



# the PIPER

CMU'S NEWS SOURCE FOR FACULTY & STAFF 10/13 ISSUE

## Carnegie Mellon University

### Open Enrollment Begins Nov. 4

#### Several Important Changes To Note

■ Santina Balestreire

Open Enrollment for benefits will take place from Monday, Nov. 4 through 5 p.m. on Monday, Nov. 18.

Each year, Open Enrollment provides employees with the opportunity to review benefit plans and make new elections, if desired, for the upcoming calendar year.

If you do not actively elect your benefits for the upcoming year, you will be enrolled in the same benefit plans at the same level of participation that you have this year, with the exception of the flexible spending accounts. (You must actively enroll in these accounts each year to participate.)

Elections made during Open Enrollment will become effective Jan. 1, 2014, and will remain in effect for the entire calendar year. Unless you experience a qualified life or family status change, Open Enrollment is the only time during the year when you may change your benefit elections.

It is important to note that Highmark members will continue to have access to UPMC providers and facilities through

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### Celebrating Staff



WINNERS HELEN WANG AND JEFFREY HARRIS GIVE A THUMBS UP AFTER THE ANDY AWARDS CEREMONY, WHERE STAFF WERE RECOGNIZED FOR OUTSTANDING ACCOMPLISHMENTS AND YEARS OF SERVICE. READ MORE ABOUT THIS YEAR'S WINNERS STARTING ON PAGE SIX.

### Suresh Named to Third National Academy

■ Piper Staff

Carnegie Mellon President Subra Suresh has been elected a member of the Institute of Medicine (IoM), making him the only sitting university president and one of only 16 living Americans to be elected to all three of the U.S. National Academies in recognition of his work at the intersection of medicine, science and engineering.

Election to a National Academy is among the highest professional distinctions accorded to engineers, scientists or medical professionals.

Suresh is being honored for his contributions to advancing health and medicine through his research into cell mechanics related to malaria, blood diseases and certain types of cancer.

Suresh was elected to the National Academy of Engineering in 2002 and to the National Academy of Sciences in 2012.

"CMU's new president is truly a scientist and educational leader for our time," said Ray Lane, partner emeritus at Kleiner Perkins Caufield & Byers and chairman of Carnegie Mellon's Board of Trustees. "He embodies, through his individual scholarship as well as insti-

tutional, national and global leadership, Carnegie Mellon's commitment to cross boundaries to transform lives."

Suresh is the first faculty member from Carnegie Mellon to be elected to all three academies and the fourth CMU

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#### INAUGURATION INFORMATION INSIDE

SEE PAGE FOUR



#### FORMER CMU PROFESSOR AWARDED NOBEL PRIZE

SEE PAGE FIVE

# Fulbright Advising Position Bridges Academic, Student Affairs

■ Abby Simmons

When it comes to winning Fulbrights, CMU has been hitting them out of the park. All it took was a little recruiting and coaching.

Since 1995, 42 CMU students and recent alumni have been accepted into the prestigious Fulbright U.S. Student Scholar program.

The Fellowships and Scholarships Office (FSO) has increased student success by identifying potential candidates and coaching them throughout the application process with help from the campus community.

“Our ability to attract and learn about students and have students learn about us initially was very haphazard,” said Stephanie Wallach, assistant vice provost for undergraduate education and director of the FSO and Undergraduate Research Office.

Now, the FSO connects students to scholarship opportunities through engagement in undergraduate research and participation in Odyssey, a three-day program for select sophomores prior to the spring semester. Recruitment also includes outreach to faculty, Student Affairs staff, advisers and athletic coaches for recommendations.

“The Fulbright is a very labor-intensive type of scholarship. It involves the whole campus and is so broad in terms of how it’s structured and who it can attract,” Wallach said.

When the Fulbright adviser position became open in 2012, Wallach sought to

formalize the relationship between Student Affairs and the FSO. She approached Gina Casalegno, dean of Student Affairs, and John Hannon, associate dean of Student Affairs, and pitched the idea of dedicating a portion of Helen Wang’s (DC’99) time to the role. In addition to her position as director of First-Year Student Life, Wang had been a volunteer workshop leader for the Odyssey program.

“They worked hard to make this happen,” Wallach said.

The group, with the support of Vice Provost for Education Amy Burkert, worked with Human Resources to develop a job description and define the amount of time a Student Affairs representative would dedicate to the adviser position.

“What we uncovered right away was that Helen didn’t know many of the students we knew. But she knew a whole cohort of students who would not have found their way to the Fulbright opportunity had they lacked this Student Affairs connection,” Wallach said.

This year’s Fulbright adviser, Joanna Dickert, also is assistant director of the Office of the Dean of Student Affairs.

“Joanna is such an ideal person for this position because she understands the campus and how to counsel students. She also knows about tough love and abiding by deadlines,” Wallach said.

Dickert has found that students have very different contacts.

“Some students have deep connections with the staff members in Student Affairs. But we have found that there are distinct groups of students whose strongest relationships are with their faculty and departmental advisers,” she said.

Dickert said the Fulbright adviser role complements her other roles on campus.

“It’s a really unique opportunity for students to create their own individualized educational experience for the year following graduation or several years after graduation,” Dickert said. “It’s well aligned with the aspirations for holistic student development that we stress in Student Affairs.”

While the FSO celebrates the success of Fulbright recipients, Wallach said her team is just as interested in observing how the process of preparing applications moves students forward in terms of their understanding of themselves, what they want from their remaining time at CMU and how their future is taking shape.

The experience also has created new opportunities for the FSO and Student Affairs to partner. FSO staff have introduced students to student organizations aligned with their interests, and Student Affairs staff have suggested students for a broad range of other fellowship and scholarships such as the Churchill, Goldwater or Marshall programs.

“It’s a good indication that at Carnegie Mellon, if you have an idea and ask, you will likely be able to make it come to fruition. We are very fortunate. Not all schools can do this,” Wallach said.



SGT. JASON HENDERSHOT AND LT. GARY SCHEIMER OF CMU’S POLICE DEPARTMENT ARE WORKING IN PARTNERSHIP WITH THE PLCB TO REDUCE UNDERAGE DRINKING AND INCREASE AWARENESS OF THE DANGERS OF ALCOHOL.

PHOTO BY TIM KAULEN

## CMUPD To Launch R.A.I.D.

### Grant to Support New Alcohol Education and Enforcement Program

■ Abby Simmons

The Carnegie Mellon University Police Department (CMUPD) is implementing a new, two-year alcohol education and enforcement program with the help of a \$30,000 grant from the Pennsylvania Liquor Control Board (PLCB).

CMU Sgt. Jason Hendershot, who led efforts to obtain the grant, spoke about the award at a mid-September press conference along with the PLCB, State House Democratic Caucus Chairman Dan Frankel (D-Allegheny) and representatives from the Oakland Planning and Development Corporation, which received a \$40,000 grant.

The grants are among 61 awards totaling \$2.14 million the PLCB issued as part of its alcohol education grant program this year.


“We are grateful for the opportunity to partner with the PLCB in working to reduce underage drinking and instances of dangerous drinking on the CMU campus. Our hope is to affect positive change through a combined education and enforcement effort that will increase awareness to the dangers associated with these behaviors,” Hendershot said.

CMU’s program will be known as R.A.I.D., which stands for Realize Alcohol Influences Decision-making. CMU Lt. Gary Scheimer will oversee all aspects of planning, staffing and evaluating R.A.I.D. efforts.

“Educational programs will be conducted at specific times during the school year when alcohol activities are prevalent, such as the beginning of the academic year and during Spring Carnival. Increased staffing and enforcement will overlap during the same periods to reinforce the reality of the consequences to underage drinking,” Scheimer said.

The CMUPD plans to work with the Division of Student Affairs to incorporate a weeklong series of alcohol education programs into Orientation, beginning with the class entering in fall 2014.

The R.A.I.D. program also includes an educational component for the CMUPD. A portion of the grant funding will be used to expand training for police officers on safely apprehending underage drinking offenders and dispersing large parties.



## the PIPER

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Inquiries concerning the application of and compliance with this statement should be directed to the vice president for campus affairs, Carnegie Mellon University, 5000 Forbes Avenue, Pittsburgh, PA 15213, telephone 412-268-2056.

Carnegie Mellon University publishes an annual campus security and fire safety report describing the university's security, alcohol and drug, sexual assault, and fire safety policies and containing statistics about the number and type of crimes committed on the campus and the number and cause of fires in campus residence facilities during the preceding three years. You can obtain a copy by contacting the Carnegie Mellon Police Department at 412-268-2323. The annual security and fire safety report is also available online at [www.cmu.edu/police/annualreports](http://www.cmu.edu/police/annualreports).

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## Flu Season Has Begun

In anticipation of flu season, University Health Services has started its flu vaccination clinics on campus. The upcoming schedule is as follows:

- Nov. 1: 9 a.m. – 12 p.m., Mellon Institute Social Room
- Nov. 6: 10 a.m. – 3 p.m., University Center, Rangos 1, 2, 3 (Benefits & Fitness Fair)
- Nov. 18: 9 a.m. – 12 p.m., University Center, Connan Room
- Nov. 25: 3 p.m. – 5 p.m., Tepper School of Business, GSIA 10

Please bring your CMU ID card. Human Resources will cover the vaccine cost for staff and faculty; the CMU student insurance plan will cover the vaccine cost for students on the plan. For spouses/partners and students on other plans, the cost is \$17 (payment by student account or check only; no cash, please).

# Women's Association Welcomes First Lady Mary Suresh



PHOTOS BY TIM KAULEN

THE CARNEGIE MELLON WOMEN'S ASSOCIATION DREW A LARGE CROWD FOR ITS ANNUAL FALL RECEPTION AT THE PRESIDENT'S RESIDENCE LAST MONTH.

## ■ Piper Staff

Carnegie Mellon First Lady Mary Suresh recently hosted the Carnegie Mellon Women's Association (CMWA) Fall reception at the president's residence. The association gave the new first lady a housewarming gift of a vase and the event raised more than \$1,600 for the CMWA Scholarship Fund.

Since 1916, the CMWA has connected women across campus. Membership is open to all women faculty and staff, or spouses/partners of faculty and

staff and friends. Dues are \$10 annually, which go directly toward the CMWA's annual scholarship awards fund.

Upcoming activities include an Evening at the Phipps Conservatory and reception on Dec. 6, a Carnegie Mellon Steam Tunnel Adventure in January and a Mardi Gras lunch.

For a full list of the association's events and activities and for more information on joining, visit [www.cmu.edu/cmwa](http://www.cmu.edu/cmwa).



MARY SURESH, CMU'S FIRST LADY, WAS RECOGNIZED AS THE HONORARY PRESIDENT OF THE CMWA AND WAS PRESENTED WITH A SASH TO COMMEMORATE HER NEW ROLE. PRESENTING THE SASH WAS CMWA PRESIDENT PATTY STRAGAR.

## A Decade in Doha: CMU-Q Turns 10



PHOTO COURTESY OF CARNEGIE MELLON QATAR

CARNEGIE MELLON QATAR KICK-STARTED ITS 10-YEAR ANNIVERSARY WITH A CAKE BREAK. IN THE PAST 10 YEARS THE CAMPUS, WHICH IS PART OF EDUCATION CITY IN DOHA, HAS GROWN FROM 41 STUDENTS IN TWO PROGRAMS TO 400 STUDENTS IN FIVE. VISIT [WWW.QATAR.CMU.EDU/10/](http://WWW.QATAR.CMU.EDU/10/) TO SEE AN INTERACTIVE TIMELINE CAPTURING A DECADE OF INNOVATION.

## Donahue Named Steinbrenner Director

### ■ Chriss Swaney

Neil M. Donahue has been named director of the Steinbrenner Institute for Environmental Education and Research. He succeeds David Dzombak, who recently assumed leadership of the Department of Civil and Environmental Engineering.

Donahue is a professor of chemical engineering, chemistry, engineering and public policy, and founding director of CMU's Center for Atmospheric Particle Studies. He is an internationally recognized expert in atmospheric chemistry and air-quality engineering.

"It's a great opportunity to lead such a diverse and dynamic institute as environmental issues continue to emerge. I look forward to having our research complement ongoing work at the newly created Scott Institute as we all strive to solve the environmental and energy issues of the 21st century," Donahue said.

# Matters of the Mind

## Behrmann Says CMU and Pittsburgh Are Poised To Advance Brain Research

■ Shilo Rea

Alzheimer's disease, soldiers coming home with traumatic brain injuries, autism. These are just a few of the reasons that the federal government — and Carnegie Mellon — are focused on brain research.

And that was the topic of a Cèilidh Weekend symposium that kicked off the yearlong "Crossing Boundaries, Transforming Lives" series in celebration of President Subra Suresh's inaugural year at CMU.

The panel discussion highlighted the brain research being done at CMU and in Pittsburgh, which can play an important role in U.S. President Barack Obama's BRAIN Initiative. The Brain Research through Advanced Innovative Neurotechnologies Initiative (BRAIN) is aimed at revolutionizing understanding of the human brain.

A key component of CMU's strength in brain research is the Center for the Neural Basis of Cognition (CNBC), a joint program between CMU and the University of Pittsburgh that has spent the past 19 years leading neuroscience research and education by developing new technologies and computational approaches to better understand cognition and behavior.

Psychology Professor Marlene Behrmann, one of several CMU professors who spoke at the brain and mind research symposium, will take over as CMU's co-director of the CNBC on Jan. 1.

Behrmann said it is an exciting time to be a neuroscientist — especially in Pittsburgh.

"We have the perfect confluence of all of the building blocks — technology developments, incredible equipment and computational and theoretical advances — along with a strong ethic of working collaboratively. I believe we really are poised to make significant scientific progress," Behrmann said.

"And that progress will begin to bear fruit for understanding the relationship between the brain and behavior and using this knowledge to improve the diagnosis and treatment of people with various brain-based impairments. CMU and Pittsburgh are so well situated to push forward in these areas," she added.

Behrmann began her career as a speech pathologist and made the change to cognitive neuroscience because she was driven to discover the underlying causes of various neurological disorders in the hopes of leading to better, more individualized therapies. She has since become one of the foremost experts in visual perception.

Her research combines behavioral investigations and brain imaging techniques with both normal and impaired individuals to identify the areas of the brain that are responsible for visual perception.

For example, she explores how the brain quickly and seemingly effortlessly



MARLENE BEHRMANN, WHO WILL TAKE OVER AS CMU'S CO-DIRECTOR OF THE CNBC, RECENTLY SPOKE AS PART OF A SYMPOSIUM ON THE BRAIN, MIND AND LEARNING.

works to recognize different people by their face and how the brain differentiates between different objects. She also studies individuals who are unable to recognize faces or to read words in the hope of understanding how the brain achieves complex pattern recognition.

Leslie G. Ungerleider, chief of the National Institute of Mental Health's Laboratory of Brain and Cognition who has collaborated with Behrmann, calls her face recognition work "highly original and of major importance." She said, "Not only has this work revealed

toward deciphering the connection between general brain function and the emergent behavioral patterns in autism.

One of the aspects Behrmann enjoys the most about working in higher education is her students.

"It's very rewarding to spark their



**ONLINE! WATCH THE PANEL DISCUSSION AT [WWW.CMU.EDU/SURESH-INAUGURATION/SYMPOSIA/BRAIN/](http://WWW.CMU.EDU/SURESH-INAUGURATION/SYMPOSIA/BRAIN/)**

the neural underpinnings of a debilitating disorder that is estimated to affect 2 percent of the population, but it also offers possible avenues for rehabilitation."

Behrmann also uses brain imaging to uncover what is happening in the brains of individuals with developmental disorders, such as autism. Her work identified a weaker brain "sync" between the brain's two hemispheres in autistic children that could enable an autism diagnosis at a very young age.

Also, by showing that autistic adults have unreliable sensory responses to visual, auditory and somatosensory stimuli, Behrmann took the first step

interests and help them discover their own passion," she said. "CMU students are more academically fearless than any other students I've worked with — they're already on a path to success."

As the new co-director of the CNBC, Behrmann is eager to take advantage of the Pittsburgh neuroscience community and CMU's support of brain and mind research to push the field to the next level.

"My colleagues are enthusiastic and exciting scientists, and we really have the raw ingredients to make significant progress," Behrmann said. "Plus, we've been doing this for two decades, so we are firmly grounded."

# Inauguration

## CROSSING BOUNDARIES TRANSFORMING LIVES



We hope you can join us as a special guest for the inauguration of Dr. Subra Suresh as the ninth president of Carnegie Mellon University.

November 14-15, 2013

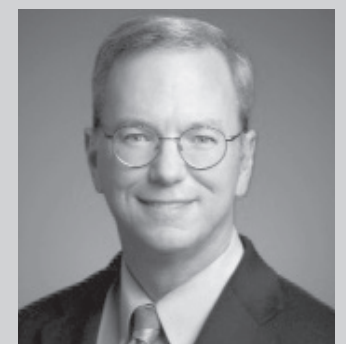
The investiture ceremony on November 15 will feature:



Inaugural address by Dr. Subra Suresh



Special performance by Patina Miller, Tony Winner and College of Fine Arts Alumna



Keynote by Eric Schmidt, Google Executive Chairman

Additional events include a campus celebration and symposia series. For more information, visit [www.cmu.edu/suresh-inauguration/](http://www.cmu.edu/suresh-inauguration/)

**#CMUSuresh**

# Financial Win

## Former Tepper School Professor Wins Nobel Prize

■ Mark Burd

Lars Peter Hansen, a former Carnegie Mellon business school professor, shares the 2013 Nobel Prize in Economic Sciences.

Hansen, the David Rockefeller Distinguished Service Professor of Economics at the University of Chicago, has been honored along with two distinguished research colleagues, Eugene F. Fama, the Robert R. McCormick Distinguished Service Professor of Finance at the University of Chicago, and Robert J. Shiller, the Sterling Professor of Economics at Yale University, “for their empirical analysis of asset prices.”

Hansen joined the faculty at the Tepper School of Business, then the Graduate School of Industrial Administration (GSIA), in 1978, conducting research and teaching until 1981. He is the 19th Nobel Laureate with ties to Carnegie Mellon.



LARS PETER HANSEN

“I feel very lucky. I’ve had great family support to make this happen. I’ve had some great mentors and some great

students and colleagues,” Hansen said.

Including Hansen, the Nobel Prize in Economic Sciences has been awarded to 10 researchers with CMU ties including faculty members Herbert A. Simon, Franco Modigliani, Merton H. Miller, Robert E. Lucas, Jr., Finn E. Kydland (T’73), Edward C. Prescott (T’67); and alumni Oliver Williamson (T’63), Dale Mortensen (T’67) and John F. Nash, Jr. (S’48).

The prize committee recognized Hansen’s research in advancing the understanding of the behavior of asset prices. Hansen’s achievements in developing new statistical methods for testing the practical relevance of economic theories are recognized in specific application to asset pricing. Moreover, research in virtually every area of economics uses methods that Hansen has developed.

His creation of a close and deep connection between economics and statistics has given rise to several groundbreaking works in financial economics that include ties to CMU.

In 1982, he published “Generalized Instrumental Variables Estimation of Nonlinear Rational Expectations Models,” co-authored by Kenneth J. Singleton, a faculty member from 1980 to 1987. This work was celebrated at CMU in 2007 at a special conference on its 25th anniversary. He also has been recognized for work with Ravi Jagannathan (TPR’83) that created the “Hansen-Jagannathan Bound,” an important theorem in financial economics.

Per Stromberg, who received his Ph.D. at the Tepper School in 1997 and is a member of the Economic Sciences Prize Committee, offered the overview of the Nobel Prize at the press conference.

## Who is Eric Nyberg?

### CMU Professor Joins IBM To Advance Watson-like Systems

■ Byron Spice

IBM has launched a collaborative research initiative including Carnegie Mellon’s Eric Nyberg that will advance the development and deployment of cognitive computing systems.

Like IBM’s famed Watson, these systems can learn, reason and help human experts make complex decisions involving extraordinary volumes of data.

MIT, New York University and Rensselaer Polytechnic Institute also are part of the initiative that will lay the groundwork for the Cognitive Systems Institute, which IBM

envisions will comprise universities, research institutes and IBM clients.

Nyberg is a leading researcher in the field of question-answering systems. He pioneered the Open Advancement of Question Answering (OAQA), an architecture and methodology for accelerating collaborative research in automatic question answering. Notably, OAQA supported the Watson system, which bested human champions on the TV game show “Jeopardy!”

Nyberg and other members of the initiative will study enabling technologies and methods for building a new class of systems that better enable peo-

ple to interact with Big Data. Nyberg, a professor in the Language Technologies Institute, will lead development of architectures that would allow these systems to support intelligent, natural interaction with all kinds of information in support of complex human tasks.

“The cost-effective creation of cognitive systems for complex analytic tasks will require fundamental advances in the rapid construction, optimization, and constant adaptation of large ensembles of analytic components,” Nyberg said. “Personalized information agents will rapidly adapt and optimize their task performance based on direct

interaction with the end user.”

“IBM has demonstrated with Watson that cognitive computing is real and delivering value today,” said Zachary Lemnios, vice president of strategy for IBM Research. “It is already starting to transform the ways clients navigate Big Data and is creating new insights in health care, how research can be conducted and how companies can support their customers. But much additional research is needed to identify the systems, architectures and process technologies to support a new computing model that enables systems and people to work together across any domain of expertise.”

## Suresh Named to Third National Academy

CONTINUED FROM PAGE ONE

faculty member to be named to the IoM. Additional IoM members include:

- Sheldon Cohen (elected in 2004), the Robert E. Doherty Professor of Psychology;
- Baruch Fischhoff (elected in 1993), the Howard Heinz University Professor in the departments of Social and Decision Sciences and Engineering and Public Policy; and
- The late Lester Lave (elected in 1983), the Harry B. and James H. Higgins Professor of Economics at the Tepper School of Business.

Carnegie Mellon also has 41 current and past faculty members who have been elected to the National

**SURESH IS SPEAKING ABOUT HIS SCIENTIFIC WORK AT THE INTERSECTION OF SCIENCE, ENGINEERING AND MEDICINE IN A PUBLIC LECTURE AT 5 P.M., THURSDAY, NOV. 7 IN RASHID AUDITORIUM IN THE HILLMAN CENTER FOR FUTURE GENERATION TECHNOLOGIES ON THE PITTSBURGH CAMPUS.**

Academy of Engineering and 11 who have been elected to the National Academy of Sciences.

In addition, Suresh has been elected to the American Academy of Arts and Sciences, Spanish Royal Academy of Sciences, Spanish Royal Academy of Engineering, German National Academy of Sciences, Royal Swedish Academy of

Engineering Sciences, Academy of Sciences of the Developing World, Indian National Academy of Engineering, and Indian Academy of Sciences. He has been elected a fellow or honorary member of all the major materials research societies in the United States and India.

The U.S. National Academies are private, nonprofit institutions that pro-

vide expert advice on some of the most pressing challenges facing the nation and the world, helping to shape policies, inform public opinion, and advance the pursuit of science, engineering and medicine. Election to the IoM is considered one of the highest honors in the fields of health and medicine and recognizes individuals who have demonstrated outstanding professional achievement and commitment to service.

President Suresh will speak about his scientific work at 5 p.m., Thursday, Nov. 7 in Rashid Auditorium in the Hillman Center for Future Generation Technologies.

# Staff Achievements Recognized at 19th Annual Andy Awards

■ Stephanie Williams

Winners of the 19th annual Andy Awards, the university-wide recognition program that honors staff for their outstanding performance, commitment and positive impact on the university, were announced Oct. 10 by President Subra Suresh and Provost Mark Kamlet before a standing-room-only crowd in McConomy Auditorium.

In opening remarks President Suresh and Provost Kamlet congratulated the nominees and stressed how critical staff members are to the success of the university.

And the winners are:

## Outstanding University Citizenship: Romaine Botti

Romaine Botti has played a pivotal role in the College of Engineering's global presence.

Botti, CIT's associate dean for Finance and Operations, has worked tirelessly on CIT expansions in Rwanda, India and China, said CIT Dean James H. Garrett Jr.

"Romaine's commitment to these programs has been essential to them becoming a reality," Garrett said.

Each country offers a distinct program with its own opportunities and challenges, and Botti worked across university and international boundaries to help make them happen.

Bruce Krogh, director of CMU-Rwanda, said she does her job with courtesy and professionalism. He calls her the go-to person for answers and advice.

"I have seen firsthand how Romaine has the ability to pull together individuals and groups from across the university to get things done," he said. "Romaine has been the single most important person who has made it all work for CMU-Rwanda."



FROM LEFT: SAMUEL BOYER, ANNE WITCHNER LEVIN, JEFFREY HARRIS, ROMAYNE BOTTI AND HELEN WANG ARE AMONG THIS YEAR'S ANDY AWARD WINNERS.

Botti also was an organizer for overseeing operations at the Silicon Valley campus and has collaborated with university leadership to maintain the college's goals and priorities.

Outside of CIT, Garrett said she shares best practices with colleagues. "[She] has been a thoughtful contributor to improving financial operations across the university," he said.

## Outstanding Innovation: The Tepper School of Business Marketing Team: team leader Deb Lantz (DC'06), Stephanie Armbruster (A'06), Karen Boucher, Mark Burd, Barbara Donehue, Susan Limoncelli, Joseph Mancuso and Martha Sproul

Blazing a new pathway for digital publications while capitalizing on the latest in communications technology, the innovative marketing team at the

Tepper School of Business has created a new interactive format for the school's alumni magazine that connects readers through iPad tablets and browsers.

Much more than just a PDF of the regular print content, this digital version is the first-of-its-kind among alumni magazines, offering additional content and functionality that enhances the reader's experience.

"This has been truly an 'all hands on deck' project that created an innovative, forward-thinking vehicle to take the magazine to the next level," said Janice French, assistant director of Alumni Relations for the Tepper School. "In a time when we are trying to find new ways to connect with our alumni, stay relevant and to keep the school's world-class research and news on our alumni's radar, this was a great innovation."

The app takes advantage of its interactive format and provides animated charts and graphics, faculty interviews, links to faculty research, videos, slide-shows and article sharing.

"It completely breathed new life into our traditional alumni magazine," said John Sengenberger, executive director of Alumni Relations for Tepper. "With their creativity and imagination, they found innovative solutions to show our alumni stories and not just tell our alumni stories."

"Alumni are both amazed and excited about the amplified magazine and are eager and willing to share it with their former classmates."

## Outstanding Dedication: Anne Witchner Levin (DC'73)

For 35 years students have come to know Anne Witchner Levin and her hands-on commitment to CMU.

The assistant dean of Student Affairs and director of Orientation and

First-Year programs has devoted time and energy in making students, alumni, faculty and other staff members feel significant, understood and valued.

"Anne's stellar programming performance over the years has mainly been due to her dedication to detail, her strong organizational skills and her ability to get disparate elements of the university to work together," said Joseph Rudman, scientific project administrator for the Physics Department.

Levin has been a part of many successful organizations and events, including Spring Carnival, Sweepstakes, Martin Luther King Jr. Day and Cèilidh Weekend.

Everett Tademy, assistant vice president of Diversity and Equal Opportunity Services, said that she extolls the importance of a well-rounded education.

"I know firsthand that she believes that we should be there for our students inside the classroom as well as outside," Tademy said. "Through sustained Carnegie Mellon service and outstanding dedication, Anne has demonstrated that she is an active and engaged member of our university who continues to strive, both through her programming of undergraduate activity and advising role, to make us an even better institution."

Levin recently was recognized with an Alumni Association Service Award.

## Outstanding Culture: Samuel Boyer

Samuel Boyer believes building a diverse workforce can lead to long-term success for an organization.

In just more than five years at CMU, the senior director of CIT's Organizational Development has helped shape CIT's culture through creating and managing learning and development programs, creating staff appreciation events, and designing and facilitating



STAFF COUNCIL PRESIDENT JOHN LANYON, LEFT, AND CMU PRESIDENT SUBRA SURESH CONGRATULATE MARIAN KOVALCHIK ON 40 YEARS OF SERVICE. TO SEE THE FULL LIST OF THIS YEAR'S STAFF SERVICE AWARD WINNERS WITH 30 YEARS OR MORE AT CMU, VISIT WWW.CMU.EDU/ANDYAWARDS.

PHOTO BY KEN ANDREYO

PHOTO BY KEN ANDREYO

PHOTO BY KEN ANDREYO



PRESIDENT SURESH POSES WITH THE TEPPER SCHOOL OF BUSINESS MARKETING TEAM, WHICH WAS RECOGNIZED FOR OUTSTANDING INNOVATION. TEAM MEMBERS ARE (L-R): MARTHA SPROUL, STEPHANIE ARMBRUSTER, MARK BURD, BARBARA DONEHUE, DEB LANTZ, JOSEPH MANCUSO AND KAREN BOUCHER. NOT PICTURED IS SUSAN LIMONCELLI.

staff retreats. He also serves as a sounding board and adviser for individuals.

“Sam always has his radar up identifying individuals who exemplify the characteristics of passion, perfection and persistence with the mission of staffing the college and university with exceptional talent committed to the successful achievement of organizational goals,” said Donna Marano, CIT’s director of Finance and Administration. “He is passionate about what he does, believes in this institution and is committed to staff success, not just his own.”

CIT Dean James Garrett said Boyer’s commitment to providing staff with opportunities to grow has built a sense of community throughout the college and creates an environment in which staff feel vital, integral and recognized for their contributions.

“Sam is passionate about providing staff with opportunities to grow their skills in an effort to retain and recruit high-performing staff members,” he said.

**Outstanding Community Contributions:  
Jeffrey Harris**

When it comes to ensuring a safe workplace, few people are as enthusiastic as Jeffrey Harris. Whether it’s responding to chemical spills, handling noxious odors or offering training, the chemical safety specialist takes an optimistic approach to problems and developing creative solutions.

“Jeff Harris is the star in our department when it comes to amazing our customers with quick and helpful

actions. Jeff has a good day when he is able to help someone, and every day is a good day,” said Madelyn Miller, director of Environmental Health & Safety.

Harris, who recently served as Staff Council president, is responsible for the hazardous waste management program, fume hood testing and maintenance, and providing chemical safety training for about 900 undergraduates, graduate students, faculty and staff annually.

Karen Stump, a teaching professor and director of Undergraduate Studies and Laboratories in Chemistry, called Harris a key partner to her program.

“It is a joy to work with a person like Jeffrey who despite the nature of his job is always not only respectful but also friendly and upbeat,” she said. “I can very honestly say that I have never seen him without a smile on his face.”

**Outstanding Commitment to Students:  
Helen Wang (DC’99)**

Helen Wang, director of First-Year Student Life, has touched the lives of many students through programming initiatives and personal connections.

Renee Camerlengo, assistant dean of Student Affairs, called Wang a campus treasure.

“She sits in a unique position as a graduate of Carnegie Mellon and also a student affairs professional,” Camerlengo said. “It allows her a window into connecting to our students and to an understanding of her role in student affairs.”

Students who visit her office remember the way she made them feel.

“Helen seeks and thrives on building relationships, on getting to know the heart of a person, and on pulling those unique gifts and talents forward,” said Chelsea Vincent (A’10).

For the past seven years, Wang has looked for ways to help students see their potential. Her most recent role was serving as Fulbright adviser.

Stephanie Wallach, assistant vice provost for undergraduate education, said it quickly became clear that Wang would have an impact.

“When we held a Fulbright session in the dorms one evening, it drew a big crowd. They were all students who Helen had connected with and who she knew personally. We met many students who would not normally find their way into our office.”

## Carnegie Mellon Qatar 2013 Staff Award Winners

The Charles E. Thorpe Awards, are given to staff at Carnegie Mellon Qatar whose work has had a significant impact on the university. Individuals and teams are recognized for their outstanding performance and commitment to excellence in five categories: Dedication, Service to Students, Innovation, Commitment to the Community and Outstanding Newcomer. Four awards were announced earlier this year. The 2013 winners are:

**Outstanding Innovation:  
Khairunisa Dalwai**



**Outstanding Service to Students:  
Shazia Haq**



**Outstanding Dedication to Carnegie Mellon:  
Roula Al Baradei**



**Outstanding Commitment to the Community:  
Ahmed Husaine Al Dobashi**



# CMU, Pittsburgh Get a Kick Out of Billy Porter Visit

■ Kelly Solman

From his Pittsburgh roots to Broadway's hit "Kinky Boots," Tony Award-winner Billy Porter (A'91) has been, in a word, unstoppable.

The Carnegie Mellon alumnus recently returned to Pittsburgh and to campus, where he held a Q&A with drama students and received a proclamation from City Councilman Bill Peduto.

Porter's Broadway credits include "Miss Saigon," "Five Guys Named Moe," "Grease (all original cast)," "Smokey Joe's Cafe" and "Dreamgirls" (20th Anniversary Broadway Concert and LA Ovation Award). His Off-Broadway credits include "Angels in America" (Signature Theater) with fellow CMU alumni Zachary Quinto (A'99) and Christian Borle (A'95).

Porter's film and television credits include Sundance Film Festival features "The Broken Hearts Club" (Sony Pictures) and "Intern"; "Noel" (with Susan Sarandon and Robin Williams); "Shake Rattle & Roll" (CBS mini-series); "Another World"; "Law & Order"; "The Oprah Winfrey Show"; and "The Tonight Show."

He is currently starring as Lola in the Tony Award-winning "Kinky Boots," for which he won the 2013 Tony Award for Best Actor in a New Musical.

At the Q&A held in CMU's Purnell Center for the Arts, Porter was asked how he is able to deliver eight non-stop shows weekly.

"First of all, the technique that I received from being here at Carnegie Mellon has sustained me. I received the tools I needed all those many years ago," he answered.

"I was also blessed enough in this particular situation to have the opportunity to create a role. So everything was



BILLY PORTER MET STUDENTS AT THE FENCE, AND SHOWS OFF A PAIR OF THE BOOTS THAT HAVE MADE HIM FAMOUS.

built around what I could do, and more importantly, what I can't do. That's important for us, as artists, to understand."

Porter was referring to the high tenor voice he had while at CMU. School of Drama Professor Gary Kline remembers that voice.

"It soared in gospel style and flavor sometimes an octave higher than the rest of the men in his class," Kline recalled.

Porter acknowledged that he doesn't have that voice anymore. So for the ballad he sings in the second act of "Kinky Boots," he sings it in a key lower than even director Jerry Mitchell, who also knew him 20 years ago, expected.

"Everyone had to get used to this lower key because if they want me to do this eight days a week, this is the only way I can do it," Porter explained.

"I knew what I couldn't do, so I created a

way that I could do it."

About the responsibilities that accompany his role, Porter said, "The job does not begin and end on the stage. The job begins and ends when you wake up in the morning. It's all-encompassing. You have to be present for all of it."

Porter recalled having to build sets and be part of a stage crew when he was

morning," he said. The comment was met by a knowing laughter from the students in the audience.

"But it gave me such a sense of respect. When I walk into that building every day and that man is mopping that floor for me, and they're setting that stage to make sure everything is safe for me ... there is a respect that you gain



**ONLINE: WATCH A CONVERSATION WITH BILLY PORTER AT [CMU.LI/POMVL](http://CMU.LI/POMVL).**

a student, something he didn't enjoy then but understands now why he had to do it.

"It is tortuous. Building sets is the last thing you want to do before you go and rehearse your scene at 2:30 in the

from that kind of work in your freshman and sophomore years here."

"Kinky Boots" is the winner of six Tony Awards including Best Musical. Grammy Award-winner Cyndi Lauper made history with it as the first solo woman ever to receive the Tony Award for Best Score.

In the show, Charlie Price has suddenly inherited his father's shoe factory, which is on the verge of bankruptcy. Trying to live up to his father's legacy and save his family business, Charlie finds inspiration in the form of Lola (played by Porter). An entertainer in need of some sturdy stilettos, Lola turns out to be the one person who can help Charlie become the man he's meant to be.

As they work to turn the factory around, this unlikely pair finds that they have more in common than they ever dreamed possible. The theme of the musical echoes Porter's philosophy that sometimes the best way to fit in is to stand out.

Porter said, "I've learned that the only thing I can be is the totality of who I am, and to live inside the truth of who I am."



BILLY PORTER (AT MICROPHONE) SPEAKS DURING AN EVENT IN HIS HONOR AT PITTSBURGH CITY COUNCIL CHAMBERS AS COUNCIL MEMBERS DARLENE HARRIS, RICKY BURGESS AND BILL PEDUTO LOOK ON. PETER COOKE, HEAD OF THE DRAMA SCHOOL, IS SECOND FROM THE RIGHT. OCT. 1, 2013, WAS PROCLAIMED TO BE BILLY PORTER DAY.



# Top Scientist

## Fuchs Honored at World Economic Forum

■ Chriss Swaney

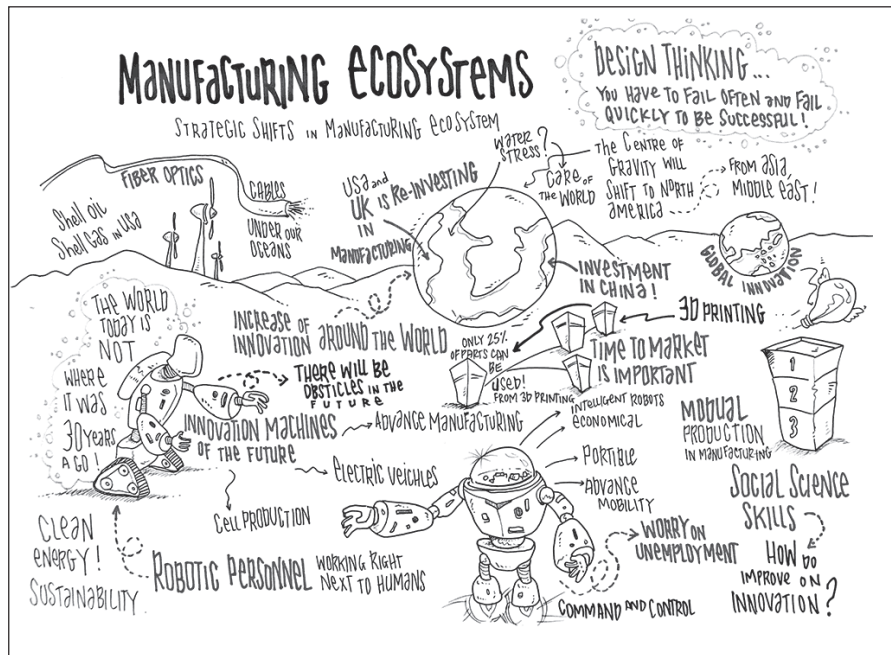
With concerns of slower global economic growth by prominent groups such as the International Monetary Fund (IMF), new manufacturing paradigms may be one important component to stimulating the economy.

Erica Fuchs has studied global manufacturing ecosystems for a long time. At the recent summer World Economic Forum in China, Fuchs discussed some of the world's toughest economic issues with a cache of world thought leaders, including President Subra Suresh and Justine Cassell, the Charles M. Geschke Director of CMU's Human-Computer Interaction Institute, who serves as the head of the Global Agenda Council on Robotics and Smart Devices.

"Summer Davos provided an amazing opportunity to interact with world leaders and academic colleagues both on the implications of our research for their activities as well as the significance of their experiences for our future research," said Fuchs, an associate professor in the Department of Engineering and Public Policy who was honored as a "Top 40 Under 40" Scientist at Summer Davos.

"I am honored to have been nominated by Carnegie Mellon and subsequently selected by the World Economic Forum as a Young Scientist," said Fuchs, who participated in a panel session about the Strategic Shifts in the Manufacturing Ecosystem.

Other panel members included Su Bo, vice minister of industry and



THE DISCUSSION FROM THE "STRATEGIC SHIFTS IN THE MANUFACTURING ECOSYSTEM" PANEL AT THE SUMMER WORLD ECONOMIC FORUM IN CHINA WAS CAPTURED IN THIS ARTISTIC SUMMARY.

information technology of the People's Republic of China; Juergen Wild, chief executive officer of M+W Group,

leave their marks on the global economy. But for a week this past September, Young Scientists at the World Economic



**ONLINE: READ MORE ABOUT CMU'S INVOLVEMENT AT**  
[WWW.CMU.EDU/WORLD-ECONOMIC-FORUM/SESSIONS/2013/](http://WWW.CMU.EDU/WORLD-ECONOMIC-FORUM/SESSIONS/2013/)

Germany; Lee Bowei, board chairman of LCY Chemical Corp of Taiwan; and Gerald E. Loeb, chief executive of U.S.-based Syntouch.

From microchips to manufacturing might, world governments continue to

Forum left their own marks on a new direction for world economics as they discussed the effect of location on the competitiveness of new technologies and the need to harness new technologies like 3D printing and the robotics generation.

They also addressed the importance of energy and how the epicenter for new energy sources might shift from the Middle East to North America.

Fuchs and other forum participants discussed how the definition of manufacturing is changing and the role of robots in the future of manufacturing.

"The world is changing, and as researchers we need to help understand not only where manufacturing is going but also what human and technical components will, within that context, be essential to support economic growth and innovation across the diversity of nations globally," Fuchs said.

CMU is one of only 25 universities in the world — 11 in the U.S. — to be a member of the Forum's Global University Leaders Forum and President Suresh serves as CMU's representative.

Suresh participated in four sessions: Driving Smart Development; Fostering Innovation-Driven Entrepreneurship; Global Agenda on Science, Technology and Innovation: Setting Priorities; and Future of Universities: Role of Technology, Knowledge Creation, Values.

Cassell moderated a panel titled Strategic Shifts in the Digital Ecosystem and participated in Future of Universities.

More than a dozen of the participants at the China forum had CMU ties, including eight alumni — three of whom are trustees — and several parents of current or former students.

## Pro Golfer Tees Up New Women's Program

■ Kelly Solman

Missie Berteotti, a 14-year veteran of the Ladies Professional Golf Association (LPGA), has joined the athletics staff as the university's first women's golf coach.

The women's golf program has begun play this season as a club team with plans to compete at the intercollegiate level next year.

"I am very excited to help develop the first women's golf team at Carnegie Mellon and be affiliated with this great university," Berteotti said. "I'm looking forward to working with student-athletes of this caliber with the initiative and drive to do their very best. It is a great privilege."

Berteotti, who is a graduate of Upper St. Clair High School in Pittsburgh, won back-to-back Pennsylvania State Championships from 1980-81. While at the University of Miami, Berteotti earned medalist honors at the 1984 NCAA women's golf championship and made it to the quarterfinals of the 1984 U.S. Amateur Championship before turning pro.

During her career on the LPGA tour, Berteotti won the Ping Welch's Classic

in 1993 and placed in the top 10 on the leader board on many occasions. Her career-best round of 65 came in the third round of the 1991 Women's Kemper Open in Hawaii.

After leaving the tour, Berteotti served as an instructor in numerous Junior Golf Clinics administered by the LPGA in different cities each week. She also has served as an instructor for many LPGA golf clinics.

While playing well requires developing good technique, golf also requires mental toughness, which ultimately determines performance, Berteotti said.

Last year, she authored "The Mental Mastery Program," a book in which she discusses learning how to trust yourself and how to handle fears among other strategies to improve your game.

"The pursuit of professional and personal breakthroughs is a subject I love. I'm challenged by it. It requires everything from you. It requires an awareness of yourself that often comes from somebody who can see you the way you can't see yourself," she said.

"I wish somebody would have guid-

ed me when I was 18 years old. I know the pitfalls, the struggles, the hurts. I know better now how I would have navigated all of that. And I want to pass that on," she said.

Berteotti says the benefits of golf for women go beyond exercise and relaxation.

"Let's face it; a lot of relationships in the corporate world are developed on the golf course. A lot of business deals are made on the golf course. I'm a little jealous of these girls. They have their whole lives ahead of them. They will be heading out into the world with a degree from CMU, and when they add their golf skills along with their educational background, a lot of great things can happen."

A state-of-the-art simulator in CMU's new indoor facility will enable the team to practice their technique year-round regardless of the weather. And rain, snow or shine, Berteotti will coach them up mentally.

"I hope that after four years with me, the girls will know themselves better and handle things better — the trying times, the disappointments, the bad breaks, the tough competition. That's life," she said.

"I like to think that when they leave

Carnegie Mellon, they'll be better able to trust themselves, see things from a better perspective, and not beat themselves up so badly. We athletes do that too well."



MISSIE BERTEOTTI WORKS WITH JUNIOR BROOKE KUEI AT THE BOB O'CONNOR GOLF COURSE.

# AppCertain Helps Parents Monitor Technology

■ Kelly Solman

Parents rejoice. Now you can know with “app-solute” certainty what your kids are downloading onto their Apple devices.

Created by a Carnegie Mellon alumnus, “AppCertain,” [www.appcertain.com/](http://www.appcertain.com/), comes complete with a curfew mode (sorry kids, lights out!) and a cheat sheet to help you navigate your way through the good apps, the bad apps — and the potentially dangerous ones.

Spencer Whitman (CS’07, E’12) was mulling over ideas for creating a business when he stumbled on a problem that needed a solution: children are adapting to and using new technology faster than their parents.

“We asked parents what apps were on their family’s mobile phones, iPads, iPod touches, and they couldn’t tell us,” Whitman said. “Every parent we spoke with firmly believed that their children — some as young as 4 years old — were more adept at what was going on with the device than they were.”

Whitman used himself as an example to illustrate the problem parents face today.

“It used to be that, at any point, my parents could walk by the family com-

puter and see what I was doing on the monitor,” he said.

“Now, I have a mobile device that I can take anywhere with me. And only I can see what’s going on. Couple that with the fact that I can have 3,000 apps on a device, plus the fact that I can use it at night when I’m supposed to be sleeping.”

What worries parents the most was the trend in cyberbullying, Whitman said.

“The danger used to be Internet websites. That was where you would encounter strangers and inappropriate conduct. That’s all shifted to the mobile devices,” Whitman said. “Kids don’t have to go to websites to get into trouble. Now they just have to download the wrong app that gives anyone access to photos, location and videos.”

AppCertain changes everything.

“With AppCertain, parents receive notification every time a new app is installed on their child’s device.”

Another feature is the curfew mode, in which parents can instantly turn off smartphone capabilities with the remote touch of a button. The company has helped thousands of parents, and new premium features are in the works.

All of AppCertain’s employees

have CMU ties, including Whitman’s co-founder Jim Newsome (E’03, ’08), Megan Gilligan (CMU’12) and Kathy Sutton (DC’08), a former CMU staff member. Recent graduate Neil Soni (E’13) helps on a part-time basis.

When Whitman started AppCertain, he had the option to leave Pittsburgh for Silicon Valley, but stayed because of the growth in the city’s entrepreneurial spirit and its affordability.

“That’s been exciting and rewarding in its own right,” Whitman said. “More students from CMU and the School of Computer Science stay in Pittsburgh because the cost of living is so low. You can get capital and you can raise money to start a business here.

“The talent pool and resources available haven’t even been fully tapped yet. I really enjoy feeling like a trailblazer. The opportunity to help the entrepreneurial community grow here was more exciting to me than going to Silicon Valley,” he added. “Pittsburgh has a ton to offer in the growing entrepreneurial lifestyle that is coming up in America. And I think it is really exciting to be in Pittsburgh where you’re on the frontier’s edge.”

# Lab Explores Arts Management

■ Piper Staff

Carnegie Mellon has launched the Arts Management & Technology Laboratory (AMTLab), a project of its Master of Arts Management (MAM) program.

AMTLab explores a range of topics through a biannual series of student-authored white papers published online at [www.amt-lab.org](http://www.amt-lab.org).

The online forum features research updates from AMTLab contributors, case studies of arts organizations employing innovative technological approaches, and news summaries of developments affecting the field. Interviews with leading arts management professionals also appear on the site, along with student reviews of apps, software and other products relevant to the arts industry.

“AMTLab stands to help solve critical questions facing today’s arts managers and technologists, while also contributing to the innovations necessary for future effective application of technology in the arts management field,” said Brett Crawford, executive director of AMTLab.

# Open Enrollment Begins Nov. 4

CONTINUED FROM PAGE ONE

Dec. 31, 2014. The university is currently reviewing its relationships with medical plan providers for 2015 to ensure that CMU employees will have adequate access to providers and facilities.

## 2014 Changes:

Tax Deferred Annuities (TDA) Plan (Supplemental/Employee Retirement Contributions)

- Employees must now make deferrals on a percentage basis, rather than a flat dollar amount.
- Once Open Enrollment elections are completed, current TDA participants will be prompted at the top of the confirmation page to make a new percentage based TDA election in HR Connection.

## Medical

- In compliance with the Affordable Care Act, copayments will now count toward the out-of-pocket maximum.

- Out-of-pocket maximums have been adjusted on some plan options to keep this change cost neutral to both the employee and the university.

## Dental

- The United Concordia PPO Dentist Network has changed to the Alliance Network, which is larger than the current Advantage Plus network. If your dentist is not in the current network, you should check to see if he/she has been added.

## Same-Sex Spouses

- Due to a recent Supreme Court decision, same-sex spouses are now eligible for tax-free benefits under CMU’s benefits plans.

Detailed plan information and rates are available to view at [www.cmu.edu/hr/benefits/OE](http://www.cmu.edu/hr/benefits/OE). If you have any questions, please contact the HR Benefits Office at 412-268-2047 or [hrhelp@andrew.cmu.edu](mailto:hrhelp@andrew.cmu.edu).

*Santina Balestreire is the Human Resources communications manager.*



PHOTO BY HEIDI OPDYKE

AMONG SOME OF THE MOST NEEDED ITEMS ARE HIGH-FIBER CEREALS, TUNA, SALMON, BEANS, PASTA, RICE, PEANUT BUTTER, FRUITS, VEGETABLES, JUICE, SOUPS, DIAPERS, FACIAL AND TOILET TISSUES, CLEANING ITEMS AND PERSONAL CARE ITEMS.

# Food Drive Begins Nov. 4

■ Piper Staff

Once again, it’s time to open cupboards and wallets for Carnegie Mellon’s Annual Food Drive, sponsored by Staff Council.

Now in its 20th year, all proceeds benefit the Greater Pittsburgh Community Food Bank. The Food Bank serves more than 120,000 individuals annually.

Last year, the university community contributed 7,358 pounds of non-perishable items and a record \$4,791.35.

This year, Staff Council hopes to surpass both last year’s monetary donation and the largest food donation, which was just more than 9,000 pounds in 2010.

## Dates to know:

**Carnegie Mellon’s Annual Food Drive:** Monday, Nov. 4–Monday, Nov. 18

**One Day, One Can:** Wednesday, Nov. 6. Bring a can to be entered into a raffle as part of Human Resource’s Benefits Fair.

**Cans Across the Cut:** Monday, Nov. 18. Staff Council’s goal is collect enough cans and non-perishables to extend across the Cut. This year, the event is being held in conjunction with the Campus Thanksgiving Dinner.

## FOR YOUR BENEFIT

### Staff Council’s Benefits

**Open Forum**  
Noon – 1 p.m., Oct. 29  
McConomy Auditorium,  
University Center

Members of the HR Benefits Office will be on hand to review upcoming changes and answer questions.

### Benefits & Fitness Fair

10 a.m. – 3 p.m., Nov. 6  
Rangos Ballroom,  
University Center

*Benefits and fitness vendors will answer your questions. The fair also includes fitness demonstrations, free health screenings and flu shots, raffles and giveaways. For more information, visit [www.cmu.edu/hr/benefits/fair.html](http://www.cmu.edu/hr/benefits/fair.html).*

# School of Computer Science Names Five Seibel Scholars

■ Piper Staff

Some say excellence is its own reward — but a little recognition never hurts.

Five Carnegie Mellon graduate students — Jason Richard Koenig, Anuj Kumar, Gabriela Marcu, Ishan Misra and Mrinmaya Sachan — have been named Siebel Scholars for outstanding academic achievement and demonstrated leadership. Each will receive a \$35,000 award for their final year of study.

The Siebel Scholars program honors talented students at the world's leading graduate schools of business, bioengineering and computer science. The program was established in 2000 by the Siebel Foundation and awards grants to CMU and other renowned institutions.

Five recipients are selected annually by the deans of their respective schools. The program, with 870 scholars to date, fosters collaboration and community service in the search for solutions to global problems.

**Jason Koenig** (CS'13) is pursuing a fifth-year master's degree at CMU. His research interests are formal verification, static analysis techniques and formal methods — mathematical techniques for verification and debugging of software and hardware systems.

Koenig recently interned at Johns Hopkins Applied Physics Laboratory, developing a tool for analyzing embedded flight software and earned a Computing Research Association Outstanding Undergraduate Researcher Award honorable mention.

**Anui Kumar** is a Ph.D. student in the Human-Computer Interaction Institute (HCII), where he received his master's degree. His research focuses on developing speech-user — or voice recognition — interfaces for children and low-literate individuals.

Kumar has collaborated with groups at Microsoft, IBM, the University of California, Berkeley and IIT Hy-

derabad. His research has been featured on ABC News and a CBC documentary.

**Gabriela Marcu** is a Ph.D. candidate in the HCII. Her research spans ubiquitous — or pervasive — computing, applied sociology and mental health. She examines the intersecting roles of such technology and face-to-face collaboration in the mental health services area.

Marcu's dissertation work involves studying how mobile systems can improve mental health services by encouraging more face-to-face collaboration.

**Ishan Misra** is a master's degree student in the Robotics Institute with an interest in computer vision. His research involves object detection and scene understanding.

Misra is developing data-driven methods for discovery of distinguishing variations in real-world objects to better enable computer learning. Such systems could be used by robots when encoun-

tering unknown objects in the field.

**Mrinmaya Sachan**, a master's degree student in the Language Technologies Institute studies social networks and their flows of written information. Networks with several modes of communication and diverse interaction types provide a rich source of varied data that can be used to discover unknown interests and relationships among people.

Sachan has presented several papers at major Web and natural language processing conferences.

## Connecting with the Audience

### The Science of Science Communication

■ Shilo Rea

The public, and at times the political, dialogue on climate change is one clear example of how difficult effective science communication can be. Many topics — from immunization and other health issues to using “smart” electricity grids — require a basic grasp of the relevant science.

Baruch Fischhoff, the Howard Heinz University Professor of Social and Decision Sciences and Engineering and Public Policy, is a leader in bringing together the social, behavioral and decision sciences into the science of science communication.

Last year, he co-organized a conference at the National Academy of Sciences (NAS) bringing together scientists with stories to tell and experts who can help them to tell those stories. This year, he co-organized the second conference.

“People need to know about science in order to make good decisions, as individuals and citizens,” Fischhoff said. “Working scientists are often gifted communicators in the classroom. However, they may have a harder time reaching broader audiences, where they lack the direct connections needed to learn what information people want and how well they are providing it. Social science research can provide that connection.”

NAS held “The Science of Science

Communication” Sackler Colloquium Sept. 23-25. The sold-out event attracted more than 500 scientists and communicators, with more than 10,000 watching live webcasts. Topics included the influence of social networks, the politicization of science, and dealing with uncertainty — as well as how content goes viral and what difference that makes. (Hint: Lady Gaga retweeting about a social networking book did not affect sales.)

design of the Surging Seas website. Downs showed how interactive media can improve adolescent health by helping teens to make better decisions.

“Once you develop a narrative, you must make sure that it will work,” Downs advised. “Pilot test it with your target audience, then refine it, and test again.” She also represented the science of communication in a working group on obesity and nutrition.

Another highlight was Deb Roy, professor at MIT and chief media scientist at Twitter, and his discussion on “Charting Science Chatter Through Social Media.” Using the powerful reach of television viewers and Twitter users as an example, Roy explained how Twitter was becoming “the social soundtrack for life.”

In addition to Fischhoff, the conference was co-organized by Ralph J. Cicerone, president of NAS and chair of the National Research Council; Barbara A. Schaal, the Mary-Dell Chilton Distinguished Professor and dean of the Faculty of Arts and Sciences at Washington University in St. Louis; Dietram A. Scheufele, the John E. Ross Professor in Science Communication at the University of Wisconsin, Madison; and Alan I. Leshner, CEO of the American Association for the Advancement of Science.



**FOR MORE INFORMATION ON THE SCIENCE OF SCIENCE COMMUNICATION — INCLUDING VIDEOS OF EACH PRESENTATION — VISIT [WWW.NASONLINE.ORG/PROGRAMS/SACKLER-COLLOQUIA/UPCOMING-COLLOQUIA/AGENDA-SCIENCE-COMMUNICATION-II.HTML](http://WWW.NASONLINE.ORG/PROGRAMS/SACKLER-COLLOQUIA/UPCOMING-COLLOQUIA/AGENDA-SCIENCE-COMMUNICATION-II.HTML).**

Fischhoff's presentation, “Communicating Uncertainty,” outlined the challenges of explaining research findings when the results are not cut-and-dry. To overcome uncertainty, he suggested creating standard procedures for making and communicating decisions, a resource center to provide experts with publication-quality support, and shared understanding of essential analytical approaches.

CMU also was represented by Julie Downs, associate research professor of social and decision sciences, and Gabrielle Wong-Parodi, a research scientist in engineering and public policy. Wong-Parodi and Climate Central's Ben Strauss presented a dramatized summary of their collaboration on the

## NEWS BRIEFS

### Twitter Can Help You Beat the NFL Spread

Analyses of Twitter feeds have been used to track flu epidemics, predict stock market changes and do political polling, but now that the National Football League season is underway, the natural question is: Can Twitter help you beat the spread on NFL games?

The answer, say computer scientists at Carnegie Mellon, is yes. Or, at least it can help a little bit at certain times during the season.

What they found was that their analysis of tweets didn't help much when it came to predicting winners or the over/under score. But when it came to winning with the spread, the researchers said their method was 55 percent accurate. That doesn't offer a huge advantage, CMU's Christopher Dyer acknowledged, but it might be enough to be profitable.

### AED/CPR Training Offered

The Environmental Health & Safety Department is offering AED/CPR training classes for the university community. Those who have been certified more than two years ago also can attend to renew your certification. All classes begin at 10 a.m. and last about two hours.

The schedule is as follows:

- Nov. 14 - Mellon Institute Social Room
- Nov. 26 - University Center, Dowd Room

You can register for any of these classes at <https://ehs-apps.andrew.cmu.edu/secure/ALERT-Online/aed/registration.aspx>.

### Nominations Open for Education Awards

The nomination period for the Celebration of Education is now open. Nominations are being accepted for the Doherty, Ryan, Academic Advising, Barbara Lazarus and Gelfand awards.

The nomination deadline is Nov. 4. Read more at [www.cmu.edu/celebration-of-education/](http://www.cmu.edu/celebration-of-education/).

# CMU Community Celebrates Cèilidh Weekend



PHOTO BY KEN ANDREYO

TOP: CARNEGIE MELLON PRESIDENT SUBRA SURESH CONDUCTED THE COIN TOSS FOR THE TARTANS CÈILIDH GAME AGAINST GENEVA COLLEGE. SURESH WAS GIVEN THE JERSEY IN FEBRUARY WHEN HE WAS NAMED THE UNIVERSITY'S NINTH PRESIDENT.



PHOTO BY KEN ANDREYO

ABOVE RIGHT: KILTIE BAND MEMBERS SHANNON LEE AND ELENA FELDMAN ENJOY THE CHILI COOKOFF AND ZERO WASTE TAILGATE PARTY, WHICH WAS CO-SPONSORED BY THE STEINBRENNER INSTITUTE FOR ENVIRONMENTAL EDUCATION AND RESEARCH AND GREEN PRACTICES.

RIGHT: THE TARTANS POSTED A 34-27 WIN OVER THE GOLDEN TORNADES IN A DOUBLE OVERTIME THRILLER.

BELOW: ALUMNI PARADE INTO GESLING STADIUM.



PHOTO BY KEN ANDREYO



PHOTO BY KEN ANDREYO



PHOTO BY TIM KAULEN

IN HONOR OF THE 20TH ANNUAL MOBOT RACES NEXT SPRING, THE SCHOOL OF COMPUTER SCIENCE INTRODUCED A NEW FALL RACE: TOBOM, THAT'S MOBOT SPELLED BACKWARD. IN THE SPRING, MOBOT RACES USE A SLALOM-COURSE IN FRONT OF WEAN HALL. THE FALL RACE USED THE COURSE IN REVERSE.

## NEWS BRIEFS

### IS Professor Named Chapter President

Selma Limam Mansar, associate teaching professor of information systems at the CMU Qatar campus, has been elected president of the Qatar Chapter of the Association for Information Systems, the world's largest information systems community.

Mansar will be leading local information systems scholars and practitioners in information systems research and development.

Divakaran Liginlal, associate teach-

ing professor of information systems at the Qatar campus, is the secretary of the chapter, while Maher Hakim, visiting associate teaching professor of information systems, is the director of outreach. Khaled Al Share of Qatar University is the president-elect.

### Interim Conductor Wins American Prize

Maria Sensi Sellner, interim director of choirs in the School of Music, has won the American Prize in Conducting-Opera Division for her versatility as a conductor of opera, orchestras and choruses.

The winner of the 2012 American Prize

in Opera Conducting, she has conducted productions for Hubbard Hall Opera Theater, the Boston Opera Collaborative, Opera Theater of Pittsburgh and the Solon Center for the Arts in addition to CMU's School of Music.

### Security Report Now Online

Carnegie Mellon's "2013 Annual Security and Fire Safety Report" is now available on the Web at [www.cmu.edu/police/images/2013asr.pdf](http://www.cmu.edu/police/images/2013asr.pdf).

As required by federal and state law, the annual report includes statistics for the previous three calendar years — 2010 to

2012 — on reported crimes that occurred on campuses or at degree program locations; in certain off-campus buildings owned or controlled by Carnegie Mellon; and on public property within, immediately adjacent to, and accessible from those locations.

The report also contains safety and security policies and information on crime prevention education and awareness, fire safety, emergency response, the reporting of crimes and fires, and sexual assault support services.

A printed copy can be requested by calling the University Police non-emergency number at 412-268-6232 or by sending email to [campuspd@andrew.cmu.edu](mailto:campuspd@andrew.cmu.edu).