Vargas Llosa draws crowd from around the world

BY MICHAEL TERRAZAS

"Y ahora voy a leer estas páginas en Español," said Mario Vargas Llosa, and fully half of the crowd of several hundred gathered on a brisk April night in Glenn Auditorium—located in Atlanta, Ga., USA—burst into applause. With that, the tall, elegant, silver-haired man dressed smartly in a gray suit, who for three days had spoken in heavily accented English, launched into his final public address at Emory, this time in the smooth, flowing cadence of his native tongue.

Vargas Llosa was wrapping up his turn as the 2006 Richard A. Ellmann Lecturer in Modern Literature with an evening of readings from his own work, along with a lecture on his decision to internationalize his窜 crowd on every word. Many of them had heard him all three days, April 2-4, speaking on three literary masters of the Hispanic tradition. Miguel de Cervantes, Jorge Luis Borges and José Ortega y Gasset.

Peru’s foremost author and one of the best-known artists in the Latin American world, Vargas Llosa is the author of more than a dozen novels, but they only begin to tell the story of his life. He also has made a name for himself as a journalist, playwright, critic, political thinker and even a political candidate: In 1990, he ran for Peru’s presidency.

"He is not only a Latin American man of letters; he is a man of letters of the world," said Ron Schuchard, Goodrich C. White Professor of English and director of the Ellmann Lectures, adding that Vargas Llosa’s work has been translated into more than 20 languages.

"Mario Vargas Llosa’s real place of writing in the world is what he calls this ‘country of the world,’” said Seamus Heaney calls ‘The Republic of See ELLMANN LECTURES on page 5

Rochat, Schuchard awarded Guggenheims

BY MICHAEL TERRAZAS

E ngleish Professor Ron Schuchard and psy- chology Professor Philippe Rochat have been awarded 2006 Guggenheim Fellowships, marking the fourth and fifth such awards for Emory professors in the last four years.

Guggenheim Fellowships carry a monetary value to allow for a minimum of six and a maximum of 12 months’ study on the particular project for which the fellowship is given. Schuchard, Goodrich C. White Professor of English, took his award for a project dedicated to compiling and editing the unpublished prose writings of poet T.S. Eliot, while Rochat’s fellowship will fund a study of the development of sense of self, language development and toddler perceptions of their own past.

"How do they respond?" Rochat has said of questions he attempts to answer of his tiny research subjects. "How do they attend to particular events in their environment?"

Emory is becoming a regular on the Guggenheim award list; in 2002, Larry Barsalou (psychology) and Kristin Mann (history) were awarded fellowships, and a year later Natasha Trethewey (creative writing) claimed another one.

"Ron Schuchard and Philippe Rochat have built sterling reputations with their respective work in 20th century English literature and early childhood developmental psychology, and Emory is proud and gratified that institutions such as the Guggenheim Foundation have chosen to recognize their achievements," said Provost Earl N. Lewis. "We’ve long said that perception often lags behind reality in the world of higher education, but awards like these indicate to me that Emory is closing that gap every day."

Former N.O. mayor weighs in on Katrina

BY MICHAEL TERRAZAS

National Urban League President and former New Orleans mayor Marc Morial said the United States needs to make "an unequivocal commitment" not only to rebuilding the Gulf Coast in the wake of Hurricane Katrina, but to making the region’s levee system second to none in the world.

Morial visited campus April 5 to deliver the University’s annual Grace Towne Hamilton Lecture in Cannon Chapel, and after arriving a bit late due to travel difficulties (brought on, ironically, by inclement weather), he delivered remarks that were worth the wait. Speaking without notes, the former two-term mayor of New Orleans and Louisi- ana state senator relayed his personal view of the damage Katrina wrought, discussed both failures and successes in the hurricane response, and toward the future.

"Very seldom do we get the opportunity to rebuild an entire city or region, but the United States is the Great Rebuilder," Morial said, citing successful American efforts to rebuild cities and countries

See MORIAL on page 4
I think it won't work for me. Well, now is the time to rethink that position. The challenge is this: How can we each do our part to realize the use of single-occupancy vehicles and thereby improve the environment and our campus? Carpooling has improved my work/life, and I want to show you how. In doing so, I hope both to give you a glimpse of Emory’s future and to invite you to consider alternative ways to get to work. Get ready, because the train is about to board! Imagine, if you will, Atlanta roads and highways filled with congestion, less road rage and less stress on the average commuter. Imagine also our Emory community with fewer cars, more green spaces, cleaner air and improved safety as people walk around the campus at all hours of the day or night. Emory, like Atlanta, is moving fast toward this kind of community—where people live, work and play.

Until last fall, I had been commuting to Emory in a van, by myself (mostly), for more than 25 years, driving an hour each way. Though I did carpool with a friend for a couple years in the early ‘80s, we ended the carpool when her job location changed. At that time, Emory did not pro-mote alternative transportation, but I did learn from that experience the benefits of reduced gas expense, less stress and a stronger friendship with my friend.

Following this brief exception, during the last two decades of driving alone to work, I have spent a small fortune on gasoline, gone through a few cars, and have seen the traffic in Atlanta increase literally by the day, choking both my time and my energy. Last fall, I had enough. I explored the possibility of vanpooling with a couple of other interested Emory employees. We attended a vanpool formation meeting for employees living south of town and were immediately sold on the idea. I decided to join the vanpool so I wouldn’t have to drive at all. Well, it took longer than I expected to get the vanpool up and running, so in the interim, three of us entertained the thought of carpooling. We tested the waters first by each driving for one week.

We were very candid with each other about the process, and I was both nervous and excited. This was a big change in my worklife. It seemed overwhelming, too much to be true. Could we get along with each other? Would we annoy each other? How could we communicate? How could we coordinate our driving habits? Would we come to blows over choice of radio stations?

Much to my surprise (as someone who always found reasons—or excuses—for driving alone) I was hooked within the first week. All three of us were happy with the arrangement, and we took our wheels off the vanpool waiting list and officially registered our carpool.

With, I’ll admit, a twinge of sadness, I turned in my Zone 2 hangtag in place, our carpool, received one hangtag, and each received a value pass hangtag for parking on days when we must drive alone. My pay-roll deduction parking stopped immediately, and I was on my way to saving $300 per year. It’s been six months, and I won’t turn back. At first, there were a few things to work out. My carpoolers and I had to synch our work schedules, of which our supervisors were very supportive and accommodating. The biggest hurdle for me, though, was accepting that I would have to leave work on time each day. Accustomed to working longer hours most days, I didn’t relish this idea, but if I wanted the carpool plan to suc-cede, it had to be done. “The work,” a wise friend continues to tell me, “will still be here when you return tomorrow.”

The benefits of carpooling far outweigh the negatives. By using HOV (high occupancy vehicle) lanes, we sail past other single-occupancy commuters, witnessing their frustration as they creep and crawl past. We arrive at Verdes refreshed for the day, we’re less stressed, and sometimes we even hash out problems of the world during our drive.

As a passenger for two out of every three weeks, I sometimes catch some z’s during the ride—especially on the ride home, so I will be more energized to attend to my family. We have a reserved space in our deck. Through the Clifton Corridor Transportation Management Association and Georgia’s Clean Air Campaign, we receive a monthly $45 gas card, plus bonus when we “refer” people to carpools and even prizes through random drawings. Perhaps the best perk is the Guaranteed Ride Home program in case of emergency. Recently two of us had to use this service when our driver had an unexpected responsibility that kept her at work late. Not knowing what kind of “guaranteed ride” to expect, we were thrilled when a luxury sedan arrived to pick us up. We rode home in comfort, style—and at no extra expense to us.

The carpool also works well for me because once a month I have a late afternoon University Senate meeting, and often my carpool buddies agree to adjust our hours and stay late with me. Otherwise I’m forced to use my value pass and drive alone that day. (Believe me, I’m so spoiled now by my carpool life-style, I do not enjoy driving to work alone—the stress returns quickly.)

Change is hard for almost everyone. We get comfortable with where we are and resist leaving our comfort zones. Let’s face it, we’re spoiled by our cars. But even in our own community, there are many who don’t have cars or can’t even drive. Yet they still manage to get to work every day by some other means. All it takes is the desire to make it happen.

At Emory, we have been discussing transportation pro-baibility for decades, but until recently the solutions have been more of the “patch and fix” kind. Well, we’re taking a different and strategic planning, we are working together to become a Destination University and a destination employer. But that transformation can only happen through shared ownership from everyone who wants to share in this vision and work collaboratively to make it happen.

I don’t pitch in, imagine a future of the status quo for our children and grandchildren: They could be facing longer and lon-ger commutes and more locked-down highways. I don’t want that for my children. I hope you feel the same. At Emory, we are laying the foundation for many generations to come. By lowering the number of cars on our system, we’re protecting a panacea, a quagmire. And the future is bright: we’re now through the year, and are excited about the possibility of vanpooling, carpooling, using public transportation, or walking. I invite you to “talk it up” within your work areas and at community gatherings. And finally, we challenge our University leaders to lead by example and also consider other methods of getting to work. We will be long gone from this great University when the major transportation infrastructure is no longer available to us. But I look forward someday to returning to visit my lifelong workplace knowing that I had a part in shaping and molding the even greater institution it will have become.
**Larger than life**

By David Raney

James Weldon Johnson and Joe Louis, among others—and so does the praise from his professors and students.

**Associate Professor Irene Browne, who taught McDaniels sociological methods, lauded his “great enthusiasm and love of learning” and “professionalism and poise.”** Said ILA Director Kevin Corrigan, “Pellom has the kind of academic vision you’d want in any department, plus enough human warmth for several departments.” Professor Dana White, one of McDaniels’s dissertation advisors, calls him one of the hardest workers he’s known “and an incredibly fast learner.”

On the other side of the desk, students are equally impressed. Monique Ducille said McDaniels is “one of the top three instructors I have ever had: friendly, engaging, with an extensive knowledge of his subject. I really can’t say enough about him.” Chaim Nelson agreed, adding, “He challenged my ways of thinking. He knows how to keep class discussions vibrant, open to controversy, but still on topic. A great teacher and person.”

This kind of praise tends to embarrass McDaniels, who is as self-effacing as it’s possible to be for a man of his stature. But it seems part of his nature to make an imprint wherever he goes. “There’s nobody like Pellom,” Corrigan said, with a words-fail-me smile: “He’s larger than life.”

This article first appeared in the Spring 2006 Quadrangle and is reprinted with permission.
**FOCUS: EAGLEUPDATE**

**Sports Hall of Fame taking nominations**

The Emory athletics department is accepting applications for the 2006 Emory Sports Hall of Fame inductions. With the University’s steep tradition in athletics, the Hall of Fame is a way for Emory to honor those who have helped make Eagle athletics a true success in NCAA competition.

The 2006 induction ceremony is set for Saturday, Oct. 28, in Miller-Ward Alumni House, and also included in this year’s activities is the Sports Hall of Fame Golf Tournament, to be played at Stone Mountain Gold Club. The tournament will be held Friday, Oct. 27, and both events are sponsored by the Department of Athletics and Recreation.

The Emory Sports Hall of Fame was established in 1989 by the Association of Emory Alumni and the athletics and recreation department. It is designed to honor those individuals who have brought excellence and distinction to the University and its athletic program through outstanding personal contributions to Emory athletics. The Hall of Fame also helps illustrate that athletics and academics can mix successfully for winning results.

The Hall of Fame’s new class will include inductees chosen from a list of qualified candidates, including athletes, coaches, administrators and others who have made outstanding contributions or offered extraordinary service to the Emory athletics program. Alumni who have made important contributions to athletics after leaving Emory are also eligible. Those not selected for this year will be considered for induction in 2007.

A display honoring each member is maintained in the P.E. Center. Plaques honoring inductees who were inducted in athletics also are displayed in Oxford’s Williams Gymnasium.

The Hall of Fame currently includes 140 members, with the largest class coming in 1992 with 13 members. Since 1989, there has been an induction every year, with the exception of 2003.

For more information on the hall, visit the website at www.go.emory.edu/hall_of_fame/hall_of_fame.html. This website includes each class, year by year, as well as a nominating form.

For more information about the Emory Sports Hall of Fame, contact Joyce Jaleel, assistant athletics director at 404-727-6557 or via e-mail at joyce.jaleel@emory.edu.

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**BY CHRISTI GRAY**

Team Emory will saddle up the weekend of May 20-21, for Action Cycling 200 (AC200), a two-day, 200-mile bike ride benefitting the Emory Vaccine Center’s HIV/AIDS vaccine research program organized by Action Cycling Atlanta.

For a $1 donation, Emory alumni, students, faculty and staff can travel along a scenic Georgia route, the ride will end its 585-mile journey in downtown Decatur. Then, traveling along a scenic Georgia route, the ride will end its first leg in Athens. The next day the bikers will head back to Atlanta, fulfilling their 200-mile route.

As the exception of volunteers, participants must pay a registration fee and raise a minimum amount of funds for the vaccine center. Participants pay $90 to register and must raise a minimum of $50. Relay team participants pay $90 and must raise a minimum of $350. Relay teams can divide the 200 miles amongst friends, which must have a minimum of two and a maximum of five riders. Crew members pay $50 and must raise $250 and are expected to work the entire two days of the event. Volunteers must complete the ride with no requirements but are encouraged to raise funds.

To register or to make a pledge in support of Team Emory, visit www.action-cycling200.com.

Another bike ride fund-raiser that will benefit the Emory Vaccine Center is the Action Cycling Atlanta Charity Treks. Both Hanson and Hills plan on riding the five-day, 425-mile ride. Starting Aug. 15, the ride will go from Montreal, Canada, to Portland, Maine, and the ride raises funds for cancer research. For more information visit www.charitytreks.org.

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**Morial from page 1**

with whom it has waged war, such as Germany and Japan following World War II, the Italian earthquakes of 1980 and 1990s and ongoing reconstruction in Iraq.

But in the last 100 years, Morial said, has the United States been forced to construct a levee system that will, hopefully, one day put an end to the AIDS pandemic,” said AC200 participant and Vice President for Health Sciences David Hanson.

“I believe providing funds to support research toward the discovery of a vaccine for AIDS is one of the most pressing and challenging goals of our time. The international impact of AIDS is devastating. The only way we can find a way to stop the disease is by each of us trying to be a part of whatever way possible.”

David Hanson, associate vice president for finance and administration and special assistant to the executive vice president for finance and administration will also be riding with Team Emory. “I was attracted to the AC200 during its first year for two reasons,” Hanson said. “It’s the challenge of riding 200 miles and the cause of eradicating AIDS, which has taken the lives of people I love.”

Hills and Hanson are both avid cyclists and have participated in rides like AC200 before. “Besides the fact that it is great exercise that does not do damage to your body, it’s also a great way for me to release stress,” Hills said. “Riding on a bike for 25, 50 or 100 miles makes you do a lot of other things that you realize aren’t all that important in the grand scheme of things.”

Hanson said, “I have done a 585-mile AIDS ride from San Francisco to Los Angeles and other shorter rides like this one. I have another AIDS ride planned for this summer.”

The AC200 ride will take bikers east from the Emory Vaccine Center’s Hope Clinic in downtown Decatur. Then, traveling along a scenic Georgian coast, the route will end its first leg in Athens. The next day the bikers will head back to Atlanta, fulfilling their 200-mile route.

The U.S. Coast Guard’s immediate mobilization to rescue those stranded along the coast was another positive, Morial said. “But for their intervention, I would say the death toll would have been three or four times as high.”

Finally, the decision by thousands of college students to forgo beaches and beer during spring break or other vacations this year, and instead flock to the Gulf Coast and pitch in however they can, is yet another good story. Morial compared it to the marches and “freedom rides” of the 1960s civil rights movement, and he urged more students—and even faculty members—to keep up the work this summer. “What we need is: All hands on deck,” he said.

Morial then turned to the future. He again called upon the work this summer. “What we need is: All hands on deck,” he said.

The Skin of Our Teeth

The Skin of Our Teeth by Thornton Wilder Prize winning satire, The Skin of Our Teeth, April 14–15 and 20–22 at 7 p.m. and April 15 and 22–23 at 2 p.m. in the Mary Gray Munroe Theater of the Dobbs Center. Tickets are $15 for the general public, $12 for faculty, staff, and alumni, and $6 for Emory students.

The April 15 show at 2 p.m. is a pay-what-you-can performance where remaining tickets can be purchased for a donation of $1 or more. Emory alumnus Matt Huff directs this testament to man’s perseverance and the human spirit, in which the archetypal Antinous family strives to survive the Ice Age, the Great Flood, World War III and more. For information and tickets call 404-727-5050 or visit www.arts.emory.edu.

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Douglas Blair is sports information director.
Universes brings urban theater, will arrive at campus, April 17 & 19

BY NANCY CONDON

Coming to campus April 17 & 19 will be Universes, an ensemble of multi-disciplined writers and performers who fuse poetry, theater, jazz, hip-hop, politics, downhome blues and Spanish boleros to create moving, challenging and entertaining theatrical works.

The boundary-breaking, urban troupe of five performers will present two original productions, sponsored by Theater Emory. “Live from the Edge,” a free performance, takes place April 17 at 7 p.m. on McDonough Field. Two nights later, on April 19, the group will perform “Eyewitness Blues” at 7 p.m. in the Schwartz Center’s Emerson Concert Hall (tickets $15, $12 for seniors and discount groups, $6 for students).

“Theater Emory is excited to bring this kind of original programming to the University,” said Theater Emory Manager and Artistic Director Rosalind Stahl. “Universes is a young, hip, innovative company that will have a direct connection to Emory students because they speak the same language.”

The performance of “Live from the Edge” on McDonough Field is designed to introduce Universes to more accessible to students.

“The format is going to be interesting and engaging,” Stahl said, “and the performance isn’t a traditional story. Rather, it blends into surreal performance areas into one, speaking to enthusiasts of the written word, those who appreciate the long history of dance and of acting—and to those who just enjoy listening to urban pop music.”

Ellmann Lectures from page 1

Conscience.” [Vargas Llosa] is an honor for a very active writer of that imaginary republic.”

Vargas Llosa’s lectures touched on political and social aspects of his three subjects, and indeed, he seemed to say in his lecture that each of them signifies that such aspects are central to all literature.

Art and fiction is entertainment only in the second or third sense,” he said, “but fiction is something else if it is not fun and magical.”

Vargas Llosa praised the author of Don Quixote as a giant of literature even as he described Cervantes’ difficulties and his bitterness that he could not make a name for himself as a poet, having to settle for creating stories that would become one of history’s greatest works of “plebian prose.”

“Cervantes is no hero in the epic sense of the word,” Vargas Llosa said, “but only in the modest sense of normal people who face setbacks and do not give up.”

Of Ortega y Gasset, Vargas

Llosa said the Madrid-born writer-philosopher was vilified following the Spanish Civil War for not explicitly championing the Franco regime, and that vilification—along with a Western bias against Latino intelligentsia—has kept him from being mentioned in the same breath as such 20th century thinkers as Jean-Paul Sartre and Bertrand Russell.

Focusing on Ortega y Gasset’s best-known work, 1929’s The Revolt of the Masses, Vargas Llosa said the novel was more than 50 years’ prescient in its call for a unified Europe, though its author was noticeably off on one precedent: that the United States was incapable of carrying on the European tradition of “developing” science due to its focus on technology and “deification of consumer products manufacturing.”

“It was a flawed prediction in a book replete with fulfilled prophecies,” Vargas Llosa said. During the April 4 evening that culminated his Emory appearance, Vargas Llosa read three selections, first from his 2000 novel The Feast of the Goat, about the days of Dominican dictator Rafael Molinos, then he read a short story, “The Fish in the Water,” which he called his “Swine novel” for his 1977 comedic novel, Aunt Julia and the Scriptwriter.

The commission recognized Kaslow for being honored by the American Psychological Association (APA) with a presidential citation, a rare honor afforded to APA members. Nadine Kaslow is recognized for her work as a family therapist and training sites affected by Hurricane Katrina.

The next PCSW meeting will be held Thursday, April 20, at 4 p.m. in Woodruff Library’s Jones Room.—Christi Gray

If you have a question or concern for PCSW, e-mail Chair Allison Dykes at adykes@emory.edu.

Poet to read at writing awards

E xecutive Vice President Mike Mandl discussed the cam- pus master plan at the March 30 President’s Commission for the Status of Women (PCSW) meeting, addressing concerns PCSW has raised as important to women on campus, such as attention paid to child care facilities.

“Child care is a critical issue for families. Whether your work-life is productive is highly dependent on the care Mandl said. “Employees have to work with employers to make that basic need.”

Mandl said the answer isn’t for Emory to build enough facilities to meet 100 percent of demand but instead to build partnerships with quality outside providers.

The commission also expressed concerns about emergency, part-time and special-needs care, and Mandl said the ongoing work-life task force, co-chaired by University Secretary Rosemary Magee and Human Resources Vice President Peter Barnes, is gathering information to address these issues.

Mandl then moved on to the issue of elder care. “We are on the front end of this issue, which I anticipate we will have a real emergence in the next five or 10 years,” he said. “We are looking for solutions in places to which Emory may have more access than individuals, like health insurance companies.”

Said PCSW Chair Allison Dykes, “Emory can really lead in elder care because there aren’t many models currently in place.” PCSW is gathering information on elder care and is looking for models, such as said.

Members of PCSW’s student concerns committee asked about providing safe social environments and a daycare for students, and Mandl said the master plan calls for new student activity centers at Emory Village and on Clifton Road. Also, development of commercial center close to campus, such as at Sage Hill Shopping Center and at the corner of North Decatur and Clairmont roads, is being explored.

“In other business, the commission unanimously approved its slate of new members and officers for 2006-07.”

Chair Junior Nadine Kaslow moved to add four new positions—one each for staff, faculty, undergraduate and graduate students—to increase diversity within the commission.

In committee reports, staff concerns is reviewing PCSW archives, dating back to 1975, to ensure that all reports are made possible relevant to the University’s Campus Climate Survey. Also, the committee, with Mandl’s support, is searching for seven sites on campus that are used as lactation areas.

The women in leadership committee reported that it will present a report on women in leadership at Emory and peer institutions to several campus groups in coming weeks, including the School of Law (April 11), a dinner for Emory women leaders (April 17), and Development & University Relations (April 24). Also, the committee is working on a best-practice articles document for use by search committees to help recruit women to Emory.

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Poet to read at writing awards

Poet Ellen Bryant Voigt will be the reader for the English department and Creative Writing Program’s annual Awards Night on Monday, April 10, at 8 p.m. in Cannon Chapel (reception and booksigning to follow). A book signing is the annual celebration of student writing at Emory. Voigt will also give a colloquium at 2:30 p.m. on Tuesday, April 11, in N301 Callaway Center. Voigt is the author of seven poetry collections, including Kin, The Forces of Plenty, The Lotus Flowers, Two Trees, Kyrie and Shadow of Heaven, and has published a book of her craft essays, The Flexible Lyric.
**Exploring the economics of Harry Potter’s world**

**BY DIANA DRAKE**

What do animagus, extendable ears, Muggles and quiditch have in common with, say, price setting, supply of public goods and optimal taxes? These terms make strange bedfellows—that is, unless one is interested in the social organization of economic activity in J.K. Rowling’s “Harry Potter” series.

Daniel Levy, adjunct professor of economics, admits that he—an expert in pricing and price adjustment—was exploring unfamiliar territory when his Ph.D. student, Avichai Snir, approached him with a project to study the economic structure of the Potterian world.

“It is the first time I am engaged in this type of interpretative analysis and deconstruction of a literary text,” said Levy, currently teaching at Emory University in Israel. “This method of analysis is quite rare in economics.”

Economists must step out of their comfort zone once in a while. The result, in this case, is Levy and Snir’s “Popular Perceptions and the Potterian Economy in the Contrived World of Harry Potter.”

Levy and Snir build their analysis from the premise that bestsellers are models of reality. The Harry Potter books, which have sold more than 300 million copies worldwide and have been translated into 63 different languages, take the concept of “bestseller” to even greater heights.

“The books are read by adults and children, by rich and poor, by educated and less educated, and by men and women,” said Levy, whose two sons have read the books several times, becoming so familiar with the content that they served as research assistants on this project.

“We argue in the paper that, in order to achieve such popularity among such a diverse audience, the books must relate to the most basic beliefs and ideals of its readers. The remarkable popularity of the books, we believe, gives us an opportunity to draw inferences on attitudes and social ‘common beliefs’ that are relevant to large portions of the society,” Levy said.

Although the story takes place in a magical environment, its readers find the institutions of the Potterian economy and the way they function similar to what they know or expect from their everyday lives. In short, we argue, the analysis of the Potterian economy might reveal to us the norms, hopes, perceptions and opinions of modern readers.

The Potterian economic model, Levy said, is a reflection of a worldview that mixes ingredients from several economic models. On the one hand, the model describes a less-sophisticated market economy with which we can relate. Wizards do most of their shopping in the stores at the Hogsmeade and Diagon Alley; the Ministry of Magic is the government; and young wizards are educated at the Hogwarts School of Magic. Other familiar aspects of the model include monopolies (only one newspaper), inefficient and corrupt government (the Ministry of Magic), and “foreign workers” (elves who do the jobs wizards find unpleasant), etc.

Some aspects of the Potterian model, however, differ from the real world. For example, unlike the modern world, people living in the Potterian world use commodity money rather than fiat paper money. Also, the Potterian economy does not have taxes.

The authors conclude that the Potterian world does not fit neatly into standard economic models. Some aspects fit well with one type of economic model, while other aspects are consistent with another. For example, Levy said, many aspects of the Potterian model have Marxian features. However, the books frequently adopt a more mainstream “public choice” point of view by portraying the large Potterian government as infected with rent-seeking bureaucrats who limit the spirit of free entrepreneurship, and therefore, the ability of individuals to climb up the social ladder.

Another example is monetary structure. The Potterian economy uses money for all three purposes: as a medium of exchange, a unit of account and a store of value. However, unlike today’s standard monetary model that relies on fiat (or paper) money for conducting trade, the Potterian model uses commodity money.

While his and Snir’s paper may not have the range of practical applications of other economic analyses, it does provide important insight, Levy said.

“The paper demonstrates that a popular literary work can inform us about the norms, perceptions and preferences of its readers, and the methods of deconstructing these works could be fruitfully used by social scientists,” he said.

This article first appeared in Knowledge@Emory, the electronic newsletter of Goizueta Business School, and is reprinted with permission.
Identity theft, fraud targeted at annual IT security conference

BY PAIGE PARVIN

Georgia ranks ninth in the nation for states with the highest rate of consumer identity theft.

In 2005, there were more than 52 million electronic customer records lost by U.S. businesses, and the Federal Trade Commission reported more than $680 million in losses to fraud and identity theft.

And every time people send an e-mail, they should assume at least one person will read it in addition to its intended recipient.

These are just a few of the disconcerting facts presented Wednesday at the third annual Information Security Awareness Mini-Conference, hosted by Academic and Administrative Information Technology (AAIT), formerly ITD; Network Communications, and Emory Healthcare Information Services.

How paranoid should Emory technology users be? Despite up-to-date electronic security measures and firewall protection, no one is entirely safe from fraud, identity theft and “phishing,” or online solicitation that attempts to capture personal information, according to Jay Flanagan, IT security lead for AAIT. But the conference panel of experts offered a range of steps individuals can take, at both their Emory and home PCs, to avoid becoming a statistic.

“We want to leave you with ways to adopt a little bit of skepticism … and what types of actions we can take to make ourselves more secure,” said Rich Mendola, vice president for IT and Emory CIO, in his welcome to the packed Cox Hall ballroom.

Keynote speaker Lynn Goodendorf, vice president of information privacy protection for InterContinental Hotel Group, delivered a cautionary keynote speech at the IT security conference, warning of online dangers.

Never open unexpected e-mail attachments; never click on links in e-mails asking for personal information; and never enter information into a pop-up screen.

Finally, if people receive e-mail informing them they’ve won a contest, prize or other opportunity, the chances are excellent they’re being scammed.

“Don’t get caught in the excitement of winning,” he said. “There’s no easy money.”

Steve Manziuk, production manager for ey/e Digital Security, explained the difference between privacy and anonymity on the Internet and discussed a variety of high-tech tricks of the trade that even responsible, everyday users can employ to protect themselves. While one’s privacy should be preserved, he said, anonymity is not always a good thing—and it’s a hacker’s best friend.

“As consumers on the Internet, we have to give up a certain level of anonymity to protect our privacy,” he said.

Manziuk cautioned against “free” e-mail services, such as Hotmail and Yahoo, also hinted that wireless environments like those at Starbucks should not be considered secure. He also advocated keeping work and personal online business separate, since it’s reasonable to assume work e-mails are monitored to some degree.

Anne Adams, chief compliance officer and chief privacy officer for Emory Healthcare, gave an overview of the federal standards for Privacy of Individual Identifiable Health Information, more commonly referred to as the “Privacy Rule,” and discussed what Emory Healthcare is doing to protect the privacy of its patients.

Lynn Goodendorf, vice president of information privacy protection for InterContinental Hotel Group, delivered a cautionary keynote speech at the IT security conference, warning of online dangers.

If you have a question or concern for University Senate, e-mail President Michael Rogers at rogers@learnlink.emory.edu.

Senate elects Kaslow, Gallo as ‘06-‘07 officers

The University Senate met Tuesday, March 28, in the Woodruff Library’s Jones Room to hold elections and discuss transportation and health care issues.

First, the Senate voted unanimously to elect Nadine Kaslow, professor of psychiatry and behavioral science, as president-elect, and Janet Gallo, administrative assistant in the Office of the President, as secretary for 2006-07. Another unanimous vote approved six candidates for honorary degrees in 2007 and beyond. At press time, the names of the candidates remain confidential.

Laura Ray and Bob Hasall of Campus Services used a PowerPoint presentation to brief the Senate on the expanded shuttle system due to be implemented by Sept. 1. The pair then asked Senate members for feedback.

Lynn Magee, chair of the parking and transportation committee, said the new shuttle plan seems to have eased some staff anxiety about possible parking rate increases. Magee also said her committee approves of the new shuttle routes.

“It’s a change in mindset that the entire community will have to embrace,” she said.

Tim Bryson, chair of the Senate’s committee on the environment, said his committee “loves the new plan” but also recognizes it must be communicated effectively to build ridership. He also urged Ray to make the plan as flexible as possible.

Executive Vice President Mike Mandli talked about parking, stressing that removing single-occupant vehicles from the Clifton Corridor goes hand in hand with “the kind of community we are envisioning around Emory.”

Finally, Human Resources Vice President Peter Barnes reported that HR has found a way to allow employees enrolled in the EmoryCare POS plan to switch to the HealthChoice PPO plan before the next regular Open Enrollment period in the fall. Some of those employees, Barnes said, have expressed a desire to switch after learning certain health care providers were not considered in-network in the plans for which they’d signed up. One stipulation required under IRS rules, Barnes said, is that employees must pay the EmoryCare plan’s higher premiums even after they switch. HR will send information to employees within the next few weeks, Barnes said.

The final Senate meeting of the academic year will be held Tuesday, April 25, at 3:15 p.m. in the Jones Room.

—Stacia Breen & Jessica Gearing

John Ashcroft visit set for April 11

Former U.S. attorney general John Ashcroft will speak at Emory on Tuesday, April 11, in an event titled, “John Ashcroft: Love Him. Hate Him. HEAR Him,” sponsored by the Center for Ethics and the Pre-Law Society. Ashcroft will speak on three subjects: religion and governance, corporate prosecutions during his tenure, and tension between civil liberties and national security. The event will be held at 8 p.m. in the P.E. Center. For more information, send e-mail to jstarter@learnlink.emory.edu.

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MONDAY, APRIL 10
Film

TUESDAY, APRIL 11
Concert
“Pump and Pipes.” Emory Wind Ensemble and graduate organ students performing; Scott Stewart, conductor. 8 p.m. Emeson Concert Hall, Schwartz Center. Free. 404-727-5050.

WEDNESDAY, APRIL 12
Film
Monsoon Wedding. Mira Nair, director. 7:30 p.m. 205 White Hall. Free. 404-727-6761.

THURSDAY, APRIL 13
Concert
Emory Goose Ensemble performing; Brian Luckett, director. 8 p.m. Emeson Concert Hall, Schwartz Center. Free. 404-727-5050.

FRIDAY, APRIL 14
Theater
Emory The Skin of Our Teeth. Theron Young, director; Matt Huff, director. 2 & 7 p.m. Munroe Theater, Dobbs Center. $15 general admission; $12 discount groups; $7 Emory students. 404-727-4292.

LECTURES
MONDAY, APRIL 10
Genetics Lecture

TUESDAY, APRIL 11
Pharmacology Lecture

Poetry Colloquium
Ellen Bryant Voigt, poet, presenting. 2:30 p.m. N301 Callaway Center. Free. 404-727-4683.

Spanish and Portuguese Lecture

Ethics Lecture

TUESDAY, APRIL 12
Visual Arts Lecture

THURSDAY, APRIL 14
Film
The Skin of our Teeth. Valerie Boden, director; Matt Huff, director. 1 p.m. 310 Woodruff Library. Free. 404-727-4180.

SUNDAY, APRIL 16
Religion Lecture
“Looking in the Mirror at the Prophet Jonah.” Barbara Green, Graduate Theological Union, presenting. 8 p.m. Jones Room, Woodruff Library. Free. 404-727-8860.

RELIGION
SUNDAY, APRIL 16
University Worship
Barbara Crow Taylor, Piedmont College, preaching. 11 a.m. Sanctuary, Cannon Chapel. Free. 404-727-6225.

Radio Workshop
9:35 a.m. 310 Woodruff Library. Free. 404-727-0300.

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To submit an entry for the Emory Report calendar, enter your event on the University’s web events calendar, Events@Emory (also accessible via the Emory homepage), at least advance notice. Due to space limitations, Emory Report may not be able to include all events submitted.