



Danial Asmat is graduating with Honors. His undergraduate thesis is *Bad Faith Litigation in First Party Automobile Insurance: An Empirical Study*. Using a cross-sectional approach, he corroborated evidence in the literature that automobile insurers settle with their claimants for more, on average, in states that passed “bad faith” tort laws. Using a time-series approach, however, and focusing on states that changed their law over time, he found no evidence of higher settlements, suggesting that the literature’s higher settlement findings may be a symptom of the cross-sectional study design.

Danial completed an eight week internship in New York doing labor market economic research at The Conference Board. He completed a seven month internship at CRA International in Boston doing antitrust consulting work. He also worked as a research assistant for Dr. Robert Frank and Dr. Catherine Taylor, in economics and sociology, respectively.

Danial has been accepted into the MPS Program in Applied Statistics at Cornell. Upon receiving his Masters, he plans to obtain a Ph.D in Economics.

Awards: PAM Honors, Dean’s List, Kappa Omicron Nu Honor Society.



Alex Bowerman has worked for Dr. Rick Geddes since Spring, 2007, doing research on the development of women’s property rights and transportation privatization. Efficient road pricing research findings were published in both India and the United Kingdom.

After competing on the Speech and Debate team as a Freshman, Alex led a mock trial team that became one of the top-5 trial teams in the nation. In 2007 the team placed third nationally, and Alex was named an All-American Attorney.

Alex plays drums in Cornell Jazz Ensembles and local music sensation Funk and Disorderly. He serves as a college advisor for the YMCA Youth and Government Program.

After graduation Alex will work as a Business Analyst for Deloitte Consulting in New York. Eventually, he plans on going to law school.

Awards: Meinig Family Cornell National Scholar, Dean’s List, Semi-finalist for Marshall Scholarship, President of Cornell Mock Trial from 06-Jan 09, Nominated for Excellence in Leadership Award for service as President, Member of Zeta Psi Fraternity.



Claudia Cohen has been a research assistant to Dr. Rosemary Avery for the past two years. Claudia worked on the Smoking Cessation Project, which focuses on the effectiveness of print advertising and prime-time television ads on both purchases of tobacco and nicotine replacement therapy products, and on changes in consumers’ health-related behavior. Claudia is also a research assistant to Professor Claudio Lucarelli, researching the welfare impact of Medicare Part D.

Claudia has participated in Into the Streets, a student community volunteer program, and Relay for Life, raising money for cancer research.

Claudia worked for a commercial litigation law firm in New York City last summer. She is graduating with a Consumer concentration and a Law and Society concentration. She will be attending law school in the fall.

Awards: Dean’s Merit Scholar Award, Dean’s List, member of Kappa Omicron Nu Honor Society.



Natanya DeWeese completed two PAM majors: Consumer and Family/Social Welfare and a minor in Law and Society.

Natanya is currently the President of Kappa Omicron Nu, the College of Human Ecology’s Honor Society, and was Vice-President of Communications for Kappa Omicron Nu during

her junior year.

Natanya has worked as a legal assistant at a local law firm while attending Cornell. Natanya continued tutoring children with learning disabilities, a service oriented activity she started with while still in High School.

Natanya will be attending Cornell Law School after graduation.

Awards: College of Human Ecology Dean’s Scholar Award, Dean’s List, inducted into both Kappa Omicron Nu Honor Society and Golden Key Honor Society.



Matt Eisenberg graduated early this January with Honors. His thesis title is: *The Impact of Over the Counter (OTC) Weight Loss Product Television Advertisements on the Consumption of OTC Weight Loss Products and Other Diet- Related Behaviors*. His research focused on looking at various

effects of pharmaceutical advertising on consumer behavior. His thesis analyzed the effects of over-the-counter (OTC) weight loss television advertisements on dieting behavior, exercising behavior, and use of related products. Research indicates that, controlling for socio demographics and viewing intensity, that while exposure to the advertisements make a consumer more likely to purchase ineffective products, exposure also increases the likelihood of the consumer controlling their diet and exercising. While it may seem easier to ban these outlandish advertisements (ex: lose 30 lbs in 3 days), they do seem to have positive spillover effects when it comes to diet and exercise.

Matt has been Project Manager of Dr. Rosemary Avery’s undergraduate research team and will be working as a Research Assistant for Dr. Sherry Glied at the Columbia School of Public Health.

Award: Cornell Presidential Research Scholar.



Liz Hartmann is graduating with Honors. Her undergraduate thesis is *The Tempo of Relationship Progression among Low-Income Couples*. Her research examines the factors affecting the tempo of low-income couples’ relationship progression into sexual involvement and co-residence (cohabitation and marriage). The results will inform recent public policy attempting to encourage stable and lasting relationships.

Liz is a Team Leader in the Raising Educational Attainment Challenge (REACH) organization. In REACH she works at an after-school program offered to children from disadvantaged backgrounds. As team leader she is in charge of recruiting and managing tutors, planning and running monthly activities, and acting as the liaison between REACH (here at Cornell) and the after-school program.

Liz spent a semester abroad in Guayaquil, Ecuador, which has piqued her interest in Latin America and the Spanish language.

Liz plans to leave the cold of Ithaca behind for sunny Northern California. She hopes to work in policy research and data analysis, likely focusing on public education.

Award: PAM Honors.



PAM Outstanding Seniors 2009



Adena Hefets has been Dr. Rosemary Avery’s Lead TA for Introduction to Policy Analysis and Management for several semesters.

Among her many campus activities, Adena was instrumental in organizing the Educate the Vote: McCain v. Obama in 3D - Data and Debate on domestic policy.

Adena was also an active member of Alpha Phi Sorority, where she served as the Vice President of Program Development, a member of the Membership Development Committee, and as Unity Chair. She also served on the Greek Judicial Board.

In her junior year, Adena spent a semester in Buenos Aires, Argentina. She volunteered at a program for low-income children called Fundación Juanito while learning Spanish.

Adena became interested in a finance career path after interning with Goldman Sachs. She will continue on this career path after graduation by working in the Media and Telecom group of Merrill Lynch’s Investment Banking Division. In the future she plans on attending law school.

Awards: Dean’s List, Kappa Omicron Nu Honor Society, Mortar Board Honor Society, Order of Omega.



Marisa Lusthaus has been active in Cornell Bigs, a student group that works with Big Brothers Big Sisters of Ithaca, to mentor children within the Ithaca community. Within Cornell Bigs she has worked as a Volunteer, as Activities Coordinator, and as Publicity Chair.

Marisa has also mentored children at the Ithaca Youth Bureau. She is a member and Vice-President of the Society for Women in Business, an organization providing positive networking and social environment for aspiring business professionals. She is a member and the Philanthropy Chair for the Sigma Delta Tau Sorority.

Marisa spent a semester abroad studying Italian Art and Cooking in Florence, Italy.

Marisa plans to attend law school after graduation.

Awards: Dean’s List, member of Kappa Omicron Nu Honor Society, Member of Golden Key Honor Society, National Society for Collegiate Scholars.



Elizabeth Phillips is graduating with Honors. Her undergraduate thesis is *The Effect of Tenure on Teacher Performance in K-12 Public Education*. The theoretical effect of teacher tenure is ambiguous: confidence and job security may free the teacher to pursue

new teaching techniques; or once tenure is obtained it reduce incentives to perform well. Using data from the National Education Research Study, Elizabeth addresses this important education issue.

Elizabeth has been a TA for PAM 2300. Her extra-curricular activities include being the Steering Committee Chair for Human Ecology Ambassadors, students who volunteer their time to help prospective students through the college search process by providing the student perspective on life. She served on the Panhellenic Council as Vice President for Finance and worked on the Senior Class Campaign 2009 as Vice President of Publicity. In addition, she served as Executive Vice President, Kappa Omicron Nu, Human Ecology Honor Society.

After graduation, Elizabeth will attend the University of Chicago for a Masters of Public Policy.

Awards: PAM Honors, Dean’s List, Kappa Omicron Nu, Order of Omega.



Rafael Dignataro entered Cornell with his energy focused on playing football. After his first semester in Policy Analysis & Management, however, he knew that this was the major for him and was attracted to its versatility and usefulness.

For the last two years Rafael has been the Lead TA for Introduction to Policy Analysis and Management. He became, as a sophomore, President of Sigma Phi Society.

Rafael spent a summer working in finance for Citigroup. He is going on to attend law school with an interest in either corporate or real estate law.

Awards: Dean’s List, Class of 2000 Parker Family Scholarship Recipient, Cornell Chapter of Greater Buffalo Scholarship Recipient, Cornell Chapter of Sigma Phi Scholarship Recipient, Sigma Phi Scholar in Residence.



Kristen Reilly is graduating with Honors. The title of her thesis is *“The Economic Consequences of Divorce: the role of child support, labor force attachment and means tested transfers over time”*. Her research has found that although workforce participation and child support

have increased between 1984 and 2001, divorce or separation still has a severe negative impact on the economic status of women.

Since her sophomore year, Kristen has worked with Dr E. Peters as a research assistant. Her research focused on child support guidelines and enforcement both over time and across states.

Kristen has been involved in Alaph Phi Omega, a service fraternity on campus, through which she did volunteer work in the Ithaca Community. She has also been a research assistant working with Professor Peters on various projects.

Kristen is planning to work in the New York State Division of the Budget in the Welfare Department in Albany.

Awards: PAM Honors, Dean’s List.



Shir Sadan is graduating with Honors. Her thesis title is *The Effects of the Sarbanes-Oxley Act on Small Firms and Entrepreneurship*. Using a stock market event study design, her findings show that the Sarbanes-Oxley Act had a negative impact on small and entrepreneurial public companies

when compared to the overall market. Her findings also show a positive impact on small and entrepreneurial public companies during a compliance extension for Section 404 of the Act in 2005.

Shir spent the spring semester of her junior year abroad at Tel Aviv University. During and after her semester abroad, she pursued a six-month internship in the native language.

Shir will be working full-time with GE’s Financial Management Program, a two-year rotational leadership program in corporate finance.

Awards: PAM Honors, Dean’s List, member of Kappa Omicron Nu, the Golden Key International Honor Society, the National Society of Collegiate Scholars, the National Scholars Honors Society.



Soojeong Son focused on the Consumer concentration. She has been doing research on health economics with Dr. Sean Nicholson on pharmaceutical companies’ pricing of lung, breast, and colon cancer chemo-

therapy drugs using a quality adjusted life years framework. She learned to use statistical software to analyze pharmaceutical market share data for the oncology market.

She also spent time working with the Skits-o-phrenics Sketch Comedy Troupe, where she collaboratively wrote original sketch comedy and performed at Cornell and at other universities, including Brandeis and Skidmore College.

After graduation Soojeong is interested in working for a non-profit organization such as Teach For America. She may also teach English as a foreign language abroad in Korea and Thailand. Afterwards she plans on attending business school.

Awards: Dean’s List.



Anna Oh is graduating with Honors. Her undergraduate thesis is *Insuring Against Another Enron: The Role of Cross-listing Status of Canadian Firms on the Purchase of Directors’ and Officers’ Insurance in the aftermath of Sarbanes-Oxley Act of 2002*. Many critics of

Sarbanes-Oxley posit that it will increase compliance and insurance costs. Anna investigates the effect of the legislation on whether Canadian companies that cross-listed in the United States increase their purchase of lawsuit insurance. She doesn’t find any statistically significant increase in insurance.

Anna’s on-campus activities included being a New Member Orientation Chair for the Alpha Xi Delta Sorority, and serving in the Women’s Alumnae Networking Committee.

Anna will be taking a year off after graduation to gain some work experience while applying to law school. She hopes to attend law school in fall 2010 and to pursue business law.

Awards: PAM honors, Dean’s List.



Talia Ziskroft’s interest in PAM centered around the Consumer concentration. She worked on two research projects with Dr. Claudio Lucarelli and Dr. Emily Owens.

During her years on campus Talia has been very active in the community. She became the lead fundraiser for the Class of 2009 Thanksgiving Aid to Families in Need drive. As a member of Kappa Omicron Nu, she participated in bake sales sponsored by the PLUS organization in which proceeds are directed to the Cornell Prison Project and clothing drives donated to the Salvation Army. She led another clothing sale in which all proceeds were given to Sharsheret, which helps young Jewish women living with breast cancer. She started a KON Relay for Life team, to support those who survived and those currently living with cancer.

Talia worked as a summer analyst in JP Morgan’s Financial Analytics and Structured Transactions in the Sales and Trading Division. After graduation Talia will work full time for JP Morgan.

Awards: Dean’s List, Kappa Omicron Nu, The National Society of Collegiate Scholars.