course as an elective at Cornell's School of Hotel Administration. She began her career as an investment banking analyst at Goldman Sachs and went on to earn an MBA at Harvard Business School but also followed her passion for food by attending the French Culinary Institute. In addition to launching Behind the Burner, she works as a technology venture capitalist.

"In creating Behind the Burner, I have become the captain of my own ship and am finally blending my long-time passion for culinary arts with my expertise in business," she said. "My vision was to bring authority and expertise to the food media landscape. We provide instant access to the expertise of culinary luminaries. The general public can now learn from the masters and get a flavor for the personalities behind the country's best restaurants."



Jesse Rothstein builds new corps of coaches for underserved youth



Jesse Rothstein '03 believes that children need not just good teachers but also good coaches who serve as role models.

The policy analysis and management graduate is coordinating a new national program to place thousands of trained coaches into schools, nonprofit organizations, and clubs around the country, similar to the Teach for America model that places teachers in underserved schools.

"If sports is taught the right way and by the right person, it can have a lasting effect on a child's life and put them on a track for success," Rothstein said.

His idea received a three-year, \$1.3 million grant from the Corporation for National and Community Service to help establish Coach for America, as well as other national programs to expand the scope of national service through sports.

Rothstein worked in consulting and sales at Procter and Gamble until he realized his passion for national service. He was inspired to create Coach for America from his experiences both as a former athlete and as a volunteer youth coach in New York City, where he lives.

Correction: In the article titled "Making a fashion statement" in our FALL 2008 issue, we inadvertently misspelled Verneda Adele White's name as Vernada. LINK regrets the error.

Students Win

Design Awards

Two Fiber Science & Apparel Design students have garnered prestigious national awards that will allow them to pursue further studies in fashion design.

Heber Sanchez '09 was awarded a \$25,000 YMA-FSF Geoffrey Beene National Scholarship for his sustainable fashion line called Danger Ahead.

And Jessie Fair '09 won the top design prize at the annual meeting of the International Textile and Apparel Association for her design of a flowing, asymmetrical gown that evokes a lush garden.

"Heber and Jessie . . . are great examples of the synergy that occurs when talented students join our program and work with our extraordinary faculty," said Ann Lemley, chair of the Department of Fiber Science & Apparel Design.

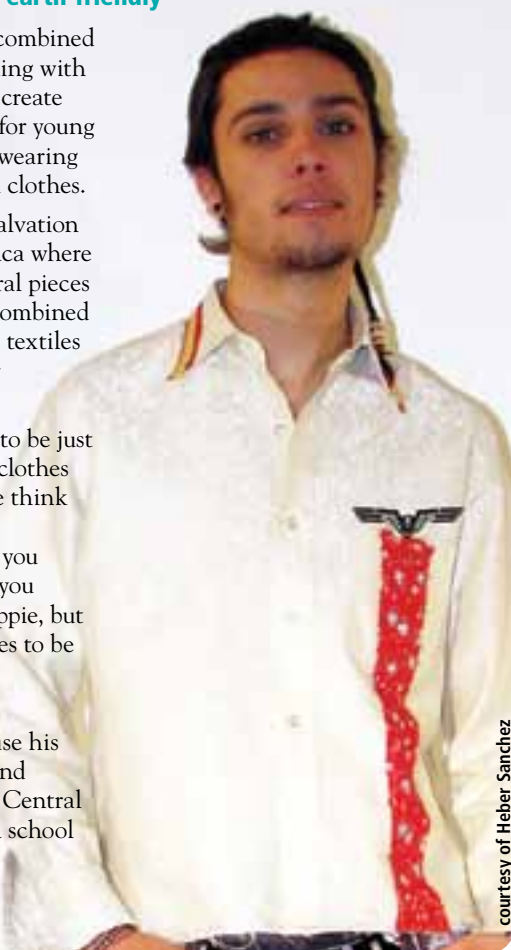
Fashion-forward, earth-friendly

Sanchez's designs combined second-hand clothing with organic textiles to create fast-paced fashion for young men interested in wearing stylish, repurposed clothes.

He began at the Salvation Army store in Ithaca where he purchased several pieces to dismantle. He combined them with organic textiles to create edgy new menswear styles.

"I didn't want this to be just about selling used clothes and making people think they were new," he explained. "When you think sustainable, you think homey or hippie, but I wanted the clothes to be well designed and fashionable."

Sanchez plans to use his scholarship to attend graduate school at Central St. Martin's design school in London.



courtesy of Heber Sanchez

A biblical inspiration

Imagery of the Garden of Eden inspired Fair to create her gown, which features a dark teal silk dupioni underlayer, an overlayer of light green silk and shimmering metallic organza, and a final outer layer of slub-textured silk in a subtle shade of green.

She created the gown (modeled here by Sara Cahill '10) using intricate techniques such as free-motion machine embroidery, thread collage, and beading. The vine and leaf motifs were hand-sewn to the dress. The top layer uses fused Angelina fibers to create a shimmering grass effect. Fair created the gown using funding from a scholarship she received from the Kuhlman Foundation.

Fair's prize will be a two-week internship in London with renowned British designer Zandra Rhodes.



Shai Enav

Cornell now has official tartan

Jessie Fair has also designed a brand new, official Cornell tartan plaid print that Pendleton Woolen Mills will use to create scarves, stadium blankets, and other accessories. The tartan is registered in Scotland.

Fair designed the tartan at the request of Pendleton president Mort Bishop III (CALS '74), a member of the Cornell Board of Trustees.

"The Cornell Tartan provides a way to spotlight the College of Human Ecology and specifically the Department of Fiber Science & Apparel Design," Bishop said. "And it provides a way to celebrate Cornell and also raise awareness and

money for the Cornell campaign."

Bishop plans to donate 600 scarves to Cornell with the proceeds on their sales going to the university.

Cornell Tartan products will be on sale in the campus store and online later this year.

[link www.store.cornell.edu](http://linkwww.store.cornell.edu)



Economists discover environmental trigger for autism

Children who live in rainy climates are more likely to be diagnosed with autism, according to a study co-authored by Sean Nicholson, an associate professor in Policy Analysis and Management.

The study—published in the journal *Archives of Pediatrics and Adolescent Medicine*—reports that autism rates are higher in counties with higher rainfall in Washington, Oregon, and California than in drier parts of the states.

“There appears to be statistical evidence that autism diagnosis rates are higher in areas with higher precipitation rates and for periods of time where precipitation is high,” Nicholson said.

Their work does not conclude that higher rainfall directly leads to autism but that there is an environmental trigger correlated with precipitation, explained Michael Waldman, co-author of the study and a professor of economics and management at Cornell’s Johnson School of Management.

There could be several explanations for the correlation, Nicholson said. Bad weather could drive children indoors where they are exposed to other possible triggers that could combine with a “genetic vulnerability” leading to autism. Other researchers have suggested that TV watching, vitamin D deficiency from lack of sunlight, and exposure to household chemicals before the age of three could serve as triggers.

Another theory is that autism-triggering chemicals in the upper atmosphere fall to earth with rainfall. Or increased rainfall could promote the growth of weed and insect populations, prompting the use of pesticides, which some studies suggest may trigger autism.

This latest study involved examining rates of autism among children born between 1987 and 1999 and of the amount of precipitation received by Washington, Oregon, and California counties between 1987 and 2001. The researchers found that, in 2005, rates of autism among school-age children were higher in counties in all three states that had more precipitation between 1987 and 2001. The data showed even higher autism rates in children who lived in California and Oregon counties with high precipitation before the age of three, years when autism is commonly diagnosed. The association between autism and precipitation also proved true when similar analyses were done within counties.

Autism diagnosis rates, according to the Centers for Disease Control and Prevention, have risen in the last 30 years to roughly one in 150 children from one in 2,500, an increase of epidemic proportions that

has left many researchers wondering about causes. The paper’s authors hope their study will lead to further research that investigates these possible triggers.

Barry Kosofsky, a professor of pediatrics and chief of the Division of Pediatric Neurology at the Children’s Hospital of NewYork-Presbyterian/Weill Cornell Medical Center, said the findings were “totally provocative” because they offer new research directions for uncovering causes of autism. Kosofsky is not connected with the study.

Though no one knows the causes of autism, researchers believe that sets of genes that are predisposed to autism may interact with the environment to trigger the disease, Kosofsky said. “If we can identify what some of the environmental factors are, then we are at a better point for trying to identify potential genes and their interaction with those factors,” he added.

The paper’s co-authors included Nodir Adilov, an assistant professor of economics at Purdue University, Fort Wayne; and John Williams, a child psychiatrist at the Children’s Hospital of Philadelphia.

The research was funded by Cornell.

Human Ecology research leads to halt of government study

The National Institutes of Mental Health dropped plans to study a controversial treatment for autism after a Human Ecology study linked the treatment to lasting brain problems in rats.

The treatment, called lead chelation therapy, is used to remove lead from the body and is thought to significantly reduce learning and behavioral problems that result from lead exposure. Chelating drugs, which bind to lead and other metals in the blood, are increasingly being used for the treatment of autism in children.

However, nutritional sciences professor Barbara Strupp’s research found additional implications for the treatment of autistic children. Her study, funded by the National Institutes of Health, found that rats with no lead in their bodies showed declines in their learning and behavior when treated with the lead-removing chemical.

Strupp praised the decision to cancel plans to study these medicines on children.

“I think they’re making the right decision not to go forward with the study,” she said. “Our data raise concerns about administering (the chelation compound) to children who do not have elevated levels of heavy metals.”

OLDER and Wiser

Program addresses two problems at once

Human development professor Karl Pillemer has identified a critical intersection of two trends in society—the aging of the baby boomers and the growing number of environmental problems—and he plans to capitalize on this unique connection.

Pillemer is working to build a retiree volunteer corps with the skills needed to tackle environmental threats.

“It’s rare that one gets an opportunity to solve two problems at the same time,” said Pillemer, who is the director of the Cornell Institute for Translational Research on Aging. “Here we have retirees looking for meaningful opportunities for engagement, and environmental organizations are hungry for trained, motivated volunteers. By putting them together, we believe there is a huge potential to benefit older persons and promote environmental sustainability.”

The Retiree Environmental Stewards Program creates some clear benefits for the environment. More people working on issues like conservation and sustainability means that more gets done. What is surprising about Pillemer’s work are the benefits for the volunteers themselves.

There’s some evidence that volunteering specifically for environmental causes improves health by encouraging seniors to be more active, Pillemer explained. “Getting involved also addresses other problems associated with aging, including loneliness and depression. Older people also commonly feel the need to leave a legacy behind—a desire that environmental volunteering fulfills.”

The program was piloted last fall in Tompkins County. This spring, it will be rolled out to six additional New York counties. A major symposium was held in Ithaca in February with researchers and government officials concerned with the environmental implications of the aging population. And Pillemer is conducting interview studies with retirees to assess the benefits of volunteering.

“Our goal is to offer training sessions throughout New York, and ultimately disseminate the program nationally,” he said. “If we can mobilize the baby boom generation, their size is so enormous there’s a huge potential for social change.”

Co-leaders of the program are Linda P. Wagenet, a senior extension associate in development sociology, and Rhoda H. Meador, assistant director of the Bronfenbrenner Life Course Center. The team conducted the first pilot training program, in which 17 retirees attended weekly training sessions to learn about topics such as air pollution and climate change; water and watersheds; conflict and communication; waste and recycling; and storm water management.

Participants also took field trips with lectures from local experts. They learned about lake issues by setting sail on the “Floating Classroom” and touring the Lake Source Cooling facility; about energy while visiting a home in Berkshire, New York, that is “off the grid”; and about waste and recycling while visiting the Cornell composting facility.

“The course has been a traverse through a wide range of environmental issues presented in an exquisitely prepared format,” said Lyle Raymond, a retired Cornell employee who took the course.

With their new training, the group has developed a project that looks at how prescription drugs are disposed of in the water supply. They are exploring ways to involve the community in efforts to increase safe drug disposal.

“This is a wonderful opportunity to discover what is happening environmentally in Ithaca and become involved as a group in order to make a difference in our own community,” said Susan Eyster, who attended the training.

This research was supported in part by the Cornell Agricultural Experiment Station, U.S. Department of Agriculture, and the National Institute on Aging.



link:

Have you become involved in environmental volunteering post-retirement? If so, the Cornell Institute for Translational Research on Aging is interested in learning about your experience. You can e-mail Karl Pillemer at kap6@cornell.edu.

New PhD in HUMAN BEHAVIOR AND DESIGN



Scholars and professionals rooted in science and design are needed to understand how complex facilities like workplaces, hospitals, schools, and residential communities should be designed, furnished, and equipped to promote health and well-being and facilitate human performance.

To fill this need, the Department of Design and Environmental Analysis (DEA) will offer a new doctorate in human behavior and design—the first program of its kind in New York State—beginning in fall 2009.

The program will draw on DEA's specialties in ergonomics; social, cognitive, and environmental psychology; facility planning and management; and interior and industrial design. It will be the only program nationwide that is housed in a department equally represented by social scientists and designers. Its graduates will be well positioned to become scholars who teach

and conduct research at colleges and universities; research scientists in laboratories in industry; and consultants for workplace and hospital planning and design firms.

"The timing of this program could not be better given the explosion of interest in environmental issues generally and, more specifically, in the relationship between the planning, design, and management of the built environment and health and well-being," DEA department chair Franklin Becker said. "The doctorate will create a vital new pipeline into academia, business, design, and government for graduates with expertise in areas such as product and patient safety, human performance, health and design, senior living, sustainability, and healthy communities. These are pressing social issues, and we know the research generated by our PhD students has the potential to make a real difference."

Human behavior design, or HBD, is an applied science that integrates theory and

research from the social sciences and design to meet human needs for efficient and sustainable environments that provide shelter and support safe, healthy, and productive behaviors.

The program will begin with one to three students in its first several years, increasing to possibly five students over the next decade, Becker said.

"Cornell is unique in having a curriculum that integrates innovative approaches to facility planning and environmental design with the scientific analysis of human behavior as it both shapes and is shaped by the built environment within which it occurs," Becker added. "This strong, integrated program is unique in that both the scientific and creative elements of the program are housed within the same department, and can directly draw from and build on each other."



Put ENERGY in the Food Pyramid

Jennifer Wilkins is an extension associate in the Division of Nutritional Sciences and director of the Cornell Farm to School Program, which supports efforts to increase the amount of locally produced food served in New York's schools, colleges, universities, and other institutions. Wilkins conceptualized and developed the first regional food guide in the United States—the Northeast Regional Food Guide—that promotes health, sustainability, and local food systems. She writes a monthly newspaper column, "The Food Citizen," which appears in the *Albany Times Union* and the *Ithaca Journal*. Portions of her August 3, 2008, column are printed below.

For nearly 40 years, the Departments of Agriculture and Health and Human Services have teamed up every five years to revise the *Dietary Guidelines for Americans*. Since the first edition in 1980, these guidelines have been viewed as the most authoritative advice on what a "good diet" is—one that satisfies nutrient needs and protects against diet-related diseases.

A Dietary Guidelines Advisory Committee comprised of some of the nation's most prominent experts in nutrition and health will soon be chosen to make recommendations for the 2010 edition.

The importance of this dietary advice cannot be overstated. It is the basis of public nutrition education (think MyPyramid), nutrition standards for school meals, and large publicly funded federal nutrition programs, such as the Supplemental Nutrition Assistance Program (formerly the Food Stamp Program), are based on them.

Certainly, generating dietary guidelines should involve nutrition and health experts and be based on the most current knowledge on the relationship among diet, health, and disease. But, as the price of a barrel of oil hovers over \$120, is that a sufficient basis for guidelines on an essential human activity involving myriad processes that, in most cases, are dependent on a fossil fuel platform? As we all start looking for ways to conserve energy in many spheres of life, let's not forget to eat "right"—healthfully and conservatively.

In 1984, four years into the nation's first dietary guidelines, nutritionists Joan Dye Gussow and Isobel Contento wrote, "the facts derived from nutrition science" are an appropriate basis for nutrition education, but "merely an insufficient one."

The next Dietary Guidelines Committee should address this deficiency by including experts in natural resource conservation, and researchers studying how energy and water is used throughout the food system and therefore "imbedded" in the food we eat.

What might some energy-conserving dietary guidelines be? Barbara Kingsolver, in *Animal, Vegetable, Miracle*, suggests that "If every U.S. citizen ate just one meal a week (any meal) composed of locally and organically raised meats and produce, we would reduce our country's oil consumption by over 1.1 million barrels of oil every week."

Some other possibilities:

- Minimize the number of grocery store trips with careful meal planning.
- Eat less and make efficient and delicious use of leftovers.
- Choose foods that are minimally packaged to decrease solid waste and resource use.
- Cook efficiently, using whole ingredients, and avoid overcooking.

It's high time for the USDA and DHHS to develop dietary guidelines that assure human and planetary health.

More Columns:

- Resolve to eat better in the new year 1/4/2009
- Assure raw milk's benefits 12/7/2008
- Food expo on terra firma 11/2/2008
- Program goes back to basics of food 10/5/2008
- Conserve by jumping into virtual pool 9/7/2008
- Schools feel food pinch 7/6/2008
- A yield of dreamy vegetables 6/1/2008

link <http://timesunion.com/opinion/localcolumns/jwilkins.asp>



Sloan Program ^{5th} in Health Administration

CORNELL UNIVERSITY
SLOAN PROGRAM
IN HEALTH ADMINISTRATION

Alfred P. Sloan—former head of auto giant General Motors and an avid philanthropist—is heralded as one of the greatest business leaders of the 20th century. While Sloan is known for revolutionizing the auto industry, his foresight stretched beyond cars. It was his vision of professionally managed hospitals that led to the creation of Cornell's Sloan Program.

In fact, Sloan was thinking about his own demise when he first suggested the idea of creating a school for hospital administrators at Cornell. It was the early 1950s and Cornell president Deane Malott had visited Sloan to inquire about donations to Cornell's College of Engineering.

Sloan told Malott he hadn't considered donating to Cornell Engineering, according to the president emeritus's written recollections in the Cornell archives. "Then turning to me, he said, 'But I'll tell you something. I expect to die in a hospital someday, and they are very poorly administered,'" Malott wrote.

"You at Cornell have a Hotel School, and a hospital is really a specialized kind of hotel," Sloan told Malott. "I've been thinking that hospital administrators should be better trained."

From then on, Malott pursued the idea of Sloan endowing a program to train hospital administrators. Sloan agreed, and so the nation's first two-year graduate program in hospital administration was born in 1955.

Over the next two years, the Sloan Foundation gave nearly \$1.5 million to Cornell's new Institute of Hospital Administration located in Cornell's business school. Today, his donation would be worth more than \$10 million.

"It is interesting that Mr. Sloan had the vision to create this groundbreaking program, and also that he saw the connection between health management and hotels," said R. Brooke Hollis '78, executive director of the Sloan Program. "In addition to working with the Johnson School and other programs on campus, we are fortunate to have what is generally considered the world's top hotel school. Our students typically take a number of electives there and we are involved in a number of joint initiatives around hospitality and health care."

Part of Sloan's donation went toward a new building for the Graduate School of Business and Public Administration (BPA), where the Sloan Program was initially housed. The rest funded the hiring of faculty and an

administrator to run the program. The basic philosophy was that future health leaders were best prepared by rigorous training in the core skills of management, a solid understanding of the health care system, and hands-on learning in a real-world setting.

Despite his strong financial commitment, Sloan visited Ithaca only one time, according to Malott. He flew in on a chartered plane that landed on the old runway at the site of the Hangar Theatre, toured the campus, and then returned to New York City.

Sloan's commitment to management and to health care continued, however, through his endowment of the Sloan School of Management at MIT and his major gifts to Memorial Sloan-Kettering Cancer Center.

Alumnus Jay Yedvab '62—a member of Sloan's fourth graduating class and a founder of the Sloan Alumni Association—did have the opportunity to meet with the philanthropist in New York City. Yedvab made an appointment at Sloan's office in

1955 Alfred P. Sloan selects Cornell to establish first two-year academic program in health administration.



1959 First class graduates from Sloan.



1957 Inaugural class starts Sloan Program in Graduate School of Business and Public Administration (BPA).

1961 Sloan Alumni Association (SAA) elects its first president.



Rockefeller Center to personally deliver to him an honorary membership certificate to the alumni association.

"He told me that he grew up in Brooklyn, where the head of the Methodist Hospital was a minister," Yedvab said. "And he thought that was wrong—that hospitals should be run by professionals, and so he wanted to fund an academically based health program."

The first Sloan class entered in 1957 and graduated in 1959. Students had the option to receive a master of business, professional studies, or public administration degree and also received a certificate of health administration. Then, just like today, students also received substantial exposure to industry via summer internships, field trips, and formal and informal programs that foster interaction with practitioners.

"From the very beginning, unlike our business brethren, the Sloan faculty seemed to strive for a high moral purpose, a mission or cause related to the delivery of health care services," Doug Brown, a former Sloan

director, wrote in a memoir of the program. "Students were imbued with the notion that hospital administration, although new, was nevertheless a profession not unlike the profession of medicine."

The Sloan Program prospered in the 1960s and 1970s. Then, in 1984, the business school was renamed the S. C. Johnson Graduate School of Management and refocused on for-profit businesses only. The Sloan Program moved to the College of Human Ecology and became part of the Department of Human Service Studies, now called Policy Analysis and Management.

Once the program relocated to Human Ecology, students initially were granted the master of professional studies (MPS) degree, one of those that had been offered at Johnson. After working with the university and the New York State Board of Regents, Sloan was approved to offer a master's degree in health administration. And in 2006, the program also began offering a dual master's in health administration/master's of business administration with the Johnson School.

Today Sloan remains a highly selective program focused on developing leaders who can make a difference. It draws students from a variety of excellent schools across the country and internationally. Its small classes foster an individualized education and provide students with outstanding access to faculty, alumni mentoring, and the rich resources of Cornell's expertise in hospitality, business, medicine, facilities design and management, law, and labor relations.

"We remain dedicated to Sloan's original mission—producing new generations of leaders that can apply management expertise to advance the health and well-being of people and communities," said Will White, professor of policy analysis and management and director of the Sloan Program.

1984 BPA is renamed Johnson School and refocused on for-profit business; Sloan Program moves to College of Human Ecology.



2006 SAA approved as full member of Cornell Alumni Federation; first student begins new dual MHA/MBA program.



1987 Human Ecology faculty vote unanimously to make Sloan Program a permanent part of the College.

Sloan Faculty 2009

Sloan is fortunate to have many distinguished, award-winning faculty members, including two of the last four winners of the Association of University Programs in Health Administration's (AUPHA) John D. Thompson Prize for Young Investigators. Below we list the faculty members, their academic backgrounds, and the courses they teach.

WILL WHITE, Professor and Sloan Director. AB Haverford, PhD Harvard. *Courses: microeconomics for health management, challenges and trends in health care*

DON KENKEL, Professor. BA Kentucky, PhD Chicago. *Courses: health economics/public health*

ANDREA PARROTT, Professor. BA State University of New York–Plattsburgh, PhD Cornell. *Courses: medical ethics, women's health*

JOHN CAWLEY, Associate Professor. AB Harvard, PhD Chicago. 2005 Thompson Prize winner. *Courses: advanced health economics*

JOHN KUDER, Associate Professor. BA Drake, PhD Michigan. *Courses: capstone, entrepreneurship, health care organization, quality and performance*

SEAN NICHOLSON, Associate Professor. BA Dartmouth, PhD Wisconsin. *Courses: health finance II, resource management and quality improvement*

KOSALI SIMON, Associate Professor. BA Hamilton, PhD Maryland. 2007 Thompson Prize winner. *Courses: health policy*

SHARON TENNYSON, Associate Professor. BA UCLA, PhD Northwestern. *Courses: insurance and risk management, regulation*

CLAUDIO LUCARELLI, Assistant Professor. BSc Pontificia Universidad Catolica de Chile, PhD Pennsylvania. *Courses: managerial forecasting, strategic management*

ROGER BATTISTELLA, Professor Emeritus. PhD Michigan. Program advisor; continues to conduct research/write

The Sloan curriculum is enhanced by the professional expertise of our Executives-in-Residence and other faculty members, including Henry Allen, Jeff Bastable, Anthony Cooper, Rich Curtis, Nick Fabrizio, Brooke Hollis, Kieke Okma, Debra Perosio, Fred Powell, Joseph Reagan, Bill Ries, Warren Schlesinger, Corte Spencer, and Mike Weidner.

They provide a real-world perspective when teaching finance, health law, physician management and negotiations, careers/leadership, HR and organizational behavior, facility planning, health care marketing, accounting, long-term care, international health, and fundraising/development.



Jay Yedvab '62



Josh Yedvab '94

Lauren Yedvab '94

For the Yedvabs, Sloan is a family affair.

Father-and-son duo **Jay** and **Josh Yedvab** both graduated from the program. And Josh met his wife, **Lauren**, also a Sloan graduate, while a student there. Josh and Lauren even named their daughter Emma Sloane after the program and in memory of a close aunt. They also have a son, Ethan.

"When I bring up something that happened at work, it is so nice to be surrounded by people who understand," Lauren said. "You don't have to explain all of the background. They just get it."

The elder Yedvab, Jay, applied to Sloan in 1960 after working as a lab technician in Syracuse. He was a member of the fourth graduating class and a founder of the Sloan Alumni Association. At Cornell, he learned that he loved the challenge of managing health care facilities.

"The hospital has got to be one of the most complex organizations in the world," he said. "You've got to work with people from every educational level—from doctors to those mopping the floors—and they're all equally important. You have patients and families who need your help. You've got technology, you've got finance, you've got government. It's like being responsible for running a miniature world."

Hometown: Toronto, Ontario, Canada

Education: Bachelor's degree from Alfred University; master's degree in public administration from the Sloan Program

Career: During his career of 40 years, Jay Yedvab served as an administrator in hospitals across the United States and Canada including stints as the CEO of Mt. Zion Hospital in San Francisco and Bergen Pines County Hospital in New Jersey. Throughout his career he stayed involved with the Sloan program.

"The people at Sloan provided me with opportunities and I've tried to repay that by staying involved. In the early 1960s it was a small program and if you made it through the first semester of the first year, you became colleagues with the faculty and the other students. Those were and are still invaluable relationships."

Hometown: Roslyn, New York

Education: Bachelor's degree from the University of Massachusetts Eisenberg School of Business; master's degree in health administration from the Sloan Program

Career: Josh Yedvab completed his administrative residency at Englewood Hospital and Medical Center in New Jersey and worked as a management consultant at the Hay Group in New York before joining the North Shore Long Island Jewish Health System in Great Neck, New York. He is currently the associate executive director of ambulatory care.

"The biggest lesson I learned is to take a team approach to management. You should always surround yourself with smart people and foster and promote your top performers. Respect your peers and employees and listen to their ideas because there are a lot of smart people, many of whom are smarter than you."

Hometown: Roslyn, New York

Education: Bachelor's degree from State University of New York, College at Oneonta; master's degree in health administration from the Sloan Program

Career: Lauren Yedvab has worked as an administrator at several hospitals in New York and is currently senior vice president of New York Methodist Hospital.

"My two years at Cornell were like a welcoming into adulthood. It was the first time I was taken seriously and expected to meet high standards consistently."

Throughout his career, Jay mentored dozens of Sloan students including five residents during one summer. And when Josh began thinking about a career, Jay found himself trying to convince his son about the merits of the health profession.

"My early ambition was to enter the field of sports management and marketing and someday become the general manager of a professional sports team," Josh said.

Realizing the difficulty of getting a career jump start in that field, he turned his attention to his family business, hospital administration. "I decided to learn how to manage a different group of professionals," Josh said. That's when his father suggested the Sloan Program.

And it was at orientation where he met his wife, Lauren. The story goes that she didn't have cable service at her apartment yet, so he invited her over to watch TV.

"We were friends from the start—we had a lot in common and we would study together often," Lauren said. They started dating within a few months and married a few years later.

"Without the Sloan Program, there would be no Emma or Ethan," Lauren said. "In addition to that, the program was really a great training ground for a profession I really love."



Emma Sloane and Ethan Yedvab

Hometown:	Paradise Valley, Arizona
Education:	Bachelor of science degree from Holy Cross College; master's degree in business administration from the Sloan Program
Career:	Ballantyne served for nearly 28 years as president and chief executive officer of PMH Health Resources, Inc., a multi-unit health system based in Phoenix. He is currently senior corporate officer of Vanguard Health Systems, Inc. Ballantyne also served as chairman and officer of many national boards including a year as chairman of the American Hospital Association (AHA) and speaker of the AHA House of Delegates.

Reg Ballantyne has witnessed the U.S. health care system from a perspective that few others have experienced—representing hospitals across the country as chairman of the American Hospital Association and a member of the Board of Governors of the Federation of American Hospitals.

"These roles provided a unique opportunity to engage the leaders of our country in discussions as to how health care should and must change to provide greater value to the American people," he said. "It has been an honor and privilege to serve."

Ballantyne first studied the complex relationship among the government, employers, insurers, and hospitals as a student in the Sloan Program.

"I learned a great deal about the power and importance of policy decisions and the impact that policy has on the delivery and financing of health care," he said. "The leaders of the Sloan Program took a philosophical and intellectual approach to the American health care system that is still relevant today."

And he found that relationships built with faculty and fellow students were just as significant as the curriculum.

"I look back on my time at Sloan as a genuinely rewarding period of time—and particularly because of certain members of the faculty and my classmates," he said. "The small classes were great. We grew together and had the opportunity to examine the underpinnings of health care more strongly and robustly than any other program at the time."

Today, Ballantyne is focused on developing the broad strategies and new business opportunities for Vanguard Health Systems, Inc., a national hospital company based in Nashville, Tennessee.

"I appreciate and enjoy the broad organizational aspects of health care," he said. "While a student at Cornell, I never would have guessed how strong a percentage of the American economy would be devoted to health care services and also the immense impact health care would have on the entire economy."

"I am grateful for the opportunity to have been at Cornell and specifically a student of the Sloan Program at a time when this field and this profession were developing."



"The program provided me an exceptionally useful framework with respect to the shape, nature, and fabric of the health care system. Many of the topics reviewed in the curriculum when I was a student still have application today, which is clearly a tribute to the program and its leadership."

Mark Bertolini '84

Hometown:	Avon, Connecticut
Education:	Bachelor's degree from Wayne State University; master's degree in business administration from the Sloan Program
Career:	Bertolini has held numerous leadership positions with health insurance companies and currently serves as president of Aetna, one of the nation's largest health care benefits companies. He is a member of the National Gay and Lesbian Chamber of Commerce Board of Directors and serves on the Advisory Council of the College of Human Ecology.

Mark Bertolini says he happened upon his career by accident.

He was working on the assembly line at the Ford Motor Company factory in Detroit when he decided to finish his undergraduate degree so that he could become a union steward.

Back in college, a friend was taking the GMAT exam and encouraged Bertolini to join him. Bertolini scored exceptionally well—in part because he has a photographic memory—and applied to business school at Cornell.

"I started off studying finance, but I became very interested in health care at Cornell," Bertolini said. "It's such a complex industry with a lot of challenges. I found it intellectually challenging. And I felt there was a need for leaders with strong business acumen."

Since graduating from the Sloan Program, Bertolini has held a number of leadership positions in insurance industry including serving as CEO of SelectCare, Inc., a managed care company in

the Detroit metropolitan area. Today, as the president of Aetna, he still relies on his photographic memory to carry out his job.

"My effectiveness is built on an ability to move large amounts of information through my office," explained Bertolini, who said he can work only if his desk is uncluttered. "I can absorb and respond to information very quickly, and that allows me the time to think about issues with a clear mind."

With the challenges facing the health care industry today—rising costs, the growing ranks of the uninsured, among others—Bertolini says there's a need for more bright minds to develop creative solutions.

"Health care is an important industry, and it requires capable people who have a lot of courage and intellect," he said.

"Programs like Sloan are very important because they populate the industry with bright minds. That's what we need."

"The whole approach to the program—the way it is centered on case studies and current events—really prepares students to go out and tackle the very complex problems our industry faces."



Hometown:	Dallas, Texas
Education:	Bachelor's degree from Wake Forest University; master's degree in health administration from the Sloan Program
Career:	Cody began her career as the assistant administrator at Health Management Associates, Charlotte Regional Medical Center in Punta Gorda, Florida. In 2006, she was promoted to the position of chief operating officer at Dallas Regional Medical Center.

Kyllan Cody values two very different skills she learned in the Sloan Program: how to think strategically about health care operations and—equally important in her eyes—the value of teamwork.

"In most of our classes, we had group projects," she explained. "You had to constantly develop collegial relationships with your classmates, and that's a very important skill to have in the health industry.

"It is extremely difficult to achieve all of your goals by yourself, especially with multiple initiatives you are constantly juggling at one time," she said. "Being able to work effectively with colleagues and communicate with your employees is vitally important. Having the opportunity to work with a great team with similarly aligned goals really makes a difference in the passion I have for my job."

Even as an undergraduate at Wake Forest University, Cody was interested in health care. She had planned on going to medical school until an academic advisor recommended she take an introductory course in health administration.

"I really enjoyed the multifaceted nature of the field," she said. "It allowed me to realize that I could still have a direct impact in health care without direct involvement in patient care. That led me to apply to several programs, including the Sloan Program. I

was drawn to the comprehensive course work the program offered and the opportunity to develop a better understanding of health care accounting and financial management."

During her first year in the program, Cody met alumnus **Jon Vollmer '81**, now an executive vice president of Health Management Associates (HMA), which owns and operates a large group of acute-care hospitals across the country. He hired her for an internship at East Georgia Regional Medical Center.

After graduation, she accepted a position as an assistant administrator with HMA. To date, she's worked at two of their hospitals. "I have had the opportunity to hone my skills through my various roles with HMA and benefited tremendously from the mentors I have gained within the organization," she said.

In five years in the industry, Cody says the biggest surprise has been the pace at which the industry is evolving and the level of strategic thinking required.

"It's so dynamic," she said. "There are so many different solutions to consider. It makes it complicated to determine the best strategy or solution. But that's what makes it worthwhile and fulfilling. I have to think outside of the box and come up with new and creative ideas to conduct business, but I love every minute of it."



"The program has a strong alumni network that gives students access to mentors who offer advice and bring their real-life industry experience to students. It's an invaluable asset."

Bernie Kershner '64

Hometown:	Avon, Connecticut
Education:	Bachelor's degree from Bethany College; master's degree in public administration from the Sloan Program
Career:	Kershner began his career in hospital management and ultimately became a pioneer in the field of ambulatory surgery. He was a founding organizer and the first non-physician member of the Federated Ambulatory Surgery Association, and past president of the Accreditation Association for Ambulatory Health Care, the nationally recognized accreditation organization for all types of ambulatory health care.

Bernie Kershner was first exposed to the health care system as a young boy in Brooklyn, New York, where his father was a prominent surgeon.

Kershner would often accompany his father to the hospital on weekends and on post-op visits to patients' homes. "I had the chance to observe him and listen to patients express gratitude and awe for the care they received," he said. "That made an indelible impression on me as a youngster and clearly was part of the inspiration for my career.

"Hospitals and operating rooms were much less restrictive back then," he said. "My father took me to watch my first abdominal surgical procedure when I was 10 or 11 years old. He was removing a tumor the size of a grapefruit. I will never forget that—it was quite an experience."

Kershner was attracted to the Sloan Program, then part of the Graduate School of Business and Public Administration, because of its broad academic offerings and highly charged classes.

"What I liked about Sloan was its ability to provide an academic framework for almost any career in health care," he said. "And it was a comfortable environment in which to grow, experiment, and find out more about yourself."

For the first decade of his career, Kershner followed a fairly traditional path in hospital management. He rose to the position of CEO of the Albert Einstein College Hospital in New York by age 31. In that position and because of personal and professional curiosity, he had the opportunity to visit the first free-standing out-patient surgery center located in Phoenix, Arizona.

"I came back from the trip inspired by what I had seen," he said. He went on to found several companies—the most recent of which was the ASC Network Corporation—that owned and operated ambulatory surgery centers across the country. Kershner was also instrumental in creating an environment that shed positive light on the emergence of the ASC industry.

Today he serves as chairman of Health Resources International, LLC, a consulting company in Farmington, Connecticut, and chair of the Board of Trustees of the AAAHC Institute for Quality Improvement in Skokie, Illinois.

"There was a spirit of focus and passion at Sloan. 'Passion' is a word I try to live my life by. That had a basis in the experiences I had in Ithaca."



Hometown:	Larchmont, New York
Education:	Bachelor's degree from the State University of New York at Binghamton; master's degree in business administration from the Sloan Program
Career:	In 1983, Perlman accepted an entry-level position at the Greater New York Hospital Association (GNYHA), and over the past 25 years he has held increasingly responsible positions in health policy development and management of the association's for-profit subsidiaries. He currently serves as president of GNYHA Ventures, Inc., a subsidiary of the association that provides business services to more than 300 health care facilities. He also serves as the executive vice president of administration and is the chief financial officer for the Greater New York Hospital Association.

The way **Lee Perlman** sees it, he has one major responsibility at work: resource management.

"Health care is about allocation of scarce resources," he explained. "Your ability to allocate those resources determines how well patients get taken care of. It's a very noble thing to do, very noble."

GNYHA Ventures, Inc. is a health care supply-chain company and for-profit arm of the Greater New York Hospital Association. It's Perlman's job to make sure that his company's clients—more than 300 health care facilities across the nation—get the equipment and supplies they need when they need them, and at a price they can afford.

He was the recipient of the Hudgens Award as a young health care executive of the year from the American College of Healthcare Executives.

Perlman became interested in the health care industry after volunteering at a nursing home in Queens for a summer.

"I spent every day there, and it changed my life," he said. "I got to smell and touch health care. And I understood how every one of those patients had feeling and emotions about their care."

After finishing his undergraduate degree, he applied to the Sloan Program, along with several other business and law schools.

"It came down to that I felt special pursuing a degree in hospital administration," he said. "I felt it was something I could sink my emotions into."

And the faculty and other students in the program share a common goal: helping people.

"The Sloan people were different from others because they weren't in it for the money," he said. "It was a very mission-driven group and people who were really trying to make a difference in the world."



"The most important thing I learned is that you don't need to work as a doctor or nurse to make a difference in patients' lives."

Nancy Schlichting '79

Hometown:	Bloomfield Township, Michigan
Education:	Bachelor's degree in public policy studies from Duke University; master's degree in business administration from the Sloan Program
Career:	Schlichting is the CEO of Henry Ford Health System in Detroit, Michigan's second largest health system. Before she came to Detroit, she held leadership positions in several other health systems across the country, including serving as president of the Eastern Region of Catholic Health Initiatives and CEO of Riverside Methodist Hospitals.

Two experiences in **Nancy Schlichting's** childhood piqued her interest in hospitals. When she was five years old, she was a patient at Akron Children's Hospital, and there was an entire day when she did not get to see her parents. And later, when she was 11, her mother was seriously ill and hospitalized for a month, and Schlichting was never allowed to visit her.

"Both of those experiences were pretty negative, but they illustrate policies hospitals had at the time," she said. "They always troubled me, and I think this is what prompted my interest in the way hospitals work."

Schlichting initially wanted to be a doctor but learned that it wasn't for her after spending some time working in an emergency room as an undergraduate. "I passed out every time I was there!" she said.

That's when she got the idea to work on the administrative side. After finishing her undergraduate degree, Schlichting worked for a year at Duke Hospital and then decided to attend graduate school. She chose the Sloan program, she said, because of its strong grounding in the business aspects of health administration and its broad perspective.

"Roger Battistella [the program's director at the time] always made us feel like we were looking at the big picture," she said.

"It wasn't just about running a hospital—it was about quality and access and everything else that goes along with it. I still keep that in mind today."

Schlichting said the Sloan Program also provided her with invaluable practical experience through an internship at Sloan-Kettering Memorial Hospital in New York.

"It was only my second week on the job, and I was given an opportunity to be the administrator on call," Schlichting said. The duty required making decisions about any problems that arose—from a leaky pipe to legal issues with patients. "That was absolutely the launching point of my career," she said. "It really gave me the confidence to make decisions and be a leader."

Today, she leads a \$3.7 billion nonprofit health system with an awareness of all of the lessons of her past—from her childhood experiences to her education in the Sloan Program.

"The connections I've made through Sloan and the friendships I've formed are extraordinary," she said. "It's really been a gift in my life."

"I was always impressed with how personal the program was.

When I was being recruited, I received phone calls and they made me feel like a real person, not like a number. Over the years, they've been great at reaching out and making me still feel like part of the program."



Hometown:	Washington, D.C.
Education:	Bachelor's degree from The University of Melbourne, Australia; master of public administration from the Sloan Program; PhD in social and preventive medicine from Monash University, Australia
Career:	Southby joined the faculty of the George Washington University in 1979 and became chair of the Department of Health Services Management and Policy in 1982. Southby was one of the founders of the School of Public Health and Health Services. He was appointed dean of the school and Ross Professor of International Health in 2001 and Executive Dean and Distinguished Professor of Global Health in 2003. He now holds the title of Executive Dean and Distinguished Professor of Global Health Emeritus. Southby is a member of numerous professional organizations, including president of the Royal Society of Medicine Foundation and immediate past president of the Asia Pacific Academic Consortium for Public Health.

When **Richard Southby** entered the Sloan Program, he was sure that he wanted to go into hospital administration. "My intention was to go back to Australia and become the administrator of a children's hospital," he said.

Then he met Professor Roger Battistella, who introduced him to the field of health policy. "He was the one that really changed my direction," Southby said. "At that stage, back in the mid-1960s, it was really a growing field and one where I saw an opportunity to make a contribution."

Southby went on to become one of the founders of the School of Public Health and Health Services at the George Washington University. He's had an impact on the field across the globe and is passionate about reforming the U.S. health care system to focus more on public health.

"We spend far too much time debating where the money is coming from and going to and not nearly enough time talking about things individuals need to do to maintain their health," he said. "It's not the only answer, but it's an aspect we're missing out on, and therefore our health status is poorer and our costs are much higher."

Besides shaping his career, the Sloan Program had another important impact on Southby's life. While teaching in the annual

Health Executives Development Program on the Cornell campus in the 1970s, he met his wife, Janet Rexrode, who at that time was completing her PhD in nursing. She continued her career as an Army nurse and retired in 1996 as chief nurse of the Walter Reed Army Medical Center.

"Cornell and Sloan had a very important impact in two aspects of my life, my career and my marriage," he said.

Southby would like to see more health education for everyone from schoolchildren to senior citizens. "It starts from the beginning in the primary and secondary schools," he said. "We also need realistic community education programs."

The health care system also needs a new generation of leaders, he said.

"They need to have the kind of preparation that Sloan has given me and generations of other students. The basic core concepts are still relevant. We need to bring health services management, clinical medicine, and public health together, as partners and not competitors, working closely with communities. This will require health leaders with a clear vision and a strong commitment to making the necessary changes in every aspect of our health care system."

"The Sloan Program introduced me to fields that I had not been aware of before—medical care organization and health policy. The basic concepts I learned then are still relevant today."



SLOAN class *notes*

1950s

Julio Galarce '59 is the consultant to the secretary of health for the Commonwealth of Puerto Rico. He hopes to make it back to the 50th anniversary celebration this May.

We also recently were in contact with **Glenn Wesselmann '59**, **Richard Herrmann '59**, and **J. B. Pickering '59**, all of whom hope to attend the 50th celebration.

1960s

Alan Weinstein '66, a founder of Premier, the large group purchasing association, will speak at the Cornell Entrepreneurship Celebration '09 on April 16–17.

1970s

Fred Powell '70, current Doug Brown Executive in Residence, is co-chairing the Sloan Half-Century Fund Committee and is speaking on the topic "Entrepreneurship in Health and Medicine" at the Cornell Entrepreneurship Celebration '09.

William Longcore '73 is senior manager of SOX Process at Teleflex in Limerick, Pa.

Harry Dorman '74 is president and CEO of Alice Peck Day Memorial Hospital in Lebanon, N.H.

Mr. Allison Laabs '74 recently became an independent religious institutions professor for the Elizabeth Ann Seton Program.

Louis Bertrand '77 is CEO of HHB & Associates Ltd. in Belmont, Trinidad.

Sly (Coolidge) Moore '78 is EVP and COO of Saint Joseph Medical Center in Towson, Md.

Ed Dinan '79 is scheduled to speak at a joint Sloan/Hotel School session on the topic "Entrepreneurship at the Intersection of Hospitality and Health" at the Cornell Entrepreneurship Celebration '09.

John Hunter '79 retired in August 2007 after 10 years as chief executive of the health service in Northern Ireland. Since retirement he has done consultancy assignments and volunteer work and has traveled. He advises students on international health care issues from an Irish perspective. He resides in Belfast, Northern Ireland.

1980s

Janice Kerchner '80 is director and founder of College Blueprint in Irvine, Calif.

Hiroshi Nakano '81 is CEO of South Sound Neurosurgery, PLLC and has served on the board for the International Community Health Services since 1997. He is currently the chair of the Executive Committee and serves on the ad hoc Strategic Planning and Board Development Committees.

Penny Mills '82, a Sloan Alumni Association Board member, is vice president at Avalere Health in the Washington, D.C., area. She is also co-chairing the Sloan Half-Century Fund Committee.

Joan Wynn '82 is director of clinical research at Bergen Regional Medical Center.

David Babbott '83 is the new vice president of the University of Vermont.

Jamie Mooney '83 is vice president and chief information officer of Norwalk Hospital.

Mark Bertolini '84, president of Aetna Inc. and member of the Dean's Advisory Council at the College of Human Ecology, was recently honored at a gala dinner in Washington, D.C., with a Special Achievement Award in Business from the National Italian American Foundation. The award was presented by former New York City mayor Rudolph Giuliani.

Robert Ritz '87 was recently named president and CEO of St. John's Hospital, the largest ministry within the Hospital Sisters Health System. He was formerly the president and CEO of St. Mary's Health System in Waterbury, Conn., and is a Sloan Alumni Association Board member.

Maria Foti '88 is the senior vice president of planning at Catholic Health System in Buffalo, N.Y.

Dianne (De Pasquale) Hagerty '89 is the executive director of Medina Creative Housing in Medina, Ohio.

Karen Hyman '89 is the physician relations manager for Mission Hospitals in Asheville, N.C., and the program chair for the Asheville Jewish Federation Board.

1990s

Daniel Lehman '91 is the director of operations for UNC Hospitals in Chapel Hill, N.C.

Amy Horrocks '88, Sloan '92, a vice president at NYU Medical Center, is also co-chairing the Sloan Half-Century Fund Committee.

Dr. Syed Kalamuddin '92 is CEO of Peninsula Institute for Community Health in Newport News, Va.

Carrie McGee '93 is the acting director of Whole Children, Inc., in Hadley, Mass.

Maria Papola '95, board member and immediate past president of the Sloan Alumni Association, recently became the vice president of facilities management and real estate at Dana-Farber Cancer Institute in Boston, Mass.

Genevieve Gacula '96 is a research associate at Neuberger Berman, Inc., in New York City.

Roger Feinstein '97 is the director of marketing and market research at Partners Healthcare Systems in Charlestown, Mass.

Joseph Murabito '97 is the director of regional operations, New York, for Wingate Healthcare.

David Burchfield '98 is an associate professor of health care finance at the University of Memphis and recently achieved fellow status in the Healthcare Financial Management Association.

Mark Cameron '98 is the director of FTI Consulting in Philadelphia, Pa.

John Rubino '98 is the director of Automatic Data Processing, Inc., in Roseland, N.J.

Adeline Chua '99 is the senior financial analyst at CIGNA Healthcare in Phoenix, Ariz.

Judith Sandweiss '99 works in the human resources department with Qualcomm, Inc., in San Diego, Calif. She also serves on the Board of Directors for Outdoor Outreach in San Diego.

2000s

Jennifer Han '00 is the business manager for Pfizer, Inc., in New York City.

Sarah Pak-Lin '00 works with Deloitte Consulting in Philadelphia, Pa.

Omer Sultan '00 is the senior project director of business development and planning for Northwestern Memorial Hospital in Chicago, Ill.

Pam Tahan '00 is COO for Summit Medical Center in Van Buren, Ark.

Pranav J. Mehta '01 and his wife welcomed a new baby to their family in early January 2009.

Aaron Mitra '01, a Sloan Alumni Association Board member, organized a young careerist panel that included **Anita Wu '06** from Nationwide Better Health, **Justin Bowers '02** from Deutsche Bank, and **Ryan Brown '02** from Johns Hopkins.

Danielle (Peck) Phillipson '02 is clinical performance analyst for Eisenhower Medical Center in Rancho Mirage, Calif.

Adam Jakowenko '03 is the director of PPSDRC in San Diego, Calif.

Dr. Shravan Subramanyam '05 works with Siemens as a consultant but is also building a medical laboratory business in India. He will speak about entrepreneurship in health and medicine at the Cornell Entrepreneurship Celebration '09.

Dewi (Matthies) Burton '06 was recently married. She is senior planning analyst for Sutter Health, Strategy and Business Development Department.

Mariko Adachi '07 is the oncology informatics specialist at the Swedish Cancer Institute in Seattle, Wash.

Katie Bang '08 works in the Diabetes Health Department at Eli Lilly & Co in Syracuse, N.Y.

Jason Barell '08 is the operations analyst at New York Presbyterian Hospital in New York City.

Lindsey (Cooke) Busson '08 was recently married and is an administrator at Carlisle Regional Medical Center.

Craig Cimini '08 recently became manager at CIGNA Corporation in Hartford, Conn.

Lauren Deutsch '08 is a consultant at Deloitte Consulting in Boston, Mass.

1970s

Jeri L. Whitfield '72, Greensboro, N.C., an attorney at Smith Moore Leatherwood, was recently appointed by the North Carolina Bar Association council to a one-year term as vice chair of the board of legal specialization. The board certifies lawyers as specialists in their field to assist in the delivery of legal services to the public.

Annette Zuber '72, Wyoming, N.Y., was named Employee of the Month for November 2008 by the State University of New York's Genesee Community College in Batavia. She is a technical specialist in institution research and assessment.

Mary Vane '73, Wilmington, Del., is now part of a new Koch Industries, Inc., subsidiary, Koch Companies Public Sector, LLC, which provides legal, government, and public affairs services to Georgia-Pacific, INVISTA, Flint Hills Resources, and other Koch companies.

Amy Cohen Banker '75, New York City, was featured in an article in the October issue of *Art and Living Magazine* and also has a page in *Art Forum*, October 2008. Banker also had a series of prints displayed at the Olympics in Beijing this past fall. www.amycohenbanker.com.

Anita Picozzi Moran '75 has joined the Dallas, Texas, office of WHR Architects. Moran, nationally recognized for her work in academic architecture, will strengthen the firm's education, science, and technology practice and broaden the talent base in the growing Dallas office. Moran is an active member of the American Institute of Architects and is the founder and chair of the AIA Dallas Art of Architecture Competition.

David A. Sarachan '76, Carson, Calif., and Bruce S. Arena CALS '73 are teaming up to lead the Los Angeles Galaxy of Major League Soccer (MLS) in California. Arena has been named the new general manager and head coach, while Sarachan will be associate head coach of MLS's flagship program, led by English midfielder David Beckham and American forward Landon Donovan. Sarachan, who begins his third coaching stint alongside Arena, served as head coach of the Cornell men's soccer program from 1989 to 1997, compiling a 64-63-16 mark and leading Cornell to NCAA tournament berths in 1995 and 1996.

Ann Kane Labeau '78, Mountain Lakes, N.J., was appointed as one of two new trustees of the Craig School.

1980s

Mary Ellen P. Mitchell '82, CPA, Holland, N.Y., was named a senior tax manager by Chiampou Travis Besaw and Kershner, an Amherst, N.Y., accounting firm. Mitchell was previously associated with Mark IV Industries.

Karen Ann Little '89, Basking Ridge, N.J., was recently hired as a full-time behavioral health clinician at the Behavioral Health and Cognitive Therapy Center at Summit Medical Group in Berkeley Heights, N.J.

1990s

Mark A. Biernbaum '90, Rochester, N.Y., has joined Monroe Community College as an assistant professor in the Psychology Department. Biernbaum was an assistant professor of child development at Sacramento State University as well as a lecturer of psychology at the University of Washington.

Steven Pflanz '90, Alexandria, Va., was elected to a second term as president of the Academy of Organizational and Occupational Psychiatry in April 2008. In August 2008, he left his position at the Pentagon as the senior psychiatry policy analyst for the Air Force Medical Operations Agency to assume command of the 579th Medical Operations Squadron at Bolling Air Force Base in Washington, D.C.

Kevin Beirne '95, Stratford, Conn., has created a web site (<http://dictionaryfordads.com>) that won the "Teen Today Award."

Rachel G. Balaban '96, New York City, joined the firm Scarola Ellis LLP in October 2008.

Ian Shea '96, San Francisco, Calif., completed the Berkeley-Columbia MBA program and successfully sold ReplayTV to DirecTV. After the sale he began working on his company Maestro Market (www.maestromarket.com), which connects people of talent with customers who can benefit from that talent for events, appearances, and other engagements.

Dr. Deirdre Jill Cohen '97, New York City, and Benny Adler were married September 7, 2008. Cohen is a medical oncologist at New York University Langone Medical Center and an assistant professor at the NYU School of Medicine, both in New York City. Adler is a vice president and a stock trader at Goldman Sachs in New York City.

Wendy Sponaugle Booker '98, St. Louis, Mo., and Timothy Booker were married on August 8, 2008, in Morrison, Colo. She is a brand manager for Precision Foods in St. Louis. He is a store manager for Martin and Bayley in St. Louis.

Rachel Kanzer Freedman '98, Rockville, Md., received her PhD in clinical psychology in 2005 from American University. She is working in private practice in Washington, D.C., and Chevy Chase, Md., specializing in prenatal concerns and postpartum adjustment. She and her husband, Eugene Freedman, ILR '96, have a daughter, Camille, born in January 2008.

Jeanne Mercer-Ballard '98, Zionsville, N.C., and John Ballard, Jr. welcomed daughter Jiada Katerina Ballard on September 16, 2008. Jiada joins big brother, Gianni, 3, at home. Mercer-Ballard is the coordinator and assistant professor of the Interior Design program at Appalachian State University, part of the University of North Carolina system. She recently received the Outstanding Service Award for the College of Fine and Applied Arts at Appalachian State.

Ann M. McGovern '98, Annapolis, Md., who is employed by Purple Cherry Architects, recently passed the LEED accreditation exam.

Alison B. Taylor '98, New York City, and Ryan Scott Enis were married November 16, 2008, in Cedarhurst, N.Y. Taylor is the manager for professional development in the capital markets practice area of the New York law firm Cadwalader, Wickersham & Taft. Enis is a learning specialist at Ramaz High School in New York and is a soccer coach there.

Stacey E. Pauker '99, New York City, was married October 4, 2008, to José Roberto Gavilano. She is a vice president and a legal counsel at Westbrook Partners, a real estate investment firm in New York. Gavilano is an executive director at JPMorgan Chase in New York; he focuses on mergers and acquisitions in the Latin America division.

2000s

Dr. Christine J. Yu '00, DDS '06, and Dr. Jeffrey Lin were married November 8, 2008, in Dix Hills, N.Y. Each received a dental degree from the Columbia University School of Dental and Oral Surgery. Dr. Yu is a staff dentist at both King of Prussia Dental Associates in King of Prussia, Pa., and at Drexel Hill Family Dentistry in Drexel Hill, Pa. Dr. Lin is in his third year of study for a medical degree at Drexel University in Philadelphia.

Amy Eloise LaVallee '02, Baldwinsville, N.Y., and Adam Joseph Cole were married October 4, 2008, in Alexandria Bay, N.Y. LaVallee is a pharmacist for Kinney Drugs and Cole is the president of Trademark Lumber.

Jeffrey Garrett Granillo '04, Chattanooga, Tenn., has become an associate at the law firm of Chambliss, Bahner & Stophel P.C. in Chattanooga. Granillo, who received his law degree from Emory University, concentrates his practice on general commercial and class action litigation. He served as a law clerk to Judge Cindy Morris of the Georgia Superior Court in Dalton.

Eric Wesley Taylor '05, Ithaca, N.Y., was elected one of five new members to the Ithaca Public Education Initiative (IPEI) Board of Directors to serve a three-year term at the 2008 Annual Meeting. Taylor is a trust officer at the Tompkins Trust Company. He returned to Ithaca with his wife, Kara, after spending two years in France playing professional basketball.

Danielle Eileen Yerdon '05, Syracuse, N.Y., was married to Trevor Adam Ehret on September 6, 2008, at Sage Chapel on the Cornell University campus in Ithaca, where the couple met. Yerdon is a fourth-year medical student at SUNY Upstate Medical University. Ehret is working in the telecommunications industry as a mechanical design engineer at PPC, a division of John Mezzalingua Associates, Inc.

Jorge Lee '07, Sausalito, Calif., has started a green maid service in the San Francisco Bay Area, www.MarinHouseCleaning.com.

Alice Koller '33, Shelter Island Heights, N.Y., January 2007
Marion Call Hemmett '34, Lantana, Fla., September 23, 2008
Margaret W. Wilke '34, Munster, Ind., October 2, 2008
Florence M. Lambeth '37, Jacksonville, N.Y., October 30, 2008
Katharine S. Duroe '40, address unknown, June 25, 2008
Marie L. Fuerst '41, Mansfield, Ohio, October 25, 2008
Clara E. Goodman '41, Ithaca, N.Y., January 25, 2009
Ruth Pavka '41, Asheville, N.C., January 22, 2008
Harriet I. Gunning '40, Trumansburg, N.Y., November 1, 2008
Shirley Johnson '43, Delmar, N.Y., May 29, 2008
Alice D. Cronk '44, Vero Beach, Fla., September 10, 2008
Jane Geisinger '44, Harrisburg, Pa., November 24, 2006
Eleanor J. Hummer '45, Ormond Beach, Fla., July 12, 2008
Dr. Gertrude S. Fish '46, Portland, Ore., September 6, 2008
Jean Hough Wierum '47, Pittsford, N.Y., September 15, 2008
Cornelia Goodwin '48, College Park, Md., July 14, 2007
Josephine M. Tobie '48, Willow Street, Pa., April 10, 2008

Mary Ryan MS '51, Lawrence, Kans., December 26, 2007
Rayma Kale Prince '52, Oradell, N.J., July 10, 2008
Jane F. Hobkirk '54, Fountain Valley, Calif., January 4, 2003
Carolyn Stull '54, Villanova, Pa., August 3, 2008
Valerie R. Farnsworth '55, North Falmouth, Mass., October 12, 2008
Flora Lathrop '55, address unknown, February 20, 1988
Trude Nygren PhD '55, East Lansing, Mich., September 10, 2007
Helen Tang MS '55, El Centro, Calif., April 26, 2005
Sara S. Quartararo '58, Saint Helena Island, S.C., October 24, 2008
Susan Sprick '60, Grover Beach, Calif., October 21, 2008
Donna W. Brumbaugh '61, Naples, N.Y., November 5, 2007
Andrena Anderson Whalen MS '61, Yardley, Pa., June 5, 2007
John P. Flanagan MPA '63, Lincoln, R.I., August 10, 2007
Lt. Col. Helen R. Stafford MS '64, Lawton, Okla., July 7, 2008
Mary Myers Cole '72, New York City, November 28, 2008
Barbara Morse, former administrator and advisor, Ithaca, N.Y., September 28, 2008

Professor emerita Sally Blackwell was instrumental in College reorganization

Professor emerita **Sara "Sally" Blackwell**, who played a crucial role in the 1966 reorganization of the College of Human Ecology, died at her home in Ithaca January 4. She was 92.

Blackwell chaired Cornell president James Perkins' College of Home Economics study committee, which authored a report that led to the reorganization of the college and its curriculum, and the name change to the College of Human Ecology. The report—referred to as the Blackwell report—was later used nationwide as a resource for colleges of home economics undergoing the challenges of a changing world.

Blackwell joined the Cornell faculty in 1948 as an assistant professor in the Department of Home Economics Education. She taught courses in research design, analysis, and program evaluation. She served as chair of the Department of Home Economics Education from 1959 to 1969.

Blackwell received her bachelor's and master's degrees from Pennsylvania State University and a PhD in home economics education and child welfare from the University of Minnesota. She was later awarded the University of Minnesota Outstanding Achievement Award for alumni who have attained distinction in their field, the university's highest award.

Cornell librarian Lucille N. Wright worked in MVR library

Lucille (Neumann) Wright of Ithaca, New York, a librarian at Cornell's Martha Van Rensselaer Hall Library who also did agricultural bibliographical work in Cornell's Mann Library, died August 25 at age 93.

Born January 12, 1915, in Buffalo, New York, Wright earned her undergraduate and library degrees at the University of Buffalo and an MA in English from Cornell. Before working at Cornell, she taught English in Eden, New York, and was a librarian at Eden High School, Bennett High School in Buffalo, Ithaca High School, and at the White Plains Public Library.

Human Development lecturer Patricia Ziegler brought nature to students

Patricia Ziegler, a former lecturer in the Department of Human Development and director of Cornell's nursery school, died on February 23 at her home in Ithaca. She was 85.

Ziegler dedicated her career to early childhood education, teaching in the Cornell nursery school as well as more than a dozen other schools across the country. A hallmark of Ziegler's teaching was her effort to bring an appreciation of nature to her students. She contributed several widely used resources to Cornell Cooperative Extension, including a memo about the hospitalization of young children.

Ziegler was the wife of Policy Analysis and Management professor and former Human Ecology dean Jerry Ziegler.

She held a bachelor's degree in zoology from the University of Michigan, a teaching certificate from the University of Northern Illinois, and a master's degree in early childhood education from the Bank Street School of Education in New York City.

MESSAGE

from the SLOAN Half-Century Fund Committee



Fred Powell '70

Dear Fellow Sloan Alumni,

In just a few weeks, many of you will be back on campus for the Sloan Program's 50th Anniversary Celebration at Wagner Weekend—some setting foot on campus for the first time since graduation! We have an

exciting weekend planned, and I look forward to seeing you at events like the barbecue at Six Mile Creek Vineyard, the educational sessions led by Sloan alumni and faculty members, Saturday's luncheon featuring remarks by **Mark Bertolini '84** and **Nancy Schlichting '79**, and, of course, the Wagner Memorial Dinner where a retrospective on Sloan will be given.

The activities on tap for the 50th Celebration Weekend promise wonderful opportunities to reconnect with old friends and classmates and learn where our paths have taken us since our time at Cornell. The weekend also offers us the opportunity to learn first-hand where the Sloan Program is today, where it is heading, and how we, as alumni, can support its growth and development for the next 50+ years.

By now you have heard of the Sloan Half Century Program Fund, a fund created to provide the program with reliable operational support. I am happy to report that we are well on our way toward surpassing our goal of \$50,000 to establish the fund. But in order to fully endow it—at \$100,000—we need your support. If you have not already made your gift to the Sloan Half Century Fund, please join me in helping to secure the future of the Sloan Program by making your gift today.

If you have questions about the weekend or how to make a gift please feel free to contact the Office of Alumni Affairs and Development at head@cornell.edu or at 800-453-7703.

My Best,

A handwritten signature in blue ink that reads "Fred Powell".

Fred Powell Sloan '70

On behalf of the Sloan Half-Century Fund Committee

MESSAGE

from the HEAA president



Terry Kornblum Singer '76
President

As my first year as president of the HEAA Board of Directors nears an end, I am proud to report that our alumni board, in partnership with Dean Alan Mathios, is focused on addressing the challenges that lie ahead and the role that each of us can play

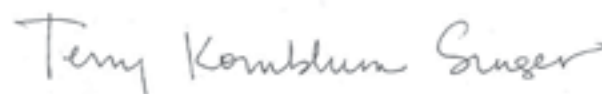
in ensuring that the College of Human Ecology maintains its leadership position both as an academic institution and as a college committed to engaging its alumni. With support and encouragement, and in collaboration with Dean Mathios, the HEAA Board has embarked on the development of a new strategic plan for our association that will lay out a roadmap to guide the association's key activities and programs. We welcome input from our membership; please contact the Alumni Affairs and Development Office with your suggestions.

During the past several months, our Student Affairs Committee has been hard at work, distributing \$8,000 in student grants to 32 well-qualified applicants, as well as hosting the first graduate student cocktail reception in Ithaca. This past February our Alumni Affairs Committee hosted a warm reception for local alumni in Dean Mathios's honor at the Philadelphia home of board member Mary Kahn.

We welcome all of our alumni to attend this year's annual meeting at the Cornell Club in New York City on Thursday, April 23. Professor Sheila Danko, accompanied by her undergraduate DEA research team of Emily Gates, Melanie Gowen, and Emma Nagle, will present findings from her recent study examining the role of design as a tool for leadership in business. This program promises to be an exciting one.

On behalf of the HEAA Board, we thank the entire Alumni Affairs and Development staff for their dedication and commitment to our organization. We would also like to thank Deborah Adelman, our past HEAA president, for her continued support, and a special thank you to Dean Alan Mathios for the inspirational and visionary leadership he has brought to the College of Human Ecology. We look forward to partnering with him to sustain the vibrancy of our college.

Sincerely,

A handwritten signature in blue ink that reads "Terry Kornblum Singer".

Terry Kornblum Singer '76

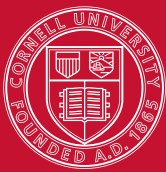
President, Human Ecology Alumni Association

New Human Ecology Building Update

Steel framing being erected, March 17, 2009, on top of new parking garage. Check out the webcam anytime at: www.human.cornell.edu/che/Administration/facilities/hebconstructioncam.cfm.

And check out interior and exterior, animated, 3D architectural renderings at: www.human.cornell.edu/che/communications/multimedia.cfm.





Cornell University College of Human Ecology

Ithaca, New York 14853-4401
Address Service Requested

Nonprofit Org.
U.S. Postage
Paid
Cornell University

LINKages

Alumna Bonnie Whyte '56 recently donated a historical treasure to the Cornell Costume and Textile Collection: a horsehair carriage blanket that once belonged to Ezra Cornell.

Whyte's uncle, Jack Callahan, was a building contractor in Montclair, New Jersey, from the 1930s to the 1950s. He regularly worked for the Cornell family, who were renovating their home. When Callahan retired, the family gave him the blanket as a memento. They said it had once belonged to Ezra Cornell. Callahan passed the blanket down to his son and Bonnie's cousin, Dave Connolly, who used it for many years to keep warm during college football games.

"We would like to see treasures large and small go to their proper home and have agreed that it belongs in the Cornell Costume and Textile Collection in the College of Human Ecology," Whyte said.

Whyte and her husband, Bill, presented the blanket to Eileen Keating, records manager, and Charlotte Jirousek, associate professor of fiber science & apparel design and curator of the textile collection.



left to right: Eileen Keating, Charlotte Jirousek, Bonnie '56 and Bill Whyte