



the PIPER

CMU'S NEWS SOURCE FOR FACULTY & STAFF 6/16 ISSUE

Carnegie Mellon University

3 PROJECT PUTS ALUMNI IN BUSINESS OF ENTERTAINMENT

5 YEAR IN REVIEW

12 HIGH HEELS, HIGH SOCIETY

Best on Broadway



CMU alumni Renée Elise Goldsberry and Leslie Odom Jr. took home Tony Awards this year for their outstanding performances in the hit Broadway musical "Hamilton." Read the story on page two.

"Ideal Leader" Appointed Dean of MCS

Jocelyn Duffy

Rebecca Doerge, the Trent and Judith Anderson Distinguished Professor of Statistics at Purdue University has been appointed as the next dean of the Mellon College of Science (MCS), effective Aug. 1.

Doerge also will hold joint faculty appointments in the Department of Biological Sciences in MCS and the Department of Statistics in the Dietrich College of Humanities and Social Sciences.

Doerge, who joined Purdue in 1995, holds a joint appointment in Purdue's College of Agriculture and College of Science. Her research focuses on statistical bioinformatics, which brings together multiple

CONTINUED ON PAGE ELEVEN

U.S. Open Adds Another Round of Golf History For Steve Schlossman

Bruce Gerson

The storied, elegant and luring Oakmont Country Club, the site of this year's U.S. Open, is one of golf's greatest treasures. No one knows that better than Carnegie Mellon History Professor Steve Schlossman.

Schlossman is a renowned golf historian and scholar of the Oakmont, Pa., course which has hosted one of golf's most prestigious championships, the U.S. Open, more times than any other golf club. The only course in the United States to have hosted more major professional golf championships than Oakmont is the Augusta National Golf Club in Augusta, Ga., site of the annual Masters.

This year's U.S. Open was the ninth at Oakmont since 1927. Its champions include the greatest names in the game,

including Ben Hogan, Tommy Armour, Jack Nicklaus, Johnny Miller and Ernie Els. The legendary Gene Sarazen won the 1922 PGA Championship, Bobby Jones claimed victory in the 1925 U.S. Amateur and Sam Snead took the 1951 PGA Championship, all at Oakmont.

Schlossman's work is perhaps best known by the 2010 book he co-authored with his former student Adam Lazarus.

"Chasing Greatness: Johnny Miller, Arnold Palmer and the Miracle at Oakmont" is an in-depth look at Miller's

CONTINUED ON PAGE NINE



Cohon Center Addition Opens

See story on page four.

Alumni Renée Elise Goldsberry, Leslie Odom Jr. Win Tony Awards

“Hamilton” Stars Honored Among Broadway’s Best Performers; Top Theatre Educator Recognized

CONTINUED FROM PAGE ONE

■ Ken Walters

Carnegie Mellon graduates Renee Elise Goldsberry and Leslie Odom Jr. won Tony Awards for their performances in the blockbuster hit musical “Hamilton,” increasing the number of Tonys received by Carnegie Mellon alumni to 43.

Goldsberry and Odom received two of the 11 Tony Awards bestowed upon “Hamilton,” which was nominated for a record 16 Tonys.

Goldsberry, a 1993 graduate, earned her first Tony Award for Best Performance by an Actress in a Featured Role for her portrayal of Angelica Schuyler. Goldsberry boasts a multitude of film and stage credits and most recently held a recurring role on CBS’ “The Good Wife.” She starred in the 2001 film “All About You” and has been frequently recognized for her outstanding roles in daytime television. Her Broadway credits include “The Lion King,” “The Color Purple” and “Rent.”

Odom earned his first Tony for Best Performance by an Actor in a Leading Role for his portrayal of Aaron Burr. After making his Broadway debut at the age of 17 in “Rent,” he graduated from CMU in 2003 and held recurring roles in numerous television series. In 2015, he was nominated for a Drama Desk



Savoring the red carpet moment were (l to r) Theatre Education Award winner Marilyn McCormick and her son, Tony nominees Jules Fisher and Peggy Eisenhauer, and President and Mrs. Suresh.

Award for Outstanding Featured Actor in a Musical for his role in the then off-Broadway production of “Hamilton.”

“We are very proud of Renée and Leslie for the great work they’ve done on Broadway and throughout their ca-

reers,” said Dan Martin, dean of CMU’s College of Fine Arts. “Thanks to a firm foundation in K-12 arts education and the benefits of Carnegie Mellon’s conservatory training, our graduates continue to achieve great things and the Tony Awards

are one example of that success.”

In addition to the wins by Goldsberry and Odom, CMU alumni Jamie DeRoy, Peggy Eisenhauer, Jules Fisher, Megan Hilty and Ann Roth were nominated for Tony Awards this year.



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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.

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Pittsburgh to LA: Program Puts Alumni in Business of Entertainment

■ Pam Wigley

They are the men and women who put the biz into show biz.

They are executives at companies like Sony Music Entertainment, DreamWorks, Twitter, Viacom and Starz.

They are among more than 160 alumni of Carnegie Mellon’s Master in Entertainment Industry Management (MEIM) program, offered by the Heinz College.

The two-year course of study, in which students spend the first year in Pittsburgh to learn the basics of management and the second year in Los Angeles immersed in the entertainment industry, has yielded big results.

“The MEIM program builds confidence and expertise, whether students choose to work with representing talent, developing content or marketing that content,” said John Tarnoff, head of Industry Relations for the MEIM program and a former media/entertainment executive.

“The second year in Los Angeles provides an unparalleled grounding in the ways the entertainment business really works. This is why our students make strong impressions at their internships and transition to sought-after entry-level positions sometimes even before they graduate,” Tarnoff said.

The MEIM program celebrated its 10th graduating class this past April with a celebration for alumni, students, faculty and staff at The Paley Center for Media in Beverly Hills, Calif. The evening featured speakers who were instrumental to the program, including Tarnoff; Heinz College Dean Ramayya Krishnan; MEIM Program Director Dan Green; and Carnegie Mellon Lifetime Trustee, MEIM faculty member, Hollywood executive and CMU alumna Paula Wagner.

The program boasted mayoral kudos from two coasts: Pittsburgh Mayor Bill Peduto sent his congratulations in a video presentation and Los Angeles Mayor Eric Garcetti sent an official proclamation from the city recognizing MEIM’s contributions to Hollywood.

The anniversary was an especially memorable milestone for Dan Martin, dean of Carnegie Mellon’s College of Fine Arts, who started the program after receiving a boxed set of “The Godfather” films from his sons in 2002.

“It prompted me to wonder about the economics of, and decisionmaking within, the film and television industry,” Martin said.

After gathering a group of Los Angeles-based Carnegie Mellon alumni who worked in various divisions of the film and TV industry, he wondered whether there was a place at Carnegie Mellon for a professional

CONTINUED ON PAGE TEN



College of Fine Arts Dean Dan Martin and his wife, Cheryl Pinto, pose for pictures with School of Drama Head Peter Cooke. CMU alumna Judith Light (right), a two-time Tony Award winner, narrated CMU's TV commercial that aired during this year's broadcast.

CMU, Tonys Honor Theatre Teacher Marilyn McCormick

During the Tony Awards broadcast on CBS, Carnegie Mellon and the Tony Awards announced that Marilyn G. McCormick, a teacher at Cass Technical High School in Detroit, won the Excellence in Theatre Education Award.

She was recognized during the show by another CMU alumnus, Blair Underwood, who introduced McCormick from the audience. The national award is the first to honor kindergarten through high-school (K-12) theatre educators who demonstrate a monumental impact on the lives of students and who embody the highest standards of the profession. Nearly 1,200 nominations were received from across the United States for the award.

A 1972 graduate of Cass, McCormick has been teaching English and speech classes there since 1977 and began supervising drama shortly after. She has directed close to 50 productions, including musicals, contemporary and classical plays, and original works.

McCormick is the recipient of numerous awards including Cass Technical High School's Distinguished Alumnus Award, Outstanding Arts Educator from Wayne State University, Trailblazer Award from the Alfredine Wiley Scholarship Fund, Sankofa Award from Plowshares Theatre, nine Spirit of Detroit

Awards for teaching from the Detroit City Council and two Teacher of the Year Awards.

In 1999, McCormick's production of "Sarafina" in the American High School Theater Festival in Edinburgh, Scotland, received a four-star review from Edinburgh's newspaper, The Scotsman.

She holds a bachelor's degree in secondary education and a master's degree in education administration from Detroit's Wayne State University.

A panel of judges comprising representatives of the American Theatre Wing, The Broadway League, Carnegie Mellon and other leaders from the theatre industry selected McCormick for the award. Goldsberry and CMU School of Drama Head Peter Cooke were two of the seven people serving on the judging panel, with Goldsberry personally traveling to Detroit to deliver the good news to McCormick and her students.

CMU is the first, exclusive higher education partner of the Tony Awards. Carnegie Mellon's School of Drama is the oldest drama degree-granting program in the United States and celebrated its centennial in 2014.

Recognized as an international leader in the arts and technology, CMU's School of Drama consistently ranks as one of the world's best and has produced hundreds of Tony nominees.



Last year's Theatre Education Award winner Corey Mitchell (top) outside the Beacon Theater. CMU alumni Patina Miller and Josh Groban on the red carpet.

“Transformative” Cohon Center Addition Opens; Celebration Being Planned for Fall

The much-anticipated addition to the Jared L. Cohon University Center officially opened in mid-May, and a university-wide grand opening celebration is being planned for the fall.

The new 62,000 square-foot multi-purpose space will enhance campus life for students, faculty and staff. A new entrance along Forbes Avenue is bright and inviting and features a stunning Dale Chihuly chandelier suspended over the central lobby space. The colorful glass sculpture was a gift from trustee and alumnus Edward Frank and his wife, alumna Sarah Ratchye.

The two-story addition houses two exercise studios, a cycling studio and the Maureen B. Cohon Cardio Fitness Center on the second floor. The first floor includes men’s and women’s locker rooms, an equipment desk and a fitness center that includes free weights and weight machines.

New office space and conference rooms are on both floors. A new studio theater will serve a wide range of student performance groups.

“The Cohon Center expansion will be transformative for the Carnegie Mellon community in many domains, and will especially impact student life on campus,” said Director of Athletics Josh Centor. “We are grateful for the opportunity to provide first-class programming within our new fitness center that will invite students, staff and faculty to prioritize their health and wellness.”

Summer hours for the new fitness facility are 6 a.m. to 10 p.m. Monday through Friday and 9 a.m. to 10 p.m. on weekends.



“We are grateful for the opportunity to provide first-class programming within our new fitness center that will invite students, staff and faculty to prioritize their health and wellness.”

– Josh Centor

The new multi-purpose space in the Cohon Center will enhance campus life for faculty and staff.



PHOTOS BY COOPER KOSTELIC

Year in Review 2015-2016



FDA Approves Robot for Surgical Procedures

CMU spinoff company Medrobotics Corp. received clearance from the U.S. Food and Drug Administration to market its Flex[®] Robotic System, which is based on the research of CMU Robotics Institute Professor Howie Choset. A flexible endoscopic system that enables surgeons to access and visualize hard-to-reach anatomical locations, the system extends the benefits of minimally invasive surgery — shorter hospital stays and recovery times — to a broader population of patients.



CMU Wins Fifth World RoboCup

Carnegie Mellon's robot soccer team, led by University Professor Manuela Veloso, took home its fifth world championship without allowing a single goal at the 2015 RoboCup in China. The CMDragons outscored their opponents 48-0, winning the final 5-0 over a team from Qazvin Islamic Azad University in Iran.

Gift Supports Entrepreneurship

Alumnus James Swartz (TPR 1966), founding partner of the global venture capital firm Accel Partners, announced a gift of \$31 million to create the Swartz Center for Entrepreneurship. The center will serve as a hub for the university's entrepreneurship activities, connecting the ongoing efforts of several centers, programs, competitions, funds and workshops.



CMU Hosts Showcase in India

Recognizing its significant ties to India (1,800+ alumni), Carnegie Mellon hosted a July 4 event in New Delhi, India, focusing on "Integrated Intelligence" — how CMU is creating and leveraging technology to improve the human condition. The daylong event for alumni, parents, students and friends featured university leaders and international business executives, and included networking opportunities and panel discussions on "Smart Cities" and the "Transformative Impact of Big Data."

Gift To Support New Facility, Scholarships

Tata Consultancy Services (TCS), the fastest growing global IT and consulting company, donated \$35 million to Carnegie Mellon to fully fund a new facility and support students through CMU's Presidential Fellowships and Scholarships program. The gift is the largest corporate donation in CMU history, the largest international gift to CMU and the largest gift to a university by TCS. The facility will focus on education and research and provide collaborative space for faculty, students and TCS staff.



Education Bus Tour Stopped Here

U.S. Secretary of Education Arne Duncan brought his back-to-school "Ready for Success" national bus tour to CMU, where he held a town hall meeting on community-based STEM initiatives and improving students' readiness for college. Duncan said he admired CMU for its commitment to bringing more women into the field of computer science and for increasing the number of PELL recipients it serves. "It's an example for other universities to follow," he said.



Year in Review 2015-2016



Carnegie Mellon broke ground for the Tepper Quadrangle, the largest expansion on campus since the university's founding in 1900, on Oct. 30. The Tepper Quad, made possible by a \$67 million lead gift from the charitable foundation of alumnus David Tepper, will be the new centerpiece of campus, bringing the community together and advancing research, education, entrepreneurship and campus life. It will include a new home for the Tepper School of Business.

CMU Among World Leaders at Summer Davos

With 15 faculty members, several robots and Big Data demos, Carnegie Mellon had one of the largest delegations of any university at the World Economic Forum's Annual Meeting of the New Champions in Dalian, China. Discussion topics included machine learning for health, visually exploring large databases and robotics. The World Economic Forum brings together global leaders in academia, business and government to shape economic and industry agendas.



Wilson Returns To Make Directing Debut

Patrick Wilson (A 1995), fresh off his Golden Globe nomination for his role as Lou Solverson on the FX hit series " Fargo," returned to Carnegie Mellon to direct the School of Drama's production of "The Full Monty." Wilson knew the play well, having earned a Tony nomination for best actor for his role in the hit musical.

Groundbreaking Puts CMU in National Spotlight

The Tepper Quad groundbreaking ceremony brought the financial news cable network CNBC to campus to interview several university leaders throughout the day, including David Tepper, President Subra Suresh, Tepper School Dean Robert Dammon (below) and Chairman of the Board James Rohr.



CMU Takes Off With Boeing

Carnegie Mellon has joined the Boeing Company to establish the Boeing/Carnegie Mellon Aerospace Data Analytics Lab, a new effort to capitalize on the enormous amount of data generated by the aircraft industry to create safer, more reliable and more efficient aircraft operations.



Community Has Hunger To Serve

More than 700 students, faculty, staff, alumni and family members packaged more than 125,000 meals in a Stop Hunger Now event on campus. The event was organized by CMU's Partners Allied in Civic Engagement and the Kraft Heinz Company.



Tartans Advance to Sweet 16

The women's basketball team won two tournament games and advanced to the Sweet 16 of the NCAA Division III Basketball Championships for the first time in school history. The Tartans ended the year with a 21-7 record, tying the 1990-91 team for the most wins in a season.

CMU Writes the Book on Women in Computing

"Kicking Butt in Computer Science: Women in Computing at Carnegie Mellon University," a new book written by CMU's Carol Frieze and Jeria Quesenberry, outlines the cultural makeover that took place in CMU's School of Computer Science, a top-ranked program that consistently attracts and graduates a higher percentage of female computer scientists than the national average.



"Birdman" Michael Keaton Lands at ETC

Michael Keaton, perhaps best known for his roles as "Batman" and "Birdman," made his first trip to CMU's Entertainment Technology Center as a visiting scholar. Keaton experienced several student virtual reality projects and provided feedback before hosting a Q&A in which he shared anecdotes from movie sets and offered advice.

Year in Review 2015-2016

Spike Lee Attends Film Screening

Award-winning filmmaker Spike Lee attended the screening of his film “Chi-Raq” during CMU’s International Film Festival. Prior to the film, Lee hosted a Q&A session with audience members. “Chi-Raq” is set against the backdrop of gang violence in Chicago. The cast includes Nick Cannon, Wesley Snipes, Samuel L. Jackson, John Cusack and Jennifer Hudson.



The Sherman and Joyce Bowie Scott Hall, dedicated on April 30, provides both visual and intellectual stimulation, enhancing the College of Engineering’s innovative culture and fostering interdisciplinary research. Engineering always has had a “maker culture” of creating cutting-edge tools and products to benefit the modern world. With new lab space and new technologies, researchers and students can take that environment to a new level.

Like a puzzle piece, the building and its amenities connect fields of study and expand collaboration across CMU. Researchers and students have easier access to advanced technologies for turning ideas into reality.



Fastball Pitches CMU Scientists

The baseball documentary “Fastball,” which aims to answer the question of who threw the fastest pitch of all-time, premiered in Pittsburgh in April. Narrated by Kevin Costner and directed by nine-time Emmy-Award winner Jonathan Hock, the film includes interviews with more than 20 Hall of Fame players as well

as CMU scientists Gregg Franklin, Michael Tarr and Timothy Verstynen. Fastball speeds can reach close to — and sometimes surpass — 100 miles per hour, requiring baseball players to make split-second decisions. Tarr and Verstynen talk about how a batter’s brain races to process an incoming fastball.

Jaycox Named Churchill Scholar

Senior biological sciences major Jillian Jaycox, a student-athlete from West Chester, Pa., was one of 15 individuals nationwide to receive a 2016 Churchill Scholarship, one of the most prestigious awards for study abroad in the United Kingdom. Jaycox is the 12th CMU student to receive the scholarship, which funds a year of postgraduate study at the University of Cambridge. The Churchill Scholarship is Jaycox’s first international award. She received two national awards in 2015: the Barry M. Goldwater Scholarship and the Lupus Foundation of America’s Gina M. Finzi Memorial Student Fellowship. Jaycox was one of 17 students to earn major scholarships in 2015-16 for their academic achievement, leadership and service.



Improved Database Searches for DNA Sequencing

Database searches for DNA sequences that can take biologists and medical researchers days can now be completed in a matter of minutes, thanks to a new search method developed by computer scientists at Carnegie Mellon. The method was developed by Carl Kingsford, associate professor of computational biology, and Brad Solomon, a Ph.D. student in the Computational Biology Department, and described in a report published online by the journal Nature Biotechnology.

Training Next Olympic Champions ... in Math

Olympic hopefuls have arrived at CMU to begin final training for the summer games, not in Rio but rather the International Mathematical Olympiad in Hong Kong. Seventy of the best high school mathematicians from around the world, including a team of six from the U.S., are embarking on a three-week program to become better problem solvers.



U.S. Open

CONTINUED FROM PAGE ONE

1973 U.S. Open comeback victory and his spectacular, record-setting, final-round score of 63, 8-under par. Miller, six strokes back at the start of the final 18, won by one stroke.

“When I decided to write a book about Oakmont, I assumed I wanted to write about 1962, but the more I looked into it, it was a two-man battle between [Arnold] Palmer and Nicklaus and that didn’t give me many dramatic possibilities,” Schlossman said at a recent panel discussion at Oakmont.

“Then I looked at 1973. Of course, Johnny Miller shot the 63 to win and at that time it was said 10,000 times that it was the greatest round in history. But what fascinated me more was the ensemble cast. The tremendous number of people who were in this championship to the very end,” said Schlossman, who teaches golf history at CMU, the only college-level course of its kind in the U.S., according to the United States Golf Association.

That 1973 drama included Palmer, the hometown favorite, Nicklaus, Gary Player, Tom Weiskopf, Julius Boros, Gene Littler, Bob Charles and John Schlee, an “interloper” who came within 3 inches of tying Miller on the final hole.

The Front Nine

Schlossman got interested in the game of golf as a preteen in New York during Palmer’s ascent as a pro. He got hooked on the history of the game in the early ’60s by watching the television show “Shell’s Wonderful World of Golf” with host Gene Sarazen, which aired from courses all over the world.

“A match on the show featured Sarazen playing Henry Cotton at the Old Course at St. Andrews [in the U.K.]. There was the game that was played in the 1920s and ’30s, by people in the ’60s. Gradually, the history of golf and the living memories of the game through people like Sarazen got my attention,” Schlossman said.

Schlossman, who became a championship golfer in high school and college,



Schlossman became a championship golfer in high school and college.



Steve Schlossman is a history professor at CMU and author of “Chasing Greatness: Johnny Miller, Arnold Palmer and the Miracle at Oakmont.”

attended his first championship event at the Westchester Country Club, north of New York City.

“My goal was to get close to Palmer and Nicklaus, but I also got close to Sam Snead who was in his 50s. I never in my life — I was 15 — saw someone hit the ball so far,” he recalled.

Schlossman moved to Pittsburgh in the late 1980s and attended the 1994 U.S. Open at Oakmont.

“I was enthralled by Oakmont,” he said. “I thought it was even tougher than Bethpage Black — a public course and site of the 2002 and 2009 U.S. Opens — the course I grew up around in New York.”

When he became head of CMU’s History Department, Oakmont sought his advice for a 100th anniversary book it was planning. He had the opportunity to meet many members and people associated with the club, and “began to live the history of Oakmont.”

And the Rest ... Is History

Bob Ford, the longtime pro at Oakmont whom Schlossman credits for allowing

him to learn about the course firsthand, is impressed with Schlossman’s knowledge of the game and Oakmont.

“Steve is a walking encyclopedia of golf and particularly Oakmont golf. It’s fascinating how much research he’s done and the work that he’s done to capture the history of Oakmont like nobody else, quite frankly.”

“We’ve talked a lot and I probably led him down some of the right paths, but he did a marvelous job with that book,” Ford said of “Chasing Greatness.”

Gerry Dulac, an award-winning golf writer for the Pittsburgh Post-Gazette, said Schlossman is a go-to person for golf history.

“His knowledge, whether from being a fan or through his research, is not only detailed, but it’s accurate. Steve either refutes theories or myths, or he further explains something that has been proven as fact and helps explain it better,” Dulac said.

One such myth is that a sprinkler malfunction and rain storm the night before the U.S. Open final round in 1973, slowed the greens significantly allowing Miller to shoot his amazing 63.

“The sprinkler issue happened early Friday morning, not Saturday night. The greens were softer Friday, but they quickly returned closer to Oakmont fast. And the thunderstorm happened Sunday night [after the tournament concluded],” Schlossman explained.

“Steve knows more about golf than anyone I’ve ever met. His knowledge of the technical side — the swing, the types of shots, the nuances of courses — is exceptional and matched only by his appreciation and understanding of the game’s history, from the PGA Tour to the women’s tour to the amateur game,” said Lazarus, co-author of “Chasing Greatness.”

Lazarus, who earned his master’s degree in professional writing at CMU in 2006, credits Schlossman for having an enormous influence on his literary career.

“I learned how to do this kind of stuff from Steve,” said Lazarus, author of “Super Bowl Monday,” “Hail to the Redskins” and “Best of Rivals.” “He taught me how to do full-scale, in-depth, book-length type of research — the tricks of the trade that I use today.”

“Steve is a walking encyclopedia of golf and particularly Oakmont golf. It’s fascinating how much research he’s done and the work that he’s done to capture the history of Oakmont like nobody else, quite frankly.”

— Oakmont Pro Bob Ford

The 19th Hole

Leading up to this year’s Open, Schlossman visited the course a number of times and was an invited speaker at various Open-related events.

His golf history class of 28 students walked the 15th, 16th, 17th and 18th holes with club pro Devin Gee this spring, allowing the students to get a firsthand, up-close look at the “velvety fairways,” the white manicured bunkers and the large, lightning-quick “compulsively undulating” greens that help to make Oakmont special.

When play began, Schlossman, a member of the United States Golf Association (USGA) Museum Committee, was there documenting the activities and lending his expertise in the Media Tent as a member of the USGA research team to assist on-site journalists.

The tournament is now over, but he’ll be back. A book on the 1919 U.S. Amateur Championship is in the works.

The history ... continues.

Program Helps Put the Biz in Show Biz

CONTINUED FROM PAGE TWO

education program that would provide highly creative storytellers with a strong set of management skills.

“I had been inspired by CMU alumni who did this quite successfully, including Stephen Bochco, John Wells, Paula Wagner, Gregory Maday, Lee Miller and Bud Yorkin, among others,” Martin said. “All of these visionaries and many others in all divisions of the industry had that balanced approach and are responsible for some of the most iconic films and television series of the last half century.”

His biggest stumbling block, as the ad-hoc focus group participants would tell him, was clear: How do you teach film and TV management — and other vital parts of the entertainment industry — from Pittsburgh? To

Martin, the answer was evident: Create a combined program incorporating one year in Pittsburgh and one year in Los Angeles.

“Ten years later, we have a strong, rigorous and meaningful education program that serves the management efforts of screen-based entertainment production in Los Angeles and many other industry centers around the continent,” he said.

Martin credits much of the success to Green, Tarnoff and the late Bud Yorkin, “who was a regular sounding board, a shoulder to lean on and very wise counsel as we launched and grew the program.”



Alumni from the MEIM program celebrate with Program Director Dan Green (center) at the 10th anniversary event in Los Angeles.

Green gives credit to alumni who are paving the way for others.

“With the culmination of our 10th class graduating this May, we consistently see alumni hiring students for internships and jobs. The alumni value the idea of giving back,” Green said.

Recent graduate Anna Lewgood is grateful for those who took the chance to create the program.

“It is the perfect balance of business and creative preparation for this industry,” said Lewgood, who hopes to become a studio executive or a network/research executive.

“Going through the MEIM program

has prepared me to start on this career path with the knowledge of the complex film and television business models,” she said. “I wouldn’t have the already vast network that I do without this program.”

Olivia Barton, a 2014 MEIM graduate, works at Sony Music Entertainment. She said she gained a strong understanding of the economics of film and television and that internships helped land her first job.

Barton is one of the 92 percent of MEIM graduates who found employment in the industry after graduating. That placement rate is one reason Melissa Larosa was drawn to the program.

“The faculty encourage entrepreneurship and lead by example through establishing relationships across the film, TV and music industries,” said Larosa, who noted the many opportunities that arise in New York, Los Angeles and at film festivals like South by Southwest, Sundance and Cannes in the south of France.

“I think we’ve been a bit surprised by how quickly the industry has embraced the program. We now have companies calling us with internship and job opportunities, which has been a nice confirmation of what we’ve been doing,” Green said.

Alum’s Negotiation Skills Bring LEGO Toys to Life



Ben Elliott, vice president at Warner Bros. Interactive Entertainment, used the negotiation skills he learned in the Master of Entertainment Industry Management program to help launch LEGO Dimensions. The video game combines physical LEGO bricks with a virtual video game world and features characters and environments from Jurassic World, The Simpsons, Scooby Doo, DC Comics and more.

Three Professors Earn Highest Faculty Distinction

■ Piper Staff

Three Carnegie Mellon University faculty members, Marlene Behrmann, Jonathan Caulkins and Jelena Kovačević, have been named University Professors, the highest designation a faculty member can achieve at the university.

“University Professors are distinguished by international recognition and for their contributions to education, artistic creativity and/or research. Marlene, Jon and Jelena are colleagues most deserving of this distinction,” said CMU Provost Farnam Jahanian.

Behrmann, the George A. and Helen Dunham Cowan Professor of Cognitive Neuroscience, is the first woman from Carnegie Mellon to be elected to the National Academy of Sciences.

Behrmann joined the Psychology Department faculty in 1993 and is considered to be one of the foremost experts in the cognitive neuroscience of visual perception. She has received the Presidential Early Career Award for Engineering Science, the American Psychological Association Distinguished Scientific Career Award for Early Career Contributions and the Early Career Award in Neuropsychology.

Her groundbreaking research combines behavioral investigations and brain imaging techniques to identify the functional and structural architecture of the human brain that enable our visual experiences. She also uses brain imaging to uncover abnormalities in the



Marlene Behrmann



Jonathan Caulkins



Jelena Kovačević

brains of individuals with neurodevelopmental disorders, such as autism and dyslexia.

Caulkins holds the H. Guyford Stever Professorship of Operations Research and Public Policy at the Heinz College, where he has been on the faculty since 1990.

He is a member of the National Academy of Engineering, a fellow of INFORMS, the recipient of the INFORMS President’s Award and the INFORMS distinguished lecturer. He has received the David Kershaw Award from the Association for Public Policy and Management and the Robert Wood Johnson Foundation Health Investigator Award, among many others.

Caulkins has authored over 130 articles and 10 books. His primary research

interest is modeling the effectiveness of interventions related to drugs, crime, violence, delinquency and prevention. He is a former co-director of RAND’s Drug Policy Research Center and was founding director of its Pittsburgh office. He taught at CMU’s Qatar campus from 2005 to 2011.

Kovačević is the David Edward Schramm Professor, head of the Electrical and Computer Engineering Department and a professor of biomedical engineering.

A CMU faculty member since 2003, Kovačević is an authority on signal processing, multiresolution techniques and wavelet theory with applications in biology, medicine and smart infrastructure. She is a fellow of the IEEE and EUSIPCO and has co-authored a widely

used textbook, “Wavelets and Subband Coding,” as well as a more recent one, “Foundations of Signal Processing.”

She is a co-author of a top-10 cited paper in the Journal of Applied and Computational Harmonic Analysis and a paper on multidimensional filter banks and wavelets that was selected as one of the Fundamental Papers in Wavelet Theory.

Kovačević received the Belgrade October Prize in 1986, the E.I. Jury Award at Columbia University in 1991 and the 2010 Philip L. Dowd Fellowship Award from CMU’s College of Engineering. Her recent work has focused on biomedical imaging, smart infrastructure and graph signal processing.

New Dean Named in MCS CONTINUED FROM PAGE ONE

scientific disciplines to investigate and disseminate biologically interesting information, and further understand the ultimate function of DNA and epigenomic associations.

“Rebecca brings more than 25 years of experience as a scholar, educator and leader to CMU,” CMU

Provost Farnam Jahanian said. “Collaboration across disciplinary borders is a hallmark of her own scholarship and her academic leadership, and she has demonstrated a deep appreciation for supporting basic research. Those qualities make Rebecca an ideal leader for the Mellon College of Science

and a champion for science throughout Carnegie Mellon at this important moment. Science is in our DNA as a university, and touches on the work that all of us do, across colleges and centers.”

As head of Purdue’s Department of Statistics from 2010-2015, Doerge oversaw the unit’s growth into one of the largest departments of statistics in the country. She led efforts that doubled both the number of undergraduate students and the number of tenured female faculty, while also increasing the department’s number of online and hybrid course offerings.

“Carnegie Mellon’s focus on educating the whole student across disciplinary boundaries is essential for addressing both societal and global

challenges,” Doerge said. “I am deeply honored to be a member of the university’s leadership team and look forward to working with the Mellon College of Science faculty, staff and students to advance discovery, collaboration and innovation.”

Doerge is an elected fellow of the American Statistical Association and the American Association for the Advancement of Science. She is a member of the board of trustees for the National Institute of Statistical Sciences and the Mathematical Biosciences Institute.

A recipient of multiple awards at Purdue, Doerge has authored more than 120 scientific articles, published two books and worked with 23 doctoral degree candidates to the successful completion of their studies.

Doerge earned bachelor’s and master’s degrees in mathematics from the University of Utah and a doctoral degree in statistics from North Carolina State University. She spent two years as a postdoctoral scholar at Cornell University.

Doerge will succeed Dean Fred Gilman, who will be stepping down after serving in the position since 2007.



New MCS Dean Rebecca Doerge is welcomed by Physics Professor Kunal Ghosh.

High Heels, High Society

■ Chuck Finder

Women who move from Mobile, Ala., to New York City are likely to switch to higher heels.

That's a small part of the findings of a recent study by Tepper School of Business Associate Professor of Marketing Jeff Galak and his co-authors. Their paper, "Trickle-down preferences: Preferential conformity to high status peers in fashion choices," was published in PLOS ONE.

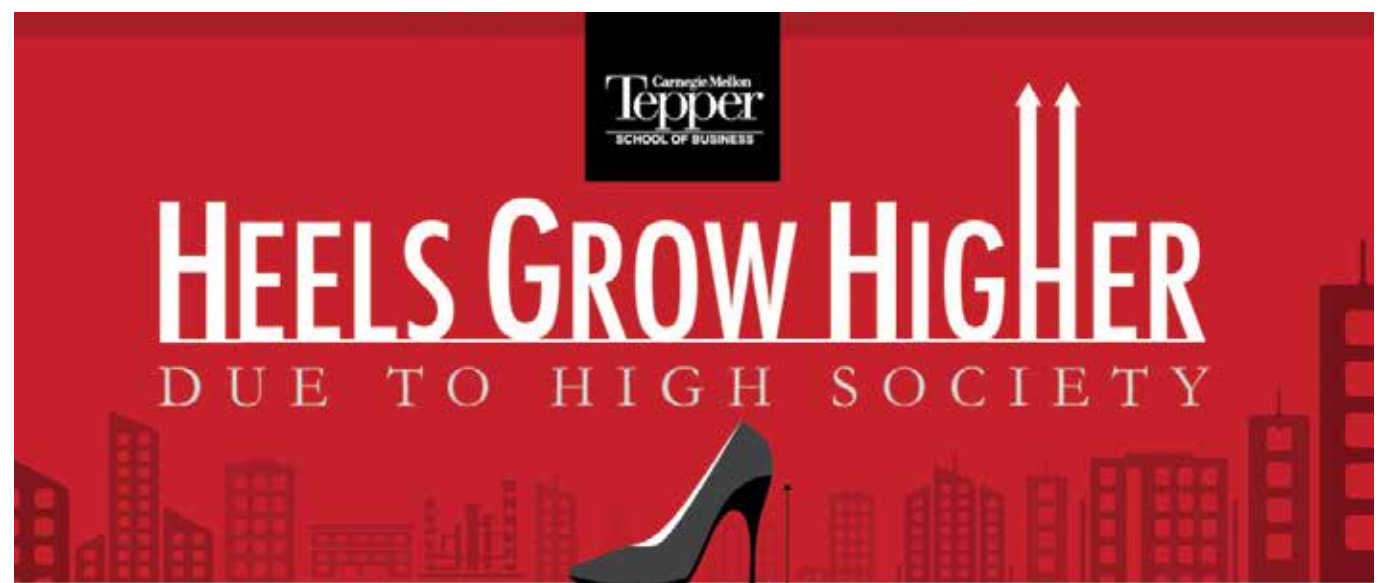
The researchers studied 16,236 shoe purchases by 2,007 women across 180-plus U.S. cities throughout a five-year period. They found that women's heel height changed in accordance with the subjects' relocation, whether they moved to a city whose median income was marginally or significantly higher than earnings in their original hometown.

In the first large-scale demonstration of what researchers describe as the tension between psychological conformity and consistency for women, Galak and his co-authors reveal in research that Americans on the move generally adopt higher-status fashion trends to a far greater extent than lower status.

"Studying heel height may seem like an unusual way to understand social influence, but it's actually a perfect setting," said Galak, whose fellow researchers included Kurt Gray, assistant professor in psychology at the University of North Carolina; Nina Strohming, a postdoctoral fellow at the Yale School of Management; and independent researcher Igor Elbert.

"Fashion choices are highly visible decisions that are influenced by social norms and pressures. Shoes, and de facto heel height, are one such purchase where the decision and motivations are both highly visible and easily quantifiable.

"It's difficult to systematically assess preferences for say, clothing color, because there are just so many different colors women can choose from. Heel height, however is a



THE EXPERIMENT

A large-scale dataset of individual purchases of women's shoes reveals that they conform to new local norms (i.e., average heel size) when moving to relatively higher status locations, but mostly ignore new local norms when moving to relatively lower status locations.



single dimension that we as researchers can look to — and understand the nuanced decision that women make when trying to both be themselves and also fit in with a new environment."

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However, the study showed that if women moved to a location with a median income lower than the subjects' previous residence, the women generally

kept the preferences of their previous location, choosing not to alter their heels.

"There is, of course, still more work to be done to understand how people, in general, balance the complexity of maintaining their own sense of individuality while trying to be part of a larger group," Galak said, noting that census figures reveal that 7 million-plus Americans relocate across state lines annually.

"For instance, do people conform to social norms for more private purchases like furniture, movies and even art? Maybe we will learn that when their purchases are not on public display, people are willing to keep true to their own identities and are less willing to conform to the group."

The study showed that if women moved to a location with a median income lower than the subjects' previous residence, the women generally kept the preferences of their previous location, choosing not to alter their heels.