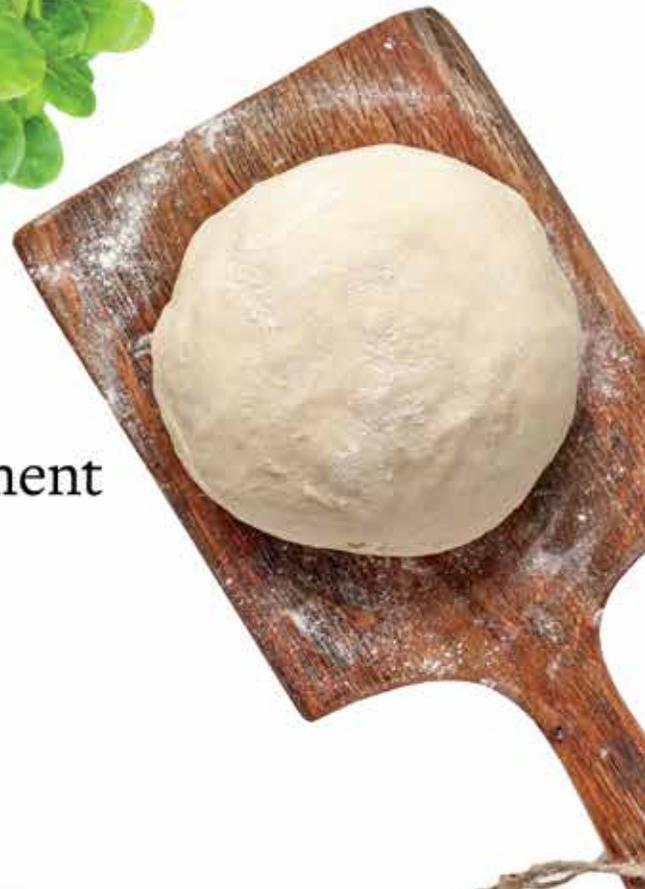




What can  
public engagement  
look like?



# How did it get there?

It was 20 years ago this October that the mysterious great pumpkin appeared atop the McGraw Tower spire, gaining fame not only at Cornell but nationwide. Articles appeared in The New York Times and through the Associated Press, reports on network and cable TV news, and an NBC "Today Show" spot three days before Halloween. Five months later the pumpkin was removed – by then a frozen, shriveled husk – but the true origin of the prank remains a mystery.





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# EZRA

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**ON THE COVER:**

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## FROM THE PRESIDENT

Dear Ezra readers,

The essay below is adapted from my longer article, "World University Rankings 2018: Cornell's commitment to its calling," which appeared in Times Higher Education on Sept. 5.

I feel so strongly that universities – and Cornell in particular – must stand up for knowledge and truth, while also vigorously defending the right to free speech and expression, that I wanted to share these thoughts with you in this issue.

In 1940, a time when unspeakable actions were occurring in the world, the historian Carl Becker gave this perspective on the purpose of universities:

*There is ... no reason for the existence of Cornell, or of any university ... except in so far as they serve to maintain and promote the humane and rational values which are essential to the preservation of democratic society, and of civilization as we understand it.*

Today, we face different challenges, but it is no less essential that universities "maintain and promote the humane and rational values" that preserve democratic society. The primary way in which universities do this is through research and education. But there is an interlinked triad of civic responsibilities that universities must also satisfy.

They begin with an obligation to stand up for the very notion of knowledge and truth. Over the past decade, we have seen a growing public disregard for evidence in shaping individual beliefs and public policy. We have become, as a society, sloppy in assessing information, too frequently willing to conclude that something is true – or false – on the basis of hearsay, without rigorous examination of evidence.

As institutions committed to the value of knowing what is true, universities must be intentional in providing our students and the public the tools needed to assess evidence and determine the reliability of information.

Our second responsibility is to defend free expression. Without the ability to hear all ideas and question all statements we cannot come to know what's true. The physicist Edwin Hubble observed that science progresses through successive approximations of the truth. Yet we can only have successive approximations of truth, in science and more generally, if we allow statements that are at odds with the currently understood approximation.

On campuses today there is significant debate about the borders of free speech. When faced with speech that is obnoxious, offensive, even hateful, we must remember what history has shown about the perils associated with



suppressing speech: that so often it is the powerful majorities who suppress the speech of the less powerful – from abolitionists, to suffragettes, to labor organizers, to civil rights activists.

This does not imply that there are no limits to speech. Threats and conduct that incites imminent violence, for example, are not protected under the Constitution, nor would we tolerate such actions on our campuses. The lines are messy, and debate about them is an appropriate activity for our universities. But our first instinct must be to protect freedom of speech. While there are those who may promulgate messages that we institutionally abhor, we cannot allow them to push us into curtailing the rights that we cherish. Instead, it is our duty to use those rights to identify and confront evil, to educate, and to vigorously support and defend the dignity of those who are targeted by abhorrent speech.

This leads to higher education's third civic responsibility: to work for a future in which all groups are fully included in the conversation, and to create campuses that are truly diverse, inclusive and egalitarian. Multiple imperatives underlie this responsibility: our knowledge, backed by research, that learning is enhanced in diverse settings and that diverse perspectives lead to better solutions to problems; the stresses in democratic society that will only be addressed by an increased capacity for citizens to work across difference; and the moral imperative of equality that is fundamental to democracy.

Openness to all students is embedded in Cornell's ethos, which was founded as a university for any student, without regard to race, gender or nationality. But even with its deep commitment to egalitarianism, Cornell has not always been successful in realizing this value. The work must continue, to create a culture in which all members of our community feel that they belong, can do their best work and can learn from one another.

Today, as much as ever, we in universities must take seriously our responsibilities to help preserve democratic society – not only through distinguished research and thoughtful, innovative teaching, but also by doing the difficult yet essential work required to fulfill our civic responsibilities.

Martha E. Pollack  
President, Cornell University

# CORNELL UNIVERSE

## CORNELL CUBESAT EARNS MOON SHOT

Merriam-Webster defines cislunar as “lying between the Earth and the moon.” In 2019, a Cornell-built CubeSat (a tiny satellite no bigger than a cereal box) will be flying in that vast expanse of space.

Cornell’s Cislunar Explorers – a student group led by Mason Peck, associate professor of mechanical and aerospace engineering – earned one of three spots onboard a NASA rocket, following the agency’s two-year Cube Quest Challenge. The results were announced in June. The Cornell team will have two CubeSat L-shaped satellites, in total about the size of a large shoebox – onboard the agency’s newest rocket, the Space Launch System, when it sends an unmanned Orion spacecraft into deep space in 2019.

The final phase of the challenge – which features a total prize purse of \$5 million, NASA’s largest ever – includes the Lunar Derby, in which the Cislunar Explorers will compete, and the Deep Space Derby. If successful, Cornell will be the first university to build a spacecraft that reaches lunar orbit.



## BIG STINK: TITAN ARUM BLOOMS OUTDOORS

Summer breezes wafting through Cornell’s Minns Garden carried the aromas of fresh grass, notes of floral and, for a few days in August, something akin to rotting meat.

Yet the chance to experience that repugnant odor drew thousands of visitors to the garden near the Plant Science Building. The reason: Carolus, one of the College of Agriculture and Life Sciences’ titan arums. The giant, smelly tropical plant also known as a corpse flower bloomed outdoors for the first time in a region outside of the tropics.

“The plant had perfect timing,” says Paul Cooper, greenhouse grower for the Cornell University Agricultural Experiment Station. “When it broke dormancy in June, we realized this might be our only chance to try for an outdoor flowering.”

Carolus started its dramatic show Aug. 7, unleashing its mighty rotten-meat stench that, in the sweltering forests of Sumatra, Indonesia, attracts flies, carrion beetles and other pollinators looking for a snack and a place to lay eggs.



Joe Wilensky

## RECOMMENDED READ

### CORNELL ALUMNI MAGAZINE

Want to know why experiences are more gratifying than possessions? Or why bronze medalists are actually happier than those who win silver? Professor Tom Gilovich – one of academia’s most renowned researchers on the psychology of everyday life – shares the answers in the current issue of Cornell Alumni Magazine.



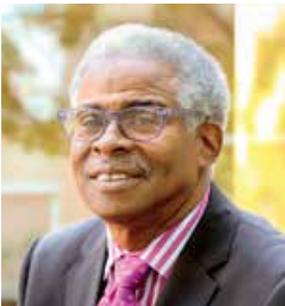
You can also read about watershed moments in Big Red hockey history – from a heart-wrenching 1-0 overtime loss against

the University of Wisconsin to an NCAA victory over Clarkson in Lake Placid’s Olympic Arena that capped an undefeated season, to the capture of the first-ever Ivy League women’s title.

Plus: a former congressman’s Vietnam-era novel based on his 1967 senior spring; Nintendo’s “Regginator” and Variety’s TV guru; a Cornellian-founded, Philly-based coffee chain; and a grieving father’s mission to combat drug addiction.

Check it out at [cornellalumnimagazine.com](http://cornellalumnimagazine.com).

## GARY HARRIS '75 GIVEN ALUMNI HONOR FOR DIVERSITY, INCLUSION EFFORTS



Gary L. Harris '75, M.S. '76, Ph.D. '80, has been honored by the Cornell Graduate School with the inaugural Turner Kittrell Medal of Honor. The award was established to recognize alumni who have made

significant national or international contributions to the advancement of diversity, inclusion and equity in the academy, industry or the public sector. Recipients are chosen by the Graduate School Diversity Advisory Council.

Harris studied electrical engineering throughout his Cornell career. He is a professor of electrical engineering and materials science and associate provost for research and graduate studies at Howard University, and director of the Howard Nanoscale Science and Engineering Facility and the National Nanotechnology Infrastructure Network.



Jesse Winter Photography



## INTERWOVEN

At the MoMA PS1 courtyard in Long Island City, New York, alumni and friends gathered Aug. 16 to celebrate “Lumen,” the installation by Jenny Sabin, associate professor at the College of Architecture, Art and Planning. “Lumen” was the 2017 winner of MoMA’s Young Architects Program.

The 400-strong attendees – who included alumni representing all colleges and schools – immersed themselves in the interactive, knitted-fiber environment and heard remarks from Sabin and Kent Kleinman, the Gale and Ira Drukier Dean of AAP.

“Lumen” incorporates solar-reactive fibers that produce subtle colors – pinks and yellows, blues and greens – in sunlight, and photo-luminescent fibers that glow brightly at night.





## THE INAUGURATION OF **MARTHA E. POLLACK**

Martha E. Pollack was inaugurated and officially installed as Cornell University's 14th president Aug. 25 on the Arts Quad.

She plumbed the depths of Cornell history and spoke to current times in her inaugural address. Other events included a packed Street Fair; student group research on display during the Festival of Scholarship; an academic symposium, "Universities and the Search for Truth"; and the debut of her official Cornell ice cream, Martha's Bits & Bytes.

For full coverage, visit [news.cornell.edu/categories/inauguration-martha-e-pollack](https://news.cornell.edu/categories/inauguration-martha-e-pollack).



**Above:** President Martha E. Pollack is congratulated by Robert S. Harrison '76, chairman of the Cornell Board of Trustees, at Pollack's installation ceremony Aug. 25 on the Arts Quad.



**Left:** Former Cornell presidents attending the inauguration ceremony included, from left, David Skorton, Hunter Rawlings and Jeffrey Lehman '77. Not pictured is President Emeritus Frank H.T. Rhodes, who joined the others following the academic procession.



**Left:** Volunteer scoopers from the College of Agriculture and Life Sciences serve the official inauguration ice cream, Martha's Bits & Bytes, at the Street Fair.

**Below right:** President Pollack visits with Dainelle Allen '18, a student presenter, during the Festival of Scholarship held in the Physical Sciences Building Atrium. The festival kicked off three days of events that included inauguration.

**Bottom:** The Cornell Bhangra dance troupe – in its 20th year as a campus organization – entertains the crowd at the Street Fair on the Arts Quad.

**Right:** The Cornell Marching Band welcomes students, faculty, alumni, staff and members of the Ithaca community to the Street Fair.





PICTURE CORNELL BY LINDSAY FRANCE

Scott McArt, assistant professor of entomology, works with honeybees at the Dyce Lab for Honey Bee Studies on Freese Road.







Designing safe yogurt



Perfecting maple-flavored soda

Battling microbial spoilage

Protecting communities from climate change

Helping a village in Chile become self-sufficient

Breeding fish and growing lettuce



# Cornell's recipe for public engagement

---

**L**ast spring, food science major Maddie Parish '17 and other members of her team in the capstone course Food Science 4000 helped a food producer solve a critical production challenge: Microbial spoilage was occurring soon after packaging of the ready-to-eat sesame product.

While the microbes were not dangerous to consume, they were visually unappealing and customers were returning the product to stores.

The partner “had been working for five years on this issue without finding any solution. It was a bit intimidating,” Parish admits, “because we were told [it] needed to be solved for the company to survive. So we were under a bit of pressure ... but this is a situation [that] happens in the real world.”

The partnership formed, the food producer offered them all the ingredients used and full knowledge about the company, the product and the production facility; Parish and her team worked collaboratively with the producer and with the Cornell Food Venture Center (FVC) in Geneva, New York.

After testing many environmental samples from swab kits in the lab, the team found that the root cause of the microbial spoilage was utensils that had not been sanitized effectively prior to manufacturing. “We used the scientific method to find the cause and, therefore, the solution to our partner’s problem,” she says. “This helped us realize that this is what the Food Venture Center does: It uses food science and the scientific method to help companies – often the smaller companies, the entrepreneurs, the startups – to succeed.”

Parish’s hands-on research and consulting experience is typical of all Cornell seniors in food science, who each spring take the capstone course. An Engaged Curriculum Grant in 2015 transformed a traditional weekly lecture seminar into a leading example of hands-on community engagement and learning at the university.

The experience “made me realize how broad a spectrum of the public Cornell engages,” Parish says. “I knew that our university partnered with large organizations for research purposes, but public engagement reaches from the small farmer to the budding entrepreneur to large corporations.”

In the course, “we were able to use the skills that we learned in the laboratory and classes to successfully make recommendations and help a real-world problem,” she explains. “It was a project that had value, and in the end, it was an extremely satisfying feeling knowing that we made a positive impact on someone’s business.”

## **Fostering community engagement**

Engaged Cornell ([engaged.cornell.edu](http://engaged.cornell.edu)), established in 2014 through a gift from the Einhorn Family Charitable Trust and launched the following year, is an initiative that nurtures a community engagement culture across the university. In fostering that spirit, it champions research, curricula and activities with partnerships and students



at their core; in support, Cornell's Office of Engagement Initiatives (OEI) advances this work through funding and grants, training, and a variety of other programs with campus partners. (See sidebar, p. 19, for other universitywide examples of Engaged Cornell's effects.)

This collaborative focus prepares students to become global citizens who can lead social change, part of a broader public engagement mission and commitment that has been at Cornell's core since its founding.

Marin Cherry, M.S. '15, course coordinator for Food Science 4000, says when she and others in the department first learned about OEI and the Engaged Curriculum Grants program, they started looking at the existing curriculum and "decided that it really needed to change."

For the original seminar-based course, "we brought in speakers, whether faculty or from the industry, and the students would sit there and listen attentively and maybe write some reflections," Cherry says. "While it was a capstone experience for our seniors, it wasn't challenging them to really use their food science knowledge; it was only broadening their perspectives within it.

"They've gone from being talked at to being full participants in the conversation, which is great."

Chang "Cy" Lee, professor of food science, teaches the class. He notes "most of the seniors, during their four years as food science majors, have learned many things – chemistry, microbiology, engineering, food safety, sensory analysis. Since they are heading off to work in the food industry, to be able to use that knowledge directly applied to an industry problem is an ideal situation."

Through the curriculum development grant, the food science capstone course embraced public engagement through an economic development focus and a small-business development perspective, Cherry says. "These are mainly smaller food producers," she explains of the entrepreneurs the FVC partners with. "Some of them are working in their kitchens; a few are just a one- or two-person operation; they don't necessarily have the resources to hire a consulting firm or someone who would do this work for them. We're targeting that segment of the food industry."

The course, taken by about 30 students each spring, is "rooted in student experiential learning" while also matching needs of food entrepreneurs and producers – building on existing strong relationships, resources and services already provided by the FVC, says Anna Bartel, associate director for community-engaged curricula and practice for the OEI.

### **Food Venture Center**

An extension program of the Department of Food Science that began in 1988, the Cornell Food Venture Center in Geneva fields thousands of requests for assistance and works directly with more than 400 producers on the commercialization of more than 1,200 food products each year.

Olga Padilla-Zakour, FVC director, professor and chair of the Department of Food Science, notes that the center

focuses on new products' regulatory compliance, safety and stability, "and therefore we value the opportunity to involve food science students in projects that go beyond what the FVC can do to really make a difference in the success of a small company," she says. "The students are able to apply their knowledge under challenging situations where teamwork, resourcefulness, time management and appreciation for the companies' needs and know-how are critical."

FVC researchers may help businesses develop food safety plans, conduct technical feasibility studies for products in development, give feedback on formulation adjustments or help find providers and suppliers for particular testing or food production needs.

Lee chaired the food science department 2002-08 and also collaborated with research and extension efforts at the FVC, forging relationships between Cornell, industry partners and small-scale entrepreneurs. He says the center's work with food entrepreneurs and the regional agricultural industry is integral to Cornell's land-grant mission, and in recent years, Geneva faculty have been participating in more teaching in addition to conducting research and extension activities.

"It's a combination of everything in terms of education," Lee says. "If we're able to teach our students and at the same time work with regional entrepreneurs and industry people, helping their businesses grow while also having a positive impact on the economy in the area – that's the original idea of engagement."

### **A 'real-life experience'**

Halle Bershad '17, who is now working as an associate food scientist at Mondelēz International and would eventually like to become a food entrepreneur, says the course "showed me the difficulty in starting your own business. There are many aspects that must be considered, or your product will never make it to the shelf or could end up making a consumer sick." She notes many of the food entrepreneurs did not have a food science or culinary background, making the students' work, and the FVC's, even more important.

"This is a real-life experience," says Bruno Xavier, an extension associate at Cornell and processing authority at the FVC. "These are commercial products from real companies that must be financially viable. As a result, there may be very different expectations between the students and the manufacturers. And I think that's an important learning experience, too."

The students "really see this as a useful experience that's challenging them in the best way," Cherry says. "It's not easy, but it allows them to act like professionals. And that's something that they look for; it gives them a perspective on an area of the food industry that they otherwise would generally not have."

The experience – which participants say is more deeply embedded in small-business entrepreneurship and local economies than an internship – gives the students exposure to a different set of skills they may need after graduation.

**“[Students have] gone from being talked at to being full participants in the conversation, which is great.”**

---

Marin Cherry, M.S. '15



**Above:** Marin Cherry, M.S. '15, course coordinator for Food Science 4000, left, with Professor Chang "Cy" Lee, who teaches the class.

**Left:** Food science majors at work in a testing lab.



**“THIS IS A  
REAL-LIFE  
EXPERIENCE.”**

Bruno Xavier, left, extension associate at Cornell and processing authority at the Food Venture Center

“Our students generally intern at the big companies – the Krafts, the Pepsis, the Mondelēzes of the food world,” Cherry says. “If you connect them with a food entrepreneur or a small manufacturer – it’s a completely different set of resource and time constraints. It’s fascinating to watch them figure it out.”

Cherry notes that for food science majors who intern or go to work at big food manufacturers, those companies often have ample stockrooms that make gathering supplies and conducting bench trials easy and unconstrained.

But for students who teamed up with small food manufacturers and entrepreneurs in the course, they had to find out how to order samples of packages and supplies for testing and production trials – “and, by the way, how much does it all cost and what is a reasonable budget for this part of the process? Is this too expensive?” Cherry notes. “They have to manage their own budget in partnership with the food entrepreneurs we’ve paired them with.”

Adam Friedlander ’16 took the course in spring 2016, and he and his team worked with Merle Maple Farm, a maple producer based in Attica, New York, to develop a maple-flavored soda; in previous attempts the company had struggled with keeping the pH of the beverage within a shelf-stable range while maintaining maple flavor.

“Our team functioned as a miniature startup consulting company,” Friedlander recalls. “With our available funds, we learned how to allocate our resources efficiently, develop stronger project management skills, and deliver precise research and development results for the maple farm.” The budget from the department includes funding to pay for the food manufacturers to come to campus at least once, and usually twice, during the semester.

Friedlander says the close partnership with Cornell food scientists and Merle Maple Farm producers was crucial to the team’s, and the course’s, success.

“Without it, our team could not have tackled challenges, such as sensory analysis trials, ingredient formulation and production scale-up for manufacturing in larger batches,” he says.

### **Leveling the playing field for small manufacturers**

Terry Lee Gonzalez of 10x Wow is a first-time food manufacturer based in Florida who worked with one of the food science course teams this past spring (one of the first producers outside New York state to do so). Her product, a fresh-fermented garlic sauce, is innovative, and to be able to sell in big-box stores, she had to demonstrate the safety of her product for state officials and develop a food safety plan to be competitive in the marketplace.

The students and the FVC not only worked with Gonzalez on manufacturing, stability and food safety issues, but they also helped her navigate her state’s dilemma of not knowing how to regulate her product (as a fresh product that would need to be refrigerated, as a fermented food or as an acidified food).

Before finding Cornell and the FVC, Gonzalez had called around the country trying to find a food



Robyn Wishna

**“Our team functioned as a miniature startup consulting company. With our available funds, we learned how to allocate our resources efficiently, develop stronger project management skills, and deliver precise research and development results for the maple farm.”**

---

Adam Friedlander ’16

processing authority willing to work with her unique product. “Cornell was a lot more innovative; instead of boxing me in, they looked at all available options and made recommendations from there,” she says.

Gonzalez says that the selection committee for the course set both the students and her up for success “by making sure that the scope of the project played to the students’ training. It was a real-world, real-life project, where we were looking at food safety, shelf life and improving the quality of the product I produce.”

First-time food manufacturers often produce a product “and they go to a farmers market, and they build traction that way,” Gonzalez says. “But how do you approach a company like Whole Foods, or Winn-Dixie, or Trader Joe’s, unless you’ve dotted all your i’s and crossed your t’s?” Those companies do want innovative products, she says, but they are justifiably concerned about food safety and liability.

“What really touched me is how committed Cornell’s students and professors are to bringing innovative, tasty and safe food to market and leveling the playing field,” Gonzalez says. “The capstone project has provided me with the opportunity to compete with larger players.”

### Reflections on engagement

As befits a holistic academic initiative, Engaged Cornell also seeks to elevate a critical reflection process as a key part of the experience to advance learning.

“Normally our students are asked to think critically in a laboratory environment, or in a classroom environment where there is focus on the food – a very specific problem,” Cherry says. But the course was developed to include critical reflection: asking students to look back to assess what they have learned; what preconceived notions they may have had; and how they interact with their partners, teammates and the staff and faculty of the department.

Friedlander, like many of the food science majors who have graduated since 2016, has incorporated critical reflection into his perspective on the course, and on his Cornell education, with natural ease.

“While there weren’t any prelims for this class, my fellow classmates and I learned lessons arguably more important than an exam grade – public service,” he says. “This class not only made us better scientists, public speakers and community leaders, but it helped us spread our knowledge of food science.”

Friedlander, who now works as a food safety specialist at a trade association representing food retailers in Washington, D.C., says the course “was a culmination of my entire food science education. ... Participating in this course gave me great experience in all aspects of food science and kept me on track to pursue my passion.”

That passion is reflected in the partnerships nurtured through the FVC and Food Science 4000, now a hallmark of the food science experience – and an example of practical, engaged learning that is becoming a common thread in a Cornell undergraduate education.



From left, Christine Liu and Lavannya Pulluveetil Barrera of Cornell’s student-led Alternative Breaks program with Latonya Assanah, greenhouse manager for Harlem Grown, during a 2017 trip to New York City, where students worked with the nonprofit organization on a children’s sensory garden.

# Engaged Cornell's spirit grows



Engaged Cornell's spirit grows in the colleges, schools and other campus units, such as the Community Learning and Service Partnership, Cornell in Washington, the Center for Teaching Innovation, Cornell Abroad, the Cornell Public Service Center, The Cornell Commitment collection of programs, the Cornell Prison Education Program, the Office of Academic Diversity Initiatives, the Office of Engagement Initiatives and more.

A few examples:

The High Road Fellowships in Buffalo, New York, is an ILR School program (not limited to ILR students) that embeds about 20 students each summer in engaged learning and applied research in community-based economic development organizations in Buffalo. The partnerships create hands-on experiences in grassroots economic development, urban revitalization, poverty alleviation, public economic policy, labor-community alliances and more.

Landscape architecture students in the College of Agriculture and Life Sciences who are enrolled in the Climate-Adaptive Design studio, in partnership with the Cornell Water Resources Institute and the New York State Department of Environmental Conservation's Hudson River Estuary Program, travel to flood-prone Hudson Valley communities each semester. They create climate-resilient designs to offer protection from rising water levels associated with climate change.

In a new food justice class in the College of Arts and Sciences – Race and Social Entrepreneurship: Food Justice and Urban Reform – students work with residents of senior living communities in Ithaca to conduct research on food insecurity and discuss issues of food policy, politics, access and sustainability. The course was supported through an Engaged Curriculum Grant and by associate professor Noliwe Rooks, who developed the course further during her time as an Engaged Faculty Fellow.

A new biological and environmental engineering and entrepreneurship course, Learning the Professional Practice of Entrepreneurship by Being an Entrepreneur, engages engineers with an SOS Children's Village for abandoned or otherwise traumatized children in Puerto Varas, Chile. The goal is to create a functioning aquaponics system to produce vegetables and fish. Using engineering expertise and developing knowledge in finance, marketing, management and cross-culture communication, the students help the village become more self-sufficient by expanding its aquaponics operation to generate an ongoing revenue stream.

“Root Map” is a collaborative, living play about borders and migration that travels to different communities for theatrical and story-building workshops. An international collaboration between the College of Arts and Sciences and Jadavpur University in Kolkata, India, the play interweaves stories from different cultures to explore the similarities people experience when encountering borders.

To see more examples, and to keep up with community engagement at Cornell, visit [cornell.edu/engagement](http://cornell.edu/engagement).

PICTURE CORNELL BY JASON KOSKI

View of the Emma and Georgina Bloomberg Center, the main academic building on the Cornell Tech campus.





# ‘REVOLUTIONARY’ CORNELL TECH CAMPUS IN NYC DEDICATED

With luminaries and Cornell power players aplenty, and pomp-and-circumstance befitting such a historic occasion, Cornell officially strengthened its already sizable New York City presence Sept. 13 with the dedication of the glittering, futuristic Cornell Tech campus on Roosevelt Island.

“In academic terms, Cornell Tech has been created in record time – from vision to reality in just a few short years,” said Cornell President Martha E. Pollack. “In another way, Cornell Tech has been a long time in the making – building on a century of Cornell teaching, research, patient care and service to New York City and tracing back to our land-grant roots.

“Yet this moment is more than just a continuation; it’s a transformation – for Cornell and for New York City,” she said. “And I believe that Cornell Tech will be transformative in every way.”



**“Cornell Tech is both completely transformative and completely consistent with Cornell’s mission and values, going all the way back to the university’s founding in 1865.”**

Robert S. Harrison '76, chairman of the Cornell Board of Trustees

**Top:** Streamers help mark the Sept. 13 Cornell Tech campus dedication and ribbon-cutting on Roosevelt Island.

**Right:** New York Gov. Andrew Cuomo speaks at the dedication.





**Top:** Students on the Cornell Tech campus outside The Bridge building during campus dedication events. The Bridge at Cornell Tech was designed by Marion Weiss and Michael Manfredi, M.Arch. '80.

**Left:** Cornell President Martha Pollack, Vice Provost and the Jack and Rilla Neafsey Dean Daniel Huttenlocher, former New York City Mayor Michael Bloomberg and Cornell Board of Trustees Chairman Robert Harrison celebrate following the ribbon-cutting ceremony.

**Above:** New York City Mayor Bill de Blasio speaks at the dedication.



**Above:** Cornell staff hand out commemorative T-shirts at the Physical Sciences Building on the Ithaca campus during the Cornell Tech dedication, which was livestreamed.

**Right:** Hundreds watched the Cornell Tech dedication via livestream in the Physical Sciences Building.

**Below:** A view of Manhattan's east side is visible from the Bloomberg Center on the Cornell Tech campus.

**Opposite page:** From left, Cornell President Martha Pollack, Vice Provost and the Jack and Rilla Neafsey Dean Daniel Huttenlocher, John P. Neafsey and Rilla Neafsey.

For full coverage, visit [news.cornell.edu/categories/cornell-tech-dedication](https://news.cornell.edu/categories/cornell-tech-dedication).



# Neafseys fund Cornell Tech's top academic post

by Diane Lebo Wallace

It's been clear to Jack Neafsey for a long time that to educate and lead innovation, institutions need to integrate business with technology and engineering fields.

Now Neafsey '61, M.Eng. '62, MBA '63, and his wife, Rilla, have

endowed the top academic leadership position at Cornell Tech, establishing the Jack and Rilla Neafsey Deanship, currently held by Dean and Vice Provost Daniel P. Huttenlocher.

"I am profoundly honored that the Cornell Tech deanship has been so generously endowed by Jack and Rilla," Huttenlocher said. "At Cornell Tech, we seek to create leaders who can bridge the fields of tech and entrepreneurship, so it is only fitting that this leadership gift came from Jack, who himself has had an extremely successful career bringing innovations in engineering to life through his business acumen."



**"I'm delighted that Cornell Tech is at the forefront on the East Coast, rivaling Stanford on the West Coast, and that we are emerging as a recognized world leader in the field of technology."**

Jack Neafsey '61, M.Eng. '62, MBA '63

A Cornell trustee emeritus, presidential councillor and foremost benefactor, Jack Neafsey has helped to drive achievements across Cornell's business, engineering and computing education for decades through his leadership and philanthropy.

"The opportunities for Cornell Tech are boundless, and it has done extraordinarily well in getting underway," said Neafsey, a retired Sun Co. executive and investment consultant. "I'm delighted that Cornell Tech is at the forefront on the East Coast, rivaling Stanford on the West Coast, and that we are emerging as a recognized world leader in the field of technology."

Looking ahead, Neafsey sees great promise and expansive opportunities for Cornell Tech.

"We're just beginning to understand how to stimulate creative careers in technology, computer science, engineering and other disciplines," he said. "We're still in infancy when it comes to the art of encouraging innovations that produce contributions to society and the ways in which we live."

# TECH SUPPORT

## MILESTONE GIFTS BUILD CORNELL TECH

Just six years after Cornell won the bid to create Cornell Tech in partnership with The Technion – Israel Institute of Technology, the new campus on Roosevelt Island in New York City has opened and was dedicated Sept. 13.

Cornell Tech’s early success and future promise spring not only from the visionary ideas and energy of leaders across academic, government and private sectors, but also from the enthusiastic endorsement of Cornellians and the generosity of individuals, foundations and corporations.

In all some 650 donors have contributed more than \$770 million in private support.

“Never did I anticipate the groundswell of support that we have witnessed over the past six years,” said Daniel P. Huttenlocher, vice provost and the Jack and Rilla Neafsey Dean of Cornell Tech.

“After starting from scratch, I am now so proud of what we have accomplished with the critical capital and program support that has allowed us to build a cutting-edge campus committed to sustainability, attract world-class faculty, and support the most talented students so that they can become pioneering leaders for the digital age.”

Here are selected gifts that have powered Cornell Tech forward.

### FOUNDING GIFTS

Early transformative support of construction, programs, a global institute and temporary space

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#### THE ATLANTIC PHILANTHROPIES, FOUNDED BY CHARLES F. FEENEY ’56

\$350 million

Helped clinch Cornell’s bid to create a leading urban campus dedicated to technology, innovation and enterprise (December 2011)

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#### IRWIN M. JACOBS ’54 AND JOAN K. JACOBS ’54

\$133 million

Created the Jacobs Technion-Cornell Institute, cementing Cornell’s and the Technion’s ongoing partnership at Cornell Tech (April 2013)

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#### BLOOMBERG PHILANTHROPIES

\$100 million

Supported construction on Roosevelt Island, including The Emma and Georgina Bloomberg Center, Cornell Tech’s first academic building (June 2015)

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**VERIZON**  
**\$50 million**

Supports construction of the Verizon Executive Education Center, which will promote synergy between industry and Cornell Tech's academic community (February 2015)

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**GOOGLE INC.**  
**\$12 million**

Provided 22,000 square feet of temporary space for Cornell Tech in Manhattan during the first phase of construction on Roosevelt Island (May 2012)

**FACULTY AND STUDENT SUPPORT**

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Endowment gifts for professorships, fellowships and other position support

**Joelle Burnell and Roger W. Burnell '66**

Roger and Joelle Burnell Chair in Integrated Health and Technology

**Dyson Foundation**

Charles H. Dyson Professorship of Management

**John (Jack) P. Neafsey '61, M.Eng. '62, MBA '63 and Rilla Neafsey**

Jack and Rilla Neafsey Deanship

**Girish V. Reddy, M.Eng. '78, MBA '80, and Jaidev Reddy '11**

Girish and Jaidev Reddy Professorship of Practice

**Demir Sabanci, MBA '99**

Demir Sabanci Professorship of Marketing and Management

**James H. and Marilyn H. Simons**

James H. and Marilyn H. Simons Graduate Fellowship

**Robert F. Smith '85**

Robert Frederick Smith Tech Scholars Program

**Andrew H. Tisch '71 and Ann R. Tisch**

Andrew H. and Ann R. Tisch Professorship (Jacobs Institute)

**Estate of Robert V. Tishman '37 and Tishman Speyer Properties**

Robert V. Tishman '37 Founder's Chair

**Sanford I. Weill '55 and Joan Weill**

Weill Endowed Founder's Chair (Jacobs Institute)

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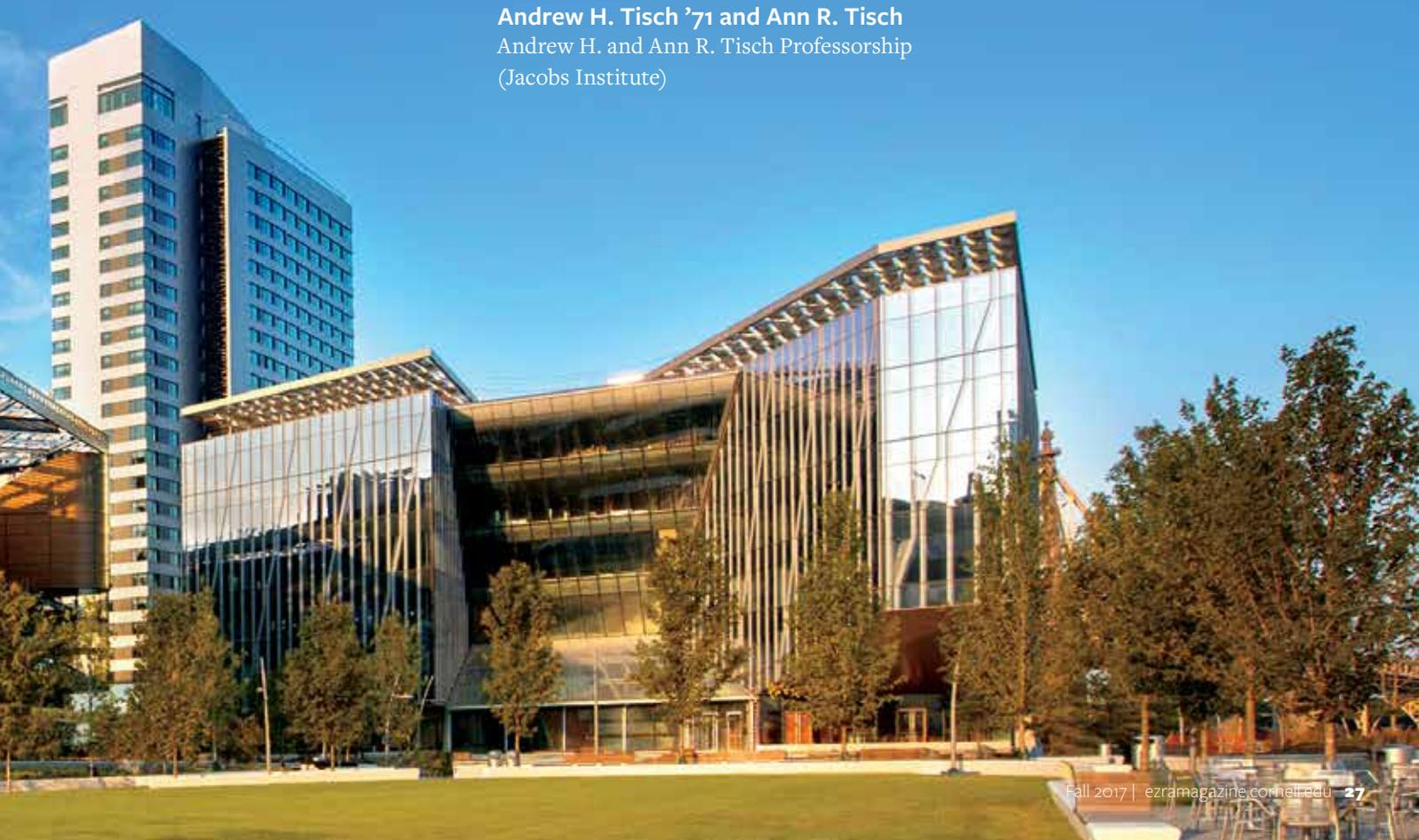
**PROGRAM, CAPITAL AND OTHER SUPPORT**

**Ira Glener**

**Lowell McAdam '76**

**David Siegel**

Provided support toward research and software development efforts at Cornell Tech and support for K-12 educational programs



# ALUMNI GIFTS EXEMPLIFY CORNELL'S COMMITMENT TO STUDENT VETERANS

By Kate Klein

Cornell has a proud history of welcoming military veterans, exemplified by the Class of 1950: 64 percent of the 1,956-member class were veterans of World War II, many of them funded by the G.I. Bill. That history continues for a new generation, thanks to grassroots organizing efforts by student veterans, a renewed commitment from university leaders and increased alumni engagement. Two recent gifts exemplify and further efforts to recruit and support veterans at Cornell.

## Helping student veterans navigate challenges

In March, the Adelpic Cornell Educational Fund, associated with Alpha Delta Phi fraternity, committed \$200,000 to enhance the Cornell experience for student veterans. This gift established a new veterans advocate to serve as a point of contact for all student veterans and to recruit veterans to Cornell. The first to fill this position, Barbara Thompson joined the dean of students office

**Below:** Members of the Undergraduate Veterans Association, which formed in 2015 to advocate for better support and a stronger community, at the War Memorial Arch on Veterans Day 2016.



in August and helps student veterans stay organized academically and transition from military to college life. She also connects student veterans to on-campus resources, including registrar and financial aid staff members certified to process military benefits.

“The student veterans advocate is the first dedicated resource at Cornell that will help veterans navigate these challenges,” said Dean of Students Vijay Pendakur. His goal for the part-time, three-year term position is that Thompson will “work to alleviate academic, social and financial hurdles that [they] face so that they can focus on being students.”

It wasn’t easy for David Outlaw ’17, a U.S. Navy veteran, to concentrate on being a student when he entered Cornell’s School of Hotel Administration in 2014. Faced with challenges processing his Yellow Ribbon benefits that enhance the G.I. Bill and identifying other student veterans, in 2015 he and Seamus Murphy ’17 founded the Cornell Undergraduate Veterans Association (CUVA) to advocate for better support and a stronger community.

“CUVA’s aim is to create an academic environment that requires the veteran be only concerned with one thing – their studies,” said Luke Opyd ’18, CUVA president.

Dialogue between CUVA and members of Cornell’s senior administration is bringing positive change. The financial aid and registrar’s offices now have staff members dedicated to military veterans. A new website, [military.cornell.edu](http://military.cornell.edu), consolidates information about benefits, programs and recruiting for Cornell’s military community. And in July 2017, Provost Michael I. Kotlikoff announced an ambitious goal in a post on the Higher Education Today website: Cornell would quadruple its number of undergraduate military veterans by 2020.

“We must all do a better job at reaching out to students who have served this country and who have much to offer undergraduate communities,” Kotlikoff wrote, speaking for Ivy League and other elite institutions.

The number of undergraduate student veterans at Cornell has risen from about five in 2014 to more than 20 in 2017, said Vice Provost Judith Appleton.

### **Permanent scholarship support**

In contrast, the population of professional and graduate student veterans at Cornell is strong, particularly at the Samuel Curtis Johnson Graduate School of Management in the Cornell SC Johnson College of Business. In 2017, 43 veterans were enrolled in Johnson’s residential MBA programs, comprising 11 percent of domestic students in the classes of 2017 and 2018.

In April 2017, Peter Nolan ’80, MBA ’82, and his wife, Stephanie Nolan ’84, made support for student veterans permanent at Johnson by endowing a scholarship fund. The Peter and Stephanie Nolan Veterans Professional Scholarship Fund comprises \$6 million from the Nolans and \$2 million in current-use funds from the Cornell SC Johnson College of Business challenge, and builds on \$2

million in scholarships the couple gave previously.

Peter Nolan, who worked with and hired several veterans during his capital management career, said he believes supporting military veterans is the right thing to do after they have put their lives at risk.

“Veterans are proven leaders already,” he said. “Their leadership skills are critical to their successful completion of their MBAs and subsequent careers as business leaders.”

### **Engaging after graduation**

Graduate and undergraduate student veterans bring rich experiences and unique perspectives to Cornell, Appleton said. Likewise, veterans bring something special to Cornell’s alumni community, said Matt Carcella, director of Alumni Diversity Programs for Alumni Affairs and Development.

Two events at Reunion 2017 gathered alumni veterans, and the AAD office of diversity programs surveyed alumni veterans earlier this year to learn how to serve them better.

“Like Cornell’s other diverse communities, veterans deserve the coherence and resources they need to thrive – not only as students but after they graduate,” Carcella said. “As the student veteran population grows, so does the alumni veteran community. I’m excited to see how these military veterans engage with the university in the future.”

**“As the student veteran population grows, so does the alumni veteran community. I’m excited to see how these military veterans engage with the university in the future.”**

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Matt Carcella, director of Alumni Diversity Programs for Alumni Affairs and Development

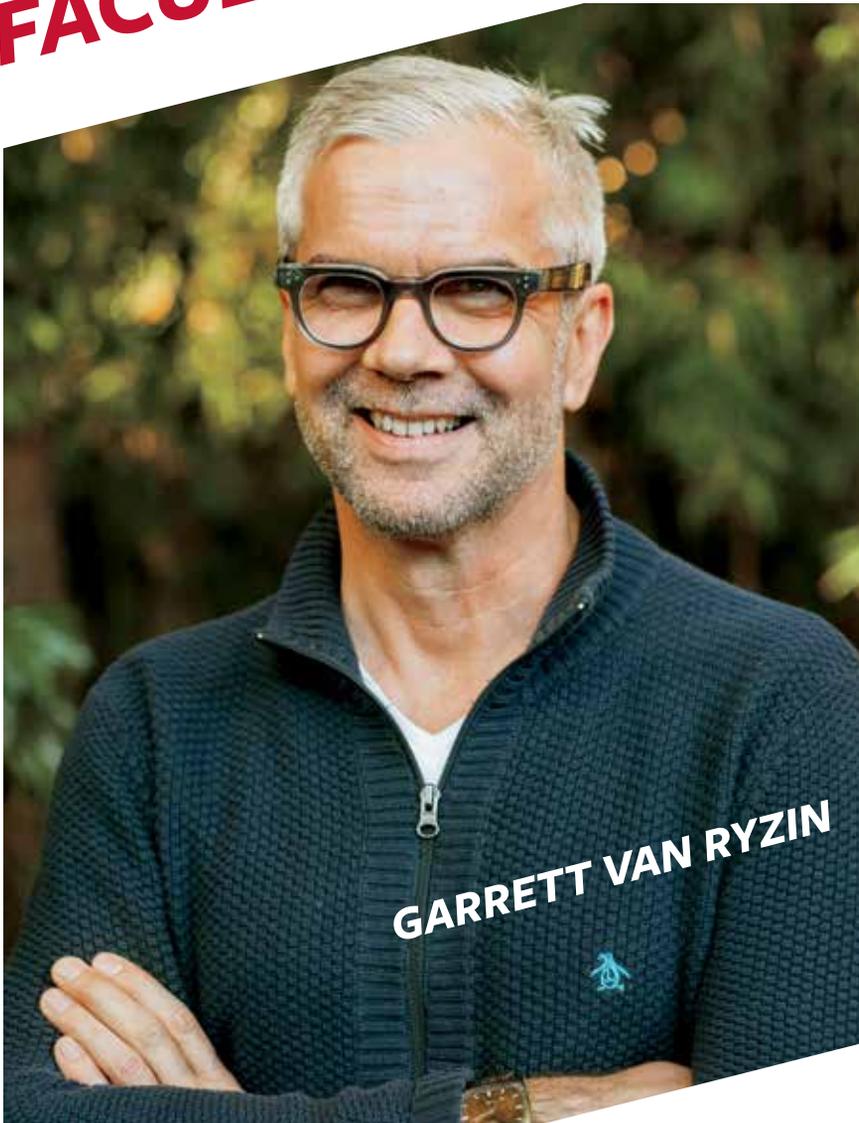


PICTURE CORNELL BY JASON KOSKI

The sun sets as students walk along Ho Plaza on a fall afternoon.



# FACULTY PROFILES



**GARRETT VAN RYZIN**

## **RADICAL THINKING TO GET US FROM POINT A TO B**

Finding the most efficient way to move humans around cities and the world has motivated Garrett van Ryzin throughout his career. Transportation is a basic human need, says the recently appointed professor of operations, technology and information management at Cornell Tech and the Cornell SC Johnson College of Business.

Working with global companies, including major airlines and most recently Uber Technologies, van Ryzin has tackled an array of complex issues in transportation, from routing to pricing.

“You’re trying to move people through space and time, and I find it quite fascinating, just in terms of the physics of how it works,” he explains. “If you can do a good job of it and make it more efficient, that really adds value to the world.”

Co-author of a pioneering scientific book on revenue management, van Ryzin is a leading scholar in operations research and also has applied his critical thinking to areas such as distribution, retailing and manufacturing.

Prior to joining Cornell Tech, van Ryzin was on the faculty of the Columbia Business School. One of his principal areas of research has been algorithmic pricing, which combines data-driven technology with economic behavioral modeling.

Over his career, van Ryzin has witnessed rapid advances in technology and the birth of new transportation models. One of the most groundbreaking has been Uber Technologies, where van Ryzin continues in his role as head of marketplace optimization advanced development.

Drawing on sophisticated data generated instantly via users’ mobile apps, Uber can map driver and rider locations. Dynamic pricing then encourages drivers to go to the right places and work at the right times, van Ryzin explains.

It is his interest in working in this dynamic space at the intersection of technology and economics that drew him to Cornell Tech.

“I really like what Cornell Tech is doing in terms of focusing on the tech sector and on industries that are super innovative, and then producing research that’s oriented around those industries,” he says.



**“... managers have to know the consumers’ underlying motivations and goals when they visit the property.”**

Helen Chun

## **CREATING A BETTER CONSUMER EXPERIENCE**

When Helen Chun, associate professor in the School of Hotel Administration, and her colleagues used to eat at the Saigon Kitchen in Ithaca, they learned that customers would often complain about the excessive noise in the restaurant.

That prompted Chun and So-Yeon Yoon, associate professor of design and environmental analysis in the College of Human Ecology, to survey the customers and were surprised to find that the heightened ambient noise was creating such a negative experience that it lowered their taste perception of the food, their tipping and the likelihood they would return.

The researchers – along with Kate Min, a visiting scholar in the Johnson Graduate School of Management – secured a grant from Cornell’s Institute for the Social Sciences to install noise-absorbent panels on the ceiling, which reduced the sound level by an average of nine decibels. In a later survey, they found the consumers were happier with the food and their tipping had increased.

Understanding how to manage and enhance the consumer experience in the service setting is the focus of Chun’s research. Her work has explored how companies can increase consumers’ enjoyment of an experience before they even arrive at a restaurant, hotel or cruise by sending brochures, video clips or travel phrases in foreign languages.

Chun, who began teaching at Cornell in 2009, was attracted to the Hotel School because of its focus on the service sector and the wide range of resources it offers, such as roundtables with industry leaders.

In a study with her colleague Robert Kwortnik, associate professor in the Hotel School, Chun has also examined the “dark side of consumer behavior” – the pilfering of products from hotels and other venues.

Their research shows consumers often steal products from hotels as keepsakes of a memorable vacation. Chun sees the problem as an opportunity to improve the consumer experience by offering free gifts, such as a bathrobe or a dinner. “The managers have to know the consumers’ underlying motivations and goals when they visit the property,” Chun says. “Then they can decide whether to give them an experience or something tangible.”

– Sherrie Negrea

## ASSESSING THE IMPACT OF INFORMATION TECHNOLOGY

Information technology (IT) has transformed the way we shop, work and use our time in the 21st century. But not everyone has benefited equally from the digital revolution.

While the development of the internet has lowered prices of consumer goods and business costs, it has had different effects on urban and rural areas, says Chris Forman, the Peter and Stephanie Nolan Professor of Strategy, Innovation and Technology in the Charles H. Dyson School of Applied Economics and Management.

Residents of rural areas who shop online have access to more products and lower prices than if they had to depend on brick-and-mortar stores in their communities, Forman says. But wages in economically and geographically isolated counties did not rise when local companies invested in IT during the early commercialization of the internet, his research shows.

“A lot of my work has tried to understand the conditions when IT acts more as an equalizer and the conditions under which it exacerbates the pre-existing conditions,” says Forman, who joined the faculty at Dyson in 2016.

In a 2012 study on wage growth, Forman and his co-authors found that workers in counties with high income, large populations, high education levels and concentrated IT use earned better wages after companies invested in internet technology, while those without those conditions did not.

Forman uncovered similar results when he researched the effects of IT on health care organizations and businesses. In a 2014 study, Forman and his co-authors found that hospitals in areas where private companies were intensive users of IT had lower costs when they adopted electronic medical records, while hospitals in other regions did not. Access to workers with expertise in deploying these types of systems was one reason cited for the difference.

Forman says he was attracted to Cornell by the opportunity to work in the new Cornell SC Johnson College of Business. “It seemed like there was a lot of dynamism and excitement about the growth that was going on both in Dyson and in the College of Business more broadly,” he says.

– Sherrie Negrea



**“It seemed like there was a lot of dynamism and excitement about the growth that was going on both in Dyson and in the College of Business more broadly.”**

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Chris Forman

## A HUMANISTIC POINT OF VIEW

Animals, neuroscience, consciousness and medicine: Associate Professor of English Elisha Cohn's interests range far and wide, all seen through the lens of narrative, her driving passion.

Cohn's specialty is Victorian literature, because, she says, "it was the first period that consistently saw itself as modern and tried to theorize its own values and its own moment. There's a great sort of pathos to their enchantment with trying to know everything."

Her book project, "Animal Lives in the English Novel," examines the role of animals in 19th- and 20th-century narrative. We tend to think of animals as experiencing their selfhood very differently from us, says Cohn, but how might our thinking about consciousness change if it's not centered exclusively around humans?

Her second project, "Victorian Brain, Neuroscience and the Novel," examines the history of neuroscience and consciousness. Cohn began at Cornell in 2011 as the Dick and Dale Reis Johnson Faculty Fellow, a Sesquicentennial Faculty Fellow. "Cornell has been a wonderful fit for me because it has such a diverse student body, with students who are interested and expert in so many different kinds of things and so intellectually curious," says Cohn.

Bringing students from around the university together was a key goal when Cohn designed her class on literature and medicine. "People practicing medicine benefit from a humanistic point of view," she says. "We've known for a long time that English majors, for instance, are very attractive candidates to medical schools. It's not just because of the writing skills, but also because of the interpretive skills and the sensitivity to nuance and the willingness to imagine the lives of others that comes with a literary training."

Collaboration and interdisciplinarity are important to Cohn; she's hoping to teach in the new cross-college environment and sustainability major offered through the College of Arts and Sciences and the College of Agriculture and Life Sciences. This fall she's teaching an ecocriticism graduate course that looks at how the Victorian way of thinking about their experience with coal helped form how we now think about climate. "Might there be strategies relevant for us in our literary past?" she asks.

– Linda B. Glaser





## NEW CHALLENGES BRING CORNELLIANs TOGETHER

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By Jose Beduya

Powered by Cornellians who have provided matching funds to inspire the generosity of others, the university recently launched fundraising challenges to amplify the impact of gifts in support of the endowment.

One of these challenges is the universitywide endowed scholarship challenge, matching gifts of \$200,000 or more on a 1-to-4 basis. To date, the challenge has raised 65 new and enhanced scholarship endowments, totaling \$17 million – more than two-thirds of its goal. Here are stories of supporters who have risen to the challenge.



### A chain of giving

The last time Chris and Julie Lee, both Class of '94, visited campus was in 1997, marking a pivotal moment in their lives. "Chris proposed to me at Cornell because our years there meant so much to both of us," says Julie, who vividly recalls their engagement on Libe Slope.

Two decades and three daughters later, the Lees are reconnecting with their alma mater through an endowed scholarship.

It's the first gift to Cornell by the Atlanta couple, linking their gift with that of Craig Voorhees '49, whose unrestricted bequest provided the matching funds for the scholarship challenge, and whose story inspired their own support. (Visit [giving.cornell.edu](http://giving.cornell.edu) to read more about Voorhees.)

The challenge "just seemed perfect and the best way to make the most of our giving," says Chris, an otolaryngologist. Julie, an aspiring novelist, also sees the



Craig Voorhees '49 in Fultonville, New York.

Provided by John Henley

gift as a continuation of her own narrative: “I was able to attend Cornell because of the grants and scholarships offered to me. It was time to give back.”

Chris and Julie – who graduated from the College of Engineering and the College of Arts and Sciences, respectively – designated their scholarship for Asian-American undergraduate students in any college or school.

“We believe there is a discrepancy between perception and reality when it comes to the needs of Asian-American students,” Julie says. “Being Asian American doesn’t automatically guarantee success and achievement without struggle. This model-minority myth diverts attention away from those in need, which is why we wanted to create this scholarship for eligible, deserving students.”

**Breaking down barriers**

A self-described “impact junkie,” Mike Nash ’85 has created an endowed scholarship with his wife, Carolyn Duffy, to nurture tomorrow’s innovators. The promise of the future belongs equally to men and women, the couple firmly believe, and they have designated their scholarship for female students enrolled in Computing and Information Science.

Based in Bellevue, Washington, with two sons and a daughter, they are longtime supporters of Cornell and veterans of the tech industry. Duffy, with undergraduate and MBA degrees from Harvard, is the head of business at Textio. Nash, who also has an MBA, from the Wharton School at the University of Pennsylvania, is vice president of customer experience and portfolio strategy and chief technologist for personal systems at HP.

“I’ve been in the tech sector for over 30 years since I graduated from Cornell, and overall, the number of women that I’ve seen in technology just seems lower than it ought to be,” Nash says.

**Highlighted challenges**

Apart from the endowed scholarship challenge, here are two new challenges announced in 2017 and how you can support them.

	<b>Designated colleges and schools</b>	<b>Areas supported</b>	<b>Minimum qualifying gift (paid over five years)</b>	<b>Contact person</b>
<b>ENDOWMENT CHALLENGES</b> Gift match ratio : 1:3	Cornell SC Johnson College of Business	Professorship	\$3 million	Jon Denison, associate dean and executive director of development, Cornell SC Johnson College of Business  jdd93@cornell.edu 607-254-7497
	Charles H. Dyson School of Applied Economics and Management	Scholarship	\$187,500	
	School of Hotel Administration			
	Samuel Curtis Johnson Graduate School of Management			
<b>FUTURE FACULTY INITIATIVE</b> Gift match ratio : 1:3	College of Arts and Sciences	Full college professorship	\$3.75 million	John Quigley, director of development, College of Arts and Sciences  jaq24@cornell.edu 607-254-1335
		Full professorship	\$2.25 million	
		Assistant professorship	\$1.5 million	
		Postdoctoral fellowship	\$1.125 million	
		Graduate award	\$750,000	

“When I look back to my classmates in the computer science program at Cornell, the ones who were most competitive with me academically were women,” he adds. “There’s a discontinuity between the capability of those women and the number that are in the workplace, so Carolyn and I want to do what we can to knock down those barriers.”

The challenge match was an added bonus. “It came down to the impact we can have where a dollar from us became more than a dollar because of the challenge, helping to make sure we can enable one or more young women in following their dreams of being in technology,” Nash says.

### **Broadening perspectives, expanding possibilities**

Bob Eberly Jr.’s endowed scholarship follows a long family tradition of philanthropy, started by his grandfather, Orville, who established the Eberly Foundation in 1963. Focused on higher education, the foundation has created scholarship programs and endowments in 28 colleges and universities in western Pennsylvania, West Virginia and New York.

“Through all these years, we have helped literally thousands and thousands of deserving students, and so I thought it was time that we begin to focus on my alma mater, Cornell,” says Eberly, who became the foundation’s president in 2011.

A member of the Class of ’66, Eberly is a retired lawyer in Hilton Head, South Carolina. He also is a history buff who has written a book about the Civil War.

On the heels of his current-use gift for student financial aid at Cornell, he and his wife, Kathy, created their endowment gift to benefit undergraduates, with a preference for students from western Pennsylvania – particularly Fayette County, where Eberly grew up. Devoted to the coal mining communities of his youth, he and his wife hope to nurture the next generation of Cornellians from the region.

“By and large, these are young people of limited experience, limited travel. They are overwhelmingly public high school students. And so, in many cases, arriving in Ithaca and becoming a member of the Cornell community becomes their first experience in a much broader, and more diverse, world,” he says.

“In this age of globalization, I think it’s imperative that people from all different kinds of backgrounds have an opportunity to interact with each other and to become comfortable with each other,” he adds.

Bob and Kathy Eberly believe that these future Cornell scholars will rise in their own time and in their own way to make a difference on campus and beyond.

“You just never know what they’ll do, but the magical part of this is that every now and then one of them will change the world!” Eberly says.

*Interested in adding your own giving story to the endowed scholarship challenge? Contact Allison D. Riley ’84 at [abd1@cornell.edu](mailto:abd1@cornell.edu), 607-254-7158.*



Katherine Anderson

Bob Eberly Jr. ’66 with his wife, Kathy, and their granddaughter, Hayden Garniewicz, on a campus visit in September 2016.

**“... The magical part of this is every now and then one of them will change the world!”**

Bob Eberly Jr. ’66

PICTURE CORNELL BY LINDSAY FRANCE

Orientation supervisors greet each other as they arrive at Bailey Hall to begin training at the start of the fall semester.





Nick Polato, a baker at Wide Awake Bakery in Mecklenburg, New York, takes loaves of bread out of the oven. The artisanal bakery offers several varieties of breads made with unconventional grains, much of it locally sourced from its partner, Oechsner Farms of Newfield, New York.



**“[CONSUMERS] ARE INTERESTED IN LOCAL AND FLAVORFUL FOOD PRODUCTS.”**

Mark Sorrells, the project’s principal investigator and Cornell professor of plant breeding and genetics



# Heritage and ancient grain project feeds a growing demand

By Krishna Ramanujan

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**A**fter a century of markets dominated by a few types of wheat and white flour, ancient and heritage wheat varieties are making a comeback. Restaurants and bakeries that promote organic and local agriculture have sprouted up across the country in the last decade, meeting a rising consumer demand for tasty and nutritious foods that support an ethic of sustainability.

In the Northeast, for example, Gramercy Tavern in Manhattan serves local and seasonal dishes. Its rotating menu offers “roasted beets and kale salad with einkorn and candied pistachio” and “sea urchin risotto with ancient grains and ruby red shrimp.” The artisanal Wide Awake Bakery in Mecklenburg, New York, offers sourdough breads made from a variety of unconventional grains, largely sourced from its partner, Oechsner Farms, in Newfield, New York.

Marketing and economic analyses by Cornell researchers show that the demand for these unusual grains outstrips supply, and food lovers are willing to pay more for bread, pasta and baked goods made from them.

Still, since older varieties and ancient forms of wheat such as emmer and einkorn have been out of mainstream production for close to a century, little was known about what varieties might be best-suited for organic growing in the region.

A Cornell-led project provides research-backed, farm-to-table information on which modern, ancient and heritage wheat varieties are most adapted for Northeastern and north-central climates under organic conditions, best processing practices, avenues for marketing them, and how these varieties fare as bread, pasta and baked goods.

Results from the Value-Added Grains for Local and Regional Food Systems project were summarized in a paper, “Evaluation of Wheat and Emmer Varieties for Artisanal Baking, Pasta Making and Sensory Quality,” published in March in the *Journal of Cereal Science*.

“Consumer tastes are changing,” says Mark Sorrells, the project’s principal investigator and Cornell professor of plant breeding and genetics. “They are interested in local and flavorful food products, and farmers are looking for value-added crops to sell for higher prices to consumers.”

As a result of the project’s collaborations – with researchers, farmers, distributors and marketers, artisanal bakers, restaurants, consumers and others – alternative grains are now finding their way to plates around the region.

“The project has laid some really important groundwork, and every year we’ve seen things grow exponentially,” says June Russell, manager of farm inspections and strategic

development at Greenmarket, a program of GrowNYC, and a co-author of the paper. Greenmarket operates farmers markets in 52 locations across all five New York City boroughs and provides a bridge between growers and consumers.

“Demand is building, and that’s helping to drive more acres getting planted and some infrastructure development,” Russell says. Greenmarket has established a solid market for emmer and a growing market for einkorn, and 14 different kinds of wheat are now available, she says.

### Research leads to farmer benefits

Before the project started five years ago, only modern wheat varieties – those developed after 1950 – were grown in the Northeast, with a few isolated cases of farmers experimenting with grains. From 2012 to 2015, researchers at Cornell, Pennsylvania State University and North Dakota State University evaluated 146 varieties of modern and heritage spring and winter wheat, spring emmer, spring and winter spelt, and spring einkorn for how well they adapted to organic systems.

The varieties came from modern breeding programs, old landraces (crop varieties improved by traditional agricultural methods), wheat once grown in the region, farmer selections and seed banks. The researchers identified grains that are of better quality, produce larger yields and resist disease. For sustainable agriculture, planting varieties of small grains plays an important role in crop rotation and adds to biodiversity. And by selling to local markets, farmers can charge more for their crop because it is fresh, of higher value and reduces transportation cost.

Through outreach efforts, thousands of farmers have been educated about the best varieties of heritage and ancient grains, where to get seeds, organic management recommendations and techniques, and how to harvest and process the grains. Events, workshops and field days have drawn more than 8,000 participants, and the project’s webinars and videos have garnered more than 20,000 views.

“To have the information from the field trials has been incredibly valuable for growers,” Russell says. “We didn’t have any of that, especially for organic management.”

Sorrells adds: “The lesson we learned was if you really want to find out what varieties to grow organically, you have to evaluate them organically. Farmers that grow these grains can now look at real data and choose varieties that are most likely to benefit them economically.”

### But how do they taste?

The next step was to take select varieties and see how well they baked, cooked and tasted as sourdough and yeast breads, other baked goods, whole steamed kernels, and as pasta.

“We tried to find those that performed well in trials and from a variety of market classes,” says Lisa Kissing Kucek, Ph.D. ’17, project manager and first author of the paper. They chose seven varieties for sourdough baking; five for matzo crackers, yeast bread, shortbread and

cooked grain; and three emmer varieties for pasta and cooked grain evaluations.

For the cooking phase, Russell linked Kucek with artisanal bakers – Wide Awake Bakery for sourdough bread and Bread Alone Bakery in Boiceville, New York – for baked goods, and a restaurant – Gramercy Tavern – for emmer pasta trials.

Once the items were prepared, sensory evaluations began on Cornell’s Ithaca campus for sourdough evaluations, at the Culinary Institute of America’s New York City campus for baked goods, and at the Natural Gourmet Institute, also in New York City, for emmer pasta.

“This project had really heavy focus on stakeholder involvement, and more important, it was a participatory project,” Kucek says.

The project hired a certified sensory trainer, Liz Clarke from Ithaca-based Gimme! Coffee, who worked with panels of professional and amateur bakers, consumers, professors and students. Clarke trained them to identify sweet, salty, sour and bitter flavors, and to arrive at a consensus for how to describe flavors and textures.

Among the results, Glenn, a modern hard red spring wheat that some specialty farmers were already growing, “did wonderfully in terms of sourdough baking,” Kucek says. “We could validate that this was a great spring wheat for our region.”

So, too, was Tom, a modern hard red spring wheat that hadn’t been grown much regionally. “We have a number of farmers now trying Tom,” she says.

Though modern varieties performed better than heritage and ancient types in the field trials, based on the evaluations, the researchers are working on new breeds that, for example, cross a high-yielding but bland modern variety with a low-yielding but flavorful heritage one, with the goal of producing a new high-yielding, tasty grain.

“The biggest takeaway for me, and I think for our stakeholders too, was that there’s not one variety that meets all needs,” Kucek says. “You should pick varieties based on the product that you are making, so getting that link between farmer and processor is really valuable, so that the processor can say, I really want this variety and then talk to the farmer in order to source it and get it.”

### From farm to fork

Gramercy Tavern’s philosophy of promoting regional and seasonal foods made it a perfect fit for the quality evaluations. Since taking part in the project, Jenny Jones, a manager at the restaurant and a co-author on the paper, is now sourcing Lucille, an ancient spring emmer that, when ground into flour and mixed with durum wheat, makes a good, nutty pasta.

Wide Awake Bakery, which already had been using alternative grains, is now blending emmer and einkorn flours into some of its dough. The bakery’s owner, Stefan Senders, says the biggest lesson for him came from the baking tests.

“The way the baker handles the dough and the way the baker scores the dough has a tremendous impact on flavor.

**“Demand is building, and that’s helping to drive more acres getting planted and some infrastructure development.”**

June Russell, manager of farm inspections and strategic development at Greenmarket, a program of GrowNYC

**Below:** Trained taste and sensory evaluators rate sourdough breads at Cornell University.

**Below right:** Emmer grain from field trials at Cornell.



Provided by Allison Usavage

... I only learned that by virtue of this test. It’s changed our baking practices and the way I evaluate a loaf,” he says.

“We’re building a local grain culture,” Kucek says. “But we need to make sure the varieties we are using are the best ones for that application to help this movement grow. Picking the right varieties is going to be better for the farmer, baker and consumer.”

The project is funded by a grant through the United States Department of Agriculture’s Organic Agriculture Research and Extension Initiative.

Collaborators included Elizabeth Dyck at the Organic Growers’ Research and Information-Sharing Network, and Julie Dawson, a plant scientist at the University of Wisconsin, Madison.



Provided by June Russell

# DOCUMENTING SUFFRAGE'S STRUGGLE

**T**he battle for women's right to vote raged for decades – through marches and rallies, songs and hymns, posters and postcards, hunger strikes, slogans and speeches.

Today, hundreds of artifacts documenting this struggle are preserved in Cornell University Library's Division of Rare and Manuscript Collections. Donated to the library by Jon and Virginia Lindseth '56, these items bring to life the people and stories behind the suffrage campaign.

Upon suffrage's passage in New York state in November 1917 (three years before the 19th Amendment granted the same rights nationwide), Cornell Professor Flora Rose said: "I do not think we are going to reform everything, but I do think it is going to do a great deal for us. We are going to feel obligated to inform ourselves on political questions and to study political science. Instructors will be more interested in teaching women in those classes and we will be at last recognized as citizens of the United States."

Among the highlights of the Jon A. Lindseth Suffrage Collection are photographs and letters from leading suffragists such as Susan B. Anthony, Carrie Chapman Catt and Anna Howard Shaw, and a program from the momentous 1913 suffrage march in Washington, D.C.

Pins, ribbons and leaflets trace the movement's progression as its leaders

became increasingly adept at spreading their message. A colorful poster of Inez Milholland Boissevain, depicted in flowing white robes on horseback, commemorates her martyrdom for the cause – Boissevain died in 1916 after collapsing onstage during an arduous speaking tour.

Across the Atlantic, some women adopted more militant methods, such as hunger strikes following their arrests at protests. Pank-a-Squith, a German suffrage game from around 1910 where the goal is to reach the Houses of Parliament, was designed to be funny but also evokes the darker side of the campaign, with images of police violence against rallying women and the force-feeding of hunger-striking women in jail.

In England, suffragists awarded medals to the women who underwent force-feeding during hunger strikes, and one such medal in Cornell's collections, from 1912, reads: "Presented to Dorothy Bowker by the Women's Social and Political Union in recognition of a gallant action whereby through endurance to the last extremity of hunger and hardship, a great principle of political justice was vindicated."

More information and images from the collection can be seen at [rmc.library.cornell.edu/footsteps/exhibition/collectorstoday](http://rmc.library.cornell.edu/footsteps/exhibition/collectorstoday).

– *Melanie Lefkowitz*





# YOU CAN MAKE IT HAPPEN FALL 2017



## Sponsor a fashion show

A fashion show Oct. 26 in New York City featuring original pieces by fashion design students and historical pieces from the Cornell Costume and Textile Collection (CCTC) will raise funds for the redesign of the CCTC storage facility, an important research, exhibition and teaching asset. Students and alumni will model the fashions while the CCTC director provides a narrative.

Sponsorships: **\$2,500-\$10,000**

## Change a student's life

Your small gift to support a research project, summer internship or conference travel can make a huge difference to one specific student's education and career. Chances are, you'll help change the world. Help a student in:



Provided

- The Student Academic Enrichment Program sponsored by the College of Agriculture and Life Sciences, **\$1,000+**
- Engineering Learning Initiatives' Undergraduate Research Program, **\$5,000**



- Bronfenbrenner Center for Translational Research in the College of Human Ecology, **\$4,000**
- Student Development Fund in the School of Hotel Administration, Cornell SC Johnson College of Business, **\$1,000**



Provided

## Build a homegrown bench

Arborists at Cornell Botanic Gardens must take down aging trees periodically. Help them turn this lumber into benches for the garden grounds with a special saw and first cut rail system. **\$2,500**



## Show a librarian some hospitality

Name an office for a research librarian at the Nestlé Library in the Hotel School's Marriott Student Learning Center. **\$25,000**

To make a gift, or for more information about these and other giving opportunities, email **MakeltHappen@cornell.edu**.



## Community engagement gives life more impact

By Adam Shelepek

I grew up in Endwell, New York, a small town about 40 miles from Cornell University. Though it's a short drive from Ithaca, to me it represented a tremendous shift in worldview. My freshman year exposed me to thoughts, cultures and people that were not present during my first 18 years of life.

Seeking more exposure and more varied encounters drove much of my decision-making and community engagement over the next four years. My undergraduate experiences helping to launch a campus-based grocery store to improve food security, publishing public health research, and exploring the business world in New York City can all be traced to this idea.

I find that I often search for unifying factors to identify my passions: leveraging data insights to drive conclusions, searching for deeper meaning, and translating these insights into solutions.

Ultimately, I have found that work needs a purpose to have an impact.

I was raised with a deep sense of community. I have spent all of my life in central New York, and this connection did not waver in the bubble of Cornell's campus.

Community engagement is an enriching framework for society. As young adults leading busy lives, we sometimes tend to overlook its importance. This is true at Cornell as well – even though I am sure that nearly every student engaged with his or her own community prior to coming to Ithaca. Cornellians are so engaged with studies, job searches and exams that we can forget we are also members of the Ithaca community. I was no exception to this tendency, but I made a concerted effort to leave campus and gain more exposure to the community around us.

As I settled into my college experience, I became involved in the nonprofit, Greek and social entrepreneurship communities at Cornell, which tended to spill into the surrounding town and city. I participated in many volunteer experiences through my chapter and the broader Greek community.

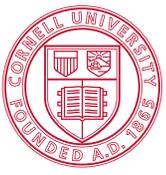
I also chaired the Cornell Student United Way campaign and helped United Way of Tompkins County coordinate some of its on-campus efforts to improve the health, education and financial stability of Tompkins County residents.

My most important experience at Cornell was serving as a co-director of Anabel's Grocery, founded by Matthew Stefanko '16 and Emma Johnston '16 when they learned that many students were skipping meals due to financial constraints. Anabel's provides access to healthy food at lower prices to students (along with a subsidy for those who need it most) and increases food literacy. I was involved from the very early stages, collaborating with food distributors and local organizations involved in countywide food systems.

Along with a team of incredibly talented people, I helped operate the student-run store through its launch in May 2017. This entrepreneurial experience taught me much about engagement with a community; the project truly shaped my Cornell experience. The work has blossomed into experiential learning opportunities in related academic courses. The store, a project of the Center for Transformative Action, is located in Anabel Taylor Hall.

I will continue these passions and commitment to community as a proud Cornell alumnus. The vibrancy and diversity of the Ithaca community is all around us, and I will always encourage Cornell students to engage with those around them, on campus and off. Sustained community engagement will make the world a more whole and caring place.

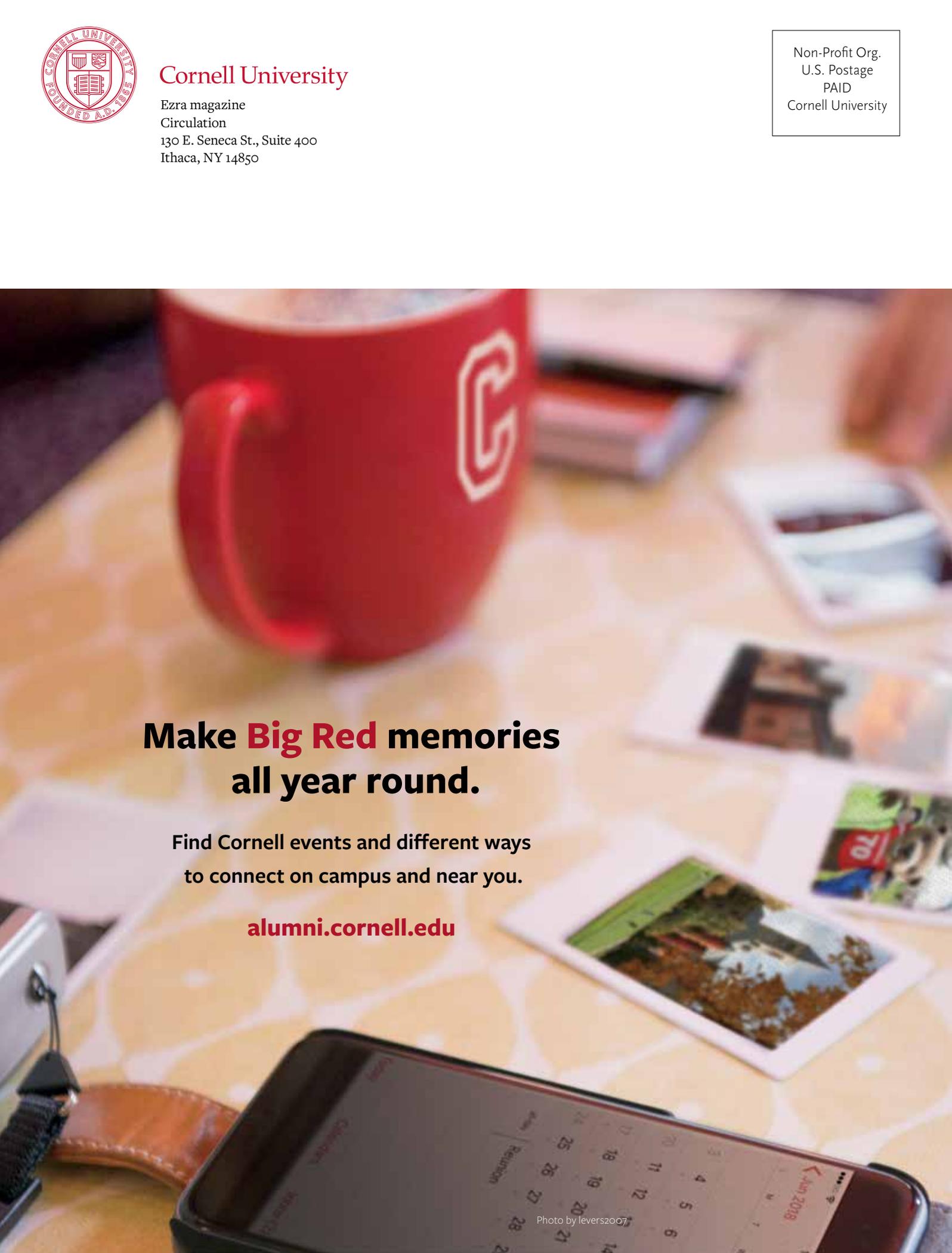
*Adam Shelepek '17 graduated from the College of Human Ecology in May and has completed some graduate studies with the Sloan Program in Health Administration. He received the 2017 Cornell University Relations' Campus-Community Leadership Award and plans to start his career in management consulting.*



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A close-up photograph of a red Cornell University mug with a white 'C' logo. The mug is on a light-colored, patterned surface. Several Polaroid-style photographs are scattered around the mug, showing various scenes including a person, a building, and a group of people. A smartphone is visible in the bottom foreground, displaying a calendar for June 2018.

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