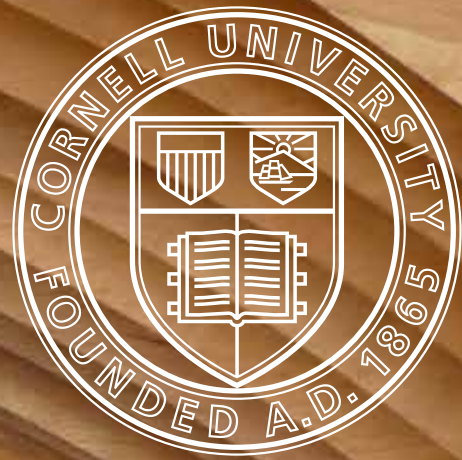


Link



**Using design to enrich our
built environment** *page 10*



message

from the Dean



Dear alumni and friends of Human Ecology,

Later this spring, our College is set to move into the new Human Ecology Building, a state-of-the-art facility to the north of Martha Van Rensselaer (MVR) Hall that promises to expand our work in exciting new ways.

The new building will offer students and faculty the resources and tools to thrive as the possibilities for creative discovery and scientific breakthroughs have grown. Most importantly, the facility's open floor plan and shared meeting spaces are meant to spark cross-disciplinary collaborations—opportunities for students and faculty of different backgrounds to come together and study issues of critical importance to the human condition.

A team of Design and Environmental Analysis (DEA) students has worked for months to plan the unique interiors of the new Commons, a vast space that will connect MVR Hall to the new building and unite our community in ways that reflect the values of Human Ecology.

You can read more about this unique project—one of many examples where our students are actively designing and studying College facilities—in this issue's special feature on DEA. All across the department, students and faculty are applying the tools of design to improve the world around us—from the saffron fields of Iran to schools and nonprofits in our own backyard. They are truly making a difference by design.

With the new building opening soon and extensive renovations underway in MVR Hall, it is an exciting period for the College. These new facilities are sure to play a major role in supporting and advancing the stories you read about in these pages.

As always, I am grateful for your dedication to the College. Thank you for the energy and support that you add to all of our efforts.

Sincerely,

Rebecca Q. and James C. Morgan Dean



Cornell College of Human Ecology:

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

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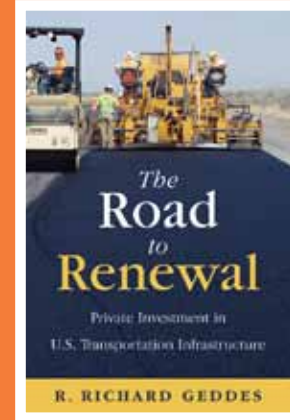
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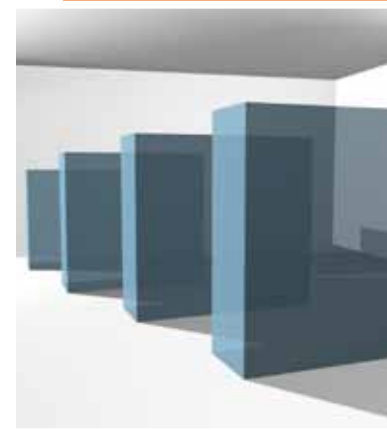
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Ethan Rand page 22

On The Cover: Design and Environmental Analysis professor Jack Elliott (center) and Cornell students at "Driftwood," a summer pavilion created by students at London's renowned Architectural Association School of Architecture. The group toured leading European architecture firms and schools during the 2009 Terra Verde Ecological Design Program. Photo by Pauline Morin.

FSAD group tours textile facilities on 14-day India trip

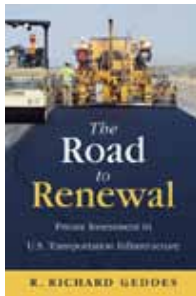


Thirteen students and four faculty members from the Department of Fiber Science & Apparel Design (FSAD) visited the Indian cities of Mumbai, Surat, Coimbatore, and Hyderabad Jan. 4–18, touring textile and apparel production facilities. Among the highlights on FSAD's first-ever sponsored trip overseas, says trip coordinator and associate professor **Charlotte Jirousek**, were visits to a hand embroidery workshop, commercial weaving, dyeing, printing, and knitting operations, a cotton processing and spinning mill, and an ikat dyeing and hand-weaving cooperative.

The FSAD students were part of Cornell's International Agriculture and Rural Development (IARD/CALS) yearly field trip to India and the pre-trip course, IARD 4020: Agriculture in the Developing Nations. "This was a once in a lifetime opportunity, and it is so unreal, all of the amazing adventures we had and places we were able to go," says **Rachel Kuhns '13**.

[link http://2011iard6020.wordpress.com](http://2011iard6020.wordpress.com)

PAM economist calls for private dollars to fix U.S. transportation



America's roads, bridges and highways are failing: In its 2009 report card, the American Society of Civil Engineers gave U.S. transportation infrastructure a "D." In his new book, *The Road to Renewal: Private Investment in U.S.*

Transportation Infrastructure (AEI Press, January 2011), **R. Richard Geddes**, associate professor of policy analysis and management, offers a host of solutions to repair our decaying transportation system and address the political gridlock that delays upgrades. Geddes' key

recommendation is for public-private partnerships that can inject fresh capital and hold government accountable to citizens. Otherwise, he says, government spending for roads will continue to fall short and lead to more crowded and hazardous commutes.

[link http://www.human.cornell.edu/pam/people/RRG_book_page.cfm](http://www.human.cornell.edu/pam/people/RRG_book_page.cfm)

Juniors win study abroad scholarship awards

Jennifer Silverstein '12, a human biology, health, and society major, and **Lynn Zheng '12**, a human development major, received Benjamin A. Gilman Scholarships to study abroad this spring. The scholarships, which are funded by the U.S. Department of Education, are awarded competitively to students with financial need. Silverstein won \$4,000 to support her study at the SIT Study Abroad

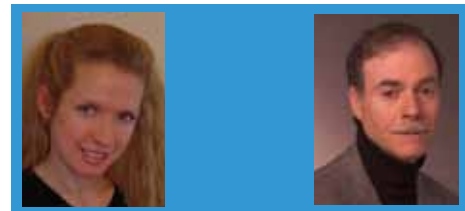
Program on Community Health and Social Policy in South Africa. Zheng earned \$2,000 for her study in Europe with the Institute for the International Education of Students' European Union Program.

DEA graduate student named international 'student of the year'



Ziqi (Zig) Wu, a graduate student with a concentration in facility planning and management, has won the inaugural International Student of the Year Award from the International Facility Management Association (IFMA) Foundation. The award, given at IFMA's World Workplace 2010 Conference and Expo in October 2010, honors Wu's academic achievement, excellence, and enthusiasm for the industry. An international panel of judges from industry and academia selected Wu for the award, which includes an opportunity to publish an IFMA white paper. Along with Wu, DEA majors **Ana Maria Quiros '11** and **Jenna Lipson '11** were among 32 students to earn a \$1,500 scholarship in a separate IFMA Foundation competition.

Choices, not discrimination, limit women scientists' success



It's widely believed in academia that women are underrepresented in science, math, and engineering fields because they face sex discrimination in the interviewing, hiring, and grant and manuscript review processes. In a study published in the *Proceedings of the National Academy of Sciences* (February 2011), **Stephen J. Ceci**, the H.L. Carr Professor of Developmental Psychology, and **Wendy M. Williams**, professor of human development, say

a web of complicated factors are involved.

Rather than discrimination, they argue, differences in resources attributable to career and family-related choices are what limit women in STEM (science, technology, engineering and math) fields. Instead of the "substantial resources" universities spend on gender-sensitivity training and related workshops, Ceci and Williams say, greater attention should be paid to the "biological and social realities" of the sexes.

DNS scientist receives \$100,000 for tumor research



Shu-Bing Qian, assistant professor of nutritional sciences, has earned a two-year, \$100,000 Exploration-Hypothesis Development Award from the Department of Defense to fund his studies on the inherited disease tuberous sclerosis, or tuberous sclerosis complex (TSC). He is seeking to uncover why cells continue to synthesize proteins and grow due to mutated genes, called TSC1 and TSC2, in TS patients. Qian's research may not only lead to new drugs to treat TSC, but also provide clues to larger questions regarding the role of protein synthesis in cancer and other diseases.

Design student wins Microsoft competition



Brie Reid '12, (second from left) an interior design student in the Department of Design and Environmental Analysis, and three partners from the University of Michigan, Ohio State University, and Carnegie Mellon University earned the \$20,000 top prize at the fifth annual Microsoft Firenze Student

Innovation Competition in early February. Known as BXT, short for Business, User Experience, and Technology, the competition, hosted at the company's headquarters in Redmond, Wash., challenges students from engineering, business, and design to collaborate on solving real-world problems faced by Microsoft.

The competition began in November 2010 at Cornell and other campuses, and Reid was one of four students to advance to the finals from Cornell. At Microsoft, the students joined new teams and were given 24 hours to solve a new challenge and present their ideas to company executives. "Winning the competition was amazing," says Reid, whose team presented on technology and the workplace, "but one of the things that really stood out was getting one-on-one feedback from the executives themselves."

Retail expert speaks on emerging business models at Nixon Lecture



Consumer product retailers and wholesalers must rapidly transform their business models or "they will lose," cautioned acclaimed retail consultant and author Robin Lewis at the biennial Nixon Distinguished Speaker Series lecture hosted in October by the College of Human Ecology and the Department of Fiber Science & Apparel Design. With the transfer of power from producers and sellers of goods to consumers, Lewis, author of *The Robin Report*, an influential periodical for executives in the apparel, footwear, accessories, beauty, and home industries, predicted, "in the near future the words retail and wholesale will likely cease to exist." The lecture series is funded by a gift from **Lea** and **John Nixon**, both class of 1953, to bring leading scholars and professionals in the fashion and apparel industry to campus.

Sorkin, faculty probe financial crisis at campus panel discussion



In a visit co-sponsored by the Department of Policy Analysis and Management (PAM), New York Times financial journalist **Andrew Ross Sorkin, Arts '99**, (above, right)

gave students an inside account of the crisis that devastated U.S. and global markets in late 2008. Sorkin, author of the book *Too Big to Fail*, spoke alongside three faculty members—including PAM associate professor **Sharon Tennyson**—about the forces that precipitated the crash, the implications of the Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010, and economic prospects for the future. PAM undergraduates also hosted the best-selling author at a lunch conversation during his Oct. 20 visit.

Senior honored for community service



Ashley Jeanlus '11, a human biology, health, and society major, earned a 2010 Robert S. Smith Award for Community Progress and Innovation for her Discover New York Series, a program to fund educational trips to New York landmarks for low-income and underrepresented youth. The award, named for the late Robert S. Smith, a former Cornell professor, supports partnerships between grassroots community leaders and area college students to jointly plan and carry out innovative community-building projects that strengthen Tompkins County communities. Jeanlus' grant award will support student trips to such sites as the Erie Canal, National Women's Hall of Fame, and National Soaring Museum in connection with school lessons.

Hileman mending from January shooting in Arizona

SUSAN ANNIS HILEMAN '73, known as Suzi, continues to recover from three gunshot wounds she sustained in the Jan. 8 shooting in Tucson, Ariz., that killed six people and wounded 13 others, including **U.S. Rep. Gabrielle Giffords, MRP '97**.

Hileman is a retired social worker with close ties to Cornell as chair and director of the Cornell Alumni Admissions Ambassador Network for the Cornell Club of Southern Arizona and as a past member of the Human Ecology Alumni Association Board. She is married to **Wilson Tressler Hileman, Jr. '72**, a graduate of the College of Arts and Sciences.

Hileman runs a blog, *The Burrow*, where she writes about her recovery and her interests and activities. In February, she met former U.S. Poet Laureate Billy Collins (pictured)—whose poem, *Days*, she's read daily since the shooting—at an event hosted by the Tucson Literary Society. To send well wishes for Hileman and Giffords' continued recovery, visit www.alumni.cornell.edu/arizona.

link <http://ashleighburroughs.blogspot.com>

James recognized for contributions to Cornell Black Alumni Association

The Cornell Black Alumni Association (CBAA) honored **KATRINA JAMES '96**, for her longstanding support of the organization and her outstanding contributions to Cornell at a November 2010 awards gala at the Uptown Grand in Harlem. James, president of the CBAA from 2000–2003, serves on numerous key advisory boards and councils at Cornell, including as vice chair of the Cornell University Council and on the Cornell Mosaic Steering Committee and the Human Ecology Alumni Association Board.



James, left, with Jonelle Bradshaw de Hernandez '96

DEA alumnae collaborate on One Good Chair

Three Design and Environmental Analysis alumnae—**SARAH BLAU '07, MA '09, JESSICA COOPER '07**, and **AMANDA KROSS '07**—

were part of a design team that placed as semi-finalists in the 2010 One Good Chair competition. The contest required entrants to design casual seating that: makes good, through material conservation; feels good, providing physical comfort; and looks good. Blau, Cooper, Kross, and a fourth partner devised brisa, a portable, hollow form chair meant to be woven from rattan, sisal, and other native grasses around the world. In creating their “zero waste” chair, they also provided detailed plans on how the chair would be assembled and shipped in a sustainable manner.

link <http://brisachair.com>



Organizational consultant helps hoarders on TLC show

LESLIE G. JOSEL '85, founder of Order Out of Chaos, a firm that helps individuals and small businesses with their organizing and relocation needs, in March appeared on TLC's hit show *Hoarding: Buried Alive*. In the episode, Josel helps a man manage his hoarding tendencies so that he can sell his home and move closer to his only daughter. Josel also serves as a consultant for A&E's *Hoarders*, providing follow-up care to families appearing on the program.

link www.orderoochaos.com



Alumnus paper details social costs for black students from school success



THOMAS E. FULLER-ROWELL, MA '07, PHD '10, postdoctoral research fellow in the Institute for Social Research at the University of Michigan, published a study on the social costs of academic achievement in the November/December 2010 issue of the journal *Child Development*. Fuller-Rowell found that while school success led to increases in social support for whites, it led to decreases in social support for African Americans. However, the influence of achievement on social support for African Americans was different across schools, suggesting that some school environments may be particularly prone to problematic racial dynamics. Fuller-Rowell, who led the research as a graduate student in human development, says, “Previous recommendations for school personnel to focus on earning and maintaining the trust of minority students may be of particular importance in high-achieving schools where stigmatized groups are a clear minority.”

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link <http://sites.google.com/site/thomasfullerrowell/home>

Alumna book teaches homeowners how to 'right-size'

GALE C. STEVES '64 has published *Right-Sizing Your Home: How to Make Your House Fit Your Lifestyle* (Northwest Arm Press, May 2010), a comprehensive self-help book for home decorators. In the how-to guide, filled with design worksheets, photos, and creative advice, Steves lays out money- and time-savers to make the most out of each room in the house. Steves, formerly editor-in-chief of *Home Magazine*, is the chief creative officer of Open House Productions, a home industries consulting company.

link www.facebook.com/pages/Right-Sizing-Your-Home/102575219782552



Climbing obesity rates hamper military recruitment

At a time when American armed forces are stretched thin overseas, a growing number of potential recruits are too fat to enlist, according to an analysis by Cornell economists. In the past half-century, the number of women of military age who exceed the U.S. Army's enlistment standards for weight-for-height and body fat percentage has more than tripled. For military-age men, the figure has more than doubled. As of 2007–2008, 5.7 million men, or nearly 12 percent, and 16.5 million women, about 35 percent, of military age are ineligible for duty because they are overweight or obese, estimate **John Cawley**, associate professor of policy analysis and management, and economics doctoral student **Catherine Maclean**.

The findings, published in September 2010 by the National Bureau of Economic Research in a working paper titled “Unfit for Service: The Implications of Rising Obesity for U.S. Military Recruitment,” are cause for alarm for the military branches (Army, Navy, Air Force, Marine Corps), which together must attract some 184,000 new service members each year. Fewer able-bodied recruits could also lead the Pentagon to limit its use of troops and rely instead on unmanned aircraft and private armies to carry out missions, the paper notes.

“Almost one in four applicants to the military are rejected for being overweight or obese—it's the most common reason for medical disqualification,” Cawley says. “With an active war in Afghanistan and continuing operations in Iraq, it is well-known that the military is struggling to recruit and retain soldiers. Having a smaller pool of men and women who are fit enough to serve adds to the strain and creates problems for national defense.”

The study follows a similar report last spring by retired generals and admirals, which noted that more than one-fourth of young adults are medically ineligible for service. But Cawley and Maclean chart the climbing obesity rates over a much longer period, using data from the National Health and Nutrition Examination Surveys spanning between 1959 and 2008. Moreover, the Cornell study estimates the number of civilians who meet the body fat requirements of each military branch, which had not been tracked previously.

Military brass have few options to fix the problem, Cawley says. They could relax the height-for-weight and body fat standards, but Cawley warned of additional costs to treat obesity-related conditions and associated absenteeism.



“Military spending on obesity is over \$1 billion annually already,” Cawley says. “It's more than the military spends on treating tobacco- and alcohol-related illness combined.”

Ultimately, Cawley says, the steep decline in military-eligible men and women illustrates the hidden costs of obesity.

“It's another example of the underappreciated public consequences of obesity,” Cawley says. “We tend to think of obesity as a personal, individual health problem. But the fact that U.S. military leaders view it as a threat to national security and military readiness shows its far-reaching impact.”

Design students improve layout of local schools



Design and Environmental Analysis (DEA) students, led by associate professor **Lorraine Maxwell**, have advised leaders at New Roots Charter School, located in the 180-year-old Clinton House in downtown Ithaca, on how to remake the one-time lavish hotel into a community-based high school.

At a more traditional educational setting, Caroline Elementary School, Maxwell's students have shown library staff how to alter the floor plan to prolong the life of the space and lessen interruptions to student use. At both sites, the students have focused on economical, research-based interior design strategies to create optimal educational environments for faculty, students, and staff.

"The research is clear that the quality of a school's physical environment is closely linked to academic performance," says Maxwell, an environmental psychologist who's taught the course, Programming Methods in Design, since 2004. "If students are distracted by noise or crowding, too hot or too cold, or can't see because the lighting is dim, for instance, they're not likely to succeed. Fortunately, many of these issues can be corrected through improved design—in some cases at little or no cost."

At New Roots, after learning about the school's most pressing facilities needs from class observations, interviews with staff, and student surveys, three graduate students prepared a strategic facilities plan to outline the school's long-term space needs in spring 2010.

DEA undergraduate teams followed up last fall with detailed programming documents on how to overhaul the school's layout and use surrounding locations for off-site services.

Among their key suggestions: expand storage space for students, create a student lounge, and reassign teacher and administrative staff offices.

"The Cornell classes have really helped us to think through how to use existing spaces creatively to support our program, eliminating the need for costly construction that would have altered an historic structure," says New Roots founder and principal Tina Nilsen-Hodges. "By repurposing the Clinton House, we have saved resources that might otherwise have been expended on building a new structure, while putting public tax dollars to the dual purpose of providing a relatively low-cost school facility while supporting historic preservation. This is truly sustainable thinking at work."

Maxwell's undergraduates performed similar studies for the library circulation area, office spaces, and computer lab at Caroline Elementary. The school has since implemented a plan to improve the ergonomics of its computer lab and to reorganize the library to reduce clutter and congestion and invite more student participation.

"They did almost exactly what we suggested," says DEA student **Justine Dupal '11**, who toured the revamped space in November 2010. "It's been really rewarding to design something that is giving kids a better learning experience."

Nutritionist helps update recommendations for calcium, vitamin D intake



Professor of nutritional sciences **Patsy Brannon, PhD '79**, recently served on an Institute of Medicine (IOM) panel that issued new recommendations for calcium and vitamin D consumption to ensure the bone health of most Americans and Canadians.

The IOM report will influence food policy on many levels, including U.S. Department of Agriculture standards for school meals, requirements for nutrition information on food packages, and the content of meals ready-to-eat (MREs), rations eaten by soldiers in the field. Most health professionals also take the guidelines into account when advising patients on diet and lifestyle.

Released in November 2010, the report triples the recommended vitamin D intake for most healthy people—between the ages of one to 70—to 600 international units (IUs) per day from 200 IUs set in 1997. It also caps the suggested vitamin D intake for most at 4,000 IUs per day, citing links between elevated vitamin D blood levels and adverse effects, including kidney and tissue damage.

The IOM Committee to Review Dietary Reference Intakes for Vitamin D and Calcium, composed of 14 physicians and nutritionists from the United States and Canada, reviewed more than 1,000 studies and reports and consulted dozens of scientists and stakeholders.

Even with its call for sharp increases in daily intake levels, the panel found that few people in the United States or Canada lack adequate vitamin D, in part because sunlight provides enough of the nutrient to overcome dietary deficiencies.

"Contrary to the highly publicized epidemic of vitamin D deficiency in America and Canada, the average American and Canadian is meeting his or her needs for vitamin D," Brannon says. The IOM panel

http://www.iom.edu/Reports/2010/Dietary-Reference-Intakes-for-Calcium-a...Dietary-Reference-Intakes-for-Calcium-and-Vitamin-D/calciumvid_tg.jpg

Dietary Reference Intakes for Calcium and Vitamin D						
Life Stage Group	Calcium			Vitamin D		
	Estimated Average Requirement (mg/day)	Recommended Dietary Allowance (mg/day)	Upper Level Intake (mg/day)	Estimated Average Requirement (IU/day)	Recommended Dietary Allowance (IU/day)	Upper Level Intake (IU/day)
Infants 0 to 6 months	*	*	1,000	**	**	1,000
Infants 6 to 12 months	*	*	1,500	**	**	1,500
1-3 years old	500	700	2,500	400	600	2,500
4-8 years old	800	1,000	2,500	400	600	3,000
9-13 years old	1,100	1,300	3,000	400	600	4,000
14-18 years old	1,100	1,300	3,000	400	600	4,000
19-30 years old	800	1,000	2,500	400	600	4,000
31-50 years old	800	1,000	2,500	400	600	4,000
51-70 year old males	800	1,000	2,000	400	600	4,000
51-70 year old females	1,000	1,200	2,000	400	600	4,000
>70 years old	1,000	1,200	2,000	400	800	4,000
14-18 years old, pregnant/lactating	1,100	1,300	3,000	400	600	4,000
19-50 years old, pregnant/lactating	800	1,000	2,500	400	600	4,000

*For infants, Adequate Intake is 200 mg/day for 0 to 6 months of age and 260 mg/day for 6 to 12 months of age.
**For infants, Adequate Intake is 400 IU/day for 0 to 6 months of age and 400 IU/day for 6 to 12 months of age.

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defined as sufficient a blood level of 20 nanograms per milliliter as measured by the 25-hydroxy vitamin D test.

The findings also counter recent studies suggesting that insufficient vitamin D levels may be linked to a host of chronic conditions, including cancer, diabetes, autoimmune disorders, and heart and cardiovascular disease.

"The evidence available is inconsistent, with some studies demonstrating this association while others show no association, and still others show evidence of adverse effects with high blood levels of vitamin D," Brannon says. "Thus, it is not possible to conclude whether there is an association of low vitamin D with chronic disease or not."

Brannon noted that people of color and the elderly might be at greatest risk for vitamin D deficiency because their skin produces less of the nutrient when exposed to sunlight. In addition, she says, obese people could have deficiencies because their bodies quickly break down vitamin D and store it in fat cells rather than putting it to use in the body.

"Our recommendations are for healthy people," Brannon added. "People with medical conditions need to consult their health care providers to discuss how their specific conditions and health impact their vitamin D needs and blood values."

link www.iom.edu/Reports/2010/Dietary-Reference-Intakes-for-Calcium-and-Vitamin-D/DRI-Values.aspx

Fashion design senior wins \$25,000 for mobile store idea and clothing line



For his vision of a nomadic fashion apparel truck that would pass through cities selling his gender-neutral clothing line, fiber science and apparel design (FSAD) senior John Sohn won a \$25,000 Geoffrey Beene National Scholarship from the YMA Fashion Scholarship Fund in January 2011.

Sohn's idea, GYP-C (pronounced "gypsy"), emulates the model of food trucks roving the streets of his native Southern California, relying on tweets and Facebook updates to signal their whereabouts to local foodies. Along with the business concept, Sohn created a collection of trendy garments that would appeal to both male and female shoppers. His itinerant store would also offer accessories, electronics, vintage collectibles, and fragrances derived from flowers in the states GYP-C visits.

"The store is the spectacle—that's what makes fashion fun," Sohn says. "It's inspired by gypsy travelers, who would settle in locations for short periods of time and then move on. The goal of this mobile store is to immerse the customer in the brand and to immerse the brand in the customer."

As one of eight finalists for the award, Sohn pitched his plan to a panel of judges composed of fashion industry titans. Unable to bring props to the meeting, he wore pieces from his line. Sohn spoke for 20 minutes, then was grilled on his GYP-C concept.

"The pitch was intense," Sohn says. "We were in a boardroom on the 18th

floor of the Waldorf Astoria. These were CEOs who had probably already heard every presentation out there. Once I got into it, though, all my preparation and hard work paid off."

At a gala in New York City, Sohn and three other students received the \$25,000 top prize—the second win in three years by a Cornell fashion design student. Sohn plans to spend the funds on his senior runway collection and possibly to pursue a summer fashion design internship in Europe.

Equally valuable was the exposure to top designers and business minds, says Sohn, who has previously interned with such labels as Phi, The Row, and Richard Chai.

FSAD associate professor **Van Dyk Lewis**, who mentored Sohn during the competition along with senior lecturer **Anita Racine**, says: "The praise was incredible and positive. The industry's leading decision makers were extremely impressed with John's ideas, the physical work, and the poise of his presentation."

In addition to the Geoffrey Beene scholarship, Sohn's work has appeared on the runway at the 2010 Arts of Fashion international student competition, he earned a Barbara L. Kuhlman Inc. fiber arts scholarship in 2009, and YMA Fashion Scholarship awards in 2009 and 2010.

link www.johnsohn.com

STRONG community ties help shield poor teens from smoking, obesity



Growing up poor increases one's chances of health problems as an adult, but a new study by environmental psychologist Gary W. Evans, Elizabeth Lee Vincent Professor of Human Ecology, shows that being raised in a tight-knit community can help offset this disadvantage of poverty.

Poor adolescents who live in communities with more social cohesiveness are less likely to smoke and be obese, reports the study, published in *Psychological Science* (January 2011).

The findings come from Evans' longitudinal study of 326 rural upstate New York children, recruited when they were about nine years old, and their mothers. About half of the children lived in or near poverty; the rest were from middle-income families. Periodically, Evans and co-author **Rachel Kutcher '08** visited the participants to measure their health and exposure to various risk factors.

At about 17 years old, the teens and their mothers filled out surveys that assessed how connected their communities were and how much social control they felt they had. For example, mothers were asked to say how much they agreed that "one of my neighbors would do something if they saw someone trying to sell drugs to a child or youth in plain sight"; teens were asked whether they had adults whom they could ask for advice. The teens also completed surveys on behavior, including smoking, and had their height and weight measured.

"Youth from low-income backgrounds smoked more than those who grew up in more affluent homes," the study concludes. However, if they lived in connected communities, "the effects of early childhood poverty on adolescent smoking were minimal."

Evans found similar results when assessing the teens' body-mass index, a standard measure of obesity.

"You may be able to loosen those connections between early childhood poverty and negative health outcomes if you live in a community with good social resources," Evans says.

However, community ties only go so far, Evans noted, since adolescents in poor communities, which are fraught with more family turmoil, violence, noise, crowding, and substandard housing than wealthier neighborhoods, are more prone to be obese due to these cumulative risk factors.



Indeed, in another analysis of the same group of 326 New York children, **Nancy Wells**, associate professor of design and environmental analysis, found that poor children gained weight more rapidly during childhood into early adulthood than children from middle-income families. The research team, including Evans, **Anna Beavis '07**, and assistant professor of human development

Anthony Ong, determined that risk exposure accounted for the increased weight gain by the youth in poverty.

"Our research shows that exposure to multiple risks, which are common in low-income environments, plays a critical role in setting children on a life course trajectory for obesity," says Wells of the study published in the *American Journal of Public Health* (January 2011).

The work was funded by the W.T. Grant Foundation and the John D. and Catherine T. MacArthur Foundation Network on Socioeconomics Status and Health.

Reaching out—and within—by DESIGN

On campus and abroad, in the community and in the classroom, Design and Environmental Analysis students are using design to enrich our built environment.

In all three degree options—interior design, human factors and ergonomics, and facility planning and management—they learn to take apart our world and conceive new spaces, systems, and products that sustain the health of our societies, our bodies, and our environment. They carry out this vision in countless settings, from the exotic to the everyday, whether it's giving Iranian laborers more ergonomic tools and techniques or remaking Ithaca-area schools to create better learning environments.

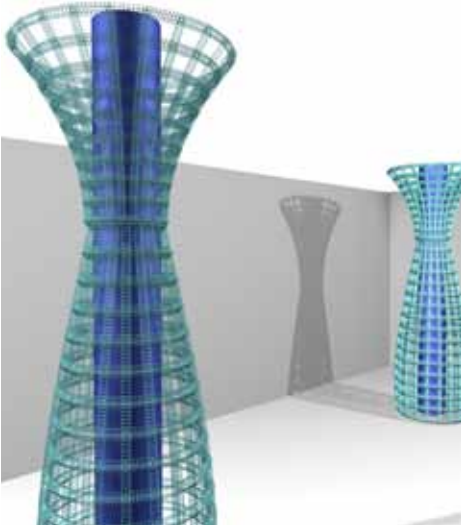
The act of design—deconstructing and reinventing, colliding classic techniques with radical new forms, seeing things as they might be, not as they are—prepares DEA students to become top designers, facility planners, and ergonomists. But it's

also a mode of non-linear thinking germane to careers in medicine, law, science, and business—fields rife with complex problems that must be approached from all angles.

“Our students use design to reach out—beyond traditions, beyond the norm, beyond themselves, and beyond the conventional boundaries,” says department chair **Sheila Danko**. “At the same time, it's a process of reaching inside themselves—to find their inner passions, sense of purpose, and the core idealism and values they will draw on in their lives.”

Here follow some compelling examples of how DEA students, faculty, and alumni are reaching beyond to transform how we live, work, play, learn, and heal.

Intypes



For the first time, interior design students and professionals have an established vocabulary to use in discussing design practices that have been used throughout history and across cultures, thanks to Intypes, a project led by professors **Jan Jennings** and **Kathleen Gibson**. Intypes, begun in 1997 as the Interior Archetypes Research and Teaching Project, documents dozens of design elements and practices used in housing, hotels, museums, resorts, restaurants, offices, and stores in a searchable, online database of images.

About 20 DEA graduate students have contributed findings to the project, often about a specific type of space or design element, and have authored names to build the typology. **Nathan Wasilewski '09, MS '10**, an interior designer at Gensler who worked on Intypes while at Cornell, says the archive's “intuitive terminology” gives designers an “efficient manner in which to speak about design.” He adds: “I have used Intypes when speaking about historic precedent in the hotel industry. It helped me to verbalize why some interiors are particularly successful in their execution, and why others have floundered.”

link <http://intypes.cornell.edu>

Head Start Collaborative Design Studio



The Head Start program in Dryden, N.Y., has new digs, thanks to a collaboration between social science students and design students. Led by professors **Gary Evans** and **Paul Eshelman**, student teams have explored how design can promote cognitive, physical, and social development in children and observed classes and interviewed staff to understand the preschool's specific needs. They used their findings to sketch and build kid-friendly furniture for the facility's entrance, sign-in and transition spaces, and classrooms. The redesign proved to be a big hit with teachers, program sponsors, and—most of all—kids. “I can't really describe the feelings of accomplishment when we brought our final models into the classroom, and the kids went berserk for them and couldn't stop climbing, playing, screaming, and having the time of their lives,” says **Gilad Meron '11**.

YardMap



Associate professor **Nancy Wells** is partnering with scientists in the Cornell Lab of Ornithology on a

citizen science project to create a map-based social network to encourage sustainable behaviors. YardMap, funded by the National Science Foundation, is a web application that lets participants view and record information about their surrounding residential environments online. Users can post details about bird feeding, composting, and other green pursuits and socially network with their neighbors. “This innovative tool will lay a foundation for a wide variety of research efforts examining people's ecological behaviors and their relationship to the environment,” adds Wells.

link www.yardmap.org

Living-Learning Laboratory

When it opens this year, the Commons—an expansive interior space connecting Martha Van Rensselaer Hall and the new Human Ecology Building—will be the heart of the college community, a place for students, faculty, staff, and visitors to gather and connect.

A senior design studio, taught by lecturer **Leah Scolere '03, MA '04**, worked in competitive and collaborative teams to define a vision for the aesthetics and function of the Commons. Throughout the course, they presented their ideas to their clients: **Kay Obendorf MS '74, PhD '76**, senior associate dean for research and graduate education, and **Kristie Mahoney**, director of facilities and operations for Human Ecology.

“From the start, there was so much energy in our student groups knowing that we had a chance to see our designs become the basis for the Commons,” says **Kristin Malyak '10, MS '11**.

The students performed extensive research and produced detailed plans for the Commons' signature elements—asymmetrical ceiling fixtures that will add a sense of scale to the 21-foot high space, a sleek media wall with LCD monitors and graphics designed to create a dialogue among the college community, and a family of functional and attractive chairs, tables, and benches for lounge, transition, and dining areas.



ABC Project

Every year, **Sheila Danko** challenges students to find and photograph the full visual alphabet of letters in the world around them in “The ABC Project—Learning to See.” Arts student Amina Jambo (pictured) signs her photo, part of an exhibit in Cornell's Mann Library.



Iranian Saffron Harvester

In Iran, which produces about 95 percent of the world's saffron, the spice is known as “red gold” for its vibrant color and extraordinary price per ounce. But this resource, extracted by hand from the stamen of the delicate crocus flower, comes at a significant cost to human health. Entire families labor intensely during the month-long late fall saffron harvest, often working on uneven terrain and with few breaks for rest or nourishment.

To reduce their risk of musculoskeletal injuries, students in professor **Alan Hedge's** course Applied Ergonomic Methods devised low-cost, low-tech techniques, trainings, and devices to

share with Nasrin Sadeghi, an Iranian occupational health expert who hopes to test the students' methods during the next harvest.

The student groups had to start fresh, explains **Will Miner '10, MS '11**: “There was almost no research studying the harvesting of the crop, unlike with apples and potatoes. Our group had to do all the original research and not regurgitate it from some journal article.”

One student team used scrap lumber and pruning shears to craft a cut-and-pick tool that would prevent workers from repeatedly bending. Using common items, another team showed how workers could quickly assemble knee and knuckle pads to relieve pressure on their joints. A third group developed a series of stretches for workers to remain limber and prevent injury, along with a schedule of breaks coordinated with respect to Muslim prayer times.

“It was a great opportunity to see how ergonomics is directly applicable to everyday situations,” says **Sarah Levine '11**. “Working with a real-life, international client showed how you can truly make a difference through human factors and ergonomics.”

link http://ergo.human.cornell.edu/Ergo-PROJECTS/DEA4700_2010/saffronproject.html

Singapore Green Hospital

For his graduate thesis, facility planning and management student **Zig Wu** is studying Singapore's Khoo Teck Puat Hospital (KTPH), a \$400 million facility that uses cutting-edge natural ventilation techniques to limit energy costs and keep patients, caregivers, and visitors cool when outside temperatures soar. On a visit to his native Singapore, Wu and professor **Frank Becker** toured KTPH and other more conventional hospitals. Wu, under the direction of Becker, is collecting data to examine how various health care facilities balance demands for thermal comfort and energy performance. His findings will have major implications for U.S. hospitals, which incur more than \$5 billion in energy costs each year.

Living Laboratory for Successful Aging

Assistant professor **David Feathers** is applying his belief in universal design—the idea that all products and environments should be accessible to all people—to a new research partnership with Weill Cornell Medical College geriatricians. Together they've proposed the Living Laboratory for Successful Aging, a center to conduct usability tests on homecare products, furnishings, and technologies for the elderly. Feathers says the lab will “inform better product design and ultimately ensure the health and well-being of older adults.”



Hua International Credentials



Assistant professor **Ying Hua** enjoys strong research alliances with green building

experts across North America, Asia, and Europe—to the great benefit of DEA students. Hua, one of nine international scholars to serve on the China Green Building Council, led a team of five students on a two-week, eco-city design workshop in Northern China, where they examined the many implications of China’s rapidly urbanizing culture. Her ties have also led to student internships with the U.S. Green Building Council and a leading architectural engineering firm in Germany.

Community Building through Community Buildings

To relieve overcrowding at an AIDS clinic in the Haitian settlement of Verón in the eastern Dominican Republic, associate professor **Jack Elliott** has designed a sustainable, geodesic bamboo structure that can withstand earthquakes and hurricanes, sequester carbon, and be built or disassembled in a day’s work. With funding from the Cornell Council for the Arts, Elliott and students plan to create a campus exhibit of this public service project with drawings, models, photographs, structural test specimens, and a full-scale prototype of the clinical building. After the show closes, the building will be dismantled, shipped to the Dominican Republic, and re-erected on site. “Our hope is that these structures become landmarks in the community,” says Elliott. “It’s a great opportunity for students to contribute to a project that can touch many lives.”



Furniture as a Social Art

Margueritte Secola ’07 and Sara Lohmann, a mechanical engineering student, designed furniture to meet the needs of the elderly in professor **Paul Eshelman’s** course Furniture as a Social Art. Above left is Secola’s rocking chair; at right is a reading bench for seniors and their grandkids designed by Lohmann.



The Designing Change Project

Professor and chair **Sheila Danko** and her student researchers are examining how socially-minded entrepreneurs are redesigning business through The Designing Change Project, a collection of interviews with maverick business leaders. The case studies focus on such business leaders as Amy Domini of Domini Social Investments, Seth Goldman of Honest Tea, **Neal Gottlieb ’99** of Three Twins Ice Cream, and **Rob Erlichman ’87** of Sunlight Electric. “Designing change connected me to a world of inspiring entrepreneurs who challenged my assumptions about business and opened my eyes to all that a company can be,” says **Melanie Gowen ’09**, an analyst at Promontory Financial Group. “These firsthand research experiences showed me how design and business intersect to create powerful positive change.”



Red Cross Redesign

Giving blood may soon be getting easier due to design interventions proposed by a group of sophomores charged with overhauling American Red Cross blood donation sites. Led by lecturer **Rhonda Gilmore**, the students visited temporary and permanent donor locations, researched common anxiety triggers, such as needle fears, and generated design solutions to guide donors through each step of the process and encourage new and repeat patrons. They shaped their plans, based on feedback from regional Red Cross staff, and followed up with a presentation to top Red Cross officials from Washington, D.C. The Northeast Red Cross plans to soon pilot the designs in Buffalo, N.Y., with the hope that the changes will be implemented nationwide.

dCity Field Trip

dCity is a one-credit course on a bus—a two-day field study in historic and contemporary interiors, including guided tours of architectural and interior design firms, installations, exhibits, and showrooms in New York City. About 50 DEA students take the annual trip, which ends with a DEA alumni reception.



Home Energy Savings

Our homes may be our castles, but they are also energy hogs—in New York, the residential sector accounts for 27 percent of the state’s total energy usage.

Thanks to extensive consumer outreach programs by professor **Joseph Laquatra** and extension associate **Mark Pierce**, homeowners can apply simple measures to ensure their homes are more energy efficient. They lead the statewide Consumer Education Program for Residential Energy Efficiency (CEPREE), which formed in 2003 in partnership with Cornell Cooperative Extension and the New York State Energy Research and Development Authority. In eight years, CEPREE has reached more than 9 million New Yorkers at state fairs, schools, and public exhibitions—cutting, on average, people’s yearly home energy costs by \$400 and carbon dioxide emissions by 2.5 metric tons.

“It’s exciting to empower such a wide audience with the tools they need to make lasting changes to both their lifestyles and homes,” says **Caitlin Baiada ’10, MS ’11**, who designed educational posters, pamphlets, and websites about home energy efficiency for CEPREE.

DEA doctoral student **Kim Rollings**, who partnered with Baiada on developing many of the CEPREE materials, adds, “Designing evidence-based materials presented a unique, real-world opportunity to bridge the gap between research and action.”

link www.human.cornell.edu/DEA/outreach/consumer-education-program-for-residential-energy-efficiency.cfm



Terra Verde Study Abroad

DEA students are learning about ecological design through Terra Verde, a unique four-week summer study abroad program that immerses them in European locations at the forefront of green building. Under the direction of associate professor **Jack Elliott** and senior lecturer **Pauline Morin**, students have visited England, France, and Germany, and are planning a Scandinavian tour in summer 2011.

At each location, students have a rare opportunity to visit with architectural and design firms that are pushing the boundaries of sustainable design, along with field trips to rooms, factories, buildings, gardens, showrooms, and exhibitions. They also critically evaluate projects and spaces

that are touted as green—finding, in cases, they don’t always live up to their billing.

“Terra Verde was an amazing way for me to be introduced to the European aspect of sustainable design, interior design, and architecture,” says **JiYoon Yoo ’13**, an interior design student who visited London, Paris, and Stuttgart in 2010. “I not only saw the carefully structured, strategic planning that goes into sustainable design, but also learned how easily it can be applied to daily practices and choices.”

link www.sce.cornell.edu/ss/programs.php?v=DEAEUROPE



Theatre Arts Lighting Design

Sophomores in professor **Jan Jennings’** studio created a stunning art installation, “The Museum Effect,” to show the design possibilities of artificial light in a course co-taught by E.D. Intemann, resident lighting director at Cornell’s Schwartz Center for the Performing Arts.

DEA alumni speak out . . .

Abigail Brueggeman '96

Senior Project Manager, Northwestern University Children's Memorial Hospital

"When it came time to pick a college program, Cornell was the only one that had a strong emphasis on understanding the environmental impact design has on people. I work in the health care design field, where the design of a hospital directly impacts a patient's ability to recover and maintain a sense of control while hospitalized, and supports their psychological sense of well-being throughout their stay. My Cornell education has given me tools many of my contemporaries have had to learn on the job, and has made a difference in what I bring to a project."



Jonathan Puleio '01, MS '03

Director of Consulting, Humanscale

"Humanscale designs and manufactures ergonomic work tools that help reduce postural problems associated with prolonged computer use. One of my first projects was to work on the development of an alternative mouse called the switch mouse, which has won nine design awards. Without DEA, I would never have been considered for this type of a role. DEA offers invaluable insight to the complex relationships between human performance, well being, and the built environment."



Anne Oswald '08, MS '09

Strategic Occupancy Planner, Raymond James Financial

"DEA taught me to observe my environment more critically and pay attention to how people interact in different settings. With incredibly engaged faculty, DEA provided numerous opportunities to practice what I learned in the classroom. And thanks to DEA, as a space and occupancy planner today, I ground my recommendations in research and observation and know that good design is principled design."



Samantha Berg '09

Interaction Designer, HP/Palm

"What attracted me to DEA the most was the class descriptions. My whole life I've been interested in product design, and it felt like I could learn so many different facets of product design from the classes DEA offers. My concentration was human factors and ergonomics, which I use now daily on the human interface team at HP/Palm. Our team is extremely user-centered, and I use my knowledge of how people behave and function to lead design teams in creating software that's simple and intuitive. I definitely couldn't have gotten here without everything I learned from DEA."



Doug West '98

Associate, Hellmuth, Obata and Kassabaum

"Since graduating from Cornell, I have focused on corporate interiors, designing highly efficient, tailored work environments. From magazines to law firms to research laboratories, each solution is unique. The common theme is functional, flexible, and beautiful spaces that foster interaction, creativity, and collaboration."

Studying interior design at Cornell gave me the foundation to understand how the spaces we create can affect people on a day-to-day basis.



Working in a team environment with architects, designers, and consultants, I know that what I learned at Cornell gives me a perspective that allows each project to be unique."

Hannah Kim '09, MA '10

Strategic Workplace Consultant, DEG

"Design thinking allows us to push towards innovations that can improve the lives of others, whether it is a child, a person in the workforce, or an elderly individual. I thank DEA for teaching me the power of design and research to make a difference. My professors and classmates challenged me to think critically and creatively while also reminding me to balance school and a great college experience!"



Lynne Beyer Sagalyn '69

Professor, Columbia University

"During the late 1960s, Human Ecology was the place to study at Cornell if you were interested in issues of social welfare, housing, and public policy. I transferred to Cornell as a junior for the purpose of studying housing, and it was a great decision. The high-profile policy debates of that era were woven into the fabric of class discussions in both theoretical and practical ways. The faculty expertise in what was then called the Department of Housing and Design created the strong policy focus."



My years at Cornell were formative. This was the place where I first learned the value of an interdisciplinary approach to research and public policy and that focus has been the mainstay of my professional life. It was a wonderful experience!"

Julie Schaffer '89

Architect/Owner, Salles Schaffer Architecture

"When I think about my coursework in the DEA program, I often consider how the educational perspective taught such a different agenda than other design schools. The grounding or underpinning of the curriculum often held people and their experiences as relevant, important, and meaningful. An approach which is design-based, but through a lens of understanding what other people's needs are, is unique. In my work now, I still incorporate many of the principles I learned



at Cornell. The client takes a meaningful collaboration in all of the projects we do."

Caspi shares in prestigious Jacobs Foundation research prize

Avshalom Caspi, PhD '86,

in the field of human development and family studies, and his wife Terrie Moffitt—both professors of psychology and neuroscience at Duke University as well as professors at King's College London—are the recipients of the second annual Klaus J.



Jacobs Research Prize from the Jacobs Foundation "for their trailblazing discoveries of how specific genes, along with environmental factors, are predictors of how childhood stress will impact individuals in adulthood, including the onset of depression, anti-social behavior, and/or physical disease." The couple accepted the award at the University of Zurich, Dec. 3, 2010.

The award, which carries a prize of 1 million Swiss francs, has been won by Human Ecology alumni in its first two years. In 2009, Temple University professor **Laurence Steinberg, PhD '77**, a national authority on psychological development during adolescence, earned the prize for his research.

Caspi and Moffitt's collaborative work over two decades suggests that a "bad" genotype is not a sentence for a lifelong struggle—good parenting can overcome it. Likewise, a "bad" environment is not a sentence either, because you must also have "bad" genes. And even the combination of "bad" environment and "bad" genes does not condemn children to a future of crime or depression—it merely tips the scales a little in that direction.

These findings could change our understanding of the effects of child abuse, according to the foundation, but could also be translated to intervention and treatment. Eventually, a designer drug might succeed in fostering resilience, according to the researchers.

[link www.moffittcaspi.com](http://www.moffittcaspi.com)

Bradshaw selected for presidential research award

President Barack Obama named **Catherine Bradshaw, PhD '04**, as one of 85 recipients of the Presidential Early Career Award for Scientists and Engineers (PECASE) at a White House ceremony on Dec. 13, 2010. The award is the highest honor given by the federal government on science and engineering professionals in the early stages of their independent research careers.



Bradshaw, a developmental psychologist and youth violence prevention researcher at Johns Hopkins Bloomberg School of Public Health, specializes in the study of bullying and school climate as co-director of the Johns Hopkins Center for Prevention and Early Intervention. Her specific research interests include the development of aggressive and problem behaviors; effects of exposure to violence, peer victimization,

and environmental stress on children; and the design, evaluation, and implementation of evidence-based prevention programs in schools. Bradshaw also works with the Maryland State Department of Education and several school districts to support the development and implementation of programs and policies to prevent bullying and school violence, and to foster safe and supportive learning environments.

PECASE awardees are selected for innovative research and community service through scientific leadership, public education, or community outreach. The winners receive research grants to further their studies in support of critical government missions. The awards, established by President Bill Clinton in 1996, are coordinated by the Office of Science and Technology Policy within the Executive Office of the President.

[link http://faculty.jhsph.edu/default.cfm?faculty_id=1521](http://faculty.jhsph.edu/default.cfm?faculty_id=1521)

DEA alumnae open Boston design studio and furnishings store



Roisin Callanan Giese '06 and **Michelina "Miggy" Mason '06**, both interior design graduates from the Department of Design and Environmental Analysis (DEA), are the founders and creative forces behind Twelve Chairs, an eco-minded home furnishings shop and interior design studio in Boston's Fort Point neighborhood.

They define Twelve Chairs, named for their close group of former DEA studiomates, as a company where "beautiful design and respect for the planet and its people do not have to be mutually exclusive." In following what they call their "People and Planet Principles," Giese and Mason ensure that Twelve Chairs supports small, locally owned manufacturers, sells nontoxic, organic products, conserves energy whenever possible, and uses environmentally safe packaging and shipping materials.

Twelve Chairs' collection, what one blog described as "sustainably chic," is extensive—everything from offbeat furniture and lighting to a selection of classic and current prints and books. They also provide basic interior design consultations and full-service project management for homeowners.

Giese and Mason are already drawing raves for their signature style. Since Twelve Chairs opened in September 2010, they've caught the attention of *Elle Décor*, *New England Home*, *Boston Magazine*, and numerous other publications and blogs.

[link www.twelvechairsboston.com](http://www.twelvechairsboston.com)

A home all their own

When the financial crisis swept across America in 2008, housing prices dropped drastically and record numbers of homes were foreclosed. Queens in New York City had some of the hardest hit communities, where monthly foreclosure rates remain among the highest in the nation.

This bleak scenario troubled Alicia Hughes '95. A Policy Analysis and Management graduate, she has worked in financial services, consulting, and university administration. But seeing her community members lose their homes inspired her to become a real estate expert.

"It was so disheartening to know that my borough had suffered one of the most serious financial crises in the nation," she says. "I was in a position to help, and it was my privilege to do so."

Today, Hughes holds seven international and national real estate designations and certifications, including as a Certified International Property Specialist, which is held by fewer than 2,000 real estate professionals worldwide. She is certified in Asia/Pacific, the Caribbean, the Americas, and Europe.

She works with individuals and families from the United States and across the globe to teach them the financial implications of investing in real estate and to ensure they become successful homeowners. Hughes specializes in helping seniors, first-time buyers of all income levels in New York City, and international clientele from as far as Argentina, Japan, Hong Kong, Vietnam, Haiti, Ghana, France, and Trinidad. She meets many clients through alumni and client referrals, her memberships with the National Association of Realtors, and the directory, Who's Who in International Real Estate, which is distributed worldwide.

"So many people took the leap from renting to home ownership without the education of how to maintain a property—both from a practical and a financial perspective," she says.

"There are dozens of cultural considerations and quality of life dynamics that come into play—a major one being the stability of knowing that you have a place to live from one year to the next and assets to transfer through generations," she says. "I help people navigate this detailed process and find a home that improves their short-run and long-run quality of life."

Hughes reviews with clients their monthly fixed costs and calculates the expenses of home ownership and commercial real estate investment. For residential real estate consulting, she often refers to the book, *The Economic Organization of the Household* by W. Keith Bryant, which she first read in Bryant's class at Cornell.

"Why is owning a home important to you, and do you understand the responsibility of all aspects of home ownership?" That's what I always ask prospective clients during our initial meeting," she says. "Many people who purchased homes prior to the recession did not evaluate the full scope of investing in real estate, including accounting for a healthy financial reserve—a key component to successful home ownership."

Driven to help people

When Hughes graduated from high school, she knew exactly what she wanted out of a college experience.

"I was determined to attend an Ivy League institution, and I wanted to select a diverse university with an international focus," she says. "Cornell offered the most challenging curriculum to achieve my goal of helping people globally improve their lives."

"My family instilled this value in me as a part of being a citizen and a community leader," she explained. "I was immediately drawn to Human Ecology because it teaches students how to improve communities from a multitude of public policy perspectives."

At Cornell, Hughes set to work helping her fellow students. She served as the Human Ecology student government representative, eventually becoming the first woman and first African American to serve as president of the Cornell Student Assembly. She also served on the Ivy League Council, a multischool governing body.

"I viewed student government as an extension of my desire to help people," she says. "There was a need at the time for students to have improved services. I identified ways to enhance student life for undergraduate and graduate students."

After Cornell, she worked in the financial services industry to learn more about global markets, marketing, and management. She moved on to entrepreneurial endeavors as a consultant with the United Nations Development Programme (UNDP) Bureau for Financial and Administrative Services, the controller's and treasury divisions, including pro-bono service in the United Nations Economic and Social Affairs division.

"I thrived at working in an environment where everyone came to UNDP headquarters in New York City from countries around the world," Hughes says. "Learning about my colleagues' home countries helped me realize how intriguing international real estate is. The regulations and traditions regarding property ownership differ significantly between countries in each continent."

On evenings and weekends, Hughes would host new UNDP colleagues on tours of New York City and help them find neighborhoods that reminded them of home. That's when she earned her New York State real estate license.

From UNDP, Hughes went on to earn a master's degree in public administration from Columbia University's School of International and Public Affairs. "My undergraduate degree coursework was comprised of micro- and macro-applied economics and my master's was more specific to advanced management techniques and policy analysis," she says. "The combination prepared me to help people anywhere in the world."

In addition to real estate services, Hughes provides financial and management consulting through the firm, Hughes Consulting, Inc., which her family founded in 2003.



Photo by: Penny Graves

"I was immediately drawn to Human Ecology because it teaches students how to improve communities from a multitude of public policy perspectives."

Alicia Hughes '95 holds the following real estate designations and certifications:

Certified International Property Specialist (CIPS)

National Association of Realtors Graduate Realtor Institute (GRI)

At Home With Diversity Certified (AHWD)

Seniors Real Estate Specialist (SRES)

Short Sales and Foreclosure Resource Certified (SFR)

Transnational Referral Certified (TRC)

Certified Buyer Representative (CBR)

Alicia Hughes email: anh8@cua.columbia.edu

A place to call home

Hughes' favorite part about her current career is helping families.

Case in point: A recent client's relative called her to ask if she could help a family—a father, mother, and son who had lived in a one-bedroom apartment since moving to the United States from Asia decades ago. Although the family had been looking for a home to purchase for several years, they were never able to buy one successfully.

"They are truly dedicated and hard-working parents who wanted to achieve their dream of home ownership," she says. "However, they did not understand the purchase offer, negotiation, legal, and mortgage processes when they looked for a home without exclusive buyer representation. They had a substantial down payment, but they

considered giving up their dream of home ownership after several years of unsuccessful negotiations on their own."

Hughes helped them negotiate purchasing homes for sale in Queens and Long Island. Today, for the first time in his life, the couple's teenage son has his own bedroom and a backyard.

During the closing, she presented the family with a porcelain china set, among other presents. Hughes watched proudly as the couple held up the deed, looking awestruck that they had achieved their American dream.

"They are absolutely thrilled to live in a house that they own," she says. "When you're changing someone's life, it's incredibly touching."

Grand Designs

Evan Goldman '96 is the public face and a driving force behind a \$500 million plan to remake Maryland's Rockville Pike from a traffic-choked, suburban jumble of shopping plazas and burger joints into a walkable, bikeable boulevard through the heart of a sustainable urban village.

It's an unexpected career path, one Goldman admits he didn't envision when he graduated in 1996 with a degree in interior design from the Department of Design and Environmental

Analysis (DEA).

The White Flint Sector Plan, named after a nearby mall and Washington D.C. Metro station, is a victory for smart growth—a drive to get people out of their cars and onto mass transit, to limit sprawl and land consumption, and to conserve residential energy use by building vertically rather than horizontally. Billed by developers as “better living in a smaller footprint,” the proposal was unanimously approved in March 2010 by officials in Montgomery County, laying the ground for decades of future development on 420 acres along Rockville Pike.

Goldman, vice president of development for Federal Realty Investment Trust, which owns and operates mixed-use and grocery-anchored retail centers across the country, led a group of seven private developers known as the White Flint Partnership to elicit public feedback and support and win political approval for their plans.

Goldman pitched the group's ideas at civic meetings, to chambers of commerce and rotary clubs, before city and county officials, and in countless living rooms of community members. He met personally with at least 1,200 residents. And he helped the partnership to tout the project's public benefits on blogs, Twitter, Facebook, and other sites. “My wife and kids didn't see me for about two years,” he jokes.

In the end, the White Flint Sector Plan drew overwhelming community support at public hearings—a rarity in the contentious world of land use. It also attracted backing from the AARP, for its potential to allow residents to age in place, and health care giant Kaiser Permanente, for the health benefits evident in a pedestrian-friendly city. And environmental groups praised its conservation aspects—LEED-certified buildings, plans for responsible storm water management, a multitude of public parks, and ideas for homegrown energy production.

“Usually only the residents who are strongly opposed to development will take time to turn out at a public meeting,” says Goldman. “We had about a dozen people who spoke against it, but there were four-to-five times as many residents lined up in favor. From the very start, we were very transparent with the process and all the public good—less traffic, fewer carbon emissions, a diversified tax base, a neighborhood with everything in reach—that comes with smart growth.”

With approvals secured, Goldman is now overseeing designs for Mid-Pike Plaza, a 24-acre plot near the White Flint Metro station where Federal Realty seeks to add 1,700 residential units and 1.5 million square feet of retail and office space.

The design puzzle

For Goldman, designing interiors has always been like solving a puzzle—understanding the wants and needs of a client, analyzing the physical dimensions of a space and its components, and piecing it all together in a way that synchronizes form and function.

“You're trying to keep all these elements in harmony, and to create spaces that maximize human comfort and performance,” Goldman says. “The



challenge is to figure out the appropriate size and location of things in relation to each other.”

It's an approach Goldman first learned at DEA, especially in what he recalls as “really challenging” upper-level design studios, and through complementary courses in the Hotel School, city planning, architecture, and engineering. After graduation, he worked as an assistant project manager for BBGM Architects & Interiors in New York City, where he got his first taste of development and facilities planning. In 1998, he joined Le Roy Adventures, where, at age 25, he oversaw the interior renovation of The Russian Tea Room, a landmark restaurant in Manhattan's Theater District.

“It was a daunting project, but it was a great thrill to apply my creativity to such a well-known place,” he adds.

After working on The Russian Tea Room, Goldman studied at The Wharton School at the University of Pennsylvania, earning his MBA in real estate and finance in 2002. Goldman credits his University of Pennsylvania education with preparing him to work on property acquisition and development, which he did for Tishman Speyer Properties and then the Holladay Corporation.

It was with the latter that he first worked on a project in the White Flint area, leading the redevelopment of Metropike, a strip mall near the Metro station, from between 2004 and 2007. Before long, he had gained the attention of Federal Realty, joining the firm in 2008 and guiding the White Flint Partnership's outreach campaign.

Over time, the scope of the projects he leads have changed: The Russian Team Room occupies 35,000 square feet; Mid-Pike Plaza plans call for more than 3 million square feet of retail, office, and residential space. Yet Goldman says the lessons he learned in MVR Hall are still relevant.

“Whether the scale is walls and closets and rooms or streets and buildings and urban plazas, it's the same challenge,” he says. “The toolkit you use for interior design applies very well to urban planning. My interior design training is an advantage because I can lay out an urban grid while still being aware of the exact size of a building and what the landscape will be like for a person sitting in the proposed space looking out the window.”

It's also no surprise that Goldman thrived as the White Flint Partnership pitchman, given his experiences presenting his work as a DEA major.

“The major is four years of public critiques of your work,” he says. “You learn to defend your ideas, be receptive to criticism, and modify your designs based on feedback. It teaches you to go out and present to a crowd with confidence.”

Finally, Goldman credits the department for its “nurturing environment.”

“DEA is like a family, a small core group that challenges you but cares deeply about your success. I loved walking into the east wing of MVR and feeling like, ‘This is my home.’”



FASHION

Always in

Elyse Kroll can't remember a day when she didn't adore fashion. "From day one, I've been affected by visual aesthetics—how things look, whether it was how the table was set or the clothes I was wearing," she says. "Fashion is something you feel. You don't have a choice. I have an immediate visceral reaction to the way things look."

Kroll has turned this lifelong passion into a remarkable career. She is founder and president of ENK International, a leading fashion trade show producer credited with redefining the way the fashion industry does business. The company that started as a one-woman show in 1980 now produces 21 shows per year featuring contemporary fashion, menswear, children's clothes, and accessories.

Kroll's original idea was simple: Create smaller, exclusive shows where buyers could find exactly what they were looking for, and nothing else.

"I knew what I wanted the shows to feel like—I wanted something very intimate," she says. "My philosophy from the beginning was, 'Come to our show and I will have done all of the work for you. You will find things here you want to buy.' Although we're much larger now, we still do the exact same thing today. We look at collections and determine by jury if they are right for our audience."

Kroll developed this vision during a time when most fashion trade shows were large, impersonal conventions that included products aimed at a wide variety of buyers.

"What made us special was that we controlled who our exhibitors were, so the retailers would pay attention," she explained. "I wasn't wasting their time. I was bringing them to an event that had the right mix."

The philosophy has paid off. On average, vendors at ENK International events can take in from \$250,000 to more than \$1 million during a three-day show. In addition, the top fashion media attend ENK International shows to find the newest designers and trends.

In 2007, she sold part of ENK International to Forstmann Little, a private equity firm that also owns IMG World, a global sports, fashion and media business.

Beginnings at Cornell

As Kroll grew up engrossed in fashion, she set her sights on attending a design school in New York City. But when she was accepted at Cornell in the early admission process, her parents told her to go.

"They told me, 'This is the opportunity of a lifetime—you don't turn that down,'" she says. "I think it's the only moment in time I remember them saying, you are going to do this. And I'm so glad they did."



"Going to Cornell will always open doors for you. It's a gold standard," Kroll says. "I know I prospered greatly from getting a broader education than design. While my first and second jobs were not about fashion or apparel design, per se, I have always been involved in design on some level—always involved with how things look."

Kroll's career started with an internship at McCall's Pattern Company. From there, she met a woman who was starting a new consumer lifestyle magazine.

"I was a good writer and I got a job as an editor of this magazine," she says. "I used every talent I had—photography, writing, layout."

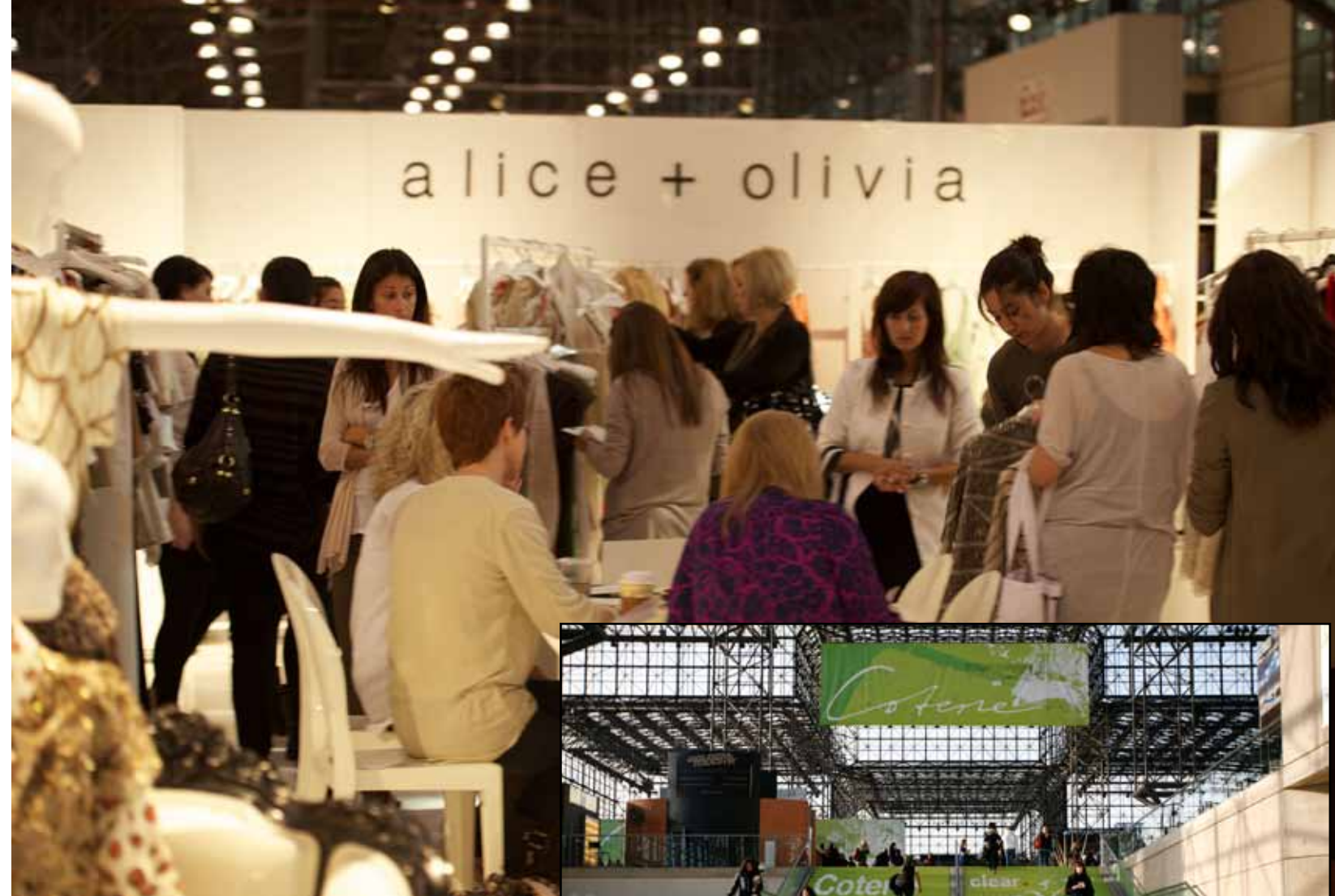
From there, Kroll accepted a new position working at a public relations company. "We only had Italian clients, and our most important client at that time was a little known designer named Giorgio Armani," she says.

Kroll worked there for several years, where she learned firsthand about the business of fashion.

"Several years later, very fortuitously, I went to dinner with a friend, and there was a group of menswear designers who wanted to put on a tradeshow," she says. "They were talking about how they wanted to produce the show, and I had a lot of ideas about that. I kept whispering the answers to my friend, and finally he just told me to speak up. At the end of the dinner, I asked if I could hand in a proposal. I went home on a Thursday to work on it and didn't surface until Sunday."

The group hired Kroll to do all of the public relations for the show. "I worked my tail off and never stopped," she says.

In 1980, she produced the first ENK show at the then-Gotham Hotel on 55th Street and 5th Avenue in New York City. "I was a one-woman business and I learned by doing," she says. "It was a total commitment. I lived and breathed my shows. In fact, my whole family did. It was so important to me that it became important to them."



"Going to Cornell will always open doors for you. It's a gold standard,"



Creating a fashion experience

Over the past three decades, ENK International has grown tenfold as Kroll's shows have become increasingly popular with vendors and buyers. Today, she employs more than 50 people, who produce 21 shows across the globe. This year, they will put on their first event in China.

Kroll is still intimately involved in shaping the shows. "I'm not inputting data or writing press releases, but I'm still very much involved in designing the right environment, designing the marketing materials, and making sure buyers have a good experience."

"My responsibility is to present new designers to retailers, and then get the retailers to show up," she says. "For me, I have to have fantastic exhibitors first, and then everything else comes together. Build it and they will come."

Over the years, she has watched the fashion industry evolve.

"There is clearly more variety in fashion," she says. "And fashion is more accessible to everybody. When I started working, people living in New York

City had greater access to designers. But now anyone can go online and order anything. And top designers create lines for mainstream retailers.

"I walked into Target about a year ago and bought a Proenza Schouler shirt for \$18. And it became one of my favorite shirts ever."

Today, Kroll lives in New York City with her two children: 11-year-old Carson and 7-year-old Cooper.

"It's interesting to see how this interest in fashion and design plays out in my sons," Kroll says. "Carson is all about intellect and technology. In his mind, it's about who you are on the inside. But Cooper cares deeply about fashion. He cares about what he wears to school and what his hair looks like. He simply lives it."



“In design and ergonomics, you learn to think analytically, to solve problems, and to design for a person's physical, psychological, and emotional needs,” Rand says. “In medicine, you use the same thought process to diagnose a condition and treat patients.”

A DOCTOR BY DESIGN

Ethan Rand '05 loves to tell about the time he dismantled his family's toaster. Hobbled by chronic joint pain from juvenile arthritis, Rand had to limit his physical activity and soon developed interests in drawing and science. Before long, he was taking apart broken household appliances, filling notebooks with sketches of their mechanics and parts, and rebuilding them.

One day Rand's mother came home and found the toaster spilled open, its tiny parts spread across the dining room table. Rand sat her down and explained how its fans operated and where the heating components fit in. He showed her his detailed notes and illustrations of how the machine looked at each stage of deconstruction.

Rand's mom was impressed, but also wanted to know when he would be putting the toaster back together.

For as long as he can remember, Rand has been driven by his curiosity for how things work, a discovery process first ignited by “a desire to ‘disassemble’ myself and understand what was occurring within me” as he suffered through juvenile arthritis. He outgrew his condition, but not the thrill of creative inquiry.

It led him to Cornell's Department of Design and Environmental Analysis (DEA), where he studied human factors and ergonomics,

“the perfect combination of my interests in science and medicine and arts and design,” he says. It led him as an undergraduate to begin designs on his ergonomic propulsion system to prevent upper-body pain and injuries in manual wheelchair users. And it led him to Jefferson Medical College, where he's weeks away from earning his medical degree and starting his residency in physical medicine and rehabilitation at New York-Presbyterian Hospital.

Among all those white coats, Rand says he is “probably one of the only with a design background,” but, he adds, “studying in DEA has been an incredible preparation for a career in medicine.”

“In design and ergonomics, you learn to think analytically, to solve problems, and to design for a person's physical, psychological, and emotional needs,” Rand says. “In medicine, you use the same thought processes to diagnose a condition and treat patients. You have to understand the inner workings of the human body, of course, but also treat the whole person based on every dimension of his or her life.”

Rand says one critical lesson he learned from his studies in DEA is to “look at problems in a new light and challenge your assumptions”—another rule of medical inquiry, he notes. It's also the mindset that set him about rethinking the conventional wheelchair.

Building a better wheelchair

Following his freshman year at Cornell, Rand volunteered with Mount Sinai Hospital's Department of Rehabilitation Medicine. He mainly worked on rehabilitating patients with spinal cord injuries, all of them in wheelchairs.

One patient stood out—a man with incredible upper body strength who was nonetheless wracked with wrist and shoulder pain from maneuvering his wheelchair. He feared the soreness would eventually overcome him, destroying the use of his arms and his mobility and independence. The man's assistive device turned out to be causing him great physical and psychic pain.

Rand researched the problem and discovered that more than half of the roughly 2 million manual wheelchair users in the United States report significant wrist, arm, and shoulder pain from damaging repetitive motions. Rand even experienced similar aches himself during his sophomore year when he broke his ankle and used a wheelchair for a month.

Over the course of his sophomore and junior years, Rand designed the prototype for what would become his FreeFlex system. In traditional manual wheelchairs, users rely on small and weak muscle groups in their arms and wrists to grasp the wheels and propel themselves forward and backward. They are frequently forced into awkward and unnatural body positions. Rand's redesigned wheelchair corrects these problems by using a lever arm that extends above the wheels and allows for more natural movements that limit strain on the back, neck, chest, and arms.

FreeFlex also offers advantages over many other forms of wheelchairs that are equipped with small switches that require fine dexterity. “Only about 30 percent of wheelchair users have the ability to hold a

small object like a pencil or pen,” Rand says. “That means there are thousands of people stuck using a product that's not meeting their needs every second of every day. It's the small things that can make a huge difference in design.”

Rand went on to patent FreeFlex after graduation and founded Design in Motion, where he learned on the fly how to run a business and assembled a team of experts to help with product design, engineering, manufacturing, accounting, and marketing. He also did ergonomic research for Design Science Consulting, a firm that creates medical and scientific instruments.

In 2007, Rand entered medical school and stepped away from his role with Design in Motion, which continues to work on FreeFlex and other products.

“I hope to be able to work on similar technologies again in the future,” Rand says. “And it's really cool to be in medical school now and using a pair of surgical staplers that I played a part in designing.”

Restoring health and happiness

At Jefferson Medical College, Rand has moved on from reverse engineering broken appliances and building a better wheelchair to fixing the human body. He's certain, however, that the same curiosity for how things work will drive his career in medicine.

In physical medicine and rehabilitation, Rand can focus on restoring physical abilities and vitality to patients who have been crippled by trauma or disease.

“Treating patients in rehabilitation follows very naturally from my early interests in art and science and my studies at Cornell,” he says. “At its core, human factors and ergonomics is really preventative medicine, a way to design products and systems that can reduce biomechanical and musculoskeletal injuries and fatigue. It's about optimizing quality of life and functionality, just like medicine. I am most thrilled and humbled by the idea that I can have a career where I'm able to understand a person's vulnerabilities and daily struggles and come up with solutions that can let them lead more fulfilling and productive lives.”



SLOAN Update

Joint courses help Sloan students plan for patient-centered facilities

At a time when hospitals are spending billions annually on new construction and facility upgrades, Sloan Program students are learning cutting-edge techniques for evidence-based design that can improve the quality of care in hospitals.

In the course, Planning and Managing the Workplace: The Organizational Ecology of Health Care Environments, led by professor of design and environmental analysis **Frank Becker**, Sloan students discover strategies for collaborative, patient-centered design of health care facilities, and also share their insights into health administration with design students and faculty. It results in an approach that can be applied to create hospitals that offer a safer, more productive environment, one that stimulates patient recovery and makes stays more pleasant.

"In recent years, research shows the importance of proper facility planning and confirms that evidence-based design and hospitality practices can help hospitals create a more positive environment for better healing and to promote patient, family, and staff satisfaction," says **R. Brooke Hollis '78**, (pictured at right) executive director of the Sloan Program. "We are pleased to be blazing new trails in helping to train future leaders in the health care industry by equipping them with the tools needed to plan more patient-centered facilities."

Indeed, the Sloan Program has trained students in facility planning and project management for nearly a decade—making Sloan one of few health administration programs with dedicated courses on these subjects.

Through an introductory course, Fundamentals of Health Facility Planning for Managers/Entrepreneurs, students learn how to estimate construction costs, interpret blueprints and building codes, work with project managers and professionals, undertake space programming, link strategic and facilities planning, and recognize design innovations and trends.

From there, they can study more in-depth research-based perspectives on hospitality, architecture, and design through collaborative offerings with DEA and Cornell's School of Hotel Administration, or through the College of Architecture, Art, and Planning.

"These courses prepare students with skills needed to more effectively participate in building planning and design committees," Hollis says. "It is very valuable training because these are the sorts of roles to which graduates are often assigned as early careerists."



One example of this interdisciplinary approach is Operations and Planning of Senior Living and Related Facilities, a new joint offering by Sloan and the Hotel School. Hotel alumnus John Rijos, co-president of Brookdale Senior Living, Inc., the nation's largest public senior living company, helps to sponsor the course.

With peers from across Cornell, Sloan students in the two-credit course attend a series of day-long seminars led by executives from Brookdale and other senior and assisted living companies, as well as related community and nonprofit organizations. The ultimate goal is to provide students with an understanding of how these communities operate, to expose them to issues in planning and design, and to encourage them to apply hospitality principles in the health care and senior living industries.

Due to the success of this collaboration, a group of 10 senior living companies organized by the National Investment Committee for the Seniors Housing and Care Industry will be recruiting Cornell students from Sloan, the Hotel School, the Johnson Graduate School of Management, and the Real Estate Program for work, internships, and other opportunities.

"We are pleased to be blazing new trails in helping to train future leaders in the health care industry by equipping them with the tools needed to plan more patient-centered facilities."

R. Brooke Hollis, '78

"This is a great example of how a number of management programs at Cornell can work together, sharing resources and helping to find new opportunities for our students and for participating organizations," Hollis says.

Sloan's expertise in these issues will extend beyond the traditional classroom, too. Hollis, Becker, and Sloan faculty member **Nick Fabrizio** are finalizing a new certificate program offered by eCornell titled, Health Care Facilities Design: Strategy & Innovation. Through a series of six online courses, health care executives and clinical and administrative staff will be able to learn strategic planning principles, the basics of facility planning, and evidence-based design to help them develop more patient-centered facilities for their organizations.

link www.ecornell.com/certificate-programs/healthcare-training/healthcare-facilities-design-strategy-and-innovation-certificate/crt/SLNC01

Sloan climbs sharply in latest U.S. News rankings

Among health care management programs, the Sloan Program in Health Administration is ranked 14th in the nation in *U.S. News and World Report's* 2012 edition of "America's Best Graduate Schools," released March 15. Sloan's move into the top 15 is an 11-point rise from the 2008 edition.

Compiled every four years, the *U.S. News* rankings of health programs are the result of peer assessments by program directors and faculty.

"We are very pleased by the improvement in Sloan's ranking and want to thank alumni, students, faculty, and the College of Human Ecology leadership for their help and support in moving the program forward," says program director **William White**.

link <http://grad-schools.usnews.rankingsandreviews.com/best-graduate-schools>

Swartwout, Pryor join as executives-in-residence



Sloan Program students are learning directly from two accomplished health care management practitioners, **Frances Swartwout '80** and **Keith Pryor '80**, who are serving as Doug Brown Executives-In-Residence for the 2010–2011 academic year.



Swartwout, with two decades of experience in health administration, is currently the executive practice administrator for Chester County Eye Care Associates in suburban Philadelphia. Under her leadership, the practice has doubled its revenues, opened three new facilities, added four new doctors, and successfully implemented a system for electronic health records.

She served on the Sloan Alumni Association board from between 1989 and 2002, including as president from 1998–2000. Swartwout was also a member of the President's Council of Cornell Women from between 1994 and 2001.

Pryor oversees a boutique, independent management consulting practice focused on helping health care organizations and their leaders to achieve their goals. He offers leadership trainings, executive coaching, governing board development, and consulting on organizationally complex projects. Pryor also acts as director of leadership advisory services for Health Strategies & Solutions, one of the country's top health care strategy firms.

A past president of the Sloan Alumni Association, Pryor has also previously served on the program's leadership team.

Swartwout and Pryor join **Andrew Dahl '70** and **Richard Luskin '70** as the current executives-in-residence.

link www.human.cornell.edu/pam/sloan/currentstudents/training/doug-brown-executive-in-residence.cfm

Intersession trip focuses on academic medical center management



Sloan Program students and leadership received an in-depth look at numerous facets of hospital administration during an Intersession Symposium Jan. 20–21 hosted by New York-Presbyterian Hospital/Weill Cornell Medical Center (NYP/WCMC) in New York City. The visit was hosted and coordinated by **Bill Greene '77** and **Jeff Bokser '01**, two executives at New York-Presbyterian.

In a series of meetings with NYP/WCMC leadership, students learned about management of an academic medical center, physician practice management, hospital clinical information systems, programs for quality and patient safety, the implications of health care reform, board dynamics, and the importance of patient-centered care. The topics covered hospital operations from a legal, information technology, physician, and administrative perspective.

"I benefitted from the concrete examples our speakers gave about New York Presbyterian's different strategies," says **Liz McClure '11**. "It helped me to truly understand what hospitals in this environment can and must do to remain financially viable and able to continue providing care."

They also participated in networking events with NYP/WCMC leaders and heard about internship opportunities at the hospital. The trip coincided with the Sloan Alumni Association annual meeting in New York City, where students met with Sloan alumni at a reception co-sponsored by Greene and Bokser.



"It was a privilege and the highlight of my trip to witness accomplished Sloan alumni putting into practice the education that I am now receiving," says **Emil Smith '12**. "This experience has made more tangible the professional goals that have motivated me to enter into the field of health care administration. Beyond witnessing the application management concepts, the intersession trip, through meeting alumni and other administrative professionals, has provided me with several potential opportunities to take the next step in beginning my career."

While in New York City, Sloan leaders also met with Caren Heller, associate dean for intercampus and industry initiatives, to explore further opportunities for partnerships.

Among recent efforts to connect Cornell's medical and Ithaca campuses, last spring Sloan and Human Ecology sponsored a panel on the development and commercialization of new biomaterials that included faculty from both locations. In another project between Sloan, the Weill Cornell Department of Neurological Surgery, and the School of Hotel Administration, a team of students created a customer service manual to make hospital visits and operations more hospitable for patients undergoing major invasive procedures.

Health economics researcher Kleiner named to Sloan faculty

Samuel A. Kleiner, a researcher focused on health economics and policy, became the newest faculty member in the Sloan Program in fall 2010.

Kleiner, assistant professor of policy analysis and management, arrives at Cornell from Carnegie Mellon University, where he earned his PhD in 2010 with highest distinction in the field of applied economics and policy analysis and his master's in public policy and management.

A faculty research associate at the National Bureau of Economic Research, Kleiner studies the performance of hospitals and health care providers, including the measurement of firm performance in the health care sector and the effect of labor relations on hospital performance.

Kleiner is currently studying three specific areas: the measurement of market power and efficiency in hospital and physician markets; the effect of organized labor on health care production; and estimation of the marginal returns to health care spending.

Kleiner holds his MA in economics from Brown University and his BA in economics and mathematical methods in the social sciences from Northwestern University.

[link www.human.cornell.edu/bio.cfm?netid=sak272](http://www.human.cornell.edu/bio.cfm?netid=sak272)



In brief Bertolini named to lead Aetna, scheduled to keynote Wagner Memorial Lecture

Aetna, one of the nation's largest health care benefits companies, appointed **Mark Bertolini '84** as chief executive officer in November 2010. Bertolini joined Aetna in 2003 and had been promoted to president and head of business operations prior to taking over as CEO.

"I am proud to be given the opportunity to lead Aetna, a company with extraordinary strengths in brand, values and people," Bertolini says.

Before joining Aetna, Bertolini held leadership positions with Cigna and NYLCare and had been chief executive officer of SelectCare.

This spring, Bertolini is scheduled to deliver the Sloan Wagner Memorial Lecture on campus. The annual Wagner Weekend is planned for May 6-8, 2011.

FAIR Health tabs Nicholson as research director

Associate professor **Sean Nicholson** has been named research director of the FAIR Health Upstate Health Research Network. FAIR Health is a non-profit dedicated to fairness and transparency in out-of-network reimbursement. The Upstate Health Research Network (UHRN) is a group of leading upstate New York academic research institutions, including Cornell University.

The UHRN is assisting FAIR Health in the development of a transparent, unbiased methodology for deriving FAIR Health's benchmark data and a prototype web-based Consumer Cost Lookup tool. The tool will be launched by FAIR Health to help consumers obtain information on out-of-network reimbursement for specific health services.

William White, Sloan program director, is also participating in the UHRN.



Yedvab named vice president of Long Island hospital

In February, **Josh Yedvab '94** was appointed vice president of network development for the South Nassau Communities Hospital on Long Island. In his role, Yedvab manages physician-provider relationships and seeks to develop and implement innovative programs, strategies, and partnerships.

Before joining South Nassau, Yedvab was associate executive director for ambulatory care at the North Shore Long Island Jewish Health System. He completed his administrative residency at Englewood Hospital and Medical Center in New Jersey, and previously worked as a management consultant at the Hay Group in New York.

Yedvab says he hopes to sponsor a Sloan intern at South Nassau.

Alumni-led health/hospital association honored

Spencer Johnson '71 and **David Seaman '80** led the Michigan Health & Hospital Association (MHA) to a No. 5 ranking in *Modern Healthcare* magazine's 2010 "Best Places to Work" feature. The MHA also took second place for the small business category.

MHA has previously earned honors for its excellent workplace environment. In 2009, the Alfred P. Sloan Foundation recognized the hospital with its Business Excellence in Workplace Flexibility Award.

Johnson acts as president of the MHA, alongside Seaman as executive vice president. Both are past Sloan Alumni Association presidents.



Frances E. Young '31, Ithaca, N.Y., January 16, 2011
Janet (Hollowell) Bradley '35, Clovis, Calif., September 22, 2010
Vera A Caulum MS '35, Virginia Beach, Va., October 28, 2010
Elizabeth (Ferguson) Barell '37, Sherborn, Mass., September 23, 2010
Rose (Quackenbush) Frangella '39, Coeymans, N.Y., January 1, 2011
Martha (Atwood) Cheney '40, Mount Dora, Fla., January 1, 2011
Evelyn (Byrd) Jackson MS '40, Kettering, Ohio, July 29, 2010
Jean U. Littledyke '40, San Diego, Calif., July 27, 2010
Elsie (Gabel) Lutz MA '40, Frederick, Penn., January 20, 2011
Marjorie (Carpenter) Block '41, Great Valley, N.Y., January 23, 2011
Elizabeth (Turverey) Cornish '41, Ithaca, N.Y., November 25, 2010
Anne (Hughes) Campbell '42, Syracuse, N.Y., July 27, 2010
Ruth Goodyer Jones '42, Wallingford, Conn., August 9, 2009
Jean (Fenton) Potter '42, Washington, Conn., January 17, 2011
Alice (Popp) Whitaker '42, Bowie, Md., June 16, 2010
Phyllis (Sainburg) Wilson '42, Napa, Calif., July 30, 2010
Sister Mary Englebert (Frances Lucha) '44, Latham, N.Y., August 23, 2010
Marguerite E. Ruckle '44, Dover, Del., February 1, 2010
Sue (Lopez) Moody '45, Berne, N.Y., December 10, 2010
Gladys (Keith) Sandwick '45, Harriman, N.Y., October 2, 2010
Alma L. Cook '46, Syracuse, N.Y., August 31, 2010
Velma J. Laird MS '46, Lockport, N.Y., August 21, 2010
Joyce (Reed) Folsom '46, Ticonderoga, N.Y., November 14, 2010

M. Virginia (Wilson) Baron MS '48, Chapel Hill, N.C., August 31, 2010
Ruth (Fenton) Bascom MS '48, Eugene, Ore., August 25, 2010
Nancy Lain Cox '48, Vero Beach, Fla., August 10, 2010
Gladys (Hagan) Murphy MS '48, Worcester, Mass., November 13, 2010
Carolyn (Warner) Wilson '48, Boothbay Harbor, Maine, November 18, 2010
Margaret (Thompson) Zimmerman '50, Canandaigua, N.Y., November 9, 2010
Lisbeth (Beach) Lamb '51, Fenton, Mich., November 24, 2010
Jane (Overley) Stockton '51, Auburndale, Mass., November 16, 2010
Nina (Weingarten) Lambert MS '55, PhD '59, Ithaca, N.Y., December 10, 2010
Eileen (Hoffman) King '57, Fairport, N.Y., January 19, 2011
Barbara Haglund Schlerf '57, West Islip, N.Y., September 20, 2010
Roberta Harvey Cuddy '59, Bath, N.Y., July 15, 2010
Margaret Stack Turner '61, Orchard Park, N.Y., October 16, 2010
Nancy (Weiss) Stegman '62, Chapel Hill, N.C., December 19, 2010
Judith (Watson) Atkins '63, Silver Springs, Fla., July 27, 2010
Kenneth W. Kleinman '66, Beachwood, Ohio, October 28, 2010
Mary (Barron) Matthews '66, Grand Island, N.Y., September 12, 2010
Bonny (Scanlon) Meyer MA '69, Evanston, Ill., October 28, 2010
Martin J. Waters III '75, Lexington, Va., September 1, 2008
Barbara Sherman Rolleston MS '79, PhD '83, Berea, Ohio, July 21, 2010
Charlene M. Williams '87, Chicago, Ill., November 12, 2010



Henry N. Ricciuti, 93, professor emeritus of human development and an expert on early childhood development who served on the Cornell faculty for 53 years, died March 14 at his home in Ithaca.

Born Dec. 25, 1917, in Waterbury, Conn., Ricciuti earned his BS, MA, and PhD, all in psychology from Fordham University, and served in the U.S. Army from 1943 to 1946. Prior to joining the Cornell faculty in 1958, he served as an assistant professor at the University of Connecticut, a research associate at the Educational Testing Service, and an assistant professor at the University of Colorado Medical School. At Cornell, he specialized in early childhood development, especially the factors associated with cognitive and emotional development of infants and young children.

Ricciuti published numerous articles and research studies, serving as the first steering committee chair of the National Institutes of Health Study of Early Child Care and Youth Development (1989–1991), served twice as department chair (1970–1973, 1982–1986), mentored many graduate students and colleagues, and was asked to participate in or lead numerous university-wide committees. In 2001, he received the Society for Research in Child Development Award for Distinguished Contributions to Public Policy for Children.

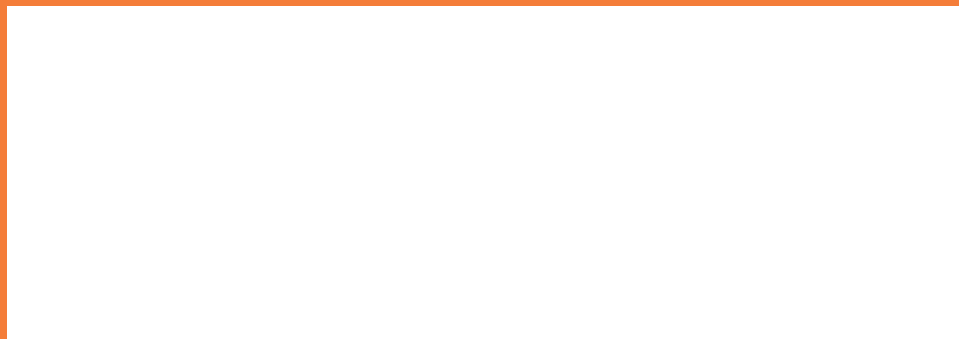
Survivors include his wife of 61 years, Florence Brennan Ricciuti, and four adult children and their families.



Cornell University College of Human Ecology

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LINKages

With the wartime housing boom underway, in 1943 the College of Human Ecology formed a new curriculum focused on housing and design within its Department of Household Art to augment its existing



courses in furniture-making and design, ergonomics, and other domestic concerns. In a photo from the mid-1940s, students are shown building furniture in the campus housing and design laboratory.



In 1985, the Department of Household Art split into the Department of Design and Environmental Analysis, with its current focus on interior and product design, environmental design, and facility design and management, and the Department of Textiles and Apparel (precursor to Fiber Science & Apparel Design). Current DEA students have traded handsaws and hammers for power tools to pursue their evidence-based designs.

HE and SLOAN

class notes

30s

Elizabeth B. Powell '35, a retired dietitian and special education teacher, moved to Valley Manor Apartments, an independent senior living community in Rochester, N.Y., in 2009. She is very involved in activities in and around her new home. As a member of United Methodist Women, she travels throughout New York state on behalf of her church.

60s

Helen Lewis Irlen '67 has published a new book *The Irlen Revolution: A Guide to Changing Your Perception and Your Life* (Square One Publishing), her second book about Irlen Syndrome, a visual processing disorder she discovered in the 1980s. The disorder makes reading extremely difficult and is often misdiagnosed as ADHD or autism because it's not evident on standard reading tests. Irlen's new book covers the history of the disorder, as well as reading and learning disabilities associated with autism, traumatic brain injury, and other medical problems. She also describes her patented set of colored filters, which, when placed over reading materials, help those with Irlen Syndrome to read more easily.

link <http://irlen.com>

70s

Karen Spilka '75, Ashland, Mass., won a fourth term to the Massachusetts State Senate in November 2010. A Democrat, she has represented the state's 2nd Middlesex and Norfolk districts since 2005, and previously served in the Massachusetts House of Representatives from 2001–2004. She is senate chair of the Joint Committee on Economic Development and Emerging Technologies.

link <http://karenspilka.com>

Roy Cohen '77, a career counselor and executive coach, published *The Wall Street Professional's Survival Guide* (Financial Times Press) in July 2010. Cohen has provided advice on career strategies in private and corporate practice for two decades, including 14 years in counseling and outplacement support to Goldman Sachs. He is frequently quoted in the press about executive careers and has appeared on NBC's *Today Show* and other programs.

link www.careercoachny.com

80s

Jay H.S. Coburn '86 was recently appointed as director of community relations and legislative aide for Massachusetts State Senator Dan Wolf (D-Cape & Islands). Coburn has worked as a small business owner and as an AIDS activist and lobbyist in Washington, D.C. A year-round resident of Massachusetts' Outer Cape since 1996, he was previously chef and co-owner of Chester Restaurant in Provincetown with his spouse John Guerra.

90s

Rachelle Emily Bernacki '94 and John Winslow Glenn Schmucker, Cambridge, Mass., married June 5, 2010, at St. Paul's Cathedral in Buffalo, N.Y. The bride is the daughter of Ralph and Celeste Bernacki of East Aurora, N.Y., and the groom is the son of Jean Glenn Schmucker of Concord, N.H., and the late Robert A. Schmucker, Jr. Bernacki, who received her MD from Johns Hopkins and her MA from the University of Chicago, is currently a faculty member at Harvard Medical School and director of quality initiatives in the Department of Palliative Care at Dana Farber Cancer Institute and the Division of Aging at Brigham and Women's Hospital. Her spouse, an independent business consultant, also graduated from Cornell.

Christie Lyman Dowling '94, a family attorney and mediator at Lyman Dowling Law in Birmingham, Ala., has completed training to meet the attorney standards of the International Academy of Collaborative Professionals, qualifying her to offer the option of collaborative divorce to clients. She is also registered as a domestic relations mediator with the Alabama Center for Dispute Resolution.

link www.lymandowlinglaw.com

Amy Cuker '98 has launched Down2Earth Interior Design, a Philadelphia-area design practice that focuses on creating sustainable, low-maintenance, and family-friendly interior environments. Cuker, a LEED-accredited professional who has passed the National Council for Interior Design Qualification Exam, created the business plan while earning her MBA at LaSalle University.

link www.down2earthdesign.com

Peter U. Bergmann, Sloan '98, Buffalo, N.Y., president and CEO of Sisters of Charity Hospital, was named as one of two Men of the Year by its Past Medical Staff Presidents Club. Bergmann was honored for his leadership during the merger of Sisters Hospital and its St. Joseph Campus in Cheektowaga. He'll receive the award during a special ceremony planned for April 2011.

00s

Yasha Butler '01 exhibited her work at the Philadelphia Museum of Art Craft Show Nov. 11–14, 2010, as an emerging artist. Butler owns a ceramic studio in Barcelona, Spain, where she creates porcelain vessels from a combination of throwing and altering, hand-building, and slip-casting.

link www.yashabutler.com

Pranav Mehta, Sloan '01, Des Moines, Iowa, joined Wellmark Blue Cross Blue Shield of Iowa as vice president for health products in September 2010. Mehta oversees strategy, tactics, and programs for Wellmark's health products. He previously worked as director of service operations for Horizon Blue Cross Blue Shield of New Jersey.

Justin Karlitz-Grodin '03, Essex, Vt., joined Central Vermont Primary Care of Berlin in August 2010. Karlitz-Grodin recently completed three years of training in the University of Vermont Family Medicine Residency Program, where he helped to promote healthy living activities for school-aged children. He also worked in a free clinic for migrant farm workers in Vermont and was the sideline physician for the Milton High School football team.

Jesse Rodriguez, Sloan '03, New York City, was named director of development at the Naomi Berrie Diabetes Center at Columbia University Medical Center in October 2010. He previously served as director of development at Stanford University Medical Center.

Rachel Holloway '10 is one of 65 recent college graduates chosen for the Public Health Associate Program, a federal initiative funded by the Centers for Disease Control to pair students with public health agencies and prepare them for the field. In July 2010, Holloway joined West Virginia's Kanawha-Charleston Health Department, where she'll work for two years. Holloway is training in epidemiology and emergency preparedness and is expected to help prepare plans for public health crises and examine cases of disease outbreaks.