

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

link



International Law and Human Rights
Jared Genser, p. 20



message

from the Dean



For many, the spring season harkens a sense of renewal as winter is doffed and the natural world around us comes to life. But here on campus, the spirit of renewal is most strongly felt as summer turns toward autumn.

The new academic year brings us another class of freshmen, as bright, curious, and passionate as those of you who came before them. As I write this note in late September, they are settling in to their routines, making new friends, and perhaps beginning to feel a bit anxious about those first papers and exams. But we are ever so confident in their ability to excel and thrive. The life stories, perspective, and vision they bring are impressive.

The beginning of each academic year also brings new developments in how we deliver on our three integrated missions of academics, research, and outreach. And in the pages of this issue of LINK, you'll find stories about many of them.

You can read about how a group of students from the Sloan Program and the Hotel School are bringing the best practices of the hospitality industry to the neurosurgery floor at NewYork-Presbyterian Hospital as part of a capstone internship project. There is a feature on Cornell's incoming new 3 tesla magnetic resonance imaging (MRI) machine—a joint venture between Human Ecology, Arts and Sciences, Engineering, and Veterinary Medicine. The MRI machine will be housed in the renovated Martha Van Rensselaer Hall and will position Cornell at the forefront of human behavior and neuroscience research.

Our outreach mission is experiencing its own renewal as Karl Pillemer, the Hazel E. Reed Professor in the Department of Human Development and professor of gerontology in medicine at the Weill Cornell Medical College, takes over as associate dean for extension and outreach (see feature, page 14). Our heartfelt gratitude goes to Josephine Swanson, who retired this year after having helped to build our extension and outreach programs to a very high standard of excellence.

Cornell is undergoing its own season of change and renewal. As we all know, the financial circumstances have initiated a comprehensive strategic review of how the university delivers on its core missions, as well as how it transacts the business-end operations that sustain them. I encourage you all to stay engaged and informed by way of the Reimagining Cornell web site: www.cornell.edu/reimagining. The College of Human Ecology is fully engaged in this process, while at the same time we are working diligently to maintain our own strength and momentum to seize opportunities that arise as the university moves forward.

And finally, please be sure to see the photos on page 13 of the new Human Ecology building going up. Construction is on schedule, and we are getting very excited as we see the future of Human Ecology's physical campus take shape before our eyes.

Regards,

Rebecca Q. and James C. Morgan Dean

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Racial discrimination contributes to mental health problems



Anthony Ong

A new study by **Anthony Ong**, assistant professor of human development, found that blacks may, in general, suffer from more mental health problems than members of other ethnic groups. Chronic exposure to discrimination and an accumulation of negative daily events places blacks at greater risk for symptoms of depression, anxiety, and negative moods, Ong found.

The study is one of the first to look at the underlying mechanisms through which racial discrimination affects the mental health of African Americans. It was conducted with Cornell graduate student Thomas Fuller-Rowell and Anthony Burrow, assistant professor of psychology at Loyola University–Chicago. It was published in the June issue of the *Journal of Personality and Social Psychology*.

Whitlock studies if depression spreads in college dorms



Janis Whitlock

Janis Whitlock, a research scientist in the Family Life Development Center, is conducting a study to determine how roommates and social networks affect students' mental health. She is working as part of a team led by Daniel Eisenberg of the University of Michigan to survey a total of 9,500 freshmen at Cornell, the University of Michigan, and the University of North Carolina at Chapel Hill. The study is funded by the William T. Grant Foundation.

Geddes to examine Australia's transportation on Fulbright scholarship



Rick Geddes

Rick Geddes, associate professor in Policy Analysis and Management, received a 2009 Fulbright U.S. Senior Scholarship to examine the lessons from Australia's use of private investment in financing transportation infrastructure, such as roads, bridges, and tunnels. The scholarship, which is administered by the Australian-American Fulbright Commission in Canberra, provides Geddes with research support for six months beginning this past July.

Nutrition professors win national awards

Martha Stipanuk



Kathleen Rasmussen

Martha Stipanuk and **Kathleen Rasmussen**, both professors in the Division of Nutritional Sciences, received awards at the American Society for Nutrition's annual meeting this past May.

Stipanuk received the Osborne and Mendel Award "for outstanding basic research accomplishments in nutrition for research contributions." Her work focuses on the study of amino acid metabolism. Rasmussen received the Dannon Institute Mentorship Award for outstanding mentorship in the development of successful nutritional science investigators.

Faculty join team to examine chronic poverty

Four Human Ecology faculty members are participating in a three-year effort to understand the causes of and solutions to chronic poverty. The project is sponsored by Cornell's Institute for the Social Sciences.



Jordan Matsudaira and **Daniel Lichter** from Policy Analysis and Management, and **Christine Olson** and **David Sahn** from Nutritional Sciences, along with six other Cornell professors, will take part in the interdisciplinary Persistent Poverty and Upward Mobility theme project. The goal is to integrate theory, empirical measurement, causal inference, and policy analysis around poverty, cutting across a variety of regions around the globe.

LINK www.socialsciences.cornell.edu

Interior design student wins national prize



Melanie Gowen '09, a former interior design student, has won the top award in the M2L Genuine Design Scholarship competition for her essay "To Make a Difference by Design."

In the essay, Gowen constructed a hypothetical dialogue between client and designer about issues of design ethics, integrity, and intellectual property. She received her first-place, \$3,500 award at the opening ceremony of the NY Eleven Design Exhibit in New York City on April 13.

LINK www.genuinedesign.com/news.html

Evans publishes ground-breaking study on children in poverty



Gary Evans

Gary Evans, the Elizabeth Lee Vincent Professor of Human Ecology in the Departments of Design and Environmental Analysis and of Human Development, published a new study that found chronic stress from growing up in poverty can physiologically impact children's brains. Evans found the stress impairs children's working memory and diminishes their ability to develop language, reading, and problem-solving skills.

The study is one of the first to look at cognitive responses to physiological stress in children who live in poverty. It was published in the March 30 *Proceedings of the National Academy of Sciences*.

Qian earns award for molecular nutrition research



Shu-Bing Qian

Assistant professor **Shu-Bing Qian** in the Division of Nutritional Sciences has received the Ellison Medical Foundation's New Scholar Award for his work on how diet impacts the aging process at the molecular level. The research in Qian's lab looks into the relationship between a cell's ability to sense the existence of nutrients and its ability to regulate the protein products.

Nicholson and Chu recognized with Chancellor's Award

Sean Nicholson, associate professor in Policy Analysis and Management, and **C. C. Chu**, the Rebecca Q. Morgan '60 Professor of Fiber Science and Apparel Design, earned a Chancellor's Award for Faculty Excellence from the State University of New York (SUNY) system.

Nicholson researches four areas: the value of new medical technologies; how physicians develop their treatment styles; the financial benefits to an employer who invests in workers' health; and the causes of autism.

Sean Nicholson



C. C. Chu

Chu, a fiber scientist, is working on projects to develop artificial skin, produce artificial heart valves, and craft a blood vessel graft. This is the first time that a Human Ecology faculty member has been recognized with this award.

Cornell Design League celebrates 25 years of style

More than 3,000 people attended the Cornell Design League's 25th-anniversary gala "Once Upon a Runway" on April 4 in Barton Hall. The show featured more than 60 student designers and 200 original ensembles on 170 live student models. It highlighted young designers' early experimentations in apparel processes as well as senior fashion design majors, who have perfected their techniques and unique personal styles.



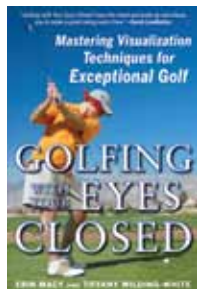
The Feedback-Pendleton line, created by an apparel design team in FSAD, partnering with Pendleton Woolen Mills, made its debut at the fashion show.



Nikki Reed HOTEL '09 models a dress from the senior Circus Line, a team project of Morgan Curtis, Marni Kleinfeld-Hayes, and Jennifer Tokuda, all FSAD '09.

BOOKS

by alumni and faculty



TIFFANY WILDING-WHITE '00

Golfing with Your Eyes Closed

Published by McGraw-Hill, the book engages readers with mental exercises, key points to remember, and a series of tips for coaches—all geared toward incorporating visualization into their game. One highlight is the section on situation-specific imagery, which walks golfers through many of the challenges they might encounter during a typical day on the links, such as closing out a tournament, recovering from a poor shot, and playing from the rough.

Wilding-White majored in Human Development and is a sport psychology consultant in Massachusetts.

LINK <http://golfingwithyoureyesclosed.mhprofessional.com/apps/ab>

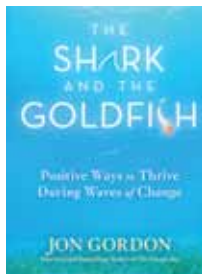
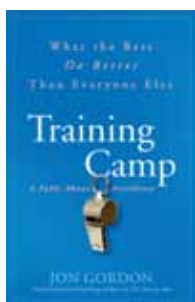
JON GORDON '93

Training Camp: What the Best Do Better Than Everyone Else

Gordon tells the inspirational story of Martin, an un-drafted rookie trying to make it in the NFL. He spent his entire life proving to the critics that a small guy with a big heart can succeed against all odds. After spraining his ankle in the pre-season, Martin thinks his dream is lost when he happens to meet a very special coach who shares 11 life-changing lessons that keep his dream alive—and might even make him the best of the best. *Training Camp* offers an inspirational story and real-world wisdom on what it takes to reach true excellence and how you and your team can achieve it.

The Shark and the Goldfish: Positive Ways to Thrive During Waves of Change

Gordon shares an inspiring fable about a goldfish who has always been fed, a nice shark who teaches him to find food, and a wave of change that brings them together. In the



process of finding food the Shark teaches the Goldfish the ultimate lesson—that the difference between a full belly and an empty stomach depends solely on your faith, beliefs, and actions.

Gordon is a speaker, consultant, and author of the international best sellers The Energy Bus and The No Complaining Rule.

LINK www.jongordon.com

TODD KASHDAN '96

CURIOS? Discover the Missing Ingredient to a Fulfilling Life

Groundbreaking research by clinical psychologist Todd Kashdan shows that curiosity is the engine behind achieving a life that is most worth living. His book *CURIOS?* offers the message that the greatest opportunities for joy and personal growth happen not when we're searching for happiness, certainty, and safety. Instead, when we are open to new experiences and when we relish the unknown, positive events linger longer and we extract more pleasure and meaning from them. *CURIOS?* shows us how to begin cultivating curiosity on our own and how to develop a concrete plan for building meaningful relationships, improving health, enhancing well-being, and identifying strengths and making the most out of them.

Kashdan is associate professor in the Department of Psychology at George Mason University.

LINK <http://toddkashdan.com>

AMY RIOLO '95

Nile Style: Egyptian Cuisine and Culture

Nile Style is the first cookbook devoted to the comprehensive, multiethnic, and multi-religious history of the Egyptian table. Arranged in a unique menu format, each menu highlights a celebratory feast or meal, such as the Ancient Nile Festival, Ramadan



Breakfast, or Passover and includes a historical and anecdotal introduction along with the recipes. *Nile Style* explores the predominant Islamic, Jewish, and Christian culinary traditions but also features recipes from the lesser-known Bedouin and Nubian communities in Egypt.

Amy Riolo is a culinary expert specializing in Middle Eastern and Mediterranean culture and cuisine.

LINK www.amyriolo.com

LORI ROTHMAN '78

Just-About-Right (JAR) Scales: Design, Usage, Benefits, and Risks

This new manual is a comprehensive guide on the use of Just-About-Right (JAR) scales in consumer testing, including their application, construction, analysis, and interpretation. It also identifies the risks associated with the use of JAR scales and ways to reduce those risks. JAR scales measure levels of a product's attributes relative to a respondent's theoretical ideal level.

Rothman is a food scientist with Kraft Foods.

LINK www.astm.org/BOOKSTORE/PUBS/1571.htm

PATRICIA IAFRATE NEWMAN '81

Nugget on the Flight Deck

In Newman's latest book, children climb aboard the bird with Lt. "Gutts" Guttman and his pal, Nugget, as they catapult off an aircraft carrier they call Mother. *Nugget on the Flight Deck* soars with real military jargon and facts about life aboard an aircraft carrier, and is sure to make young readers—and future aviators—feel and talk like fighter pilots.

Newman is a children's author and mother of two in Poughkeepsie, New York.

LINK www.patriciamnewman.com

MRI Machine Will Help Department, University

Human Development professor Valerie Reyna is one of the leading national experts on memory, reasoning, and decision-making.

For more than two decades, she's studied the physical mechanisms that drive how people think and act.

Soon, Reyna will have access to a powerful new piece of brain imaging equipment that will help her and other researchers across the university delve deeper into human behavior and neuroscience, among other fields.

As part of the Martha Van Rensselaer Hall renovations, Cornell will purchase and install a 3 tesla magnetic resonance imaging (MRI) machine. The project—a joint venture between Human Ecology and the Colleges of Arts and Sciences, Engineering, and Veterinary Medicine—is funded by a \$2 million federal grant.

"This puts us at the forefront of new work in neuroscience,"

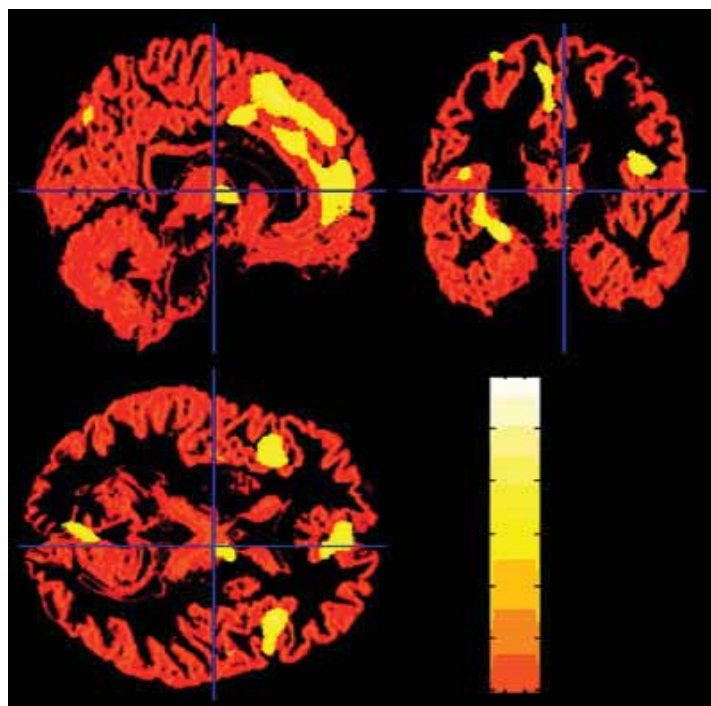
Reyna said. "We'll be able to work on the cutting edge, and the results will help young people, adults, everyone."

The machine will be housed in a 7,300-square-foot lab on the ground floor of Martha Van Rensselaer Hall. Construction on the space is scheduled to begin next year.

The imaging device, which should be up and running by fall 2011, will allow researchers to delve into new areas ranging from the biological processes that influence decision-making to prescription drug delivery and tissue engineering. In addition, it will be used for many biomedical and neuroscience research activities linking Cornell's Life Sciences Initiative with behavioral science research.

"This technology is going to allow us to link biomedical research with work in the social sciences to lead to a more complete

understanding of the human experience," said Alan Mathios, the Rebecca Q. and James C. Morgan Dean of the College of Human Ecology.



A brain scan from Barbara Ganzel's study looking at the effects of trauma on the brains of healthy adults.

Of the top 30 institutions that receive National Institutes of Health (NIH) funding, Cornell is the only one without an MRI machine on its central campus. Yet across campus, there are 22 NIH-funded projects that make substantial use of MRI and 20 pending NIH grant proposals that would make use of MRI.

MRI uses a powerful magnetic field that provides vital physiological information about tissues in the body without requiring tissue samples. It can be used to capture images of anatomy—such as a torn ligament or plaque inside an artery—or provide a snapshot of how tissues are functioning, said Yi Wang, professor of radiology and the principal investigator on the grant proposal.

Currently, Cornell researchers travel to Rochester, Pittsburgh, and New York City for magnetic resonance imaging. Among

them is Barbara Ganzel, a visiting postdoctoral fellow in Human Development. She conducted one of the first studies using MRI to look at the effects of trauma on the brains of healthy adults.

Using brain scans, Ganzel found that healthy adults who were close to the World Trade Center during the terrorist attacks on September 11, 2001, have less gray matter in key emotion centers of their brains compared with people who were more than 200 miles away.

Having an MRI machine on campus will help Ganzel to continue her work. "Having evidence that stress may cause changes in the brain raises all sorts of additional questions," she said. "Having this technology on campus will help me to delve deeper into this area."

Other faculty members in Human Development are also building new programming in developmental behavioral neuroscience. They will use the

MRI to create a map of human brain function and then use that map to peer into the biological mechanisms behind human behavior.

Reyna plans to use MRI in studies that examine how teenagers make decisions about risky behaviors, like having unprotected sex and drinking and driving.

"There's a lot of new research showing what we assumed about adolescents is false—they don't actually think they are immortal," she said. "It turns out that the brain processes that teenagers engage in are drastically different than adult brain processes."

"We have some interventions we've developed at Cornell that are shown to be effective in helping teenagers make better life-or-death decisions," she said. "One of the things we'd like to look at is how these interventions change teens' brain processes."



A New Way to Test Athletes for Steroid Use

Nutrition professor **J. Thomas Brenna** is branching out from his work studying the nutrition of polyunsaturated fats to a more controversial area: finding better ways to test athletes for steroid use.

The Partnership for Clean Competition—a research collaborative founded last year by the National Football League, Major League Baseball, the U.S. Olympic Committee, and the U.S. Anti-Doping Agency—awarded Brenna its first research grant to develop and implement cutting-edge methods to detect steroids in urine. He will receive \$500,000 over one year.

“Doping in sports, especially in track and field, international cycling, and U.S. Major League Baseball, has become a much more noticeable and highly publicized problem in recent years, with steroid abuse leading the way,” Brenna said.

The challenge, Brenna explained, is that athletes who take performance-enhancing drugs are constantly altering the substances they use. That makes it difficult for authorities to know what, exactly, they should be testing for.

“One of the major obstacles to catching today’s doping athlete is that only known doping substances can be targeted for routine testing, putting the anti-doping laboratory a step behind innovative dopers,” he explained.

Another problem, he said, is that the complexity of the substance from which steroids are sampled, most commonly urine, makes minor components difficult or impossible to detect.

Brenna’s lab employs mass spectrometry, a technique capable of analyzing the minute amounts of steroids that appear in urine.

“Mass spectrometry weighs chemical substances on a molecule-by-molecule basis. It also breaks molecules into pieces. Knowing the weight of the pieces, we can infer the identity of an unknown steroid,” Brenna explained.

This approach is widely used by anti-doping laboratories, but the current methods are limited to known steroids. Brenna plans to develop novel add-ons to enable detection of previously

uncharacterized steroids in urine samples. He also plans to work with carbon isotope ratio testing to determine if steroids are natural or synthetic.

“The labs are currently limited to analyzing just a small number of steroids in any sample,” he said.

“We hope to demonstrate high-speed methods to facilitate screening of urine for unsuspected steroids, and to increase the speed of analysis for

synthetic versions of natural steroids.”

Brenna’s work could make testing athletes more affordable and accurate, said Stephanie Streeter, acting chief executive officer of the U.S. Olympic Committee and of the Partnership for Clean Competition’s board of governors.

“Brenna’s research project has the potential for increasing the sample throughput and detection limits, which would benefit all sports entities and improve upon existing testing techniques,” she said. “We are impressed by Brenna’s research and look forward to his findings and recommendations over the next several years.”

“The labs are currently limited to analyzing just a small number of steroids in any sample.”

J. Thomas Brenna
Professor, Nutritional Sciences

“They Said It”

PAM FACULTY . . . in the News

If you tuned into ABC *World News* on May 13, you likely heard **Kelly Musick**, associate professor of policy analysis and management, discussing the increasing trend of children being born to unwed mothers.

“In many senses, they look a lot like married-parent families,” Musick explained. “Two parents to share in the child care, two parents to share in expenses, two parents to share in the cleaning. They’re just not married.”

Policy Analysis and Management faculty members are appearing more frequently in major news outlets, both for their own research and as experts on a range of contemporary issues. So the department has created a new online tool called “They Said It . . .” that spotlights when faculty are quoted.

“We’ve got faculty working on issues at the forefront of today’s policy discussions,” PAM chair **Rosemary Avery** said. “From health care, to transportation policy, to the state of the economy, we are conducting empirical research in areas that are extremely relevant to people. Our faculty are part of the national discussion, and this web site is another place where we can showcase the breadth and depth of our work.”

This year, PAM faculty have contributed to the discussion in media ranging from the *Wall Street Journal* to National Public Radio and *USA Today*.

Pay to lose weight?

A new study by Associate Professor **John Cawley** found that even cash rewards may not motivate obese people to lose much weight.

Cawley and graduate student Joshua A. Price examined the effects of a yearlong program that offered cold cash for pounds lost. The majority of the obese volunteers in the study dropped out within the year. The average weight loss of those who stayed in the program, meanwhile, was only three to five pounds higher than that of a control group.

The study was featured in several news outlets, including the *New York Times* and the *Wall Street Journal*’s Real Time Economics blog.

The minimum wage debate

In June, Professor **Richard Burkhauser**’s research on minimum wage was cited in an opinion article in the *Wall Street Journal* that called for delaying the minimum wage hike. A study co-authored by Burkhauser found that 34 percent of minimum-wage workers were in families with incomes exceeding three times the poverty line—roughly the top half of the income distribution. Only 17 percent were in poor families.

“We’ve got faculty working on issues at the forefront of today’s policy discussions.”

Rosemary Avery
PAM Chair

Choosing a spouse

And in a news story on National Public Radio last spring, Professor **Dan Lichter** commented on how ethnicity weighs in when immigrants are choosing a spouse. Lichter is also director of the Bronfenbrenner Life Course Center. His recent work has focused on patterns of interracial marriage and cohabitation and on the new destinations of recent immigrants.

Lichter explained that America’s growing immigrant population gives today’s children of immigrants more choices when picking a partner.

“It creates a ready marriage market for native-born minority groups, including Hispanics and Asians, to marry co-ethnics—in other words, Asians and other Hispanics,” he said.

LINK www.human.cornell.edu/PAM/they_said_it.cfm



Kelly Musick



Rosemary Avery



John Cawley



Richard Burkhauser



Dan Lichter

A lexicon of its own— Defining Interior

In the late 1990s, Professor Jan Jennings struggled to talk with her

interior design students about design practices that had been used throughout history and across cultures, such as a dramatic staircase in the lobby of a luxury hotel, two similar chairs situated side by side in a large space, or columns in a restaurant ornamented by decorative means. For decades—even centuries, in some cases—these reiterative examples have gone unnamed and undocumented.

Now Jennings, a professor in Design and Environmental Analysis, leads a multidisciplinary research team of faculty members from the Colleges of Human Ecology, Arts and Sciences, and Agriculture and Life Sciences in building a new knowledge base for the creative dimension of design. The project is the first of its kind to assemble contemporary design theory in a searchable, online database that includes imagery from real buildings.

“We had to invent a naming practice, a vocabulary, for students to use in talking about design,” Jennings said. “Interior design had borrowed language from architecture and visual arts, but when you came down to it, we didn’t have a typology for contemporary design practices that have been occurring across history, style, and culture.”

Today, that original concept is a full-blown research and teaching project called Intypes, short for the Interior Archetypes Research and Teaching Project. The project officially launched this past summer at the NeoCon Design Trade Show in Chicago with



founding partners the International Interior Design Association (IIDA) and *Interior Design* magazine.

“This extraordinary undertaking, 13 years in the making, is sure to invigorate the educational process by creating a new vocabulary to define contemporary design,” said Cindy Allen, editor-in-chief of *Interior Design* magazine.

The project brings the field of interior design to a whole new level, said Cheryl Durst, executive vice president and CEO of IIDA. “The Intypes approach gives credence and

“This extraordinary undertaking, 13 years in the making, is sure to invigorate the educational process by creating a new vocabulary to define contemporary design.”

Cindy Allen, editor-in-chief of
Interior Design magazine

relevance to the history and legacy of interior design as a profession, as a discipline, and as a viable and vital contribution to society as a whole.”

To date, the project has named nearly 70 interior archetypes. “Some of our alumni are using these words in the field,” Jennings said. “When they do that, they hear the word being used later by their colleagues. If the word is used without translation or definition, then it really has become a word that contributes to a design language.”

In total, four faculty members and 16 master’s students in interior design have actively participated in the project. Many of the students take on a practice type category, such as health care, for their thesis project, researching the history, cultural implications, and use.

Their proposals go to the Intypes Research Group, which evaluates the research and considers the students’ proposed names.

“Some of the things we’re naming seem so obvious,” Jennings said. “The students do all of this research and come up with a name, and people go, ‘Oh yeah, that’s what it is.’”

“We don’t name anything that the entire research group doesn’t agree on. And sometimes we start with one name, and then change it to another that works better in practice.”

Creating this database opens up a whole new field of study. One example Jennings frequently cites is studying the sustainability of design practices. “If you identify a practice that works counter to environmental sustainability, then we should stop using it,” she said. “We really don’t have concrete evidence on any of these, but the example we’ve been using is the white box. It’s a large, volumetric white room with hot lights. It began being used by museums to showcase artwork. But it creates heating and cooling issues, and it takes a lot of maintenance to keep it looking pristine.”

The Intypes workgroup is hoping their project inspires designers to think about these issues and opens the door to more formal research in interior design.

“Interior design is its own field and profession,” Jennings said. “We’re hoping the project provides a new way to talk about the field and lends it the credibility it deserves.”

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

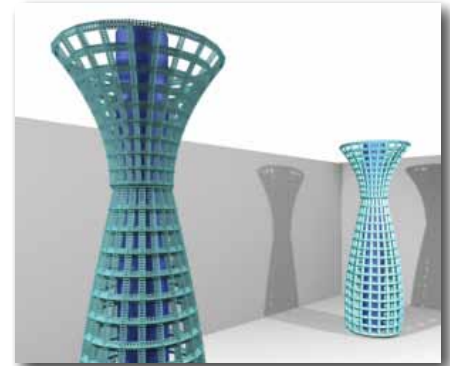
Design



Lonely couple Two chairs of the same design that are situated side by side within the space and are isolated from every other furniture configuration.

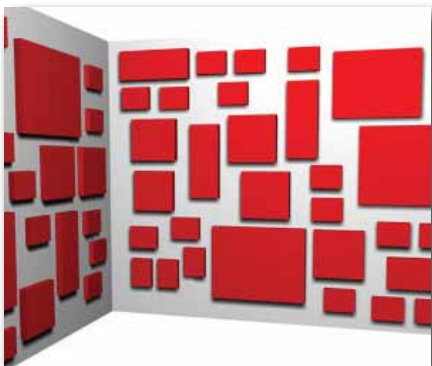


Naked A space in which one or more bathroom fixtures are visible through transparent partitions, or located out of the context of a private space, such as a bathtub located in a bedroom.



Dressed column Structural or nonstructural columns that are "dressed" by decorative or ornamental means; altogether the columns act as multiple repetitious showcase features.

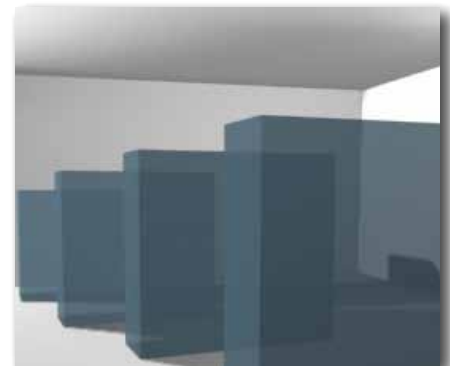
A New Vocabulary



Wunderkammer A historic exhibition aesthetic in which entire walls or ceilings were covered by a multitude of artifacts arranged by taxonomy. Contemporarily, the term refers to assemblages that cover entire interior planes of related or disparate objects.



Showcase stair An extravagantly designed architectural feature in which the stair itself becomes a prominent display element.



Marching order A series of repeating vertical display forms organized along a grid that act as consecutive backdrops for display and spatially divide the retail interior.

NIKE Teams Up with Apparel Design Class

When Nike Inc. wanted to validate the fit of running shorts and a shirt, the company came to the Department of Fiber Science & Apparel Design.

Professor Susan Ashdown and a class of 10 apparel design students set up a study that utilized the College's 3D body scanner for both fit and wear tests. The idea was to help assess the fit for a wide range of body types.

"You can't get 72 people in a room and compare their bodies very easily," Ashdown explained. "But you take a 3D body scan of them and you can compare the fit and aesthetics for each of them."

The students also collected data on the study participants' responses to the comfort and function of the garments. This allowed Nike to see how the garments fit and functioned across a range of sizes.

"You know how you find this great garment, and you absolutely love it, and then you wear it once and all of sudden it's not so great anymore because you discover something about the garment that relates to your body that you don't quite like?" Ashdown said. "That's what we want to learn to avoid with this technology."

Janet Moss, the global director of women's commercialization at Nike, said the research is invaluable to the company.

"By using the information collected from the study we can improve the fit of not only these garments, but all of our tops and bottoms," she said. "It allows us to better ensure that fit is our competitive advantage."

Cornell purchased its first body scanner in 2000 with a donation from Rebecca Q. Morgan '60, and with further funding from her upgraded to a

larger scanner in 2006. The College has also purchased a second portable scanner that allows for studies of consumers in retail spaces or studies of protective clothing of workers in their workplaces.

For the Nike study, the Anthropometrics and Apparel class recruited women from across campus to try on the Nike shorts and shirts. Each participant was scanned in the 3D body

"There's no end to the research we can do with this technology."

Susan Ashdown
Professor, Textiles and Apparel

scanner. Then she tried on the shorts and shirt to rate them for fit, comfort, and appearance. A second scan was taken in the garments, for later expert fit rating, and to give Nike a three-dimensional image showing the fit of the garments.

In addition, 10 women took the shorts and shirt home for a weeklong road test of runs. At the end of the week, each of them rated how the shorts fit and functioned in action.

"It was a great experience for the students to organize this kind of project," Ashdown said. "They had to do everything from getting approval for a study with human participants from the Institutional Review Board, to recruiting subjects, and then collecting and analyzing data." The results of the study are proprietary and will contribute to future generations of Nike apparel.

Graduate student Beth Davis, one of the leaders of the study, said the project was a great learning experience for the class.

"Reading the texts about fit is informative as to the different approaches researchers use to try and find answers, but adding the component of the hands-on activity revealed on a more personal level the difficulties and challenges when tackling these kinds of issues," she said.

Creating functional, fashionable garments for active pursuits is one of many applications for the 3D body scanner. "There's no end to the research we can do with this technology," Ashdown said.

In industry, body scanning opens up an entirely new avenue for exploring fit.

"Everyone's body shape, size, posture, and concept of fit are different," Ashdown said. "You're trying to fit everyone in a system that has a limited number of sizes. Body scan data allows the industry to create patterns that fit across a large range of body types."

There are also applications in developing virtual fit, which could revolutionize the process of buying clothing over the Internet. Ashdown and her research group are exploring ways that 3D body scans can be combined with computer-aided design technology from the apparel industry to make fitting avatars that provide accurate personal 3D images of how a garment will fit and look.





"Button dress" wins international prize

Xiaopei "Jennifer" Wu '08, a Fiber Science & Apparel Design graduate, was awarded the top design prize in the International Surface Design Association's student exhibition in May.

Wu's "Button Dress" features an asymmetrical seamed bodice made from silk charmeuse and embellished with hand-sewn silk chiffon, buttons, beads, and gems. On the skirt are 2,000 shell buttons sewn on by hand. Wu spent more than 300 hours creating the dress.



Cheese as art



Nancy Clark '62, MS Education '64, owner of the Chatham Sheepherding Company, was featured in the summer magazine of Wegmans grocery store. Clark and her husband, J. Thomas Clark '63, MBA '64, left their careers 15 years ago to start what is now the largest sheep dairy in the country. They farm organically and their dairy recently became American Humane Certified, a program that sets standards for the humane care of farm animals.

Illustrating the ocean

Amy Cohen Banker '75 contributed 36 illustrations and a cover for the novel *Waves*, written by Ogan Gurel. Banker works with acrylic, oil, pastels, aquarelle, varnishes, glazes, finishing, and surface techniques. Her work has been exhibited in the Smithsonian, MoMA, the Whitney, Metropolitan Opera House, Jewish Museum of London, Deutschebank Building, the Hermitage Museum, and Beijing Olympic Center.

LINK www.amycohenbanker.com



Bringing design underwater



Brian Davies '92, MA '99 was awarded the 2009 Award for Teaching from the University of Cincinnati's College of Design, Architecture, Art, and Planning, where he is an associate professor. The award acknowledges his work in a studio class called Design for Extreme Environments, where students earned certification in scuba diving while designing an underwater structure. The project was filmed for an episode of *Daily Planet* on Canada's Discovery Channel.

Davies completed his undergraduate and graduate work in the Department of Design and Environmental Analysis.

LINK www.daap.uc.edu/stories/DAAP_Architect_Dives_into_Study_of_Underwater_Design

<http://watch.discoverychannel.ca/daily-planet/may-2009/daily-planet-may-21-2009/#clip174958>

Designing across the lifespan

Esther S. Greenhouse '93, MS '03 was named the 2008 Certified Aging in Place Specialist of the Year by the National Association of Home Builders. Greenhouse is an environmental gerontologist, specializing in how the built environment affects the functioning and well-being of older adults. A former interior designer, Greenhouse has worked as a researcher and a lecturer at Cornell University. She has been accepted as the first candidate in the new Design and Environmental Analysis PhD program in Human Behavior and Design.



Entrepreneur aspires to champion social responsibility



Joseph Duva '09 established himself as an entrepreneur well before graduating from Cornell. As a junior, the Policy Analysis and Management major created a business called ServiceAuction.com that allows people to bid on home improvements. And as a senior, he launched an idea called VAISE, or voice-activated industry-specific encyclopedia. Both ideas were selected as a top team in the Cornell Big Idea competition.

Now, he's working as an executive for Aldi, a European food retailer, in Connecticut while also investing in the real estate market. "I also plan on continuing to run my companies and eventually earn an MBA," Duva explained. "I hope in 10 years to be on a leadership track with a large company where I can ultimately become a CEO and bring a heightened sense of social responsibility."

At Cornell, Duva said some of his most memorable experiences were mentoring other students as a teaching assistant for the College's Collaborative Leadership class.

"I offered to help a foreign student who was brilliant but did not speak English very well and his writing suffered, which caused him great distress," he said. "I taught him how to outline, and his writing improved 200 percent. Seeing the confidence that this young person gained from his strengthened writing skills was, to me, one of my finest moments while in college."

Researcher is focused on giving back



Albery Melo's college career was marked by giving back to others—a value that she's continued since graduation.

Melo '09, a Human Development major, conducted research with Professor Sharon Sassler focused on intergenerational changes among Dominican women in the United States related to marriage and cohabitation. After graduation, she spent two weeks working at an orphanage in the Dominican Republic and then returned to her hometown in Florida for a job search. Eventually, she'd like to pursue a career in academia.

In her spare time at Cornell, Melo volunteered with an organization that provides after-school programs in trailer parks; served as vice president of International Alternative Breaks, facilitating the process for organizations wishing to complete service-learning trips abroad; served on the executive board of the Association for Students of Color; and also was a mentor to first-year students through the Peer Partnership Program in Human Ecology.

"It is extremely satisfying to know that I could potentially be making a difference in someone's life by being a resource," she said. "My ultimate goal is to have a nonprofit organization that works directly with the minority community and has an international sector in developing countries."

Sustainable, luxury clothing line launched by alumni

Constanza Ontaneda '09

(left) knew exactly what she wanted to do when she graduated from Cornell—launch her own luxury women's clothing line with business partner Angeline Stuma CALS '09 (right). The pair did exactly that. Their company, Bernales & Goretti, will sell women's apparel made in Peru using fair labor practices.

The idea is to produce high-quality clothing for career women while helping

Peruvian seamstresses make a good living. The business was nurtured by Cornell's elab, a nonprofit accelerator for undergraduate businesses, and was runner-up in Entrepreneurship Cornell's Big Idea Competition.

"My goal in life has always been to sort of give jobs to Peruvians," she said. "I love managing people, I love being a public speaker, and I love designing. That's why I chose this career, because it encompasses pretty much everything I like to do."

Bernales & Goretti is Ontaneda's second undertaking at following her passion. The summer after her freshman year at Cornell, she and her stepfather opened C.S.O.R.K. Peru, a boutique in Northhampton, Massachusetts, that sells apparel designed by Ontaneda and sewn in Peru. Since then, Ontaneda has spent her summers in Peru working with local seamstresses and then bringing apparel back to the United States to sell.

This year, she returned to Peru once again to work with seamstresses on the first set of clothing from Bernales & Goretti. They plan to launch their first clothing line this fall.

LINK www.bernalesgoretti.wordpress.com



FOUNDATION for the Future

On September 9, construction managers gave Dean Alan Mathios and a group of college administrators a tour of the progress to date on the new Human Ecology Building. Check out the progress yourself on the webcam.

[LINK www.human.cornell.edu/che/Administration/facilities/hebconstructioncam.cfm](http://www.human.cornell.edu/che/Administration/facilities/hebconstructioncam.cfm)



Looking east through the inner courtyard reveals the glass exterior of the new building and the new stair tower connecting MVR '33 to the east wing.



Structural detail on the new stair tower.



A beautiful day in Ithaca!



A bird's-eye view of the terrace, with views toward Toboggan Lodge, Beebe Lake, and North Campus.



The tour group stands on the balcony of the two-story lobby of the new building, accessed via the terrace.

CHANGING of the Guard

When you ask Karl Pillemer, the Hazel E. Reed Professor of Human Development, what is one of the biggest challenges facing our society today, he gives an unexpected answer.

“For almost all of human history, our problem has been that we don’t have enough information,” he said. “Now the problem is that we have too much information.”

It’s a problem to which Pillemer has given much thought. A gerontology researcher who conducted groundbreaking studies on the aging family and elder abuse, he has also explored the best methods for sharing social science research with the public.

This past summer, he was appointed to a new leadership role in the College—the associate dean for outreach and extension—where he’ll have the opportunity to put his ideas about information-sharing to work. His job will essentially be to help connect the 200-plus faculty researchers at the College of Human Ecology with Cornell Cooperative Extension educators across the state of New York.

“I hope we can reinforce the idea of extension as a way to take cutting-edge research and translate it into programs and policies useful for the public,” he said. “Extension can really be the group that helps people sort out all of that research knowledge that’s out there—in parenting, in obesity, in aging, and a host of other topics—and make sure people are getting sound information.

“‘Translational research’ is a good buzzword. It states clearly that there need to be people around who can take the insights of basic research and move it out to the people who need it,” he said.

Besides helping communities, connecting Human Ecology faculty members with Cornell Cooperative Extension will help further the College’s research initiatives, he said.

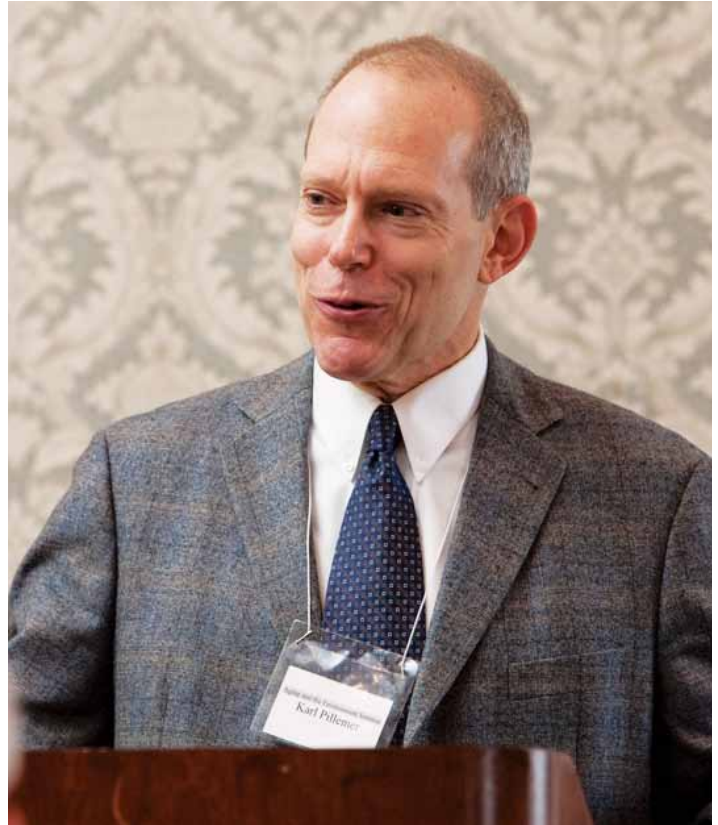
“We have this amazing network of trained educators in every county in New York,” he said. “There’s so much potential there to help them do their jobs, as well as to involve them in setting research priorities, recruiting participants for studies, administering interventions, and collecting data. Further, involving extension educators in research grants can provide a much-needed revenue stream to counties.”

Pillemer will bring to the College’s leadership team unique research experience and a track record of developing interdisciplinary collaborations, said Alan Mathios, the Rebecca Q. and James C. Morgan Dean of the College of Human Ecology.

“Karl is a national leader in translating research into meaningful impact,” he said. “I am truly thrilled to have his leadership in this position.”

A career-long focus on helping

Pillemer has built his academic career on translating basic research into information that helps people in the areas of aging and family relationships. “I’ve always been interested in basic science and in the application of basic science in the real world,” he said. “How do people turn out the way they do? Why in a given family does one person end up a Rhodes Scholar and another end up sleeping on a



heating grate? How do the choices, opportunities, and challenges people encounter early in life affect them as they grow older?”

In 1990, Pillemer held a faculty position at the University of New Hampshire’s sociology department when he came across a job posting for a research and outreach position at the College of Human Ecology.

“The description was perfectly aligned with my interests,” he said. “It’s almost as if they spelled out my name in the ad. I wasn’t looking to leave at the time, but it was an opportunity I couldn’t pass up.”

Pillemer came to Cornell for an interview and was wowed by the College’s commitment to outreach. “Even at my first visit to the College, I was absolutely overwhelmed by the powerful extension mission,” he said.

Nineteen years later, he’s accomplished much. He conducted pioneering research on elder abuse and how to improve the quality of care in nursing homes. “The College has historically been interested in family violence—primarily in children and domestic partners. I extended that to the elderly.”

His work led him to serve on the National Committee to Prevent Elder Abuse, and help craft some of the nation’s policies on the topic.

Translational research: n. The process of applying ideas, insights, and discoveries generated through basic scientific inquiry

—National Institutes of Health

Pillemer also founded and directs the multidisciplinary Cornell Institute for Translational Research on Aging (CITRA). As part of that role, he has an appointment as professor of gerontology in medicine at Weill Cornell Medical College.

“I’d say my involvement with CITRA is some of the most fulfilling work I’ve done,” Pillemer said. “We have faculty members from a range of disciplines, including medical researchers from Weill, all coming together to focus on this one area. And it’s one of my goals to get my colleagues at Weill more involved in extension.”

In some of his more recent research, Pillemer conducted a large-scale study funded by the National Institutes of Health on how parental favoritism affects adult children later in life. Among other things, he’s found that anywhere from two-thirds to three-quarters of mothers show favoritism among their children, resulting in everything from sibling rivalry to depression among adult children.

And he is currently conducting research and creating outreach programs that connect older persons to environmental issues—a link that improves the health and well-being of seniors and helps improve a global problem.

An athlete, singer, and community activist

Through it all, Pillemer has managed to cultivate an active life outside of work. He’s an avid runner, plays recreational soccer, and has completed several triathlons. He has sung in community opera performances and served on the board of several Ithaca nonprofits, including the Kendall at Ithaca retirement community.

He enjoys spending time with his wife, Clare McMillan, an assistant dean in the College of Arts and Sciences, and their two daughters, 27-year-old Hannah and 22-year-old Sarah.

In addition, he’s writing a book that compiles life lessons from more than 1,000 older adults, including some Human Ecology alumni. It covers a range of topics like child-rearing, finding a mate, managing a career, and marriage.

“It’s a project I’ve been working on for several years,” he said. “We have this extraordinary older generation. They’ve had unique experiences and as they pass away, that information is gone forever. My goal was to capture some of that and write it down.”

On September 1, Pillemer began work as Human Ecology associate dean of extension and outreach. He’ll spend half of his time in the new role and the other half continuing his research in gerontology and the life course.

He will team up with Rhoda Meador, currently assistant director of the Bronfenbrenner Life Course Center, who will work with Pillemer part-time as associate director for extension in the College of Human Ecology.

Together, they have plans to connect Human Ecology outreach programs more closely with current research conducted by faculty.

“We have this fantastic extension system that we’re partnered with,” Pillemer said. “I want to figure out how we can help faculty who are doing phenomenal research more easily get their work translated into programs and policies.”

LINK www.human.cornell.edu/outreach

Honoring this year’s retirees

The College paid tribute to retiring faculty and staff members at a June gathering, where Dean Alan Mathios praised their hard work and dedication.

“Each one of our retirees has contributed to the College in his or her own way, making their little piece of the world a little more efficient, a little brighter, or a little more enlightened,” he said.

Faculty retirees

Nancy Breen

Lecturer, Fiber Science & Apparel Design

Brenda Bricker

Director of Leadership and Undergraduate Research

Mary Agnes Hamilton

Director of the Cornell Youth in Society Program, Family Life Development Center

Judith Ross-Bernstein

Senior Lecturer, Human Development

Josephine Swanson

Assistant Dean and Associate Director of Cornell Cooperative Extension

Susan Travis

Lecturer, Division of Nutritional Sciences

New appointments

Dean Alan Mathios made two other appointments to leadership positions this past summer.

Patrick Stover was reappointed as director of the Division of Nutritional Sciences. Stover also serves as director of the United Nations Food and Nutrition Program for Human and Social Development. His research group investigates the relationships between the B-vitamin folate and human disease, including cardiovascular disease and cancer.



Sheila Danko was appointed as chair of the Department of Design and Environmental Analysis. Danko has a multidisciplinary design background with formal training in architecture, industrial, graphic, and interior design. Her work seeks to expand the concept to include an understanding of how design can be a tool for leadership and social change across a wide range of disciplines.



Financial Advisor Invests in People

After graduating from the College of Human Ecology, Joy Boatwright '92 took a job as a buyer at luxury apparel store Bergdorf Goodman. While working there, she had a revelation.

"I decided that I wanted to go and work in Korea," explained Boatwright, a Human Development major whose family moved from Korea to the United States when she was two years old. "I was leaving a really amazing opportunity, but it was something that I had to do."

She started pounding the pavement at job fairs looking for opportunities, but everyone she met wanted to hire someone to help Korean businesses break into the United States. "That wasn't my goal," she said. "I wanted to live in Korea so that I could connect with my heritage."

Finally, a family friend connected her with a business in Korea looking for a bilingual employee. Boatwright traveled to Seoul for the job interview and was hired on the spot. Unfortunately, the company was completely corrupt.

"The president ran off with all of the money," she said. "And there were always sketchy people coming into the office. It was like a Korean gangster movie."

Luckily for Boatwright, a friend knew of another job opening at a venture capital firm in Korea. "The problem was, they only wanted to hire a man," Boatwright said. "But my friend arranged for us to meet at a dinner party, and that gave me the chance to do some consulting work and prove myself."

Boatwright got the job and worked at Korea Technology Investment Corporation (KTIC) in Seoul for three years. Initially, she was in charge of international investment relations—basically helping find opportunities for her firm to invest outside of Korea. But while she was there, the Korean economy collapsed and her role changed to bringing foreign money into Korea. "It was a phenomenal experience," she said. "I'd be at a meeting with George Soros or Michael Bloomberg, and I couldn't believe I was there."

After three years in Korea, Boatwright came back to the United States. She worked for the consulting firm M2 as the vice president of business development before joining Merrill Lynch seven years ago, where she is now a senior financial advisor.



Since moving back to the United States, Boatwright has been devoted to maintaining a connection with Korea. From 2005 to 2007, she served as an advisor on the National Unification Advisory Council for the peaceful reunification of North and South Korea. And she currently serves as chair of the Korean Art and Culture Committee at San Francisco's Asian Art Museum.

An unorthodox path

Boatwright has taken an unconventional road to her current position as a financial advisor.

"People say, 'You must have studied economics or finance,' but I studied human development," Boatwright said. "I think that it actually serves me better in life. Especially in my role, I really have to understand and empathize with people. There is a lot of psychology and sociology you have to understand when people are talking about their life savings."

"My role is to really understand my clients' life goals," she said. "When we have a business meeting, I find out everything about the client—if they're dating anyone, their secret passions. I'm always trying to find other things our clients need so that they can reach their goals."

Cornell and the College of Human Ecology are still a major part of Boatwright's life. She serves on the Dean's Advisory Council for the College, and she credits Cornell with connecting her and her husband.

"I'm a huge fan of Human Ecology," she said. "The mission statement and the philosophy of the College is something we all need in the world. The things Human Ecology is doing make the world a better place."

"I'm a huge fan of Human Ecology. The mission statement and the philosophy of the College is something we all need in the world. The things Human Ecology is doing make the world a better place."

Joy Boatwright '92

Boatwright and her husband—Wayne Boatwright, JD '90—both attended Cornell at the same time. But the two actually met while living in Korea.

"I went all the way to Seoul, Korea, to meet my Caucasian husband," Boatwright said. "We attribute our getting together to Cornell. We had so many common experiences to share. Being so far from home, it was nice to connect with someone so familiar."

The couple now has two children—five-year-old Wesley and three-year-old Cassatt. "Both of them want to go to Cornell," Boatwright said. "They've been to campus for reunion and they really liked it."

The entire family is committed to community service—especially in education and the arts.

Boatwright was a member of the Executive Board of Junior Achievement of the Bay Area, which teaches 100,000 local children about business, finance, and economics. And she serves on the Advisory Council for Symphonix, the young supporters of the San Francisco Symphony. "I love to wear my art hat in the community," she said. "That's a passion for me, too."

In addition, she is co-chair of the Women's Leadership Council at Merrill Lynch.

Recently, Boatwright has begun to dabble in government. In January, she was appointed to San Francisco's Civil Service Commission. "I really wanted to understand government and politics better, and the best way for me to do that is to jump in," she explained.

She credits it all—her career and her involvement in the community—to foundations she built at the College of Human Ecology.

"The College attracts a specific person who wants to give back to the community and who is an integral part of the community," she said. "And that's what I learned while I was there. You can leave Human Ecology and do anything. What it teaches you is how to be an involved citizen."



Joy Boatwright (right) and her business partner, Joseph Garcia, speak with a client.



Boatwright with husband Wayne, JD '90, five-year-old Wesley, and three-year-old Cassatt.

ALUMNA MERGES Science and creativity

It was an “aha” moment at Cornell that led Eleanor Petigrow ’87 to launch a career in health communications.

The Nutritional Sciences major was interested in biology but also loved expressing herself creatively. When she took a class in scientific writing for public information, it piqued her



interest. “That course for me was a real defining moment,” she explained. “It was learning how to take complex information and communicate it to the layperson in a way that was persuasive, exciting, and motivating.” Inspired by the idea of communicating about science, Petigrow created her own concentration in nutrition communications.

She completed an internship with the Cornell Cooperative Extension office in Nassau County on Long Island, where she helped educate consumers about how to handle raw seafood safely, and another with *Better Homes and Gardens* magazine, where she worked in the food lab and photography studio. She also studied abroad in the food and nutrition department at King’s College in London, where she had the opportunity to work with a well-known British food photographer.

“These experiences really helped me combine my love for art and design with my interest in nutrition and the sciences,” said Petigrow, who considered majoring in art or attending medical school at different points in her college career. “By my senior year, I knew I wanted to combine the nutrition and sciences with the creative and design side.”

A career in the making

Leading up to her Cornell graduation, Petigrow interviewed with food and health

magazines, as well as public relations firms. She ultimately found her first job through a contact discovered in the Cornell alumni database.

“I’ll never forget, I found an alumna with similar interests to mine, and I reached out to her by telephone,” she said. “It was before the days of cell phones, so I had to go to a pay phone on campus and then wait to get a call back. I remember so clearly standing in Willard Straight Hall by the bank of pay phones waiting for a return phone call.”

Petigrow was hired at the public relations agency Burson Marsteller, where she spent 11 years working on accounts including Post cereals and NutraSweet. There, she also expanded her portfolio to work on over-the-counter and prescription medications for companies such as Wyeth and Pfizer.

Today Petigrow is creative director at Chandler Chicco Companies, a global health care communications firm. She works with the agency staff, as well as clients ranging from Coca-Cola to Johnson & Johnson. She is currently leading the development and launch of a new Chandler Chicco company focused specifically on counseling consumer products companies seeking to communicate in the health, beauty, and wellness space.

“I find it incredibly rewarding to have evolved in a career that combines absolutely everything that I always had a passion for . . . the science, the writing, the art and design . . . with terrifically smart people who are great fun to work with.”

In her work, Petigrow often helps clients and colleagues make sense of information and ideas in various forms, and distill them into a cohesive, strategic plan. She also teaches persuasive speaking and facilitates group sessions on branding and mission development.

“I love putting together a compelling presentation—one that grabs and holds the listener’s attention,” she explained. “It’s got

to go far beyond some bullets in PowerPoint, because not everyone absorbs information in the same way. I really believe good presentation development is an art form.”

A family affair

Human Ecology has long been a family affair for Petigrow. Her mother, **Susan Breslow Dillon ’57**, graduated from the College of Home Economics with a degree in early childhood education.

“I have a clear, vivid memory of being at Cornell when I was 12 years old for my mom’s 20th reunion, and thinking, ‘This is a cool place,’” she said.

Petigrow’s early exposure to Cornell coupled with her interest in applying what she learned in the classroom to real life attracted her to Human Ecology. “It was not one-dimensional, and it really allowed me to explore my interests,” she said.

She met her husband, Dan, through a sorority sister at Cornell, and he proposed to her at Ithaca’s Glenwood Pines restaurant on Route 89 during Cornell homecoming in 1989.

The couple now has three daughters, Samara, 15; Michaela, 12; and Talia, 9. In 2007, Petigrow attended her 20th Cornell reunion with her husband, their daughters, her father, and her mother, who was celebrating her 50th reunion.

Today, Petigrow and her family live in Westchester County, New York, about 60 miles north of New York City. She is an avid cyclist and still loves painting and photography. She also enjoys the flexibility that her job offers.

“For me, it’s all about the balance—between the science and the creative, between family and work,” she said. “I am very fortunate to be working at a company that is all about that balance as well, and now I’m a role model for other women in the office who are starting on that path of work-life balance.”



“These experiences really helped me combine my love for art and design with my interest in nutrition and the sciences.”

Eleanor Petigrow '87

ALUMNI

profile

Jared Genser '95 was standing quietly in the back of the VIP room in London's Heathrow Airport when James Mawdsley—who had been imprisoned in Burma for more than a year for distributing pro-democracy leaflets—was reunited with his family.

At the time, Genser was a law student at the University of Michigan who had represented Mawdsley during his imprisonment. "I observed this amazing scene unfold," Genser said. "And then I was introduced to James. He gave me a firm handshake, looked me straight in the eye, and said, 'Thank you. You saved my life.' I was just blown away."

Genser had enrolled in law school to do exactly this—help people suffering from human rights abuses. While Mawdsley's release was a major accomplishment, Genser wanted to do more.

"I wasn't overly impressed with myself for getting a white guy out of a Burmese prison," he said. "The real test is if you could get a Chinese man out of a Chinese prison, or a Vietnamese man or woman out of a Vietnamese prison."

Genser set out to do just that, establishing a nonprofit organization called Freedom Now to free prisoners of conscience across the world. Since the organization was founded in 2001, it has won the release of six other prisoners from China, Vietnam, Burma, Pakistan, and Egypt.

And it is growing. Freedom Now hired its first full-time staff attorney a year ago thanks to a grant from the Moriah Fund, and a second staff attorney will begin later this year.

The organization uses a three-pronged approach that Genser developed—filing their cases before the United Nations' Working

those two areas together. I was excited to be trained in how to make a difference in the world."

Genser majored in human service studies and jumped into public service activities at Cornell. He founded the Best Buddies chapter—with the help of now professor emeritus Robert Babcock—which pairs up Cornell students with developmentally disabled adults around Ithaca. And he helped to teach English as a second language to Cornell employees under the guidance of former professor Ruth Bounous.

After his sophomore year at Cornell, Genser took a year off to work for Kathleen Kennedy Townsend's Maryland Student Alliance, and after graduation he traveled to Israel on a Raoul Wallenberg Fellowship. Then he went on to graduate school at Harvard University's Kennedy School of Government.

While Genser was studying at Harvard, Chinese president Jiang Zemin came to campus. Genser was shocked by the university's initial decision to ban protesters from campus and prohibit student questions. He signed on to help organize what became the largest demonstration on Harvard's campus since the Vietnam War. "It was really a phenomenal experience," he said. "I got to know a lot of ethnic Chinese people over the course of several months."

The protest was a success, with more than 5,000 people gathering to protest President Jiang. But Genser walked away feeling unfulfilled.

FREEDOM

Group on Arbitrary Detention, as well as applying political pressure and raising awareness about cases through the media.

Currently, the group is working on the cases of six prisoners and is considering taking on a host of new cases.

"The growth is what's exciting from my perspective," he said. "It was great to do this work as a pro bono lawyer. But the need is profound and our methodology has proved effective. So now it's great to have the resources to take on more cases."

A mission to do good

Genser grew up in a family focused on public service. Starting in seventh grade, he worked in a soup kitchen. And in high school, he served as a hospice volunteer. He came to the College of Human Ecology with the goal of finding a career where he could do good.

"I had done a lot of volunteer work, but it had always been outside of what I studied in school. I had a strong desire to bring


"It was very satisfying on one hand to allow so many people to stand up and be counted, and on the other hand, it was frustrating," he said. "My response was, now what? How does this help people who are suffering from human rights violations in China? That's when I decided to get a law degree."

Today, Genser is a partner at the law firm of A. Piper, where he practices international and human rights law, representing clients before Congress and the executive branch. He lives in Bethesda, Maryland, with his wife, Lisa, and one-year-old son, Zachary.

He's received numerous awards for his work, and earlier this year was honored with the Human Ecology Alumni Association Young Alumni Award.

Genser still plays ice hockey, a hobby he picked up at Cornell. And he serves as president of Freedom Now's board of directors.

LINK www.freedom-now.org



“It was great to do this work as a pro bono lawyer. But the need is profound and our methodology has proved effective. So now it’s great to have the resources to take on more cases.”

Jared Genser ’95

FIGHTER

Full circle

It was 12 years ago that Genser and his friend Yang Jianli, a fellow student at Harvard’s Kennedy School of Government, went on a hunger strike to protest the visit of Chinese president Jiang Zemin to Harvard’s campus. Since then, their lives have been extraordinarily intertwined.

It was Yang—a Chinese dissident who witnessed the violence at Tiananmen Square in 1987—who inspired Genser to become a lawyer and found Freedom Now.

Only a year after Genser formed the organization, Yang was in need of its services. He was arrested while investigating rural labor unrest

in China. Genser immediately took on the case, taking it to the United Nations and barraging the Chinese government with letters from U.S. officials, including senators Hillary Clinton, John Kerry, and John McCain. He held vigils at the Chinese embassy and wrote opinion pieces for U.S. newspapers. Then president George W. Bush raised the case twice with Chinese president Hu Jintao.

The work eventually paid off. The Chinese government released Yang in 2007, five years after he was initially imprisoned. Today, Yang runs his own nonprofit, Initiatives for China, for advancing a peaceful transition to democracy in China. His organization provides office space to Freedom Now in Washington, D.C.

LINK <http://initiativesforchina.org>

Inside Matters



When health care giant Kaiser Permanente embarked on a plan to build dozens of new hospitals, the company's leadership team committed to make the buildings as environmentally friendly and as healthy as possible.

Kaiser adopted its own green building policies and established a rigorous set of guidelines for manufacturers that wanted to work with them. In a bold move, the company modified its

corporate standards to include products such as carpet, insulation, and furniture made with sustainably responsible materials.

Behind a good part of their plan was **Jan Stensland MS '96**.

A green and healthy building materials consultant, Stensland earned a master's degree in human environment relations through the Department of Design and Environmental Analysis. In 2004, Kaiser hired her as its first full-time green and healthy building expert to research and implement sustainable design, materials, and technologies.

Stensland's work at Kaiser exemplifies her career-long commitment to creating sustainable and healthy structures where people can live and work. She's a pioneer in the green building industry, conducting some of the first field studies on sustainable materials and developing pioneering guidelines on healthy buildings. Today, she runs her own firm called Inside Matters, which provides indoor environmental quality and sustainable design consulting, gives advice to manufacturers who want to make healthier products, and helps organizations with corporate sustainability issues. Much of what Stensland does is to act as an interpreter between the work of scientific researchers and decision-makers in the built environment.

"There's a huge gap in both education and in practice between the green side of buildings and the healthy side of building," she said. "I found this out first hand, and I'm working to create linkages between healthy building, green building, and business opportunities."

Case in point: the U.S. Green Building Council's green building certification system (LEED) offers credit for using materials made from recycled PVC, even though the material is a known toxin. It is the kind of contradiction that Stensland is working to correct.

"As an industry, we've made huge strides, but we still have a long way to go," she said.

An experience abroad

Stensland was born with the urge to design. She started sewing at age eight and clearly remembers making a pair of overalls with padded knees for a friend's child who was learning to walk.

"I was always interested in design that makes a difference and how creative thinking and problem solving can improve people's lives," she explained.

She completed her bachelor's degree in interior architecture at the University of Oregon in 1983, where she focused on the value of energy-efficient and natural lighting in design. "Unfortunately, no one was really interested in those issues at that time."

Stensland worked as a facility and construction manager for several years before deciding to pursue one of her lifelong aspirations. "I always had a dream of living and working abroad in a country that didn't use the Latin alphabet," she said.

She found an opportunity to work as an interior design teacher in Japan. In total, she spent two and a half years working there as a teacher and designer while developing her passion for sustainable design.

"I absolutely fell in love with Japan and the people there," she said. "It was a life-altering experience. It made me much more aware of lessons learned in life, and one of those was the strength of humility."

"They have a population the size of the United States crammed into a land mass the size of California," she said. "And yet they have one of the lowest crime rates in the world. And they still have 90 percent of their old-growth forest. That's because it's in their culture to think first about what's good for the community and what's good for the country, and secondarily about what's good for the individual. I found them to be caring and concerned."

Opening the door to sustainable design

Stensland returned to the United States with an emerging passion for sustainable design and a renewed interest in her dream to attend graduate school. She worked for a number of years for furniture manufacturer Steelcase, Inc. before taking a professional sabbatical and applying to graduate school.



Nora® rubber flooring, pictured in the neonatal intensive care unit at the University of Tennessee Medical Center, is one material Stensland has researched and recommends. It's made from industrial rubber and the sap of the tropical rubber plant, and it has extremely low emissions compared to many other flooring materials.



Stensland also recommends UltraTouch Natural Cotton Fiber Insulation, manufactured by Bonded Logic Inc., which provides maximum thermal and acoustic performance without the toxins that many other insulations contain.

"By the time I looked at graduate school programs across the country, Cornell was the only one I applied to," she said. "They were the only one who gave me the flexibility and depth I wanted as an older student."

Stensland focused on human-environment relations and completed her thesis on information-seeking theory for sustainable design and materials combined with the ergonomics of GUI (graphic user interface) for web page development and design. She also served as a design studio lecturer and helped develop Design and Environmental Analysis's Making a Difference by Design course with Professor Sheila Danko.

"When I started my undergraduate work, they didn't call it sustainable design, but that's a lot of what it was," she said. "In the early '90s, there were a few people doing it but very few books or reference materials on the topic."

The opportunity to study the newly forming field allowed Stensland to focus her interests and ultimately become a pioneer in the green building movement.

"Cornell was like the keystone in an arch for me, in terms of my education and my experience," she said. "It allowed me to walk through the door into the world of what I'm doing now."

She also met her husband, a particle physicist at Cornell's Wilson Lab, at a swing dance class in Ithaca.

From there, the pair moved to the Bay Area where Stensland worked as a consultant on projects, including setting up operations and infrastructure guidelines for the Green Base of the Future Initiative for the Air Force Center for Environmental Excellence.

She went on to accept a job at the city and county of San Francisco, where she developed ordinances for green building,

trained city workers in sustainable practices, and created the first-ever green building database of environmental attributes for tracking municipal construction projects.

Today, Stensland travels throughout the United States and the world giving lectures and workshops on sustainable and healthy design, helping manufacturers create healthier products, and helping corporations and government agencies incorporate sustainable practices into their corporate standards and construction projects.

"My work is exciting and so heartening because we really are making great strides," she said. "My philosophy is to acknowledge whatever shortcomings we find and then use them as opportunities for innovation."

LINK www.insidematters.com

"There's a huge gap in both education and in practice between the green side of buildings and the healthy side of building."

Jan Stensland MS '96

SLOAN *Update*

A Weekend to Remember **5th** CORNELL UNIVERSITY SLOAN PROGRAM IN HEALTH ADMINISTRATION

Nearly 200 alumni and friends of the Sloan Program traveled to Ithaca in May to commemorate 50 years of health care leadership at the Sloan Program in Health Administration's anniversary celebration.

"Recent years have been a time of consolidation and building core strengths for Sloan," Director William D. White said. "Our faculty have received prestigious awards, our graduates have accomplished much, and we've received outstanding support from alumni."

The weekend was packed with events to honor the work of Sloan faculty, alumni, and students, including educational sessions, networking events, and a stirring keynote speech by alumnus **Mark T. Bertolini '84**, president of Aetna Inc.

On Saturday night, the program hosted its annual Wagner Memorial Dinner featuring the Class of 2009, a retrospective presented by **Bill**

Gonzalez '66, Jon Vollmer '81, and Maria Papola '95, an update on the program from Director White, and a look into the future with Dean Alan Mathios.

The program has made great strides over a half century, Mathios told the crowd.

"It is a true testament to the strength and momentum of the program that at this historic milestone, we find ourselves excited about all the opportunities and possibilities that still lie ahead," he said. "When you combine Human Ecology's research and learning environment with the Sloan Program's excellence in management, finance, policy, the health care system, and hands-on-learning alongside professionals, a truly distinct brand for the program begins to emerge."



clockwise from front: Human Ecology dean Alan Mathios, Mary Mathios, Susan Bastable, Jeff Bastable Sloan '74, Jon Vollmer Sloan '81, Mike Azzara Sloan '71, Kathy Azzara, Monica Williams, Sandy Williams Sloan '63, Mark Bertolini Sloan '84



clockwise from upper left: Mike Weidner Sloan '66, Samantha Castillo-Davis HE '00, Fred Powell Sloan '70, Karen Tasse, Joe Tasse Sloan '79, John Quagliaroli, Judy Quagliaroli Sloan '66, Natalie Siemen, Roger Fitch Sloan '66, and Jay Yedvab Sloan '62.



from left: Penny Mills Sloan '82, Jennifer McNealey Sloan '97, and Jean Ahn Sloan '00.



Attendees at the presentation by Peter Banko Sloan '92 include Corte Spencer Sloan '71 (left), Raleigh Hayter Sloan '09 (center), and Cliff Barnes Sloan '74 (third row).



from left: Craig Cimini Sloan '08, Sumita Yadav Sloan '07, Aaron Mitra Sloan '01, Jesse Rodriguez ARTS '03, Sloan '07, Pranav Mehta Sloan '01.

In appreciation . . .

The Sloan Program would like to thank the alumni, friends, and staff members who worked to put together the anniversary celebration.

Sloan Executives In Residence 2008–2009

Anthony Cooper '73
Frederick C. Powell '70
William G. Ries '75
Corte J. Spencer '71

Former Sloan Directors

Douglas Brown
Roger Battistella
Keith T. Pryor '80

Sloan 50th-Anniversary Weekend Speakers

Jean Ahn '00
Peter Banko '92
Clifford Barnes '74
Mark Bertolini '84
Sheila Conklin '81
William Gonzalez '66
Spencer Johnson '71
Jennifer McNealey '97
Penny Mills '82
Professor Sean Nicholson
Maria Papola '95
Lee Perlman '82
Nancy Schlichting '79
Richard Southby '67
Jon Vollmer '81
Alan D. Mathios, Dean of the College of Human Ecology
William D. White, Director, Sloan Program
R. Brooke Hollis '78, Executive Director, Sloan Program

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Ned C. Boatright Jr. '74
Arnaub Chatterjee '06
Valerie Sellers Kantrowitz '92
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Alexander Williams III '63
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Samantha Castillo-Davis, Associate Director
Sharon Tuttle, Assistant Director
Luanne M. Prosperi Stefanucci, Assistant Director
Deborah Surine, Alumni Affairs Assistant
Renee Frisson, Assistant to Marybeth Tarzian

Five-star treatment in a health care environment

As the U.S. population ages and more people than ever before require medical care, the U.S. health care industry is shifting to focus not only on clinical care but on the service that patients receive in hospitals and doctors' offices.

The Sloan Program is evolving in step and will be expanding its curriculum to help students capitalize on this trend. Already, Sloan students are taking courses about service operations in Cornell's School of Hotel Administration. And beginning in the fall of 2010, the Sloan Program will launch a joint course with the Hotel School that covers specifically how to bring the hospitality industry's service-oriented culture into hospitals and medical centers.

"More than 90 percent of the services provided in a hospital are not related to clinical care," explained **R. Brooke Hollis '78**, executive director of the Sloan Program. "The processes used by the hospitality industry are being incorporated as an important element in the health care industry."

In addition, the Sloan Program is teaming up with alumni, the Hotel School, and Weill Cornell Medical College in a capstone internship program, where Sloan and Hotel students are implementing processes to improve patient care on the neurosurgery floor of NewYork-Presbyterian Hospital. Their work last spring led to an improvement in

satisfaction scores from neurosurgery patients at the hospital. This fall, the project continues with additional graduate students.

The idea is not simply to add bells and whistles like fresh flowers or upscale furnishings to medical offices and hotel rooms, said Rohit Verma, professor of service operations and executive director of the Center for Hospitality Research in the Hotel School.

"For example, going to a doctor's office and waiting one hour is not good service," he said. "There are many examples of other industries, such as hospitality, where people have learned to manage wait-time. Other areas for improvement are billing, how far people have to walk to go from place to place, and managing referrals. It's about making the experience more comfortable for the patients."

"Research shows that in many situations clinical care might not always be enough for full recovery. Things like compassion and empathy can help people heal," he said.



Brooke Hollis



Rohit Verma

Paving the road for the future

In honor of the Sloan Program's 50th anniversary, Mike Azzara '71 has created a Graduate Scholarship in Health Management that will provide partial tuition expenses to qualified and deserving Master's in Health Administration students.



"I came to Cornell on a full scholarship for graduate school and felt incredibly blessed and fortunate to have received that help," Azzara said. "I don't know how I could have done it without that. It made a huge difference in my life, and I wanted to help others get that chance."

Azzara created the endowed scholarship with a personal donation and matching funds from the Hudson City Savings Bank, where he is a board member. "Hudson City deserves a lot of credit for supporting charities, health care, and education," he said.

Azzara spent 22 years as the CEO of Valley Health System in Ridgewood, New Jersey. He now works as a consultant to health care leaders and executives.

Location, renovation, collaboration . . .

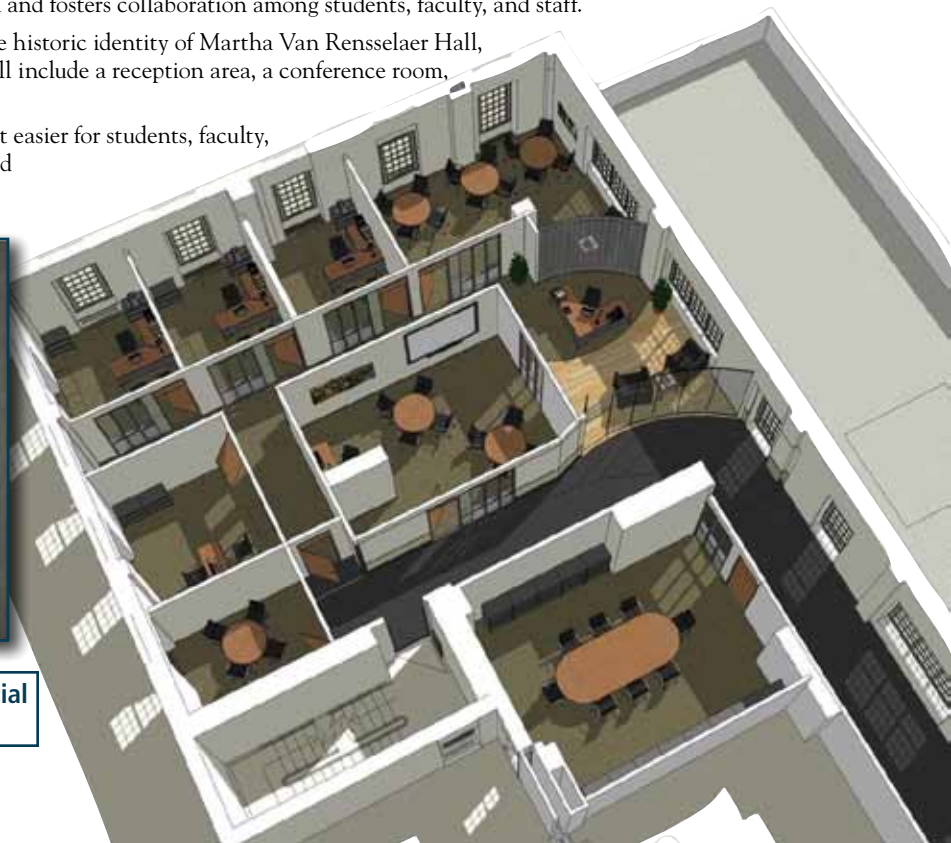
As part of the renovations of Martha Van Rensselaer Hall, the Sloan Program in Health Administration will move into its own hub that provides a geographic identity for the program and fosters collaboration among students, faculty, and staff.

The space will feature a sustainable design that preserves the historic identity of Martha Van Rensselaer Hall, while capturing the progressive mission of the College. It will include a reception area, a conference room, and faculty offices.

"This is a great step forward for the program and will make it easier for students, faculty, and visitors to connect with each other and collaborate," said **R. Brooke Hollis '78**, Sloan's executive director.



Please send updates or items of interest for potential future Sloan Updates to heaad@cornell.edu.



1950s

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

1970s

Roberta Ward Walsh, MS '70, PhD, Naples, Fla., was recognized at commencement exercises at Florida Gulf Coast University (FGCU) for achieving emeritus status for "exemplary support of public affairs education and a distinguished record of accomplishment both as an academic and public servant." She joined FGCU as a founding faculty member during the institution's inaugural year in 1997 and served as division chair until 2006, laying the foundation for the Master of Public Administration (MPA) program to receive the first professional accreditation by the National Association of Schools of Public Affairs and Administration for an exclusively Internet-based degree. Walsh developed and taught MPA core and elective courses including Introduction to Public Administration, Comparative Public Administration, Organizational Theory and Behavior, and Public Finance. In the baccalaureate Political Science degree program she has taught Intergovernmental Relations, Comparative Social Policy, and Women in Politics and Government. Earlier in her career she held positions with the Federal Trade Commission and U.S. Department of Energy. Her PhD is from the Heller School of Social Policy and Management, Brandeis University.

1980s

Daniel M. Grauman MHA '80, Philadelphia, Pa., president and CEO of DGA Partners, is the presenter of a 60-minute audio webcast, "Hospital-Physician Alignment: Best Strategies and Models for Developing Successful Relationships." For more information, visit www.healthresourcesonline.com/edu/hpa.htm.

Maryjane A. Wurth MS '81, West Sand Lake, N.Y., formerly chief operating officer, Healthcare Association of New York State (HANYs), has been selected as the new president of the Illinois Hospital Association (IHA) by the Board of Trustees. Wurth had served in her previous position since 1998, responsible for strategic direction and integrated management of a wide range of organizational operations. In 2001, she was named president and CEO of HANYs Solutions, Inc., HANYs' for-profit subsidiary. She began her career at HANYs in 1990 as vice president for continuing care and community health. Wurth received her master of science degree in human service studies, with a focus on health policy, planning, evaluation, and administration. She received her bachelor of science degree from the State University of New York College at Cortland. She is a member of the American Society of Association Executives and the Rensselaer County Chamber of Commerce Board of Directors and is a founding member of the Board of Directors of the Helen Ptochia Foundation for African Fistula Hospital.

Jeffrey S. Dunlap '86, Hudson, Ohio, was selected to co-chair the Ulmer & Berne's Business Litigation Practice Group. The largest practice group within the firm, with over 70 attorneys, the Business Litigation Practice Group represents numerous Fortune 500 companies as well as a significant number of large publicly traded and privately held businesses. An experienced trial lawyer and Harvard Law School graduate, Dunlap represents clients in a wide range of commercial and employment disputes. A frequent speaker on a number of legal topics, he also drafts employment contracts and counsels clients regarding employment policies and procedures. He has been recognized as an "Ohio Super Lawyer" by *Law & Politics* magazine for his legal accomplishments. He received his BS with distinction.

1990s

Jaclyn Goldstein '95, Washington, D.C., and Ronald Spitz were married April 5 at the Ritz Carlton Palm Beach. The bride is an attorney for the U.S. Department of Labor and earned her JD with distinction from Hofstra University School of Law. The groom is a deputy program manager for SRA International Inc. in Arlington, Va., and earned his BS from Indiana University.

Karen M. Edwards MHA '91, PhD '96, Ithaca, N.Y., was promoted from assistant to associate professor at Ithaca College. She joined the Department of Health Promotion and Physical Education in 1996. She earned her BA at Brandeis University.

Heidi Reester Dix '97, Richmond, Va., was named Virginia Department of Mental Health, Mental Retardation, and Substance Abuse Services deputy commissioner and assumed her new position in January. Dix was previously deputy secretary Health and Human Services for the Commonwealth of Virginia. Before that, she was a consultant for Avalere Health in Washington, D.C., and a Medicaid and State Children's Health Insurance Program analyst for the U.S. Department of Health and Human Services. She has also worked for the Maryland Department of Health and Mental Hygiene and for the New York State Department of Health. Dix received a master of public health degree from the State University of New York at Albany.

2000s

Joshua S. Halpern '01 joined Just Born, Inc., in Bethlehem, Pa., as director of domestic customer development. His responsibilities include managing the divisional sales team and assisting with domestic sales strategies. Before Just Born, Halpern was with the Clorox Co. as team leader for category development—household east. He received an MBA from Babson College in Wellesley, Mass.

Sara McDonald '04, Seattle, Wash., and Matthew Stubbs were married July 4 in Seward, Alaska. In 2009, she graduated from the University of Washington with a master of social work degree. The groom is a strategic adviser for Seattle City Light in Corporate Performance.

Kimberly Ann Notheis '04, San Antonio, Texas, and Michael Parsons CALS '03 were married in October 2008. Kimberly is a school psychologist for Floresville (Texas) School District. Mike is an ophthalmology resident for the U.S. Air Force at Lackland Air Force Base in San Antonio. Many Cornell friends attended their wedding including Human Ecology alumnae **Julie Schilder '04**, **Ha My Vu '04**, and **Janine Cochol '05** as well as Senior Lecturer Judy Ross-Bernstein.

Brigit Mae Adamus '05, Portland, Ore., married Joshua G. Hatch in August. Brigit is a medical student at Oregon Health and Science University in Portland. Josh received a master's degree in civil and environmental engineering at Stanford University and is a sustainability advisor at Brightworks in Portland.

Joanna Marie Hutko '06, Brooklyn, N.Y., married Benjamin C. M. Popik in September at an aquarium.

Denise Green '07, Davis, Calif., received a master of science degree in textiles and clothing from the University of California—Davis in June. She received a four-year fellowship to support her PhD course work and fieldwork in sociocultural anthropology at the University of British Columbia beginning this fall.

- Winifred (Zimmerman) Doudna '24, Savoy, Ill., May 20, 2009
 Dora (Wagner) Conrath '30, Fairfield, Calif., April 30, 2009
 Ernestine (Elmendorf) Taylor '33, Yarmouth Port, Mass., March 3, 2009
 Josephine Neff Moffett '35, Alexandria, Va., October 11, 2001
 Mary (Park) Carsman '36, Cincinnati, Ohio, December 16, 2008
 Elizabeth (Stevenson) Bennett '37, MEd '48, Windsor, N.Y., May 14, 2009
 Jean (Thompson) Ferguson '37, McLean, Va., June 15, 2009
 Hermine (Lawatsch) MacFadyen '41, Lenox, Mass., January 5, 2009
 Cornelia (Merritt) Merwin '41, Sykesville, Md., March 1, 2009
 Janet (Bliss) Snyder '41, Middleburgh, N.Y., May 7, 2009
 Edith (Sheffield) Lesure '42, Altamonte Springs, Fla., January 23, 2009
 Margaret (Bull) Majak '42, Watertown, N.Y., January 29, 2009
 Elizabeth (Barlow) Davids '43, Charles Town, W. Va., February 13, 2009
 Agnes R. Shaw, MEd '43, Montpelier, Vt., June 8, 2009
 Carol (Graves) Christie '45, Bedford, Va., January 20, 2009
 Mary (Mershon) Hoffmann '45, Annapolis, Md., January 8, 2009
 Catherine (Verwoert) Work '45, Tempe, Ariz., February 5, 2008
 Lillian (Vonwieding) Haggart '46, Grand Island, Neb., January 25, 2009
 Jean (Kutschbach) Samper '46, Bogota, Colombia, March 8, 2009
 Mavis (Gillette) Sand '46, East Aurora, N.Y., November 29, 2008
 Joyce (Bolt) Hales '47, Bountiful, Utah, December 11, 2008
 Shirley (Green) Thorington '47, Rushford, N.Y., June 30, 2009
 Virginia (Hagemeyer) Adami '49, Deerfield, N.H., May 9, 2009
 Marian (Madison) Di Stasio '49, Spring Lake, N.J., December 17, 2008
 Dean Foster, PhD '49, Lexington, Va., June 6, 2009
 Charles H. Hill, MNS '49, PhD '51, Raleigh, N.C., March 26, 2009
 Elaine (Tobkin) Pelavin '49, San Francisco, Calif., December 7, 2008
 Evelyn (Jones) De Hart '50, Brooksville, Fla., March 7, 2009
 Barbara Bull MacKinnon '51, Saint Johns, Mich., June 4, 2009
 Louise (Laverty) Matejka '53, Whispering Pines, N.C., March 13, 2009
 Paula (Kranzler) Yeager '55, Warren, N.J., August 28, 2008
 Diane Eskin '58, New York, N.Y., June 13, 2009
 Ann (Wotring) Boyd, MS '59, Hanover, N.H., March 16, 2009
 Vladimir De Lissovoy, PhD '59, State College, Pa., January 2, 2009
 Colonel Thurman O. Martin, MFS '60, Marietta, Ga., January 7, 2008
 Bonnie (Grant) James '64, Mayville, N.Y., March 4, 2009
 Ronda (Gale) Kraft '66, Syosset, N.Y., February 10, 2009
 Kay (Stroker) Staid '66, Ithaca, N.Y., May 29, 2009
 Mary (Mcdorman) Burton, PhD '68, Fayetteville, Ariz., April 27, 2009
 Mary Ann Fiske '69, MS '72, Albuquerque, N.M., September 19, 2007
 Mary (Corcoran) Murray '73, Chippewa Falls, Wisc., January 1, 2009
 Lindsay A. Weld '73, North Bay, Ont., Canada, March 14, 2009
 John L. Beard, PhD '80, Port Matilda, Pa., February 13, 2009
 Lt. Col. Harris Robert Prager, MD '89, Las Vegas, Nev., June 17, 2009
 Anthony Edward Tindall '00, Elmira, N.Y., June 15, 2009



MEMBER ADVANTAGE

Spring 2009 edition: Outreach and Impact

Become a life member of the Human Ecology Alumni Association and receive a complimentary subscription to *Human Ecology* magazine. For more information, visit www.human.cornell.edu/che/Alumni/HEAA/join.cfm.

Meet the Board

The Human Ecology Alumni Association Board of Directors is made up of a dedicated group of alumni who volunteer their time to support the College and facilitate connections within the Human Ecology alumni network. The 2009–2010 board members are:

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Terry Kornblum Singer '76
Major: Design and Environmental Analysis
Profession: Architect



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Major: Consumer Economics
Profession: Treasurer and Vice President of Finance and Corporate Development, Petro-Chem Development Co., Inc.



Vice President

Nanci S. Palmintere '73
Major: Design and Environmental Analysis
Profession: Vice President of Global Tax and Trade, Intel



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Deborah G. Adelman '71, MS '74
Major: Nutrition
Profession: Head of Global Consumer Real Estate Risk, Citigroup



Secretary

Angelina K. Riley '04
Major: Policy Analysis and Management
Profession: Executive Policy Specialist, Pennsylvania Department of Health



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Christopher Cihlar MS '01, PhD '03
Dr. Cynthia Cuffie-Jackson '74*
Yvonne Schlafstein Distenfeld '78*
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Jessica Garay '04
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Dr. Barbara Hirsch '76*
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Amy Hughes '71
Katrina James '96
Mary Kahn '79
Amy Motschwiller '80
Ann Trueblood Raper '74
Lee Schaffler '01
Reina Schiffrin '76
Jill Schwartz '82
Jane Tatibouet '62

Emeritus Members

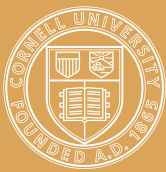
Dr. Ronni S. Chernoff '67
Rosanna Frank '61
Lucy Jarvis '38
Dr. Cindy Noble '54

Student Representative

Ashley Jeanlus '11

For more information about the Human Ecology Alumni Association, contact head@cornell.edu.

*indicates new board member



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LINKages



Sally Steinman Harms '39 (lower right corner) poses with the 11 other members of the Class of 1939 who were able to attend their 70th reunion this past summer.



Before the age of digital photography and the Internet, Cornell students shared their experiences with family and friends by making scrapbooks. This past summer, the scrapbook of **Sally Steinman Harms '39** was displayed in Kroch Library during the Cornell Reunion celebration.

"I kept a scrapbook every year that I was at Cornell, and when I heard the university wanted them, I brought them all back," she said. "I'm just so glad that someone is interested in them."

Harms majored in Community Service Education at Cornell and was selected to escort Eleanor Roosevelt when she visited Cornell for Farm and Home Week. Harms went on to work as a Red Cross recreational worker in Africa and Italy, as the Willard Straight Hall social director, and then as a home economics teacher in Scottsville, New York.

This year marked Harms's 70th reunion. She and 11 other members of the Class of 1939 were able to attend.