

# Emory Report



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## Q&A: SUSAN CRUSE

### 'Friend-raising' is key



Susan Cruse leads Emory's development and alumni relations efforts.

BY KIM URQUHART

**S**usan Cruse, senior vice president for development and alumni relations, is charged with leading a new era of fundraising at Emory to support implementation of the University's ambitious 10-year strategic plan for academic and campus development. Since Cruse's arrival on campus in July, her energetic and enthusiastic leadership is transforming Development and Alumni Relations, the new division formed by the restructuring of Development and University Relations, as it gears up for a comprehensive campaign.

In an interview with Emory Report, Cruse discussed her vision for fundraising and alumni relations.

**You've held senior fundraising positions at Johns Hopkins, UCLA and the University of California, Irvine. What attracted you to Emory?**

**Cruse:** The vibrancy of very strong college and professional schools and a renowned academic medical center is exciting. What really set Emory apart for me, though, was the leadership team. There is tremendous vision and commitment to making an impact in the world. The strategic plan also was very attractive to me because I've not seen many universities put the effort into a strategic plan to chart the course for an organization. That's going to set Emory apart and I wanted to be a part of advancing that

See **CRUSE Q&A** on page 7

## CENTERFORWOMEN

### Pioneering women tell stories of personal and professional growth

BY STACEY JONES

**I**t isn't officially the "Year of Women" at Emory, but you couldn't tell at the ninth annual Telling Our Stories, sponsored by the Center for Women at Emory. Featured speakers Delores Aldridge, Eleanor Main and Nanette Wenger, along with moderator Lisa Tedesco, were by turns pensive, captivating and humorous in regaling a rapt audience with stories both personal and professional.

Emilia Navarro, professor emerita of Spanish and Portuguese, was ill and unable to serve as the fourth storyteller. Her presence was surely missed by her colleagues, who along with her were among the pioneering women arriving at Emory in the late 1960s and early '70s as Emory opened its doors more fully to women faculty.

According to Main, a trained political scientist and director of the Division of Educational Studies, the number of women staff and faculty was so small in the '70s that they met regularly and fit in one small room. However, these women, who called themselves the Women's Caucus, formed the precursors to what are now the President's Commission on the Status of Women and the Center for Women at Emory, celebrating their 30th and 50th anniversaries this year, respectively.

Telling Our Stories was held on Sept. 11 this year, the sixth anniversary of the World Trade Center attacks in which Aldridge lost her sister Jackie,



The ninth annual Telling Our Stories participants reflected on experiences that have shaped their lives at Emory. Clockwise from upper left: Nanette Wenger, Delores Aldridge, Lisa Tedesco, Emilia Navarro and Eleanor Main.

she told the stunned audience at the beginning of the program. Now Grace Towns Hamilton Professor of Sociology and African American Studies, Aldridge grew up with Jackie and two other siblings in Ybor City, a part of Tampa, Fla., famous for its expatriate Cuban cigar makers. In the segregated world of her time, Aldridge was buoyed by family and community. "No one ever led me to believe that I couldn't be anything I wanted," she said. She decided

she wanted her life's work to be in an area in which she could be "scholar-activist."

Similarly, although women medical students were in the sixth year of a decade-long probation mandated by Harvard Medical School and forbidden to live in on-campus residences when she first arrived, it never occurred to Wenger that she couldn't be a doctor. Her father's sister was a surgeon, and cardiology

See **TELLING OUR STORIES** on page 4

## CAMPUSNEWS

### Emory adds new tool to emergency notification system

BY ELAINE JUSTICE

**T**his is a test. It is only a test!

But next time Clifton Road gridlocks because of a gas main break, or a severe weather warning requires a quick alert, or any other sudden emergency paralyzes campus, Emory administrators will have an additional communications tool in their arsenal of responses.

Emory's Office of Critical Event Preparedness and Response is planning a university-wide test of one of Emory's new emergency

notification systems at 11 a.m. Wednesday, Sept. 19. The test will be sent in the form of e-mails to all Emory faculty, staff and student addresses. The electronic e-mail notification system is one feature of a product called e.Notify, which the university recently purchased from Amcom.

"This is just one element of a comprehensive plan to further improve the University's ability to deliver a coordinated and effective emergency notification to all members of the Emory community," said Alex Isakov, executive director of CEPAR. Isakov is leading an implementation team of Emory

administrators who are working towards a phased rollout of the new system over the next two months. "The time and resources dedicated to this project by the very talented members of this multi-disciplinary team has been essential to moving this initiative forward."

The e-mail message that faculty, staff and students will receive Sept. 19 will clearly identify that it is a test, said Bob Nadolski, senior administrator of CEPAR. No action is necessary on the recipients' part.

"We are testing our ability to distribute an e-mail and the speed at which the message

is delivered," said Nadolski, adding that he anticipates there will be significant delays in some test e-mails getting through to some recipients. "Because Emory is both the distributor and receiver of the information, we'll be able to measure how quickly it's dispersed to individuals' e-mail boxes.

"What it can't do is control the speed with which someone checks their e-mail or text messages," said Nadolski. "We know most people don't read e-mail continuously throughout the day, so for emergency notification, we are looking to text messaging as the first and most universally accessible

way to reach people."

That is why the University will begin collecting cell phone and PDA data this fall, in order to be able to push out a large number of automated text messages very quickly, he said. "We will use a variety of means this fall to seek cell phone information for students, faculty and staff, so that we can craft a robust database for use when emergency notification is required."

One strength of e.Notify is that it can send messages to a variety of devices. "The system allows us to send one message to multiple media

See **e.NOTIFY** on page 8

## AROUNDCAMPUS

**Emory baseball to be honored by the Braves**

The Emory baseball team will be honored by the Atlanta Braves, prior to the Braves' game against the Florida Marlins on Monday, Sept. 17 at Turner Field, for Emory's performance during the 2007 season.

As part of the ceremony, Emory's head coach Mike Twardoski will serve as a Braves honorary team captain, taking part in the lineup exchange, along with the managers and umpires at the start of the game. The public address announcer will introduce Twardoski before the exchange, and he will be featured on the "Braves Vision" screen. Twardoski led the Eagles to a second-place finish at the 2007 Division III World Series, with a program-best 43-10 record.

**Osher Lifelong Learning center to hold open house**

Emory's Center for Lifelong Learning is celebrating the new name and new look of its Academy for Retired Professionals, now the Osher Lifelong Learning Institute, with an open house and ribbon-cutting ceremony on Monday, Sept. 17.

The Osher Lifelong Learning Institute is housed in Building J of the Center for Lifelong Learning headquarters on the Briarcliff Campus. Renovations to the suite were made possible by a \$100,000 grant from the Bernard Osher Foundation to support the growth of the Center's continuing education programming, specifically for senior learners and retirees. The open house will be from 3 p.m. to 5 p.m. and light refreshments will be served. For information, contact Mary Callahan at 404-727-5483.

**State of the University Address set for Sept. 25**

President Jim Wagner will deliver his annual "State of the University" to the campus community on Tuesday, Sept. 25 at 4:30 p.m. in Cox Hall Ballroom.

A town hall forum and reception will follow. The event will also be Web cast on the University home page at [www.emory.edu](http://www.emory.edu).

## EmoryReport

Executive Editor:

Nancy Seideman

[nancy.seideman@emory.edu](mailto:nancy.seideman@emory.edu)

Editor:

Kim Urquhart

[kim.urquhart@emory.edu](mailto:kim.urquhart@emory.edu)

Designer:

Christi Gray

[christi.gray@emory.edu](mailto:christi.gray@emory.edu)

Photography Director:

Bryan Meltz

[bryan.meltz@emory.edu](mailto:bryan.meltz@emory.edu)

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## FIRSTPERSON PORTIA ALLEN

## Volunteering highlights our nobility



Portia Allen (center), a program administrative assistant in the School of Medicine, carries water to a local orphanage in Kenya as a PATHWAYS volunteer.

His Holiness the Dalai Lama has conveyed: "If you want others to be happy, practice compassion. If you want to be happy, practice compassion."

Simple truth indeed, however, it took me quite a long time to truly comprehend this profound fact — a fact that my grandmother, Mrs. Essie Mae (Woods) Pete, always seemed to know and live effortlessly. As an adolescent, I remember clearly her countless acts of compassion. Our home, for example, always was open to a very close relative who, at the time, faced grave drug addiction and homelessness. I readily recall, in fact, that on many occasions, she happily provided him with what he always asked for: a shower, some hot food and clean clothes.

At the time, I did not grasp the complexity of the situation (like why my relative did not live with us or someone else), nor did I comprehend why my grandmother gave to him in the way she did. Indeed, this type of compassion was still a significant lesson I had to learn. It also would become symbolic of a key to me that, when used, could directly make a positive impact on our world. Little did I know how profound a lesson this was.

As my story goes, my lesson started with a village named Abonsuaso, which is located in the Ahafo Ano North District of Ghana, West Africa, and a commitment to work with the Abonsuaso community to build and equip a library. What brought me to Ghana on New Year's Eve 1994 was my commitment to give back to my ancestral homeland, Africa. Though I could not directly trace my heritage back to a particular African country, I felt strongly about volunteering there. So when I was accepted to study for a semester at the University of Ghana through the Council on International Educational Exchange, I jumped immediately at the opportunity.

The great bonus, however, was that I met Kofi Peprah. He introduced me to the Abonsuaso community, and put in motion my volunteer dreams. A year later, the Yaa Asantewaa Amy Garvey Library was opened. All thanks, in part, to

Kofi, an inheritance bequeathed to me by my grandmother, and countless communities in Ghana and the U.S.A. who donated time, resources and books to the library.

Ironic then that volunteering was a challenge to me during this time. Yet the more I thought about it, even when my personal challenges seemed to outweigh everything else, one thing became and remained very clear to me: I always would volunteer when and where I could.

So upon my departure from Ghana in late January 1997, I continued to volunteer. Doing so is such a connecting factor for me. Volunteering, after all, is what so many of us do, whether broadcast via headline news or known only among ourselves. It is a gift we give and receive daily. Take, for example, recent Emory graduate Robbie Brown '07C, recipient of Emory's 2007 McMullan Award, who selflessly gave \$20,000 (a no-strings-attached gift that accompanied his award) to an orphanage in India. The volunteering aspect here: time and capital resources that will help purchase a permanent building for the Ashraya Initiative for Children.

There's more of course, like Global Field Experiences, which allows students to apply the skills and knowledge they've gained through their first year at the Rollins School of Public Health in real-life settings worldwide. A number of my friends have completed the program; what I marvel at always is the volunteer hours they altruistically have given.

Many books also have been written on this subject, a number of which may be borrowed from the Woodruff Library. Two on my to-read list are "Altruism and Health: Perspectives from Empirical Research" and "The Values of Volunteering: Cross-cultural Perspectives." When former President Bill Clinton's book titled "Giving: How Each of Us Can Change the World" hits the bookstores, I can't wait to pick it up.

To me, there is something about volunteering that is just cool, fantastic and absolutely amazing. One can feel so alive while volunteering and so connected to what we refer to

as humanity. Equally so, it is an act of offering and an act of being offered to — a sense of purpose.

Before, I referenced the idea of compassion as being a key. What I have found is this key may be likened to a generosity of spirit, hospitality and charitableness. This type of magnanimity, therein, is a key that unlocks countless doors for me and, I hope, for you too.

For instance, I volunteer at The Carter Center every third Saturday and as I can squeeze in more time, I have the privilege of working in the Center's gardens. It's quite rewarding planting tulip bulbs or even just pulling weeds, especially when as one colleague put it, "pulling weeds is our small way of waging peace and fighting disease."

Another example is a two-week volunteer opportunity I undertook in June to visit Kenya to conduct a project evaluation for PATHWAYS Leadership for Progress. Thanks to PATHWAYS, I saw hands-on ways in which scholarship recipients use their grant awards for community service projects.

I also volunteer as a mentor with Refugee Family Services and participate in the Niger Delta Justice Network. RFS is based in Stone Mountain and serves refugee and immigrant families in the metro Atlanta area, while NDJN is a student-led initiative aimed at creating awareness within and beyond the Emory community about the extreme poverty of the indigenous people of the Niger Delta.

Earlier I quoted His Holiness' perspective about compassion to link the very idea of compassion with that of volunteering — magnanimity's key.

It suggests volunteering can move one to make countless dreams come true; challenge the status quo and challenge one's self; be that life-saver as well as that life to be saved; and be that noble act, that can and will highlight the nobility in us all.

A profound lesson learned, especially for me.

To find out more about volunteering, visit Volunteer Emory at <http://www.volunteer.emory.edu/>.

## AROUNDCAMPUS

**Sheth to discuss China and India's global impact**

A leading scholar in the field of marketing Goizueta Business School's Charles H. Kellstadt Professor of Marketing Jagdish Sheth, will speak Wednesday, Sept. 19, on the subject of his book "The Rise of Chindia (China and India) and its Global Impact."

The author of more than 200 books and research papers in the areas of marketing and business strategy, Sheth has worked for numerous industries and companies worldwide as an adviser and as a seminar leader.

Sponsored by the Halle Institute for Global Learning, the lecture will be held at 4:15 p.m. in Goizueta Business School's Boynton Auditorium.

**Bike better at Bike Emory's effective cycling class**

Bike Emory is offering a safety and maintenance class for cyclists on Saturday, Sept. 22 from 9 a.m. to 3 p.m. at 220 White Hall. The class is \$20, which usually costs \$60 but Bike Emory is covering the difference. Participants should bring their bike and helmet to class.

The course will cover basic bicycle maintenance, how to gain control of the bike when making sudden stops, commuter cycling tips, nighttime riding, seasonal and inclement riding, connections to transit, parking and security.

The class is also being offered on Saturday, Oct. 13 from 9 a.m. to 3 p.m. through the Clifton Corridor Traffic Management Association.

To sign up, visit [bike.emory.edu](http://bike.emory.edu).

**Filmmakers seek interview subject for documentary**

Atlanta-based filmmaker David Lewis and crew are currently filming a documentary on campus to support Emory's new psychology building. The filmmakers are seeking a person or family who has been directly helped by the psychology department's training clinic or clinical research to show how the department benefits the Atlanta community. Lewis is enlisting the Emory community's help in identifying or recommending someone who is willing to come forward and tell their story.

For more information, contact Lewis at 404-687-8430 or [david@davidlewisv.com](mailto:david@davidlewisv.com).

**Pi Kappa Phi Fraternity to return to Emory**

Pi Kappa Phi Fraternity is re-establishing a chapter at Emory that was originally chartered in 1912. It will be the fraternity's first presence on campus in more than 50 years.

A Pi Kappa Phi expansion team will spend four weeks recruiting men to be re-founding fathers of the chapter at Emory. As re-founding fathers, the men will build the chapter from the ground up — making their own decisions, setting their own rules and starting their own traditions.

The Pi Kappa Phi expansion team is hosting a series of informational presentations for male students interested in starting the chapter. Meetings will be held Sept. 18-19; Sept. 25-26 and Oct. 2 at 7:03 p.m. in Room 362 of the Dobbs Center.

For more information, visit <http://expansion.pikapp.org> or e-mail [emory@pikapp.org](mailto:emory@pikapp.org).

## EMORYPROFILE CAROL NEWSOM



Ann Borden

"I'm very careful on plane flights not to tell the people sitting next to me what I do for a living," says Carol Newsom, Charles Howard Candler Professor of Old Testament and an expert on apocalyptic literature.

Flashes of lightning, fire mingled with blood and trumpeting angels of doom don't make for good in-flight conversation. Newsom, however, finds such imagery fascinating. "Apocalyptic language is so colorful and the imagination in it is so extreme," she says. "It deals with some of the fundamental issues of existence: Why is there evil? Why is this a broken world? How do you understand the relationship between good and evil?"

From ancient times to today, apocalyptic literature has been a force for both good and ill in society. "It has the power to be very dangerous, but it also has power for good, as it envisions resistance to radical evil," Newsom says, as she serves a visitor a mug of mango zinger tea and settles in for a chat in her Bishops Hall office.

**Teenaged atheist**

Newsom grew up in a progressive Methodist family in Birmingham, Ala. As a child, she was drawn to myths of different cultures — from Greek, Roman, Norse and American Indian narratives to the stories in the Hebrew Bible. "For the longest time, I couldn't remember which stories were supposed to be scripture and which ones weren't," she says.

By the time she was a teenager, Newsom says she identified as an atheist. "It was a form of teenaged rebellion. I've always been what I call incurably religious. I just had to get to the right way of understanding it."

She earned a Masters of Theological Studies at Harvard Divinity School, then entered a Ph.D. program in Harvard's department of Near East Languages and Civilizations. She studied Hebrew, Aramaic and Akkadian, the ancient Babylonian tongue.

**'Differently religious'**

Immersed in the mythological traditions depicted by some of the oldest texts in the world, Newsom loved tracing threads woven through religious thought back to their origins. The insights she gained made her "differently religious," she

says. "Religion is the human's attempt to respond to something transcendental, and the way this response becomes concrete is reflective of a particular culture and its place in history. The primary religious virtue ought to be humility, in which we understand that the images and symbols of each culture speak to truth, but they can't be seen as the truth itself."

She was particularly drawn to the book of Enoch. One of the earliest apocalyptic writings, it describes Enoch's visit to heaven and the movement of celestial bodies. "Jews who were living in the Diaspora were coming into contact with different religious traditions in Babylon and Persian thought, which created an interesting ferment," Newsom says. "The book of Enoch shows a very clear Babylonian imprint, including references to astronomy and astrology."

**'The time of the sheep'**

Some scholars contend that the distinctive genealogy of Jewish and Christianity apocalyptic writing can be traced to Zoroastrianism, which originated in Persia. The Zoroastrians described a cosmic battle between good and evil entities and the eventual defeat of the wolfish evil one. "And then there will come the time of the sheep," Newsom says, citing the Zoroastrian analogy. "I just love that phrase. It so eloquently expresses the ideal of security from the perspective of a pastoral people."

Apocalyptic references wax and wane in various cultures and religions. They faded from Judaism after several centuries, but were kept alive by Christians. The "Left Behind" series appeals to some modern-day fundamentalists, although Newsom says the books reduce the rich symbolism and open-ended questions of ancient apocalyptic literature "into a flattened script that's known in advance and played out."

She finds it particularly striking that fundamentalist Islam recently began adopting apocalyptic scenarios from modern fundamentalist Christian literature, a trend that may be driven by both inter-religious conflicts and the pervasive media. Just as in ancient times, cultures and religions continue to intersect and borrow from one another, Newsom says.

**Alone with Dead Sea Scrolls**

Newsom was especially fortunate to be studying at Harvard in 1977, when two of the scholars holding the rights to edit and publish the Dead Sea Scrolls were on the faculty. Their scholarly work began shortly after the scrolls were discovered in the 1950s, but halted about a decade later when the initial grants expired.

Through her adviser, she was offered the enviable task of translating the Dead Sea Scrolls containing the "Songs of the Sabbath Sacrifice." She still recalls the awe and excitement she felt as a 27-year-old student when she traveled to the Rockefeller Museum, outside the walls of the old city of Jerusalem, to study the actual scrolls.

The curator led her into the basement of the museum, where the documents had been stored since the 1960s. He opened a cabinet and took out a folder, which consisted of two pieces of non-acidic cardboard held together with paper clips. Inside were sheets of rice paper and, sandwiched between these, parchment fragments.

The curator placed the fragments on a table and left Newsom alone in the room. The text was in pristine condition, despite the low-tech fashion in which the documents were kept at that time. "I thought, 'Wow! Here I have documents that are 2,000 years old, just as they were left by the people who wrote them.' I was probably the second or third person to read them. There's something incredibly romantic about that," Newsom says.

**The sound of heaven**

The scrolls Newsom translated were written by a Jewish religious sect on the northwestern shore of the Dead Sea, known as the Qumran community. Its members lived a monastic life and believed in a rigorous interpretation of Jewish law. "They felt that the Pharisees were too lax," Newsom says, adding, "I'm sure they would have disapproved of the early Christian community."

The scrolls recorded 13 mystical psalms, the "Songs of the Sabbath Sacrifice," about how the angelic priesthood worships in the heavenly temple. They were written in a nearly classical Hebrew in a repetitive, poetic style. "It was designed to get people into a meditative state, so they would have a

# Interpreter of Angels

by Carol Clark

Carol Newsom shows copies of fragments from the Dead Sea Scrolls she translated as a Ph.D. student, bringing to light mystical psalms of angels praising God in heaven.

sense of being disassociated from reality," Newsom explains.

The text describes everything in heaven as a spirit. "The walls and beams and engravings of the temple are all composed of living spirits that praise God while the angels also sing praise," she says. "Imagine what it would sound like, if everything around you was singing praise."

**Encountering the divine**

After completing the translation and publishing it, Newsom says she felt a deep bond with the men of ancient Qumran, who believed that after the end of time, when the forces of evil were defeated, they could create this heavenly temple on earth. "I really felt close to them and

so privileged to have played that role in bringing their words back," Newsom says. She takes a sip of her tea and smiles. "Of course, they probably wouldn't have been too happy that it was a woman who played that role."

When teaching the Old Testament, Newsom strives to get her students to recognize the myriad influences woven into the text. "Many people think of the Bible as coming from a single voice, but I want them to hear the plurality of voices and understand the history behind them," she says. "That doesn't mean you have to fall into a crisis of faith. The divine is encountered in biblical texts as it is encountered in other people and in the world."

## EMORYVILLAGE



Photos by Bryan Melitz

Emory Village took on a festive air Sept. 6 with the debut of First Thursdays. The once-a-month celebration, from 6:30-10:30 p.m., includes children's activities as well as live music, vendors of fresh produce and crafts and special events and promotions by the participating merchants.

## STUDENTSPOTLIGHT

## Oxford freshman attempts to talk his way into the record books



Oxford College freshman Khurram Dara raised more than \$2,000 for worthy causes in a 20-hour filibuster outside Oxford's Phi Gamma Hall.

BY LAURA SOMMER

The school year is just getting started and at least one student has already pulled an all-nighter. But it wasn't to finish a paper or to study for a test. Oxford College freshman Khurram Dara spent the bulk of Sept. 8 trying to talk his way into the record books. In order to accomplish this feat, Dara needed to lecture, debate or field questions for more than 24 hours and 18 minutes. Had he done so, he would have surpassed a record set in 1957 by the late U.S. Senator Strom Thurmond. Although Dara came up four hours and eight minutes shy of the record, there is something he accomplished that Thurmond did not — Dara was able to raise more than \$2,000 for worthy causes.

During Dara's taxing talkathon, he stopped for nothing, talking even while eating or making short trips to the bathroom. He paused only to afford

students and other spectators outside Oxford's Phi Gamma Hall the chance to challenge his views or to ask questions.

"For the most part I was able to respond; however, there came a point around the 15 hour mark when I just couldn't process my thoughts clearly," said Dara. He added that the most difficult part of his filibuster was not when dozens of people were around to hear him talk, but rather the opposite. "The hardest part was around 6 a.m. when it was just me and another person, or just me by myself. It was hard to stay engaged."

The political science major from Buffalo, N.Y., spoke — often with great gusto — on topics ranging from Social Security reform to the 2008 presidential election. And with each hour that passed, he raised money for both Emory and the victims of Hurricane Katrina, thanks to generous pledges by a Covington Kroger store and two companies from his hometown: NFK Inc. and

Buffalo Emergency Associates.

Dara's classmates also helped raise money for hurricane victims during his attempt to break the filibuster record. A small faction of his friends sold rubber Katrina relief wristbands from a table near his podium. When it was all said and done, Dara and his friends raised an impressive \$2,016. The money is to be split between Emory and the Bush-Clinton Katrina Fund. And the students aren't quite finished. The group is in the process of selling wristbands from the event and will donate that money as well.

Dara described the final moments of his filibuster as "a blur." He admits: "I was feeling pretty lightheaded and was wobbling around. I leaned up on the podium and rested my head on it. At this point I wasn't making real sentences and I can't recall what I was saying." Dara also had an excruciatingly strained voice. "My throat was pretty sore, mostly because there was a point where I started getting pretty passionate and began yelling across the Quad."

Dara had friends on hand to document his filibuster with a video camera. He had hoped to submit the footage to a Guinness World Records representative had he broken Thurmond's record. Yet the footage will not go unseen; Dara is considering posting it on YouTube.

What does this go-getting Oxford freshman have planned next? He won't say exactly, but jests, "Stay tuned. I'm working on a few ridiculous, crazy and utterly absurd ideas."

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appealed to Wenger because it was at the cutting edge of medicine's discovery of its potential to be a "science rather than an art," she said. Wenger, professor of medicine in the Division of Cardiology, remembers first asking the question as a young doctor, "Do we have data about disease in women?"

Before then, doctors practiced on women what Wenger called "bikini medicine," concerned with only their breasts and reproductive systems. "The middle-aged white man was the model for disease," she said. The question she formed has turned out to be the nexus of her nearly half-century of medical practice.

Main grew up the child of working-class parents in Queens, N.Y., and attended Hunter College, where she found herself struck by the stark transition between school and home. After graduating, she applied to Duke University, which didn't offer fellowships or assistantships to women graduate students in the first year because, she recalls administrators saying,

women tended to leave after only a year there. Instead, she went to the University of North Carolina at Chapel Hill, where graduate fellowships were not restricted by gender and became the second woman to get a Ph.D. there.

Tedesco, dean of the graduate school and vice provost for graduate school academic affairs, talked about the power of mentors and asked the women about the role of mentors in their careers. All three had strong male mentors and the support of the other women at Emory. Wenger said she was lucky to find male leaders who "examined excellence and accomplishments rather than gender." Despite the presence of these enlightened men, the road wasn't easy for any of the women. Wenger says that's why she makes a point of mentoring young women. "Once women are in leadership positions," she said, "we assume a responsibility to mentor and to lead by example."

When Tedesco asked the storytellers what they would have done differently, she prefaced it by saying that she would herself have "slept more." Aldridge said she would have done the things

she's done "harder and do more of them." Wenger said she would have studied more outside of her chosen discipline and admitted a fascination with books on constitutional law. Main wouldn't have earned her Ph.D. three years after graduating from college. "I really believed them on the first day of graduate school when they said you only have three years support," she added to much laughter.

All three women admitted to lives outside of work rich with volunteerism and work on behalf of the community. Main was a figure in local politics and Aldridge and Wenger's efforts to volunteer, despite their busy professional lives, inspired their children to do the same.

As Emory faculty, the accomplishments of Main, Aldridge and Wenger are too numerous to mention. Tedesco, who has more than a few laurels herself, conceded that more sleep might just have to wait. "My time at Emory compared to yours has been short," she told her colleagues at the evening's end. "While here, I certainly hope that I will be working to hold your work in trust."

## LECTURESERIES

## Life of the Mind to spark intellectual connections

BY KIM URQUHART

A leading primatologist explains what primates can teach us about human behavior. An internationally renowned biochemist delves into the origins of evolution. A film expert looks at how new technologies used in series like "Lord of the Rings" are reshaping cinema.

These Emory professors — Frans de Waal, David Lynn and Eddy Von Mueller — are the inaugural speakers in a new lecture series that each month will showcase one of Emory's many gifted faculty members. Life of the Mind begins Oct. 3 with de Waal's lecture on "Our Inner Ape." Recently named one of TIME Magazine's "Top 100 People Who Shape Our World," de Waal will explore the duality of human nature through our closest animal relatives, the chimpanzee and the bonobo.

Framed in a way that non-specialists can understand, the lectures are designed to appeal to a broad audience of faculty, staff and students as well as to the wider community. "Not since the Great Teacher Lecture Series have we had a venue for an interdisciplinary series where interesting people talk at a level which is understandable to an educated, intergenerational audience," said Santa Ono, vice provost for academic initiatives and deputy to the provost.

The university-wide lecture series was created by the Office of the Provost and the Faculty Council in response to faculty and students' desire for more interdisciplinary communication at Emory.

According to professor Nadine Kaslow, chair of the Faculty Council, the lecture series is "a wonderful oppor-

tunity to partner with the provost's office in an activity that will enhance the intellectual life of the Emory community and that will highlight the outstanding scholarship of our faculty."

From law and chemistry to the arts and humanities, the lunchtime lecture series will provide a forum where the University community comes together regularly to hear about Emory scholarship. "Life of the Mind lectures will span the totality of what happens intellectually at Emory," said Ono.

The free lectures, held at noon in the Woodruff Library as part of "Wonderful Wednesdays," will include ample time for discussion. Organizers hope that the lectures will spark connections, such as collaborations between professors and students or among faculty from different departments. "This series is designed as a way to build intellectual community on campus," Ono said.

The Life of the Mind series will continue into the spring semester, beginning with a lecture by law professor Martha Fineman, a leading authority on family law and feminist jurisprudence. For more information, visit [www.emory.edu/PROVOST/docs/global/lifeofthemind.pdf](http://www.emory.edu/PROVOST/docs/global/lifeofthemind.pdf).

**Oct. 3:** Frans de Waal, "Our Inner Ape: What Primate Behavior Teaches Us About Human Nature"

**Nov. 7:** David Lynn, "On the Origins of Evolution"

**Dec. 5:** Eddy Von Mueller, "The Empty Set: Labor, Technology and the Transmogrification of 21st Century Cinema"

Lectures will be held at noon in the Jones Room of Woodruff Library but may be subject to change.

## EMORYADMISSIONS

## Undergraduate recruitment strategy has 'One Voice'

Emory representatives who are on the road this fall pitching the benefits of Emory to potential students are speaking with "one voice" when it comes to undergraduate admissions.

A collaboration between the University's marketing office, Emory Creative Group and the provost's office has resulted in a new strategy of undergraduate recruitment that gives prospective students a more comprehensive look at the four undergraduate college options available to them: Emory College, Oxford College, the Nell Hodgson Woodruff School of Nursing and Goizueta Business School.

"With the 'One Voice' strategy, we're providing information on undergraduate admissions that is coherent and seamless so prospective students can have a better understanding of the multiple programs that are available for them," said Daniel Walls, associate vice provost for enrollment management.

Emory recruiters are on the road now with new pieces that present all the undergraduate options in one University-centered package for the first time. The materials explain the choice of Oxford or Emory College for the first two years, and give the nursing and business schools more visibility with prospective students who could apply to the schools their junior year.

"Ultimately, we hope there will be an increase in applications and interest in Emory as a top choice that will come with a better understanding of all of our options for undergraduates," Walls said.

—Beverly Clark

**Q&A: SALLY RADELL****Concert offers a choreographic reflection**

**A**s she enters into her 50th year and her 30th as a choreographer, Sally Radell, associate professor and director of the dance program at Emory, is preparing a retrospective concert of her choreographic work. "People Like Us: A Choreographic Reflection" will be performed by Atlanta area professionals and Emory faculty members, Sept. 27-29 at 8 p.m. in the Schwartz Center Dance Studio. To purchase tickets (\$10; Discount Category \$6; Emory students \$6) contact the Arts at Emory box office at 404-727-5050 or [www.arts.emory.edu](http://www.arts.emory.edu).

Radell holds a Master of Arts degree in choreography/labnotation from The Ohio State University and a Master of Fine Arts in Dance from Arizona State University. Radell has been an active choreographer since 1976 with her works produced in various locations including Los Angeles, San Francisco, New Orleans, New York and Brazil. In addition to receiving numerous choreographic commissions and artist grants, she is also a published dance critic and does data-based research on body image and dancers.

Her upcoming retrospective concert will focus on the body of work she has created since moving to Atlanta in 1987. For this concert she has carefully chosen five related pieces that explore different aspects of her fascination with everyday ritual and popular American culture. In between preparations for this performance, Radell took some time to reflect on her career, choreography and this concert.

**EMORY DANCE THEN AND NOW**

**Emory Report: What are some of the biggest changes you've seen in the Emory Dance Program since you joined the faculty in 1987?**

**Radell:** The first big change happened when we changed the rubric of our courses from P.E. to dance because it automatically brought us into the academic realm, giving us our own identity. From then on there's been a steady growth of faculty and courses. We got the dance major passed in 1998 and moved into the Schwartz Center in January of 2003, which granted us performance autonomy. Finally, the simultaneous mounting of the "Boundless" exhibit in the library tracing the history of dance at Emory, and the hosting of the American College Dance Festival in 2004 really brought our program into the wider national arena. In our academic league of schools, we're one of the leading liberal arts B.A. dance programs in this region of the country if not beyond.

**What are your goals for the future of dance at Emory?**

**Radell:** My biggest goal is to continue developing our curriculum in ways that meet the needs of the students. Basically I want to do what we do better. I also look forward to continuing to diversify our curriculum, build our faculty in meaningful ways and enhance our performance season.

**What is your most exciting moment in dance at Emory?**

**Radell:** I was deeply moved by the mounting of the "Boundless" exhibit because it was so satisfying to see the whole history of dance at Emory laid out beautifully with text, props, photographs and digital technology. I am enormously proud of the program that I've guided since 1987. This is a program that can give students challenging experiences and where they can create work that is well crafted and meaningful on a number of levels.

**RESEARCH INTERESTS**

**Describe your research interests and any highlights of this research you are particularly excited about.**

**Radell:** In both my choreographic work and research database work I'm interested in what it means to be female and how we view ourselves. I ask questions in my choreography about women, body image, popular culture and how we struggle with living in our country today. In my empirical research, I'm looking at how the use of the mirror in a beginning-level ballet class affects how college-age female students view themselves. I have written several papers on this research and I've presented those findings in Spain, Taipei and London, as well as at several national conferences.

Sally Radell



Rick Newby

**THE RETROSPECTIVE CONCERT**  
**Why do a retrospective concert?**

**Radell:** I find it fascinating to pull similar things together to look for a deeper collective meaning. The earliest piece in this concert is from 1989 and follows a formal choreographic structure. After doing that piece I wanted to make my work more accessible. As a result, all the other dances in the concert deal with really tangible things such as parenthood and traffic.

**How much of the work being presented was a collaborative effort? What are the advantages/disadvantages of collaboration?**

**Radell:** All choreography is collaborative, which is advantageous because it allows you to build on the strengths of different participants. The trick to a successful collaboration is finding the right connection between yourself and your collaborators. For this particular concert my collaborations were with dancers, lighting and costume designers, composers and a filmmaker. Although collaborations are certainly harder, I find that they heighten my excitement for the whole experience.

**After this concert is over, will you put this work behind you and start on a new choreographic path, or will you continue to explore the same themes in your work?**

**Radell:** In pulling all this work together I'm hoping to inspire myself creatively. I'm interested to see what can come of the relationship between my data-based and choreographic work. I think I'll always be making dances about things that are relevant in our lives. I feel like we're always evolving as choreographers and I'm excited to see where this process takes me.

**JUST FOR FUN**

**Since you and your husband are both artists, what do you enjoy doing that is non-art related in your free time?**

**Radell:** We love to eat Thai food and to travel. We have also been restoring a 1910 Victorian bungalow since 1989. My idea of escape is to work on the house. To me it's just a tremendous delight. I find it very relaxing to work with my hands doing things like refinishing doors, scraping paint and designing. I love pulling colors and textures together. His idea of escape is reading and making overgrown Adirondack chairs.

—Jessica Moore

**CALLFORPROPOSALS****Center for Health Discovery and Well Being seeks proposals for art**

**The new Predictive Health Institute hopes to fill its walls with Emory artwork.**

**T**he Center for Health Discovery and Well Being, located on the 18th floor of the Medical Office Tower at Emory Crawford Long

Hospital, is interested in displaying art that represents images or interpretations of health as viewed across cultures and geographic regions. Representations of individuals, practices, environments and events are all desirable.

Selected works will be displayed on a rotating basis along with accompanying descriptions and artists will be credited. The viewing audience will include faculty and staff who participate in Center activities as well as

University officials and guests.

Emory faculty, staff and students should submit a brief statement of no more than two pages describing the piece, medium, materials, amount of space, installation and maintenance required. Please provide a JPEG or other electronic image of the work along with an e-mail and phone contact. Up to 12 photos of previous work may be submitted. All slides should be labeled. External artists should also submit a resume and exhibition list.

Submit proposals to Jennifer Vazquez at [Jennifer.Vazquez@emory.edu](mailto:Jennifer.Vazquez@emory.edu).

**CAMPUSEVENTS****Real World Fair to introduce students to service learning**

**T**he Real World Fair is scheduled for Sept. 20 at 11 a.m. in the Dobbs Center Coca-Cola Commons. At the fair students can learn about the various service learning and academic engagement activities available on campus. Partnering organizations include Wesley Woods, the Atlanta Union Mission, Gables Academy, the Partnership Against Domestic Violence and the Winship Cancer Institute.

The fair will emphasize the importance of service connected to learning in the university setting in a city as large and diverse as Atlanta. Ongoing community service opportunities are scheduled through Volunteer Emory, the student-run department for volunteerism at Emory.

For more information about these opportunities, contact Melody Porter at [melody.porter@emory.edu](mailto:melody.porter@emory.edu).

## SCHOLARSHIP&amp;RESEARCH

## Emory researchers identify signaling protein for multiple myeloma

BY VINCENT DOLLARD

Researchers at Emory's Winship Cancer Institute are the first to discover a mechanism that plays a critical role in the multiple myeloma cell cycle and survival. Their research may result in identification of a new therapeutic target for treating multiple myeloma.

The results of the study appear in the September issue of *Cancer Cell*. Jing Chen, an assistant professor of hematology and oncology at Emory Winship and a Georgia Cancer Coalition Distinguished Cancer Scholar, is senior author on the paper. Sumin Kang, a postdoctoral fellow at Emory Winship, is the paper's first author.

Multiple myeloma is among the most common hematologic malignancies in patients over 65. Approximately 15 percent of multiple myeloma patients harbor a genetic abnormality called "t(4;14) chromosomal translocation" that causes over-expression of a tyrosine kinase called fibroblast growth factor receptor 3 (FGFR3). Tyrosine kinases are molecules that act as biological switches inside cells, regulating processes including cell division and growth. Abnormal kinases have been identified as a driving force in many forms of cancer.

"We are interested in how FGFR3 mediates transforming signals," says Chen. "We wanted to know which protein

factors in cells are activated by FGFR3 and then transform normal cells to highly malignant cells. We identified Ribosomal S6 kinase 2 (RSK2), which is a protein factor that mediates signaling in cells as critical in downstream signaling of FGFR3 in myeloma cells.

Chen and his colleagues are the first to discover a mechanism to "turn-on" RSK2 by FGFR3. FGFR3 impacts downstream proteins through phosphorylation at special tyrosine sites. "We found that FGFR3 directly phosphorylates RSK2, which is a critical step in the process to activate RSK2," said Chen.

The researchers observed that elimination of RSK2 proteins or shutting down RSK2 activity blocks FGFR3 transformation signaling in myeloma cells. This means FGFR3 requires RSK2 to transform normal cells. "This is a beautiful model," said Chen. "We are able to mark the connection between the oncogenic FGFR3 and its downstream protein kinase RSK2, which plays a critical role in regulation of cell cycle and survival. These findings extend our understanding of pathogenesis of multiple myeloma in a signaling basis."

Collaborators on the project include Roberto Polakiewicz and Ting-Lei Gu, both of Cell Signaling Technologies, developers of the PhosphoScan technology, which enables investigators to identify hundreds to thousands

of phosphorylated sequences and observe the global state of protein tyrosine phosphorylation in cells and tissues. "Using this technology," said Chen, "we identified RSK2 as a critical downstream signaling protein effector of FGFR3 in myeloma cells." Other authors include researchers from the University of California at San Francisco, Harvard Medical School, Mayo Clinic and Novartis Pharma AG.

Chen and his colleagues also tested a drug called fmk that was designed by co-author Jack Taunton, at UCSF to specifically target RSK2 in treatment of human malignant myeloma cells from laboratory culture or primary samples from multiple myeloma patients, and saw that fmk effectively kills t(4;14) myeloma cells with abnormal over-expression of FGFR3. "This study shows the potential utility of drugs that block the downstream effectors of mutant tyrosine kinases, and that these drugs are opening more doors to treating hematologic malignancies and cancers," explained Chen.

In addition to the t(4;14) in multiple myeloma that is caused by abnormal over-expression of FGFR3, abnormality of FGFR3 has also been identified in human bladder and cervical cancers. The findings suggest, the authors write, that targeting RSK2 with RSK inhibitors such as fmk may be effective in treating t(4;14) multiple myeloma, as well as other diseases and cancers where mutant FGFR3 is the culprit.

## CAMPUSNEWS

## McKelvey gives \$5.4M to transplantation program

BY SARAH GOODWIN

Georgia's only lung transplant program and most comprehensive transplant immunology program will grow even stronger thanks to a major gift from philanthropist Andrew McKelvey, founder of Monster Worldwide.

The \$5.4 million gift will fund research, build laboratories, attract new experts in transplantation and expand Emory's ability to help patients who need transplants.

"We greatly appreciate this latest gift from Andy McKelvey, whose previous generosity has been critical to the recruitment of outstanding faculty and the growth of Emory's lung transplant program" said E. Clinton Lawrence, director of the Andrew McKelvey Lung Transplantation Center in Emory School of Medicine. Lawrence holds the Augustus J. McKelvey Chair in Lung Transplantation Medicine, which Andrew McKelvey endowed to honor his late father, a general medicine physician.

Unlike patients with severe kidney disease who can be helped with dialysis while waiting for a transplant, patients whose lungs are failing have nothing to do but wait. Those fortunate enough to receive a donated organ face another tough battle — lung recipients have the lowest five-year survival rate of any other transplant recipients because their

bodies often reject the new organ.

The investments that McKelvey has made at Emory are helping researchers develop new medical therapies for lung disorders — in hopes of eliminating the need for transplants — and new strategies to improve outcomes after surgery. In particular, Emory investigators are making major advances in improving "transplant tolerance" by developing drugs to keep the body from rejecting transplanted organs and cells.

"These new funds will support a broadening scope of clinical and laboratory-based activities at Emory, including lung transplantation, pulmonary vascular diseases and transplantation tolerance," Lawrence said.

To reflect the growth of Emory's treatment and research efforts in lung disease, the McKelvey Lung Transplantation Center will be renamed the McKelvey Center for Lung Transplantation and Pulmonary Vascular Diseases. Current research includes basic studies of the immune response to transplantation and multi-center clinical trials of new medications for lung transplantation and treatment of pulmonary hypertension.

The McKelvey Center is part of the Emory Transplant Center, which has achieved a remarkable number of transplant firsts, including Georgia's first kidney transplant in 1966 and most recently, the first islet transplant in Georgia in 2003.

## COUNCILS&amp;COMMISSIONS

## Guide to Emory governance groups

Six governance groups representing broad constituencies across the University play an important role in advising the campus administrators charged with charting Emory's path. Elected representatives of each group are expected to carry information and points of discussion back to their constituencies.

**Employee Council**

**What It Does:** Facilitates communication between employees and University administration and serves as an advisory body to the University president; advocates for issues of concern for all University employees.

**When It Meets:** Every third Wednesday from noon to 2 p.m., in a different campus location each month. First meeting: Sept. 19, Jones Room, Woodruff Library.

**Key Events/Issues:** The 2007–08 theme is "Discovering Emory" and the Council will explore both operational and academic issues at Emory. A Town Hall focusing on sustainability is planned for the spring.

**For more information:** Iruka Ndubuizu, president; [www.employeeCouncil.emory.edu](http://www.employeeCouncil.emory.edu)

**Faculty Council**

**What It Does:** Discusses policies and matters of interest to all faculty of the University, provides faculty comment and perspective to the administra-

tors responsible for various areas of work at the University, and collaborates with administrators in enhancing the quality of life for faculty at Emory.

**When It Meets:** 3:15 to 5 p.m. in the Administration Building, Room 400. First meeting: Sept. 18.

**Key Events/Issues:** Re-envisioning the Faculty Council; addressing and moving forward the agendas associated with the Year of the Faculty Report; cosponsoring with the Provost's Office the Life of the Mind Series.

**For more information:** Nadine Kaslow, chair; [www.emory.edu/SENATE](http://www.emory.edu/SENATE)

**University Senate**

**What it does:** Represents every constituency of the University; serves as a forum for communication, discussion, review and consideration of initiatives and proposals that affect the University as a whole.

**When It Meets:** 3:15 p.m. to 5 p.m. in the Jones Room, Woodruff Library. First meeting: Sept. 25. Note that the

first meeting is from 3–4:15 p.m. in the Cox Hall Ballroom and will precede President Jim Wagner's State of the University Address.

**Key Events/Issues:** Re-envisioning the role of the Senate; enhancing communication within the Emory community; considering a community event.

**For more information:** Nadine Kaslow, chair; [www.emory.edu/SENATE](http://www.emory.edu/SENATE)

**President's Commission on the Status of Women**

**What it Does:** Serves as an advisory board to the president on issues related to Emory women and seeks to advance women's interests at the University.

**When It Meets:** Third Wednesday of each month, from 3:30 p.m. to 5 p.m. in the Jones Room, Woodruff Library. First meeting: Sept. 19. **Key Events/Issues:** "Women at Emory: Past, Present and Future," on Oct. 4–5, the University's first-ever women-centered symposium; comple-

tion of the first phase of the Oral History Project — 30 interviews with 30 notable Emory women are available on the PCSW Web site.

For more information: Susan Carini, chair; [www.pcsw.emory.edu](http://www.pcsw.emory.edu)

**President's Commission on Lesbian, Gay, Bisexual, Transgender Concerns**

**What It Does:** Serves as a forum for matters of concern to LGBT persons across the University; advises the president on the implementation of their recommendations; develops and supports programs at Emory to reduce homophobia and heterosexism; and conducts studies as needed to address these concerns.

**When It Meets:** Third Monday of every month from 6 p.m.-7:30 p.m. in the Jones Room, Woodruff Library. First meeting: Sept. 17.

**Key Events/Issues:** T.B.D.

**For more information:** Lynn Nester, co-chair; Rob Stephenson, co-chair; [www.emory.edu/PCLGBT/](http://www.emory.edu/PCLGBT/)

**President's Commission on Race and Ethnicity**

**What It Does:** Serves as a forum for discussion and analysis of issues of race and ethnicity on campus and of national import; develops and supports activities that enhance the presence of persons of color and strengthen the community of color at Emory; studies the status of race and ethnicity at Emory; recommends to the president actions that improve the representation, development and success of people of color.

**When It Meets:** Third Monday of every month at 3 p.m. First meeting: Sept. 17 in Administration 400.

**Key Events/Issues:** This year's theme is "the core of community is collaboration." Activities will center on bringing the Emory community together collaboratively to affect positive change.

**For more information:** Jennifer Crabb, chair; [www.pcore.emory.edu](http://www.pcore.emory.edu)

**CRUSE Q&A** from page 1

vision. These aspirations are being harnessed in a way that I think is going to lead to great success across the board.

**THE BIG PICTURE****What is the state of philanthropy in the United States today?**

**Cruse:** The donors are changing. There's a lot of talk about the transgenerational transfer of wealth, but the reality is we've been getting bigger gifts for bigger ideas.

**Is that true in philanthropy in general or specifically in higher education?**

**Cruse:** I've seen it played out more in higher education. It's interesting too that we have a whole generation of philanthropists that have no history, or family history, of philanthropy. What they do want is impact, and they are much more personally involved than philanthropists of a generation or two ago. Now, I think that philanthropists see themselves more as investors where they want a successful outcome. They've decided what they want to invest in and they want to partner with the institution that will provide the best return on that investment.

**How does Emory fit in with this trend?**

**Cruse:** Emory is positioned well to take advantage of this trend. Just a few examples: There is promising research at Yerkes National Primate Research Center that will have ramifications for Alzheimers and Huntington's disease; we have some phenomenal opportunities in faith-based and mission nursing; we are becoming leaders in predictive health; the Goizueta Business School has an innovative leadership program; and the libraries are creating a new model for research by integrating print, digital and multimedia resources to support the creation and dissemination of knowledge. These are all areas where you can come up with a really big idea that captures a donor's interest because of the potential impact. Emory also has some specific initiatives that may involve several different schools or units, offering a comprehensive, multidisciplinary approach to complex problems.

**'FRIEND-RAISING' KEY TO FUNDRAISING****When you meet with friends and prospects, how do you tell the Emory story?**

**Cruse:** Emory is unique, it's a very dynamic institution. For a Research I university, there is a very strong emphasis not only on the intellect but also on the spirit. I think that is a differentiator for Emory. There are discoveries happening in the health sciences, in law, in business, in the arts and the humanities, and so there's a lot to invest in here. There is a wonderful team of people who

are working collaboratively on very comprehensive solutions and looking for solutions within an ethical and moral context.

**Much of the focus when it comes to fundraising and development is on dollars. Are there opportunities for alumni, faculty, staff and students to contribute?**

**Cruse:** Our students, our faculty, our staff and our alumni are doing wonderful things in the community. They are among our most effective representatives. Look at Professor of Psychology Drew Westen whose book "The Political Brain" has sparked discourse across the nation, or poet and professor Natasha Trethewey who won the 2007 Pulitzer Prize for Poetry. They're just doing their job, but everything they do reflects well on Emory and the programs that we have here. Once people see what is

**"The academic leaders of this campus have really thought through what it means to be Emory today and Emory tomorrow, and how our vision will unfold."**

**—Susan Cruse, senior vice president for development and alumni relations**

happening here and the impact that our faculty, that our students are having, it's hard to get them not to want to jump aboard either with donations or talking about it in the community, perhaps connecting us with other sources of funding. Our alumni are critical to this program. We look at our alumni as our advocates, both in what they do consciously for the University, and by the example they set of what an Emory education produces. They're mentors, they hire our students and they're role models. The Emory Alumni Board has taken a leadership role in the campaign with a resolution to fund two scholarships, one for an undergraduate and one for a graduate student. The EAB has made an early, visible statement of support for an important campaign objective.

**INVESTING IN EMORY Emory is in the silent phase of a comprehensive campaign to invest in its academic and research programs and the physical environment. How does private philanthropy sustain these efforts, and what will the campaign mean for Emory?**

**Cruse:** It means a lot for Emory. The comprehensive campaign we're hoping will be at least an accelerant, but certainly a primary funder, of the strategic plan. The academic leaders of this campus have really thought through what it means to be Emory today and Emory tomorrow and how our vision will unfold. We're very tightly coupling our campaign to the realization of that vision. We're putting in additional metrics and we're being more rigorous in how we evaluate success.

**Could you share some of the accomplishments so far in the prelude phase of****the campaign?**

**Cruse:** We are at exactly where we thought we'd be at this stage in the campaign. We're in the quiet phase and we have raised just slightly over 40 percent of our initial working campaign goal. Even with changes in divisional leadership, the people here have not skipped a beat and everyone has moved forward in a remarkable fashion. We're feeling very good about where we are and where we're going and that we will have significant progress.

**What is the fundraising goal?**

**Cruse:** We have not yet determined the campaign goal. We're in the process of aligning academic and strategic initiative priorities and assessing the philanthropic feasibility of all these objectives. This is a complicated practice that has

taken over two years in some of the campaigns in which I've participated. The strategic plan has helped us accelerate this process considerably. Some analysis and

negotiation will transpire as we determine the appropriate goal for each unit and theme in the campaign, and the resulting comprehensive goal.

**What is the timeline to launch?**

**Cruse:** I would like us to be able to announce the public phase in fall of next year. The timing is now more focused on putting the right things in place to really ramp up and be ready for a spectacular kick-off.

**DAR: A CULTURE OF PHILANTHROPY****What are the leadership's goals for DAR beyond this campaign?**

**Cruse:** A campaign is a great organizational tool to put everybody on the same page. We're fortunate that we had the strategic plan to do that as well. On a DAR leadership retreat recently, we talked not just about the campaign, but what the DAR culture will be and what the DAR culture of philanthropy will be. How are we contributing to the campus as a whole? Yes, our focus is the campaign but we also have a lot of goals for what we have to achieve for Emory irrespective of the campaign. Have we been able to raise the image and presence of Emory in the community? Have we enhanced volunteer engagement and strengthened our alumni connection? Have we been able to raise the level of giving and acculturate faculty, staff or alumni to the importance and value to themselves of participating in philanthropy here at Emory? We are creating an environment that will set the bar for the next campaign.

**A NEW ERA OF FUNDRAISING How does this differ from past campaigns?**

**Cruse:** In most campaigns you will see goals focused on

**HEALTH&WELLNESS****Center of Excellence looking for answers**

Every year in September a national focus is placed on a puzzling disease that does not ring a bell with most people — Idiopathic Pulmonary Fibrosis. Doctors and their teams in the Emory Center for Respiratory Health are trying to find a treatment that could help people suffering from this disease.

Idiopathic Pulmonary Fibrosis, or IPF, occurs when tissue deep in the lungs becomes thick and stiff, or scarred, over time. IPF, states the Coalition for Pulmonary Fibrosis, will be diagnosed in 48,000 people this year, and 40,000 will die from the disease.

The word "idiopathic" actually means a disease has an unknown cause. Pulmonary refers to the respiratory system. The development of scarred lung tissue during the disease process is called fibrosis.

Doctors are beginning to recognize that something inside or outside of the lungs attacks the lungs again and again over time. These attacks injure the lungs and cause scarring in the tissue inside and between the air sacs. This makes it harder for oxygen to pass through the air sac walls into the bloodstream.

IPF varies from person to person. In some people, the lung tissue quickly becomes thick and stiff. In others, the process is much slower, and in some people, the condition stays the same for years.

There is no cure for IPF yet, and many people live only about three to five years after diagnosis. Emory doctors, such as Center Director Jesse Roman and colleague Rafael Perez, want to change the odds for people with IPF — so that they may live a longer life and one with a better quality.

In addition to finding clues as to the cause of IPF, the Center is focused on educating patients through the Interstitial Lung Disease Clinic. Emory pulmonologists and their teams can help persons with this condition manage symptoms and improve the way they feel.

Of course, the best-case scenario is to prevent any disease. Our respiratory experts want to find ways to prevent IPF, even though the cause is unknown at this point.

What are some healthy lifestyle choices you can make now that may help prevent lung disease? Do not smoke; prevent contracting viruses including seasonal flu, hepatitis C, HIV, herpes, and Epstein Barr; and limit exposure to environmental pollutants, including inorganic dust (silica and hard metal dusts), organic dust (bacteria and animal proteins), and gases and fumes.

Your genes may also play a role in the development of IPF. Some families have at least two members with IPF. Perhaps, in a not-so-distant future, Emory experts in our new Center for Health Discovery and Well Being can sort through gene profiles and provide information to help stall or prevent this disease from occurring.

For now our Center doctors are conducting clinical trials to find important new therapies, and Emory is co-sponsoring an IPF Education Day with the Coalition for Pulmonary Fibrosis Oct. 27 from 11 a.m. to 3 p.m. at Cox Hall. For more information about the event and to RSVP, call Mari Hart at 404-727-6552.

To learn more about Emory's work to protect lungs go to:

<http://www.emoryhealthcare.org/departments/lung/>

<http://www.medicine.emory.edu/pulm/ild>

[http://www.whsc.emory.edu/\\_pubs/momentum/2007winter/fresh\\_air.html](http://www.whsc.emory.edu/_pubs/momentum/2007winter/fresh_air.html)

*Michael M.E. Johns is CEO of Woodruff Health Sciences Center, executive vice president for health affairs and chairman of Emory Healthcare.*

a comprehensive number. There is a goal for endowment, expendable and capital needs. Those are pretty broad buckets, and they don't always advance the institution's mission in a meaningful way. When the focus is on the dollar goal, there can be a tendency to accept gifts that may advance the campaign goal but don't support the real objectives of the institution. We are tying the campaign goals to the strategic plan goals. We

are also looking at big ideas, both within units and through cross-cutting themes that transcend traditional boundaries. For example, "Exploring New Frontiers in Science and Technology" is just as likely to include medicine as it is biology as it is the philosophy department. The rigor of campaign goals to further the strategic plan and the unique opportunities for philanthropic impact will really set us apart at the end of this campaign.

For online event information, visit [www.events.emory.edu](http://www.events.emory.edu).

## Events for the Emory Community

## PERFORMING ARTS

**MONDAY, SEPT. 17****Carlos Museum Lecture-Theater Performance**

"The Poetry is in the Pity: Trojan War in Greek Art." Jasper Gaunt, curator of Greek and Roman Art, Carlos Museum, and Theater Emory presenting. 7 p.m. Carlos Museum Reception Hall. Free. 404-727-4282.

**FRIDAY, SEPT. 21****Concert**

"Vega String Quartet and Emory Chamber Music Society of Atlanta Noontime Series." Noon. Reception Hall Carlos Museum. Free. 404-727-5050.

**SATURDAY, SEPT. 22****Concert**

"Southeastern Festival of Song: 'The Great Escape'." Jennifer Aylmer, Marie Lenormand, Brian Stucki and Jason Hardy, vocalists; Kathleen Kelly, piano; Wes Yoakam, guitar; and The Atlanta Boy Choir, performing. 8 p.m. Emerson Concert Hall, Schwartz Center. \$20; \$15 discount categories; \$5 students. 404-727-5050.

## VISUAL ARTS

**Carlos Museum Exhibition**

"Cradle of Christianity: Jewish and Christian Treasures from the Holy Land." Carlos Museum. \$15; Museum members and children, free; On Wednesdays, students, faculty and staff, free. 404-727-4282. **Through Oct. 14.**

**Schatten Gallery Exhibition**

"Pictures Without Borders: Revisiting Bosnia Photographs by Steve Horn." Schatten Gallery. Free. 404-727-6861. **Through Oct. 15.**

**Schatten Gallery Exhibition**

"Women at Emory: Past, Present and Future." Schatten Corridor Gallery. Free. 404-727-6861. **Through Oct. 15.**

## LECTURES

**MONDAY, SEPT. 17****Center for Ethics Lecture**

"Is My Mind Mine? Neuroethics, Privacy and the Fifth Amendment" Paul Root Wolpe, University of Pennsylvania, presenting. 4 p.m. Rita Anne Rollins Room, School of Public Health. 404-727-1208. [pfickli@emory.edu](mailto:pfickli@emory.edu)

**Linguistic Lecture**

"Between a Bull and a Figure: Figurative Language and the Nation According to Maria and Richard Lovell Edgeworth." Amit Yahav,

Haifa University (Israel), presenting. 4:30 p.m. One Third Floor, Cox Hall. Free. 404-727-7904.

**TUESDAY, SEPT. 18****Religion Lecture**

"Food in the Old Testament: A Sample Menu." Nathan MacDonald, Ludwig-Maximilians Universität (Germany), presenting. 11:30 a.m. 311 Bishops Hall. Free. 404-727-4481.

**Nephrology Lecture**

Bernard Rossier, University of Lausanne (Switzerland), presenting. 5 p.m. Whitehead Auditorium. Free. 404-727-2525.

**WEDNESDAY, SEPT. 19****Global Business Lecture**

"The Rise of Chindia (China and India) and its Global Impact." Jagdish Sheth, business, presenting. 4 p.m. Goizueta Business School Auditorium. Free. 404-727-7504.

**History Lecture**

"Altered States: Adapting Technologies for a Global Order in Upheaval." Michael Adas, Rutgers University, New Brunswick, presenting. 4:30 p.m. 1052 Rollins Research Center. Free. 404-727-6722.

**THURSDAY, SEPT. 20****Biochemistry Lecture**

"ENaC activation by serine proteases." Bernard Rossier, University of Lausanne (Switzerland), presenting. 9 a.m. 600 Whitehead Research Building. Free. 404-727-7401.

**Biomedical Lecture**

"Regulation of DNA Replication and Genomic Stability." Deanna Koepp, University of Minnesota, presenting. Noon. Whitehead Auditorium. Free. 404-727-5960.

**Globalization Lecture**

"Understanding Globalization: World Culture in Everyday Life." John Boli, sociology, presenting. 7 p.m. Williams Hall (Oxford). Free. 770-784-8389.

**TUESDAY, SEPT. 25****Art Lecture**

"Competing Faces of Christ and the Emergence of an Authentic Portrait." Herbert Kessler, Johns Hopkins University, presenting. 5 p.m. Cannon Chapel. Free. 404-727-6352.

## RELIGION

**SUNDAY, SEPT. 23****University Worship**

Carlton Mackey, Assistant, Center for Ethics, preaching; and Voices of Inner Strength Gospel Choir, performing. 11 a.m. Cannon Chapel. Free. 404-727-6225.

## SPECIAL

**MONDAY, SEPT. 17****Emory Science Outreach Informational Meeting**

6 p.m. 544 Dobbs Center. Free. 404-712-9242

**TUESDAY, SEPT. 18****EndNote Introduction Workshop**

11:30 a.m. 310 Woodruff Library. Free. 404-727-6863. [eamoone@learnlink.emory.edu](mailto:eamoone@learnlink.emory.edu).

**Life Transition Discussion**

"Mid- to Later-Life Transitions for Men." 4:30 p.m. Prentice-Miller Conference Room, Miller-Ward Alumni House. Free. 404-712-8834. [rdubin2@emory.edu](mailto:rdubin2@emory.edu). **Male retired and senior faculty only. Refreshments will be served.**

**Learning Services Workshop**

"Reaching for Stellar Service." 8:30 a.m. Learning Services, 1599 Clifton Rd. \$50 for course materials. 404-727-7607.

**TUESDAY, SEPT. 18****Friends of Pitts Library Book Sale**

8:30 a.m. Behind Pitts Theology Library. Books starting at \$1. 404-727-1222.

**WEDNESDAY, SEPT. 19****Learning Services Workshop**

"Leading Effective Meetings." 8:30 a.m. Learning Services, 1599 Clifton Rd. Free. 404-727-7607.

**Digital Mapping for Religious Studies Workshop**

Noon. 304 Bishops Hall. Free. 404-727-1218. **Registration required.**

**Carter Town Hall**

Former President Jimmy Carter, presenting. 8 p.m. P.E. Center Arena. Free. 404-727-7195. **Tickets are required for entry.**

**THURSDAY, SEPT. 20****Real World Fair**

11 a.m. Dobbs University Center. Free. 404-712-9242.

**Google Workshop**

2:30 p.m. 310 Woodruff Library. Free. 404-727-0178. [liblab@learnlink.emory.edu](mailto:liblab@learnlink.emory.edu).

**Online Maps Workshop**

4 p.m. 310 Woodruff Library. Free. 404-727-2348. [michael.page@emory.edu](mailto:michael.page@emory.edu).

**TUESDAY, SEPT. 25****Meet Emory's Movers and Shakers Luncheon**

"The Once and Future Emory: How the University's Past Is Shaping Its Future." Gary Hauk, Vice President, presenting. Noon. Jones Room, Woodruff Library. 404-712-8834. RSVP to [dubin2@emory.edu](mailto:dubin2@emory.edu).

## EMORYSNAPSHOT



Bryan Meltz

Hundreds of tiny American flags, placed by the College Republicans, stood guard outside of Candler Library in commemoration of the sixth anniversary of 9/11.

## CAMPUSEVENTS

**Tibetan Film Festival sheds light on Tibetan experience**

In honor of His Holiness the Dalai Lama's arrival at Emory next month, the departments of South Asian Studies and Film Studies present The Tibetan Film Festival every Wednesday evening until Oct. 17 at 8 p.m. in White Hall 205. The festival brings together a selection of feature films and documentaries by Western, Tibetan and Chinese directors. These award-winning works, which focus on a topics ranging from music and politics to Himalayan culture and environmental issues, are notable not only for their artistic excellence, but for the light they shed on the Tibetan situation, both inside and outside Tibet.

Organized as a prelude to the Dalai Lama's visit to Emory Oct. 20-22, during which he will be installed as Presidential Distinguished Professor, the Emory and Atlanta community is invited to celebrate through film this historic event.

All films will be followed by a reception and a question-and-answer session led by professors from Emory University, Oxford College and Agnes Scott College.

Additional sponsors include the Tibetan Studies Program in Dharamsala (CIPA), Emory Tibet Partnership, the Initiative in Religious Practices and Practical Theology, Religion Department, Theatre Studies, the Emory College Office, and the Institute for Comparative and International Studies.

**Festival Schedule****Sept. 19** Mountain Patrol: Kekexili**Sept. 26** Windhorse**Oct. 3** Yogi Who Built Iron Bridges; Music on Wheels**Oct. 10** Dreaming Lhasa**Oct. 17** Kundun

For information on individual films, visit [www.filmstudies.emory.edu/calendar.html#gabler](http://www.filmstudies.emory.edu/calendar.html#gabler).

**Atlanta Green Roof Market Development Symposium Thursday, Sept. 20, 8 a.m. to 5 p.m., Emory Conference Center**

Learn more about local needs and obstacles to green roof implementation in Atlanta. Registration of \$195 includes lunch, all materials and a one-year individual membership to Green Roofs for Healthy Cities.

**eNOTIFY from page 1**

as a text message to e-mail addresses, or to cell phones," said Nadolski.

"We recognize that each type of technology we are implementing has its limitations," said Isakov. "The more avenues and devices we can use to provide information quickly, the more people will understand what they need to do to keep themselves safe in emergency situations."

Other strategies being adopted as part of the emergency notification plan are a siren/public address system for the Atlanta and Oxford campuses, a banner messaging system for Emory TV, and AM broadcast transmission capa-

bilities. Each of these communication tools will be tested and evaluated for speed and effectiveness as it is integrated into the overall plan, Nadolski said.

From an implementation perspective, e.Notify has advantages over the current listserv system, said Nadolski. e.Notify can segregate messages by schools, by buildings, by areas of the campus, or other configurations.

"For example if there's something going on at a residence hall or academic building, we will be able to quickly target people associated with that residence hall or building without having to send information to various listservs," said Nadolski.