

EZRA

CORNELL'S
QUARTERLY
MAGAZINE
SUMMER 2015

CORNELL STORIES –
ON THE WEST COAST





Graduates strike a pose at the 2014 Chemistry and Chemical Biology Commencement Ceremony. To see more "Picture Cornell" slideshows, visit www.news.cornell.edu/picture-cornell.



CORNELL'S QUARTERLY MAGAZINE

EZRA

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Looking back and looking forward at this point in
time is poignant and exciting. This past year we have
all steeped ourselves in the traditions, history and
impact of Cornell University as we celebrated our
sesquicentennial around the world. For me, it was a
time of great learning, pride and a ton of fun. It was
an historic journey tracing Cornell's first days – its
founding and opening its doors to students – to
today, 150 years later, still committed to the mission of the original charter.

The cliché “the more things change, the more they remain the same”
seems appropriate, in the best sense of the expression. We have enduring
traditions of excellence and inclusion; the expansive land-grant mission;
and a global commitment to outreach and engagement and our Engaged
Cornell effort in a reimagined – and quintessentially Cornell – public
service mission.

At the same time, significant changes are happening in our senior
leadership, which is both exciting and hard. As we wish David and Robin
well on their next adventure, we have the honor of welcoming President-
elect Elizabeth Garrett in July.

Many of us already have gotten to feel the infectious enthusiasm Beth will
bring with her as she makes Ithaca her home and moves into Day Hall as
our 13th president. I am excited to tell you that she has asked to share a
message with Ezra readers in each issue and, beginning with our next issue
in the fall, she will write in this space.

Perhaps it is simply good timing, but this issue focuses on Cornellians living
and working on the West Coast as we welcome our 13th president – from
California. I, for one, am hoping she brings the sun with her.

This issue is full of great stories of Cornell alums who either returned to the
West Coast or moved to the coast after graduating to forge their careers,
raise their families and make their impact on the world, all while staying
connected to Cornell and fellow Cornellians.

It makes me realize that the world is not only flat (in the level-playing-field,
globalized view), but it is also small.

Tracy Vosburgh
Associate Vice President, University Communications
University Relations





Far above: Stunning and stellar

This truly stellar image, shot by master's of engineering in computer science student Supriya Mishra '15, shows the rotation of the Earth via the apparent movement of stars around Polaris (the North Star, which remains at near center) over a period of about an hour with Uris Library, McGraw Tower and Olin Library in the foreground.

Mishra, who took up photography as a hobby a few years ago, created this image by taking 100 photographs at regular intervals from 11:30 p.m to 12:30 a.m. April 18-19 and then combined them for this final result.

Provided



Mishra

“Cornell is a beautiful place and provides tremendous inspiration to anyone’s artistic sense,” Mishra says. The photo was posted to Cornell’s Facebook page, where it received more than 7,800 likes, comments and shares, and also was featured on the cornell.edu home page.

“This was my first star trail image,” says Mishra, who also has photographed Ithaca-area and campus waterfalls using slow shutter speeds to blur movement and experiment with long exposure times.

This image “is one of my most treasured photographs, and I am very happy that it has been so appreciated by everyone,” she adds.

They call the hall Moriah



With a snip of the scissors, Cornell Outdoor Education (COE) in April unveiled David Moriah Hall, Cornell’s first sustainable, self-composting toilet facility.

Located atop Mt. Pleasant at COE’s Hoffman Challenge Course, the bathroom promises a room with a view.

In addition to champagne and prune juice, the dedication ceremony included speeches by COE founder and building namesake David Moriah '72 (pictured below), representatives from Cornell’s offices of facilities and sustainability, COE director Marc Magnus-Sharpe and COE advisory board co-chairs Ellen Tohn '81 and Scott Sklar '80. The composter is the first of its kind for the Ithaca campus.





Bird's-eye view of NYC for AAP

The College of Architecture, Art and Planning's New York City program (AAP NYC) has a new home at 26 Broadway, a historic landmark overlooking lower Manhattan.

Occupying more than 11,000 square feet of former boardroom space on the entire 20th floor of the Standard Oil Building, AAP NYC will host graduate and undergraduate students in architecture, planning, fine art and landscape architecture, as well as professional education programs and public programming.

"AAP's New York City program offers our students a deep, informed and direct exposure to urban issues that we simply cannot provide on the Ithaca campus," said Kent Kleinman, the Gale and Ira Drukier Dean of AAP. "Given the urbanization of the world's population, our expansion in the city represents not just bigger and better space, but a fundamental shift in our curriculum toward one of the world's most interesting and urgent challenges."

Nature and classical art meet

Artist Jack Elliott looks at trees and sees relationships between nature and human forms, architecture and culture. His most recent installation connects these themes to Cornell and its sesquicentennial celebration, with classical plaster casts, contemporary sculpture and a 150-year-old tree as centerpieces.

The exhibition, "Carya: Women, Buildings, Nature: Hellenic Themes, Contemporary Works," opened on Earth Day, April 22, in the Human Ecology Building's Jill Stuart Gallery. The exhibition is open to the public through June 19.

The display positions classical 3-D artworks – including a large figure of the goddess Artemis that is part of Cornell's Plaster Cast Collection – alongside parts of trees that Elliott sculpted as corresponding forms.

"I like the idea of finding statements about the contemporary condition in these ancient forms, and in the myths and origins of architecture," said Elliott, a professor of design and environmental analysis (DEA) in the College of Human Ecology.

Elliott enlisted consultants from the Herbert F. Johnson Museum of Art and the Departments of Classics and History of Art as collaborators on the project; undergraduate research assistants have been involved as well, including Nick Teaford '15 and DEA major Katrina Stropkay '17, who did archival research.

AAP is launching its first executive education program in the city this summer, tailored to international architecture and urban design professionals and taught in collaboration with top New York City-based design firms.

About 250 alumni, friends and students attended a reception at 26 Broadway in March, just days before students moved from AAP NYC's former home of almost nine years (50 W. 17th St.).

Designated a New York City landmark in 1995, 26 Broadway housed Standard Oil's headquarters from 1885 to 1956 (from 1917 to 1937, Walter Teagle, Class of 1899, was president of Standard Oil of New Jersey, then the largest of the parent company's petroleum operations).



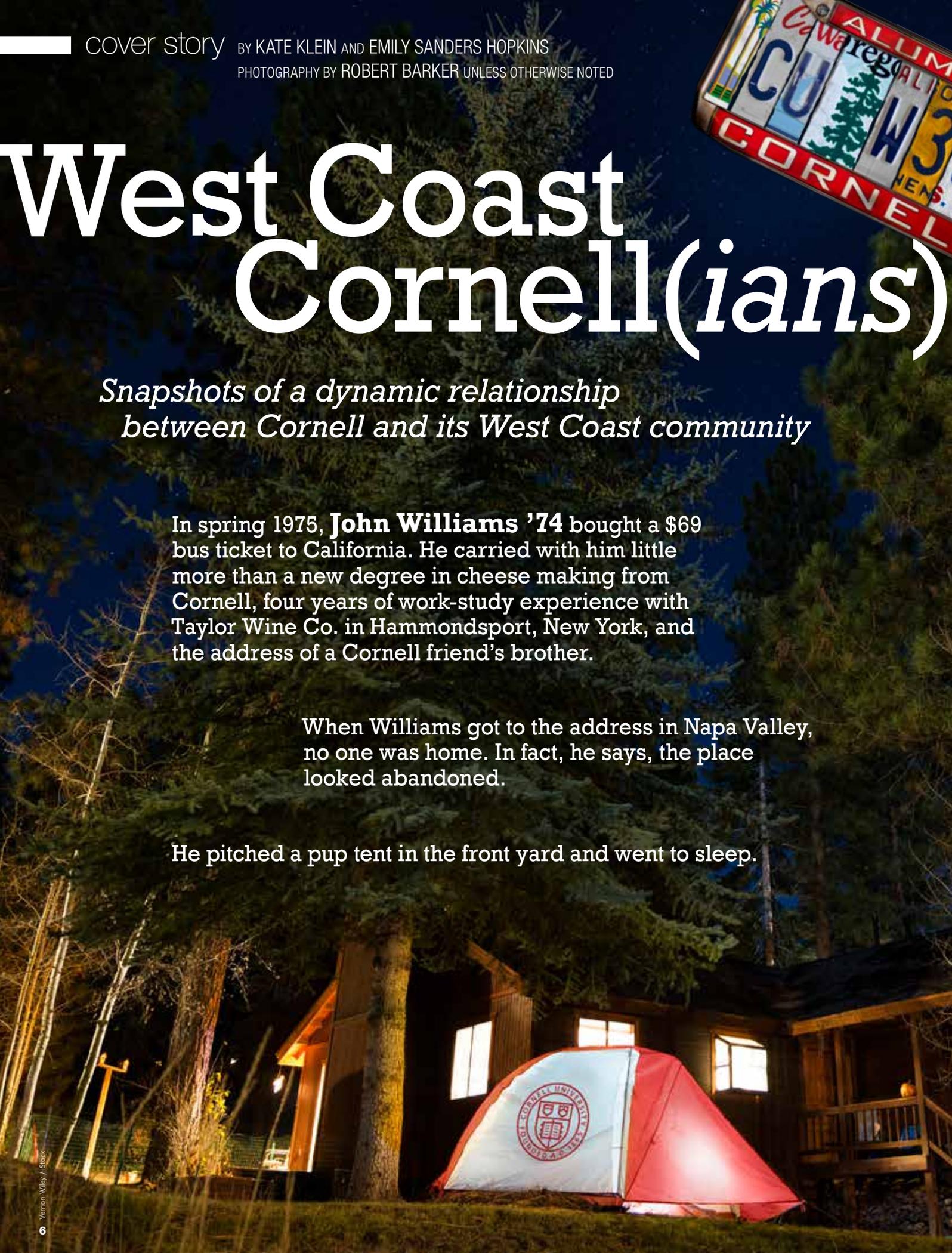
West Coast Cornell(*ians*)

*Snapshots of a dynamic relationship
between Cornell and its West Coast community*

In spring 1975, **John Williams '74** bought a \$69 bus ticket to California. He carried with him little more than a new degree in cheese making from Cornell, four years of work-study experience with Taylor Wine Co. in Hammondsport, New York, and the address of a Cornell friend's brother.

When Williams got to the address in Napa Valley, no one was home. In fact, he says, the place looked abandoned.

He pitched a pup tent in the front yard and went to sleep.





John Williams '74

He had traveled across the continent with dreams of joining a California wine industry that, in the mid-1970s, was just beginning to emerge from a long slumber brought on by Prohibition.

The son of upstate New York dairy farmers, Williams discovered winemaking almost by accident; when his scholarship ran out during his sophomore year in Cornell's College of Agriculture and Life Sciences, he started the only work-study position he could find, at an upstate winery.

"I'd never had a glass of wine in my life," says Williams.

Taylor Wine was a new atmosphere for him – the fermentation tanks, the attractive women serving wine – and he liked it. He worked four years at the winery, majored in food science with a specialty in cheese fermentation (which shares the basics of winemaking) and caught that bus to Napa Valley.

By the time he woke up the next morning, his host, Larry Turley, a doctor who practiced in nearby Santa Rosa, had returned home. He invited him in.

The two became fast friends and wine pioneers; Turley introduced Williams around and Williams soon became the first employee at Stag's Leap Wine Cellars, which would become an important player in the history of California wine.

Williams was the only employee of Stag's Leap when the winery participated in the historic 1976 Judgment of Paris winetasting competition. The Stag's Leap Cabernet Sauvignon won in the red category and a Chardonnay from another Napa winery, Chateau Montelena, won in the white category, showing the world that California wine was on a par with French, jump-starting the industry (and inspiring the 2008 film "Bottle Shock").

"I was there when Napa Valley awoke," Williams says. He and Turley started Frog's Leap Winery in 1980, using cash raised by selling their motorcycles. When Turley started his own winery in 1993, Williams and his family took full ownership.

Now Frog's Leap Winery is known all over the world. Williams' favorite part of work is still growing the grapes and making the wine.

"I'm the ultimate aggie in that way," he says, explaining that his love of winemaking and his Cornell education are "linked hand in hand, for sure."

Nearly 30,000 Cornell alumni live and work in California, Oregon and Washington, and it's a vibrant community of alumni, parents and friends, says **Jim Mazza '88, associate vice president for alumni affairs.**

But does it matter whether Cornellians are living and flourishing in any given place?

According to **Jim Morgan '60, MBA '63**, a Cornell University Presidential Councillor and former CEO and chairman of Applied Materials, a global semiconductor, display and solar equipment company based in California, it matters a great deal.

"We believe that Cornell is a very unique university at this particular time," says Morgan, "because of its in-depth capabilities in every college. This combination of quality and diversity of studies within the university isn't really happening anywhere else in the world."

If a university wants to contribute solutions to the world's major problems such as political instability and environmental degradation, it needs to have feet on the ground where solutions are burgeoning, Morgan points out. "The real activity and momentum," he predicts, "is on the West Coast and [in] Asia. So it's really important that Cornell be there in strength."

"For the next 20 years, that's going to have the most impact on education, job opportunities and fundraising."

In 1999, Cornell President Frank H.T. Rhodes reached out to a handful of West Coast Cornellians for advice on fostering engagement in the region. One of those people was university trustee emeritus **Ann Bowers '59**.

"I want you to tell me," Bowers remembers Rhodes saying, "what Cornell looks like from the West Coast." That was how this group got started." The resulting Cornell Silicon Valley advisory group has continued to advise subsequent Cornell presidents on potential trustees, industry trends, policy and politics, and launched the popular and influential Cornell Silicon Valley (CSV), which hosts programs large and small for tech industry networking and alumni engagement.

"With the West Coast being home to the second-largest concentration of alumni after those living in the Northeast Corridor, our partnerships with West Coast alumni have been and continue to be vitally important," Mazza says.



Jamie Tanaka Photography

Padmasree Warrior, M.Eng. '84

Gateway to success

In spring 2014, the CSV event "The Future is Cornell" had as its keynote speaker Cornell trustee **Padmasree Warrior, M.Eng. '84**, CTO and chief strategy officer for Cisco Systems.

"She's the only woman in the valley who is running the technology side of anything that big," Bowers says.

In 1982, Warrior was a young technical college graduate from India who came to do graduate work in chemical engineering at Cornell thanks to a scholarship. "I often tell people," says Warrior, "that I came to America with \$100 and a one-way ticket. I appreciate the opportunity that Cornell gave me. Cornell is something I'm very attached to. It was sort of the gateway to my success. That's why I'm a trustee." Warrior joined the board in 2013 and serves on the student life, academic affairs and development committees.

While she was pursuing her Ph.D. at Cornell, Motorola came to Ithaca and recruited Warrior. She'd earned a master's degree and begun work on her doctoral dissertation. "I thought I would go finish my Ph.D. eventually," Warrior remembers. "Professor Rodriguez every Christmas would send me a card and gently remind me that I needed to finish." But as she rose through the ranks of Motorola and joined

Cisco, his annual reminders became something of a joke between them. She didn't have the time or the need for a doctoral degree, it seemed.

Last year, Warrior was ranked the 71st most powerful woman in the world by Forbes.

"I'm pleasantly surprised how active the Cornell network is," says Warrior. "At Cisco, we have a large number of Cornellians.

Lew Tucker '72, one of our CTOs, is a Cornellian. We recruit a lot from Cornell. We really look at talent that can combine the tech and business savvy with people skills."

Warrior's people skills are legion. "In a typical day, I spend time with customers, startups, venture capitalists, CEO-level folks from partner agencies and I mentor – a lot of one-on-ones with people in our company."

"I'm first and foremost a technologist," Warrior says. "I'm an engineer, but I'm also really an extrovert. I love mentoring, and I measure my success on how successful I make other people look. Making my peers, my bosses, the people who work for me look good."

Authentically hands-on

Mort Bishop '74, president of Pendleton Woolen Mills in Portland, Oregon, learned business skills in CALS and theory in the College of Arts and Sciences, but partway through his four years, one gap in his knowledge suddenly struck him as unacceptable: "I said to myself, I'm a fifth-generation member of the Pendleton Woolen Mills family. I need to learn to shear a sheep."

The manager of Cornell's sheep herd agreed to tutor Bishop in the art that is the basis of every Pendleton wool product. "The poor first sheep was a bit bloodied," says Bishop, remembering the difficulty of the lesson, "but that helped authenticate my Cornell experience."

When he reflects on his time as a student, lightweight crew is one of Bishop's dearest Cornell memories. The regimen of physical exercise and "rowing on Cayuga Lake with the geese and seeing the Cornell Tower" has stayed with him through the years. He is a strong supporter of Cornell rowing, and he hopes that the money he donates translates directly into current student-athletes experiencing some of those geese and tower moments. He also donates a Pendleton wool blanket to every varsity team captain.

Bishop is scholarship chair of the Cornell Club of Oregon and Southwest Washington, which formed in 1980 to help students from Oregon. The CCORSW

Scholarship Fund, valued at \$2 million, grew little by little, says Bishop, as Oregonians designated their Cornell Fund gifts to the scholarship effort. Today it's the largest club scholarship at Cornell.

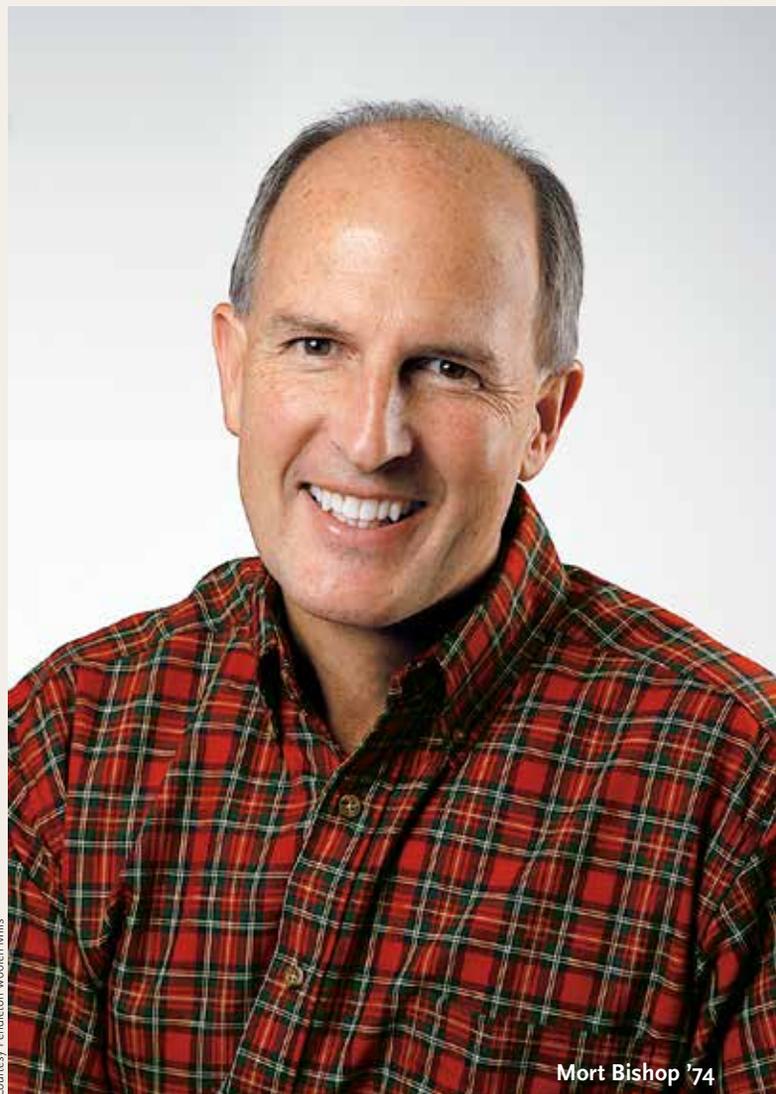
In April, Bishop and his wife, Mary Lang, welcomed all accepted Portland members of the Class of 2019 to their house for a reception, a tradition the couple has kept up for 30 years.

From acceptance and matriculation to graduation and life as alumni, West Coast Cornellians share a special bond, says Bishop.

"We can't take Cornell for granted," he says. "We can't get back as often as people who live closer can. We have to create the Cornell experience where we are."

We can't take Cornell for granted. We can't get back as often as people who live closer can. We have to create the Cornell experience where we are.

—MORT BISHOP '74



Courtesy, Pendleton Woolen Mills

Mort Bishop '74

Alumni ambassadors' crucial role

CAAAN, the Cornell Alumni Admissions Ambassador Network, is Cornell's largest volunteer group, numbering more than 10,000. Its members serve as enthusiastic ambassadors to prospective students and families in all 50 states and in dozens of countries.

Alumni ambassadors play a crucial role in the university's admissions recruitment efforts, meeting individually with freshman applicants, personalizing the admissions process and hosting local receptions for admitted and entering students.

CAAAN is particularly strong on the West Coast, where high school student interest in Cornell has significantly increased in the last couple of decades. For students in West Coast states who might apply to Cornell and be accepted without having set foot on campus, meeting with a CAAAN volunteer is sometimes the student's first direct contact with a Cornellian.

Diane Shakin '83 and **Staci Friesel '97** are longtime CAAAN members and advisory council members; Shakin is the west Los Angeles committee chair and Friesel is the San Francisco Bay area chair.

"The heart of CAAAN is alumni who want to sit down with students and share their love and enthusiasm for Cornell," Shakin says.

"One of the most interesting things for students coming from the West Coast," Shakin says, "is the idea of being a Cornellian for life. And that once you're a member of the Cornell family, there are Cornellians everywhere in the world, no matter where you go."

"There are a lot of students [here] who are first-generation Americans," Friesel says. "Many speak different languages in their homes; their families may have never traveled outside California. And it's wonderful to watch, through CAAAN, their education about the university grow, and their excitement as they find [whether] Cornell will be the right fit for them."

"We just had our accepted students reception for the Bay Area, and we had two university trustees there. That says something about how important everyone feels about yielding great new students," Friesel says.

Many CAAAN volunteers stay connected to the students with whom they meet throughout the students' years at Cornell. "That cycle, and that relationship, is really special out here," she says.

– Joe Wilensky

A good example

What you often find when you speak to faraway Cornellians who make a point of staying in touch with their alma mater is gratitude – for a particular mentor, for a set of knowledge they gained, for their college friendships or one favorite class that changed their life.

As president of Nintendo America, **Reggie Fils-Aimé '83** is known as a dynamic presence and charismatic speaker. He's known in the gaming world as "the Regginator," and quotes from his speeches have gone viral online. "My name is Reggie," he announced at the 2004 Electronic Entertainment Expo. "I'm about kickin' ass, I'm about takin' names, and we're about makin' games." He appeared as an animated character fighting global Nintendo President Satoru Iwata at the 2014 E3 conference in Los Angeles.

His passion for public speaking, he says, was inspired by economics and management professor Richard Aplin, for whom he worked as a grader and teaching assistant.

"I watched him work incredibly hard to create and then deliver over two years of lectures," Fils-Aimé says. "Imagine: he had been teaching these classes over a number of years. He knew the material *cold* – even when new material was added into the curriculum. But he would prepare as if he were delivering the lecture for the very first time. I think this reinforced my focus on preparation and passion for public speaking."

Fils-Aimé returns to the Ithaca campus as a member of the Department of Communication's advisory council, he frequently participates in West Coast alumni events, and he has been a speaker for the Cornell Entrepreneurship Network (CEN).

"Everyone [at CEN] has a passion to learn, and a passion to give back to the university," he says.

Hard, but worth it

Cornell was a hard school and a place where "you were pretty much on your own," remembers **Jon Rubinstein '78, M.Eng. '79**, a self-described "born engineer" who picked up his first screwdriver at age 2 and went on to become the primary architect of the iMac and the iPod. "You were responsible for yourself," he remembers. "I mean, there were people who would help you if you needed help. But I think it required a level of independence that fostered a sense of self-sufficiency."

The son of a Cornell engineer, he considered his days at Cornell "hard, but worth it." His studies in electrical engineering gave him a solid knowledge base in computer architecture and operating systems, and his extracurricular activities and jobs – as a technician at the student radio station WVBR and staff at ComputerLand, a local computer company – gave him



hundreds of hours of experience working with and fixing equipment and systems, including early computers.

“I was involved in the very early days of personal computers,” he says. “I did tech support, repair. I had practical experience. When I interviewed for jobs, people would ask me questions that would seem extremely easy. I think that was unusual for people graduating back then.”

Rubinstein is only a half-time Californian these days. He spends a little over half the year in Mexico. “I’m on a couple of public company boards. I’ve got about 15 startups where I’m an adviser to the CEOs. I spend a lot of time on advising them on product strategy, manufacturing strategies, how to go to market, how to get distribution. It’s really fun for me. I love the products and the teams building the products.”

Mentors pass it along

Eva Sage-Gavin ’80 says her first mentor was her mother, who helped her research colleges; together, they chose Cornell for its strong undergraduate program in a new field called human resources.

“Boy, was that research right,” she says. Sage-Gavin has been a human resources executive at iconic West Coast companies including Sun Microsystems, Disney and Gap. She also is an adviser to Cornell Silicon Valley and a member of the President’s Council of Cornell Women.

Her time at Cornell gave her confidence and emboldened her to take risks, she realizes. She points in particular to specific skills she learned in Lee Dyer’s View from the Top course, in which executives visited class to present real-world cases.

She returns to Ithaca every year as an executive-in-residence at the ILR School and teaches the View From the Top class. She also mentors students during informal group sessions and has a few long-term, formal mentoring relationships, too.

“I got some of the best training in the world here,” Sage-Gavin said during her residence this April.

Arriving at Gap in March 2003, Sage-Gavin stayed on through difficult times and three company presidents, taking the opportunity to “re-invent” the clothing brand. In 2010, when her Gap position led her to the White House in support of the Skills for America’s Future initiative, she turned to then-ILR Dean Harry Katz. He advised her that she had a unique opportunity, thanks to her position and values, to lead beyond her own company to improve the overall workforce. She accepted his challenge, leading Gap to roll out a new pilot program, Gap for Community Colleges, offering students strategic job and career-building skills.

I got some of the best training in the world here.

—EVA SAGE-GAVIN ’80

“Harry’s advice has been inspirational for me,” she says. In April 2015, she was invited back to the White House, now as vice chairman of the Skills for America Taskforce, for an UpSkill America summit. More than 100 employers (who employ more than 5 million workers) made commitments to empower front-line workers across their businesses.

Sage-Gavin’s Cornell mentors taught her to take risks. “If you’re not on the edge of terror each day,” she sometimes says, half jokingly, “you’re not growing.”

Thousands of alumni and friends serve in advisory roles, from official posts on advisory councils to unofficial but crucial service that can take the form of a phone call to a dean, a lecture on real-world experience to a classroom full of undergraduate students, or strategic introductions.

A foot in an opening door

There’s a tradition in Seattle of fostering innovation and entrepreneurship that **Bill McAleer ’73, MBA ’75**, and his wife, **Colleen McAleer ’74**, think stems from the Klondike Gold Rush. This spirit welcomed and nurtured the tech industry in its first years. Bill McAleer was there 27 years ago with executive positions at Aldus (the developer of PageMaker) and then Adobe. He subsequently started his own firm working with early stage entrepreneurs.

Today, he is managing director of Voyager Capital, a venture fund he co-founded in 1997 that invests in digital media, digital marketing and software. Adding to its presence in Seattle, the fund also has offices in Portland, Oregon and in California’s Silicon Valley. “We see the whole tech ecosystem,” he says, from early stage development to product prototypes.

McAleer, a university trustee, has been instrumental in bringing CEN events to Seattle and featuring Seattle-based speakers, providing Cornellians a format for the idea-sharing and networking he found so inspiring in his early days there. He and his wife also donated to the new Cornell Tech campus in New York City, which McAleer considers a momentous opportunity. The couple supports the School of Hotel Administration, the College of Human Ecology, Entrepreneurship at Cornell and scholarship, as well.

Their cross-country drive from Ithaca to Seattle in a VW Dasher wagon 40 years ago has multiplied into many opportunities for Seattle entrepreneurs and for current and future Cornell students.



Future of
-Tale

Realistic: Bi

CEO Expect

Leadership

Multi Gen?

Skills



Jennifer Dulski '93, MBA '99

Driving on Mars

Nagin Cox '86 works as a spacecraft operations engineer at NASA's Jet Propulsion Laboratory in Pasadena, California. In this position – a dream job for her – she drives the Curiosity rover on Mars (remotely, of course), positioning the craft so scientists can observe the planet. Her favorite part of the job is coming in every morning to a new set of images from Mars.

As an undergraduate, she pursued two degrees in engineering and psychology. “No one questioned that someone could have diverse interests,” she says, noting that she still uses both disciplines daily.

The blend of excellence and breadth drew Cox to study engineering and psychology at Cornell. She shared her experience by hosting “The Big Idea! Cornell Celebrates 150” in March at the Wilshire Ebell Theater in Los Angeles. As a teenager growing up in Kansas, she told an audience of alumni, parents and friends that she knew she wanted to work at NASA's Jet Propulsion Laboratory, and Cornell became the clear path: “I didn't want to go to Harvard. I didn't want to go to MIT,” she said. “I wanted to go to both.”

She is proud of the deep connections between Cornell and JPL, which also include the 2004 Spirit and Opportunity Mars rover projects spearheaded by astronomy professor Steve Squyres.

Pursuing her intellectual curiosity

Jill Tarter '65, an astronomer who helped pioneer the search for extraterrestrial intelligence (SETI), acquired at Cornell the engineering background she needed to pursue her intellectual curiosity. The “extremely good problem-solving skills” she honed at the College of Engineering led her to the “very interesting problems” posed in graduate Cornell astronomy courses, in particular professor Ed Salpeter's star formation class.

Change.org, the San Francisco startup where **Jennifer Dulski '93**, MBA '99, left, is president and COO, hosted a large petition (started by Cornellians) that helped Cornell secure the bid for the Cornell Tech campus in New York City. “I feel very connected to Cornell, even from the West Coast,” says Dulski, a Cornell Silicon Valley adviser. The leadership lessons she learned as a coxswain for Cornell crew, she says, are still relevant for everything she does as a leader today and appear in an article she wrote for *Fortune* Magazine in April (see fortune.com/2015/04/02/change-org-coo-5-leadership-lessons-from-my-days-as-a-coxswain/).

Cornellians getting together out west

Whether you want to try out your startup's elevator pitch on a roomful of fellow Cornellians or you feel like taking in a Dodgers game with classmates, Cornell's alumni programming on the West Coast can help. The infrastructure encompasses regional clubs, college and affinity groups (including Johnson School alumni clubs, CUGALA and Asian Alumni Association groups) and university-led programs including the signature Cornell Silicon Valley program. Arizona, California, New Mexico, Nevada, Oregon and Washington all have club and programming activity.

With the help of hundreds of volunteers and a small handful of university staff, Cornellians gather together for more than 200 events in the course of any given year – everything from a night at the opera to Cornell faculty talks on research; from sesquicentennial galas with confetti and trumpet players to a simple hike in the woods.

Events that bring intellectual content from Cornell to alumni where they live are popular. For instance, professor Angela Gonzales recently treated Cornellians in Santa Fe and Albuquerque to a presentation on her research. A noted scholar in the Department of Development Sociology in CALS, Gonzales conducts community-based research within American Indian communities.

“I always like featuring faculty members in the region,” says Nancy Abrams Dreier '86, who staffs the region and consequently attends more Cornell events in the west than any other person, “and the new student send-offs are a terrific way to welcome new students and their parents to the Big Red family. While some areas may have just a few students headed off to Ithaca, others send more than 100 students to campus and send-off events may have more than 200 guests in attendance.

Cornellians in the Bay Area had two Charter Day events to choose from this past April, and alumni in Las Vegas gathered for their own Charter Day celebration as well.

“We are always looking for more people to be more involved,” Dreier says.

To find out more, visit alumni.cornell.edu/participate/ for a complete listing of regional clubs, college and school associations, as well as diverse affinity associations. The alumni.cornell.edu site is also home to a complete listing of upcoming events and volunteer opportunities.

– *Emily Sanders Hopkins*



John Wilkinson '79

A few years later, at the University of California, Berkeley, where she earned a doctorate, she programed the PDP-8/S computer to make astronomical observations and worked with Stuart Bowyer of the University of California and other scientists on the search for intelligent life beyond Earth.

The SETI Institute in Mountain View, California, uses the Allen Telescope Array 12 hours every day, observing 4,000 exoplanetary systems through more than 9 billion frequency channels, looking for engineered signals.

“It’s not a quick process,” says Tarter, who retired from daily observations as the Bernard M. Oliver Chair for SETI Research. “For the first time, we’ve had tools to use experimentally rather than theory,” she says.

After she spoke at a Cornell alumni event, two young Cornell engineering alumni approached her – and soon became supporters. One of them, **Dane Glasgow**, who studied at Cornell before leaving to lead Jump Networks, a company he founded in Ithaca, is now the chairman of the board of trustees at the SETI Institute.

That special ingredient

John Wilkinson '79 supports Cornell student interns at his Napa Valley winery, Bin to Bottle. “We’ve had two students come every January for the last five years,” he

says. “We’ve also had summer interns and interns who worked from June to December. It’s a fun program, and we stuff as much into it as possible.”

The student interns blog about their experiences at blogs.cornell.edu/vien-interns/.

In April, Wilkinson traveled to Ithaca to teach two sections of professor Kathleen Arnink’s Wines and Vines course. Leading about 100 students through a tasting of the components that go into a red blend called Sexual Chocolate made by his Slo Down Wines brand, Wilkinson pointed out one subtle but essential ingredient that perfects the blend: port.

“It’s the fairy dust in this wine,” he said to the class. “In Napa, adding port is frowned upon, but we don’t care.”

Neither do wine consumers, apparently: Sexual Chocolate is becoming a bestseller for the brand.

Priceless confidence

As an executive at Columbia Pictures and Sony Pictures, and as chair of Viacom Entertainment Group, **Jon Dolgen '66** earned a reputation as a daunting negotiator in Hollywood.

He earned his Cornell degree from the ILR School, where Dolgen Hall is named in honor of his and wife Susan’s financial support for the school, but

he says the most valuable skill he took away from Cornell was confidence.

“When I started,” he says, “I thought everyone was first in his class except me and my roommate. When I graduated, I felt that I could go toe to toe with anyone in college.

“I learned that everything is possible. I could do anything.” The confidence he gained, he said, is “a gift Cornell gave me, a gift I am still repaying.”

Introducing a new president

Jim and Becky Morgan, both Class of 1960, met during their freshman year at Cornell at a student government meeting. “Women couldn’t be president,” Jim explains, “so Becky was vice president. I was a dorm rep.”

Becky became a member of the board of trustees in 1998, served two terms, and was named a trustee emeritus in 2006. The couple has been thoughtful in their philanthropy, priding themselves on seeding projects that make a big impact over time. Most recently, they

have supported the Atkinson Center for a Sustainable Future and established several Sesquicentennial Faculty Fellowships (see story, page 28). Their son graduated from Cornell, and their grandson will be a freshman in the fall and plans to study environmental science and sustainability.

“I can’t tell you how thrilled I am,” Becky Morgan says, “to have the first female president of Cornell.” The Morgans hosted a reception in their Los Altos Hills, California, home this past March to introduce Cornellians to President-elect Elizabeth Garrett, who takes the university’s helm July 1.

A small party of gathered alumni and friends enjoyed the magnificent view of the valley under a full moon from the Morgans’ back garden, reminisced and then listened to Garrett speak. They had the chance to ask her questions and engaged her in conversation.

“People were thrilled to meet her,” Becky Morgan says, “and were impressed by her energy and intelligence.”

In Napa, adding port is frowned upon, but we don’t care.

—JOHN WILKINSON '79



Jill Tarter '65



Carl Bass '83

A winding path that ends up right back at Cornell

Last fall, Cornell announced that it had received the largest gift-in-kind in its history: software for 3-D design, engineering and entertainment valued at \$51.4 million, from Autodesk, a multinational software company headquartered in San Rafael, California.

“That was an important gift for us,” says Autodesk president and CEO **Carl Bass '83**, “and part of Autodesk’s broader effort to democratize our design tools. We think it’s important that professional tools are available to students and institutions, so that designers and engineers can embark on their professional careers with the skills that they will need when they graduate. Since we made that donation to Cornell, Autodesk has made all of our professional tools available to students, teachers and institutions worldwide. It’s one of the things I’m most proud of at Autodesk.”

Bass, a math major at Cornell, started his first company, Flying Moose Systems (later called Ithaca Software), with some Cornell friends a few months after graduating.

“We met in a lab set up by Professor [Donald] Greenberg,” Bass says, “and we made graphics software for engineering and entertainment.” Today, Bass employs dozens of Cornellians at Autodesk. “**Brian Mathews '89** and **Jeff Kowalski '88** worked at Ithaca Software and are key members of the leadership team,” Bass reports.

Bass’ son **Jake Bass '18** is a current Cornell student. “It’s great that we’re sharing the Cornell experience, and also a little bit weird,” Bass says. “He’s taking a lot of the classes I did and has some of the same professors. ... Just this morning I got a text from him saying that he just aced his CS prelim and didn’t have to take his final. It threw me back 35 years.”

Recognizing a frontier when you see it

California native **Erik Kronstadt '06** returned to the West Coast after graduation to find that the sense of “endless possibility” instilled in him by his professors matches perfectly the spirit of freedom and new frontier he’s always recognized in the west.

“I love Los Angeles,” he says. “It’s a place people come to live out their dreams and fantasies. That’s how I felt in Ithaca.”

Kronstadt is now a case team leader with the consulting firm Wilson Perumal & Co. He and others in his Cornell network – he’s a board member of the Cornell Club of Los Angeles – look forward to even stronger connections between Cornell and the West Coast in the future. “People in California are really excited that there’s another Californian taking office,” he says of incoming



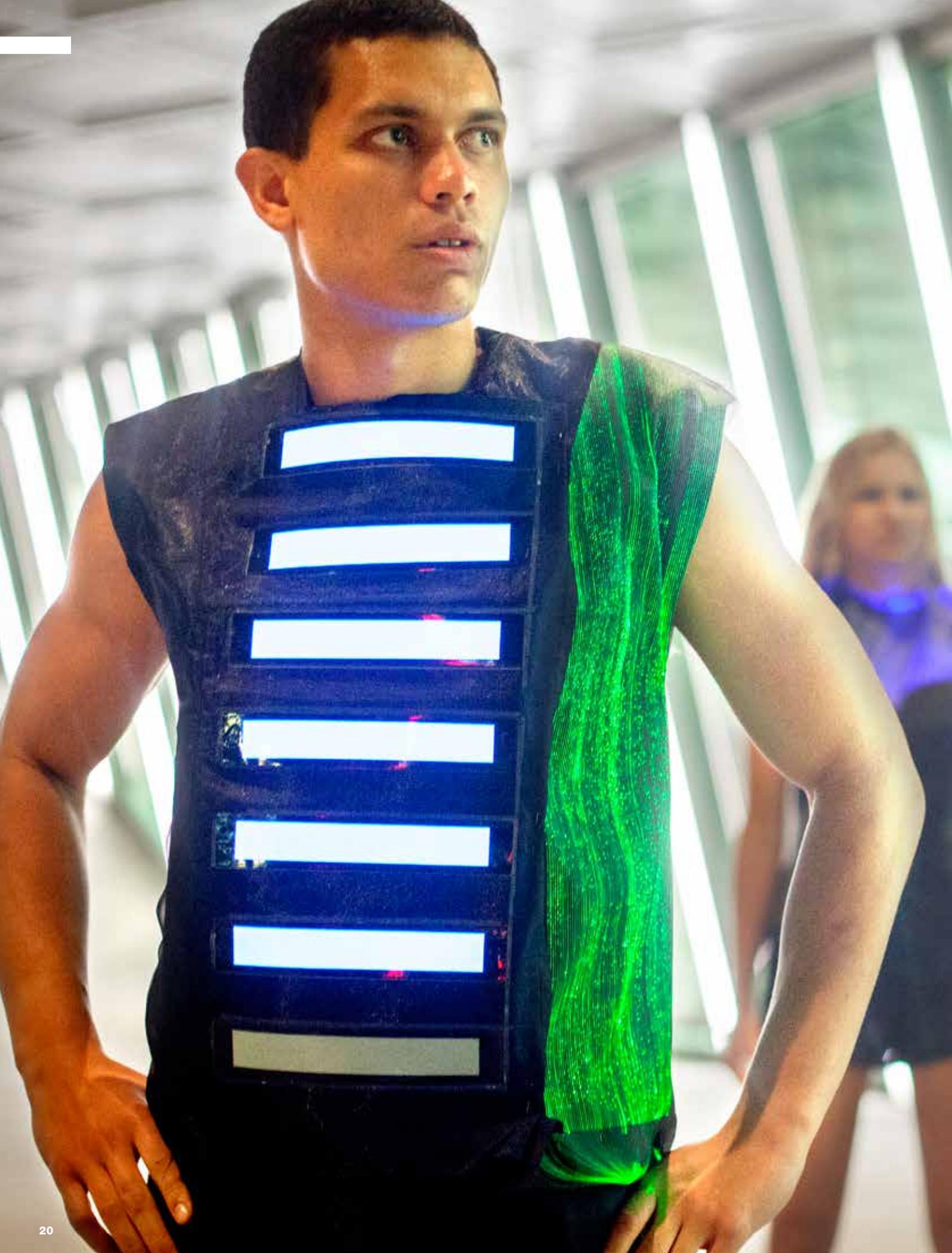
president Garrett, who was provost at the University of Southern California.

Moreover, he says, the Cornell Tech campus in New York City taps into the entrepreneurial spirit and knowledge that’s been present on the West Coast for decades; education is a two-way road between east and west, and Cornell is at the forefront.

“My four years in Ithaca were transformative,” he says. “My Cornell connections still channel that energy.”

Education is portable. That’s one of the most powerful aspects of education, in fact – it travels with you. When you add to that a large, gung-ho network of fellow travelers, fellow Cornellians, the effect is magnified.

This spring, Cornellians voted to the university’s board **Stephanie Fox '89** (who lives in Chicago) and **Jon Poe '82** (San Jose, California) as alumni-elected trustees. Poe, who is a sales manager at Cisco Systems, thinks that Cornell is and should be pursuing on the West Coast “the same goals we have globally – to create pockets of high performance to engage and lead the regions.” ■



picture cornell BY JASON KOSKI

Students model "Irradiance" – a collection of electrogarments designed by Eric Beaudette '16, fiber science; Lina Sanchez Botero, graduate student in the field of fiber science; and Neal Reynolds, graduate student in the field of physics, which were featured in the Cornell Fashion Collective show April 11. To see more "Picture Cornell" slideshows, visit www.news.cornell.edu/picture-cornell.



'exceeded everyone's expectations'

following months of regional celebrations around the world, Cornell marked its sesquicentennial with an extended four-day weekend of events and activities April 24-27 in Ithaca (along with dozens of global events). Charter Day Weekend commemorated the 150th anniversary of the signing of the university's charter and recognized Cornell's ongoing impact on higher education and in New York state and around the world.

The weekend's events on and around campus – which included a plaque unveiling in downtown Ithaca, a Big Red Birthday Bash in Barton Hall, an academic festival of presentations, exhibits and discussions, and the Charter Day ceremony itself – were pulled off “beautifully,” said Nancy Meinig '62, who with her husband, Peter Meinig '61, is co-chair of Cornell's sesquicentennial celebration.

“There was something for everybody,” Nancy Meinig said, noting that the celebrations followed five years of plans, preparations and dedication by many, all led by the “guiding force” of Professor Glenn Altschuler, who chaired the Sesquicentennial Steering Committee.

Nancy Meinig said she saw a lot of new alumni faces during the weekend and was gratified to see so many students involved. “They were not only at the Friday night kickoff event, which was absolutely spectacular in every way, but they were in the lectures, and they were at the panels, and they were participating, all weekend long,” she said.

“I thought Friday night was spectacular, a barn-burner,” said Peter Meinig, chairman emeritus of the Cornell Board of Trustees. “The attendance of students and people from the Ithaca community, the way they participated in the Bill Nye and Steve Squyres presentation and then went to the party in Barton Hall, was extraordinary.

“Seeing Ithaca Mayor Svante Myrick ['09] and President David Skorton on stage just exemplified the solid relations that exist between the Ithaca community and Cornell University,” he said.

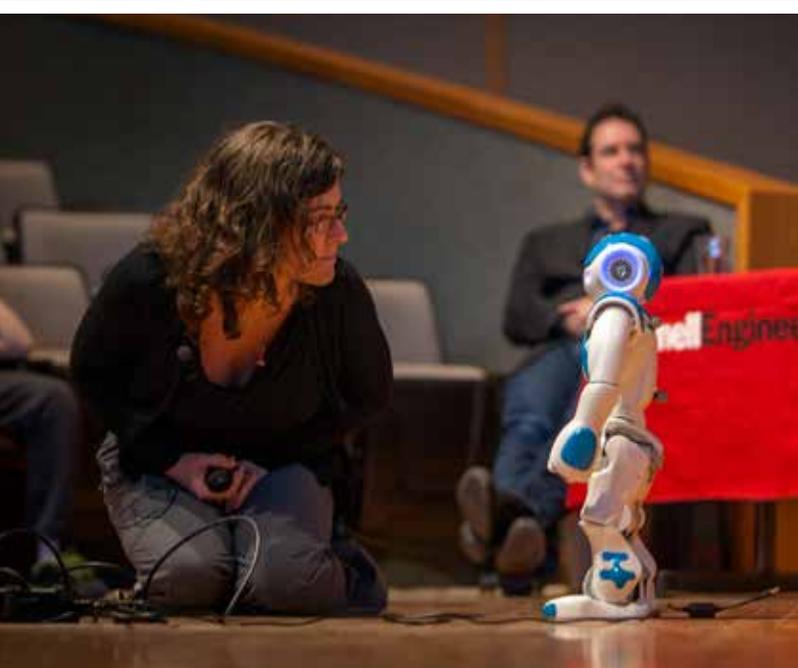
The capstone event, the Charter Day ceremony in Barton Hall on Monday attended by nearly 4,000 people, “was wonderful, with a focus on our past history and a nod to our bright future,” Nancy Meinig said.

“The weekend, and participation, exceeded everyone's expectations,” said Peter Meinig.

Altschuler, Ph.D. '76, who also is dean of the School of Continuing Education and Summer Sessions and university historian (with Professor Isaac Kramnick), said: “We hope those who attended the presentations came away with a better understanding and appreciation of this magnificent university.”

See full Cornell Chronicle coverage at www.news.cornell.edu/categories/sesquicentennial. Watch the sesquicentennial video, “Glorious to View,” at 150.cornell.edu/glorioustoview/.







Barton Hall was transformed into a four-stage community showcase event extravaganza for the Big Red Birthday Bash April 24 celebrating Cornell's sesquicentennial.





Fleming gift creates graduate fellowships in biomolecular engineering

In March, longtime Cornell University supporters Trustee Emeritus Sam Fleming '62 and his wife, Nancy Fleming, made a \$5 million gift to create new graduate fellowships in the School of Chemical and Biomolecular Engineering. Of this latest gift from a couple who has long supported Cornell, Professor Lynden Archer, the William C. Hoey Director of the school, says, "The timing couldn't have been better."

Good timing is a recurring theme for Sam Fleming. When he was a junior in high school in Wilmington, Delaware, Fleming's chemistry teacher invited him to visit Cornell for a weekend on a trip sponsored by Walter Carpenter, the DuPont executive for whom Carpenter Hall and several professorships at Cornell are named. "Once I'd seen Cornell," Fleming remembers, "that was the only place for me."

Fleming's high school classmate and friend (later to become his wife) was Nancy McAdam, whose father worked as an engineer at DuPont and whose family also had strong ties to Cornell. Her great uncle John Vaughan McAdam was an engineering graduate of Cornell, Class of 1900. While Sam was an undergraduate at Cornell, Nancy was earning her degree at Mount Holyoke College. She earned a second degree in the Radcliffe Graduate Program in Landscape Design. She had a long career with her own design firm and is also the author of two books.

When he graduated from Cornell with a five-year bachelor's degree in chemical engineering in 1963,

Sam Fleming realized he was in the right place at the right time, with knowledge of a field that was about to explode and change the face of a thousand industries.

"I had majored in polymer science, the hottest thing you could imagine," Fleming explains. "Instantaneously I saw how one part of the world was going to change radically over a 10-year period. Think of cars. At that time, there were almost no plastics used in building a car. What immediately came to pass is that everybody trying to make a cheaper but still positive car looked to plastics."

And luckier still was the fact that Fleming happened to work at a major consulting firm, a firm that had a big business in telling clients what was going to be happening three years in the future. Fleming thought to himself, why not 10 years?

"When I first got the idea very early on, I was just a newcomer. It was just the first year or two and all I was doing was work for the senior people, but I had a chance to say, 'Here are the things I think are going to be the things of the future.' They thought I was right, and they supported me."

That support allowed Fleming to found a new division within Arthur D. Little Consulting focused on providing clients with information and predictions for the chemical

All I was doing was work for the senior people, but I had a chance to say, 'Here are the things I think are going to be the things of the future.'

— SAM FLEMING



Above, from left: Trustee Emeritus Sam Fleming '62 and his wife, Nancy Fleming; detail from the Olin Hall lab of chemical and biomolecular engineering (CBE) graduate student Michael-Paul Robinson; Lynden Archer, professor and director of the School of Chemical and Biomolecular Engineering, in his lab with students; and CBE professor Matt DeLisa in his lab with students. Below: a student working in the CBE labs.



industry 10 years in the future. It was an almost instant success. In 1989, he led a buy-out of Arthur D. Little Decision Resources to form Decision Resources Inc. He served as chairman and chief executive officer through 2003.

He immediately expanded the consulting at Decision Resources to encompass not only chemical engineering, but biomolecular engineering, too.

“Sam was well ahead of his time,” says Archer, “to understand the potential of biomolecular engineering when most of our field had their attention elsewhere – on materials, on petrochemicals.”

“It is frankly remarkable that chemical engineering as a field only recently embraced the challenge of engineering biomolecules,” Archer explains. “In 2002, my colleague and former director Michael Shuler led the school of chemical engineering to add biomolecular engineering to its name.” Cornell’s became the first chemical and biomolecular engineering program in the country.

Sharing an example of the cutting-edge work that will be supported by the Fleming gift, Archer cites professor Matt DeLisa’s

lab: “The DeLisa group has a vision of engineering bacteria such as *E. coli* to make properly glycosylated proteins for human therapeutics in a scalable, cost-effective process. Success will ultimately provide new, even novel routes towards lower-cost therapeutics.”

The Fleming fellowships, which will be awarded to four graduate students per year, will help attract highly qualified students to groups like DeLisa’s.

“Sam Fleming visited our department about nine months ago and met with a subset of faculty and graduate students working in the biomolecular engineering area,” Archer reports. “My colleagues to a person loved Sam’s aura. What a wonderful man. By showing that he can trace with a bright line his phenomenal successes in the private sector right back to the principles he studied, and habits he developed, decades ago as a student of chemical engineering at Cornell, Sam provides a reminder to all of us that we are truly educating engineers for careerlong success and lifelong impacts.”

– Emily Sanders Hopkins

Sesquicentennial Faculty Fellows initiative seeds faculty



Yimon Aye



Austin Bunn



Eve DeRosa

“One of the most valuable aspects of the faculty fellowships,” explains Amy Villarejo, who chairs the Department of Performing and Media Arts, “is that they help us to communicate to our alumni and to the public the extraordinary talents of our faculty. It’s a platform for showing our treasures off, in a climate in which we are mostly absorbed with day-to-day research, artistic work and teaching.”

The faculty is the treasure of the university: Professors set the pace in almost every respect, through what they choose to study and with whom, what they teach in the classroom and how, and through their service and mentorship. The faculty is, understandably, also one of the most expensive lines on the annual budget; hiring the next generation of professors while many baby boom-generation faculty are still fully ensconced would be prohibitively expensive without help from donors.

To help solve this problem, in 2010 President David Skorton announced the launch of the Sesquicentennial Faculty Fellows campaign, the aim of which is to provide short-term gap funding to hire 100 junior and midcareer professors while existing faculty lines were still occupied by senior professors. The campaign was partly the brainchild of trustee David Croll '70, who himself has made gifts to establish four Sesquicentennial Faculty Fellows at Cornell.

“The Sesquicentennial Faculty Fellowships program is a tremendously valuable resource,” reports Eduardo M. Peñalver '94, the Allan R. Tessler Dean of the Law School. “The fellowships nurture today’s ‘junior faculty,’” Peñalver says, “so that they can become

tomorrow’s academic superstars.”

Those future superstars include Austin Bunn in the performing and media arts department. Villarejo says that Bunn’s sesquicentennial title helps the department showcase him to alumni and friends: “They have learned about his first feature film, ‘Kill Your Darlings,’ which starred ‘Harry Potter’ himself, Daniel Radcliffe, and was picked up for distribution by Sony. . . . Students clamor for Austin’s classes, and they appreciate his constant efforts to connect them with screenwriters and industry professionals, from whom they can learn in Skype chats and informal discussions.”

So far, more than 50 donors have established 71 fellowships, at \$500,000 each. The fellowship campaign, originally scheduled to end Dec. 31, 2015, may be extended into 2016.

– Emily Sanders Hopkins

Change of leadership for Alumni Affairs and Development



After nine years leading the university’s fundraising and alumni affairs programs, Vice President Charlie Phlegar announced in April that he would leave Cornell to become vice president for advancement at his beloved alma mater, Virginia Tech.

Phlegar leaves an impressive legacy: Since his arrival in 2006, Cornell has more than doubled its fundraising on the way to completing, in December 2015, the nation’s third-largest university capital campaign and is consistently ranked as one of the top programs worldwide. During Phlegar’s tenure Cornell has secured funding for

Cornell Tech, Klarman Hall, Gates Hall, Gannett Health Services, the Sesquicentennial Commemorative Grove, the athletic match initiative, greatly increased need-based financial aid and the faculty renewal program.



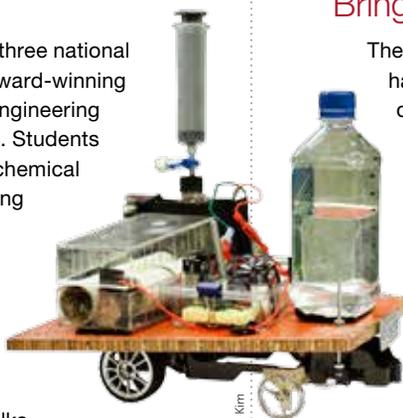
McCarthy

Serving as interim VP during the search period will be AAD Associate Vice President Jeffrey McCarthy, who first joined the division in 1990 and has led the Office of Principal Gifts since 1998 and served on the core senior leadership team since 2006.



Chemical car

Support the only chemical car team with three national championships under its belt. Cornell's award-winning ChemE Car Team is an interdisciplinary engineering project team with more than 50 members. Students build a shoebox-sized car powered by a chemical reaction and gain experience in engineering design, fabrication and teamwork along the way. Help provide the team with a workshop and tools. **\$5,000**



Woojin Kim

Symposium support

Advanced chemical and biomolecular engineering graduate students present talks, while junior students present research posters, to an audience of peers, faculty and guests from industry. This naming opportunity will provide endowed funds to be used to support the graduate student research symposium. **\$10,000**

Bird by bird

Help the Cornell Lab of Ornithology reach its goal to raise \$500,000 for bird conservation. Bird watchers around the world kicked off the fundraising event May 9 with "Global Big Day," an effort to find as many bird species a possible in 24 hours and record the data in the eBird citizen-science project. Fundraising continues through July to support eBird, undergraduate research and conservation efforts. Make a gift and the Lab will send you a limited edition Global Big Day print (pictured at top of page) by Luke Seitz '16, signed by the Cornell Lab's birding teams, the Sapsuckers and Redheads: **\$500**



Bring a dog to work

The ILR School and the College of Veterinary Medicine have teamed up to work on a collaborative research and documentary project on service dogs in the workplace, with an intended focus on veterans. Startup costs for research: **\$25,000** (Documentary cost is **\$125,000**)

Support workers (and the students who will work for workers)

The ILR Worker Institute – with initiatives in equity at work, strategic leadership, rights of low-wage workers, and sustainable development – matches small teams of students to work with selected ILR faculty on projects. In spring 2014 the institute launched ILR's most substantial undergraduate research fellowship program and received 43 student applications, more than the school has funding to accept. Fund a research fellowship: **\$1,000**

Expand ILR efforts in Asia

Expand current ILR International Programs Global Service Learning initiatives beyond India and Zambia to include more students in more locations. GSL is a course-based or co-curricular form of cross-cultural, experiential education where students, faculty, staff and institutions collaborate with diverse community stakeholders on an organized service activity to address social problems and issues in the community. Current GSL program exploration is occurring in China, Hong Kong, Singapore, Cambodia, Vietnam and possibly other Asian countries. Startup for each new location: **\$20,000**. Fund a student's service trip: **\$4,000-6,000** per student. Fund the whole shebang (three new locations, five students each location): **\$135,000**

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



After a long winter, students finally enjoy the beauty of a spring sunset May 1 on Libe Slope. To see more "Picture Cornell" slideshows, visit www.news.cornell.edu/picture-cornell.





Susan Murphy hailed for transforming the student experience

Honest. Tender. Determined. Fearless. Extraordinarily persuasive. Incredibly responsive. Fiercely loyal. A good listener and player-coach who always has her priorities straight.

These and many other traits were attributed to Susan H. Murphy '73, Ph.D. '94, by sometimes emotional speakers at her retirement party in Barton Hall April 7. The room was packed with more than 500 colleagues, staff, faculty, parents and past and current students whose lives Murphy touched in her 37-year Cornell career.

Before she became a Cornell legend who in her role as vice president for student and academic services focused the student experience on health and well-being, she was a Cornell undergraduate whose friends called her "Murph."

At the retirement celebration, President David Skorton announced that the board of trustees had approved "with deepest gratitude" naming the Susan H. Murphy Administration and Health Promotion Floor in the University Health Services facility.

The recognition came from gifts by more than 600 Cornellians who responded to a request by an ad hoc "Thanks, Susan" committee – headed by Ed Butler '63, M.S. '65, Nancy Butler '64, Penny Haitkin '65, Casey Phlegar '15 and Kent Sheng '78 – to show their "admiration and affection" for Murphy. Skorton gave Murphy a framed listing of contributors.



Provided

The program also included Murphy's Pi Phi sorority sisters, Sherri Stuewer '73, M.S. '75, and Mary McIlroy '72; Ross Gitlin '15, undergraduate student-elected trustee;

colleagues Mary Opperman, vice president for human resources and safety services, and Kent Hubbell '69, the Robert W. and Elizabeth C. Staley Dean of Students; Donna Barsotti, a member of the Fraternity and Sorority Advisory Council; and a video message from Robert S. Harrison '76, chairman of the Cornell Board of

Trustees, and Jan Rock Zubrow '77, chair of the board's Executive Committee.

An undergraduate history major, Murphy earned two master's degrees before returning to Ithaca in 1978 at the age of 26 to become associate director of admissions. She later became the Ivy League's first female dean of admissions and financial aid.

In 1994, Murphy became Cornell's first vice president for student and academic services. "She largely defined the

position," Skorton said, "through the extraordinary energy, determination, organizational skills and dedication to student well-being that she has shown throughout her career." In addition to enhancing the quality of the Cornell student experience through the re-creation of North and West Campuses, Murphy "has served as

" [Susan Murphy] has served as a wise and caring and strong leader ... her efforts have brought us closer to being the diverse, inclusive and caring community that we aspire to be."

— David Skorton

a wise and caring and strong leader ... her efforts have brought us closer to being the diverse, inclusive and caring community that we aspire to be," Skorton said.

Gitlin spoke of Murphy's caring for students, especially in the midst of crises, and recognized her for being "incredibly responsive," with a door that was "always open." Barsotti thanked her for the support and time she has given to the Greek community. Hubbell noted Murphy's problem-solving ability "to find a path forward"; similarly, Opperman said that Murphy was "one of the most positive and resilient people I know."

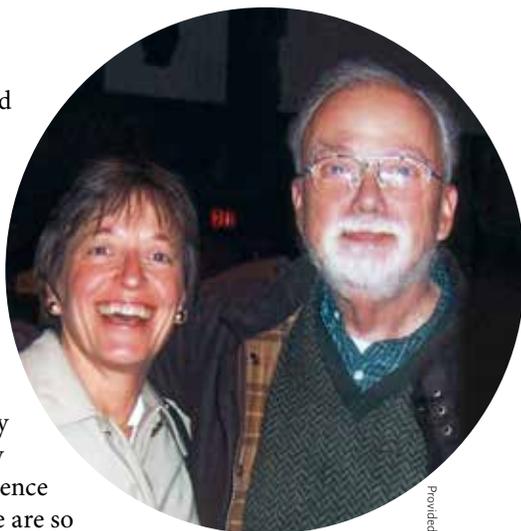
In a video message, Harrison offered his congratulations to Murphy, saying, "For you, it has always been about the students," while Zubrow spoke of Murphy's "great vision," "boundless energy" and "extraordinary leadership."

Said Murphy: "I have been blessed with fabulous mentors." She cited three provosts – Keith Kennedy, Mal Nesheim and Bob Barker – as examples and thanked her colleagues, current staff, alumni and friends.

"But the key – and the reason this is a calling – is because of the students," said Murphy. "They challenge me; they frustrate me at times; they even exasperate me. But they inspire me, they reward me, and they give me great confidence about the future. We are so fortunate to be able to witness their growth, from the time we watch them explore this university until the time they graduate."

Murphy will remain at Cornell in a new role in the Division of Alumni Affairs and Development, assisting with fundraising and alumni engagement, through June 2016.

She concluded: "To my alma mater, I say thank you, I am truly blessed."



Provided

Above: Murphy with her late husband, Gerry Thomas, Ph.D. '78. Cornell is Murphy's alma mater as well as Thomas' and her stepdaughters', "all of whom experienced it in their own way," she said.

Below: Murphy mingles with students at the 2012 Robinson-Appel Humanitarian Awards dinner.

Opposite page, top: Susan Murphy reads a framed list of contributors to a gift naming a floor in the University Health Services facility in her honor April 7 in Bartels Hall.

Opposite page, left: Murphy, just before her senior year at Cornell.





Patrice Clark, USDA-ARS



SPACE-AGE TECHNOLOGY IS COMING TO THE AID OF RURAL HERDERS IN KENYA, HELPING THEM DEAL WITH DROUGHT, CLIMATE CHANGE, CIVIL UNREST AND LAND-USE PRESSURES THAT THREATEN FOOD SECURITY IN THE REGION.

In a pilot project launched by Cornell researchers, satellite images and cell phone apps will combine to help governments and NGOs support their economy and perhaps guide them to find forage for their animals.

A team from the Dyson School of Applied Economics and Management in the College of Agriculture and Life Sciences and the Cornell Institute for Computational Sustainability have developed simple cell phone apps that the herders, called pastoralists, can use to report conditions at their grazing sites. “If we can use sophisticated technology to run Amazon[.com], we can use sophisticated technology to help people in Africa,” says Carla Gomes, a professor of computer science with a joint appointment in the Dyson School and director of the Institute for

Computational Sustainability. “We are trying to develop more accurate models of vegetation, rangeland and forage to guide policymakers.” Gomes is principal investigator for the project, which is funded by the Atkinson Center for a Sustainable Future.

Pastoralists make their living – and help feed the population – by raising herds of cattle, sheep, goats and camels. They live a nomadic existence, moving from one patch of vegetation to another.

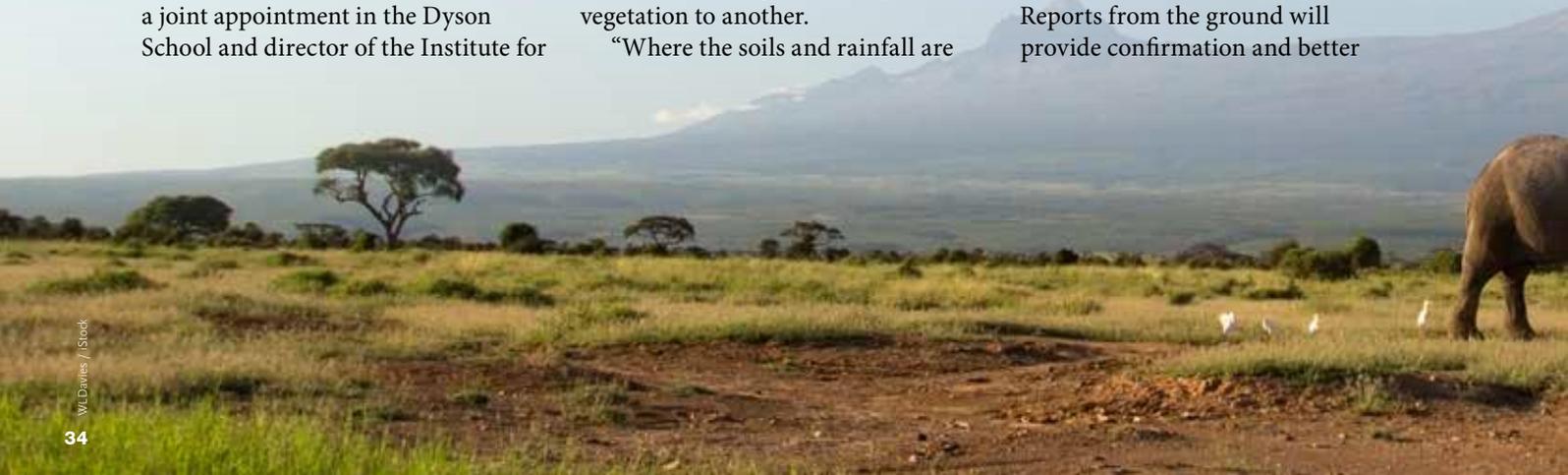
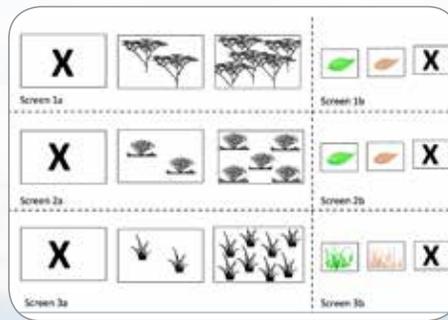
“Where the soils and rainfall are

inadequate to grow crops, the only viable livelihood is raising livestock,” explains Christopher Barrett, professor and director of the Dyson School. “Sixty percent of the economy is livestock products.”

But that economy is “precarious,” he adds; it is constantly threatened by drought and a lack of government support and recently aggravated by recurring violence. One of the many

things needed is information, he says.

First responders, including governments and NGOs, as well as insurance underwriters, need timely and accurate reports of drought and other environmental disruptions. Reports from the ground will provide confirmation and better



understanding of satellite data. “We now have some new capacity to fill in the gaps and create a more robust social protection system,” Barrett says.

HERDERS THEMSELVES NEED TO KNOW “WHERE SHOULD I TAKE MY CATTLE TO GRAZE?” “WHAT PRICE CAN I GET FOR MY CATTLE?” “ARE THERE BANDITS IN THE AREA?” EVENTUALLY THAT INFORMATION CAN BE FED BACK TO THEM THROUGH THEIR PHONES.

Satellite images can distinguish vegetation from arid wastes but can’t distinguish between different kinds of vegetation. Goats and camels can browse on shrubbery and tree branches, but sheep and cattle need grass.

Cell phone reports from the pastoralists, tagged with GPS coordinates, are fed to a computer that will learn to associate the reports with the spectral “fingerprints” in visible and infrared light of corresponding locations on the satellite images. Eventually, Gomes says, the computer will be able to identify different kinds of vegetation from the satellite.

In 2010 Cornell and collaborating institutions launched a commercial pilot “index-based livestock insurance” (IBLI) program that repays herders for livestock lost to drought. Statistical modeling based on satellite imagery confirms for insurance companies the rate at which losses occur.

Nathaniel Jensen, a postdoctoral research associate in the Dyson

School, tested the crowdsourcing system with a small group of pastoralists in the town of Isiolo in Kenya. Although cell phones are ubiquitous in rural Africa, he gave the herders new phones to ensure that everyone is working on the same platform. Upgrading to a smartphone is part of the appeal of the project for the participants. The observers are paid for their work in cell phone minutes, a common currency in their society.

“The app is designed so they don’t have to speak the language: it’s all pictures,” says team member Peter Frazier, assistant professor of operations research and information engineering. By tapping icons, he explains, a user can report what kind of vegetation has been seen, how much is there and how healthy it is. Icons might represent “no grass,” “some grass” or “a lot of grass.” For a double check, the observer uploads photos. Down the road it might be possible to train a computer to recognize the vegetation seen in the photos, Gomes says.

While it’s updating the map, the computer also notes areas where little information is being reported, and adjusts the incentives paid to the pastoralists to encourage them to visit those areas. “Data from near their home is not that interesting,” says graduate student Yexiang Xue, who worked on the incentive system. “It turns out to be a very hard problem in optimization. If you set up one place with a very high [payoff], you lose the benefits of people going to other places.”

Some of the animals also are fitted with GPS collars to track the movements of the herds. The



researchers are watching to see if the IBLI program changes the routes the pastoralists take, and how they respond to incentives. Meanwhile, the data will be given to NGOs and governments to guide the construction of new artificial oases or “water points.”

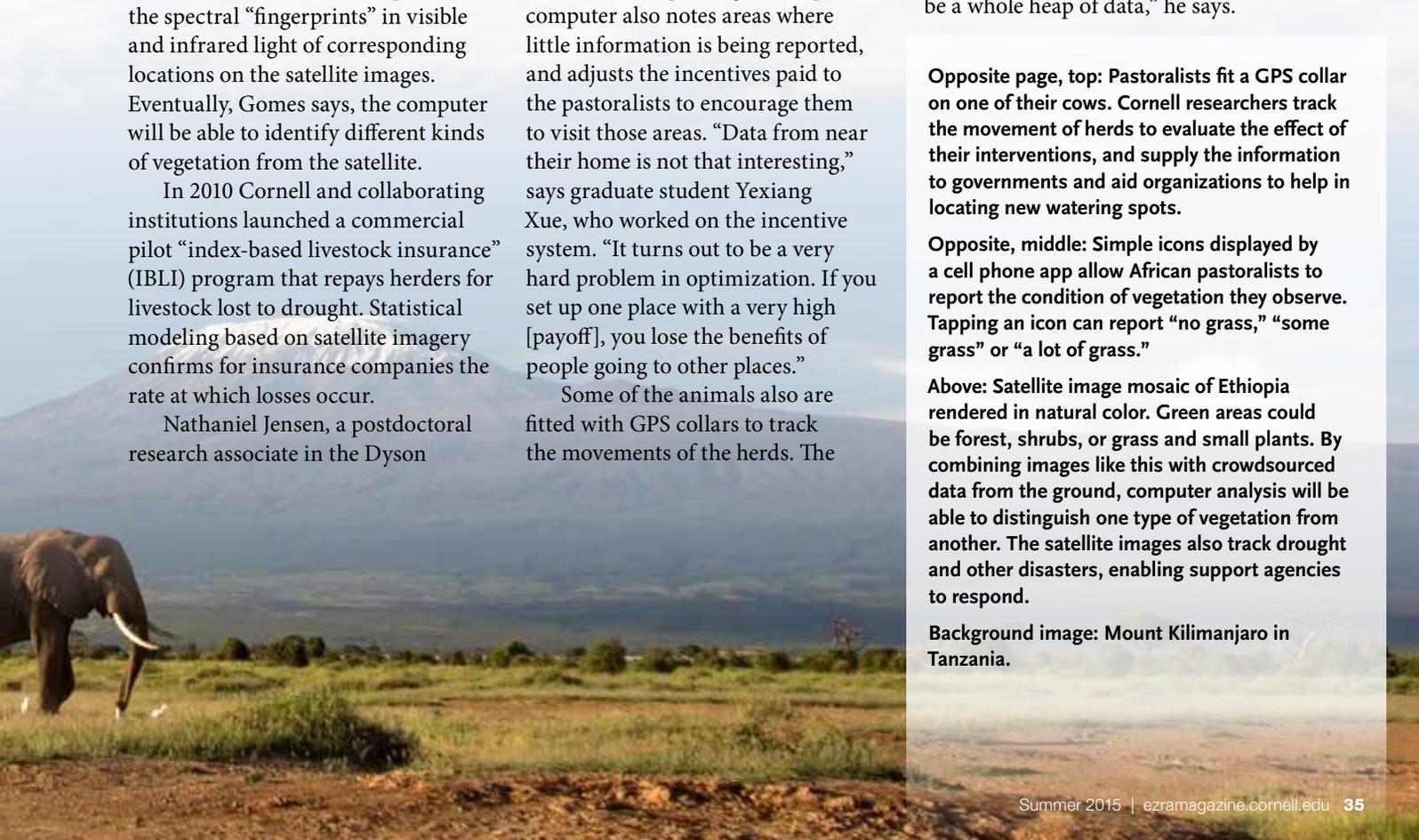
The pilot project was expanded in March, with two Kenyans employed by the International Livestock Research Institute sent out to recruit and train 70 more pastoralists, bringing the total crew to 112. In the last half of March, Jensen reported, the pastoralists uploaded more than 18,000 submissions, roughly 8 per participant per day. “There is soon to be a whole heap of data,” he says.

Opposite page, top: Pastoralists fit a GPS collar on one of their cows. Cornell researchers track the movement of herds to evaluate the effect of their interventions, and supply the information to governments and aid organizations to help in locating new watering spots.

Opposite, middle: Simple icons displayed by a cell phone app allow African pastoralists to report the condition of vegetation they observe. Tapping an icon can report “no grass,” “some grass” or “a lot of grass.”

Above: Satellite image mosaic of Ethiopia rendered in natural color. Green areas could be forest, shrubs, or grass and small plants. By combining images like this with crowdsourced data from the ground, computer analysis will be able to distinguish one type of vegetation from another. The satellite images also track drought and other disasters, enabling support agencies to respond.

Background image: Mount Kilimanjaro in Tanzania.





The 2014 Holi Hindu Festival of Color. To see more "Picture Cornell" slideshows, visit www.news.cornell.edu/picture-cornell.

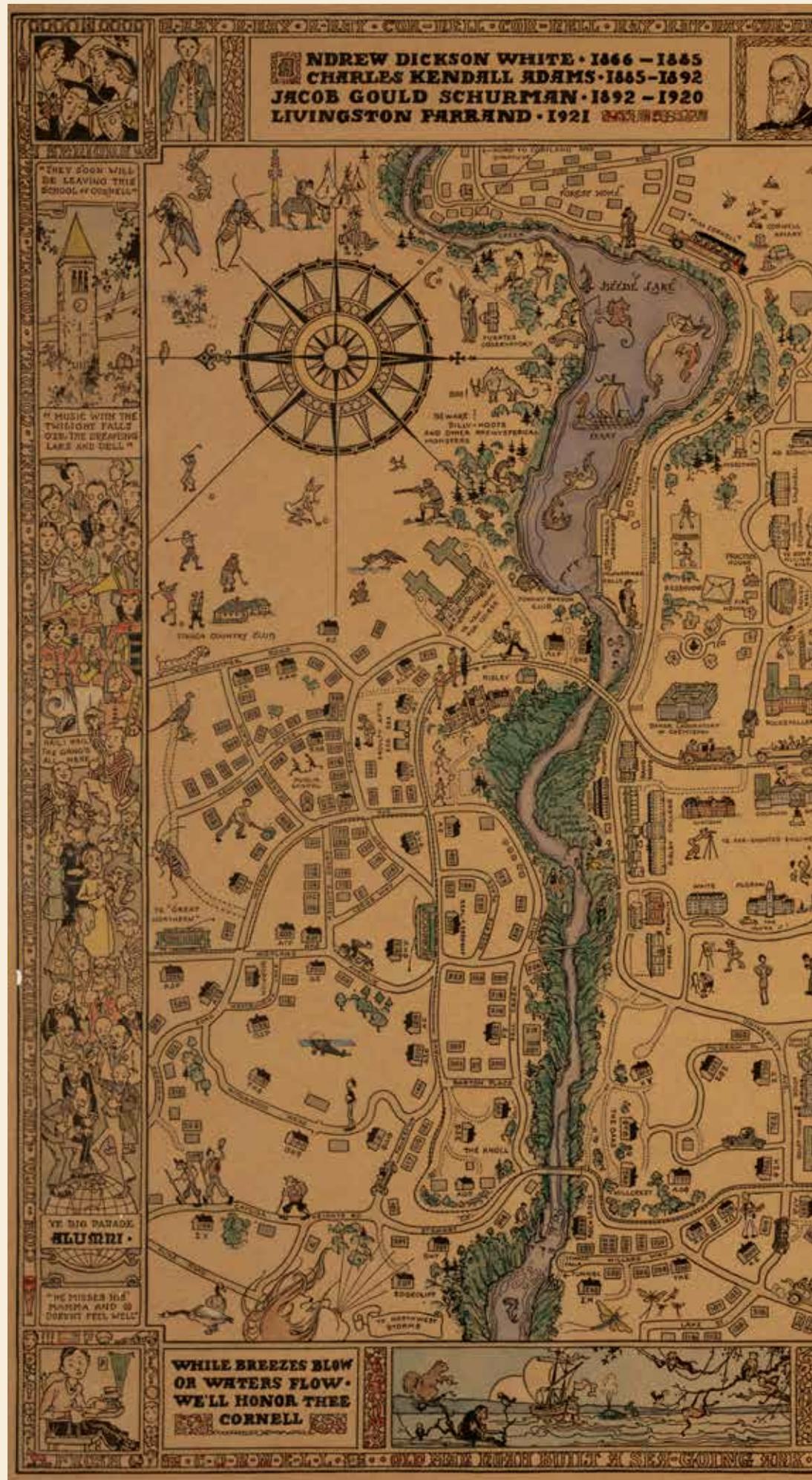


Cornell University Campus Map

Illustrated by
Ellen Edmonson, 1928

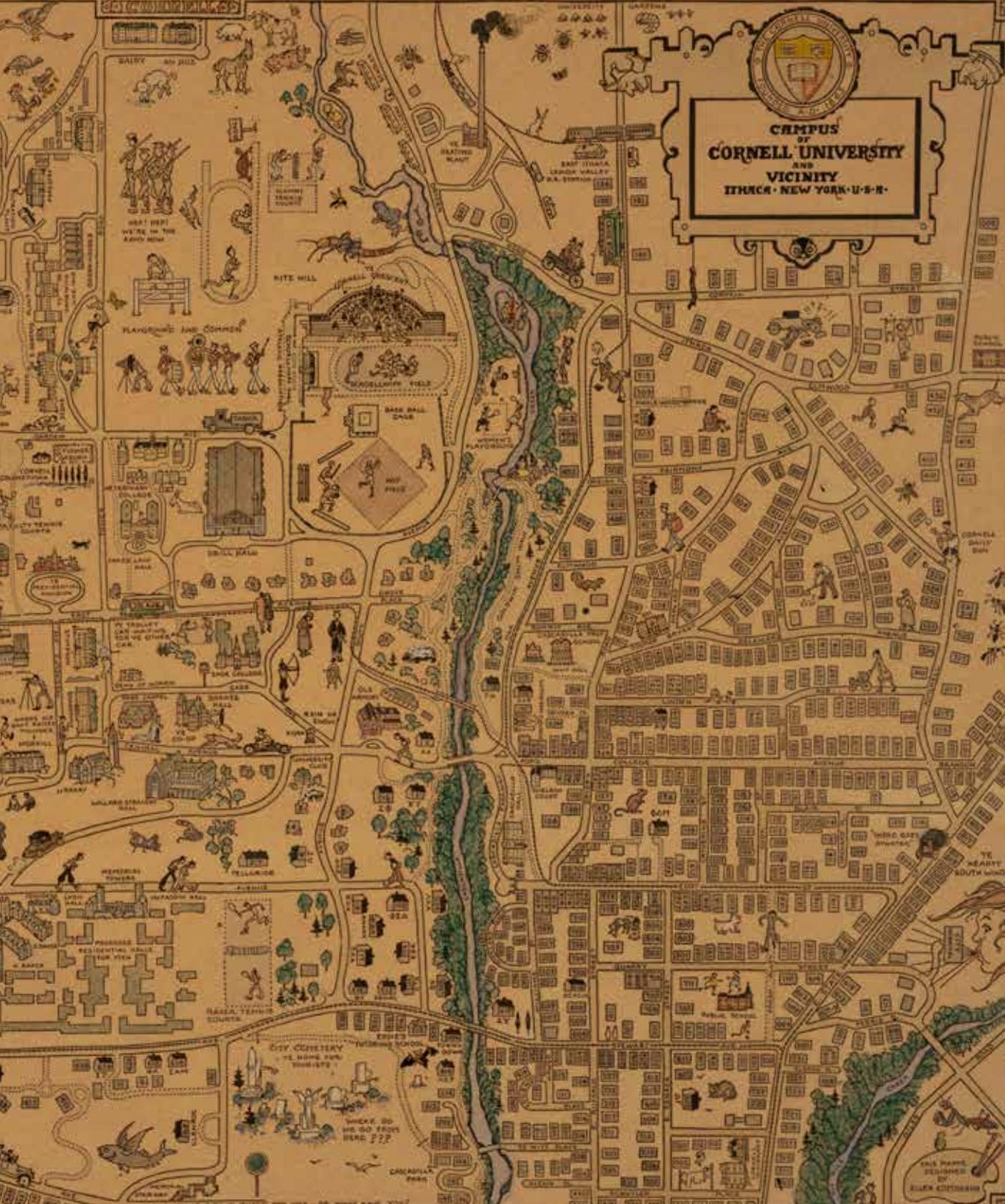
Ellen Edmonson enrolled in a graduate program at Cornell in the fall of 1918, studying entomology under James Needham and fine arts under Olaf Brauner. In 1918-19, she also served as an assistant in entomology. She returned to Cornell in the fall of 1925 as a nondegree candidate, studying painting and graphic arts for a term with Brauner.

This hand-illustrated map was advertised in the Sept. 25, 1928, Cornell Daily Sun as “A map that is different! Illustrated - and How!!” The ad goes on: “Decorative - Humorous - Helpful. First Aid for Bewildered Freshmen. Shows where you live, work, play. And much more ...”





YOU WOULD FOUND AN INSTITUTION WHERE ANY PERSON CAN FIND INSTRUCTION IN ANY STUDY."
— EZZRA CORNELL



"HE'S NOT BEEN WASTING HIS TIME AT CORNELL"



"WHEN WINTER COMES"



FAR ABOVE CAYUGA'S WATERS WITH ITS WAVES OF BLUE STANDS OUR NOBLE ALMA MATER GLORIOUS TO VIEW.



"CORNELL VICTORIOUS THE CHAMPIONS OF ALL! CHEER! CHEER! OH - HERE WE ARE! HERE WE ARE AGAIN"

M.H. ‘Mike’ Abrams: An appreciation

M.H. “Mike” Abrams, the influential literary critic and beloved Cornell English professor who edited the renowned reference “The Norton Anthology of English Literature” for four decades, died April 21 in Ithaca at age 102.

Abrams, who received the National Humanities Medal from President Barack Obama last July, was the Class of 1916 Professor Emeritus of English. He came to Cornell in 1945 as an assistant professor and retired in 1983, though he remained an active member of the Cornell and Ithaca communities.

Among his students were literary critics Harold Bloom ’51 and E.D. Hirsch ’50 and novelist Thomas Pynchon ’59. Abrams was named the F.J. Whiton Professor of English in 1960 and the Class of 1916 Professor in 1973.

See the Cornell Chronicle’s obituary at <http://bit.ly/1yTyadx> and the College of Arts and Sciences’ tribute site at as.cornell.edu/abrams.



M.H. Abrams in 1971 (inset) and 2012.

“I’ve been hearing about Mike literally since I was a baby, as he was the favorite teacher of both my mother and father. I studied at Yale with Harold Bloom [’51], who also revered Mike. Since coming to Cornell I’ve taken every opportunity I could to bring Mike to my classes.

“His book ‘The Fourth Dimension of a Poem’ was published just after Mike turned 100, and he celebrated that birthday by delivering the title lecture to a rapt audience of friends, students and colleagues. Mike Abrams thus vividly exemplified how a life of engagement with literature, the arts and the humanities can keep the mind vigorously alive.

“His teaching has been inspiring a new generation of students, and I’m sure it will continue to do so for a long time to come.”

– Roger Gilbert, professor and chair of English

“Mike Abrams was a formidable figure in the humanities, author of two superb and wide-ranging books – ‘The Mirror and the Lamp’ and ‘Natural Supernaturalism’ – that changed our understanding of 19th-century literature and thought. But he was also a calm, modest and wholly unpretentious man, a great fan of Cornell football, and a benign presence for students, colleagues and friends. He will be greatly missed.”

– Jonathan Culler, the Class of 1916 Professor of English and Comparative Literature, who holds Abrams’ former chair

“One of the dominant figures in literary criticism of the 20th century, M.H. ‘Mike’ Abrams was also the quintessential Cornellian. He was an inspiring teacher, an extraordinary colleague, chair of the Cornell University Centennial Commission of 1965, and he never missed a home football game. His good judgment, his perennial optimism, his deep wisdom, his sense of humor and his fundamental decency will be sorely missed.”

– President David Skorton

“Mike Abrams’ impact on his students, his colleagues and the wider world was immeasurable – he was publishing important new work at age 100. His passing is a deep loss to the College of Arts and Sciences and to all of us who love literature.”

– Gretchen Ritter ’83, the Harold Tanner Dean of the College of Arts and Sciences



The value of the ‘Cornell Experience’

“Go to college if you want a good job and a more secure future.” That’s the advice I received from my parents and teachers as a young baby boomer.

An understandable vocational orientation still compels millions of students to pursue a higher education degree, and with impressive results: Median lifetime incomes of people with bachelor’s degrees today are more than 65 percent higher than those with only high school educations. And the unemployment statistics for college graduates are impressive.

Higher education clearly delivers in the job market – but higher education, specifically a four-year residential undergraduate experience, is about more than getting a good job. At its best, it also provides the experiences and perspectives needed to thrive in a complex, global and ever-changing world.

My friend and colleague Norm Augustine, former undersecretary of the Army and retired CEO of Lockheed Martin, says the common thread among his best engineers is that they come from an education that balanced a technical background with social sciences. In a September 2011 Wall Street Journal op-ed, Norm wrote, “... the factor that most distinguished those who advanced in the organization was the ability to think broadly and read and write clearly.”

My own training in medicine and biomedical research was built on the foundation of a broad liberal arts education, and I believe that combination has contributed in a major way to everything I do and think, at work and at home.

What happens outside the classroom at universities like Cornell is also important to students’ success. Important life and job-market skills come not only from the classroom – but also from the person living down the hall from you whose background and life experience are totally different from your own.

Fortunately, at Cornell, we have incredible classroom and non-classroom resources that contribute to student learning. Besides a world-class faculty and talented staff, we have a world-encompassing student body. Our students represent 114 of the 190 U.N. recognized nations in the world, and 20.1 percent of our student body is international.

To learn in the classroom while simultaneously learning outside the classroom, interacting with people from all over

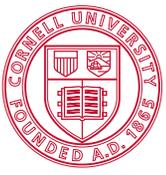


President David Skorton joins the Cornell Symphony Orchestra, the Cornell Chorus and the Cornell Glee Club during Charter Day Weekend for the “Evening Song” as part of the “My Cornell: A Celebration of Words and Music” concert held April 25 in Bailey Hall.

the world, confronting new ideas, new lifestyles and new perspectives – these sorts of experiences add value to undergraduate student life that go far beyond the degree received. The goal is to help students acquire cutting-edge knowledge and the tools to update that knowledge throughout their lives – to put ideas together in novel and productive ways, and to think beyond their own experiences with a critical eye but also with empathy. That’s the Cornell Experience!

David J. Skorton is president of Cornell University. On June 30, he will step down after nine years as president to become secretary of the Smithsonian Institution.





Cornell University

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homecoming.cornell.edu



SAVE THE DATE:

The inauguration of Cornell's 13th president, **Elizabeth Garrett**, on Friday, September 18