

CORNELL'S QUARTERLY MAGAZINE FALL 2014

EZRA



THE TRANSFORMER

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The 2014 Greek Freak: Salute, Step and Stroll! dance performance. To see "Picture Cornell" slideshows at the Cornell Chronicle, visit www.news.cornell.edu/picture-cornell.



CORNELL'S QUARTERLY MAGAZINE

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from the publisher

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ON THE COVER:

Illustration by William "Bill" Benson '72;
design by University Communications
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This issue of Ezra is one that makes me proud to be part of the Cornell community in a powerful way. It is about caring and giving, and it is about excellence. The alchemy of good character, good education and a good sense of giving back creates the types of individuals that you will read about in these pages.

We feature a collection of amazing, heartwarming stories of giving – of time, energy, effort, financial support and professional guidance – by students and faculty, staff, parents and alumni. Their shared experiences and friendships grew over time with so many paying it forward in different ways for the next generation.

Most of you will recognize Chuck Feeney '56 on the cover. But this is not just a photo of Chuck or a traditional or formal portrait. This is an illustration of a Cornellian who embodies the good that he and others have done, are doing and will do to make the world a better place. It is this greater sense of good and giving back that you will read about in small and large ways throughout this issue.

We chose Chuck Feeney to represent this issue's theme of giving because of his selfless generosity and commitment to helping others, first anonymously and now as part of the Giving While Living Pledge that Warren Buffett, Bill Gates and others have signed to encourage others. We commissioned artist and Cornellian William "Bill" Benson '72 to create a charcoal depicting what we call the giving spirit that Chuck embodies and shares with others.

Bill was selected because he brings together both remarkable representation and the abstract in his portraits. We met with him in his studio and shared photos and stories about Chuck, discussed various styles of creating the portrait and described what we wanted to convey. When we saw an early sketch that captured the spirit we wanted, we left Bill to create our cover. What you see is simply magic.

Enjoy this issue, and, as always, send me your thoughts at avpcomm@cornell.edu.

Tracy Vosburgh

Assistant Vice President, University Communications
University Relations



Members of the College of Agriculture and Life Sciences community gather in Stocking Hall to package 20,000 dry meals that will be shipped around the world to support school feeding programs and crisis relief Oct. 16.



eLab grad takes company on venture trail

A new company founded by Haroon Ismail '13 could make checking your blood sugar as easy as reaching for your smartphone.

Ismail's company, AkibaH, is a recent graduate of a highly selective boot camp for promising health care startups, sponsored by Sprint. He's also a graduate of Cornell's eLab, the accelerator for student businesses.

"We do more than just keep a running tally of readings and graphing them," Ismail says about his company. "Our product helps people be proactive rather than reactive, to meet their goals and stay on top of them."

Ismail lost a loved one to diabetes-related complications when he was 16. He entered Cornell as a pre-med major, but realized that by leveraging technology, he could have a bigger impact on care. After graduation, he turned down a Fulbright Fellowship to found AkibaH. Other partners in AkibaH include co-founder/COO Fathi Abdelsalam, MPA '13, and Paul Chang '14.



Turning teaching – and knowledge transfer – upside down

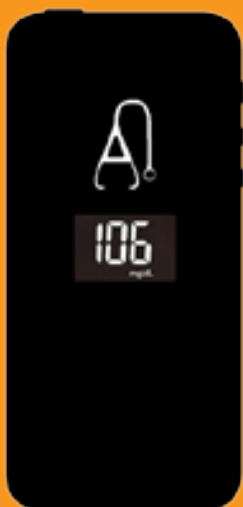
From teacher to student: for centuries, that's how knowledge has been transferred. But it turns out that's not always the best approach.

A pilot project in the College of Arts and Sciences is implementing the "flipped classroom" model advocated by Nobel laureate Carl Wieman, where basic knowledge is transferred outside the classroom, so that class time is focused on engaged learning via problem-solving and reasoning practice.

Although the curriculum is still under development for the pioneer departments (physics and biology), faculty aren't waiting. Students in last spring's team-taught Introduction to Neuroscience watched videos before class that were prepared by neurobiology and behavior professor Carl Hopkins. They then spent class time working with real-world problems and answering clicker questions. Susan Riha's Environmental Physics class also prepared ahead of time, then spent class time working on multipart environmental problems in groups of three.

Fortunately, the new Clark Hall Learning Suite is ready for flipped classroom use. The suite, made possible by a donation from Ruth Lasof, includes four classrooms, a new study area and a common area. The classrooms feature flexible seating and tables.

The flipped classroom pilot project is made possible by the generosity of Alex and Laura Hanson, Class of 1987; Alex Hanson says they "found the research on how it benefits students really compelling."



Weill Cornell brain image printed in 3-D for exhibit

Weill Cornell Medical College physicist Henning U. Voss has collaborated with Philadelphia's Franklin Institute to transform a virtual 3-D brain image into a physical reproduction.

The two-and-a-half-foot sculpture is the centerpiece of a new exhibit, "Your Brain," at the institute that lets visitors explore the brain in themed sections. Voss' 3-D-printed structure, based on imaging depicting the brain's white matter, shows

how scientists visualize pathways that carry out brain functions.

"I hope that this piece will do its part to make young people interested in the brain as an object of scientific inquiry," says Voss, the Nancy M. and Samuel C. Fleming Research Scholar in Intercampus Collaborations and associate professor of physics in radiology.



American Precision Prototyping

Walter Bogo/Stockphoto

Cornellian gets top MLB job

Rob Manfred (below right), a 1980 ILR graduate and Major League Baseball's chief operating officer, has been named the sport's 10th commissioner; he will succeed Bud Selig in January. At MLB, Manfred has played key roles in advancing drug testing and in steering contract negotiations away from a decades-long pattern of work stoppages. "The single biggest skill I gained at ILR is the ability to negotiate," Manfred said in 2013. "I was well trained in how to get ready to bargain."



Provided

Wanted: Cornell images, stories, memories (yours!)

All Cornellians — students, families, alumni, friends, faculty and staff — are encouraged to help energize the Big Red community as the university prepares to celebrate its sesquicentennial.

Visit 150.cornell.edu to submit stories, images and events that have shaped your Cornell experience, whether recent or long ago. These memories will be gathered and shared on the Sesquicentennial website.

Stand up and be counted as a proud Cornellian. Show your Sesquicentennial spirit!



Jesse Winter

Manfred, right, with Gary Bettman '74, National Hockey League commissioner, at a December 2013 event in New York City.

“I had one idea that never changed in my mind – that you should use your wealth to help people.”





The Transformer

Chuck Feeney '56 champions the pleasure of giving while living

He is Cornell University's biggest donor.

Through The Atlantic Philanthropies, the charitable foundation he seeded with nearly all of his wealth, Feeney has given Cornell approximately \$1 billion. He is among the top three or four philanthropists in modern times, along with Warren Buffett, George Soros, Michael Bloomberg, and Bill and Melinda Gates. By 2020, he and Atlantic will have given away approximately \$7.5 billion. The magnitude and impact of his generosity are a source of inspiration even to the world's highest-profile philanthropists, such as Buffett and Gates, both of whom have said Feeney is a role model for how to give and how much to give. Quoted in a 2012 issue of *Forbes*, Gates said: "Chuck is fond of saying that none of us has all the answers, but I know that Melinda and I have learned a great deal from him in the time we've spent together."

He is, you might say, a philanthropist's philanthropist. But for more than two decades,



Rendering: Luke Yong Morphtosis

Rendering of a portion of the future Cornell Tech campus on Roosevelt Island, showing the campus lawn, the first academic building (left) and the co-location building.

until his authorized biography was published in 2007, almost no one had heard of him or knew about his massive, anonymous charitable giving.



Division of Rare and Manuscript Collections

'Charlie' Feeney from New Jersey

Friends and observers have described Feeney as shy, a fast walker, brilliant, fearless and tireless, quiet and deeply caring. He has striking blue eyes and a wry, quick wit.

Feeney grew up during the Great Depression in Elizabeth, New Jersey. He and his parents and two sisters made ends meet, sometimes just barely.

No one in the Feeney family had attended college, and no one expected that Chuck would, either, let alone an Ivy League university. Nevertheless, he came to Cornell (above: his yearbook photo) and went on to launch a successful global enterprise that made him a millionaire hundreds of times over.

According to Conor O'Clery's best-selling biography, "The Billionaire Who Wasn't: How Chuck Feeney Secretly Made and Gave Away a Fortune," Feeney was already cheerfully industrious at an early age. He sold greeting cards door-to-door in elementary school, among other ventures. By the time he reached Cornell as an Air Force veteran (he'd volunteered for military service at age 17 in 1948), paying tuition with the help of the G.I. Bill, he had further honed his entrepreneurial talents.

He had decided to apply to Cornell after reading an article about the School of Hotel Administration titled "A School for Cooks" and thought to himself (as he recalls in O'Clery's book), "I could do that, I could look after people."

In his freshman year, Feeney launched a sandwich business on campus (feeding fraternities and sororities) so profitable that he was known by fellow students as "The Sandwich Man." He'd stand outside the fraternity houses and blow a whistle to alert hungry people inside that now was the time to buy a snack.

He'd done the math: people were hungry, convenient late-hour food was scarce, many students had extra pocket money; he could buy bread, meat and cheese with a check on Friday night that wouldn't be cashed until the following Monday. His roommates and friends could be inveigled to help spread mustard and assemble the sandwiches.

By the time he graduated from the School of Hotel Administration, Feeney had sold thousands of

sandwiches and made dozens of lifelong friends. He used his savings to travel to Europe and enroll in a graduate program in France, where he launched a lucrative summer camp for American military kids. In 1958, with fellow Hotelier Robert W. Miller '55, he co-founded a duty-free shopping operation in Europe. Within a few years they expanded to Hong Kong, taking advantage of the fact that sailors and tourists were allowed to send home automobiles and up to five bottles of liquor as unaccompanied baggage, duty free, at a significant savings.

Building a giant cash machine, only to give it all away

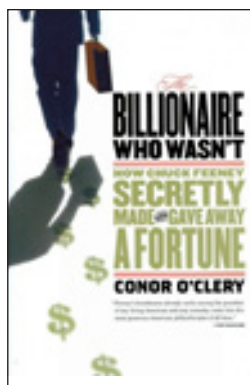
Within a few years, thanks to nearly constant travel, remarkable attention to detail, the strategic bailout of a rival duty-free business, and cultivated relationships with liquor companies, car manufacturers and military personnel, Feeney and his partners had built an international business. It leveraged the strong American dollar and rising middle class, as well as burgeoning Japanese tourism and tax havens. Over the next three decades, Feeney and Miller's Duty Free Shoppers (DFS) became the largest seller of luxury goods, cigarettes and liquor on the planet.

By his 50th

birthday, Feeney was extremely wealthy, making tens of millions a year. But he wasn't interested in having the kind of lifestyle often associated with great wealth. Instead, he wanted to use his money to help people in need on a large scale ("It's all about the people," he often said).

In 1984, at age 53, he moved forward with a radical decision he'd been mulling for years – to give away virtually all of his personal wealth for the benefit of others. He quietly transferred the majority of his stake in DFS – estimated to be north of \$500 million – to a charitable foundation he created. Business publications say Feeney was, at the time, perhaps the richest person to give away such a large percentage of his wealth.

Over time, what has really set him apart, though, is the entrepreneurial nature of his giving and the dramatic changes it has brought about within education and for children, the elderly and the marginalized in his chosen geographic regions – Ireland, Northern Ireland,



Vietnam, Australia, South Africa, Bermuda and the United States (see map, below).

While he was no longer personally wealthy, he was still always on the lookout for good partners and ways to leverage his resources to get a bigger bang for his buck, whether in business – still making decisions for DFS – or philanthropy.

What transformative giving looks like

Feeney has said that he didn't want to give gifts that merely "tinkered at the edges." Instead, he wanted to utterly transform things. This year, an article in the Australian Financial Review documented a recent explosion of philanthropy in Australia, giving much credit for the trend to Feeney and Atlantic, who have given approximately a half billion dollars to build or expand 25 biomedical research facilities in Australia since the late 1990s. "He strong-armed governments," the reporter writes of Feeney's Australian giving, "to give matching grants and gave in the wake of the global financial crisis when the money was most needed and went the furthest."

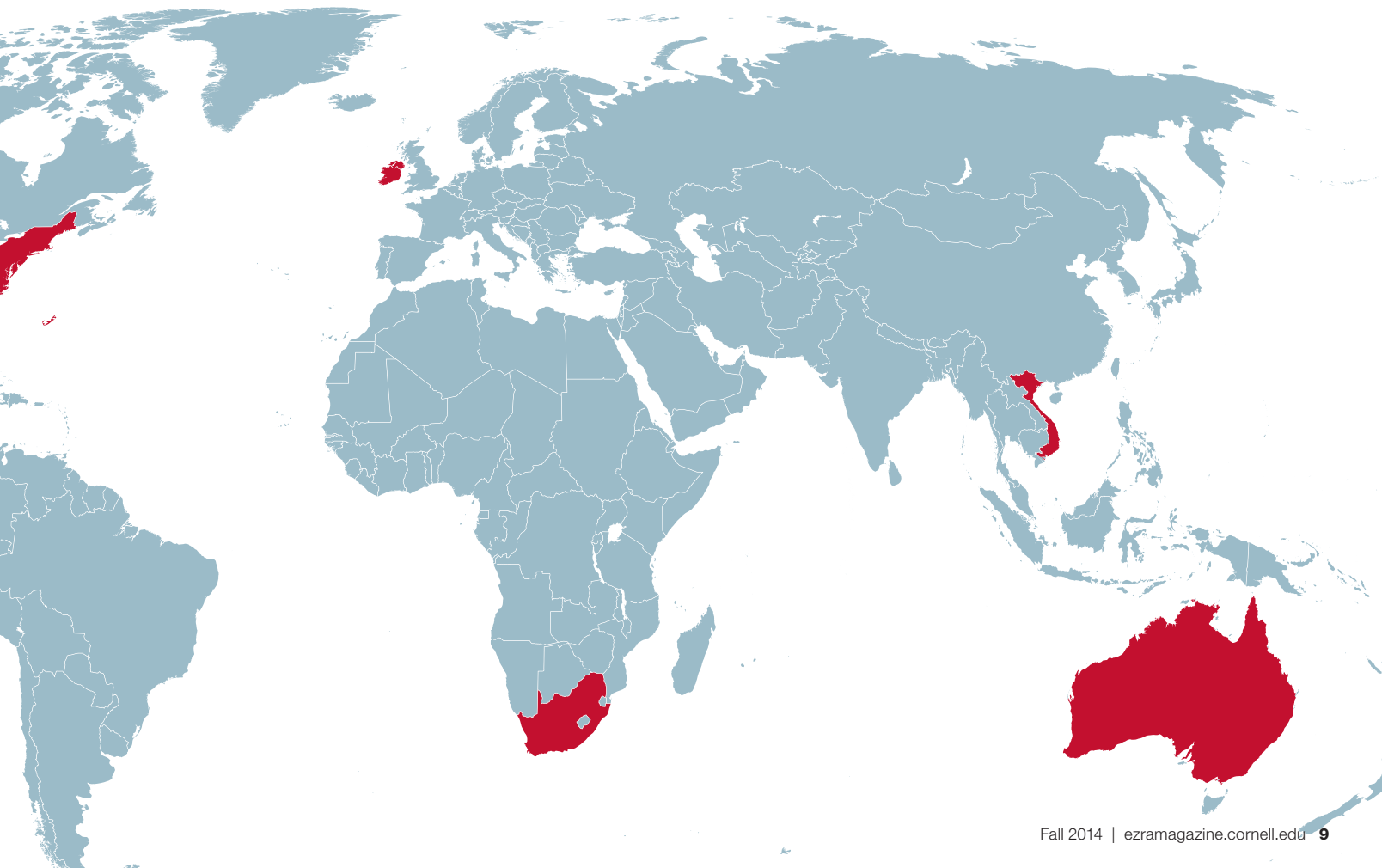
Another example of Feeney's habit of using leverage

is found in Atlantic's efforts to revamp Ireland's higher education system starting in the 1980s. At the time, Irish universities were underfunded and ranked poorly worldwide, and the Irish economy was so weak that young people were leaving in droves. Feeney began by asking a few university presidents to think big and come up with bricks-and-mortar projects capable of redefining research in Ireland, but he placed a condition on his gifts: They'd have to raise big money from other sources, including the Irish government, to claim matching funds from Atlantic.

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Feeney, right, with Jack Clark, then dean of the School of Hotel Administration, during Hotel Ezra Cornell in 1989.



That first foray blossomed into Atlantic's investment, over the next 25 years, in every university in Ireland, and more recently in secondary schools in Northern Ireland. The foundation has now funneled some \$800 million to Irish schools and several hundred million more to other Irish institutions, while leveraging much more from the Irish government. The Irish educational system has since jumped at least 20 spots in international rankings, research output has grown in leaps and bounds, and the economy became more robust and able to weather the global downturn with improved resilience.

In 2012, for the first time in history, the nine universities of Ireland, north and south, together conferred an honorary degree on Feeney.

Atlantic has built schools and hospitals in Vietnam, improved the health care system and advocated for human rights in South Africa, advanced cutting-edge medical research in San Francisco, and with money from his own pocket, Feeney played a significant role in the peace process in Northern Ireland in the 1990s. Feeney's and Atlantic's philanthropy has had a transformative effect on whole sectors of national economies and on entire regions.

“The beneficial effects Cornell University will have on the lives of its students, alumni, and people in every corner of the planet have been multiplied by Chuck's generosity and by his quiet, powerful commitment to making the world better.”

– President David Skorton

Atlantic Philanthropies at Cornell

What would Cornell University look like without Feeney and The Atlantic Philanthropies? For starters, it probably would not have Cornell Tech, since Atlantic's down-to-the wire gift of \$350 million was a major factor in Cornell's winning bid to New York City for a tech campus in 2011. The gift made headlines around the world and is the largest single gift designated to one purpose in Cornell's history. (In fact, it is one of the largest gifts ever given to any university, topped only by a handful of \$400 million gifts and one gift of \$600 million from the Gordon and Betty Moore Foundation to the California Institute of Technology in 2001, according to *The Chronicle of Higher Education*.)

But Atlantic's giving at Cornell started much earlier, and much more quietly.

“There is likely no better example of Chuck Feeney's commitment to ‘giving while living’ than Cornell University, his alma mater, and the recipient of the first grant The Atlantic Philanthropies ever made,” said Chris Oechsli, president and CEO of The Atlantic Philanthropies. That first grant, in 1983, launched the Cornell Tradition, a fellowship program that recognizes and offers programming and book stipends to students with “a strong work ethic, service

involvement and academic achievement.” Atlantic has since given millions more to the program and has been joined by hundreds of other donors, who together have named 263 additional Tradition fellowships. To date, 4,315 Tradition fellows have given more than one million hours of public service to the community since the program's inception and have helped enhance the campus's decidedly public service-focused culture.

Without Feeney and Atlantic, there also would be a lot fewer scholarships. The \$50 million the foundation made available for a scholarship campaign starting in 1990 was contingent upon the university's ability to raise \$150 million from others. All told, over 450 alumni,

parents, friends, corporations and foundations created or enhanced more than 800 scholarships.

Atlantic's support for faculty has included tens of millions of dollars in bridging funds that allowed for new hiring of dozens of professors. Atlantic's support has allowed the university to recruit and retain many of the most extraordinary faculty on campus today, to think broadly about academic priorities most important to the university's future, and to make investments needed to pursue them.

Atlantic's commitment in 1999 to Cornell's Residential Initiative permitted the university to move forward with a bold, expensive plan, under the leadership of then-President Hunter Rawlings, to house all first-year students on a renovated North Campus – and to rebuild West Campus, where five new living/learning houses offer students in the sophomore year and beyond an attractive on-campus housing option. The initiative also put in place a strong program to incorporate academics into residential life, creating more opportunities for informal student-faculty interaction. The residential plan has been one of the great Cornell success stories in recent decades – enriching campus life, creating a stronger academic community and underscoring the importance of faculty mentoring of undergraduates.

Cornell President David Skorton told *Ezra* magazine that his years as president “have been punctuated by absolutely terrific, transformational moments when Chuck and The Atlantic Philanthropies stepped in and offered partnership, leadership and support.

“The beneficial effects Cornell University will have on the lives of its students, alumni and people in every corner of the planet have been multiplied by Chuck's generosity and by his quiet, powerful commitment to making the world better.”



From left, then-New York City Mayor Michael Bloomberg, Google co-founder and CEO Larry Page, Cornell President David Skorton, Feeney and Robert Harrison '76, chairman of the Cornell Board of Trustees, at a May 2012 press conference announcing that Cornell Tech would have its first physical space, free of charge, in a New York City building owned by Google.

The pledge

Even though he had transferred virtually all of his and his family's assets more than 25 years earlier, in 2011 Feeney became a signatory of the Giving Pledge. Created by Buffett and Gates, the pledge aims to motivate the wealthiest individuals in America to commit to giving the majority of their wealth to the philanthropic causes and charitable organizations of their choice – preferably while the donors are still alive. Feeney has wryly observed that it is very difficult to enjoy philanthropy once you are dead.

“Try it,” he has said about giving while living – “you’ll like it.”

“While Chuck’s theory is a simple one – that donors will get more satisfaction from their giving if done while they are living – the impact of the philosophy is immeasurable,” Oechsli said. “Though hard to quantify, the impact can be seen in healthier, better educated, more peaceful communities where people have increased access to opportunity and are treated with dignity and respect.”

This past June, Feeney was honored with the Forbes 400 Lifetime Achievement Award for Philanthropy, presented to him by Buffett, who told the assembled public officials and philanthropists that Feeney was not only his hero, but also Gates’ hero, and that “he should be everybody’s hero.”

“It’s simple, really,” Feeney said on the occasion of

receiving the Forbes award. “You get more satisfaction from giving while you’re alive and involved. You learn and make adjustments to achieve the highest and best use of your resources. You get to see what you’ve helped accomplish. I am grateful that, by giving me this award, Forbes is encouraging other successful businessmen and women to more fully engage in philanthropy in their lifetimes.”

Feeney once famously told *The New York Times*, “I want the last check I write to bounce.”

There will probably be no such drama, but The Atlantic Philanthropies is planning to spend down its funds by 2020.

President Emeritus Frank H.T. Rhodes, who led Cornell from 1977 to 1995, served on the board of The Atlantic Philanthropies from 1995 to 2008 and chaired it from 2000 to 2008.

“The award of the Forbes 400 Lifetime Achievement Award to Chuck Feeney is yet another fitting tribute to his extraordinary generosity,” Rhodes told the *Cornell Chronicle* in June. “A score of areas at Cornell bear witness to his anonymous generosity. Quietly, thoughtfully, steadily, Chuck continues to enrich and improve the life of our university. This is one of the very rare occasions when we can publicly acknowledge him as Cornell’s foremost benefactor.” ■

Paying it forward, and back

Most American educational institutions rely on the kindness of friends (and some strangers, too) –

from Stanford's chart-topping philanthropic support that sometimes reaches the \$1 billion mark in just a year's time, to the vast network of state and local schools that receive major funding from both their alumni and state governments. Volunteers plan and host parties, interview prospective students, serve as ambassadors and unpaid spokespeople, provide expert advice on everything from land use to financial markets, marketing to engineering. And there are even standout small colleges like Centre and Amherst that can count on more than half their alumni making a gift to the school in a given year.

What impact does giving and volunteering have on Cornell? It's doing nothing less than changing the course of the university's future, as seen in Chuck Feeney's story (starting on page 6) and Joan and Irwin Jacobs' story (page 16). But there are also smaller stories with big impact. Like the devoted staffer who goes the extra mile to help international students (page 13), or members of the Class of 1979, who rallied to make a splash on the occasion of their 35th Reunion (page 14).

Cornell's future is being shaped by the kindness of Cornellians and friends today.

– Emily Sanders Hopkins

Busy beavers building scholarships



Keith Birns/Stockphoto

Of the approximately 2,300 endowed, named scholarship funds supporting Cornell undergrads, one of the biggest is thanks to the Cornell Club of Oregon and Southwest Washington. Endowed through gifts from approximately 50 Oregon and Washington alumni, including two major bequests, the scholarship has grown to almost \$2 million, with an annual payout of around \$85,000. Last year, the club's scholarship helped support 46 students. It is Cornell's largest alumni club scholarship, which is especially impressive when you realize that there are only 1,000 Cornellians living in the region and only 200 active club members.

"We started it back in 1980," says Mort Bishop '74, the primary driver and caretaker of the fund. "It's just amazing," he muses, "how time flies and how an endowment builds."

The club was motivated to start the scholarship after a bad year. "It started when several

students were admitted but chose to go elsewhere because they felt Cornell didn't supply a competitive financial aid package," Bishop recalls. Today, all Cornell students from Washington or Oregon who have financial need are awarded some portion of the scholarship's payout.

Soon after enrolling, an eligible student will get a letter in the mail from Bishop that states: "Our scholarship monies have been raised to help 'Oregon's own' at Cornell. Other Cornellians before us have provided a helping hand to the next generation of Cornellians to enjoy the benefits of a top-rated education. Hopefully, some day you will be in a position to do likewise and carry on this proud tradition of helping others in our Cornell family."

– Emily Sanders Hopkins



A superhero for international students

Sarah Hilsman '84, associate director for Student Immigration Services in the International Students and Scholars Office, is “clearly an equal-opportunity giver,” in the words of one grateful graduate student.

“Without her, my life at Cornell would have been 10 times harder,” writes Ilil Benjamin, a student from Israel and a Ph.D. candidate in the field of science and technology studies.

“Sarah must have responded to over 100 of my questions about my immigration status over the past several years and spent dozens of hours investigating them personally on my behalf – including in the evenings, on weekends and in her downtime,” Benjamin continues. “And I am only one student! I can only imagine how many others she must have helped in this way.”

“It’s an ethic of the entire office to be as helpful as we can,” says Hilsman (above right, with students). “There’s a lot of frustration that comes up for people, so as calm as we can be and persistent as we can be, the students end up feeling our advocacy, and it helps the anxiety level.”

A large part of her role is “helping people navigate various bureaucracies,” Hilsman says. “People fall out of status and run into endless bureaucratic issues that get complicated. There’s a lot of mediating.”

“She clearly cares about her students tremendously,” Benjamin says. “She knows we’re in vulnerable and anxious positions as noncitizens, and it’s a personal mission for her to make sure we’ll make it through our programs intact.”

When asked what she enjoys most in her job, Hilsman says: “I happen to be good at dealing with immigration regulations and bureaucracy, but I love being able to use that skill to help internationals and get to know them. It’s also exciting to experience Cornell through the eyes of someone coming to the United States for the first time.”

– Daniel Aloï



Students lending a hand (and ears, shoulders, etc.)

How upperclassmen help new students adjust to Cornell life

Giving the inside scoop

Each year before classes start, nearly 500 student volunteers serve as Orientation Leaders (OLs). Each helps a group of six to nine first-year students through the critical days between move-in and the start of class, taking them on tours of campus and giving academic pointers. Some favorite tips from OL Marcus Foo '15: “Temple of Zeus is known for its soups. The first prelim is usually the easiest – ace it. If you don’t like your adviser, find another.” OLs love to share what they’ve learned themselves.

Listening, and just being there

Resident Advisers are trained to care for the well-being of their residents, in addition to enforcing university rules. “I had a hard time adjusting,” says Ashley Rousseau '15, whose RA helped her through an especially rough freshman year. “My RA at the time noticed and talked to me about my academic situation.” Now an RA herself, Rousseau makes a point to let the Balch

Hall residents in her care know that her door is always open, no matter the issue.

Organized helping

During the 2013-14 year, nearly 500 students signed up for Campus Connection, a student organization that uses an online survey to connect upperclassmen with first-year students based on shared academic interests. Zach Praiss '16 and Blake Barr '16 founded the organization in fall 2013 to give back what they had received from their own mentors. “For both of us, upperclassmen played an invaluable role,” says Praiss. “We wanted to provide that for any student.”

For fall 2014 Orientation, Campus Connection reached out through Facebook, sidewalk chalk and the student organization fair to reach the group’s growth goal: “We want to be something all first-year students know about.”

– Kate Klein



Rah, rah, rah! (plus a lot of legwork and planning and emailing)

Why do some Cornell Reunion classes rally together and give back big time, while others putter and languish in the fundraising realm? If you ask folks responsible for the Class of 1979's record-breaking stats this Reunion year (they had 134 donors at the Tower Club level – \$5,000 and above – beating the Class of 1977's record of 122 for any class at any reunion, set back in 2002), you'll hear the same answer again and again: "the two Jeffs."

They would be Jeff Berg '79, former class president and current major gifts committee member, and Jeff Weiss '79, former major gifts chair and current class president.

And if you ask Berg the secret to success, you'll get a detailed set of instructions, because he lives and breathes this stuff.

"We didn't get to 134 Tower Club donors by accident," Berg says. Required factors include, he says, "great staff support," and the fact that Weiss set the goal of 125 Tower Club donors a full 18 months before Reunion. Also: "We, over the years, developed a very generous and loyal set of classmates. You get to 130-plus Tower Club donors in a reunion year by first having several consecutive non-reunion years with over 100

Tower Club donors." Final two factors: "an extremely hardworking major gifts team of over 20 classmates," and "good stewardship of past Tower Club gifts, including a tradition of handwritten thank-you notes from Major Gifts Committee chairs."

Weiss explained that members of the Class of '79 "are a fun bunch" and that they have multiple approaches to increasing engagement. "We celebrated 90 distinguished classmates for accomplishments across eight fields, travel together, regularly party and have a memorial fund for departed classmates. And then we asked and asked."

In addition to the all-time Tower Club record for any class, the Class of '79 also had more donors than any of this year's reunion classes: 795 alumni made gifts. (The all-time 35th reunion donor participation record is 857, set in 2008 by the Class of 1973.) Together, members of the Class of 1979 gave gifts to their alma mater totaling more than \$33.4 million in fiscal year 2014.

Mark Wilson '79, reunion campaign committee co-chair, who was roped into class engagement "three jobs ago" by Berg, says: "The real thing is to get people

engaged, to stay in contact all the time. When I look back, we all had student loan debt (of course it pales in comparison to today), and back then we might have thought, 'Why should I give the university any money?' But as you get older and hopefully more successful, you can pay it forward. You realize it really was a good experience."

The class reached its numbers, Wilson explains, by sending many appeals for support, by email and paper mail, on the phone and in person.

Working in their favor, he points out, was age. "From a fundraising point of view," he says, "people's love tends to get better as they get older."

Case in point: Cindy Green '79, Wilson's reunion campaign committee co-chair, who says: "Cornell is my most favorite and revered institution on the planet."



Provided



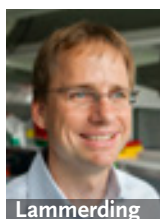
Joe Scaglione

Philanthropic parents *His son's disease inspires a parent to support research*

Ray and Kathy Mills are Cornell parents whose son, a junior in the College of Arts and Sciences, has been having a great experience at Cornell; he also has Emery-Dreifuss muscular dystrophy (EDMD).

EDMD is one of the rarer forms of muscular dystrophy and affects skeletal muscles used for movement and cardiac muscle. Heart problems affect nearly all people with EDMD by adulthood due to abnormalities of the electrical signals that control heartbeat and heart rhythms.

Ray and Kathy Mills support research on the disease and recently discovered that Jan Lammerding, assistant professor in the



Lammerding

Department of Biomedical Engineering and at the Weill Institute for Cell and Molecular Biology at Cornell, is

researching EDMD.

The Lammerding lab's specialty is subcellular biomechanics and the cellular signaling response to mechanical stimulation; his work studies the interplay between cellular structure and function and how defects in nuclear structure and organization can contribute to numerous diseases, including EDMD.

The Millses recently

made a gift to Lammerding's research on EDMD.

"I like the way he is cross disciplinary – an engineer by training," Mills says of Lammerding. "He is bridging the divide between engineering and biology, and often advances come from people from one field applying their knowledge to another, or bridging a gap between fields."

"He has a very positive approach to things; he is an upbeat person, engaging," Mills says. "He has a great group of students, undergrad and grad, working for him; he is a good leader, a team builder, a motivating person. And I think those are all things that lead to good research."

"The recent funding cuts to the National Institutes of Health directly affect our research by limiting available resources," Lammerding says. "Thanks to the generous support from the Mills family, we were able to expand our research efforts on EDMD and to develop new tools to identify the underlying disease mechanism, while also providing two Cornell students the opportunity to gain valuable research experience on EDMD in the lab over the summer."

More than 5,800 parents of current Cornell undergraduates made gifts to the

"[Jan] is bridging the divide between engineering and biology, and often advances come from people ... bridging a gap between fields."

– Ray Mills

university this past fiscal year, supporting everything from medical research and the Cornell Annual Fund to athletics and undergraduate scholarships.

"Parents are unique in having a front-row seat, in a way, to what makes Cornell an amazing place to study and live," said Penelope Chick, director of parents programs for Alumni Affairs and Development. "Sometimes even more than their children, parents realize how privileged we all are to take part in the discovery and community that make up Cornell."

– Joe Wilensky

The amazing instruction I received from the outstanding Urie Bronfenbrenner and [College of Human Ecology] Dean Jerry Ziegler accounts for my ability to receive a Ph.D. and develop a successful, fulfilling public policy career. The connections I made at Cornell set me on a special trajectory and enabled my life to be amazing and happy and filled with so many lifelong friends, a wonderful husband and the three best children imaginable.

"In recognition of what Cornell did for me, I want to strongly memorialize the people who made this possible: my teacher mom and social worker dad, who took on second jobs. And I want to give back to the institution to ensure that it continues to have the resources so that future students can continue to experience what I did."

That's paying it forward and back.

– Emily Sanders Hopkins

Matching gift poses historic challenge

Help build the Human Ecology faculty and impact



The College of Human Ecology has received its largest gift ever: \$10 million from longtime Cornell supporters Joan Klein Jacobs '54 and Irwin Mark Jacobs '54, founding chairman and CEO emeritus of Qualcomm, in support of faculty renewal.

"It could not have occurred at a more strategic time for Human Ecology," said Alan Mathios, the Rebecca Q. and James C. Morgan Dean, "as we are in the midst of an unprecedented faculty renewal. The gift's matching nature allows us to leverage support from other alumni and friends far into the future, and the Jacobs' gift will be remembered for helping to launch the great success of Human Ecology and Cornell into our sesquicentennial year and beyond."

In addition to fully endowing the Joan K. and Irwin M. Jacobs Professorship in the College of Human Ecology and a supporting Joan K. and Irwin M. Jacobs Graduate Fellowship, the couple has committed \$6 million in matching funds to inspire other alumni and friends to establish four more faculty endowments in the college. With gifts of \$1.5 million each, other donors can establish and name a professorship.

Mathios will use the professorships to retain senior faculty or recruit top scholars in fields associated with the

college's eight multidisciplinary research themes: community and family policy, economics and federal policy, fashion and technology, health and design, lifespan development, neuroscience, public health and nutrition, and sustainability.

"Irwin and I are pleased to support the College of Human Ecology in furthering its teaching and multidisciplinary research across a broad range of natural, social and environmental issues," Joan Jacobs said. "As an alumna, I have benefited greatly from the education that I received and am pleased to help provide a similar outstanding opportunity to future students. We are delighted that this gift will bolster faculty renewal during a critical time for the college, and hope that it inspires others to support Human Ecology's teaching, research and outreach mission."

Joan Jacobs, a nutritional sciences graduate, and Irwin Jacobs, an electrical engineering graduate, have a long history of generosity to Cornell. Last spring, they gave \$133 million to Cornell and the Technion – Israel Institute of Technology to create the Joan and Irwin Jacobs Technion-Cornell Innovation Institute at Cornell Tech in New York City. They have also established the Irwin M. and Joan K. Jacobs Scholars and Fellows

Programs and the Irwin and Joan Jacobs Professorship, both in the College of Engineering, as well as the Joan Klein Jacobs Cornell Tradition Fellowship in the College of Human Ecology.

– Ted Boscia

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College of Human Ecology

www.human.cornell.edu

Human Ecology Research Themes

www.human.cornell.edu/about-our-college/themes/

Brother, can you spare 10 million dimes?

Vasko Miodovic/iStockphoto

The United Way of Tompkins County raises 40 percent of the total Tompkins County campaign from Cornell staff and faculty. This year, that amounted to \$815,000. Most of the money came in modest donations deducted from individuals' paychecks – \$7 a month here, \$20 a month there, but from thousands of people. And it's tough times, economically, in Tompkins County for many families, making this support truly critical and appreciated. In any given year, thousands of Ithaca and Tompkins County residents – including Cornellians – receive assistance from the more than 40 United Way agencies.

Staff, faculty and student United Way donations can be given for any need or targeted to specific needs. For example, contributions to the United Way's Community Care Fund go to local agencies addressing needs in child care/early learning; youth; basic needs; crisis services; health/environment; financial stability/building self-sufficiency; and seniors.

Dozens of United Way agencies and other nonprofit organizations in Tompkins County have at least one Cornell staffer, faculty member or student on its board. And each fall, about 14,000 pounds of nonperishable food, personal care items, and pet and school supplies are collected on the Cornell campus and elsewhere in the county for the annual Stephen E. Garner Day of Caring.

**(UWTC) WILL BUILD
AN ORGANIZATION THAT
SUPPORTS INDIVIDUALS IN
THEIR EFFORTS TO LIVE
SELF-SUFFICIENT
PRODUCTIVE LIVES
CONNECTS FAMILIES WITH
THEIR COMMUNITIES
ENCOURAGES DIVERSE AGENCIES
AND COMMUNITIES TO ENGAGE
EACH OTHER TO ACHIEVE
MUTUAL GOALS
MODELS AND EXPECTS
FAIRNESS, DIGNITY, AND RESPECT**

In 2011, the Student United Way of Cornell University won the first-ever United Way Worldwide Student United Way Campus Organization of the Year award, and has since been honored several additional times.

"United Way agencies and the many Ithaca-area residents who work there, support them or benefit from their services are an essential part of our community's strong and diverse fabric," says Ithaca Mayor Svante Myrick '09. "I appreciate Cornell's commitment to United Way of Tompkins County, from its nationally recognized student campaign to campuswide leadership that encourages staff and faculty to give and engage at the local level."

Myrick, who volunteered for the Cornell Student United Way Campaign as an undergraduate, has been an active voice for United Way, in part because of the help his family received while he was growing up in Earlville, N.Y. He knows firsthand that philanthropy is an important component of a functional society and can make a difference between success and failure.

"The story of Ithaca and Tompkins County is not just about high-profile leaders acting alone, but of thousands of people working behind the scenes," he says. "It's what makes our many communities, including the campuses, worth living in and working for."

– Joe Wilensky

The right doctor in the right place at the right time

Lunchtime. A crisp, sunny day in early April. Dr. Louis Aronne is walking the five blocks from New



Aronne

York-Presbyterian/Weill Cornell Medical Center to his office when he sees someone familiar running toward him.

It's the manager of the parking garage where Aronne, a world-renowned internist and obesity expert at Weill Cornell Medical College, parks his car every morning. One of the guys

in the garage is sick, the manager shouts out. Can you help?

Aronne rushes into the garage and finds Errol Mair, a friendly, longtime parking attendant he immediately recognizes, in a chair, his left side paralyzed. Aronne knows right away what's wrong: a stroke.

After ascertaining that an ambulance, which has already been called, might take too long, Aronne urges worried co-workers to get Mair into a car to be rushed to the nearby Weill Cornell emergency room. Aronne rides in the back seat and

jumps out at the ER patient entrance.

Following quick administration of medication, Dr. Athos Patsalides, a Weill Cornell neurosurgeon, operates on Mair and lasers the life-threatening clot.

Later, asked about his role in saving Mair's life, Aronne answers simply: "That's what we do."



Patsalides

– Anne Ju

A dog in need **inspires** a human to give

Last September, Debbie Boone of Walworth, N.Y., brought her Labrador, Leo, to Cornell University's Hospital for Animals for evaluation after a radiograph taken by her local veterinarian revealed an abnormality in his stomach.

The news got quickly worse. Cornell veterinarians suspected hemangiosarcoma, a rapidly growing, highly invasive variety of cancer not only serious, but also potentially expensive to treat, with surgeries running upwards of \$3,000.

Boone, who is disabled due to a spinal injury that restricts her employment and income opportunities, was willing to do anything to save Leo. With her savings, help from the College of Veterinary Medicine's patient assistance program, Friends & Vets Helping Pets, and Emma's Foundation for Canine Cancer and people described by Boone as "people who knew and loved Leo, and people who knew how much he meant to me," Leo had his surgery in November.

The patient assistance program is open to anyone in need and generally pays between 5 and 30 percent of medical expenses. In the application process, program staff members determine a pet owner's income versus bills, family size, job status and other criteria to make a decision on how much to fund. The program is supported by donors, an endowment and fundraisers, such as the student-initiated "Pedal for Pets" annual bike ride.

Fortunately for Leo, the surgery revealed he did not have life-threatening cancer, but a hematoma on his spleen, possibly from a fall or a run-in with a deer, which had given him a fractured rib. The veterinarians removed the spleen, and Leo is thriving at the age of 14.

"Debbie's dedication to her animals in the face of all the challenges was heartwarming," says Sarah Bassman,

client services coordinator at the college, who works with client services manager Wendy English to identify pet owners in need. Boone's "drive

to find a way, her willingness to do whatever she could for her friend Leo," stood out for Bassman.

"If Cornell were 30 minutes away instead of two hours, I would bring every animal I have" to the Hospital for Animals, she says.

The experience has renewed a commitment in Boone to help others. She is now helping a local wildlife rehabilitator in her community, Carrie Leo of Caring for Cottontails, who helped Boone by caring for her other dogs while Boone was at Cornell with Leo. "Carrie came over for no charge at all, and helped me out," Boone says. "She needs help,

and I know what it's like when you're on your own, and I try to help where I can."

Boone is now fundraising and soliciting local support for the wildlife rehabilitation facility in Walworth – for example, working with a nearby Home Depot to donate lumber, stone and trucking for a fox enclosure.

"People really stepped up for me, and I never saw that coming," says Boone, who describes her commitment as a way of "paying it forward."

"It just was like a building block, or a domino effect that started with Cornell helping me out, and then it just happens, slowly but surely, and I saw how that was possible," she says. "So now I try to be somebody who does that, too."

Donations of all sizes for the patient assistance program will continue to allow families to face treatment decisions with less hesitation, knowing that a generous community has provided needed financial support.

– Krishna Ramanujan

"People really stepped up for me and I never saw that coming ... now I try to be somebody who does that, too."

– Debbie Boone



Provided

A deep appreciation for business education

It sounds odd to hear it now, but Stephen Smith '91, MBA '95, did not fit in at business school.

"I was a fish out of water," he says. Unlike his Wall Street- and investment bank-bound classmates, he always had an aspiration to start his own business, and entrepreneurial aspirations were less common in those days.

He soon found his place, however, in entrepreneurship classes at the Samuel Curtis Johnson Graduate School of Management, particularly those taught by Professors David BenDaniel and Vrinda Kadiyali.

"BenDaniel's class gave me permission to be a bit of an oddball at the business school," he says. "I loved that."

While still a student at Johnson, Smith found a business partner – a graduate engineering student – and together they developed projects. The friendship and working partnership continued after Smith earned his MBA.

One of their projects was Naviance, a company that produces software to prepare high school students for college and career choices through academic planning, test preparation and career exploration services. Smith gained a deep appreciation for education from his father, a high school English teacher and principal.

In 2001, Smith decided they had a chance to make Naviance into an independent company.

"It was a pretty big leap," says Smith, who left his position as a vice president at Peterson, a division of the information company Thompson-Reuters, to start Naviance.

The Jonas Weil Entrepreneurial Fellowship at Johnson helped Smith pay off his student loans during the first critical two years, when neither he nor his business partner took any salary.

The risk paid off. In 2007, Naviance was acquired by Hobsons, an education marketing services company with a global presence.

"It was a natural fit," says Smith. He now heads up the Naviance division of Hobsons. Leading a company that sells materials to help high school students apply for, get into and make the most of college, he says, is a perfect marriage of his two great professional interests – education and entrepreneurship.

To encourage recent Johnson graduates to pursue their own entrepreneurial dreams, Smith has committed a major gift to the Jonas Weil Fellowship that helped him pay back student loans while he started a new business.

"That was investing capital in the business," he says of his Weil Fellowship. "I wanted to return that."

– Kate Klein



Manuel Alvarez Bravo

Passing along a passion for poetry

In 1966, Mexican poet Octavio Paz (pictured above), who would win the 1990 Nobel Prize in literature, was teaching at Cornell. When the time came for him to give a public reading of his Spanish poems, he chose his student Stephen Meringoff '66, an electrical engineering major, to read the English translations.

"I was terrified," says Meringoff, now chairman of a commercial real estate firm in New York. "Fortunately I performed as he asked," and the reading was a success.

While Meringoff studied electrical engineering and business at Cornell, he kept his courseload diverse, taking many humanities courses, and Paz was a memorable professor. "To be around him was a joy," Meringoff says.

The poetry course he took with Paz still resonates with Meringoff, and his love of literature has been embraced fully by Meringoff's daughter Tory Meringoff '08, who majored in English at Cornell and is a writer and writing teacher. She, along with her father and three sisters, form the board of the Meringoff Family Foundation, which focuses its philanthropy on educational projects.

"He's taught us a love of giving," says Tory Meringoff.

When Stephen Meringoff had the opportunity to endow a Sesquicentennial Faculty Fellowship at Cornell, he chose to do it in the English department, in honor of Tory, and to give future Cornell

students – no matter their major or college – the opportunity to be inspired by assistant professor and poet Ishion Hutchinson, the new Meringoff Sesquicentennial Fellow, the way Meringoff was once inspired by Paz.

– Kate Klein



Kadiyali



BenDaniel



Meringoff



Hutchinson



The gift of a trip across the pond

For the past 22 years, the Cornell Club of London has sponsored college students from the United Kingdom to live and study in Ithaca during Cornell's summer session. Managed and funded wholly by alumni, the scholarship seeks to make the award to students who may not otherwise have such an opportunity.

Upon their return to the U.K., recipients prepare a written report and are asked to address the club's annual Thanksgiving dinner. As longtime Cornell Club president (and new member of the Most Excellent Order of the British Empire) Natalie Teich '65 put it: "This scholarship is a personal gesture by the Cornell Club of London alumni and awarded to a select few to experience firsthand America and American academia at their beloved Cornell." This year the club chose two recipients (pictured above):

- **Rebecca Howe**, who is in her second year at Pembroke College, Oxford University, studying history. She is president of the Pembroke Junior Common Room and is interested in international politics; and
- **Perry Wilson**, a third-year student at the University of Manchester studying civil engineering. He is captain of the university's Rugby Union Club, where he manages several teams.

Bucking the trend, the 2014 scholarship process was taken "offline" with applicants required to submit their forms by mail. While this may have reduced the number of candidates, the quality of those received was far higher, club officials say.

The club plans to form a group of the scholarship recipients from the last 22 years to act as stewards of the program in the future.

– Jeffrey Kabel, MBA '97, alumni scholarship chairman

Building better computers, walls, diapers ...

A team of Cornell researchers in physics, applied physics and electrical engineering, working with colleagues from Penn State, Israel and Saudi Arabia recently discovered the first important application of topological insulators: The material acts as an interior insulator but conducts electricity on the surface in an unusual way. Introducing magnets to these materials, the researchers have discovered, creates new possibilities for developing magnetic memory that could ultimately lead to smaller, faster computers.



This is an example of the work in the materials science realm, where researchers investigate substances at the atomic level, looking deep into electrons and molecules to create or improve materials we use every day, or even take for granted – for instance, disposable diapers.

“That’s super-absorbent material,” says professor Melissa Hines, director of the Cornell Center for Materials Research (CCMR), on the value of just one ubiquitous product made possible by advances in materials science.

A century of materials research has gone into developing super-strong Gorilla Glass in smartphones and the work to develop the microprocessors in computers from silicon.

CCMR leads the world in materials research in part because

of the foresight and generosity of Robert L. Sproull, a visionary scientist and administrator who worked at Cornell from 1946 to 1968. The former physics professor helped launch CCMR in 1960 and served as its first director.

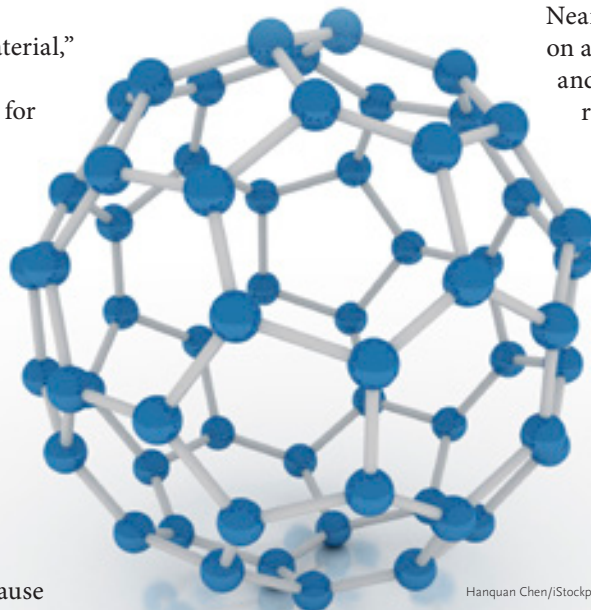
Sproull and his wife, Mary, established a \$1 million endowment in 2005 to benefit CCMR.

“He expected it to be viewed as a modest endowment, with income to be used at the director’s discretion,” says Sproull’s son, Robert Sproull Jr.

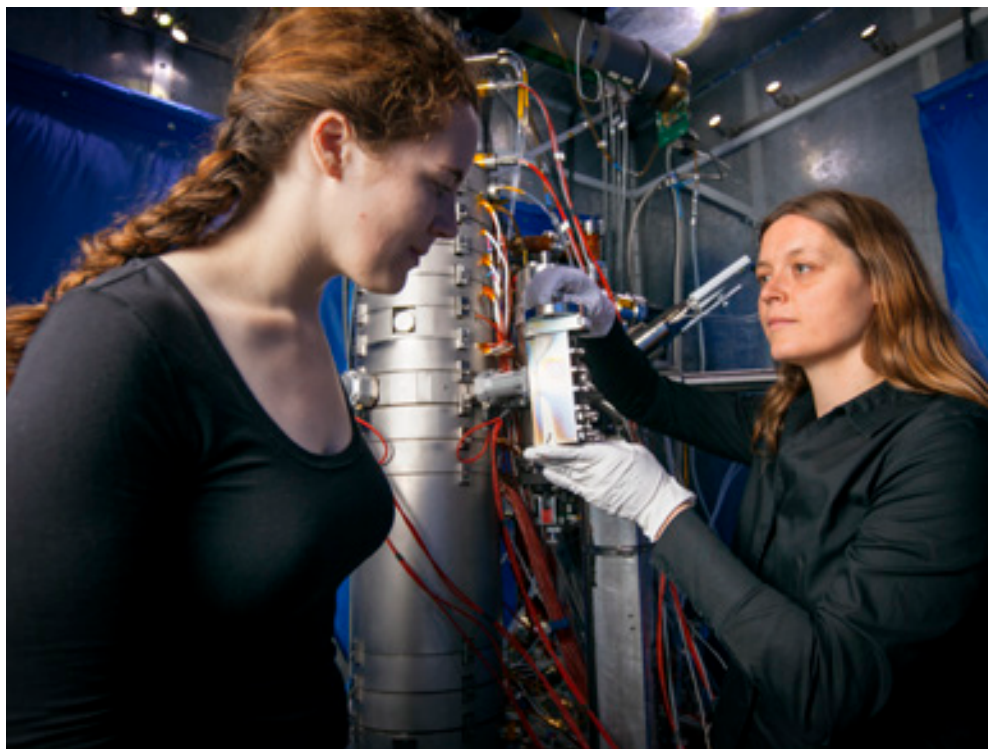
Hines currently administers the endowment, which can be used, for example, to fund symposia or supplement federal government grants for costly equipment.

When Sproull helped found CCMR, the focus of materials research was metals, says Hines. Nearly 60 years later, the focus is on atomic properties of organic and nonorganic materials, and the research has become much more interdisciplinary.

– Kate Klein



Hanquan Chen/Stockphoto



Above: Lena Kourkoutis (on right), director of an electron microscopy group in the College of Engineering, works with a student in CCMR.



Provided

A site for volunteers, who make the world go 'round

Before it could be fully launched in September, a new, online volunteer platform built for Alumni Affairs and Development had to be shared with and tested by key alumni stakeholders, like Class of 1955 Treasurer Michael Avery.

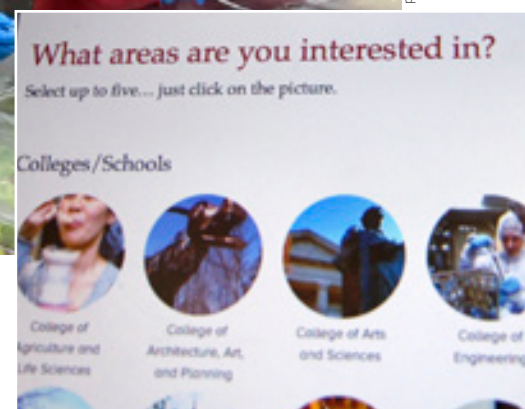
"A year ago," Avery admits, "I became aware of the effort for this new system and, to be honest, was less than positive about it." But seeing was believing. "After realizing what this system will accomplish," he says, "I think it will be a marvelous tool that will greatly enhance volunteer opportunities throughout the world, both for alumni and undergrads."

CUVolunteer (alumni.cornell.edu/volunteer) connects alumni (and soon, students) with ways to pitch in for Cornell that are best suited to their interests, skills and availability – whether it's volunteering an hour or two as an event usher, hosting a brunch

for prospective students or taking on the role of class officer. It's an online matchmaking platform and social network for Big Red aficionados.

After users have created their profiles – indicating their location, expertise, Cornell affinities and general interests – the system provides them with matching volunteer opportunities. Users can then nominate themselves, or other users, with a click.

The complexity of Cornell's vast volunteer network and the need for greater transparency and coordination prompted the creation of CUVolunteer, says Laura Denbow, senior director of Cornell's Office of Volunteer Programs. In 2012, OVP and the Trustee Task Force on Volunteer Leadership, led by Diana Daniels '71, hatched the original idea and, from a pool of competing vendors, selected GiveGab – a company co-founded by Charlie Mulligan, MBA



'11; Aaron Godert, M.Eng. '05, MBA '11; and Chris Beeman. OVP enlisted the help of professor Debra Perosio '79, MPS '92, Ph.D. '95, and students in her marketing plan development class at the Dyson School to name the platform.

OVP expects CUVolunteer to boost and streamline participation – for instance in January's Cornell Cares Day, which features many "done-in-a-day" opportunities.

CUVolunteer currently hosts close to 12,000 volunteer communities, over 3,200 position descriptions and more than 33,000 opportunities on campus, across the nation and around the world. Denbow expects these numbers to increase even more.

"We were charged with building a really strong house, and I believe we've accomplished that," Denbow says. "Now, it's our volunteers' turn to make it their home."

– Jose Perez Beduya

Ezra “do the most good” Cornell

The founding of Cornell University was due in large part to the generosity of Ezra Cornell, a man who lived most of his life with very little formal education or wealth. When his fortunes changed with the success of the telegraph industry, he was quick to direct his newfound prosperity back to his community. In 1858, Cornell purchased books and journals to create an Agricultural Reading Room for Tompkins County, and as the Civil War broke out, he led and contributed to local war relief efforts.

His first major philanthropic endeavor was building and endowing a public library for Ithaca and Tompkins County in 1863, to provide free access and education to all.

Having finally achieved success after a life of hardships, Cornell returned in his 50s to his childhood “cyphering book,” a book of blank pages that he bound together at age 16 for practicing arithmetic, from simple addition and subtraction to calculating interest and annuities. In 1864, Cornell noted in the book that his yearly income now exceeded \$100,000 (about \$1.5 million today).

Realizing he was so wealthy led Cornell to write one of his most profound statements – a philanthropic attitude that continues to inspire benefactors today: “My greatest care now is how to spend this large income, to do the most good to those

who are properly dependent on [me] – to the poor and to posterity.”

Within the next year, Cornell had devised the perfect outlet for his philanthropy, inspired in

part by the 1862 Morrill Land Grant Act and his colleague in the New York State Senate, Andrew Dickson White. With a gift of \$500,000 and his farmland in Ithaca, Cornell would found his eponymous university in 1865, an institution that changed the face of higher education

by aspiring to educate “any person” in “any study.”

Twenty-five years later, during Founder’s Day celebrations honoring the anniversary of Ezra Cornell’s birthday, White described Cornell to a new generation of Cornellians: “He sought no reputation as a philanthropist, cared little for approval and nothing for applause; but I can

say of him, without reserve, that, during all the years I knew him, he went about doing good.”

– Corey Ryan Earle

“My greatest care now is how to spend this large income, to do the most good to those who are properly dependent on [me] – to the poor and to posterity.”

– Ezra Cornell

Rare and Manuscript Collections



Cornell

Rare and Manuscript Collections



White



Division of Rare and Manuscript Collections

Research explores effects of the chain of generosity

There’s a difference between “paying it forward” and giving back, says Michael Macy, the Goldwin Smith Professor of Arts and Sciences in Cornell’s departments of sociology and information science. When you pay it back, you are giving a gift to the same person or institution that earlier gave a gift (or assistance) to you. On the other hand, when you pay it forward, you are giving to a new, sometimes unrelated recipient. Case in point: those chains of giving at drive-through windows, as in 2012 in Winnipeg, Manitoba, when 226 Tim Hortons customers in a row picked up the bill for the customer next in line. That’s 225 consecutive acts of paying it forward to a stranger.

Some of us think of our gifts to our alma mater as paying it back to the institution that educated us; some

of us think of it as paying it forward to a new generation.

However you look at it, generosity has big repercussions on those around us, says Macy. “When you are generous to somebody else, you are actually benefiting not just that person, but who knows how many people downstream,” Macy says, because his research, conducted with graduate student Milena Tsvetkova, has shown that people become more generous when they witness generosity and when they are a recipient of generosity. And being the recipient of generosity protects people from “the bystander effect,” where witnessing multiple or consecutive acts of generosity makes people feel that their assistance is probably not needed. ■

– Emily Sanders Hopkins



Macy

Building on opportunity: The Cassell family of architects



Alberta



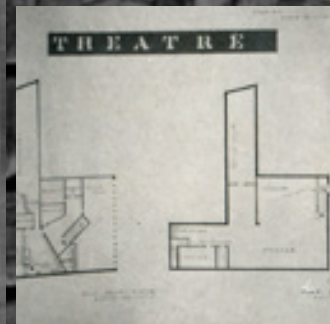
Charles



Martha



Albert



Albert I. Cassell, B.Arch. '19 (1895-1969), the university's second black architecture graduate, found opportunity at Cornell and encouraged his family to seek the same. The Cassells made a lasting mark on their professions, their communities and African-American history.

Below, from left: Mayfair Mansions in Washington, D.C, designed by Albert Cassell; The Greek Orthodox Cathedral of the Annunciation in Baltimore, designed by Charles Cassell; Founders Library at Howard University and the Prince Hall Masonic Temple, both in Washington, D.C., (Albert); The First Church of Baltimore (Charles). Above and opposite page, top right: Images from Alberta Cassell's Cornell scrapbook.



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“My father decided that all four of his children were going to be architects, and would go to his alma mater,” Charles Cassell ’46 said in a 2012 interview.

“He was a remarkably driven individual and came from a very modest background. As an African-American in 1915 [a rarity in the study of architecture then], there were numerous obstacles,” says Christine O’Malley, former assistant director of the Carol Tatkon Center, who is organizing a fall exhibition on the Cassell family with her husband, landscape architecture lecturer Marc Miller.

“His [high school] counselors advised him to change his plans” to attend Cornell, Charles says. “His mother encouraged him to follow his desire. He borrowed money from [her] meager savings – she took in washing – moved to Ithaca, and spent a year there repeating his high school work. There was no question of his qualifying to be admitted.”

Albert’s mentor, professor George Young Jr., would later remember

Rare and Manuscript Collections



his photographic memory and “his focus on nothing but his studies,” Charles says.

Albert left Cornell after two years to serve in

WWI and received a war-awarded B.Arch. degree in 1921. He designed five Tuskegee Institute buildings with landscape architect William T. Hazel, then joined Howard University’s faculty, became its architecture school’s first dean and, as university architect, supervised design and

construction of 11 Howard buildings.

One of the District of Columbia’s first licensed African-American architects, Albert fought against discrimination throughout his career. He purchased 500 acres on Chesapeake Bay in the 1930s and set out to build “a new city where African-Americans had no prejudice, where they could succeed based on their talents,” Charles says.

After political opposition in Congress derailed that project, a success followed in 1942-46: The 569-unit Mayfair Mansions in Washington, one of the country’s first federally subsidized housing projects for African-Americans, now listed on the National Register of Historic Places.

Albert’s brother, Oliver B. Cassell ’29 (1903-79), a civil engineer, built bridges for New York state and worked with Albert on several projects in Washington before joining the D.C. Department of General Services.

Rare and Manuscript Collections



Charles’ younger sisters – Martha Cassell Thompson ’47, B. Arch. ’48 (1925-68) and Alberta ’48, B.Arch. ’49 (1926-2007) – “were the first African-American women to finish the school of architecture at Cornell,” he says.

After Cornell, Martha practiced in Missouri and then worked on architect Philip Frohman’s Washington National Cathedral for several years. Alberta shared in an award for a redesign for the city of Ithaca in her senior year for a course-related project and later designed ships’ quarters for the Navy in Washington.

Albert’s daughter Paula ’76, born in 1954, also



Provided

studied architecture at his alma mater.

Like his father, Charles also left Cornell to go to war, in 1944, training as a Tuskegee Airman. After WWII he earned a degree at Rensselaer Polytechnic Institute in 1951 and designed Navy and Veterans Administration hospitals and other buildings in the 1950s.

“After that, I became active in civil rights,” Charles says. He won a seat in the District of Columbia’s first school board election and founded the D.C. Council of Black Architects to address a lack of equity in building projects funded by (mostly black) district taxpayers.

“[We] put pressure on the government ... and we were successful,” he says. “And things got better and better. One thing those of us involved in civil rights are proud of is the fact that we eliminated a lot of the discrimination in that city.”

Charles also chaired the D.C. Historic Preservation Review Board and supervised design and construction of six University of the District of Columbia buildings before retiring in 1988. Now 90 and a fellow of the American Institute of Architects, he consults on architecture, urban planning and historic preservation.

“Building a Legacy: The Cassell Family and Cornell” will be displayed Nov. 10-14 in Tjaden Hall’s Experimental Gallery, with additional images projected onto White Hall, the original home of the Cornell College of Architecture.



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Cornellians help uncover and preserve The Lost City

Peter D. Gerakaris '03 traveled with Mark Gibian '77 to the El Mirador architectural site in summer 2013, where Cornellians are working with an archaeological team to implement environmental conservation with help from the Guatemalan government.

When fellow Cornellian artist-adventurer Mark Gibian approached me about trekking through the Guatemalan jungle to the “Lost City” of El Mirador last year, it took little arm-twisting to get me to agree. We would reconnect with Mark’s friend, archaeologist Kevin Johnston ’77, who was working in the phenomenal sites and would help us understand what we

were seeing. This was going to be the trip of a lifetime.

With our guide and eight mules, we embarked on a 10-day trek in July 2013 through the Mirador Basin in the Mayan Biosphere Reserve.

Close calls with venomous pit vipers, resilient insects, unruly mules, machine-gun armed militia, and territorial spider monkeys were recurring themes on our 100-mile hike through virgin biosphere. One midnight, on a seemingly endless walk through labyrinthine *bajos* (swamps), we found ourselves in waist-deep water in total darkness during a torrential downpour. Another day, I was thrown from a galloping mule into a tree, then dragged along the rainforest floor until our guide disentangled me.

This colossal Maya site has only recently been significantly excavated; it remains mostly covered by dense jungle. Considered the “Cradle of Maya Civilization,” the Mirador Basin had spiritual significance for the Maya and once boasted some of the largest cities in the world. Archaeologists have mapped 51 ancient cities in the basin over 20 years – an arduous process in the rainforest.

Working with the American nonprofit Foundation for Archaeological Research and Environmental Studies,



Johnston helps manage one of the world’s largest archaeological enterprises while contributing expertise in Mayan epigraphy. “My job is to estimate the city’s ancient population by finding and excavating the houses of farmers and workers,” Johnston says. “With these data, I hope to assist the project in establishing the true demographic density of the city.”

The Mirador Basin Project is a beehive of activity by archaeologists, anthropologists, architects, historians, surveyors, environmentalists, botanists, entomologists, biologists, geologists and artists. Likewise, hundreds of former *chicleros* (chicle gatherers), *xateros* (floral palm collectors) and even *huecheros* (tomb-looters) find legal employment with the project while receiving specialized training and education.

“The Mirador Basin sites demonstrate the power and majesty of what may have been the first state-level society in the Western Hemisphere,” says Richard Hansen, a Maya



La Danta image: SW Infographics/Pedro Velasco

Opposite page: Mark Gibian, Peter D. Gerakaris and Kevin Johnston at El Mirador Project camp; project director Richard Hansen lectures about the Acropolis frieze. Left: La Danta Pyramid Complex superimposed over Cornell's Arts Quad to show its relative size. Below left: Sketch of giant stucco mask by Gerakaris.

archaeologist who has spearheaded the Mirador Basin archaeology programs for more than 25 years.

New artifacts, such as giant painted stucco heads, triadic temple complexes, stucco friezes and ceramics are unearthed daily. These and many other artifacts illuminate the immensity of Preclassic (1000 B.C.–150 A.D.) Maya civilization.

Hansen works to protect Guatemala's vast rainforest preserve. Teeming with life, the Mirador Basin is one of the last large tracts of rainforests in the Americas and a haven for unique and endangered flora and fauna, including jaguars, rare orchids and medicinal plants. Hansen envisions Mirador as a major ecological and archaeological tourism destination – akin to nearby Tikal, another ancient city whose sites and ecosystem are protected.

The Mirador Basin Project argues for a controlled, sustainable approach to tourism that would protect the



Peter Gerakaris

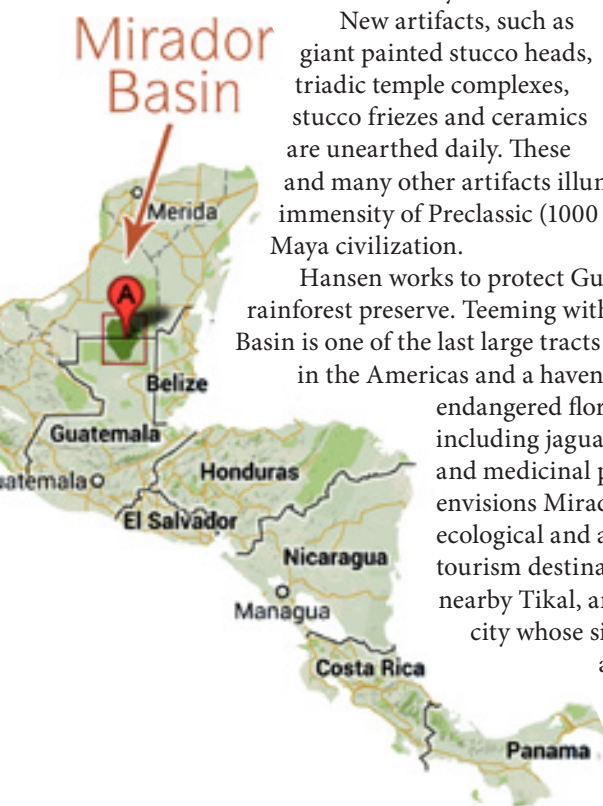
Evidence suggests the decline of the Mirador Maya can be attributed to human over-depletion of natural resources. To manufacture lime for the stucco and plaster to surface their temples, causeways and plaza floors, the Maya burned vast swaths of rainforest.

A growing community of alumni foresee the benefits of future Cornell involvement with the Mirador Basin project – where students and faculty in many fields could work. Already, Cornell Lab of Ornithology scientists have conducted rapid bird surveys in El Mirador and Tintal.

Much of the financing for Mirador Basin conservation and investigation was led by Jeff Morgan '84, executive director of the Global Heritage Fund, which provides funding to protect and conserve cultural heritage sites and ecosystems. Josephine Thompson, MRP '97, a Foreign Language and Areas Studies fellow and Einaudi Center scholar, contributes her expertise in mapping technologies and regional planning. Robert Berry, a longtime supporter of the Cornell Lab of Ornithology, has contributed substantially to the protection of primal bird habitat in the basin.

The current season of fieldwork (July–August) can only be sustained for an intensive month and a half with current funding.

As this article was being written, a new road was being cut – the first of its kind – that penetrates the otherwise protected biosphere rainforest, often the first step toward rainforest destruction. A call to action and intervention is more urgent and critical than ever.



Class of '09 shares the 'Spirit of '31'

Samantha Berg '09 marked her first Reunion as an alumna this past June, but it was far from her first Reunion as a Cornellian.



provided

"Ninety-nine percent of the reason I'm here is my parents," Berg said. Her father, Jeffrey Berg '79, M.Eng. '80, MBA '81, and her mother, Debra Paget, "have been bringing me to Reunion since 1989 – I was 2 years old. I've been here with the Classes of 4's and 9's every time."

Berg and her Reunion class co-chair, Elizabeth Rapoport '09, accepted a "Cornell 2009" banner and a red Class of '39 jacket from Austin Kiplinger '39, chairman emeritus of the Cornell Board of Trustees, at a "Spirit of '31" ceremony June 5 in the Statler Hotel. The ceremony linked the youngest returning class to three of the oldest classes attending Reunion.

"I have been duly authorized to pass on the banner from the Class of 1939, with the understanding that you will pass it on to the Class of 2089," Kiplinger said.

More than 700 members of the Class of 2009 attended their first Reunion this year.

Berg and Rapoport "attended last year to shadow our sister class of 2008," Berg said. During last year's ceremony, "it was amazing to see the amount of love and affection the Class of '38 showed for each other, and how they passed that love and affection on to the younger class."

Rapoport said that she and Berg are active in the Cornell Alumni Admissions Ambassador Network, which connects alumni with prospective students.



Austin Kiplinger '39, chairman emeritus of the Cornell Board of Trustees; Samantha Berg '09; and Elizabeth Rapoport '09 at the "Spirit of '31" ceremony June 5 in the Statler Hotel.

"We were elected [Reunion co-chairs] the day we graduated," said Rapoport, president of the Cornell Club of Pittsburgh. "We came back last year to kind of see how everything worked."

In his remarks at the ceremony, co-hosted by the Classes of '39, '44 and '49, President David Skorton mentioned Tom Brokaw's book "The Greatest Generation."

"You are the greatest generation," Skorton said. "It's very hard to disagree with that."

Skorton recapped some of the major events of those senior classes' years at Cornell, including – for the Class of '39 – the years following the Great Depression, the 1939 New York World's Fair and the inauguration of Cornell's fifth president, Edmund Ezra Day, in 1937.

"For the classes of '44 and '49, your student years were ripped apart by the war," he said. They would remember students taking nursing and first aid classes on campus during World War II, he said, "and, in the fall of '46, the overcrowded dorms and classrooms as Cornell struggled to accommodate returning veterans."

Sigmund Hoffman '44 recalled protests in front of Willard Straight Hall in 1941 over President Roosevelt's Lend-Lease Act, which provided defense materiel to Allied nations in the months before Pearl Harbor.



Vanneman

Many students spoke out for and against the act, he said, and pacifist minister Norman Thomas also drew a large crowd when he spoke on campus.

The annual "Spirit of '31" ceremony was "the brainchild of an exceptional Cornellian," Jim Mazza '88, associate vice president of alumni affairs, told the attendees. The late Bill Vanneman Sr. '31 planned the original ceremony three years ago to mark the first-ever organized 80th Reunion by a Cornell class.

Mazza also quoted Alice Katz Berglas '66: "The bond across generations begins when the new class's footprints hit the Hill."



Francis Henry Fox

Nothing says legend like a coterie of true believers who repaint a birthday counter (“FH FOX IS 89,” “FH FOX IS 90,” and now “FH FOX IS 91”) on a Varna, N.Y., railroad bridge a couple of miles northeast of the college where Francis Henry Fox, D.V.M. ’45, taught large-animal medicine – and played pranks – for 40 years.

Former students are equally awed by Fox’s “wicked sense of humor” and his “preternatural diagnostic powers,” which saved the lives of countless livestock that down-on-their-luck farmers could ill afford to lose.

In the same breath, they recall a perennial prank: At the end of a long day of farm visits, exhausted students piled into the car with Fox at the wheel. One gullible student – sometimes a volunteer hoping to curry the professor’s favor – was sent back to the barn for a “forgotten” instrument. Fox and crew drove off.

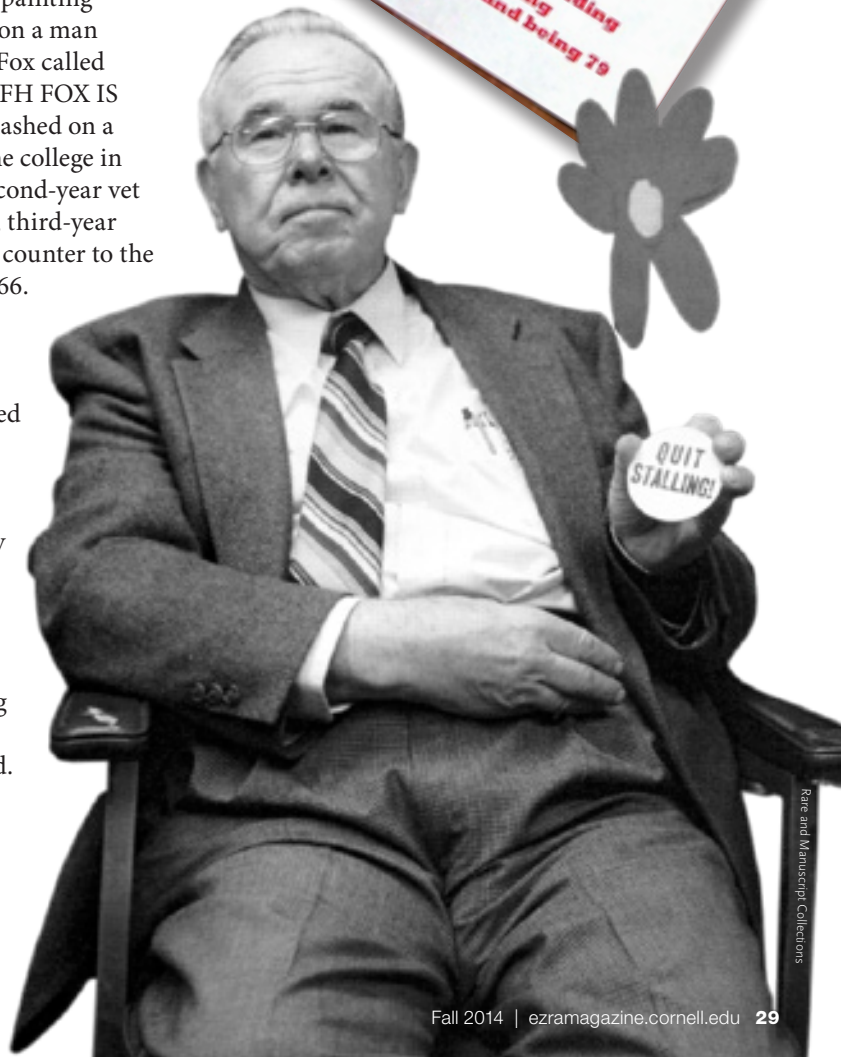
Hitchhiking back to campus, the sucker planned revenge: Farm animals packed into Fox’s office, furniture transplanted to the roof, a dozing professor bound to his chair with adhesive tape.

“I did play tricks on students,” Fox confessed in a recent

interview at his Ithaca home. “They played tricks on me, and I enjoyed the whole thing. It keeps life interesting.”

In a way, bridge painting is the ultimate joke on a man in birthday denial (Fox called them “tragedies”). “FH FOX IS 69” was the first, splashed on a ventilator shaft at the college in 1992, courtesy of second-year vet students. After that, third-year students moved the counter to the bridge over Route 366.

The penultimate “prank” must be the F.H. Fox Scholarship, endowed by former students and announced (“Surprise!”) at a statewide veterinary meeting. Each year a couple veterinary students are financially aided while learning to practice the profession Fox loved.





Homecoming Weekend 2013: Grape stomp at the Family Fun Zone. Visit www.news.cornell.edu/picture-cornell. Homecoming 2014 is Oct. 17-18.





Leo Patrino/Stockphoto

Provided

CROWD FUNDING

at Cornell: a slowly budding flower

You're on your smartphone, riding the train to work or sitting in a chair in the sand at the shore. You're scrolling. "This looks interesting," you think, as a short video starring students catches your eye. Cornell's Autonomous Underwater Vehicle team, you learn, is trying to raise \$10,000 for travel and electronics equipment. The team is several dozen young students from three Cornell colleges who work together to build functional robots that can navigate underwater and to compete in international competitions. "Sure," you think to yourself, "I'll chip in \$100 to help make that amazing educational experience available."

In 2013, Cornell's Division of Alumni Affairs and Development made its first foray into online crowdfunding campaigns, launching seven mini-campaigns, including one for the autonomous vehicle team and campaigns in support of a student-run organic farm, an LGBT leadership academy, the Latino Studies Program, AguaClara (water filtration systems for Honduras and India, built and installed by Cornell students), the Baja racing team and a global health program.

The goals for each campaign were relatively modest, ranging from \$10,000 to \$30,000, and all reached their goals within the allotted four-week window of time.

"Forty percent of the alumni who supported the projects," explains Andrew Gossen, senior director for social media strategy for AAD, "were first-time donors to Cornell, including a substantial number of young alumni. By providing a platform that makes it possible to support projects like these, we're offering a giving opportunity that is inducing some people to respond and make a first gift. We don't know yet if support for crowdfunding projects will translate to broader support for Cornell down the road, but we're optimistic that if



Gossen

people have a positive experience, they may be open to giving again."

Donations through crowdfunding platforms (like Kickstarter and Indiegogo) exploded in 2013, reaching an estimated \$5 billion worldwide – though that \$5 billion is only a tiny sliver of the \$416

billion that was donated to charity in the United States alone in 2013.

Crowdfunding is a very different kind of fundraising than methods usually employed by universities. Cornell, like its peers, raises a considerable amount of money through more traditional methods, including direct mail, email and student phoning campaigns focused on the significant needs for unrestricted and current-use support at the university.

Is this the wave of the future? How soon will these online campaigns replace (or will they ever replace) the traditional outreach asking for unrestricted annual gifts?

According to Joe Lyons '98, senior director of the Cornell Annual Fund: "When email emerged in the '90s, it didn't replace other methods of fundraising, though it certainly has become an increasingly important part of our outreach. I view crowdfunding in a similar light. I believe this isn't a case of one or the other.

"Crowdfunding adds a new approach to our fundraising strategy and helps meet specific needs," he says, describing it as complementary to Cornell's other efforts.

– Emily Sanders Hopkins

Top right: The Cornell Baja Racing Team seized the Iron Team Award at an international competition in Peoria, Illinois, in June.

You can make it happen Fall 2014



Love birds, advance science



Inspire young women to become engineers

The last decade has seen enrollments of women students in chemical and biomolecular engineering rise to the point of parity with male students.

To sustain this momentum, CBE

Women, a group of graduate students in the department, organize an outreach event for 10th-grade girls and their families

from rural New York to learn about science and career choices through hands-on demonstrations. Help them offer the program to more girls. **\$10,000**

Love birds, advance science

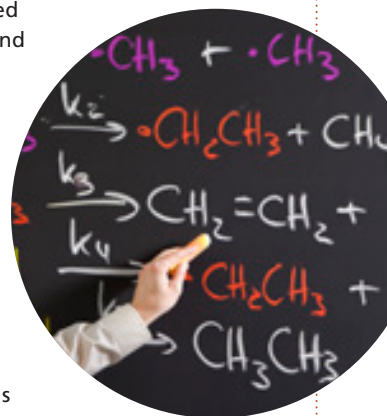
Join the Golden-wing Society at the Cornell Lab of Ornithology and support the lab's work to understand and protect the world's birds. Members are invited on exclusive eco-tours, birding trips and an annual retreat at Sapsucker Woods. Become a benefactor at **\$1,000**; become a partner at **\$2,500**; become a leader at **\$5,000** (lab benefits increase at each level).

Enable alacrity

The Rapid Response Fund at the Atkinson Center for a Sustainable Future provides modest but critical quick turnaround support for a wide variety of urgent or time-sensitive sustainability-related ventures, including workshops, art and film projects, conferences and novel seed ideas. Proposals undergo accelerated review. Approximately 25 are funded annually. Make more projects possible right away. **\$5,000-\$10,000**

This experiment's got your name all over it.

All students majoring in chemical engineering take the Unit Operations Laboratory course, where they work on a series of bench-scale experiments designed to mimic processes used in commercial-scale production of agrochemicals, fine chemicals, polymers, petrochemicals and pharmaceuticals. Name an experiment and help modernize the Unit Operations Laboratory in Olin Hall. **\$100,000**



Save the Sun

Cornell University Library and The Cornell Daily Sun are collaborating to digitize all of the years of The Cornell Daily Sun from 1880 to 1989. Years still requiring funding include academic years 1947-50; 1966-67, **\$5,000**; 1974-78, **\$7,500**; 1979-89, **\$10,000**



Division of Rare and Manuscript Collections



To make a gift, or for more information about these and other giving opportunities, email **MakItHappen@cornell.edu**.

Appreciating the special partnership of two community leaders

As one prominent Ithacan – President David Skorton – prepares for a new life in 2015, so, too, does a friend of his, Marcia Fort, longtime director of the Greater Ithaca Activities Center (GIAC).

Fort, daughter of the late Cornell Professor Emeritus Donald Graham, has long been a progressive leader on community issues and a champion for those without a voice. She was born in Tuskegee, Alabama, but moved to Ithaca as a young girl – when her dad entered grad school – and GIAC has been her professional home.

When she retires at the end of this year, she'll have put in three decades at the lively corner of Albany and Court streets in downtown Ithaca, leading and loving a community that, like anywhere, has challenging and inspirational days. A former

Cornell Public Service Center Civic Leaders fellow, Fort doesn't shy away from tough topics, while forwarding solutions that aim to help make Ithaca, the community, work for everyone.

Empowering young people, initiating diverse GIAC programs and encouraging viable, steady race relations have always been part of Fort's broad portfolio.

Shortly after Skorton's arrival in 2006, Fort and friends in Cornell's Office of Community Relations reached out to him about controversies tied to race and racial relations in Ithaca. Fort told Cornell's new president that when there were race-related issues, which sometimes involved Cornell, it was too late to forge relationships in a crisis. She then offered a simple solution: a local leaders of color group, co-chaired by Fort and Skorton, that could meet on a regular basis to talk about shared interests in Ithaca and/or on campus.

Since Skorton's first year on the job, African-American, Latino and Asian-American community leaders have met in church basements, at Cornell Cooperative Extension and at GIAC, sharing challenges, connecting resources and bonding, not in a crisis, but as part of everyday life. This steady working

In another era, without such a group, lines in the sand might have been permanently drawn ...



philosophy of the Local Leaders of Color (LLC) has proven effective. Skorton has missed only one meeting since the group's inception.

The LLC has proven its value many times over the years, including during a town-gown controversy in 2010-11 related to programmatic and alignment strategies for the university's Africana Studies and Research Center. Africana, its students and leaders carry a special place in the heart of many Ithacans, and decisions related to its future were of great interest to the community at large.

Fort and Skorton led the LLC through three intense meetings on the center and its future. In another era, without such a group, lines in the sand might have been permanently drawn due to poor communication or misunderstandings. These meetings increased insight among LLC and Cornell participants and further strengthened Skorton's and Fort's friendship.

At the 2012 Town-Gown (TOGO) Awards, Skorton presented Fort with a special TOGO award, citing her leadership, wisdom and ability to get things done for the common good.

A picture from that day (see image above) is kept in a visible place in both of their offices – a symbol of a quiet, special partnership.

Gary Stewart is Cornell's director of community relations.



Thanks to alumni, *women's sailing* receives varsity status

Brian Clancy was an assistant coach at the United States Naval Academy when he took notice that the winds had shifted for Cornell sailing. “I knew that something was going on with Cornell,” Clancy said. “I knew [the program] had tremendous alumni support, and it became evident they were going to be putting up a beautiful building gifted by the Merrill family. Something was stirring.” Clancy accepted the program’s head coaching position in 2010.

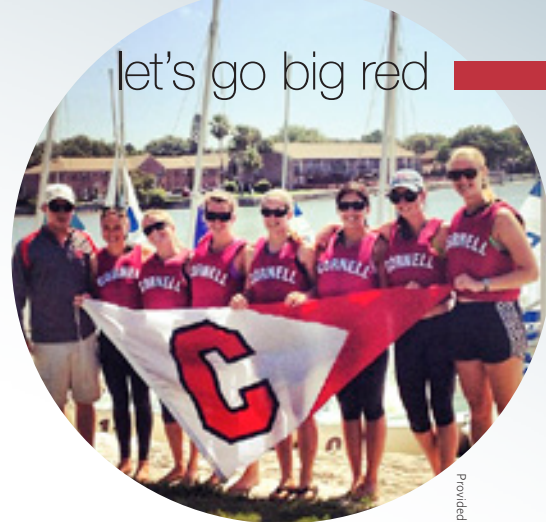
Thanks to the generosity of three generations of Big Red sailors and the elevation of the program to varsity status, Clancy has since spurned offers to take over other established programs, choosing to remain at the reins of a program on which he has put his stamp. Long planned and patiently executed, Big Red sailing has kept an entire “family” of sailing devotees intact.

In June, Cornell announced that women’s sailing would

become the Department of Athletics and Physical Education’s 37th varsity sport offering. That announcement came five years after the completion of the state-of-the-art Merrill Family Sailing Center and a decade after a group of alumni began a campaign to ensure the future of sailing at Cornell. That campaign led to the ability to hire Clancy as head coach – a young go-getter who orchestrated the club team to a number of successes, including directing the women’s program to the podium for third place at nationals in 2013. It also helped secure a plot along the water that would become the sailing center, as well as supported a fleet of boats that is the envy of many schools.

For athletics, adding sailing brings another nationally competitive sport with superb facilities and impressive alumni support into the fold while offering increased varsity opportunities for women.

Sailing has a long and storied history at Cornell since its inception in the late 1940s under Athletics Hall of Famer Jack Rogers ’45, who not only was a football and swimming star at the university, but also the sailing program’s first coach.



Provided

The sport had a short stint as a varsity program in the 1970s and early 1980s before returning to club status. Throughout that time, Cornell sailing has developed a family feel. A core leadership group that included Ted Moore ’71, Rob Swanson ’74, Doug Merrill ’89 and Andrew Davis ’02 advanced the interest of the women’s sailing program and ensured it would be fully funded prior to implementation. Each has spoken extensively about the family within the program – a worthy reason to help pass along their own passion to the next generations who will sail on Cayuga Lake.

“Cornell sailing connects you with people all over the university – different schools, different majors, different years. It gives you a much broader perspective,” Merrill says. The “family” has made a difference to student-athletes who have benefited from it. “Without the support we wouldn’t have a boathouse, boats or a new coach,” says All-American

Lauren Turner ’13.

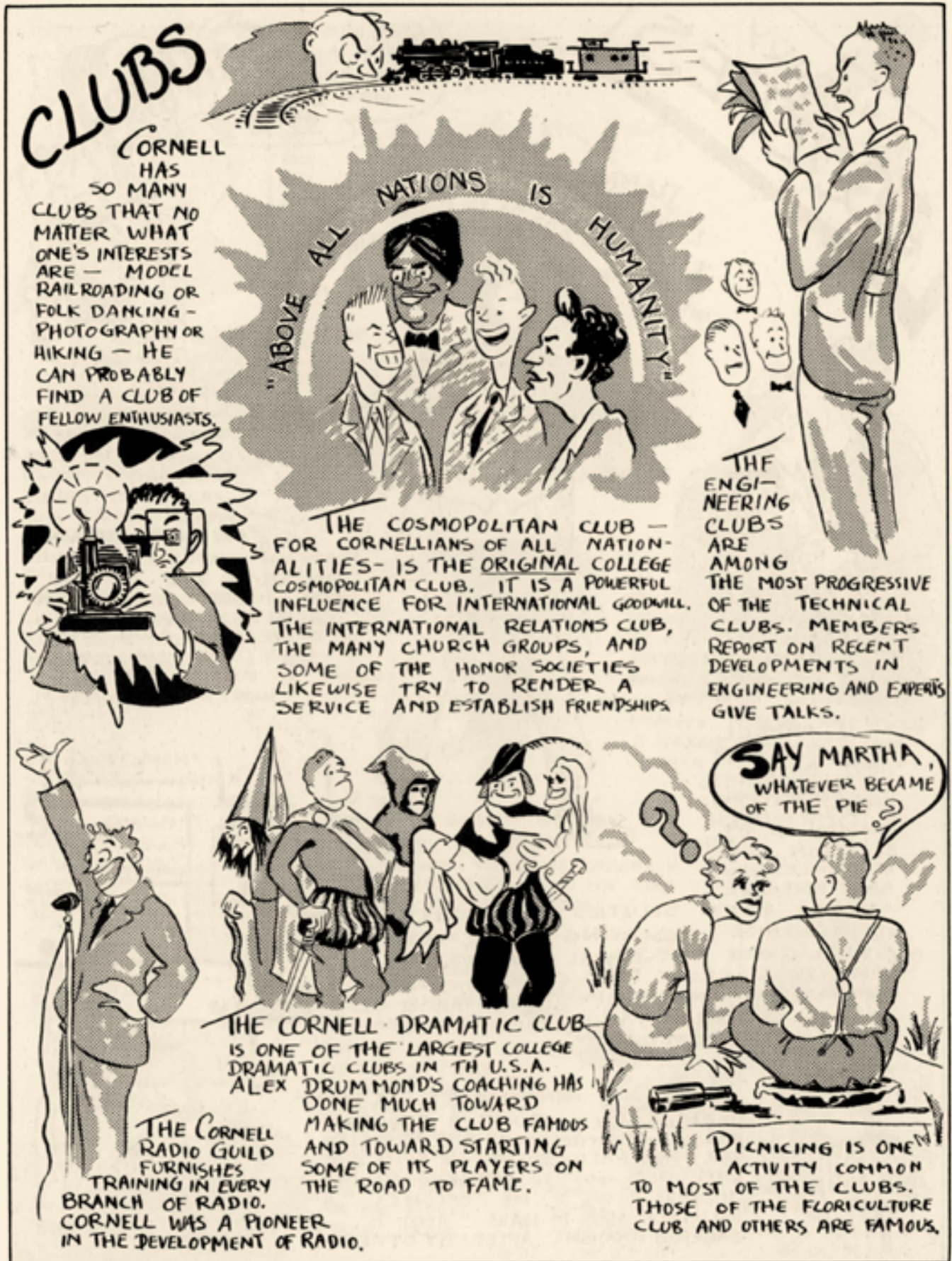
“The team would not have varsity status without the alumni behind it.”



Provided

Another page from "We Cornellians": an illustrated Cornell history, ca. 1940. This full-page panel from "We Cornellians," the 1940 illustrated look at Cornell University by then-undergraduate student Steve Barker '41 and published by the Cornell Cooperative Society, looks at student clubs and organizations.

Today, student organizations number more than 1,000 and are coordinated by the office of Student Leadership, Engagement & Campus Activities, <http://orgsync.rso.cornell.edu>.



Chuck Feeney's generosity 'as extensive as it is imaginative'

I first met Chuck Feeney almost 35 years ago and have enjoyed the privilege of his friendship ever since. I served as a board member of his foundation, The Atlantic Philanthropies, for 13 years and as chairman for eight years. I have traveled with him all over the world to visit the foundation's philanthropic activities. I talk to him almost every week.



Rhodes

How do you begin to describe this remarkable individual?

Chuck is modest to a fault and frugal (insisting on flying coach until very recently and housing his foundation

board in the Hamilton Princess Hotel in Bermuda, while he stayed in a more modest hotel nearby). He is self-effacing, devoted to his family and friends, shy and boldly imaginative.

From the very beginning Chuck has been an enterprising and entrepreneurial individual. Graduating in 1956, Chuck's entrepreneurial business activities met with spectacular success, and he amassed a fortune, which – after providing for his family and retaining only a modest living allowance for himself – he gave away to form The Atlantic Philanthropies.

Chuck's generosity to Cornell has been as extensive as it is imaginative. It extends from the Cornell Club in New York City to the Statler, where his financing of the "new" hotel transformed the life and finances of the School of Hotel Administration, to the school's Beck Center, named in honor of his old friend and mentor, Dean Bob Beck '42. He invented and initially financed the Cornell Tradition Program, which provides scholarships for needy students in exchange for campus service and work, and which has now supported almost 5,000 students.

Much of Chuck Feeney's giving, both in this country and abroad, has supported two kinds of institutions: universities and their affiliated medical schools

From left, Chuck Feeney '56, then-Cornell President Frank H.T. Rhodes and Ed Walsh, founding president of the University of Limerick in Ireland, in 1987. Feeney and Rhodes were on a trip visiting universities in Ireland.

Photo provided by Frank Rhodes



and hospitals. From Australia to Vietnam, to South Africa, to Ireland, to the U.S., these twin commitments have underlain his philanthropy, and especially the "Founder's Grants" of the Atlantic Foundation. This arises, I think, from his conviction that – in his own words – there is "no shortage of people who need help. It's a market that will always exist."

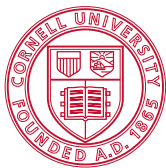
Health care is the most basic need of "people who need help" and universities and their hospitals are the best means, not only of providing it, but also of creating it, extending it, and training those who provide it.

The imprint of Chuck Feeney's generosity is everywhere. Yet he resists having a single building or program named in his honor.

In 2012 all seven of the universities of Ireland joined together to award Chuck Feeney an honorary LL.D. degree in recognition of his generosity, which has transformed Northern Ireland and the Irish Republic. Cornell University does not award honorary degrees, but perhaps it might be appropriate to recognize and honor Chuck Feeney as our greatest benefactor since Ezra

Cornell and to acknowledge all he continues to do to create the new Cornell and to keep this great university accessible to "any person ... in any study."

Cornell President Emeritus Frank H.T. Rhodes led the university from 1977-95 and is professor emeritus of geological sciences at Cornell.



Cornell University

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