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SPECIAL "We Are Emory" INSERT

Planning for all occasions

Office rolls out expanded resources for event planners



CAD-accurate 3D renderings that give campus event planners a virtual view of room configurations are among the new offerings of the Office of University Events.

MICHAEL KLOSS

By ANN HARDIE

When His Holiness the XIV Dalai Lama visits campus, Michael Kloss and his staff of university event planners sweat every detail, down to the piping hot water in the spiritual leader's glass. "It is my job to know that the Dalai Lama drinks extremely hot, plain water," says Kloss, executive director of the Office of University Events. "If he is comfortable, he's more likely to receive Emory's message and

share that with the rest of the world."

This month the Office of University Events is launching new efforts to extend that same level of hospitality to guests of all stripes, from prospective students to donors, department heads to heads of state.

Its Web site, www.emory.edu/events, will offer protocol and tips for faculty, staff and service providers called on to put on campus events. A comprehensive venue guide will feature CAD-accurate

3D renderings of popular event venues in limitless configurations, allowing planners to test virtual room configurations down to specific table linens.

The Office of University Events also is introducing Events Exchange, a program to give planners from across Emory the opportunity to share ideas and learn best practices by participating in free educational sessions to take place throughout the academic year.

The two-hour sessions will cover an array of topics, from the latest in décor and culinary trends to ways to incorporate environmentally sensitive practices such as the proper use of electronic invitations.

Planners also will be able to discuss how to pool resources and come up with other cost-cutting strategies. An Event Recycler program within the Exchange network will allow planners to save money by

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Bioethics focus of innovative program

By ELAINE JUSTICE

Emory is launching a new master of arts degree program in bioethics, which will provide advanced interdisciplinary study for professionals and students interested in the social and ethical challenges facing medicine and the life sciences.

"I am very pleased to be launching our master's program in bioethics," says Paul Root Wolpe, director of Emory's Center for Ethics, which is the academic home of the program.

"We have designed the program to give the students a thorough grounding in bioethics while providing hands-on experience in institutions like the Centers for Disease Control, NASA, the Health Care Ethics Consortium of Georgia, and Emory's superb medical, nursing, public health, law, business and theology schools," says Wolpe. "The program is so innovative and exciting I wish I could take it myself."

"We are excited to add a master's degree in bioethics," says Lisa Tedesco, vice provost and dean of James T. Laney School of Graduate Studies. "The program reflects our strong commitment to scholarship that engages difficult problems and

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Emory extends commitment to integrity in research

By RON SAUDER

With a number of actions over the summer — including the initiation of a new University-wide electronic registration system, passage of a comprehensive new School of Medicine conflict of interest policy, and receipt of a presidential advisory committee report on managing professional conflicts — Emory has been working across a broad front to underscore its commitment to integrity in research; to guard its research enterprise and researchers from impropriety; and to manage potential conflicts effectively.

The President's Advisory Commission on Research

Integrity and Professional Conflict Management, chartered in November, transmitted its report to President Jim Wagner in late June.

Based on months of interviews and analysis, the commission, chaired by Ethics Center Director Paul Root Wolpe, found that the University and its various schools have numerous policies that address conflicts of interest in some fashion. Work is needed, though, to make the policies accessible to faculty, educate faculty in their provisions, and then to follow through consistently with management plans once potential conflicts are discovered, the commission says.

Wagner says he is pleased with the constructive content of the report as well as with efforts being undertaken at the University and the school level:

- A first significant step was taken last October, when the University created the first centralized office to administer and oversee potential conflicts of interest in research.

- In June, the School of Medicine issued an updated comprehensive policy on industry relations expanding advice to faculty, staff, students and trainees on guidelines for preventing conflicts of interest.

- In July, the first phase of an electronic reporting system

became operational under the aegis of the Office of Research Administration. It will be rolled out to faculty across the campus in phases during the 2009-2010 academic year. Plans call for it to tie together information from the Institutional Review Board, the Office of Sponsored Projects, and PeopleSoft (the new HR and payroll system).

It will be used to more effectively track and manage conflict of interest plans by centralizing the records of disclosures and reports of outside activity from faculty and the records of annual certifications of compliance.

"I am delighted to see abundant evidence of progress as we work on many fronts to enhance

Emory's commitment to keeping the public trust," Wagner says. "As we do so, we will continue to affirm the importance of the University's mission to serve humanity through the generation and application of knowledge.

"We seek to embrace, emphasize and enhance that commitment. We must be faithful stewards of the public's investment in our research — whether that investment takes the form of federal grants, private gifts and pledges, or payments for patient care."

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NEW ONLINE AT EMORY.EDU

'Ask John Emory' is new virtual hub for answers, advice, dialogue

Students, do you have questions about meal plans or course registration? Ask John Emory.

The new Web site (www.emory.edu/CAMPUS_LIFE/askjohnemory), named in honor of the University's founder, is a forum for students to share questions about life at Emory and help navigate the university environment.

The Division of Campus Life and the Office of the Provost created the student Web portal based on students' recommendations at "Dialogues on the Emory Undergraduate Experience," a series of conversations with undergraduates to assess the quality of their collegiate experience.

Ask John Emory is a comprehensive listing of Emory's most frequented Web sites. Can't find what you're looking for? Send a private, encrypted message to a committee of administrators; questions and answers are confidential and anonymous.

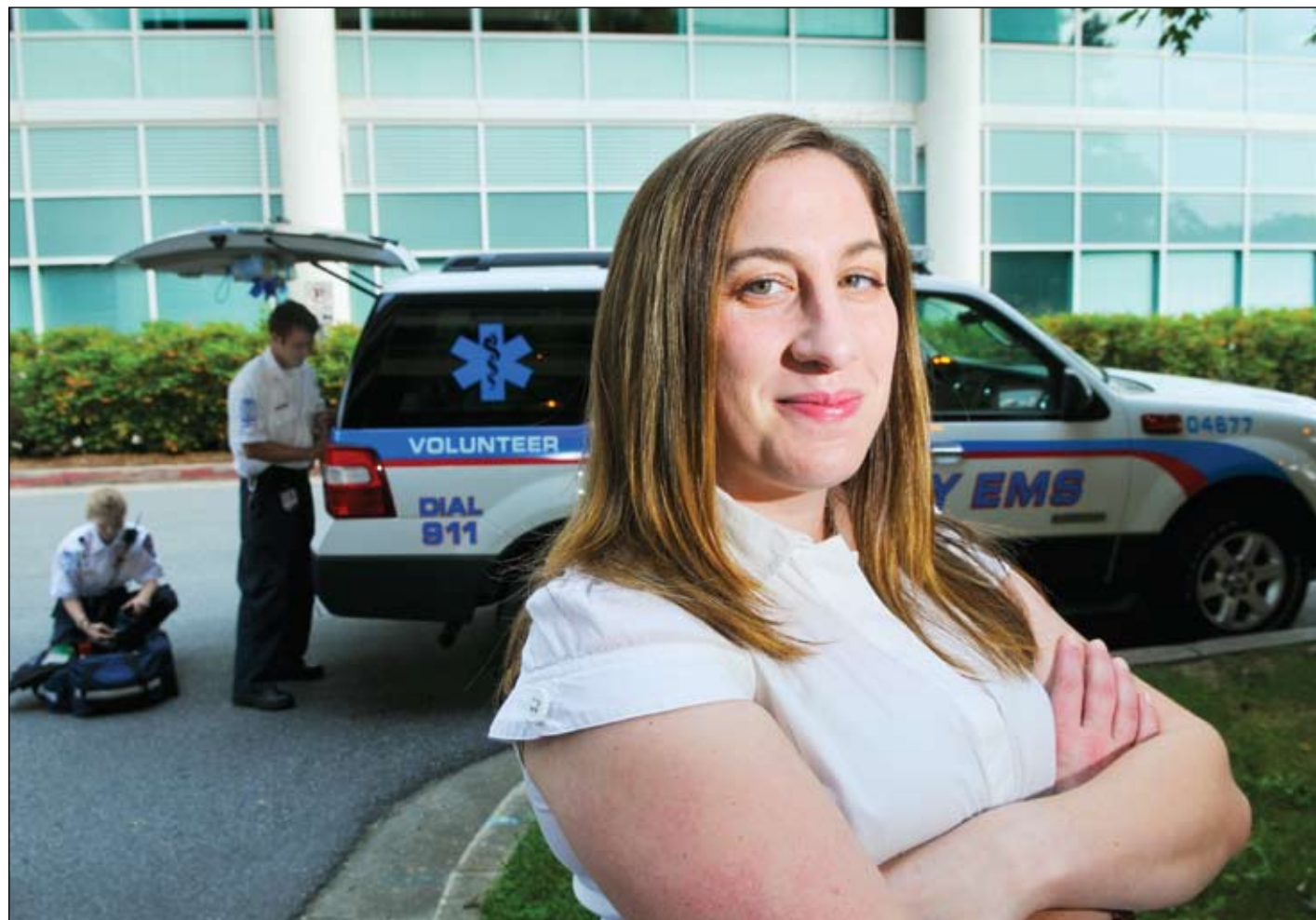
There is a link for students to submit reflections on life at Emory. "These will also help us consider ways to ever improve the student experience at Emory University," says Santa Ono, senior vice provost for undergraduate academic affairs, who urges students to bookmark Ask John Emory and visit it frequently.

—Kim Urquhart

EMORY PROFILE Rachel Barnhard

On call for excellence

First director to enhance student-run EMS service



KAY HINTON

Rachel Barnhard is Emory EMS's first full-time director.

By KIM URQUHART

Rachel Barnhard has always wanted to help people. As a varsity soccer player in high school, she'd wrap her teammates' sore ankles, for example. "I wanted to be MacGyver," recalls the director of Emory Emergency Medical Services, "but as I got older I found that there were real ways to help people."

Sports medicine was the athlete's initial interest, until she took an EMS course while attending the University of Georgia in 2003. Now she is helping to groom, grow and challenge another generation of college students interested in emergency response and preparedness.

Barnhard joined Emory EMS as its first full-time director June 1. As a unit of the Emory Police Department, the volunteer force of 67 certified EMT professionals provides 24/7 EMS coverage for campus — and for the past 17 years has been entirely student-run.

"They have run themselves quite well all these years, particularly operationally, and now we're doing even better," says Barnhard, who most recently was a paramedic with Grady Memorial Hospital EMS. "What they are benefitting from my position is oversight that includes years of experience, in the field and also administratively."

Barnhard is a familiar face at Emory EMS headquarters in the North Decatur Building. For the past two years, Barnhard has taught the Emory EMT course, where students learn everything from the medical and legal aspects of patient care to providing first-line care for trauma.

"It's neat to teach the class and be the director," says Barnhard. "That way I catch them at the start and help them grow into high level medical providers."

Most of the new graduates — now certified EMT professionals who complete 260-plus hours of training, beyond the 200 hours required by the state — go on to join Emory EMS. Call volumes are up, and so is student interest, says Barnhard. "This year we had over 100 applicants for 35 seats in the EMT class."

Barnhard wants to challenge the student volunteers, already viewed as role models to their fellow students and a critical part of Emory's public safety. "We have a lot to live up to," she says. "There are really good EMS services in the Atlanta area, and we strive to be the best one."

Emory EMS is the only University-affiliated emergency medical service in Georgia. Covering campus and adjacent roads and businesses, Emory EMS' average response time of three min-

utes is a fraction of a time it normally takes other units to respond.

As director, Barnhard is operationally responsible for Emory EMS' vehicle fleet, the command staff and the EMS volunteers. She enforces protocols, and works closely with the group's physician medical director and Emory's emergency response and preparedness teams. She's also in the field, responding to calls and overseeing medical care.

Not at the moment, however. The Barnhards are expecting their first child, and entering her ninth month of pregnancy, Barnhard jokes that "she can't climb out of

the truck now."

She is also taking a temporary break from one of her favorite activities: boxing. "It's one of the best sports I've been a part of, and one of the best workouts." An interest she has pursued since college, Barnhard equally enjoys participating in amateur boxing competitions and friendly sparring matches at the gym.

As for her leadership vision for Emory EMS: "My personal and professional goal is to create an environment where the student volunteers can accomplish their goals. I want to perpetuate growth and change."

Life-saving skills goal for student body

How to save a life. It was one of the first lessons freshmen learned upon arriving at Emory this fall, through "CPR Anytime Training!" led by Emory EMS Aug. 23.

With approximately 1,175 freshmen trained, it was the biggest single CPR event in the country, says Emory EMS Director Rachel Barnhard.

The training, held during Orientation, included individual dummies for hands-on practice and taught students the skills involved in performing CPR and the steps involved in activating an emergency response.

The goal? To make Emory the first university to have all of its students trained in the basics of CPR. "If you train the freshmen class each year, then in four years the entire undergrad campus knows CPR," says Barnhard.

Barnhard attributed the event's success to the student organizers, particularly the leadership of Emory EMS Chief Alexandra Amaducci. The freshman CPR training is one of many acts of community service organized by the student-run, volunteer Emory EMS force.

EMORY report

EXECUTIVE EDITOR
Nancy Seideman
nancy.seideman@emory.edu

EDITOR
Kim Urquhart
kim.urquhart@emory.edu

DESIGNER
Christi Gray
christi.gray@emory.edu

PHOTO DIRECTOR
Bryan Meltz
bryan.meltz@emory.edu

SCIENCE WRITER
Carol Clark
carol.clark@emory.edu

EDITORIAL ASSISTANT
Leslie King
lking@emory.edu

ADVERTISE

Emory Report accepts display advertising. For more information, contact a sales representative at 404-727-6178 or ebnsnyde@emory.edu.

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Walking in support of colleagues and cures

By MARGIE FISHMAN

One month to the day after discovering a lump in her breast while showering, Shawn Ware, general manager of Blomeyer Health Fitness Center, became another woman battling breast cancer.

Diagnosed in February with triple negative breast cancer, a rare and aggressive form that disproportionately affects African American women, Ware endured eight rounds of chemotherapy, three weeks — and counting — of radiation, and experienced every possible side effect. Some days, it was all she could do to wash her face and brush her teeth, after her husband carried her into the bathroom.

But Ware resolved to be a survivor for years to come. Next month, she will co-lead a team of Emory faculty and staff in a 60-mile walk over three days to benefit Susan G. Komen for the Cure and the National Philanthropic Trust, dedicated to fighting one of the most common causes of cancer among women in the U.S. The event coincides with Breast Cancer Awareness Month.

"I felt that it was either me or the chemo, and I'm not going to allow the chemo to defeat me," says Ware. "The walk is such a huge celebration. It's empowering to be out there with women who have gone through this."

The Breast Cancer 3-Day, beginning Oct. 24 at Lake Lanier, is one of several recreational events happening this fall where Emory employees can support a worthy cause, stay active and interact with their colleagues.

Among the members of Emory's 3-Day team are walk veterans Paula Gomes, director of the Faculty Staff Assistance

Program and cancer-free since 2007; her nurse and team co-captain Kate Carlson of the Winship Cancer Institute; and Gomes' doctor, Ruth O'Regan, associate professor of hematology and medical oncology and director of the Emory Breast Center at the Winship Cancer Institute. The team is busy recruiting new members and establishing a regular training schedule. Employees who would like to register for the walk or to make a donation should visit www.the3day.org and locate the Emory Winship Cancer Institute team.

"I decided to walk to contribute to the significant research investment made by Susan G. Komen and to improve outcomes for my current and future patients," says O'Regan, who has raised \$5,000 so far by personally e-mailing her entire address book. Each 3-Day participant is required to raise at least \$2,300 to support breast cancer research, treatment, prevention and education.

Gomes, who recalls a grueling first 20 miles in the rain last year, says she signed up again to support Ware and to raise awareness about the importance of regular mammograms for early detection



Teammates Ruth O'Regan, Shawn Ware and Kate Carlson will walk the Breast Cancer 3-Day, one of several ways Emory employees are supporting worthy causes. BRYAN MELTZ

and funding for research.

In the end, the walk draws on the strength and courage demonstrated by so many breast cancer patients during

unrelenting treatments, Carlson said after last year's walk. "They will continue to fight for themselves and for each other."

Other ways to make forward strides with Emory

Faculty and staff have several options to give back by donating or participating in these Emory-supported events this fall:

JUVENILE DIABETES RESEARCH FOUNDATION: Support the Emory team in raising \$15,000 for diabetes research during the Walk to Cure Diabetes on Oct. 17 at Centennial Olympic Park. To register, visit www.jdrf.org or contact team co-captains Traci Galatas, 404-778-3701 or Patrick Hammond, 404-778-5160.

ATLANTA HEARTWALK: Help Emory achieve its eighth consecutive year as Atlanta's top fund-raising team during a 5K walk to benefit the American Heart Association on Nov. 7 at Turner Field. To register, contact lead Rebecca Migliaccio at 404-778-4476.

THINK PINK: Support the Winship Cancer Institute's Breast Cancer Research Program beginning Oct. 9 by making a donation at www.emoryathletics.com. The campaign culminates in an Emory Eagles basketball game and community celebration on Feb. 21 at WoodPEC. For more information, contact Angie Duprey at 404-727-6739.

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TAKE NOTE

Excellence Through Leadership gets nod

Emory's Excellence Through Leadership program is being awarded the John Blackburn Award by the American Association of University Administrators (AAUA) "as an exemplary model of leadership development," according to the AAUA awards committee.

The award itself will be presented Nov. 6 during the AAUA conference in Arlington, Va. Emory will receive an engraved plaque and has been asked to give a slide-show presentation on the winning activity.

Excellence Through Leadership is administered in Human Resources and delivered from the Goizueta Business School.

Director of Learning Services Wanda Hayes credited EVP of Finance and Administration Mike Mandl with championing the program, taking it to its current status.

President to address State of University

President Jim Wagner will deliver the annual State of the University Address at 4:30 pm, Tuesday, Sept. 22, in Cox Hall Ballroom.

The audience will have an opportunity to ask questions of the president following his address.

Wagner's remarks are expected to include an update on Emory's strategic plan.

The address will not be webcast live but will be available for later viewing.

Academic Ladder, ALP support faculty

The Office of the Provost has issued a call for nominations to the Academic Leadership Program 2010, a year-long leadership program for the next generation of faculty leaders. This highly specialized training program is for tenured faculty members serving in leadership positions in the University and preparing to take on senior leadership roles in the future.

Candidates must be regarded by his or her dean as a "high potential" applicant for future achievement.

Nominations are due Oct. 26.

Another opportunity: A writing and time management workshop run by a faculty development consulting firm Academic Ladder. The program provides tools for assistant professors on integrating writing into a crowded personal and professional schedule.

The four-week workshop includes an online component plus individualized coaching and runs throughout October. Apply by Sept. 18.

For more information on the Academic Leadership Program or the Academic Ladder workshop, visit <http://www.emory.edu/PROVOST/facultydevelopment/index.php>.

HEALTHY CAMPUS

Carter keynotes mind and spirit campaign

By MARGIE FISHMAN

The national economic downturn is taking a toll on the American mood. Yet while one in four people is affected by mental health problems each year, two-thirds of them don't seek out the help they deserve.

"What we're seeing today is that many Emory employees are stressed, having depleted their coping resources," says John Wilson, a psychologist for the Faculty Staff Assistance Program (FSAP) and co-chair of the new Step Up Emory: Embrace Your Mind and Spirit campaign. "We want them to know that help is available at Emory. They don't have to feel ashamed."

The stigma of mental illness is pervasive, says

Wilson. Worried about being negatively perceived by friends, family members, supervisors or coworkers, many neglect their mental well-being until it spirals into a crisis.

Step Up Emory's fall wellness initiative features two speakers who will highlight the spectrum of mental health, from prevention to serious mental illness. Former First Lady Rosalynn Carter will deliver a keynote address on Sept. 18 on her lifetime commitment to mental health advocacy, followed by a panel of Emory experts discussing mental health treatments and early intervention.

Back by popular demand, on Sept. 15 motivational speaker and trainer William O'Neal will explore ways to maintain

personal enthusiasm during challenging times. Both events are free to faculty, staff and students. More information, including self-assessment tools and tips to relieve stress, is available at www.stepup.emory.edu.

In its third year, Step Up Emory is a health promotion campaign sponsored by Emory, Emory Healthcare, FSAP, Employee Health Services and HeartWise. FSAP staff are supporting the mental health theme this year to increase the visibility of the services they provide, including individual, couples and family counseling and coaching; support groups in stress reduction, anger management and grief; and workshops on parenting skills, career development and

basic budgeting. President Jim Wagner underscored the University's commitment to mental health in 2005, when he appointed a Mental Health Task Force.

FSAP clinicians offer short-term assistance to employees of Emory, along with facilitating referrals through the Emory health plans to community mental health providers, says FSAP Director Paula Gomes. Currently, about 6 percent of Emory faculty and staff use FSAP, which is in line with the national average for academic medical settings. Services are free and completely confidential. Early intervention is key, notes Gomes, before mental health challenges negatively impact work and family life.

HEALTHY CAMPUS

Counseling services give and get support

By MARGIE FISHMAN

When Mark McLeod, director of the Student Counseling Center, saw his freshman son's Emory tuition bill this year, he was pleased to see a mental health and counseling fee separate from the other charges.

The fee, rolled out last fall, demonstrates Emory's commitment to take care of students' mental well-being, along with their physical health, says McLeod. It represents the combined hard work of students, faculty, staff and administrators.

"I don't know of any other university that designates a mental health and counseling fee," he says. "It's a statement by our community that this is important to talk about."

Emory enacted the \$50 per semester fee on the recommendation of the University's Mental Health Task Force, appointed by President Jim Wagner to prioritize the mental health and wellness needs deemed most critical to the community. McLeod co-chaired the committee with Paula Gomes, director of the Faculty Staff Assistance Program.

The fee, along with bridge money from the president's office, has helped the Student Counseling Center reduce stigma and increase access to mental health resources, along with hiring more staff to keep pace with demand. This summer, the Counseling Center moved to a larger space at 1462 Clifton Rd.

With the fee, McLeod has hired three additional psychologists, one social worker, and one psychiatrist bringing the center's total to 15 staff members. In 2008, the center saw a 20 percent increase in requests for appointments compared to the previous year.

The Counseling Center is part of Student Health and

Counseling Services, with a shared mission of empowering students to take responsibility for their health.

"Unless students are healthy in mind, body and spirit, they will not achieve their full academic potential," says Student Health and Counseling Services Executive Director Michael Huey.

The Counseling Center can address serious problems, such as major depression, but counselors can also offer an objective eye for students going through difficult breakups, falling behind in coursework or stressed about graduation, says Jane Yang, outreach coordinator and one of the new hires supported by the fee. Racial and ethnic minorities, in particular, often tend to view professional therapy as an option only used once other resources, such as family, friends and spiritual or community leaders, have not been successful," adds Yang.

"The earlier you come in, the better off you'll be," says the licensed psychologist. "When you have the energy to actually work on what's going wrong, you'll progress more quickly."

Yang's mission is to promote the center's services—including individual counseling, group therapy and relaxation training in biofeedback—to student organizations and academic departments. Recent events, such as the 2007 Virginia Tech shooting rampage by a student, highlight the importance of early intervention.

Faculty and staff are integral to connecting students with the help they need, says McLeod. The center publishes a resource guide to help faculty recognize signs of emotional trouble in their students, such as lack of sleep, poor grooming and changes in classroom performance.

"All employees have to do is call us and get in touch with this great support system," notes McLeod.

EVENTS: Entertaining options for planners



The International Special Events Society honored Emory's Office of University Events in three categories; Michael Kloss accepts the Award for Best Entertainment Production for Campaign Emory's Enquérir. SPECIAL

Continued from the cover

reusing flowers, décor and other items for multiple events.

"It is not about spending more money. It is about strategically using the resources we have and to keep the focus on the guest experience," Kloss says.

Kloss created the Office of University Events in 2005 and today is ultimately responsible for more than 100 campus events annually, including Commencement and events at Lullwater House, the president's residence.

Earlier this month, the office joined the Office of the Vice President and Secretary of the University to centralize its role on campus. It previously reported to the Development and Alumni Relations office.

On Sept. 1, Kloss also assumed the responsibility and title of chief of protocol, a position requiring that he know the rules of proper etiquette as

well when to break them.

"For example, few people know that it is a technical protocol no-no to address Jimmy Carter as President Carter when speaking or writing to him. Only one person at a time can hold the title 'president,' so Governor Carter reflects his highest title retained after office," says Kloss. "That said, the media has made it so commonplace to refer to former U.S. presidents as 'President' that very few people — myself included — would dare not to. It's important, I believe, to know which rules you are breaking, and do it intentionally."

There's a lot at stake in getting such things right.

"Every time a guest attends someone's event, they form an impression of the university," Kloss says. "The results impact everything from how they rank Emory in their philanthropic priorities to whether they encourage their neighbor or coworker's child to apply to Emory. Details count."

Campus

5

REPORT FROM: Office of Information Technology

Apple@Emory: Devoting a day to Mac users

Each year's incoming student class measures the changing course of personal computing. This year's seniors, when they arrived at Emory, were roughly 65 percent Microsoft Windows and 35 percent Mac OS X users. This year's freshman were roughly 55 percent Mac OS X and 45 percent Microsoft Windows. The Mac is truly back.

In recognition of the substantially increased number of Mac users at Emory, and underscoring that the Mac at Emory is supported as an equally viable choice to the Windows platform, the Office of Information Technology is hosting an all-day event highlighting the latest in Apple software and mobility. Scheduled for Oct. 12 in Cox Hall Ballroom, Apple@Emory will feature both presentations and hands-on workshops with Apple's latest innovations.

Prime among them will be an overview of Mac OS 10.6, code-named "Snow Leopard" that brings some key

new features to Emory's users. This latest upgrade, available for all Intel-based Macintosh computers, sets new standards in terms of energy management as well as optimized speed.

Perhaps few shifts have been as significant for Emory's end users as the recent migration to Microsoft Exchange. Mac users were not immune to the consequences of this change and have endured some lackluster support though a Microsoft product called Entourage. In Snow Leopard, Apple introduces full Exchange integration for their mail, calendar and directory clients. Microsoft, not to be outdone, has radically revamped the internal workings of Entourage and has just introduced its new functionality. Apple@Emory will feature a shootout between the two mail clients, helping end users decide which approach they might prefer.

Perhaps no Apple technology has had a more profound mark recently than

the iPhone. The keynote, sponsored by Apple, will feature Roman Cibirka of the Medical School of Georgia, speaking about the iPhone, mobility, and handheld computing in the medical sciences. Apple will be providing a limited number of iPod touch devices for users to "test drive" for the day and they will be pre-loaded with appropriate University and medical applications to explore.

Apple@Emory will also highlight the talented support specialists for Mac OS that exist across campus. At the "Ask an Expert" desk, Emory's support specialists will answer questions regarding using the Mac, iPod or iPhone at Emory. Providing a uniquely Emory flair, campus iPhone users will be able to nominate their favorite applications for the participants of the day's events to explore.

An afternoon demonstration will introduce the work that Emory Healthcare has accomplished with their Virtual Desktop (VDT). Using a

Citrix client, Emory Healthcare now provides a nearly seamless experience of the Mac and Windows environment through the VDT.

On Oct. 13 there will be a special IT Tech Track focusing on Snow Leopard, Open Directory, and Mac Lab Management. There will also be special faculty workshops in ECIT focusing on iLife 09, including podcasting and capturing your class.

Apple@Emory is a day dedicated to Emory's Mac users. It will be both timely and hands-on, and may prove instrumental to getting the most of your Mac (or iPhone).

Online registration is essential as we try to guarantee everyone a chance to play with these technologies: <http://apple.emory.edu>.

Alan Cattier is director of Academic Technology Services in University Technology Services.

Goizueta events make history and predictions

By LESLIE KING

Bells rang in the courtyard of the Goizueta Business School on Sept. 2, to close that day's trading on the New York Stock Exchange — the first time the closing bell had been rung at an institution of higher education.

Earlier in the day, none of the six men on a panel on the current state of the U.S. economy was ready to ring in its recovery at full decibels.

MBA students and others filled the Schwartz Center to hear CNN financial correspondent Susan Lisovicz moderate the event sponsored by Goizueta and NYSE Euronext.

Noting that it was almost exactly a year ago that the collapse of investment bankers Lehman Brothers pushed the U.S. economy over the edge, Lisovicz said, "We're in a better place now, but where exactly are we?"

CEO of gap insurance giant AFLAC Dan Amos summed up consensus opinion, saying, "We're off the bottom. I'm not sure we're back up where we'd like to be yet, but certainly it is recovering from our perspective."

Amos compared the current feeble recovery to a nagging sports injury. "We'll get used to it and although I don't believe all the jobs will recover, I believe we'll level off at some point and gradually recover to some degree."

Home Depot CEO Frank Blake

garnered a laugh by saying, "Bad's not good until worse happens...Where we are now is less bad. That is about the best thing we can say."

"In all likelihood, we're in the beginnings of a recovery. Our outlook is that that recovery will be fairly subdued. The signals we have been picking up about the economy are mixed," said Dennis Lockhart, president & CEO of Federal Reserve Bank of Atlanta.

NYSE Euronext CEO Duncan Niederauer '85MBA agreed that talk among businesses "is constructive but measured."

Looking to the future, Lockhart noted that neither consumer expectations nor economic indices raises the spectre of inflation. "What would signal the Fed to change its policy? Retail sales," Lockhart answered.

Goizueta Dean Larry Benveniste sees long-term growth "likely to come from outside the United States, and if we're smart as a country, we'll embrace globalization even more because those will be our growth engines."

Federal lawmakers didn't anticipate the way new financial products would ultimately contribute to the financial crisis, noted Sen. Saxby Chambliss (R-Ga.) but he said, "From here, we have to make sure we don't have a knee-jerk reaction and put in too many regulatory mechanisms that will stifle



In a historic first, the closing bell of the New York Stock Exchange was rung from Emory on Sept. 2. SPECIAL

the innovation that did take place."

Lockhart thinks "smarter regulation, not just more" is needed. "The creative genius of the economy is based on relatively free markets and relatively free agents in the economy."

And while "credit is tight," Lockhart acknowledged, "there is some indication that credit markets are improving. Banks are eager to loan to good customers but they're going to interpret that word 'good'

in the context of today's economy."

"If we're going to get the economy going again, it's got to get a little less hard [to get credit]," Niederauer said.

Benveniste concluded, "It was a go-go time and I think it raises questions about our values and our fundamental ethics. I think we've got to get back to a situation where it's about hard work and entrepreneurial discipline."

sustainability spot

At Emory's 2009 New Student Orientation, 3,480 pounds of compostable material was collected from three Orientation events held on campus. That's approximately 1.74 tons of composted waste—supporting Emory's goal to reduce and divert 65 percent of its waste from local landfills.



EMORY

BIOETHICS: Degree reaches across disciplines

Continued from the cover

contributes to the public good, and it resonates deeply with the expertise, experience and resources available at Emory. We are grateful to Kathy Kinlaw, associate director of the Center for Ethics, and her team for leading the creation of this new degree program, and to Paul Root Wolpe for the vision and leadership he has brought to the Center."

"Graduates of Emory's master's in bioethics program will be trained to help advance the national conversation on important issues influencing public policy,

scholarship, practice and education in the field," says Kinlaw, who also directs the Center's program in health sciences and ethics.

Faculty of the Center for Ethics who are teaching in the program include scholars and practitioners in a variety of disciplines, such as medicine, nursing, public health, law, theology, business, the life sciences, philosophy, religion, sociology and psychology.

Courses in the new program began this fall with six students enrolled in the inaugural class. The program anticipates strong interdisciplinary interest as recruitment for fall 2010 begins.

Virtual empathy clue to behavior



Understanding how nonhuman primates respond to animations may help researchers better understand human empathy. SPECIAL

By EMILY RIOS

In the only study of its kind, researchers at the Yerkes National Primate Research Center have documented the first example of a nonhuman primate empathizing with a computer animation. The study, which is available in the current edition of *The Proceedings of the Royal Society B*, demonstrated chimpanzees respond empathetically to animated chimpanzees, showing a level of identification with the animations. Understanding why and how chimpanzees connect with animations may help researchers understand why and how humans empathize with others.

"We know humans often empathize with fictional displays of behavior, including those in cartoons and video games, even though the displays are obviously artificial," says lead researcher Matthew Campbell. "Humans experience emotional engagement with characters, empathizing with happiness, sadness or other emotions displayed by the characters. Previous studies have suggested this type of emotional engagement may be to blame when children mimic violent video games and cartoons, so we thought it important to learn more."

To understand why humans relate to artificial characters in this way, Campbell set out to determine if chimpanzees would respond empathetically to virtual characters. The researchers used contagious yawning to test empathetic response. "Yawns are contagious in the same way

other emotional responses, like smiles, frowns and fear, are contagious," says Campbell.

He and his team showed chimpanzees 3D animations of chimpanzees yawning and showing control mouth movements. The chimpanzees yawned significantly more in response to the yawning animations than they did to the animations showing control mouth movements.

"Yawning in response to the animated yawns showed an empathetic reaction to the animations," says Campbell.

"Because they showed only involuntary responses to the animations, we believe they empathized with the animations, while knowing they were artificial. This is important for us to know because we can present animations in future experiments knowing the chimpanzees will identify with the animations as if they are other chimpanzees. This opens up the possibility of using animations in many other types of studies," Campbell adds.

Researchers next plan to show chimpanzees improved and degraded animations of chimpanzee yawns to see how they respond to more and less lifelike animations. This may help researchers understand whether different aspects of animations make them more or less likely to be imitated.

"Such knowledge could tell us how to design animations for children to promote imitation when used therapeutically, as with children with autism spectrum disorder, or to limit imitation when used for entertainment, as with video games," says Campbell.

NSF Center aims at drug synthesis

Emory chemist Huw Davies is leading a team of scientists from four universities to develop a National Science Foundation Center for Chemical Innovation. Davies received a \$1.4 million NSF grant for Phase 1 of the center.

"Our collaboration brings together world leaders in this field," says Davies, professor of organic chemistry. "It's exhilarating to have this chance to share ideas for moving C-H functionalization into more robust and practical applications." One of the aims will be to speed up and simplify the synthesis of new classes of pharmaceuticals, to make their production affordable and scalable. "We want to develop more efficient ways of cooking," Davies explains.



Huw Davies

Read more at www.emory.edu/escience/commons.

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Research funding grows 18 percent

Emory scientists received \$484.2 million from external funding agencies in fiscal year 2009, an increase of 18 percent, or \$73 million over fiscal year 2008. More than 70 percent of the funds were awarded by federal agencies. National Institutes of Health funding represented 61.6 percent of the total and 87 percent of federal funding. The federal stimulus bill accounted for \$13.8 million of the total.

Read more at www.emory.edu/EMORY_REPORT.



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FIRST PERSON

Snake charm: A diva comes home

By JESSICA STEPHENSON

For the past two years one of the Carlos Museum's most impressive African art works, an almost life-sized Ibibio carving of Mami Wata, has been on national tour as part of the UCLA Fowler Museum of Cultural History's exhibition, "Mami Wata: Arts for Water Spirits in Africa and its Diaspora." The exhibition opened at the Fowler Museum before traveling to the Chazen Museum of Art, University of Wisconsin-Madison, and the Museum for African Art, Washington, D.C. Also included in the exhibit were two other Carlos Museum Mami Wata art works: a red marionette figure also carved by an Ibibio artist, and a figure group from southern Nigeria that emulates Indian carves of the Hindu deity Hanuman.

Allowing the large Carlos Museum Mami Wata sculpture to go on tour generated much debate at the Carlos Museum since it is such a seminal piece, and because of its fragile kaolin-covered surface. So, while on tour, she was treated to the highest standard of museum care: Carlos Museum conservator Renee Stein gave her a conservation-full-body-spa-treatment, she traveled in an ultra cushioned packing case, received extra attention from Fowler conservation staff who wrote often to confirm her well-being, and she basked in only the finest of climate-controlled environments.

Such care befits not only this particularly fragile artwork, but also the powerful spirit it represents.

Who is Mami Wata?

Mami Wata, which translates as "Mother Water" in West African pidgin English, is a femme fatale water spirit with a global following from Lagos to Los Angeles, and Havana and beyond. However, Mami Wata has a darker side; she is all diva: she can be beautiful, seductive, loving, and generous when treated well, but if angered or ignored, turns jealous and vengeful, an

Jessica Stephenson is associate curator of ancient African art at the Michael C. Carlos Museum.

outright Medusa like Glenn Close in "Fatal Attraction." As Henry Drewal, curator of the exhibit wrote: "Mami Wata is ... at once ... sexy mama; provider of riches; healer of physical and spiritual ills; and embodiment of dangers and desires, risks and challenges, dreams and aspirations, fears and forebodings. People are attracted to the seemingly endless possibilities she represents and, at the same time, frightened by her destructive potential."

What are her powers?

As her name indicates, Mami Wata is a spirit of water: deep oceans, gentle rivers and tempestuous tides. Not only is water an essential element of life, but it is a vehicle for global flows in trade and modernity (for better and for worse). She is the "capitalist deity par excellence." It is Mami Wata who assists with the purchase of a new car, the procurement

of a better job, entrance to university, a good mortgage rate, and excellent returns on stocks and bonds. In thanks, followers deck her altars with expensive imported goods including alcohol, perfume, talcum powder, cigarettes, jewelry and other luxuries.

How is Mami Wata represented in art?

In art, Mami Wata takes many forms, but most often she is either a mermaid-like being (half-fish, half human), or as a snake charmer and, sometimes in combination with mermaid characteristics as is the case in both the Carlos Museum Mami Wata images. She can take snake-charmer form: a woman's torso wreathed in snakes; because, say the Ibibio peoples who carved this work, "she is hiding her secret" (her tail and thus other-worldly nature).

That mermaid image may have been inspired by the figureheads of European trading and slave vessels that visited Nigerian ports as early as the 16th century.

Another possible imported source for Mami Wata images is a German print of a Hindu snake charmer, introduced into Nigeria in the early 20th century. These imported images — mermaid and snake charmer — were reinterpreted according to ancient indigenous beliefs about African water spirits. Pale skin represents otherworldly status, luxuriant long hair refers to the dada locks worn by spiritually-marked individuals in West Africa, and the snakes are pythons sacred in West African belief.

Where can one see Mami Wata?

Our Mami Wata sculpture returned to Emory in mid-August. When next you see her on display in the expanded African galleries in 2011, remember, as musician Sir Victor Uwaifo observed, "Eeh, if you see Mami Wata, never you run away." Stick around and reap good fortune.

Read more at <http://carlos.emory.edu/snake-charm>.



Carlos curator Jessica Stephenson welcomes a special African art sculpture back to Emory. BRYAN MELTZ

SOUNDBITES

Nobel laureate on health, education

"What is the effect of education on health? If I educate people is that going to affect their health in terms of smoking, drinking, eating fried foods? What do these relationships mean?"

Those are questions Nobel Laureate James Heckman put to a full house in White Hall Friday, Aug. 28, demonstrating mathematical models that could find answers.

The Henry Schultz Distinguished Service Professor of Economics at the University of Chicago said, "The literature is in general agreement that education seems to be beneficial to health."

However, he noted, "The literature has no uniform agreement about the effect of health. All studies don't use same measure of health and they don't use the same methodology."

Heckman said he hoped the lecture would be an inspiration "to go beyond what we are doing today" in terms of standardization in the models' measurements.

—Leslie King

National parks under fire, flood

"As long as the Everglades park has been in existence, it's been in constant conflict with the people who live there for the water," said Lance Gunderson, professor of environmental studies, at a recent department seminar on global warming and the national parks.

Park workers are often more like policemen than conservationists, and they must deal with political and cultural forces, in addition to the natural ones, said Gunderson, a former botanist with the U.S. National Park Service. Global warming is speeding up the inevitability of change. "There's not much you're going to do about rising sea levels in Everglades National Park," he said. "A more interesting question is what do you conserve? Or what can you preserve?"

—Carol Clark

Middle East peace puzzle parsed

In "Israel, Iran, and Syria: Regional Issues and the Negotiating Process," Eyal Zisser discussed the building tension in the Middle East, focusing on the beginning of the conflicts. The Tel Aviv University history professor and director of the Dayan Center for Middle Eastern and African Studies is a leading expert on Syrian regional and domestic politics.

The struggle with relieving the conflict is how to promote peace, Zisser said. "What is so unique about the Israeli-Iran conflict [is] most people know what the solution looks like. The question is who should make the first move?"

—Tania Dowdy

RESEARCH: Report gives guidance

Continued from the cover

The commission called for the development and dissemination of a clear statement of the values and principles that Emory's policies are intended to uphold and apply. Following that, it recommended that consideration be given to a university-wide umbrella policy that could be appended by each School to fit the particular circumstances of its faculty.

"I am tremendously grateful to Dr. Wolpe and his nine faculty colleagues, supported by Deputy General Counsel

Steve Sencer, Vice President for Research Administration David Wynes, and Chancellor Mike Johns, for their hard and effective work," says Wagner. "Not surprisingly, their efforts documented the extent to which Emory has long grappled with issues of professional conflict and commitment, but in a decentralized, school-centric manner that is very expressive of our culture and that of many research universities."

"Acting on this commission's primary recommendations will be this year's imperative," Wagner adds. "We will look to the provost, the deans,

and the Office of Research Administration to advance this important agenda through policy synthesis, education, training and implementation over the course of the academic year. The adoption of the School of Medicine's new comprehensive policy, the formation of the centralized office of conflict interest under the aegis of research administration, and the introduction and implementation of the new eCOI reporting system represent the breadth and depth of our ongoing commitment to improving our performance in this critical dimension."

Read more online

- The principal recommendations of the President's Advisory Commission on Research Integrity and Professional Conflict Management;
- The four main sections of the online eCOI system;
- A membership listing for the President's Advisory Commission.

www.emory.edu/EMORY_REPORT

ADVANCE
NOTICE

Forums seek views
on dean search

Four more open forums are planned as part of the search for the next dean of Emory College. All will be Friday, Sept. 11 in White Hall.

The first two will be in room 208, one for faculty and staff from 9:30-11 a.m.; the second from 11 a.m.-12:30 p.m. for students.

The second two will be in room 206, one for the humanities council from 1-2 p.m.; the second for the social sciences council from 2 to 3 p.m.

The Search Advisory Committee and search consultant want input to be used in the interview process for the next dean. Questions may include: What expectations and aspirations do you have for Emory College now and in the future? What characteristics, qualities, accomplishments and experiences do you consider important for the next dean to have in light of your vision for the college?

An "ECAS Dean Search" link on the College Web site and a confidential e-mail address for comment are planned for the future.

'Staring' lecture,
signing at Carlos

Rosemarie Garland-Thomson, professor of women's studies in Emory College, will give an illustrated lecture titled "Staring: What We Stare At, Why We Like It, and Its Social/Ethical Implications" on Tuesday, Sept. 22, at 7 p.m. in the Reception Hall of the Carlos Museum.

She will also sign copies of her recently published book, "Staring: How We Look."

A cultural critic and pioneering researcher in disability studies, Garland-Thomson explores "the myriad causes of gaping, gawking and prolonged gazing" in her book.

'Helpful bargains'
at library sale

The fourth annual Friends of Pitts Theology Library book sale is Tuesday, Sept. 15 from 8:30 a.m.-3 p.m. in Rudolph Courtyard behind the Pitts library.

The selection will include music, political science, and general reading books in addition to the main subjects of biblical studies, church history, ministry, theology and world religions.

"This sale is more than a fund-raiser, it's a service to our students, a way to help them build their professional libraries with high quality, low cost books," says Pat Ziebart, reference and electronic resources librarian. "Most of the books are priced at \$1 or less. It's really exciting to see happy people finding helpful bargains."

Sponsored by the Friends of Pitts Theology Library, the event helps students build their libraries and its proceeds benefit the Pitts Library collections.

THIS WEEK'S
HIGHLIGHTS

MONDAY, Sept. 14

H1N1 Town Hall. Michael Huey, Student Health; and Andy Wilson, Residence Life, presenting. 2 p.m. Winship Ballroom. Free. akappus@emory.edu.

TUESDAY, Sept. 15

LECTURE: "Seven Keys for Maintaining Personal Enthusiasm." William O'Neal, motivational speaker and trainer, presenting. 11 a.m. Emory University Hospital Auditorium. Free. 404-727-4328.

WEDNESDAY, Sept. 16

PANEL DISCUSSION: "The American Dream Foreclosed." 7:30 p.m. 102 Center for Ethics Building. Free. sengle@emory.edu. Reception at 6:30 p.m.

THURSDAY, Sept. 17

LECTURE: "Glyptica: The Art of Sculpting Precious Gems." 7 p.m. Chavdar Chushev, master gem-carver, presenting. 7 p.m. Reception Hall, Carlos Museum. Free. 404-727-4282.

FRIDAY, Sept. 18

LECTURE: Mental Health Awareness and Advocacy. Rosalynn Carter, former first lady, presenting. 1 p.m. Cox Hall Ballroom. Free. 404-727-4328. Panel discussion to follow.

To see all campus events, visit the online Emory Events Calendar at www.emory.edu/home/events.

Three takes on a classic play

Theater Emory takes on three simultaneous productions of August Strindberg's "Miss Julie" (Oct. 1-10) directed by theater faculty Donald McManus, Janice Akers and Michael Evenden. Each version sheds new light on the Swedish playwright's 1888 classic that deals with power, lust, class, flirtation, aristocracy and the battle of the sexes.

The directors describe how the elements of Strindberg's "Miss Julie" shaped their direction of the play:



Donald McManus

"'Miss Julie' helped define modern theater. I wanted to present its legacy from a contemporary point of view. Strindberg included an ensemble of farm workers who enter and perform a dance at one point in the play. I decided to amplify this aspect of the original text and use it as a framing device. The ensemble is extremely active in my version and actually presents text from Strindberg's published preface during the play. I chose the most controversial paragraphs from the preface and juxtaposed them with popular music and film footage from classic movies as counterpoint to the central action."



Janice Akers

"In my version the characters exist in a kind of fairy tale. Set designer Sara Ward has created a world that is idyllic and hellish, magical and starkly real. We will approach the production with the eyes and ears of Strindberg. The acting style will try to capture the outrageous contradictions that made Strindberg's life so emotionally violent. He was subject to shocking highs and lows; passionate love letters gave way to brutal rants against women; he saw himself as both aristocrat and working class; he lived in a world both grittily real and haunted by hallucinations. Virtually nothing about Strindberg was moderate."



Michael Evenden

"Strindberg's innovation in 'Miss Julie' was re-imagining human characters as the products of so many influences that the conventional drama of his century had ignored. Suddenly we see characters pulled, pushed and propelled by the psychological impacts of a class-defined upbringing, childhood trauma, the imposition of gender roles, and the way nature itself impels choices that redirect lives. This production will explore the shock of naturalism — where the most unpoetic daily activities (cooking, eating, drinking, shaving, dressing), carefully enacted, open a world in which the darkest psychological realities can break onto the stage, violently and uncompromisingly true."

Buy all three 'Miss Julie' programs for the price of two

Purchase tickets (\$18; Emory faculty, staff, discount category members \$14; Emory students \$6) at: 404-727-5050, www.arts.emory.edu. Performance schedule: www.arts.emory.edu/events.

—Jessica Moore

Homecoming: Something for everyone

By ERIC RANGUS

Emory Homecoming Weekend, as the name implies, marks the traditional journey back to campus for Emory alumni. Whether they return for their class reunion, just to visit old friends, or to see firsthand the many changes at Emory since their graduation, thousands of guests make the trip.

The trick is how to encourage the people who come to campus every day — faculty and staff — to stick around for Homecoming festivities. The key to that, according to planners, may be to focus on the broad, shared sense of community campus-wide events like Homecoming, scheduled for Sept. 24-26, instill in everyone.

"I think faculty and staff underestimate how excited students are to see them at campus events," says Matt Garrett, assistant director in the Office of Student Leadership and Service. "And the best way to introduce students to the alumni experience is to show it to them as part of their everyday campus life. That's what makes Homecoming Weekend so perfect. All these disparate audiences come together and

celebrate what we have in common: Emory."

With dozens of events spread out from Oxford to Atlanta, ranging from the artistic (an art exhibition and the Carlos Museum's Bacchanal celebration kick off the weekend on Thursday, Sept. 24) to the athletic (not only are Emory Eagle teams in action, the annual Homecoming 5K run through Lullwater on Saturday, Sept. 26, offers a participatory angle) to the social (four words for Goizueta fans — Kegs in the Courtyard — on Friday, Sept. 25), Emory Homecoming Weekend has something for everyone.

Sept. 26 marks the inaugural Spirit Day, when the entire Emory community is encouraged to turn the world blue and gold. On campus, that shouldn't be tough. The fun part is seeing how many alumni and parents outside Atlanta wear their Emory gear. All Spirit Day participants are invited to send blue and gold pictures of themselves to the Emory Alumni Association's Stacey Gall (sgall@emory.edu) for posting on the Spirit Day Web site.

Finally, "Homecoming" carries a lot of meaning for alumni, particularly those who will be



KAY HINTON

Homecoming Weekend is Sept. 24-26.

reconvening with classmates from years past.

"Nine undergraduate classes from years ending in nine and four will be holding their reunions over the weekend," says Gloria Grevas, the EAA's director of Homecoming and reunions. "When you add the alumni from the graduate and professional schools also attending their school reunions, the campus will really be buzzing with activity. It's just a wonderful time to be here."

Weekend highlights

PARADE

The annual Homecoming parade sets off from Glenn Auditorium at 2:30 p.m. on Saturday, Sept. 26 and winds its way through campus to Asbury Circle where everyone will adjourn to a tailgate party at the Woodruff P.E. Center.

SUSTAINABLE FOOD FAIR

Emory's Sustainable Food Fair and Farmers Market showcases farmers, chefs, stores and nonprofit groups working for a revitalized local food system. Join the fun on Cox Bridge from 10:30 a.m. to 1 p.m. on Friday, Sept. 25, with music, samples and veggies.

CLASSES WITHOUT QUIZZES

The annual Homecoming Weekend faculty lecture series returns with featured speakers Reshma Shah, assistant professor of marketing in the Goizueta Business School (Sept. 26, 11 a.m.) and Arthur Kellerman '80M, associate dean of public policy in the School of Medicine (Sept. 26, 1 p.m.).

Download the full schedule at www.alumni.emory.edu/homecomingweekend.