

THE PENNSYLVANIA GAZETTE

MAY | JUN 20



Grappling With Inequality

Penn's Response to COVID-19

A Walker Around the City

DP Major Eric Jacobs EE'80 Graduates

At this time of crisis and uncertainty, we are one in spirit. Penn Quakers all over the world—united by our shared pride and love of Penn and now—more than ever—by everyday acts of heroism and hope.

We are grateful and inspired by the countless offers of support and notes of encouragement from near and far. Thank you.

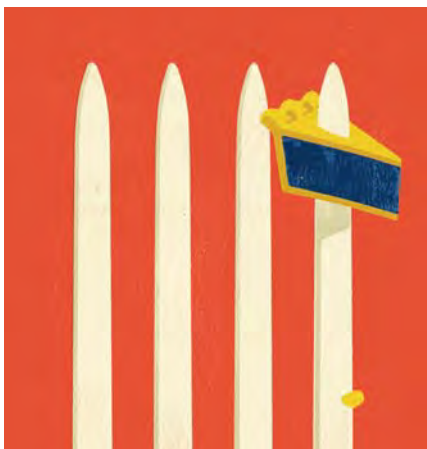


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Inequality Economics

28 Tax the rich! And the poor. But not the way we do it now, nor necessarily for the usual reasons. As an economist pushing his field to grapple with inequality, Wharton's Benjamin Lockwood may change the way you think about the government's broadest power.

By **Trey Popp**



COVER

Illustration by Chris Gash

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36 Walking the perimeter of Philadelphia.

By **JJ Tiziou**

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By **Molly Petrilla**

Dotdash Rising

50 After putting the familiar but failing website About.com out of its misery, Dotdash CEO Neil Vogel W'92 has managed to craft a thriving group of websites from the company's wreckage.

By **Alyson Krueger**



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Latest News



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Distance Learning

To state the obvious, this has been an unusual issue of the *Gazette* to put together.

It's early April as I write this. We were about halfway into our editorial cycle when the University announced the decision to have all but essential employees work remotely; sent the vast majority of students home from campus and shifted classes online for the remainder of the semester; and cancelled spring events, including Alumni Weekend and Commencement.

We have a story in "Gazetteer" by associate editor Dave Zeitlin C'03 detailing that sequence of events, and President Gutmann also offers a message to the alumni community in "From College Hall." But most of the other content in these pages was conceived and largely executed in the days before the novel coronavirus reshaped our daily lives—which may make it seem woefully beside the point or a welcome relief (or both).

Our cover story, "Inequality Economics," by senior editor Trey Popp, takes as its point of departure a moment from the distant past—September 2019, when "the US economy has just posted its 123rd consecutive month of growth, extending the longest expansion in the country's history"

and "the annual federal budget deficit also just crossed the \$1 trillion mark." But the issues raised in the story, which focuses on the work of Benjamin Lockwood, an assistant professor of business economics and public policy at the Wharton School, may be more relevant than ever as society wrestles with issues around taxation and wealth inequality going forward.

To my shame, I wasn't part of the *Daily Pennsylvanian* during my student days, but I'm familiar with—not to say envious of—the devotion and sense of camaraderie former staffers feel for the institution. In "Paper Man," Molly Petrilla C'06—a proud former editor of the *Summer Pennsylvanian*—profiles perhaps the one constant (aside from lack of sleep) in the *DP* experience: general manager Eric Jacobs EE'80, who is retiring after 40 years on the job.

Building on a temporary gig to introduce computers into the newsroom, Jacobs has spent his career helping generations of students get out the paper (and more recently, the blogs, podcasts, videos, social media posts, etc.); keep the lights on and the equipment running; and ensure that Penn's independent student media organization weathered the succes-

sive upheavals that have threatened it over his tenure.

Among the most significant of those challenges has been the growth of the internet. In "Dotdash Rising" Alyson Krueger C'07 profiles Neil Vogel W'92, who has been working in digital media since the 1990s. Most recently, as the CEO of Dotdash, Vogel has succeeded in resuscitating the familiar but faded website About.com—its constituent parts, at least—thereby managing one of the few second acts in this notably unforgiving industry.

Most of the content in these pages was conceived before the novel coronavirus reshaped our daily lives.

As we take our daily exercise warily on the lookout for heedless joggers and others careless about social distancing guidelines, photographer and community organizer JJ Tiziou C'02 reminds us of the loose, relaxed joy of going for a long walk with friends—though his excursion is more quirky and adventurous than most. In "The Edge," Tiziou writes about the latest iteration of his annual project of walking *around* the city of Philadelphia and also shares photographs of what he and his companions saw along the way.

On the morning of

September 11, 2001, I was researching old issues of the magazine for the *Gazette's* upcoming centennial in 2002 when the news came. I remember writing about how my wife and I took our daughter, released early from daycare, to the playground, and the recurring dread that an attack would happen again, suddenly, out of the blue sky.

The current crisis is different of course—a combination of terrifyingly rapid change and agonizing slow motion as we watch the case count and death toll rise and wait to learn whether the measures put in place will succeed in "flattening the curve."

(As a historical side note, I only recall finding one article that mentioned the 1918 influenza pandemic in our archival searches, a relatively brief item about medical students and others helping care for the sick and keep hospital rooms clean.)

We should all know more by the time this *Gazette* reaches you. In that first issue after 9/11, we published a special section of the magazine compiling campus reactions to the attack, speculations about the future, and related experiences of alumni. We'll hope to bring you something along those lines in Jul|Aug. In the meantime, best wishes and stay well.



Everyday Heroism in Extraordinary Times

In the face of global crisis, Penn rises to meet the challenge.

By Amy Gutmann

These were the most unsettling set of decisions in all my years as a university leader: To ask every student who had a safe home to leave campus mid-semester. To extend Spring Break for a week to enable students to resettle and faculty to gear up to teach 4,000 courses via virtual instruction in one week's time. To postpone until a date uncertain our most venerable and jubilant celebrations, Commencement and Alumni Weekend. To empty our dynamic campus of all but essential personnel.

Over a matter of days, the transition from BC (before coronavirus) to AD (after disruption) had become an absolute imperative. At the urging of public health experts, based on incontrovertible evidence of how quickly this virus spreads and how often it kills, we acted.

As I write this in late March, we are in the early stages of a war with COVID-19. We took decisive action to reduce our campus numbers for two all-important purposes. First, we must safeguard the health of our students, faculty, staff, and community. Second, we must do everything we can in advance to prevent our health system from being overwhelmed and understaffed at the precise moment when vulnerable individuals whose lives are at risk need us most. As wrenching as these decisions felt at the time, mounting evidence suggests that they correctly anticipated what's to come. This is a battle that engages us all to serve a common good.

Extraordinary times call forth extraor-

dinary bravery, as has been so evident among our courageous Penn doctors and nurses, researchers and volunteers. Extraordinary times also evince everyday heroism. Each of our actions and decisions have a profound effect on how well, and how soon, this war ends. Writing with six other academic health center leaders in the *New York Times*, Perelman School of Medicine Dean Larry Jameson captured the stakes of our individual action: "physical separation is the best way to slow the spread. The fewer contacts, and the greater distance between people, the better. ... Our doctors and nurses are ready to care for you. Our research teams are constantly working to find new treatments. But they need your help. Be a health care hero."

By accepting this responsibility, we exercise everyday heroism in extraordinary times. We not only protect our families, friends, and those most at risk. We also—and as essentially—reduce the surge of demand on our healthcare systems. We support and give our healthcare heroes a fighting chance to carry out their calling, to save lives.

Penn Medicine is on the front lines of this war. Even before we emptied the campus, we had already initiated massive preparation for a surge in coronavirus cases. Today, the University of Pennsylvania Health System continues to ramp up all measures on this front. As I write, our doctors and nurses are testing and treating COVID-19 positive cases from across the region, and the

numbers are rising very quickly. Our efforts are guided by CHIME (COVID-19 Hospital Impact Model for Epidemics), a sophisticated algorithm built in record time by Penn data scientist Corey Chivers and associates in Predictive Healthcare that has already been adopted widely, including by the California Department of Public Health, the Federal Emergency Management Agency (FEMA), and increasing numbers of nations overseas. Based on this modeling, Penn is preparing.

All elective surgeries have been cancelled. Telemedicine has replaced thousands of in-person appointments, rising from about a hundred a day to 5,000 daily now, and climbing. As many hospital rooms as can be spared are being reserved for patients whose lives will depend on our capacity to offer care. We have set up Influenza-Like Illness Surge Tents outside of all UPHS emergency rooms. We are developing plans for a possible super surge that will require use of tents, lobbies, and vacated clinical spaces for critical cases, while incorporating non-emergency department physicians into the emergency workforce. Penn researchers are leading efforts to combat the virus through initiatives such as our newly launched Center for Research on Coronaviruses and Other Emerging Pathogens. We are also screening FDA-approved drugs for activity against COVID-19.

We bring to bear the research might of Penn—recognized as one of the top four most innovative universities in the world—while confronting the same challenges facing so many regions of our country and the world. Personal protective equipment for care providers is increasingly in short supply. We seek a dramatic increase in access to ventilators and other essential lifesaving devices. We take every possible step to care for the doctors and nurses on the front lines. Their brave work puts them most at risk of contracting the disease themselves.

Here is where the everyday heroism of Penn people from around the world is already making a profound difference.

The global response from our alumni has been inspiring. You see it at a city drive-thru COVID-19 testing site in the parking lot of Citizens Bank Park, where Penn Nursing alumna Marina Spitkovskaya Nu'11 GNu'14 puts on a protective face mask before swabbing patients. You hear of it when you learn that Wharton Board of Overseers member Xin Zhou arranged an emergency shipment of 20,000 N95 face masks for immediate use in the Penn Health System, to be followed by a second shipment of additional medical supplies within days. Other alumni from China are in the process of shipping N95 facemasks to the Health System, some in quantities of 10,000 or more. And each day I hear of more alumni who are reaching out to support our Penn community.

Facing challenges and an unsettling terrain we have never before experienced, Penn faculty, students, and staff have responded with alacrity, doing what we do best: discovering knowledge, caring for others, teaching the next generation. I was not surprised that when Penn launched an online class, "Epidemics, Natural Disasters, and Geopolitics: Managing Global Business and Financial Uncertainty," it received extensive media attention as the first of its kind to give students the opportunity to learn, in real time, from the current crisis and how to prepare for the next one. More than 1,900 students are currently enrolled and Wharton professor Mauro Guillen, who leads the class, has brought together a stellar group of Penn faculty possessing multidisciplinary expertise ranging from politics and psychology to international finance, crisis management, and behavioral economics.

At the same time as launching our virtual classroom, we announced \$4 million of support to our local communities, small businesses, and workers impacted

by COVID-19. These funds will be used to distribute emergency grants to eligible Penn employees and third-party, contract workers; they will provide support for University City retailers and neighborhood businesses; and will contribute to the PHL COVID-19 Fund in support of local non-profit social services agencies. With a \$1 million Penn Medicine employee assistance plan already in place and pay continuation for Bon Appetit contract dining workers through May 15, Penn's total contribution to emergency assistance exceeds \$5 million.

It would take pages upon pages for me to report on all the activities like these that exemplify what Penn does best. In the face of global crisis, we meet the challenge, we help the afflicted, we rise to the occasion, we teach what can be learned, and we learn what can be done better.

A brisk walk across campus today reveals a strange dichotomy: College Green, Penn Park, and the entire length of Locust Walk are decked in spring colors, yet eerily empty. I am not dispirited. The perennial blooms remind us that regular academic life in all its vibrancy will return. And the quiet in its own way reassures: It's the sound of all Penn people acting together as one, with heroism both extraordinary and everyday, to meet this challenge. It is the quiet of focus, of steely determination as Penn prepares and responds.

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Honest and beautiful story, fear giant governments not companies, regarding Wright, more debate on climate change.

Compassionate Awareness

Kimberly Acquaviva's story—"Finding Life in Death" by Dave Zeitlin [Mar|Apr 2020]—about the death of her wife, Kathy Brandt, was honest and full of empathetic compassion. Kimberly's caregiving role was based upon Kathy's needs, as Kathy perceived them. Kimberly was able to put aside outside noise and focus on what Kathy needed. In particular, Kimberly recognized that the battle metaphor—You're going to fight this, you're going to beat this—wasn't going to be helpful in Kathy's situation.

This compassionate awareness reminded me of a letter to the editor I was moved to write in 2011 about "A Train to Nowhere," Don Trachtenberg's essay about his journey as he accompanied his wife during her final years ["Alumni Voices," Nov|Dec 2011]. In a very different setting, his compassion was based upon a key understanding of the kind of support his wife needed.

Those whom we love and care for during life need the same type of empathetic care as they near their deaths. It's their needs, not ours, that are most important.

Jim Waters WG'71, Pearl River, NY

Beautiful Story of a Loving Family

Bawled my eyes out on NJ Transit while reading "Finding Life in Death." Talking openly about the inevitable process of death makes life feel that much richer. A beautiful story of a loving family that forever changed my perspective.

Allison Strouse Williams W'07, New York



“Those whom we love and care for during life need the same type of empathetic care as they near their deaths.”

Government Concentration Is Also Taking a Toll

In his essay "Kronos Syndrome" ["Expert Opinion," Mar|Apr 2020], Binyamin Appelbaum tells us that "we live in an era of giant corporations, and there is little evidence consumers are suffering. But

We Welcome Letters

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corporate concentration is causing other kinds of damage." He goes on to claim that it "is tilting the balance of power between employers and workers, because workers have fewer alternatives, allowing companies to demand more and pay less" and also "taking a toll on democracy."

I suggest that we live in an era of giant governments, and there is increasing evidence consumers—a.k.a. taxpaying citizens—are suffering. Governmental concentration and intensification of regulatory power is causing all kinds of damage. It is tilting the balance of power between taxpaying citizens and government employees, because taxpaying citizens have so much less economic freedom and personal liberty, allowing government employees—especially unelected bureaucrats—to demand more compliance with their edicts even as they do less at higher cost. Governmental concentration of regulatory power also is taking a toll on our constitutional republic.

Stu Mahlin WG'65, Cincinnati

Wright Was My Hero

Regarding "Rewriting Wright" on Paul Hendrickson's recent biography of Frank Lloyd Wright ["Arts," Mar|Apr 2020], it is indeed reassuring that that irascible genius is still a subject of great interest even today. Hendrickson seems to have expended great effort in this latest endeavor.

Back in 1951, when I was a student in the School of Fine Arts, there was a great show of Wright's projects at the Gimbel Brothers department store. Our class spent an afternoon at the exhibit and Wright was my hero for the rest of my years at Penn. I even projected my fascination with Wright in the undergraduate class taught by

Louis I. Kahn. Fortunately, Kahn was a man of great empathy. He even told me, “You can do anything you want,” and I received an A for my project. I should note that in a few later years, with his emerging master works, I recognized Kahn as the other great master of the 20th century and worked for him for six years.

In 1953 the Tyler School of Art at Temple University held an exhibition of Wright drawings. Wright also gave the opening lecture, which I attended. Tyler’s dean, Boris Blai, opened with a lengthy introduction that seemed to go on and on. To the delight of the audience Wright, who was sitting at the back of the stage, approached the podium and, with a mischievous smile, took Blai’s speech and asked him to sit down mid-introduction. He then delivered a hardly profound lecture that seemed to be a simple overview of his architectural philosophy. But he was in fact in his 80s and a bit frail. It was still rewarding to actually see the man and to see the sparkle in his eyes as he spoke. The drawings were remarkable and inspired my presentations to follow.

I assume Hendrickson has included some of the great Wright anecdotes. Philip Johnson once facetiously called Wright “the greatest architect of the 19th century.” Wright in turn called Philip Johnson’s glass house “a monkey cage for a monkey.” Hendrickson’s story about Wright’s appearance in court rings a curious bell, as it seems to relate to the following Wright episode: One of Wright’s greatest ambitions was the commission for the United States Air Force Academy in Colorado. He promoted this ambition with a conceptual design for the Academy that he presented to the Air Force, to no avail. He was goaded by the stone lobby to testify before Congress, disparaging the projected design. When he returned to his home, Taliesin, a friend asked Wright how he could have introduced himself to the Congress of the United States as the world’s greatest architect. Wright responded, “I had no choice, I was under oath.”

David H Karp Ar’59, San Mateo, CA

Don’t Give Them a Platform

I am puzzled by the *Gazette’s* decision to choose to highlight letters responding to the Jan|Feb 2020 issue’s “The New Climate Advocates” from climate hoaxers grumbling about the machinations of “the left” [“Letters,” Mar|Apr 2020]. There is no debate here in which two sides must be given equal weight. My son is 15 months old. In the three months since his first birthday, the world has seen catastrophic wildfires in Australia, record temperatures in Antarctica, and the hottest month in recorded history. What will the world be like in 10, 50, 100 years? Let these people rant and rave their lies and conspiracy theories in private. Don’t give them a platform.

Rachel Frankford GSE’15, Philadelphia

Science Needs Skeptics, Not Climate Deniers

What school did these folks attend? I was profoundly embarrassed to read the letters from John Silliman (“We Need to Come to our Senses”) and Les Schaevitz (“Reject the ‘Climate Cult’”), both of whom were at Penn during part of the time I was there. I don’t know what they studied, but they certainly didn’t learn anything about science or intellectual rigor.

I have no objection to someone being skeptical about some aspects of climate change. Science needs skeptics. However, rejecting the very idea of climate change while making profoundly ignorant comments about the science shows that your objections are purely political and devoid of the thought process (a quote I learned from *Car Talk*).

John Silliman says that there “used to be two sides to every scientific or political issue, *or else*.” As just two examples, I don’t remember any serious journalists taking the rantings of the John Birch Society seriously, or interviewing the crackpots who claim that quantum mechanics, or relativity, or whatever, is totally bogus. As soon as he says, “the right’s side of climate change,” he reveals that he has no interest in science, only

politics. He then further reveals his complete ignorance of the science by stating that “climate has not changed *that* much (except in China and India).” Climate is a world-wide phenomenon and (at least to most rational people) decades of ever increasing “hottest years ever” would qualify as “changed that much.”

Similarly, Les Schaevitz calls climate change “a problem that does not exist” and “intellectual dishonesty.” He then reveals his ignorance by saying there is “no scientific proof whatsoever” for the effect of humanity on the climate. First of all, scientific “proof” is something that does not exist. There is only scientific “evidence,” of which there is an overwhelming abundance when it comes to the influence of our carbon emissions. Arguing about the subtle details of the data, or the best ways to address this problem, are legitimate activities. Blindly rejecting all of the data is not.

In all fairness, I commend the concern Schaevitz shows for other environmental issues such as plastic pollution. Our country would be in much better shape if more folks on the conservative political side acknowledged at least some of our many environmental problems.

George S. F. Stephans C’76 Gr’82, Arlington, MA

No Other Valid Point of View

There are not two sides to every issue. For example, there are not two sides to the flat Earth issue. The Earth is round. There is no other valid point of view. Another example is gravity. Gravity exists. There are not two sides to that issue. We may not understand all there is to know about gravity, but there is no other valid point of view regarding its reality.

The same is true of climate change. The Earth is warming, and the rate of warming is accelerating. The principal cause of this warming is the increase in carbon dioxide and other greenhouse gases in the atmosphere. The principal source of the excess accumulation of greenhouse gases in the atmosphere is human activity. There is no valid evidence for any

LETTERS

other point of view. We may not know exactly what to do about it, or we may not be able to predict accurately the future course of events, but there is no point in lending any validity to the point of view that climate change is a myth.

Elliot Werner C'67 M'71, Fremont, CA

Carbon Claptrap

The idea that we can control a chaotic climate, governed by a billion factors, by fiddling around with a few politically selected gases is carbon claptrap. The Intergovernmental Panel on Climate Change (IPCC) is a UN-run bureaucracy whose reliance on faulty computer models forfeits any claim to scientific veracity. No models can explain why global climate has been remarkably stable for 20 years despite a substantial increase in atmospheric CO₂.

Fossil fuels have dramatically raised living standards all over the world. To deprive the developing world from utilizing them would be to consign billions of people to misery and poverty. To have this happen in our country would be catastrophic.

Eric Hoffer wrote: "Every great cause begins as a movement, becomes a business, and degenerates into a racket."

Barry D. Galman C'59 M'63 GM'65, Palm Beach Gardens, FL

Critiques Missed the Point

I was both disheartened and disturbed to read the multiple letters to the editor from obvious climate deniers who confused an article that focused on *how* to reduce global warming with an article that might have been about the science behind climate change. The critiques missed the point. Climate change is real. Human activities—i.e., burning fossil fuels—contribute to it. And we can do something about it, if we set our minds and efforts to the task. But to answer those who still question the anthropogenic sources of climate change, don't take my word for it, read NASA's summary of the problem at <https://climate.nasa.gov/scientific-consensus/> or read

the 2018 report from the Intergovernmental Panel on Climate Change, which was referred to in "Tipping Points" ["From the Editor," Jan/Feb 2020] that introduced the issue containing the article "The New Climate Advocates."

The idea that humans contribute to climate change is hardly a left-wing conspiracy, nor are those who would seek to limit climate change a "cult."

I would expect every academic institution to look at the science behind a hypothesis and subject it to rigorous examination. Having done that, I would expect that institution, like Penn, to support ideas that reflect the consensus of scientific opinion on the subject.

Bruce E. Endy C'66, Wynnewood, PA

God Controls the Climate

In reading "The New Climate Advocates," I notice an omission too important to leave out of a discussion on climate control: there is a God who controls the climate. Reading the article one might think "climate" is something that politicians and lawyers and activists "control." What a difference our effectiveness would have if we lifted our hands in surrender that we are ultimately not in "control." Then the practical actions can begin!

First, may we give thanks to God for His mercy to bring the sun up each day and give us life, and give us "climate," and for keeping it so preciously balanced that we can live and breathe in each day. Let's put aside our pride and desire to be in control of something that is in the hands of the Almighty, and subordinate ourselves to the "Climate Controller."

I can suggest, after humbling ourselves and giving thanks, that we take the next small and yet great step to start—each person in the privacy of our room, kneel in prayer and confess that we can't do it without Him, that we need Him, and desire to be in relationship with Him.

What a great partnership to seek! And to acknowledge that it is thanks to His

grace and mercy—*chen* and *chesed* in Hebrew, the language of the Bible that He speaks all things into existence—that we are able to have any kind of discussion at all, as He gives us breath. Let us bow in reverence to say we know that there is a great Hand who controls the climate. We can and will soon see a change in the climate if we "return" to Him (in Hebrew, *teshuvah*) and humble ourselves. Admit our reliance on the "agency" that is much greater than we are, and live in partnership with our real CEO, the God of Creation who gives us our Existence and Our life. The Creator of the Universe. Our Lord and maker. Blessed be He!!

Joanne Gover Yoshida W'82 GA'86

What Does It Say About Penn

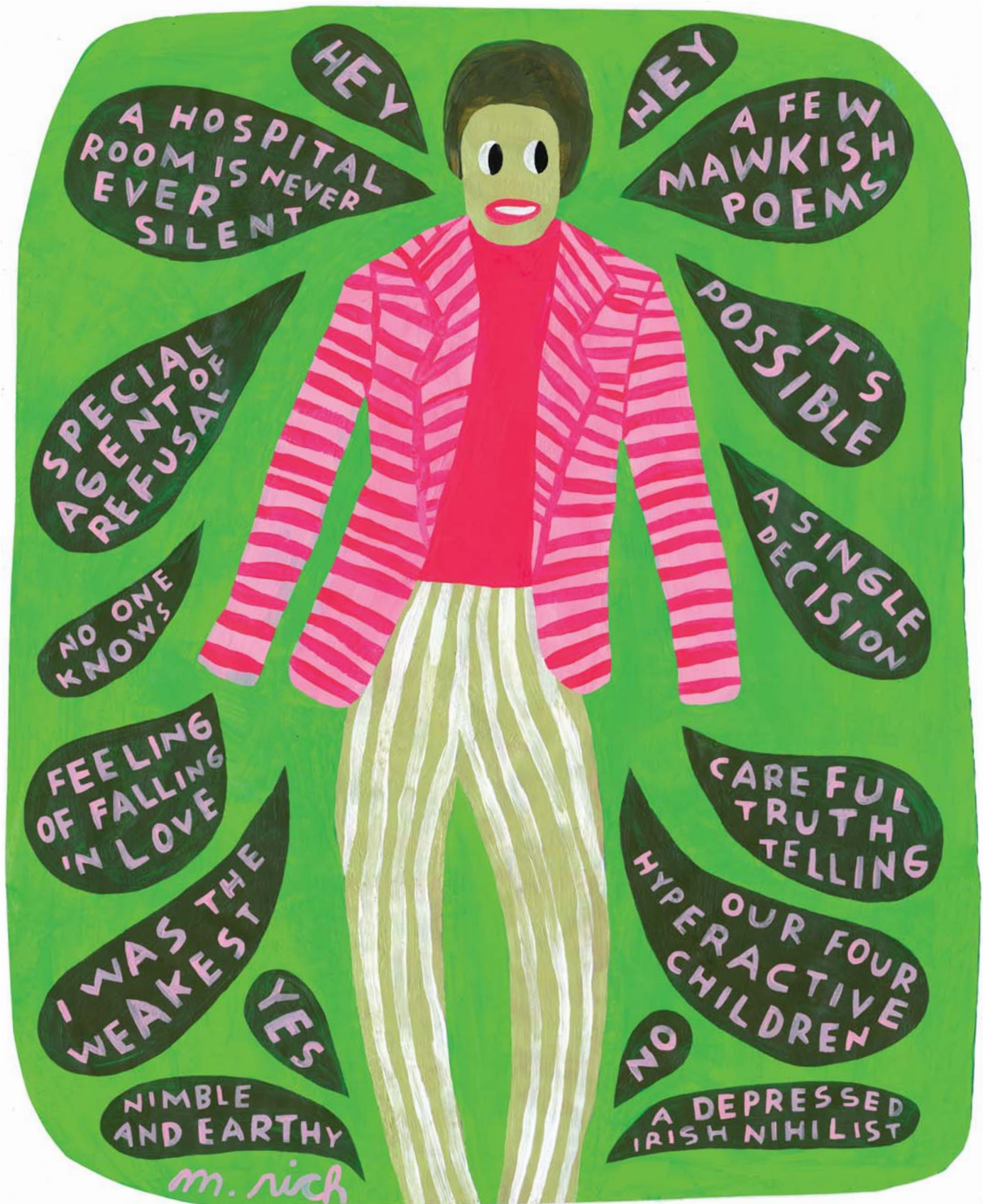
To call the reaction to the mercenary plan to change Penn Law's name to Penn Carey Law "some backlash" is like calling the Civil War a bit of a tussle ["Gazetteer," Jan/Feb]. Thousands of students and alumni are up in arms, many of us swearing never to donate another penny to the law school. Ultimately this misguided plan will cost the law school far more than the \$125 million with which the W. P. Carey Foundation bought naming rights. Penn Carey Law sounds ridiculous, and like we're a franchise of Maryland Carey Law. Can you imagine Harvard or Yale doing such a thing? If not, then what does it say about Penn, other than that we have internalized the view that we're second-rate?

Rose M. Weber CW'75 L'96, New York

The Duel Is a Standoff

While I agree with Brian Rosenwald's essay, "Bill Busters" ["Expert Opinion," Jan/Feb 2020], that the conservative movement for the most part has taken over talk radio, the left-wing movement to compensate has taken over TV, dominating the programs and presentations. Apparently considering the closeness of recent elections, the duel is a standoff.

Nelson Marans, parent, New York





Impatient Hope

No one knew how to cure my disease.

By David Fajgenbaum

I needed answers. I may or may not have been approaching death for the *fourth* time. As a cocktail of seven chemotherapy drugs dripped into my arm through an IV pole, I asked Dr. van Rhee everything I had been obsessing over since my case of Castleman disease had come roaring back ... again.

"What causes this to happen?"

"No one knows."

"Which type of immune cell is responsible for initiating this?"

"No one knows."

Why not? I wanted to ask. *And why me?*

I swallowed those final questions, but a hospital room is never, ever silent, even in the dead of night, or even when a conversation grinds to a halt and the participants are left to quietly pick at the implications of what's been said, and what's been impossible to say.

Dr. van Rhee was not saying "I don't know" to my queries about my illness. He might have said, "I'm not sure, let me look that up—" and swiveled over to his computer to plug in the symptoms and

dial up answers. But he didn't say that. He said, "No one knows."

"Are there any other drugs in development or clinical trials?"

Dr. van Rhee was unfailingly calm and caring when he responded to my most important question. "No, not at the moment."

"Are there any planned?"

"Not that I'm aware of."

I was talking to the undisputed worldwide expert on Castleman disease, and he didn't know what initiated the disease or what caused it. Or how to prevent relapses in patients for whom the only experimental treatment in development didn't work. That meant that *no one* knew. There were no more appeals. There was no higher bench. He was not flattering himself by speaking on behalf of the world's knowledge of my condition. He *was* that knowledge. He didn't just have authority; he *was* the authority.

As a medical student, I could select the correct answer to each of these questions for what seemed like every disease, but not this one.

"I know elevated interleukin 6 is supposed to be the problem, but blocking it hasn't worked twice now and my interleukin 6 tests were normal during my presentation and relapses," I said. "Is it possible that interleukin 6 isn't the problem for all cases?"

"It's possible."

That was it. It was possible. *Anything* was possible.

I knew what he meant. I knew the language that doctors use: the careful truth telling, the hedging, the open-endedness. I'd spoken that language before. Now that it was directed at me, it didn't feel nearly as careful, or open-ended, as I'd once assumed. I'd been consigned to the plane of *possibility*. Anything was possible, because no one knew. I was on my own.

A proper patient might have taken Dr. van Rhee's pronouncements with humility and acceptance, but *no one knows* didn't cut it for me. There are things we

can change and things we cannot change. We need either the grace to accept them, the ignorance to not know the difference, or prayers to find another expert who has the answers. I am not graceful. I was no longer ignorant of the realities of idiopathic multicentric Castleman disease. And I was getting tired of praying.

A whole mental structure built on faith and expectation—or hubris—collapsed for me that day. When Dr. van Rhee entered that room to discuss my disease rationally—doctor to emerging doctor—I had believed there had been a vast, unseen, but highly coordinated system of scientists, companies, and physicians working diligently to cure my disease. Every disease, actually. Of course there was. Right?

Like Santa and his elves working to grant wishes to every good boy and girl in the world, I imagined that for every problem in the world, a highly qualified team worked diligently, perhaps in a workshop, and it operated out of sight, out of mind, right up until the moment that it solved the problem. Google reinforces this belief. For every question you can think of, Google provides an answer—and often data to back it up—with a speed and precision that inspire confidence, if not always comfort. Steady news reports about medical breakthroughs feed this optimistic illusion: a cure is near; discoveries will happen whether or not you contribute time, talent, or dollars toward them. So I had waited on the sidelines, believing others were on the case. But that illusion was no longer possible to sustain. Not when Santa Claus himself was looking me in the eyes and telling me nothing would materialize, gift-wrapped, to cure me.

Nausea overwhelmed me, partly because of the chemotherapy and partly because of the realization that I was completely alone. I was terrified. This was the fourth time in the last two years that I was approaching the precipice of death. This time, I *knew* that I would

die, because the only drug in development for my disease had failed to work. The harsh reality was that the medical community didn't understand the most basic aspects of my illness, and the world's expert in it had run out of ideas and options for me.

Despite the fact that my immune system was consuming all of my energy as it attacked my organs, despite the accumulated toxins that clouded my thinking, I had the most clear and important thought of my young life: I could no longer just hope that my treatment would work. I could no longer hope someone else, somewhere, would make a breakthroughs that could save my life. No: I had to get off the sidelines and act. If I didn't start fighting back to cure this disease, I would soon die. I would never get to marry Caitlin or have a family with her. I had to start now.

My body was dying. I was spent. But at least I wasn't on the sidelines anymore. Now I was in the game, and I knew what I had to do. I would simply have to increase the world's medical knowledge about Castleman disease.

My sisters, Caitlin, and Dad were seated around the bed and had listened to Dr. van Rhee's every word. They stared down at the floor between long blinks and deep breaths.

I interrupted the silence. "If I survive this, I'm going to dedicate the rest of my life—however long that may be—to answering these unknowns and curing this disease."

I heard myself like Winston Churchill vowing to fight on the beaches, but my pledge was less than stirring to Caitlin and my family. The words landed with a polite thud. They each gave half a smile—a kind of smile that I had seen before. The one where they purse their lips and close their eyes. They weren't interested in heroics.

Yet this was the moment when I realized I was finally done with passive hope. Years before, I had found a quote in my mother's purse by Pope John Paul II, ar-

ticulating a call to be "invincible in hope." I'd interpreted it as a conviction that invincibility came simply from having faith that your hopes and dreams would come true. You just needed to trust and wait. Taking action, in my reading, was almost in opposition to being invincible in hope. But much later I found the remainder of the Pope's speech. He went on to say, "Happiness is achieved through sacrifice. Do not look outside for what is to be found inside. Do not expect from others what you yourselves can and are called to be or to do."

Now I knew what I had been called to do. I asked the nurse for a dose of Zofran for my nausea. I asked my sister Gena if she could get a copy of my bloodwork. She wiped away tears and sprang into action, eager to do something, anything that could help her little brother. I needed my test results so I could start studying my disease—and also so I could estimate how much time I likely had before kidney or liver failure left me incapacitated, or dead.

Then I squared up to this beast of a disease. With three more days of continuous cytotoxic chemotherapy and then 17 days of interspersed chemo ahead of me, my hair would soon start falling out in clumps, the way it had before. But I didn't want to wait for it to fall out again, and I didn't want this disease or the therapy to be the cause. This time I would act. I asked my dad to buy an electric razor, and he shaved all my hair off, save a small strip of short hair down the middle. I had always wanted a Mohawk.

David Fajgenbaum M'13 WG'15 is an assistant professor of translational medicine and genetics at Penn. From *Chasing My Cure* by David Fajgenbaum, copyright © 2019 by David Fajgenbaum. Used by permission of Ballantine Books, an imprint of Random House, a division of Penguin Random House LLC. All rights reserved. No part of this excerpt may be reproduced or reprinted without permission in writing from the publisher.



Those Woodstock Summers

In an “interim time, a time without a clear purpose,” a writer finds his voice and the arc of a family’s life is formed.

By Nick Lyons

There are times in every life that enable all that follows. Sometimes this is a single decision. Sometimes it’s a place, perhaps one over a period of time, deceptively crucial.

For several months during the mid-’60s, several years running, we rented “The Studios,” one of the original Byrdcliffe cottages in Woodstock, New York. Mari and I and our four hyperactive children, four and a half years apart first to last, the oldest seven or eight then. I was teaching full time at Hunter College and trying desperately to write a few words of worth. Except for several versions of tired graduate school essays, and a few mawkish poems, nothing I wrote found a home. Mari painted, I wrote, the children ran amok, and so did the mice. We would see mice scurrying along the rafters and late at night we could hear the fatal snap of the traps and the plunk when they fell 10 feet to the floor. What I wrote I sent everywhere—and every scrap of it boomeranged back, always without benefit of human note. The *New Yorker* returned my stories and poems with such amazing alacrity—sometimes the day I sent them—that I thought they must have, at the main post office, a special Agent of Refusal. I had a shoebox filled with emphatic minimalist printed rejections.

We had recently suffered a devastating flash fire in the city; it had buffaloeed up on a windy December afternoon from the Methodist church next door, torched by a drug dealer on whom the minister had leaned. Firemen stole my father-in-law’s Patek Philippe watch, uninsured; all our clothing, beds, tables, chairs were burned or fatally smoke damaged; all of our books, my papers, and every shred of my fishing gear, were destroyed; many of Mari’s paintings still hung on their wires, askew, stretchers charred but intact, the canvases burned through. I had written a very bad novel whose five main characters were all me, and happily it was burned to a crisp, never to be resurrected. The novel happened to be called *Fire in the Straw*.

We came to Woodstock those few summers partly to recoup, start again. We paid a scant \$300 total for as soon as the crocuses came up to when it got too cold for the pot-bellied stove to warm our toes. We knew that this year or the next, when we returned to our new spare apartment, I would need to take a second and perhaps third full-time job, and in time I did. Woodstock was before all that. It was an interim time, a time without a clear purpose, a slack time to loaf and fail and try and let stuff happen, a time to be with children, a time to explore.

A friend introduced me to Jimmy Muligan, who drew cartoons for the *New Yorker*; and Jim began to talk of a mythic friend, Frank Mele, a violist and remarkable fly fisher. As a proposed fishing trip with him kept being postponed on slim grounds, the mystery of the man tripled.

In those long Woodstock summers, 50 years ago and yesterday, Marlon Brando whisked past us on his motorcycle on the Thruway, I fed our resident raccoon and it mistook my finger for a hot dog. Mari painted in the cottage or plain air every day. It often took two or even three sitters to manage our four. We drove to the old Laurel House in Haines Falls, which my grandfather had owned for many years, where I had caught anything that moved, from frog to crayfish, newt, perch, and pickerel, and where I unceremoniously gigged the first trout I ever saw—but the creek was dry and the state had burned and then bulldozed the hotel flat and the forest had reclaimed its raw glory. We watched Dylan and Baez ride back and forth on Tinker Street on their motorcycles, buoyantly young, the world poised to embrace them. We kept warm with slab wood we bought from a young farmer who gave us four ducklings; with the colossal stupidity of a city boy, I thought young ducks would like to swim and put them in the bathtub for what was their final swim. I leaned toward moving water whenever we drove past the Sawkill or Esopus and bolted from Byrdcliffe to fish whenever I could. One day I finally set off

with Frank and Jim to the Beaverkill—“Mecca” for fly fishers, Frank said. He was a gaunt man with dark, old eyes, and stunning pronouncements, Delphic and hilarious; and with all the pit-stops and pronouncements, the hour-and-a-half trip was accomplished in nine hours. By then I could barely stand, let alone pitch a fly. Frank promptly caught two trout, Jim and I nothing. The day was so pungent, unique, unforgettable, that I promptly sat at my Underwood Standard and wrote it in one sitting. Somewhere in the telling of that shaggy fish tale about that long circus of a drive with Frank and Jim, I felt a new voice that sounded free from the academic cant I had learned too well in graduate school and from the literary pretension in my stories and the mawkishness of poems so common when someone discovers literature late and loves it too well.

The voice seemed nimble and earthy, and now and then I hoped it caught the swoop of a kingfisher, the bright quickness of a mountain creek. Two days after I finished it, off it went to *Field & Stream*, and five days after that I got back a one-sentence note from the editor *in his own hand* (I’d thought all the editors had forgotten to use them): “We like ‘Mecca’ and a check for \$1,000 will go out to you next week.” I nearly peed my pants. And I was so encouraged that I plucked out a story that had crouched somewhere in my brain since I was seven or eight, about that first trout I gigged in the creek that tumbled over the famous Kaaterskill Falls, and before we returned to the gray city, so far from the bright rivers I love, it too was accepted.

The stories were miles from the literature I had found late in my life and now taught with passion—but they were mine own. And when Austin Warren, my great mentor-scholar from graduate-school days, told me that I *must at once* abandon all this trout piffle and attend to my academic career, I had to tell him firmly that I rather liked trout and thought *Paraleptophlebia* were not piffle, and I felt com-

fortable with the romp of these stories I had found those long summers in Woodstock—and never heard again from the old scholar I had betrayed.

He had advised my dissertation on Jones Very, a very minor New England poet whose poems, the poet claimed, had been dictated to him by the Holy Spirit—a less earthy source than Frank. So committed was Very to this belief that he would not allow Emerson, who edited the first book of Very’s poems, to make even elementary changes. This prompted the only recorded witticism by the dour Emerson: “Cannot the spirit parse and spell?”

One summer Mari visited the painter Fletcher Martin, with whom she had studied at Mills College in California. She liked his house and then, many lifetimes later, we bought it and lived there for nearly 20 years. Those four scamps all grew into their 50s, were thick with the world, did interesting work. We built a huge new studio, attached to Fletcher’s small one, and Mari loved the great space with high ceilings and skylights, made the best work of her life, had 10 exhibitions of her paintings in Chelsea, and received major reviews. Then, a few years ago, after our 58th anniversary, Mari died of cancer and two years later our oldest son, Paul, died of melanoma.

Suddenly I was an old man, alone in that place I had come to love, waiting for another winter to wrap around me. The air on the Woodstock hill was crisp, leaves had turned crimson and ochre and fallen. I was awash in memories but had written most of what I wanted to write. The arc had made a final turn. I saw then with sharp clarity, when I sold my house and made my move back to a great grey city, that those Woodstock summers had laid tracks on which my family rolled for more than half a century.

Nick Lyons W’53 has been a frequent contributor to the *Gazette*. This essay is adapted from sections of *Fire in the Straw; Notes on Inventing a Life*, forthcoming from Skyhorse Publishing in October 2020.



I Quit

Maybe you should, too.

By Rachel Friedman

I' sure learning how to play viola must have been awkward at first: balancing an hourglass-shaped wooden chamber between my eight-year-old chin and shoulder, figuring out the right amount of bow pressure to avoid squeaking, teaching my fingers the unforgivingly specific coordinates of each individual note. But what I remember most is feeling an immediate and deep connection to my instrument,

a sense that we were a perfect fit. I remember the feeling of falling in love.

No wonder, then, that I spent most of my childhood planning to become a professional musician. And with supportive parents, top-notch teachers, and summers at the vaunted Interlochen Arts Camp, why couldn't I? I had talent, I had drive, and I had 10,000-hour discipline way before Malcolm Gladwell made that a thing. Most of all, I had a Path. From a

very early age I knew exactly what I wanted and the necessary steps to get there, and I was positive I knew how deeply satisfying it would be once I arrived.

Then I went to college, where I buckled almost immediately under the intensified pressure of auditions and performances. This was not how it was supposed to go. I knew music school was supposed to weed people out. I'd just assumed it would be *other* weeds. And certainly not that I'd be the first to get yanked from the garden. But of the three freshman viola majors in my program, I was the weakest. So I did what every aspiring artist is trained to do: I put in more and more hours of practice. Once a week I'd call my dad sobbing, unable to explain exactly why I was so overwhelmed and miserable doing the thing I had loved for as long as I could remember. But I was stuck. What else was I going to do? Quit? Fail?

Surely not. If I'd been taught anything as a kid, it was that the biggest bludgeon I had to beat back failure was perseverance. We're taught as kids to keep our commitments. Play the whole season. Practice 15 minutes a day. Show up for your weekly study group. Giving up is seen as a character flaw, no matter the endeavor. The mentality that we can achieve anything with enough hard work—and that we have a moral obligation to try, try, and try again—is part and parcel of the American dream.

Our fear of failure drives us to absurd lengths to pretend the very act of failing is something else entirely. Silicon Valley's relentless optimism fills bookstores with titles like *The Up Side of Down: Why Failing Well is the Key to Success* and *Failing Forward: Turning Mistakes into Stepping Stones for Success*. Fail up. Fail smart. Fail forward. Poor Samuel Beckett's out-of-context "Fail again. Fail better" quote is bandied about so aggressively on Twitter by Burning Man-going, productivity-hacking tech bros that you might think Beckett was a motivational speaker and not a depressed Irish nihilist.

I was most definitely not failing “up” at music school. My private lessons brought waves of nausea. Panic attacks interrupted my sleep. One morning, faced with a Kreutzer etude, I was seized by the sudden urge to break my bow in half. *What a relief it would be*, I thought, *to just break it and be done once and for all*. Instead I put my instrument in its case and shakily backed away.

The American concept of failure has an interesting history. Before the Civil War, *failure* was a term reserved for failed businesses. It meant “breaking in business” (i.e., going broke). In the 19th century, *failure* and other terms from finance slowly crept out of business jargon and into the ways people talked about themselves. Failure became more than something that a person experiences; it became an identity. The historian Scott Sandage argues that by the 20th century there had been a definitive transformation: the concept of failure conjured up not merely lost business but also lost souls (because today, what we do for a living is who we are).

“We reckon our income once a year but audit ourselves daily, by standards of long-forgotten origin,” Sandage writes. “Who thinks of the old counting house when we ‘take stock’ of how we ‘spend’ our lives, take ‘credit’ for our gains, or try not to end up ‘third rate’ or ‘good for nothing’? Someday, we hope, ‘the bottom line’ will show that we ‘amount to something.’ By this kind of talk we ‘balance’ our whole lives, not just our accounts.”

Cast in those terms, failure is the one thing to which we must never succumb. So we soldier on—succumbing instead to the terms themselves.

I quit viola before the end of my freshman year. I declared myself all washed up at the tender age of 19, directionless, purposeless, *ordinary*. Looking back, I can see that part of what hit me so hard was being disabused of the naive belief that my plan for my adult life would work out exactly as I envisioned. In the moment, though, what stung was failure—

which seemed less like something I was experiencing than something I *was*.

I’m not talking about the everyday rejections that come with trying to make a living in the arts (and in many fields). I had bounced back from many a mediocre audition, and music had thickened my skin enough that later, when as a freelance writer I started pitching ideas to editors, I (mostly) didn’t take rejections personally. And of course making art is in itself a daily lesson in failure because the gap between what you envision and what you produce never fully closes.

But whenever I’ve experienced major disappointment in my adult life—quitting the viola, getting divorced, having a book I’d poured years into get rejected—the moments when I was forced to modify the Grand Vision for my life, well, that was another story. “Follow your dreams,” we’re told, without a whole lot of substantive advice about how to handle things not working out as planned.

Over the years I’ve tried reframing my feelings of failure by reading spiritual authors like Eckhart Tolle and Louise Hay. I’m as tempted as the next neurotic New Yorker by anyone who comes along promising serenity through nonattachment, affirmations, and positively manifesting my destiny. We don’t like to talk about the experience of disappointment. We see it as negativity, as not spinning your failure as opportunity, as breaking the Faustian pact of Instagram-filtered perfection, or as questioning the fundamental American belief in the cause-and-effect relationship between hard work and reward. Get your vision board. Get your gratitude journal. Get your can-do attitude and mantras and wash your face, girl.

But ... I don’t know. Somewhere along the way I always get frustrated by the premise that we have a mind-over-matter relationship with everything from our illnesses to our love lives to our finances. I don’t want to be a victim of my circumstances, but surely I don’t have control over *everything*.

Commitment is a good skill to cultivate, but maybe we should also have a mandatory class for all college freshmen about how to gracefully quit something you’ve given a good go and no longer want to invest in. It would offer up strategies for how to disentangle yourself from your childhood ambitions, how to stop comparing yourself to others, and how to accept failure and loss as part of growing up.

How about some books that celebrate the freedom of letting go of our dreams and moving on to other pursuits? Or that say it’s natural sometimes to hit the limits of our ambition, talent, or desire? How about we stop telling people that they failed because they weren’t determined enough? Sure, sometimes that’s true. But not all the time. There must be some middle ground between identity-rattling despondency and all-conquering optimism when it comes to failure, a space where we can accept setbacks without becoming victim to them—but also without needing to mythologize them as mere stops on the way to success.

I quit viola because I no longer felt joy when I played it. Of *course* that can happen.

A self-help book would probably encourage me to reframe it all within a revisionist history: one tracing my transformation into a writer, as though that had been my *actual* Path. Which might have worked. There was enough truth there to sustain that delusion. But the fact was that quitting viola *was* a kind of failure. I failed to achieve a thing I had set out to achieve. What I know now is that it’s less useful for me to deny the idea of failure than to learn how to distance my ego from it. It’s OK that I failed to become what I’d envisioned. It will likely happen again at some point in my life, maybe many times. And when it does, I want to give space to my capital F failures, and then I want to let them go.

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Campus is Closed

Sending students home and pushing classes and Commencement online, the University took dramatic steps to curb a global pandemic.

Seated in his office in the late afternoon of March 11, the Reverend Charles L. “Chaz” Howard C’00 had a sense of what was coming when his phone buzzed. Silence filled the air as he picked it up and studied a message from President Amy Gutmann and Provost Wendell E. Pritchett Gr’97, the latest in a string of increasingly urgent notifications regarding Penn’s response to the novel coronavirus outbreak.

When he finished reading the email, the University Chaplain looked up and took a deep breath. “It will be a year and a semester we talk about for a long time,” he said quietly.

Similar shockwaves were reverberating throughout campus at that moment. Shortly before states and cities were put on lockdown and terms like *social distancing* entered the common parlance, Penn’s March 11 update detailed seemingly unthinkable changes the University administration deemed necessary for the remainder of the spring semester. Students currently out of town for Spring Break that week were told *not* to return to campus, and those who remained in campus housing would need to depart by March 15 (later pushed to March 17). And all classroom teaching would be moved to virtual instruction beginning March 23, following a one-week extension to Spring Break.

“We will work diligently to ensure that every Penn student continues to receive a high-quality Penn education,

and to ensure that graduating students can do so on time and without delay or interruption,” the notice read. “As disruptive as this might be on the surface, we will do everything in our power to minimize its interference with learning, which is the reason we are all here.”

The announcement rippled across campus in the form of postponements and cancellations. Student performances and scholarly events like the Silfen Forum and Perry World House Spring Colloquium were put on hold. Seniors would miss their final Spring Fling, juniors their Hey Day festivities. The *Daily Pennsylvanian* paused its print editions for the first time since World War II. The Ivy League cancelled all spring sports following its decision to cancel its post-season basketball tournament [See “Sports,” this issue], before other college athletic conferences, the NCAA, and major professional leagues followed suit. And the Penn Relays—the nation’s oldest and largest track meet, which last year celebrated its 125th consecutive running [“Penn Relays at 125,” Jul|Aug 2019]—was halted for the first time.

The Relays, which had been held against the backdrop of both world wars, had been scheduled to run from April 23–25, and although tentative plans were in the works for Franklin Field to host a smaller track meet later this year to make up for the loss, Penn Relays director Dave Johnson said in a state-

ment, “Without the Penn Relays, springtime in Philadelphia will not be the same.”

The same day as the Penn Relays announcement—March 16—Associate Provost and Chief Wellness Officer Benoit Dubé informed the University community that three undergraduate students had tested positive for COVID-19 after traveling abroad for Spring Break. Hours later, perhaps the biggest domino fell as the University, following recommendations from the Centers for Disease Control and Prevention (CDC) concerning public gatherings, cancelled this year’s on-campus Commencement ceremony and Alumni Weekend.

Commencement and other graduation events will be moved to a virtual format that’s scheduled to be broadcast online on the same dates as had been originally planned, from May 16–18.

“Commencement is such an important tradition at Penn, a time of abundant joy and pride, where we all publicly celebrate the extraordinary achievements of our graduates,” Gutmann wrote. “While it will not be the same as our traditional ceremony, we are committed to finding the best way possible to recognize the achievements of the Class of 2020, and we will strive to make the virtual event as meaningful and celebratory as the circumstances permit.”

Gutmann added that the administration would explore the possibility of creating an on-campus celebration for this year’s graduates

“I regret that this semester has been upended in so many ways. But in our lifetime the world has not faced a challenge as unique and complicated as the one we currently confront.”

in the fall, as well as finding alternative dates for alumni to celebrate their class reunions. But later in March, the University opted to pause the planning process for all new in-person, on-campus alumni events and programs for the fall due to uncertainty about the timeline for recovery.

“I regret that this semester has been upended in so many ways,” the Penn president continued in the March 16 notice. “But in our lifetime the world has not faced a challenge as unique and complicated as the one we currently confront.”

Although the University began sending out coronavirus updates in late January, it wasn’t until early March that the crisis would come into sharper focus, with the University suspending all travel to China, Italy, Iran, and South Korea in accordance with CDC guidelines; advising Penn students on study abroad programs to return home; and asking all Spring Break travelers “to weigh the

necessity of any upcoming travel and understand the risks involved, even beyond the CDC risk assessment.”

Two days after the March 11 announcement on operational changes for the rest of the semester, all University-related travel was prohibited. And the following day, a message from Pritchett and Vice Provost for University Life Valarie Swain-Cade McCoullum was sent to students mandating the cessation of all group activities, including parties. “Any student, student organization, or group of students found to be congregating on campus, or off campus, will face immediate intervention by Penn Police,” the notice read.

Though there was initially some confusion on the issue, Pritchett would clarify in a March 18 note to parents that the University was “not ordering students who live in private residences to leave”—but it was strongly encouraging that anyone in off-campus housing return home if possible. Meanwhile, Penn Residential Services pledged to support students living in

University housing who are “absolutely unable to return home for personal reasons,” setting up an online application process to remain on campus. (According to the *Daily Pennsylvanian*, approximately 450 students were approved to continue living on campus, out of a little more than 1,100 applicants.)

For some students—particularly international and first-generation, low-income ones—leaving University City was not a viable option and remaining left them with a series of unexpected challenges.

Although she was denied her appeal to remain in on-campus housing, Amira Chowdhury C’22 opted not to return home to Los Angeles, where she shares a two-bedroom apartment with her parents, younger sister, and grandparents. Citing fears of placing additional financial strain on her parents and the potential of infecting her older relatives, she scraped together \$400 in savings to secure a last-minute sublet to remain in University City. But now she has to “manage constant messages about subletting, moving out, applying for aid, figuring out how to buy groceries, and my assignments.”

Sevgi Selin Okcu W’22, who hails from Turkey, decided to move in with a friend in suburban Philadelphia rather than deal with flying home and other obstacles that international students might encounter doing all of their coursework online (like spotty Wi-Fi connections and different time zones). But that still proved problematic. “I can’t

CURRICULUM

Navigating Uncertainty

With Penn students scattered across the globe, common educational experiences have been in short supply this spring semester. But a sizable number—close to 2,000—signed up to share in an online course examining the impacts of the novel coronavirus pandemic and other major disruptions from a variety of perspectives.

Offered through the Wharton School but open to undergraduate and graduate students from across the University, “Epidemics, Natural Disasters, and Geopolitics: Managing Global Business and Financial Uncertainty” was developed by management professor Mauro Guillen and incorporated presentations by many leading scholars at Wharton and other schools. The half-credit course was scheduled to run for six weeks from March 25 until April 29 (after this issue of the *Gazette* went to press).

“We are proud to launch this course as it draws directly from the current geopolitical climate and will offer students insights into this crisis and all types of high-risk events,” Guillen said in a Wharton announcement. “I’m thrilled to take part in this course, which was developed very quickly and through the generous support of professors and staff who understand the urgency.”

In an interview with the Sirius satellite radio program *Wharton Business Daily*, Guillen explained that he had put together the course at the request of the dean’s office, modeled on a similar effort he spearheaded in the wake of the 2008 financial crisis. He said the course would attempt to give students a “360-degree view, from the macro to the micro, and then across different levels, exploring all the different ramifications of an emergency situation such as this.”

Guillen said that each of the six sessions would feature two faculty presentations. Among the scheduled speakers were vice provost for global initiatives and chair of the department of medical ethics and health policy Ezekiel Emanuel on the nature and spread of the virus, finance professor Jeremy Siegel on the response of financial markets, and outgoing Wharton dean Geoffrey Garrett on leadership in emergencies.

Other planned presentations focused on issues including supply chain disruptions, teleworking and telecommuting, “emotional contagion” in a public health crisis, incentives for promoting risk-avoidant behavior, crisis management, potential changes in international relations and borders, and possible adaptations from climate law with regard to legal and insurance issues arising from the pandemic.

study [the way I used to] because right now, I don’t have a space all to myself,” she said.

For seniors like Naeche Vincent C’20, one of the toughest things to digest was the list of all that’s been lost: a final Fling, all-nighters with friends, bar hopping from Smokes to Cavanaugh’s.

While Vincent decided to stay in her off-campus apartment, she noted that “University City feels like a ghost town” and lamented that her family won’t get to cheer her on at Commencement this May (though she hopes that can still happen later this year). “My parents have never seen

How to Help

From donating to various COVID-19 special response funds to promoting job and internship opportunities, there are several ways for Penn alumni to help current students affected by the pandemic—and support Penn Medicine’s efforts. Visit powerofpenn.upenn.edu/ways-to-help-penn-during-covid-19 for more details.

Locust Walk, so having them on campus for even a small ceremony would be incredibly special,” she said.

Through all the disruptions of normal life, glimmers of hope could still be found around the University community.

Penn Medicine mobilized quickly, expediting construction of the Pavilion at the Hospital of the University of Pennsylvania in a rush to make nearly 120 rooms available by mid-April (15 months ahead of its scheduled opening), establishing and staffing drive-thru COVID-19 test sites in West Philadelphia and Radnor, and launching the Center for Research on Coronavirus and Other Emerging Pathogens, headed by Perelman School of Medicine microbiology professors Susan Weiss and Frederic Bushman.

Gutmann announced that the University would contribute \$4 million in emergency financial assistance to Penn employees, third-party contract workers, and University City businesses impacted by the crisis. That contribution was in addition to the \$1 million employee assistance fund announced by Penn Medicine, and the continuation of pay for Bon Appetit contract dining workers through the end of the semester.

Professors and students alike worked quickly to transition to online instruction (which has been extended to include Penn’s summer sessions), with the University granting students the flexibility to take any course on a pass/fail basis.

And among the Penn institutions moving to virtual platforms were Counseling and Psychological Services (CAPS), cultural centers, campus ministries, Chaz Howard’s chaplain office, and other places that help students manage their mental health in what has been a time of tremendous anxiety.

“A lot of people rely on routine and the importance of being with people,” said Howard, who Gutmann has praised as a figure who “ministers hope, love, and support” to the entire Penn community [“The Idea of Love,” May/June 2018]. “And to not be with your best friends, or your coworkers, is a real disruption to some people.”

As Howard navigated his own stresses—like adapting the Penn course he teaches to the Zoom video conferencing software, and looking after his own three children with their schools closed—the chaplain confronted the difficult task of figuring out what to tell Penn students dealing with the newfound anguish of a global pandemic wreaking havoc on their lives.

But even as the outbreak continued to grow with no end in sight, Howard has tried his best to dig out a sliver of optimism from the rubble of uncertainty.

“It will pass,” he said. “It doesn’t mean you don’t limp out of it, and it doesn’t mean there aren’t real casualties, but the page will turn. We’ll be back.” —DZ

*Beatrice Forman C’22
contributed to this report.*

Book Hunter

A 10,000-volume collection donated to the Penn Libraries reveals the deep connections between generations of black women writers and readers.



“Whenver I saw a book by a black woman author, I thought to myself: ‘Me, buy,’” Joanna Banks said with a chuckle. On this Thursday night in late February, the 77-year-old book collector had left her home outside Washington, DC, to come to Penn for a celebration of her gift to the Penn Libraries of some 10,000 books, periodicals, recordings, and photographs related to African American authors. As she surveyed a—

very small—selection of those volumes, put out on display in Van Pelt-Dietrich Library, she added, almost to herself: “I bought just about everything I could find.”

The following day, Banks would join about 100 participants for the 2020 Jay I. Kislak Symposium, “Black Women Writing Across Genres in the Late 20th Century.” It focused on about 3,000 titles included in her gift—from treatises to memoirs, from children’s titles to cookbooks—written by black women.

Cosponsored by the Center for Africana Studies and the Wolf Humanities Center, the symposium was curated by doctoral candidates Destiny Crockett and Kiana Murphy. Lynne Farrington—senior curator in the Kislak Center for Special Collections, Rare Books, and Manuscripts, which will house the Banks collection—curated the pop-up exhibition.

Barbara Savage—the Geraldine R. Segal Professor of American Social Thought in the Department of Africana Studies, and a co-organizer of

“Every one of these books brings back whom you loved and where you were when you were reading it.”

the symposium—has known Banks for more than 35 years. They met in a book club dedicated to reading works by black women authors, and it was Savage who first suggested that the Kislak Center might be the proper home for Banks’ collection.

“I’m relieved that I don’t have to be a steward anymore,” Banks explained during the symposium. “I don’t miss the books at all—I’ve always believed that when you give something away, you let it go fully.” Her only condition, she continued, was that the 1,000 or so children’s books in

the collection “were not locked away behind closed doors, so that no child would have access to them.”

When Banks was growing up in Louisville, Kentucky, such books were a rarity. “The only black image I saw in a kids’ book was *Little Black Sambo*,” she said. As an adult, “I began hunting for other titles that featured black characters written by black authors,” she added. “It was such a thrill to find another book by another author I hadn’t known before.”

She started with black men authors—“there were just so many more around”—but by the early 1980s, African American women such as Alice Walker, Toni Morrison, Terry McMillan, and Banks’ favorite, the sci-fi-penning, MacArthur-winning Octavia Butler, were placing black female protagonists at the top of the best sellers list. In 1984, Banks formed the reading group that Savage would soon join.

During the symposium, a successor to these pioneers, Department of English senior lecturer and author Lorene Cary C’78 G’78 [“Her General Tubman,” Mar|Apr 2020], said that when she saw a book of hers in the exhibition, “I almost cried to be in their company.” Observing that such books “invite the white gaze, but do not depend on it,” she added: “This collection is a memoir itself. Every one of these books brings back whom you loved and where you were when you were reading it. These books come unfiltered, open, free.

LEADERSHIP

Erika H. James Named Wharton Dean

In February Penn President Amy Gutmann and Provost Wendell Pritchett Gr’97 announced that Erika H. James would

be the next dean of the Wharton School. James will be the first woman and the first person of color to serve in that position. She’ll begin her new role on July 1, succeeding Geoffrey Garrett, who announced last year that he would be moving on to become dean of USC’s Marshall School of Business [“Gazetteer,” Sep|Oct 2019].

Gutmann called James “exceptionally well prepared to lead Wharton into the next exciting chapter of its storied history,” praising her as an “award-winning scholar and teacher and a strong, proven leader” who has been a “passionate and visible champion of the power of business and business education to positively transform communities locally, nationally, and globally.”

James was previously dean of Emory University’s Goizueta Business School, where she was credited with increasing the faculty by 25 percent and redesigning the undergraduate business curriculum, among other advances. Earlier she was senior associate dean for executive education at the University of Virginia Darden School of Business. She serves on the SurveyMonkey board and the Graduate Management Admissions Council and has been included in *Black Enterprise* magazine’s list of Top 10 Women of Power in Education and *Ebony*’s Power 100.

“Erika has consistently and constructively drawn upon her own scholarship in the areas of leadership development, organizational behavior, gender and racial diversity, and crisis leadership, applying her own insights into human behavior to foster a work culture that allows people to thrive personally and professionally,” Pritchett said in the announcement.

“This is an exciting time to be in business education,” James said. “The scope and platform of the Wharton School provides an opportunity to create far reaching impact for students, scholars, and the business community.”

“For that I thank you, Joanna. I know obsession. Admire it. Love it.”

In conversation with Banks, Crockett and Murphy invited her to share memories about her experiences in collecting, reading, and en-

countering these writers at the handful of black-owned bookstores in DC and through conferences at places like Howard University. With dry humor, Banks recalled receiving phone calls at home from scholars re-



searching certain of her books. “I’d get up, go to my shelves, read to them what they wanted, and put the book back on the shelf.”

And she also discussed how her reading habits have changed over the years. “In my younger days, I could get through a 400-page book in a sitting,” she said. “I started and then stayed till the end. Now, I give a book 20 pages to engage me, tops!” When Crockett asked if there was “anything she ever avoided or wasn’t interested in,” her prompt retort was: “Anything with a title like ‘The Black Women’s Guide to Getting and Keeping a Black Man.’”

In an audience Q&A, a local high school student wondered if any of the books in her collection were on “inequality in America.” Banks paused for a moment before answering, “All of them.”

Another questioner wanted to know more about Banks’ penchant for cookbooks. “They’re fascinating to read. They’re history,” she responded, adding that even as she has divested herself of her enormous collection, “I have to admit that I’ve bought 13 new cookbooks since making the donation.” Her favorite recipe? “If you want to show me some love, make me caramel pound cake. And don’t caramelize some white sugar. Start with dark brown sugar, the kind that’s about my color!”

The symposium concluded with a series of panels featuring scholars on black queer studies; entrepreneurs running black-oriented business-

es (including Harriet’s Bookshop in the Fishtown section of Philadelphia, the Colored Girls Museum in Germantown, and the Brooklyn-based collectibles shop BLK MKT Vintage); and research presentations by Columbia University graduate student Imani Ford, Crockett, and Murphy, who spoke of learning from her experience culling through Banks’ material that “abundance and the sheer joy of a thing can be a strategy behind collecting.”

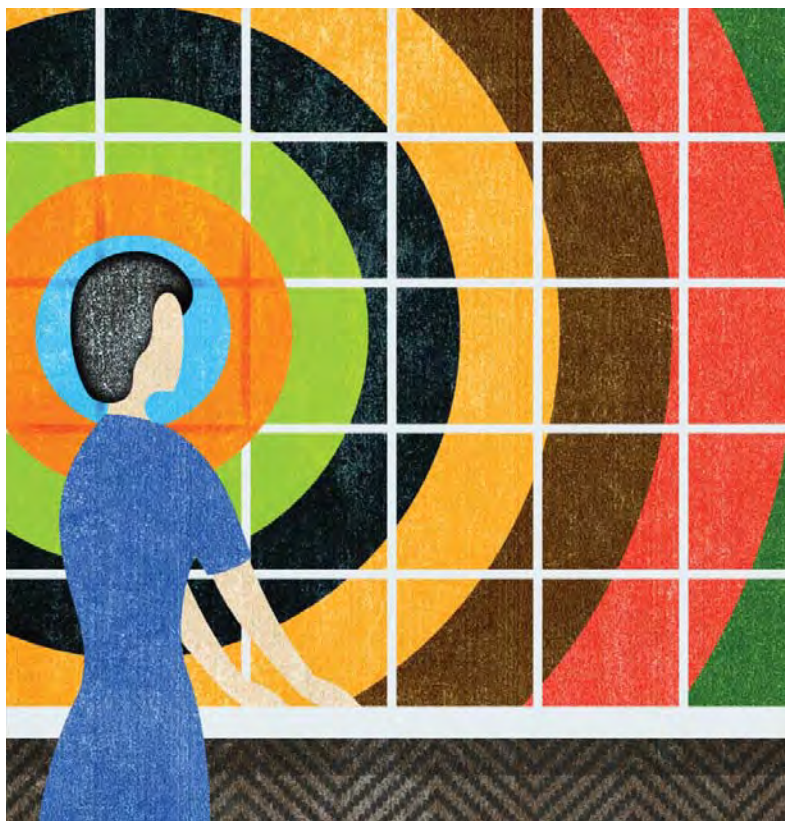
Closing speaker Farah Jasmine Griffin, a former Penn English faculty member who is now chair of African American and African Diaspora Studies at Columbia, summed up the symposium by praising these varied efforts for “extending us into the future” and demonstrating that archives, in whatever form, are not repositories of dead material but living places “to be encountered again.”

Savage and Banks shared the last words. “This has been a celebration of women’s friendship—and my love for Joanna,” said Savage.

“And mine for Barbara,” added Banks.

As the two women hugged, Banks looked momentarily bemused. “I want to meet the Joanna Banks that everyone here has been talking about,” she said. —JoAnn Greco

The exhibit is scheduled to be on view until July 31. Currently, the Penn Libraries is closed until further notice because of COVID-19, but photos can be found at the Penn Libraries website’s exhibits and events page.



Mind Traveler

A new essay collection shows that, though homebound at 92, pioneering medical sociologist and bioethicist Renée C. Fox remains “unconstrained by constraints.”

Ten minutes before a March interview at her Rittenhouse Square apartment, Renée C. Fox calls to cancel. The coronavirus is just starting to dominate the news, and Fox prefers to talk by phone. “I think it would be good for me to limit my contacts,” she explains.

Her trepidation is understandable. A pioneering medical sociologist and bioethicist,

and the former chair of Penn’s Department of Sociology, Fox is 92, so she faces a high risk from COVID-19. In her case, there’s an aggravating factor: the new pandemic has triggered old anxieties about another crippling disease.

“It reminds me of the polio epidemics which we had in my youth, to which I succumbed,” she says. “I walked around for weeks not feeling well, and

finally came down with an almost fatal version of polio, which involved total paralysis and [affected] my ability to swallow and to breathe.”

Stricken at 17, Fox recovered with the help of intensive physical therapy. But she still has muscle deficiencies, mainly on the right side of her body. In recent years, Fox has stopped traveling internationally, and even before the pandemic her mobility problems had curtailed her ability to venture from her apartment.

Yet physical limitations haven’t tamped down her intellectual restlessness or urge to write. In her new essay collection, *Explorations of a Mind-Traveling Sociologist* (Anthem Press), Fox applies her ethnographic methods to the routines of her daily life and documents her ongoing engagement with a wide range of people and issues.

Beginning with a survey of her apartment, with its mid-century modern furniture and rich collection of souvenirs, awards, and photographs, Fox turns her gaze progressively outward. She discusses her building’s helpful staff, encounters with her own physicians, her cross-cultural research, recent American politics, and her enduring passion for teaching.

One essay, “Plagues,” inspired by the lethal Ebola outbreak in West Africa, seems eerily prescient. “The name of the game is not to conquer infectious diseases—it’s to get ahead of the next one,” Fox says, noting that the essay concludes with a quotation from the final sentence of

Albert Camus’s novel, *The Plague*, predicting that the rats will come again.

“Plagues” also touches on her own near-fatal bout with bulbo-spinal polio and the reluctance of New York hospitals to admit a patient so ill and infectious. She recalls with gratitude the dedication of an African American nurse at Sydenham Hospital in Harlem. “Putting her head beside mine on the pillow, she breathed every breath with me as my breathing and swallowing became more labored,” Fox writes. “It was because of her courageous willingness to expose herself to the contagiousness of polio in this way, and her extraordinary devotion to my care, that I survived that night.”

A New York City native, Fox would go on to graduate from Smith College and, in 1954, receive a doctorate in sociology from Radcliffe, then Harvard’s sister school. “At that time, if you were a woman, you could not get a Harvard degree,” Fox recalls. “When I got an honorary degree later in life from Harvard, I was hoping they would ask me to make a little speech, which they didn’t.” She would have managed an allusion to that long-ago slight, she says.

It was at Harvard that Fox met her mentor, the eminent sociologist Talcott Parsons. Her doctoral research, at the Peter Bent Brigham Hospital in Boston, focused on interactions between physicians and desperately ill patients in the metabolic research ward. The physicians, she writes in an

essay titled “Beyond Borders,” “were both caring for these patients and conducting audacious, path-making research on them.” Her 1959 book, *Experiment Perilous: Physicians and Patients Facing the Unknown*, is considered an early landmark of medical sociology. “The field did not exist at the time,” she says.

Fox taught at Barnard College and Harvard before coming to Penn in 1969—in part, she says, through the intervention of the anthropologist Margaret Mead. “She was a person who watched young people, and I was one of the many young people she had taken note of,” Fox says. Albert J. Stunkard, then-chair of Penn’s Department of Psychiatry, had invited Mead to join the University’s faculty. As Fox recalls, “Mead said, ‘I am not coming, but Renée Fox is available—do something about it.’ And he did.”

From 1972 to 1978, Fox chaired Penn’s Department of Sociology, making her “one of the first women to be a chair of a department at Penn,” she says. She currently holds the titles of Annenberg Professor Emerita of the Social Sciences, Emerita Senior Fellow of the Center for Bioethics, and Professor Emerita of Sociology in the Department of Sociology and the Schools of Medicine and Nursing.

Over the years, Fox has conducted research in Europe, Asia, and Africa, exam-

ining societies through the lens of their medical systems. Inspired by Belgian doctors at Peter Bent Brigham, she focused for a time on the culturally heterogeneous country of Belgium. Her friendship with Willy De Craemer, a Belgian sociologist and Jesuit priest, facilitated her research in the Democratic Republic of the Congo, which had been a Belgian colony until 1960. One of her interests was the “magical religious practices” of mid-1960s Congolese rebels, who believed their rituals would help win battles and protect them from injury. In 1994, Fox published *In the Belgian Château: The Spirit and Culture of a European Society in an Age of Change*.

At 65, Fox began two decades of research on the humanitarian group Doctors

EDUCATION COSTS

Tuition and Aid for 2020–21 Academic Year

\$53,166

Undergraduate Tuition

\$16,784

Room and Board

\$6,876

Fees

\$76,826

Total (3.9 percent annual increase)

\$256 million

Total Undergraduate Financial Aid

(3.65 percent annual increase)

Without Borders, which, in 1999, won the Nobel Peace Prize. She says she values the organization's "cross-cultural outlook and conviction," which she shares, and its "culture of debate" and self-criticism. She detailed her findings in a 2014 book, *Doctors Without Borders: Humanitarian Quests, Impossible Dreams of Médecins Sans Frontières*. She also has co-authored, with Judith P. Swazey, two books on organ donation, transplants, and dialysis.

Although she is "no longer able to go to the field in a physical sense," Fox says she remains "connected with all of these contexts in which I have done research." Because she also has been "a Teacher with a capital T all my life," she is in frequent contact with generations of her students, dating back to her years at Barnard.

The writer Anne Fadiman describes Fox, in the essay collection's foreword, as someone who has refused "to be constrained by constraints." She adds that the Belgian novelist Jan-Albert Goris has praised Fox as having *moed*, the Flemish word for courage.

"I can't say that about myself," says Fox, while citing the compliment. "But I think that's not an exaggeration. I did all these things that were very audacious, but I'm not a very brave person, I don't think. Right now, for example, I'm not feeling very serene about the pandemic. But I guess if I'm called upon to do something that was relevant, I would do it."

—Julia M. Klein



Ernie Beck congratulates AJ Brodeur after Brodeur passed Beck to become the all-time leading scorer in Penn men's basketball history.

Substance over Style

Without any flashiness, AJ Brodeur leaves his mark as an all-time Penn basketball great.

Sitting six rows above the Penn basketball bench, a silver-haired 88-year-old man in a red sweater clapped politely when, with just under 10 minutes remaining in the Quakers' regular-season finale on March 7, senior AJ Brodeur set a screen, slipped behind a Columbia defender, received a bounce pass from classmate Devon Goodman, and calmly finished a layup at the rim.

In almost any other situation, it would have been a nondescript play in a comfortable victory. But that basket gave Brodeur 1,829

points for his college career—two more than the red-sweatered gentleman, Ernie Beck W'53, had scored from 1950–53.

Until that moment, Beck had been Penn's all-time career points leader for a whopping 67 years—the longest-standing scoring record of any NCAA Division I program in the country.

"Well, records are made to be broken," says Beck, who led the Quakers to the 1953 NCAA Tournament before a seven-year career in the NBA. "I can't complain. I like [Brodeur] as a player. I watch

him on TV. I love his moves, and he's a wonderful passer."

Although it's difficult to compare players from different eras (and also to compare career stats, since Beck was only eligible to play three seasons on varsity), Brodeur is, in many ways, a fitting choice to rise to the top of Penn's scoring chart. Like Beck, the senior was a brutally efficient interior player who had great footwork in the post, wore down defenders, and always got a good shot. And on the other end, he was a true rim protector—the "best defensive player in the league," according to head coach Steve Donahue.

Over the years, his old-school moves garnered him a reputation as something of a throwback. ESPN commentator Fran Fraschilla once tweeted that Brodeur has an "old guy at the Y" type of game.

"I love that," laughs Brodeur, who grew up modeling his game after former San Antonio Spurs star Tim Duncan, a fundamentally sound center who won five NBA championships without much pizzazz. "I think that sets you apart from the rest, in a world where everyone is trying to make spectacular plays or shoot threes. Keeping it simple around the rim, being efficient—I think that's something that's going away. It's such a useful and effective way to play the game."

Beck appeared to agree. When the top two scorers in Penn basketball history embraced at the Palestra after the March 7 game, Beck congratulated the senior but made sure

to tell him there was still work to be done. That win over Columbia, after all, clinched Penn's spot in the four-team Ivy League Tournament, scheduled to be held the following weekend at Harvard.

But so much was about to change. Three days after Penn's 85-65 win over Columbia, the Ivy League canceled its tournament due to the COVID-19 outbreak, the first athletic conference to do so. Feeling like his college career was snatched away prematurely, Brodeur was angry and frustrated—emotions that would soon be put into a new light when all other games, including the NCAA Tournament, ground to a halt as well. “At first, it was a *why me?* situation,” he says. “Now it’s a lot more serious and I’m glad everyone’s really coming together to fight this thing.”

Yet even if college seniors from around the country share his pain, it hasn’t stopped Brodeur from wondering what might have been. After winning their final three regular-season games, could a Quakers team led by seniors Brodeur, Goodman, and Ryan Betley, and Ivy League Rookie of the Year Jordan Dingle, have won two more to capture the Ivy tournament crown for the second time in three years?

“We were playing in such a way that I don’t think there was anyone in the league that could have beaten us,” Brodeur says. “We were playing the best basketball we had played all year.”

Even with his final season cut short, Brodeur’s college

career was still nothing short of spectacular. In addition to his points record (1,832), Brodeur played and started every game over four years (119) to leave as the program leader in both of those categories. He also set records in blocked shots (196) and field goals made (752) and was third all-time in rebounds (928) and sixth in assists (390). Among his most impressive feats: Brodeur, who made a habit of executing perfect backdoor passes from the top of the key, led the Ivies in assists this season with 5.2 per game.

“That’s definitely one thing we’ll never see again in this league—the ability to play as physical as he did on the low block and have the ability to lead the league in assists,” says Donahue, who’s called Brodeur the most “complete” player he’s ever coached.

“And it wasn’t even close. That’s unheard of. ... I look at a lot of high-level analytics, and there’s really no one like him in the country.”

Donahue had known for a while that Brodeur could become a special college basketball player. He started recruiting him while still coaching at Boston College, and those early contacts paid off when Brodeur, a Massachusetts native, spurned Harvard, Yale, and several high-major programs to become the centerpiece of Donahue’s first recruiting class at Penn.

Starting with his first game, when he became the first Penn freshman to record a double-double in his debut, Brodeur not only put up huge numbers but changed

By the Numbers

998

Total points Devon Goodman scored in four years on the men’s basketball team. Had the Ivy League Tournament not been cancelled, the senior guard would have almost certainly become the 42nd member of the program’s 1,000-point club. He ranked second on the team in scoring the last two seasons, behind AJ Brodeur.

17.4

The points-per-game average of freshman Kayla Padilla, who burst onto the scene for the women’s basketball team. Only Princeton center Bella Alarie—one of the best players in league history—had a higher scoring average in the Ivies. Padilla, the Ivy League Rookie of the Year, ranked sixth nationally in scoring among all freshmen.

2

New coaches hired by Penn over a four-day stretch in late March.

Meredith Schamun was tapped to lead the women’s volleyball program after assistant coaching stints at Villanova, Tulane, and UCF. Casey Brown will take over the women’s soccer team fresh off being named the 2019 Patriot League Coach of the Year while at Holy Cross.

19

Years John Ceralde spent at Penn before resigning from his position as head women’s gymnastics coach on March 19. He was the team’s assistant coach from 2001–06, before serving as head coach for the past 14 seasons. His teams won five Ivy Classic titles, the most recent one coming this February.

the culture of a program that had dealt with four straight losing seasons.

As a freshman in 2016–17, he helped the Quakers overcome an 0–6 start in league play to qualify for the inaugural Ivy Tournament, where they nearly stunned top-seeded Princeton in the first round. The following season, Penn snapped an 11-year drought to win the Ivy League and make a long-awaited return to the NCAA Tournament. In his junior campaign, Brodeur led Penn to a Big 5 title, highlight-

ed by a huge upset of defending national champion Villanova. And this year, his steady leadership on a team ravaged by injuries proved critical as the Quakers reeled off impressive early-season wins over Alabama and Providence before making a dramatic push to make the Ivy League Tournament, as they had done the previous season.

Brodeur capped it all off by being named the 2019–20 Ivy League Co-Player of the Year.

“When he picked us, I had a sense we had a chance to

have one of our all-time great players,” Donahue says. “And I sensed we needed to make this fun again as we started to build [the program] back. And here’s a kid that’s a great player who really has fun playing basketball. That was a big part of how we were able to turn the corner.”

Donahue believes Brodeur can play at the next level, pointing out to NBA scouts that “I think what gets lost in all this is he’s a very good athlete.” The Penn coach sees a path for the soon-to-be Wharton graduate that involves playing in the NBA G League, catching the eye of some team looking for a “really good role player,” and making the end of an NBA roster. Brodeur has considered playing in Europe too, but it’s hard to set long-term goals given how the world might look on the other side of the pandemic.

For now, he just wants to find a way to keep working out on his own and thinking back to his final game in college—in which he not only became Penn’s all-time scoring leader but also passed Geoff Owens C’01 (who was in the building too) to set the career blocked shots record *and* top it off by becoming the first Penn player ever to record a triple-double (with 21 points, 10 rebounds, and 10 assists).

It was the perfect ending he didn’t realize was an ending.

“Going back and thinking about it, that’s the way I’d want to go out,” he says. “Now I think it’s even cooler to have had that game.” —DZ

Dashed Dreams

When sports stopped, out went the championship goals of standout seniors like Gabby Rosenzweig and Nia Akins.

Nia Akins had just landed in Albuquerque, New Mexico. Penn baseball players were warming up for a game in Boca Raton, Florida. The Penn men’s lacrosse team was in the middle of a practice inside Franklin Field, from which the women’s lacrosse team was getting ready to board a bus.

senior women’s lacrosse star Gabby Rosenzweig. “Especially because the Ivy League was first—we felt kind of blindsided.”

While many students were home for Spring Break, Rosenzweig and her teammates had a “full day of lacrosse” on March 11, before the Ivy League indeed be-

head coach Karin Corbett and the other coaches called them into the Dunning Coaches’ Center to break the news. “I kind of knew based on their faces,” Rosenzweig says. “It’s just crazy how you can go from normal and fine to that upset in an instant.”

The team still went to Rohr’s family home for one last dinner together, but Rosenzweig and the rest of the seniors stayed back before joining them later. They needed some extra time in the locker room “just to gather ourselves,” she says. When they left, Rosenzweig noticed the men’s lacrosse team still practicing, even after head coach Mike Murphy had told the players, in the middle



No matter where Penn’s spring-sport athletes were at the time they learned their seasons—and, in some cases, their athletic careers—had ended months earlier than expected due to the COVID-19 pandemic, they had to process the stunning news on their own terms.

“When it first happened, it was one of the hardest days, honestly, in my life,” says

came the first athletic conference to cancel all spring sports that afternoon. There was a lifting session in the morning, followed by a two-hour practice and then a film breakdown of Duke, which the Quakers were scheduled to play on March 14.

They were about to get on a bus for a team dinner at freshman Izzy Rohr’s suburban Philadelphia home when

“It’s just crazy how you can go from normal and fine to that upset in an instant.”

of the practice, that the season had ended after only five games, scuttling the Quakers’ chance to defend their Ivy League title. “That was probably what I would have done too in that situation,” she says, smiling as she watched them play on the Franklin Field turf just a little bit longer.

Gabby Rosenzweig (facing page) and Nia Akins (below) set records in their respective sports but had their senior seasons cut short.

For Nia Akins, one of the greatest runners in Penn history, it was a double whammy; first she learned that the spring track season would never start, and the next day news broke that the NCAA would cancel its Indoor Track & Field Championships. Akins had just arrived in Albuquerque for that event, which had been scheduled for March 13–

before ever getting on the track, the senior has managed to keep her spirits remarkably high. “We really don’t have anything to be disappointed over,” she says. “This was something really out of our control.”

As a nursing student, Akins understood the rationale behind the NCAA’s decision and is now excited to work in

the NCAA will grant an extra year of eligibility to all student-athletes in spring sports whose seasons were cancelled because of the COVID-19 outbreak. But the Ivy League released a statement that its “existing eligibility policies will remain in place, includ-

times,” Akins says. “We’ll still get together in the future to celebrate the success the program has had the last couple of years. It just probably won’t be any time soon.”

Rosenzweig, too, has plenty of good times to remember, helping the Quakers win two

“We’ll still get together in the future to celebrate the success the program has had the last couple of years.”



14, where she was favored to win the 800-meter run.

“I did feel like it could have been a special performance for me,” says Akins, who had been the national runner-up in the 800 at both the indoor and outdoor championships in 2019. No one in Penn women’s track history has ever been an NCAA champion—something Akins was poised to change after running the second-best indoor 800 in collegiate history (2:00.71—the fastest time in the country this year by more than two seconds) at a mid-February meet.

Yet even though she had to fly back from New Mexico

healthcare and perhaps “help fight this” pandemic. She’s also considering her running options and may train for the Summer Olympics—which will now be held in 2021, after being delayed for a year. “I’m honestly thinking an extra year may help me more than it will hurt me,” says Akins, who had hoped to dip below the 2-minute mark in the 800 during the outdoor season (which is what the Olympic qualifying standard will be). “It’s just delayed,” she adds of her running goals. “It’s not entirely gone.”

(For anyone looking to extend their collegiate career,

ing its longstanding practice that athletic opportunities are for undergraduates.” That means the only ways for a Penn spring-sport athlete to gain back the season they lost would be to scale back their coursework to delay graduation by a year, or potentially transfer to a different school.)

For Akins, the cancellation of the spring season “hit hardest for me,” because she relishes the time spent with teammates and she believes she could have been a part of multiple winning relay teams at the Penn Relays, which was halted for the first time in 125 years. But she’s grateful the women’s track team nabbed its first-ever Championship of America title at last year’s Penn Relays with a dramatic win in the distance medley relay, and that the program has also become a force in the Ivy League with several overall team wins at the Heptagonal Championships.

“Looking back, I’m even more thankful for those

Ivy League championships and continuing the program’s streak of consecutive NCAA Tournament appearances (now at 13). And in the five games that were played this year, she got to enjoy some huge personal accomplishments, setting the program record for career points in a February 22 win over Johns Hopkins and scoring four goals versus Loyola in a March 7 showdown between two teams in the NCAA Top 10. That game had extra special meaning for Rosenzweig; her younger sister, Livy, plays for Loyola. It was the first time the two sisters had ever faced each other—and the last game either would play this year.

“It was a really special day,” says Rosenzweig, who now spends most of her time doing puzzles or family workouts with Livy in social isolation in their home in Somers, New York.

“I feel even more blessed now knowing the season ended the way it did.” —DZ

Inequality Economics

Tax the rich! And the poor. But not the way we do it now, nor necessarily for the usual reasons. As an economist pushing his field to grapple with inequality, Wharton's Benjamin Lockwood may change the way you think about the government's broadest power.

By Trey Popp

How do you ultimately tax the rich?" Benjamin Lockwood sits in his office in Wharton's Vance Hall, mulling the question of the season. It's September 2019. The US economy has just posted its 123rd consecutive month of growth, extending the longest expansion in the country's history. The annual federal budget deficit also just crossed the \$1 trillion mark—nearly doubling from its 2016 level. Never before has red ink grown so sharply during good economic times. Meanwhile, Democratic presidential candidates tramp through Iowa and New Hampshire, decrying the state of a union in which the 400 richest Americans own more than the bottom

150 million—who, according to economists Emmanuel Saez and Gabriel Zucman, actually pay slightly higher total effective tax rates than those 400. (As does every other group, from the 10th percentile to the 99th.) Later in the month, the US Census Bureau will announce that wealth inequality has reached its highest level since the Bureau began tracking it more than 50 years ago.

Lockwood, a 35-year-old assistant professor of business economics and public policy, is in some ways an outlier at Wharton. Of the school's roughly 240 professors, each of whom can specify multiple research interests on his or her standardized faculty webpage, he is one



of just two who lists *inequality*. He also has a penchant for attacking economic questions from unconventional angles. Which is what he's doing now.

How do you tax the income of top earners? When economists face that question, Lockwood explains, they typically focus on a concept familiar to anyone who took Econ 101: the elasticity of the labor supply. Someone who faces a marginal tax rate of 35 percent might be willing to work 60 hours a week; but raise the rate to 45 percent and she might decide it's only worth working 55 hours instead. The higher levy might bring in more revenue—but five hours of work have disappeared. Though that might be a boon for the worker's spouse, to the economy it's lost productivity. Put three economists in a room and you might get three opinions on how elastic the supply of labor truly is, but they'll probably agree that lost productivity is really the thing you want to minimize.

"But when you look at the debates in society about how heavily the rich should be taxed," Lockwood remarks, "that sort of efficiency cost doesn't seem to be the thing that people are often arguing about. Instead, they're arguing about what the rich are actually doing with their time, for society."

Reduced to their opposite poles, the views are familiar. "One is that the rich are these job creators—these engines of economic growth that create lots of benefits and employ people and are something to be encouraged," he says. "The other is that there are these rent-seekers who are exploiting the talents and labors of people below them in the pecking order, and kind of absconding with the benefits—the benefits of society.

"And that," he adds, "sounds like a pretty different model for how you would decide how much to tax the rich."

Political bickering dominates this discussion in the US. But what if you took the underlying ideas seriously? After all, if Jane Q. Citizen cares more about Richie Rich's social impact than his utility-

maximizing response to a certain marginal tax rate, shouldn't an economist in a democratic republic take that into account? Lockwood thought so. So he and two colleagues—Charles Nathanson of Northwestern's Kellogg School of Management and E. Glen Weyl of Microsoft Research—tried to bring some "economic formalism" to the debate.

They started out with the common-sense proposition—supported by economic research—that people in some professions are paid less than their actual value to society. "For example," Lockwood says, "there's some nice evidence that if you replace a bad teacher with an average one—not necessarily a terrific one, but just one in the middle of the pack—that raises the future salaries of the classroom of kids that they're teaching by about \$250,000 a year" across all of those pupils. "Well, that suggests that teachers are probably adding far more value to the economic pie than they receive in compensation." Basic medical research, he adds, creates even larger spillover benefits that enrich society as a whole.

Meanwhile, other folks make great gobs of money to perform work of negligible or questionable social value. "Think about two big firms that are fighting over a fixed resource—an oil field, say—each with its army of lawyers," he says. "Well, that's a lot of compensation that's being spent on a zero-sum fight" that won't change the value of the underlying resource.

Which amounts to a different sort of waste—or lost opportunity, at any rate. Over the long haul, five extra hours a week at a lab bench might yield a novel treatment for Alzheimer's—or, more modestly, an incremental advance in fuel-efficient engines that lowers everyone's cost of travel. But five extra hours fighting over drilling rights doesn't change the size of the contested oil deposit. The same goes for financial traders trying to beat the market; their profits come at one another's expense, not

through any fundamental change they bring about in the value of the assets they buy and sell. "It's extremely important to have well-functioning financial markets," Lockwood is quick to emphasize, but past a certain point, each additional investment banker is economically redundant. If 1,000 bond traders are enough to provide sufficient liquidity in a market, society gains little if another 1,000 join their ranks.

Indeed society may end up the poorer for it—especially if those superfluous bond traders had otherwise gone into something like teaching or medical science. Which turns out not to be an idle worry. Take the career choices of contemporary Penn graduates. According to Penn Career Services data reported a couple years ago in the *Daily Pennsylvanian*, of the students entering full-time jobs after graduation in recent years, nearly half have gone into finance or consulting. As Lockwood and his colleagues noted, there's little mystery why. Among US multimillionaires, 18 percent work in finance while only 1 percent are professors or scientists.

But it wasn't always this way. "Career choices are highly sensitive to changes in compensation," the economists wrote in the *Harvard Business Review* in 2017, and "as salaries in finance professions rose sharply from 1980 to 2005, the share of workers in investment banks, hedge funds, and similar financial establishments more than doubled."

That skew, they noted, could amount to a "severe misallocation" of what is arguably a nation's most valuable asset: its talent pool. Society's brightest members, in other words, are not being put to their best uses. (And this can be a sort of double loss, given that one of the most common regrets cited by white-collar professionals is having opted for high-paying but ultimately dissatisfying jobs.)

Pay varies in any market economy. Schoolteachers aren't going to outearn oil-industry lawyers anytime soon. But countries could use income taxes to put a finger

on the scale. Lockwood wondered what that might look like. What if you jettisoned the pretense that every kind of labor has equivalent social value, and instead designed a tax code with the single-minded goal of encouraging talented workers to pursue socially beneficial careers? Going further, what if you didn't even care about some of the classic rationales for taxation, like funding safety-net programs or redistributing money from the haves to the have-nots? How would you tax the rich (and everybody else) *then*?

The most obvious answer would be to set different rates for different professions—rock-bottom taxes for teachers, for instance, and punitive ones for hedge fund directors. But even if such blatant discrimination were legally tolerable, hedge funders would soon rebrand themselves as “financial educators,” and so on, to escape the higher toll. So Lockwood and his colleagues modeled a profession-agnostic tax structure.

First they surveyed the research literature to estimate the positive or negative spillovers (externalities, in economic jargon) for various classes of skilled labor. Engineering and scientific research, for instance, are widely thought to have positive externalities. The glut of financial workers, and to a lesser degree legal professionals, appears to “exceed the social optimum”—leading to negative externalities. And many fields—like sales, the arts, real estate, management consulting, IT professionals—are judged to be a wash. (Which is to say, people in those fields tend to earn “approximately their marginal product”—i.e. neither more nor less than the value they generate, creating no net spillovers in one direction or the other.)

Armed with those estimates, along with some informed (if also admittedly uncertain) assumptions about the underlying distributions of skills and personal preferences in the population, Lockwood's group used standard economic methods to calculate a marginal tax schedule that would maximize social welfare. The result



What if you jettisoned the pretense that every kind of labor has equivalent social value?

was intriguing—partly because it didn't line up neatly with the reigning prescriptions on either end of the current American political spectrum.

For one thing, the rich wouldn't pay that much more than they're used to paying. The marginal rate on income over \$1 million worked out to 37 percent. That's within a few points of what it's been for the last 30 years. Similar marginal rates held for income above \$150,000. But below that level, Lock-

wood's model prescribed dramatically lower rates. Income between \$100,000 and \$150,000 would be taxed at 16 percent—and everything lower would face negative rates, which is to say, tax credits. The upshot was that a worker making \$138,000 per year would pay exactly as much as someone with no income at all: zero. Everybody in between would get a check from the IRS, for something on the order of 3 to 8 percent of earned income.

The authors then compared their model to two alternatives: a simplified version of the actual income tax structure that was in place in 2005, and a *laissez-faire* simulation featuring no income taxes at all. This result was mixed. Their hypothetical system increased per-capita utility by \$815—or 1.2 percent—relative to the *laissez-faire* scenario, and \$503—or 0.8 percent—compared to the actual status quo. Which is better than no improvement at all, perhaps, but a far cry from the estimated social returns of directly subsidizing research. The authors concluded that if the government taxed researchers at -392 percent (which is to say, quadrupled their salaries, perhaps through the National Science Foundation), almost 10 times as many workers would enter those fields, creating positive spillovers that would drive broad social gains of 35 percent per capita. For an economy that hasn't beaten a 3 percent annual growth rate for the last 15 years, that's real money.

"This was to some extent a negative result," Lockwood says, about the hypothetical tax structure, "in the sense that we could show that the benefits of just explicitly targeting certain professions would be way, way bigger."

Yet the "negative result" revealed some counterintuitive insights. For instance, "even without any concerns about redistribution," Lockwood points out, "it turns out that you would still [want to] have a moderately progressive tax." Another takeaway relates to a stubborn feature of much tax-related punditry: the widespread insistence that modest changes in the top marginal income-tax rate can dramatically influence how skilled workers choose to spend their professional lives.

This insight stemmed from the authors' analysis of why, exactly, their hypothetical tax's impact would be so small. The likely reason, they concluded, was that it simply wouldn't tilt potential after-tax earnings dramatically enough to change that many people's career choices. It would modestly reduce the

share of workers in negative-externality professions like finance and law, expand the share in engineering and research, and probably drive many workers toward careers with limited or no impact on economic social welfare at all. "However, none of these changes are very large," they wrote, "and the broad allocation of talent stays the same."

What that suggests, they inferred, is "that historical tax reductions are unlikely to have played a large role in the shifts in talent allocation." To test that conclusion, they compared the distribution of today's skilled workforce to that of 1980—i.e. the "pre-Reagan" era when the top marginal rate was 70 percent. They determined that although pre-Reagan tax rates depressed overall social welfare compared to today's status quo—indicating that very steep progressive tax schedules indeed have drawbacks—the allocation of talent has been remarkably stable. So next time you hear a pundit claim that bumping the top marginal rate up (or down) by 5 percent will trigger economy-threatening idleness (or growth-juicing hustle) in the upper echelons of the labor force, take it with a grain of salt.

For a patently speculative theoretical exercise that generated a "negative result," the paper is notable for the clarity and topicality of its take-home message.

"This might be one reason to have the income tax be a bit progressive," Lockwood says, "even if you're not trying to redistribute wealth." In the real world, he adds, most people do have some aversion to inequality, and support the use of taxes to ameliorate it. Which would recommend a "hybrid model" featuring "some earned-income-tax-credit kind of support through the working class, then an increase in tax rates that are sort of progressive up toward the top of the income distribution." Either way, their findings amount to a "huge argument for doing things like increasing NIH and NSF funding, and creating merit pay and boosting the salaries of teachers—basi-

cally doing things to try to draw people into those professions specifically, given what we seem to know about them."

And with that, the unconventional economist pivots toward a topic that interests him just as keenly: how, ultimately, do you tax the poor?

Benjamin Lockwood grew up in northern Idaho in a timber-frame house his parents built the year he was born. They were "back-to-the-land hippies" who raised Benjamin and his sister, Julia, off the power grid, about 50 miles from the Canadian border, among neighbors whose common bond was everyone's distance from the American mainstream. "The NRA folks and the hippies did ice cream socials together," Lockwood recalls, musing on the ideological diversity that lurked beneath the racial homogeneity.

His father was a building contractor; his mother worked at a local hospital. Neither went to college, but they fostered an intellectual atmosphere that, in hindsight, might as well have been custom-designed to produce a public-spirited economist with a penchant for crunching giant data sets. The nearest grade school was a 40-minute drive, "but my parents were very committed to the idea of public education," so there was no home-schooling for the Lockwood kids. In the off hours they had considerable room to roam. Between 4-H, the Boy Scouts, and the simple sprawling beauty of Northern Idaho, Benjamin spent plenty of time hiking, skiing, and sailing. But his mother policed some boundaries with "frustrating" vigor.

"She had a very statistically validated sense of what the risks to kids were, because she saw people coming into the emergency room," Lockwood recalls. "So one thing I could never do was run with a sucker in my mouth—because, like, that is the thing that actually brings kids into the ER." Adolescence brought other prohibitions, "like riding in cars while my friends were driving them." His view of such re-



strictions was precisely that of every teenager who has walked the modern earth. Now that he's in the utility-maximization business—and a parent in his own right—he calls it “a very reasonable Bayesian policy for you to have for your kids if you're trying to keep them safe.”

A similar sensibility animates Lockwood's research into a topic that has growing relevance around the world, and particularly in Philadelphia: sugar-sweetened beverage taxes (SBT). In 2016, Philadelphia became the first major US city to enact one, imposing a 1.5-cent-per-ounce levy on sweetened beverages ranging from fountain soda to “sports drinks” to bottled sweet tea. It sought to achieve two goals: discourage the overconsumption of beverages known to harm health (mainly through weight gain, type 2 diabetes, and cardiovascular

disease); and raise money to expand pre-kindergarten programs and improve city parks and recreation centers.

The issues it raised scratched Lockwood right where he itched. “I don't draw a bright line between the tax code and other sorts of policy realms,” he says. “In most cases policies are designed with one or two kinds of goals in mind. One is to change people's behavior for some reason, and the other is to provide some sort of a safety net, or redistribution [to] support people who are less fortunate.” SBTs had both elements, but—as the soft drink lobby has vociferously argued—the tax fell heaviest on poor consumers. Not only does any flat-rate consumption tax hit thin wallets harder than thick ones, but in America poor people tend to drink more sugar-sweetened beverages than wealthier ones.

Of all the ways to tax the poor, soda taxes seem quite attractive.

In a series of papers in the *Journal of Economic Perspectives*, the *Quarterly Journal of Economics*, and *Science*, Lockwood and several collaborators (Hunt Allcott, Dmitry Taubinsky, and Anna Grummon) presented the most complete analysis to date of the trade-offs involved. The upshot is that SBTs are indeed regressive. “They make soda, which



“The economy behaves differently when there’s rising inequality than when there isn’t.”

is consumed at higher rates among the poor, more expensive. And so in that sense it takes money away from poor consumers,” he summarizes. But that’s not the whole story, because empirical evidence indicates that those same consumers respond to the tax most markedly, and so would expect to reap disproportionate benefits.

“By changing the profile of soda consumption,” Lockwood says, a well-designed SBT “reduces diabetes and obesity more among poorer households

than among richer households. And that is a sort of progressive benefit.”

Of all the ways one might tax the poor, in other words, soda taxes seem like a pretty attractive one.

Drilling down, Lockwood and his colleagues served up a series of recommendations for policy makers. They pegged the “socially optimal” SBT at between 1 and 2 cents per ounce—but recommended that taxing actual grams of sugar, rather than volume of liquid (as has mostly been the case), would substan-

tially amplify the tax’s benefits. A nationwide SBT, they estimated in *Science*, would cut obesity rates by over 2.5 million adults and reduce the number of new type 2 diabetes cases by 47,000 people per year. Accounting for health care system savings, consumer surplus losses, and tax revenues, they estimated that an optimal SBT would produce a net economic gain of about \$1.8 billion per year.

Lockwood acknowledges the philosophical objections to this kind of nanny state approach.

“If you try to correct every mistake that people could possibly make,” he says, “that may give the government license to be overly intrusive ... Multiple different policymakers will all have their own story for how they’re going to come along and be your savior” by taxing your guilty pleasure or trying to nudge you toward some salubrious habit. People who contend that this is not a game the government should be playing have a valid concern. Lockwood sees his role as to try to answer it. “In my mind, that is more of a rationale for having good, clear, sound policy analysis that justifies these kinds of policies, with a lot of rigor and peer review.”

That gels with some of the more subtle policy recommendations in these papers. For instance, the authors urge policymakers not to focus single-mindedly on minimizing sugar consumption. “The way to maximize health is to ban any sugary or fatty food or drink, including sugary drinks, red meat, and dessert,” they observe. “Such a ban would preclude any enjoyment that people get from eating steak or dessert, and it’s not clear where to draw the line on what foods or drinks to ban.”

The proper aim, they maintain, is less draconian: to focus instead on “counteracting externalities and internalities”—that is, empirically striking an optimal balance between health-related outcomes; losses imposed on consumers, producers, and sellers via the distortion of spending decisions; and government revenue. “Unhealthy behaviors do not

necessarily merit policy intervention, as they could simply reflect the fact that people enjoy eating steak and dessert,” they write. “Sin taxes are justified only to the extent that they offset” harms that are not otherwise accounted for in the transaction price of the good in question. (A 25-year-old who pays a dollar for a soda three times a day can be assumed to have priced in the value of his immediate gratification, but evidence from behavioral economics suggests that he has not factored in more distant potential costs of that habit—like the possibility that he’ll have to spend 12 hours a week in a dialysis clinic in his 50s.)

A corollary recommendation is to target policies to reduce consumption among people among whom the potential harms are greatest. So if the health toll of sugary beverages falls most heavily on children, for instance—“perhaps due to limited self-control, or because their consumption generates lifelong habits—then very high taxes or bans on sugar-sweetened beverages in schools may be justified.”

In many ways that epitomizes the central aspect of Lockwood’s approach to economics: an appreciation for heterogeneity.

“The classic economic approach was to use a ‘representative agent model,’” Lockwood explains, where “you would have one representative US household that makes \$60,000 a year or whatever, and has \$60,000 or \$70,000 worth of wealth, and 30 percent of that is financial and the other 70 percent is their home equity. But of course that doesn’t represent any particular household, right? That just comes out of the averages.

“That’s a useful way to think about some types of problems,” he continues, “in part because these kinds of models are relatively easier to solve than models where you have lots of different little agents ... But it’s not a useful way to think about lots of problems that are really pressing from a policy perspective,

when you’re thinking about questions of poverty or questions of inequality.”

Questions of inequality have elicited something like an allergic reaction among mainstream Anglo-American economists. “Of the tendencies that are harmful to sound economics, the most seductive, and in my opinion the most poisonous, is to focus on questions of distribution,” declared Robert Lucas Jr., a 1995 Nobel laureate widely regarded as the most influential macroeconomist of his generation.

But a new cohort of economists is beginning to challenge that stance. Thomas Piketty, Emmanuel Saez, and Gabriel Zucman are in the vanguard, along with Raj Chetty—who was one of Lockwood’s doctoral thesis advisors at Harvard.

“There’s been an evolution,” Lockwood says, “toward doing a better job of empirically analyzing the differences within the population, rather than just kind of representing the representative agent. And incorporating that kind of heterogeneity can show up in all sorts of different questions—whether you’re thinking about finance, or economic growth, or tax policy, or anything else.”

Advances in computing power, as well as the increasing availability of huge data sets, have played a part in this development. “But I think it would be entirely too arrogant to claim that the reason that these studies have evolved in that way is that we as economists have decided that that’s the right way to go,” he says. “There’s probably a flow in the other direction, too: that inequality has been growing and continues to become a larger and larger force in our policy questions and our political debates. So some of this is probably a response on the part of economists to that realization.”

He reflects that he often finds his way to research questions by noticing areas where public policies diverge from what canonical economic models would recommend. “Sometimes that divergence is doubtless because policy is just messed up or suboptimal, or there’s political capture.” But sometimes, he adds,

it’s because economists have been missing part of the picture.

“The economy operates differently when there’s rising inequality than when there isn’t,” he says. “That’s not something that a representative-agent model can pick up. But it is something that policymakers feel in society, and that the population feels.” In which case, it’s the economists who need to bring their models closer in line to the world as it is.

As for his status as one of just two Wharton professors to list *inequality* as a research interest, Lockwood cautions against reading too much into that. Inequality is a salient fact of contemporary life, but it is also just one word among many. It’s safe to assume that faculty who list *political economy*, *development economics*, and other areas of interest share some of the same concerns.

“My belief,” he says, “is that you don’t want to have a subclass of economists who are the ones interested in inequality, because then that means that there’s the rest of economics where that’s not their job—that there’s some sort of partition between the people focusing on that heterogeneity and the people who aren’t.”

He hopes that inequality economics—or the economics of heterogeneity, or whatever you want to call it—will mirror the trajectory of behavioral economics.

In the early days of that discipline, “there were behavioral economists who focused on just demonstrating circumstances where people’s behavior seemed to systematically diverge from the classic rational *homo economicus* agent,” he notes. But now those insights have permeated through the entire field, becoming part of a toolbox wielded in areas ranging from health economics to tax policy to online commerce.

“I would love for it to be the case that 20 years from now no economists at Wharton list inequality as one of their specific interests,” he says. “That it’s just something that all economists are incorporating into their analysis in a deep way.”

The Edge



By JJ Tiziou | Walking the perimeter of Philadelphia.

By JJ Tiziou

Point of departure: 61st Street and Baltimore Avenue, looking at the map.





As I get ready to walk out of Philadelphia International Airport, I ask myself again why I'm doing this. Leaving the airport on foot, as a pedestrian, is a strange enough thing to do. Yet here I am, accompanied by 16 companions who've elected to join me on the last leg of my fifth annual pilgrimage walk around the perimeter of Philadelphia. The final stretch involves making an unconventional exit from the airport, edging along highways before diving into the sanctuary of the Heinz Wildlife Refuge. But much has been unconventional about this adventure.

Walk Around Philadelphia emerged from an artist residency collaboration with my fellow walkers Adrienne Mackey,

Ann de Forest, and Sam Wend. A year later, in the aftermath of my father's death, I did it again on my own. The following years, I completed some parts solo, some with a friend, and others with a small group. It has become a personal ritual that has also captured the imagination of others. In 2020, I opened the invitation a little bit more broadly, hence that big group striding out of the airport.

Walking around Philadelphia takes me five and a half days, covering about 100 miles. Each year I've done it in mid-February, always starting at 61st Street and Baltimore Avenue in Southwest Philly, always going clockwise. Each time is different, with new adventures, companions, discoveries, challenges, and ever-changing weather.

Day One begins in the woods, following a trail in Cobbs Creek Park where the western edge of the city is defined by the natural border of a stream. The first of many astonishing contrasts comes when we emerge suddenly onto the back end of a golf course, abruptly encountering the sudden roar of cars on City Avenue. This long stretch of strip mall is clearly a line drawn by a cartographer—but then we cross a bridge towards Manayunk and find ourselves following another natural border: the Schuylkill River, which leads us toward the city's northwestern edge.

The operating principles of this walk are straightforward. Start somewhere on the city's edge. Stay as close to the perimeter as safety permits. Don't break in anywhere, or blatantly trespass, but



explore with a spirit of adventure, open to paths that might not generally be taken. When obstacles arise—and they will—go around them. (We call this the “Roomba Rule,” bumping our way around obstacles like the little robotic vacuum cleaner.) As dusk approaches, find the nearest spot where you can take public transit home. The next morning, resume from where you left off. Repeat until you’ve come right back to the beginning, changed by what you’ve experienced along the way.

Day Two is a zigzag of straight roads, leading us northeast from the river towards Chestnut Hill, then southeast along Cheltenham Avenue all the way to Tookany Creek Park. From there, the border runs northeast again, alongside

a rail track towards Fox Chase. But the first part of our morning takes us up a steep wooded hill behind the Schuylkill Center for Environmental Education and Manatawna Farms. This is wild, unkempt space, mixed in with fields and cows, yet somehow this too is Philadelphia. Later in the day it’s a strip mall, and then a park. Also Philadelphia.

There’s something special about experiencing the city by focusing on its outer edges. One revelation of our first year was how center-centric our view of the city had been. We’d catch a glimpse of the skyline in the distance and say, “Look, there’s Philadelphia!” Then we’d have to correct ourselves: “This, right here at our feet and to our right, is Philadelphia. And everything to our left is Not-Philadelphia.”

As someone who’s been well established in the city for more than half a lifetime, I thought I “knew” Philly. But the walk provides a humbling perspective on this vast and complex city. Now that I’m intimately familiar with its edge, the whole of Philadelphia feels like so much more of a mystery.

The forecast for Day Three called for cold and constant rain—the kind of prediction that might inspire one to stay at home. But I knew from the first year that the walk truly bears out the proverb that “there is no bad weather, only inappropriate clothing.” When you set out in the spirit of pilgrimage, with a spirit of curiosity open to discovery, you can bring joy to most any challenge and find beauty around every corner.





There's a spiritual metaphor in this for me. In these turbulent and challenging times, we might wish that the world were other than it is—but I find it more helpful to focus on how we choose to respond to it. What values and virtues do we need to cultivate in order to best participate in whatever the world will bring us next?

And so we persevere, with a bush-whacking adventure, as the northeastern border of the city traces the bramble-choked banks of Poquessing Creek. But to get there we first follow roads, stumble into an adventurous detour through a new housing development, and into some vacant industrial lands. One of the great surprises of the day is a giant crypt in a cemetery whose door swings open to reveal a gorgeous crumbling wreck

half-overgrown by nature. We see both things along the walk: new things being built up, and old things being reclaimed by the earth. The afternoon drizzle intensifies as we wind our way through paths in the creek bed below the Philadelphia Mills mall, and it is properly dark and rainy by the end of this leg, but we are all in great spirits.

This sets us up for a spectacular early morning start to Day Four, with the long regional rail ride back to Torresdale timed to catch sunrise at Glen Foerd, a strange palace of a property on the northeastern corner of the city where Poquessing Creek meets the Delaware River. This day is a straight shot down the river's edge, but not without its adventures. Interspersed between gorgeous, newly expanded segments of the

Delaware River Trail are a shipyard, a chemical plant, abandoned boats, a scrap metal recycling facility, and of course the prisons.

Questions of privilege hit home for me again here, as I know several people who've made the journey from Southwest Philly to these carceral facilities by the more traditional route of the school-to-prison pipeline. And here I am having accomplished this journey via the more roundabout and far more pleasant experience of a grant-funded artist residency, and then by annually continuing a thing that can easily feel like a self-indulgent vanity project.

There's an irony here. At its core, Walk Around Philadelphia is about the most basic human activity: walking in public space. Circumnavigating the city should

Graffiti Pier near the Delaware River (below).
Mysterious old sidewalk in vacant land between a
new housing development and an industrial zone
in northeast Philadelphia (facing page).

be accessible to most anyone physically capable of it—but actually doing it requires a significant amount of privilege, and I wonder about how to make this experience one that more diverse participants can partake in.

It's a long trek down the Delaware, and by the time we reach Penn's Landing, suddenly feeling so close to more familiar everyday territory, we're exhausted and our feet hurt. Nevertheless, we push on all the way to Pier 68 by the shopping plaza in South Philly.

Day Five starts off with another glorious sunrise over the Delaware, this time more frigid: It's 16 degrees when we set out. Adrienne, one of my original companions, joins us (fellow perimeter-walker Ann has been along since Day One) and it's a joyous reunion. It's a gift to spend all day walking with friends old and new. Walks open up a special and unique space for conversation. It allows for a certain fluidity, leaves room for silences that feel comfortable, creates possibility for deeper connection. Ever since the first walk, I've started shaping more of my meetings and social activities around walking.

The next stretch is industrial, past shipyards and into the Navy Yard. A highlight of this day is crossing the Platt Bridge. I'm used to driving over it when going to the airport, but it's surreal to cross it on foot. To either side lies a vast realm of oil refinery infrastructure, and visible through the bridge's open grating is a steep drop to the Schuylkill River. We could call it quits at the airport, since technically only a fraction of it lies within the city, and we can't quite follow the perimeter directly across the runways, but a spirit of completionism leads us to go the long way around the airport, on what is called Hog Island.

These long stretches can get monotonous. This is where the feet really begin to hurt. But there are still sensations to register and discoveries to be made: a jet landing just overhead, a deer carcass just underfoot, the remnants of a camp-



fire in a hidden spot by the river's edge. After all that, it's a wild contrast to end our day at the airport's international departures terminal.

And once again I find myself in the home stretch, for what I call Day 5.5 because the last segment is shorter than the others. Knowing that such a large group is joining for the last leg, I'm a little bit anxious: How will I keep them all safe, and will the size of the group detract from the experience? Part of me wants to be doing this walk alone as my personal pilgrimage, part of me loves sharing the experience with others and wants to facilitate small groups going out and doing it on their own, and part of me has a great time leading this motley procession on what might be the most unconventional tour of Philly ever given. And it works out splendidly, with everyone enjoying the experience as we navigate the edge of a toxic Superfund site, discover where all the old rusting dumpsters end up, wander beautiful creek beds, and have a joyous reunion with two more walkers who intercept us just ahead of Mt. Moriah Cemetery.

As our group cheerfully makes it back to Baltimore Avenue, I relish the ways in which this project creates new opportunities for rich connection between participants who spend all day walking, talking, navigating obstacles, and coming to new understandings of the city together.

What would it be like if we matched a city councilperson, a citizen just returning from incarceration, a historian, and a plumber and sent them off to explore the city's edge together? Could this experience of discovery, and the conversation and connections that come through it, be used as an experience for civic groups? I'm not sure where this project will go next, but I do know that it will take me around the city a few more times, God willing. If you'd like to join me, save the date for February 2021.

Jacques-Jean "JJ" Tiziou C'02 is a visual artist and community organizer. His 85,000-square-foot How Philly Moves mural at PHL International Airport was recognized as one of the nation's best public art projects by Americans for the Arts. You can find more of his work at www.jjtiziou.net.

Photos by Liana Brent (above) and JJ Tiziou (facing page)



Haper Han

Eric Jacobs has been at the *Daily Pennsylvanian* since articles were written on typewriters and layout was done by (actual) cutting and pasting. The newspaper's longtime general manager is also a shared connection among every *DP* alum of the last 40 years. But this summer, he plans to leave the only job he's ever had.

By Molly Petrilla

Before anything else, there was a short article, only six paragraphs long, published several pages deep in the *Daily Pennsylvanian* on October 8, 1976:

"Area Schools Sponsor Conference For Handicapped College Students," read the headline, and just below it, a name: By ERIC JACOBS.

Jacobs EE'80 was a freshman living in Hill House at the time, and though he'd been an editor for his middle and high school papers, this was his first byline in Penn's daily student newspaper.





THE DAILY PENNSYLVANIAN-Thursday, March 22, 1979

Overcoming That Ole MSU Magic

By RYAN NELSON
It's not just the Quakers' new spirit that is so exciting. It's the fact that they have won their first game in 10 years. And it's the fact that they have won it against the Spartans, a team that has been unbeaten for 10 years. The Quakers' victory over the Spartans is a historic moment for the team and for the city of Philadelphia.

The Midwest Regional tournament, recently given, gave a lot of fans a chance to see the Quakers. The game was a great one, with the Quakers leading for most of the game. The Spartans, however, were a tough team to beat. They had a strong defense and a great offense. The Quakers' victory was a testament to their hard work and determination.



To lead Michigan State, Penn. must stop the Spartans' King (left).

The Quakers' defense, which is very versatile and unpredictable, was the key to their victory. They kept the Spartans' offense from getting into a groove. The Quakers' offense, however, was a bit shaky. They had a few turnovers and missed some shots. But their defense was too good for them.

As much as they get a lead, they try to draw you out of a game," said Thibault. "They like to run and they like to shoot. They like to be in the game. And they have a great defense. They are a very versatile and unpredictable team. They are a team that is always ready to surprise you. They are a team that is always ready to win.

Quakers' defense, which is very versatile and unpredictable, was the key to their victory. They kept the Spartans' offense from getting into a groove. The Quakers' offense, however, was a bit shaky. They had a few turnovers and missed some shots. But their defense was too good for them.

Quakers Don't Lie

TEAM	PTS	FGA	FTG	REB	AST	STL	BLK
QUAKERS	80	24	10	20	15	10	5
SPARTANS	75	22	8	15	12	8	3

Another critical factor will be the Quakers' defense. The Spartans' offense is very strong, but the Quakers' defense is very versatile and unpredictable. They can switch and cover for each other. They can play man-to-man or zone. They can play a press or a trap. They can play a variety of defenses. They are a team that is always ready to surprise you. They are a team that is always ready to win.

The Quakers' defense, which is very versatile and unpredictable, was the key to their victory. They kept the Spartans' offense from getting into a groove. The Quakers' offense, however, was a bit shaky. They had a few turnovers and missed some shots. But their defense was too good for them.

The Daily Pennsylvania

Vol. 107 No. 10

PHILADELPHIA, THURSDAY, MARCH 22, 1979

The Sky's the Limit!

Quaker Dream Becomes Real Tonight

By JOHN KATZ
The Quakers' victory over the Spartans is a historic moment for the team and for the city of Philadelphia. It is a moment that will be remembered for years to come. The Quakers' victory is a testament to their hard work and determination. It is a moment that will be remembered for years to come.

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Meet The Spartans

QUAKERS' VICTORY WAS A HISTORIC MOMENT FOR THE TEAM AND FOR THE CITY OF PHILADELPHIA. IT IS A MOMENT THAT WILL BE REMEMBERED FOR YEARS TO COME. THE QUAKERS' VICTORY IS A TESTAMENT TO THEIR HARD WORK AND DETERMINATION. IT IS A MOMENT THAT WILL BE REMEMBERED FOR YEARS TO COME.

The article was direct and factual, previewing a three-day conference. Exactly the sort of story that generations of *DP* reporters have counted as their debut. “No one could have known where things were going to lead,” Jacobs says now, laughing, because almost 44 years later, he’s still working at the same campus newspaper.

Morphing from devoted newbie reporter to student managing editor to official adult-on-staff and, at times, the *DP*’s only full-time professional employee, Jacobs has stuck by The Daily Pennsylvanian, Inc.—today no longer just a print newspaper, but a \$3 million student media organization that’s fully independent from the University. He works for the *students*, some of whom are technically his bosses, but also *for* the students, so that they can continue to have a thriving and student-run enterprise, even at a time when media companies are facing their greatest threats.

While his title of general manager has remained the same since 1981, Jacobs’s unofficial mantles stretch in all directions: tech whiz, bill payer, alumni liaison, *DP* historian, tax filer, furniture fixer, printer contact, and—not least of all—guy who calms and advises panicked students at all hours of the day and night.

“He wears a thousand caps, which is why replacing him is probably going to be one of the biggest challenges the *DP* has,” says Julia Schorr C’20, a fine arts major who served as president of The Daily Pennsylvanian, Inc. last year. “I can’t imagine the *DP* without him.”

Whether they pursue careers in journalism or leave it behind at Penn, virtually every student or alum who’s been connected to the *DP* over the last 40 years has encountered Jacobs either face-to-face, by name and reputation, or through one of the print letters and emails he blasts out—most likely, all of the above. Some alums like to joke that they majored in the *DP* at Penn. If that’s the case, Jacobs was their TA, professor, dean, RA, alumni mentor, and academic advisor rolled into one.

“For several generations of *DP*ers, Eric Jacobs is near synonymous with the *DP* and our unforgettable experiences there,” notes Helen Gym C’93 GED’96, a *DP* alum and community activist who now serves on the Philadelphia City Council.

“There’s no one person who has shaped the *Daily Pennsylvanian* more than Eric Jacobs,” says Amy Gardner C’90, a political reporter at the *Washington Post* who recently became president of the Daily Pennsylvanian Alumni Association (DPAA).

But this summer, after seeing the paper through a clean break from the University, forays with new technology, its flushest years ever, and now its post-Facebook-era battles to stay relevant and attract revenue, Jacobs plans to retire from the only job he’s ever had.

There are just a few more things he wants to do first.

There’s a new issue of the *DP* out today. That’s a rarer statement than it used to be. Three years ago, faced with plummeting ad sales and looking to beef up its digital offerings, the daily paper dropped down to two print issues per week.

But these days, the *DP* extends well beyond a print product. In addition to the *Daily Pennsylvanian* and *34th Street*, it also produces three digital newsletters, a humor blog, multiple podcasts, videos, web-only stories for thedp.com, and social media accounts that top out at nearly 20,000 followers. Except for the *DP* and *Street*, everything on that list emerged during Jacobs’s tenure.

On this Monday morning in early February, a stack of fresh newspapers sits outside the *DP*’s office building at 4015 Walnut Street—its home base since 1975. Just inside, it smells like bread and coffee thanks to the organization’s longtime downstairs neighbor, Metropolitan Bakery and Cafe. Head upstairs and through the *DP*’s door, then turn left, and you’ll be looking straight into Jacobs’s office. It’s surprisingly tidy for how long he’s been there.

Jacobs is on the tall side with glasses and, most often, a big grin lighting up his face. He laughs easily and has a light Philly accent—the product of growing up in nearby Havertown, Pennsylvania, and sticking within a 45-minute drive ever since.

“Everyone has their EJ impression,” Schorr says affectionately, which is exactly what cast members on *Saturday Night Live* always say about Lorne Michaels. “That’s an apt comparison,” she notes. It even applies to Jacobs’s role as anchor to a revolving mix of increasingly younger-than-him creatives.

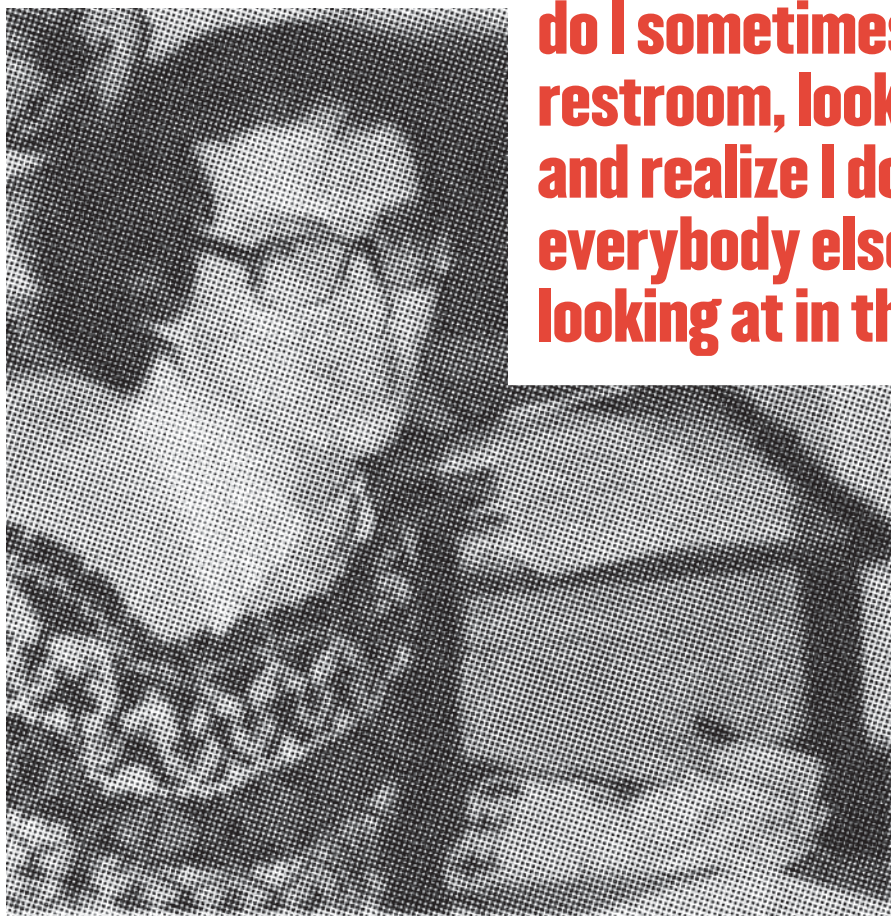
Schorr has noticed that he always orders the same salad with a large iced tea from Panera Bread and breaks out his sweater collection when chilly weather hits. He’s been listening to Bruce Springsteen since 1976 and estimates that he’s seen “The Boss” in concert well over 20 times now. And on weekday mornings for over three decades, he’s driven 45 minutes—or much longer, depending how snarled I-95 is that day—from his home in Bucks County to the *DP* office, where he stays until well past dinnertime.

His workday often continues even after he gets back home, since the *DP* goes out to the printer in the darkest hours of the morning, and since web stories are now published round-the-clock.

Schorr remembers a Sunday night last spring when the newspaper team was cranking along on Monday’s print issue and suddenly the power shut off. “We called him in a panic late at night,” she says. Jacobs, calm as ever, called the electric company to find out what was happening. (Wrangling utility bills is on his long list of responsibilities.) Power eventually returned and the paper came out the next day—along with an article about the local blackout.

“Whenever we thought something was going horribly wrong and it was the end of the world, he always had a story that would trump it,” Schorr says. “It would make us feel a bit better to know we weren’t ruining the *DP*—that we’re not the first ones to deal with these problems

“Only in more recent years do I sometimes go into the restroom, look in the mirror, and realize I do not look like everybody else I was just looking at in that room.”



and we probably won't be the last. That was really important to hear.”

The brief blackout would only be a sidebar—if that—in the history of dramatic moments Jacobs has seen during his tenure. To start, there was that time in 1981 when US Secret Service agents showed up and locked themselves inside a *DP* office with a student columnist to question him for having written, after John Hinckley Jr.'s assassination attempt on President Reagan, “Too bad he missed. That’s the result of sending an amateur to do a professional job.”

Then there was the morning in 1993 when almost 14,000 copies of the *DP* went missing, stolen off the racks by Penn students who left signs announcing that they were protesting “the blatant and voluntary perpetuation of institutional racism against the Black Community by the *DP*” and Penn. Jacobs contacted the printer, explained what

had happened, and had an extra 6,000 copies on campus by the early afternoon.

There have been reporting gaffes that drew national attention and student editorial boards who just couldn't seem to get along. When we talk again in mid-March, there is the novel coronavirus, which ends up closing campus and suspending the *DP*'s print editions for the first time since World War II.

But even in the most chaotic moments, no one can remember a time that Jacobs lost his composure or tried to seize control of the *DP* from its student leaders.

“He’s always really respected that, technically, the students are in charge,” says David Burrick C’06, who served as executive editor on the *DP*'s 120th board.

“He has zero voting power on every board—he cannot decide anything,” notes Katherine Ross, who has worked with Jacobs on the *DP*'s professional staff since 1995 and is now its director

of sales and marketing. “Yet he still needs to make sure that whatever they decide to do gets done. It takes a level of tact and finesse that, to me, he has seemingly always had.”

“I’ve always felt like I was one of them—a collaborator with the students,” Jacobs explains. “Only in more recent years do I sometimes go into the restroom, look in the mirror, and realize I do not look like everybody else I was just looking at in that room.” But even as the years proceed and his hair continues to gray, “I still feel like I’m one of the team.”

For most students, especially those not on the *DP*'s editorial board, Jacobs's day-to-day work is murky or even invisible. Ross says that's true for every member of the organization's professional staff, which currently includes her, Jacobs, an office manager, and a recently hired director of development to drive the organization's expanded fundraising efforts.

Jacobs pays the bills and makes sure the lights (and internet) stay on. He places orders for new computers and printers. He sits in on meetings with the *DP*'s board of directors, its all-student executive board, and the Daily Pennsylvanian Alumni Association. One moment he may be spackling a hole in the wall, the next he's sitting down for three hours with the *DP*'s podcast editor to talk about equipment needs.

“Then 20 minutes later, the sports editors complain because the couch he just fixed broke again, and now we have to lug it down to the dumpster and buy a new one,” Ross says. “Twenty minutes

after that, he's on the phone with the printer because the color's been off for the past two weeks."

And on and on it goes.

"It's a very weird situation," says Bur-rick, "because you're technically in charge, but you're also a 20-year-old who has never run a multimillion-dollar business before. Having Eric around was essential. I'm sure there were ten thousand things that went on at the *Daily Pennsylvanian* that I was technically in charge of and didn't even know about, because Eric was doing those things."

There's a video Jacobs made in 2011 and has continued to update since. It sweeps through the history of the *DP*, beginning with the newspaper's launch as the *Pennsylvanian* in 1885 and concluding with a spool of sentimental quotes from alumni whose lives were affected by their time there. The whole thing is set to epic movie soundtrack music—John Williams-type stuff—which Jacobs happened to have handy already because he's a fan.

"People always cry after watching it," Schorr says, "because you see how much the *DP* has grown and changed over the years, but how the core mission has stayed the same."

The Jacobs Years start just about halfway through, with a photo of five guys in suits and ties. Jacobs is on the far right in big glasses and even bigger curly hair. It was 1979, and *DP* leaders had just signed a \$130,000 contract to install the newspaper's first computer system.

That contract is what kept Jacobs at the *DP*, at least in the beginning. As a computer science major and the paper's managing editor, he led the charge to bring computers into the newsroom. (Up until then, students were still using Smith Corona typewriters and editing articles through a manual cut-and-paste process.)

When his graduation date neared, there were still "a lot of loose ends that I thought could fall apart" on his beloved computer initiative, Jacobs says. So he handwrote a proposal to the *DP*'s stu-

dent business manager, offering to see the project through the summer of 1980 and into the fall.

"It was going to be a four-to-six-month job," Jacobs remembers, but then he kept thinking up more missions for himself to tackle. He suggested that the *DP* hire him as its first full-time, year-round office manager. They did, and by the summer of 1981, he was bumped up to general manager, which he's been ever since.

"Had anyone suggested back when I first started here that I would be here 40 years later, I would have laughed," he says. In his early days on staff, he often thought of his roommates—one heading to med school, another to grad school in engineering, "and I'm still hanging out at the college newspaper," he says. "It didn't feel like it was really quite grown up. But the fact was, there were all these things to do, and I got to dabble in all these different fields."

With the new computers in place, Jacobs began developing systems to professionalize the paper's advertising sales, from designing new rate cards to implementing sales staff trainings.

His next major project came when the *DP* decided to fully separate itself from the University. He helped navigate the yearlong process of officially turning the student newspaper into a not-for-profit corporation, The Daily Pennsylvanian, Inc., in 1984. Along with the student editorial board, Jacobs figured out everything from running a payroll, to finding a lawyer, to striking a deal on rent with the University.

As the 1980s progressed, the *DP* introduced a summer edition, *The Summer Pennsylvanian*, and in 1986, Jacobs helped form the *DP* Alumni Association, which he's been actively managing ever since.

In 1987, much of the legwork and project management fell to Jacobs when the *DP* spent \$100,000 to gut its office on Walnut Street, transforming it into the Pink Palace that it remains today. (The nickname comes from the sheer amount of a certain color on the walls, carpet, tile, and even desk chairs.)

By the mid-1990s, the *DP* had a website, was pumping out full-color issues, and had acquired a small fleet of Mac desktop computers and advanced laser printers. The professional staff ballooned to five full-time employees. In 2000, the annual operating budget hit an all-time high of \$1.5 million. "The ads were raining down," Jacobs remembers.

But even in those flush years, he championed prudence. "We didn't go out and buy a car, a helicopter, whatever," he says. "We put the money aside." That's how the *DP* has managed to weather the life-threatening storm no one saw coming.

When the country crashed into a recession in 2008, Jacobs knew it would eventually hit student newspapers like the *DP*. And sure enough, ad sales soon began to sink. He wasn't especially worried, though. Jacobs figured the *DP* could wait out the lean times, just as it had in the past.

But then people started reading the news online and on their brand-new smartphones. The one-two punch of the recession and the rise of online media was devastating for all newspapers, the *DP* included. Suddenly everything that had helped to make the *DP* a high-earning enterprise in the 2000s wasn't working anymore. "I didn't initially understand that the world was turned upside down and the way people interact with media was completely changing in a very short period of time," Jacobs says.

He notes that for the last 10 years, from an operations standpoint, the *DP* has been running at a deficit, living off of the financial cushion he helped student boards sock into investments during the ad-rich years.

Today most of the *DP*'s revenue still comes from advertising, but that ad revenue has been chopped nearly in half. And so, like every other media company, the *DP* has had to get creative about earning money. From that has sprung the newsletter aimed at Penn parents and alumni, which requires a paid sub-

scription; the student-led Product Lab team, tasked with developing innovative moneymakers; and the Summer at Penn magazine and upcoming year-round visitors' guide to University City, both produced by the *DP* and filled with advertisements. Also: the organization's first-ever director of development.

"It could be that fundraising support is the model—from *DP* alumni, and even from a broader base of Penn alumni who see the importance of having an independent student newspaper reporting on what's going on at Penn," Jacobs says.

In spite of some modest successes and the countless hours Jacobs has spent brainstorming with the student and alumni boards, "so far, we have not developed anything that has really blossomed into a major source of revenue," he notes. "We just haven't figured it out, and it will probably take some time to figure out."

That's where he thinks some new blood managing the *DP* could be a good thing, although it's not the reason he's leaving. He also doesn't feel burnt out, or short of projects to tackle. But he always imagined retiring early if he could—visiting his nonagenarian parents more and traveling the world with his wife—and this summer he'll turn 62. Jacobs recognizes that "for me and for the organization, there comes a time where new ideas, new insights, new approaches can be good."

Gardner, the DPAA president, sees it too. Acknowledging that it's difficult to say goodbye to a beloved fixture who's done so much for the *DP*, she says Jacobs's retirement also presents an opportunity "to hear from a new perspective about new directions that the institution should go in to preserve its financial autonomy, grow its audience, [and] grow its revenue."

People from across the industry have been applying to fill his post—editors, reporters, business managers, publishers. Gardner says the next general manager will be tasked with stabilizing and pro-

tecting the organization for generations of students to come. "But I don't say that with gloom and doom," she adds. "I say that as an opportunity. I really, truly believe that it's doable and we're putting the pieces in place to do it."

Jacobs admits that it's still a little strange to see students roaming campus *without* copies of the *DP* tucked under their arms. But he gets it. He reads a lot of his news on screens now, too.

"The reason I'm not in a state of despair," he says, "is that there's still a lot of content we're publishing, just in different media. That's not necessarily a bad thing, as long as we're publishing things that people want and that they engage with. That's really the challenge."

He's further heartened that right now, the *DP*'s staff is the biggest it's ever been: nearly 400 students. "If students were looking and saying, 'The *DP*. Newspaper. Ew. That's old, why would I do that?' that would be troubling," he says. "Instead, what we've seen over the last decade is an increase. Part of that is because we're doing cool things—podcasts, analytics, coding—that we didn't do five or 10 or 15 years ago."

Few can picture Jacobs completely detaching from the *DP* when he retires this summer—and that's not his immediate plan, either. Once a replacement is chosen, he'll continue working full-time during the new general manager's early months on the job, then stay on part-time for a little longer after that.

"I don't want us to fumble a lot of things I've helped build just because no one knew that Eric used to do this, so it didn't get done," he says. So much of his work has boiled down to providing structure and consistency in a place where everything (and everyone) else is constantly changing. Anchoring his own transition will be no different.

After that change-of-hands period, "I'm sure I'll stay connected in some way," he adds. "But I don't want it to be like, the old guy's hanging around and still talking about the way we used to do things."

EJ fandom was on full display at the *DP*'s 135th anniversary reunion, held at Houston Hall this past fall. In addition to his role in helping organize the whole weekend, Jacobs was among the first batch of *DP* alumni inducted into its new hall of fame. The standing ovations were plentiful, including when he gave a speech and Helen Gym, the Philly council member, read an official city resolution honoring his work at the *DP*.

"One of the things that really jumped out at me was just how many generations of *DP* people felt like they owed Eric something—that he contributed to their education and life experiences in a meaningful way," his friend Rich Gordon C'80 says. "The number of people whose lives he's touched is just remarkable."

For some students, Jacobs is the first person they've ever turned to for advice on managing their peers or negotiating disagreements with coworkers. For top-of-the-masthead editors like Burrick, he was also a first employee. "The first time I had to have a discussion around someone's raise and bonus was Eric Jacobs," he says.

But here's what Gardner wants you to know: Even after 40 years there, with the number of decades between himself and current students continuing to grow, Jacobs doesn't see himself as above any task—and continues to put the *DP* first.

She recalls leaving a recent DPAA board meeting and seeing Jacobs, Ross, and another *DP* staffer hand-folding and stuffing the latest alumni newsletter into envelopes. There were stacks of hundreds to tackle. Fold, stuff. Fold, stuff.

"As I walked by, he said, 'Oh! Hey! Save the *DP* a stamp. Take yours,' and he found the one with my address on it and gave it to me as I walked out," Gardner remembers. "That's Eric: in the trenches, incredibly organized, thinking quickly, smile on his face."

Molly Petrilla C'06 is a frequent contributor to the *Gazette*, and a *DP* alum who served as editor of the *Summer Pennsylvanian*.

DotdashRising

After putting the familiar but failing website About.com out of its misery, Dotdash CEO Neil Vogel has managed to craft a thriving group of websites from the company's wreckage.

By Alyson Krueger

One day in 2016 Neil Vogel W'92 marched into the executive offices of media company IAC and announced, "I want to blow the whole thing up."

For three years, Vogel had been at the helm of the website About.com, which IAC—whose "family" of 150-plus brands and products also includes digital platforms like Vimeo, Tinder, and Angie's List—had bought from the *New York Times* in 2012. Behind its red circle logo, About.com published a bewildering variety of "need-to-know" content. Readers went there to learn about everything from the symptoms of diabetes to how to perfectly barbecue chicken. While some of the information was undoubtedly valuable, the website itself was archaic, slow, and hampered with ads.

"It was this weird, broken, ad-supported thing that was just on the internet," remembers Vogel. "I had a friend who called it 'the back button' because it was so outdated."

By 2016, Vogel had already tried pretty much everything he could to restore About.com to relevance. He made it prettier, quicker, more user-friendly. He tried publishing more content with the potential to go viral. But the audience kept declining. He missed his target numbers for nine straight quarters. Every time, he would approach the head honchos at IAC, "and explain in great detail why our great ideas weren't working," he says. "The fact that we were still employed was unbelievable."

People who work in digital media know the industry has few second acts. "Internet media companies rise and fall, and they don't come back," says Aaron Cohen,

a veteran of multiple start-ups who teaches courses on digital media at New York University. "Yahoo is a good example. So is Myspace and Friendster. Companies have their moment, and then they fade."

Still wanting to try to beat those odds, however, Vogel came up with a final plan—that is, blowing the whole thing up.

He would stop trying to resuscitate About.com. People didn't want large, catchall sites anymore. Rather, he would save the strong content and divide it into websites that focused on one topic like health or tech. Each website would have a brand that he would develop from scratch. The name About.com would get thrown away. "The fact that he was willing to creatively destruct About.com, that was really unusual," says Cohen. "The best asset About.com had was its name. It was a signature internet brand."



BRIDES

BYRDIE

LIQUOR

Lifewire

Investopedia

tripSavvy
VACATION LIKE A PRO

the spruce
Make your best home.

While most digital media companies at the time were focusing on producing fun, newsy content to attract readers, Vogel decided his sites would focus on straightforward, service-oriented articles written by experts that readers would find helpful today or in 10 years. The websites would also load at “lightning speed” and have two-thirds fewer ads than competitors to improve user experience, thereby increasing the engagement and size of the audience—making it that much more attractive and valuable to advertisers.

“We are going to reinvent publishing on the internet,” he says, recalling his pitch to his bosses. “Oh, and by the way, I know I just missed numbers for nine straight quarters, but I need 30 million bucks to do it.”

“I don’t know if terrifying is the right word for that meeting,” says Mark Stein C’90 W’90, IAC’s executive vice president and chief strategy officer. “But we had to have confidence in him, that’s for sure.”

About.com was renamed Dotdash (the *dot* was taken from *aboutdotcom*, and the dash in Morse code is the letter *A*). Different brands such as The Spruce (home), Verywell (health), TripSavvy (travel), Investopedia (financial management), and more were launched under that umbrella name. The transition was rough—the company lost \$20 million in 2016—but by 2019 it was making \$40 million and getting hundreds of millions of readers a month.

While other digital media companies are getting smaller, Dotdash is expanding. In May 2019 it purchased *Brides* from Conde Nast, ending the magazine’s print edition, which had been losing readers steadily, and shifting to digital-only publication. “Those about to walk down the aisle these days are more likely to browse wedding sites or scroll through Instagram than run to a newsstand,” wrote the *New York Times* in an article about the acquisition. And while companies such as BuzzFeed and Vox Media went through massive layoffs last year, Dotdash has been ramping up hiring, with plans as of early in the year to add 1,500 people in

2020, bringing their total number of employees to around 1,950.

Most telling, says Max Willens, a senior reporter at the online-media trade publication *Digiday*, is that other brands are starting to mimic Dotdash’s strategies. “Folks in the media have noticed how much success Neil has had,” he says. “SEO and search strategy, what Dotdash focuses on, is the new hot thing again.”

As Willens puts it, 20 years ago search was the dominant audience acquisition strategy. That meant media companies got their audiences by showing up in search engines such as Yahoo and Google. To do that they had to not only write content that answered the questions people were asking; they also had to have the correct headlines, photos, and blurbs that people wanted to see. That’s how SEO, or search optimization strategy, was developed. SEO is the process of increasing traffic to a site by becoming more attractive to a search engine.

Around 10 years ago, however, there was a shift. As millions of people flocked to social media sites like Facebook, Twitter, and then Instagram, media companies thought that they could attract an audience by having ordinary people share their content among their networks. The idea behind this social strategy was that, if content was so attractive to people that they all shared it, it would go viral and generate more traffic.

Now, however, companies are realizing that a social strategy is fraught with challenges, Willens says. “On Facebook it can be difficult to tell what people will respond to, like what will go viral,” while analyzing search was more straightforward. “You can tell what kind of demand there is. You can just look at Google search trends, and you can tell the price for certain keywords if you are trying to buy an audience. You can tell how much interest there is around this stuff.” Which is why more companies, even ones that have traditionally relied on social, are turning to a search strategy, and the reason Vogel never left.

Of course, this kind of imitation also means Dotdash will have to try even harder to stay ahead of its competitors. “Netflix may be a good company, but now they have HBO Now, Disney+, Apple TV,” says Cohen, drawing an analogy to the streaming wars now heating up. “Their competitive landscape is changing even though they’ve arrived.”

“There is a real Philadelphia-ness to him,” says Cohen, describing Vogel’s personality. (The two crossed paths in the 1990s in digital media’s early days, and more recently Vogel spoke to Cohen’s class at NYU.)

In April Vogel joined the 10-member board of the *Philadelphia Inquirer* and was quoted as saying that he “essentially learned to read” from the paper’s sports section and remains a subscriber. He holds meetings in a conference room decorated with Eagles banners and pillows. After the Eagles’ 2018 Super Bowl victory over the New England Patriots, Philly-style cheesesteaks were delivered to Dotdash’s midtown Manhattan office for the entire staff—paid for by Tim Quinn, Dotdash’s CFO and a Pats fan, as part of a bet.

Vogel loved his city, but he felt stifled by the suburban public school he attended. “It wasn’t far off from *The Breakfast Club*,” he says. “If you were smart, you were one thing. If you liked sports, it was another. If you partied, it was that. It wasn’t all that appealing to me because I liked sports, but I also liked getting good grades.”

He applied Early Decision to Penn because one of his friends’ older brothers had gone there and wasn’t defined by a category. “I learned from him that you could like school and politics and drinking beer and sports and doing dumb things,” Vogel says. “I was like, ‘These are my people. I can be a whole person around them.’”

Vogel adjusted to Penn life quickly. He joined the Pi Kappa Alpha fraternity, where he thrived as social chair. According to Andy Snyder W’92, a former roommate of Vogel’s who is now CEO of the

investment management firm Cambridge Information Group, everyone wanted to be his friend. “He was somebody people wanted to be around, a fun guy,” he says. He also offers a (possibly facetious) theory about Vogel’s chosen career path. “He was always about 10 years behind us in maturity, which is probably why he was in touch with the wave of the internet sooner than us.”

The internet is still new enough that there are those like Vogel who have been around it since the beginning.

In the mid 1990s, after working 80-hour weeks for an investment bank, he joined Alloy, a company that was marketing apparel and accessories to teenagers through catalogs—and wanted to start using the internet. (It’s hard to imagine now, but that idea received pushback, says Vogel. “People were like, ‘No kid would buy anything online, because they don’t have credit cards.’”)

Vogel was in charge of business development. In the dot-com bubble, the company soared. “The world was going insane, and we went public in 1999,” he says. “We must have had less than 30 employees and were losing money and all of a sudden we had all this capital.” (Fortunately, Alloy executives invested that money in cash-flowing businesses, so they didn’t go bust like many others when the bubble burst in 2001.)

In 2003, Vogel took a spring and summer off. “I was cooked. I needed a break,” he says. “There were a lot of hours in banking, and a lot of hours at Alloy, and they all stacked up together.” He bought an old Ford Bronco and did everything and anything that sounded fun. “I lived at the beach for a couple of months,” he recalls. “I went mountain biking. I went to Europe. I was a photographer’s assistant for a month. I was open for any idea.”

At the end of the summer, he “got properly bored, which was the goal,” he adds. So when an old boss suggested, as his next media venture, to manage various awards shows, he said yes. His first

purchase was the Telly Awards, a Kentucky-based awards program for local television shows and commercials. The program had a large network of nominees but had failed to stay relevant in the digital age. At the time, applications were all by mail-in ballot, and there were no online announcements of winners or online advertising associated with the awards. Vogel took it online, refreshed the branding, and increased the number of participants paying to enter. Soon his company, Recognition Media, owned eight different awards shows including Internet Week in London and New York.

“What we learned, the hook of the business, is that everyone needs measurement in their work product,” Vogel says. “If you are a real estate broker, you either sell houses or you don’t. But if you make television commercials or websites, you need third-party validation for your subjective work. To get this, people are able to spend their company’s money for tremendous personal gain.”

One of Vogel’s signature acquisitions was the Webby Awards, essentially the Oscars for the internet. In 2005, the first year Vogel ran it, Al Gore won the lifetime achievement award. Per award rules, the former vice president and 2000 Democratic presidential candidate had to give a five-word acceptance speech. His message, “Please Don’t Re-count This Vote,” went viral “before anything went viral,” says Vogel. “A friend saw it on CNN in the airport in Israel. That really helped us, and the business went nuts.”

The following year, Prince won the same award and provided another viral moment. He showed up at the last minute, sang a song he made up, smashed a \$15,000 guitar on stage, and then left. Vogel still cracks up as he remembers the late musician’s bodyguards trying to ensure the episode wouldn’t show up online: “We were like, ‘Yeah, OK, guys.’”

(While Vogel stepped down from his role as founder and CEO in 2013, he is still on the company’s board. That

“The site was so bad, I was like, ‘OK, I’m not going to be the guy who messes it up.’”

means no one at Dotdash can receive a Webby. “It’s killing me,” he says.)

When Joey Levin EAS’01 W’01, who is now the CEO of IAC and also knew Vogel from Penn, called to ask his thoughts on About.com shortly after IAC acquired the company, Vogel responded snarkily: “I don’t think about About.com.” Still, he promised Levin he would look into the brand.

Slowly Vogel started to see potential. Some 40 million people a month were still using the site. It published two million pieces of content, some of which was compelling. “I liked that the content helped people,” he says. “It wasn’t like, ‘Here are 10 ways you know you live in Chicago.’ It was useful stuff.”

He also realized the possibilities for advertising. “You knew someone was into barbecuing because they were reading about how to do it,” he says. This fact stood in contrast to other sites where, for example, you had to guess that someone might be looking for new makeup because they were reading about the best dressed celebrities at the Met Gala.

After multiple rounds of interviews—“I wouldn’t say it was easy to recruit him; he’s too smart of a person to make it completely easy,” Stein says—Vogel agreed to run About.com, figuring he couldn’t make it any worse. “The site was so bad, I was like, ‘OK, I’m not going to be the guy who messes it up,’” he says.

Digiday’s Willens says that one of the most challenging parts of Vogel’s even-

tual decision to abandon the About.com name is that it is very difficult to build new brands on the internet and get people to care about them. "It's not something you can do overnight," he says. But now, four years later, there are signs that Dotdash's sites are thriving.

Verywell Health, a website that provides wellness information written by health professionals, was one of the first brands Dotdash launched out of the ashes of About.com in April 2016. In February the website launched its first "Champions of Wellness Awards" acknowledging health professionals in 100 different categories. "This is proof that the brand is working," says Willens. "If no one knew what Verywell was, no one would care that they got an award or enter the nomination process." High profile winners include actress Jameela Jamil for her work on "body positivity" and neurosurgeon and CNN chief medical correspondent Sanjay Gupta.

One of Dotdash's largest brands is its home site, The Spruce. It attracts 30 million users each month and has 14,000 pieces of content, such as "The Surprising Places You're Forgetting to Clean" and "Cheery Yellow Paint Colors for Any Room in Your Home." A sign their brand is working, says Willens, is that they have started doing product licensing. Specifically, they launched 32 interior paints, made by KILZ, that were designed by The Spruce editors. "They had to offer demonstrable proof to a company like KILZ that people know what The Spruce is and that they trust it," he says. "Would you buy something based on the recommendations from any random website?"

Of course, for these brands to succeed, the company has to drive readers to its websites.

Vogel explains there are three reasons people use the internet. One is social, to connect with others. That is where brands like Facebook, Instagram, and Twitter thrive. The second, to get information they want to know: sports scores,

celebrity gossip, news. The third category, in which Dotdash plays, is to secure need-to-know information. *My iPhone screen cracked, what do I do? What do I wear to a funeral?*

The company relies on Google and other search engines to lead people to its sites after they type a question. "They take great care to ensure their pages are built in a way that Google's search algorithm likes," says Willens. "Dotdash has an entire team to decide the best titles, how many images should be on a post, what advertisements should appear on the site and how they load."

In some ways it's an easier strategy than social, where companies lean on readers to share content. But there is also a downside, says Willens. "You are pinning your fortunes around the whim of one company, Google." As the biggest name in search, Google can send companies scrambling to respond to periodic updates of the search algorithms that govern results—to avoid getting pushed down below the front page.

Vogel believes as long as his articles are clean, written by experts, and provide the information people want, there is no reason Google wouldn't highlight them. It's also telling that companies like BuzzFeed are starting to focus on search as well, says Willens. Business Insider, for example, has started writing how-to articles like how to set up a Roku player.

Cohen worries the company is missing an opportunity to grow by shying away from social strategies. "Dotdash wants to get its content in front of as many of the right people as it can," he says. "And Instagram is an important source of distribution the same way Google is." Currently there is a slim chance a reader will stumble upon an article produced by Dotdash if he or she is not looking for it.

He also worries about Dotdash's vast challenge of keeping all of its need-to-know content updated. "It requires a lot to stay up to date in areas like savings,

taxes, and accounting," he says. "Dotdash has figured out a way to do it, but as they grow it's going to be hard."

"If the government puts out a new nutrition warning about jelly beans tomorrow, we have to find all of our jelly bean content across all of our verticals and update it right away," says Vogel. But that is an age-old journalism problem, he adds. "If a political story breaks on Christmas Eve, the *Washington Post* has to deal with that also."

The clearest indicator of Vogel's success is that advertisers seem to approve. For eight straight quarters, 18 of the company's top 20 advertisers have returned.

Vogel says that is because the company knows exactly what people are reading, so he can target ads to them. "If you are a gluten-free food company, and you want to advertise your new pasta, we can put it on all of our recipes for pasta and all our posts about celiac disease and all of our articles about health trends," he says. "That is way better than putting it on a random website."

Dotdash is currently on a buying spree, so it can offer more verticals for advertisements. In the past two years the company has scooped up Byrdie (beauty), Brides (weddings), Liquor.com (alcohol), Mydomain (lifestyle), Investopedia (finance), and TreeHugger (green living), among other brands.

Vogel's plan is simple. Create more evergreen, need-to-know content in the categories Dotdash already has, as well as in new categories where Dotdash hasn't yet ventured.

"Verywell is still 25 percent of the size of WebMD. The Spruce is one-fifth of the size of Allrecipes. Our brands are still so new; they need to grow," says Vogel. "I know I sound really boring and really clichéd. But make great stuff, and people will come, and you won't have any problems."

Alyson Krueger C'07 writes frequently for the *Gazette*.



Calendar

Penn Museum
penn.museum/collections
 temporarily closed, but collections
 are viewable online

Penn Libraries
[library.upenn.edu/
 collections/online-exhibits](http://library.upenn.edu/collections/online-exhibits)

Jews in Modern Islamic Contexts
 In Sight: Seeing the People of
 the Holy Land
 A Raging Wit: The Life and
 Legacy of Jonathan Swift
 Ormandy in China:
 The Historic 1973 Tour
 Marian Anderson: A Life in Song
 plus dozens more online

Kelly Writers House
writing.upenn.edu/wh/
 temporarily closed, but visit the
 website for links to virtual events,
 archived programs, PoemTalk
 podcasts, and the PennSound
 poetry collection.

Annenberg Center
annenbergcenter.org
 performances cancelled or
 postponed through June 13; see
 website for schedule changes.

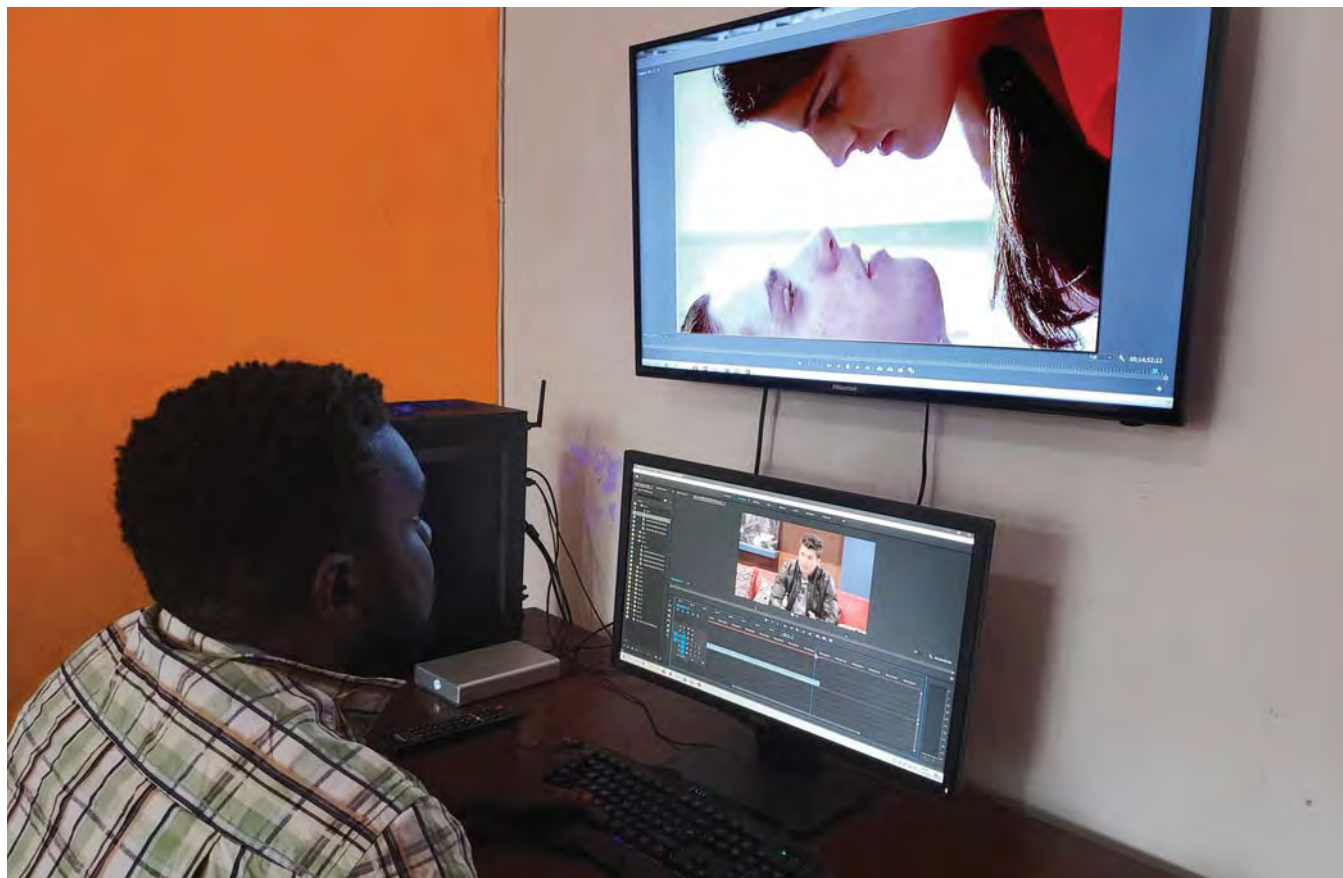
Arthur Ross Gallery
arthurrossgallery.org
 temporarily closed

ICA
icaphila.org
 temporarily closed

Slought
slought.org
 temporarily closed

World Café Live
worldcafelive.com
 closed through at least April 30
 scheduled as of April 1:
Lula Wiles May 28
Ward Davis, Special Guest
Charles Wesley Godwin May 29
Mutlu: The Good Trouble Tour
 May 30
A Night Of Nazz And Utopia
Music June 1
Brother Moses June 10

From the Penn Museum's online collection:
A Pair of Doves, attributed to Yi Yuanji (active 1060s).



Adventures in Social Media

Paul Falzone's media escapades range from pirated DVDs to news raps. Now he's hacking a Venezuelan soap opera for sub-Saharan audiences.

Telenovelas weren't made to change the world, but Paul Falzone Gr'08 believes that with the right tinkering, maybe they could.

For nearly a decade, he's been turning entertainment media into tools for social change in Uganda through his non-profit, Peripheral Vision International. And now, in one of his most imaginative feats yet, that means hacking a Venezuelan telenovela.

"If you turn on a TV in Mozambique or Uganda," he explains, "mostly what you see are imported telenovelas" from Latin America and Turkey. There's little mystery why. "Audiences like them and they're cheap."

Falzone originally wanted to produce his own "pro-social" telenovela, but when it turned out that would cost millions of dollars, he knew he'd need another approach.

With a budget of just \$50,000 in grant money, Falzone and his team bought the rights to *Nacer Contigo*, whose 120 soapy episodes originally aired in 2012, and paid to re-script, re-dub, and re-cut it into an entirely different show. The new version focuses on messaging around sexual and reproductive health, birth control, and female empowerment. It's been dubbed into both English and French, and is set to premiere on national television in Uganda by June 1, with more countries expected to follow suit throughout the summer.

Falzone says he never imagined he'd be doing this work, much less spending up to half of his time in sub-Saharan Africa. As a PhD student in communications at Annenberg, he studied how US activists were using improved video technology and faster internet connections to organize and spread their messages, particularly through documentaries.

He taught media studies for a few years after Penn, then landed a consulting job in New York, working for a coalition of organizations that were focused on anti-corruption efforts in Uganda leading up to the 2011 elections there.

When he first got that gig, “I didn’t know where Uganda was on a map,” Falzone admits. “I could have guessed, but I might not have guessed right.” Soon he was making trips to the East African country, scrutinizing its media landscape and drawing on the principles of media ethnography that he’d learned at Penn.

Falzone quickly clocked the untapped potential of Uganda’s ambient screens. Although limited access to electricity discouraged many people from having TVs in their homes, “there were screens all over the place—in bars and beauty salons, long-distance buses, and little bootleg cinemas called *bibanda*,” he recalls.

He developed a project that bought advertising space on pirated DVDs and used the spots for anti-corruption messaging. “Messages about political corruption and bribery and the oil industry were going out on, let’s say, *The Expendables* on DVD that you’d buy at the market,” he remembers. “That was my first edgy work in Uganda.”

After founding PVI in 2011, Falzone continued to create mission-driven content that he estimates has been read, watched, and listened to more than a billion times. While “it started off with just me and a concept,” today his organization includes 15 full-time employees and has raised over \$5.5 million in grant support.

PVI’s longest-running project, launched in 2012, built on the original DVD ad space idea. The nonprofit produces a straight-to-DVD music video program that sandwiches public-service announcements in between popular songs. Currently the show goes out to 4,000 screens across Uganda every two weeks.

“People like to be entertained,” Falzone says. “If you figure out what they like—in this case, music videos—that becomes an opportunity to build an audience.”

Following that same theory, in 2014, Falzone tackled the news. Since Uganda’s median age is just 15, “the more you can talk to folks early on, when they’re still trying to make sense of the world and their country, the more effective it can be,” he says. He figured that a young population might pay more attention to the news if it was presented as a rap. (Even more to his credit, he hatched this idea before *Hamilton* had shot onto Broadway with its fusion of hip-hop and political history.)

“At first we thought maybe we could teach reporters to rap,” Falzone remembers. “That was a mistake. But what we

pers to write and perform ads in what Falzone calls “a clear knock-off” of the *Newz Beat* format. (“Rather than suing them, we figured that imitation was the sincerest form of flattery,” he says.)

But in the last few years, faced with an increasingly restrictive mediascape in Uganda, Falzone has pivoted PVI away from endeavors like news reporting that are constrained to a specific region. Now he’s more interested in projects that can be scaled to reach communities all over the world.

In 2017, PVI won funding from the MIT Solve Global Challenge for a project aimed at people who own basic cell



did find was that you could take musicians and make them citizen journalists.”

He asked local journalists to curate a selection of news stories that a group of “rap-porters” sifted through and built raps around. Though it went on hiatus in 2018, at its height *Newz Beat* was airing four times a week on broadcast TV and landing 3.2 million views. Radio stations began playing the audio. People sold each other the files. Uganda’s national telecom even hired PVI’s rap-

phones. Using those phones, people can dial in to play spoken-word choose-your-own-adventure-style games that are built around topics like climate change’s impact on farming, sexual and reproductive health, contraception, and other social issues. Today those Wanji Games are available in more than a dozen countries.

Last summer, PVI launched *Passionfruit Island*—a digital graphic novel translated into French, English, and

Spanish. “It’s gender-positive, sex-positive, and a little bit spicy,” Falzone says. He notes that the first issue has been read more than 228,000 times in over 40 countries. A second installment is in the works.

And now there’s the hacked telenovela, which Falzone hopes to spread through sub-Saharan Africa and beyond. “So many TV stations are hungry for content, but they can’t afford it,” he says. “We want to give audiences something they want, broadcasters something they want to show, and make it something that’s going to shape lives in a positive direction—that we can also afford to make.”

In Uganda, where Falzone has the most experience, “people are looking to media for the message, not just for the entertainment,” he says. “They are hungry for information that will teach them and empower them to have better lives. The problem is that entertainment is rarely engineered to help people make sense of the world.” As a result, the people his projects aim to reach are “underserved by their governments, underserved by their schools, and desperately underserved by the existing media.”

“The telenovela is a test balloon,” he adds. “If you can get a \$50,000 show on 10, 12, 15 nations’ TV stations, what else can you do? I think what’s going to emerge [in sub-Saharan Africa] in the next decade or two is a shared popular culture, and it’s going to be televisual. We’re increasingly thinking about that, and wondering how we can use broadcast television really tactically.”

Though Falzone initially fell into working abroad, he’s now hooked on expanding the mediascape in places where media options are sparse. His frequent stays in Uganda have also opened his eyes to how cushy life in the US can be. “I’m constantly aware of how much I have, and therefore how much I owe,” he says.

—Molly Petrilla C’06

City Shaper

Gene Kohn reflects on the consolations of corporate architecture.



A Eugene Kohn Ar’53 GAR’57 never wanted to be a starchitect. He didn’t enter the field dreaming of the kind of attention-getting civic projects—art museums, central libraries, cultural centers—favored by folks like Frank Gehry, Daniel Libeskind, and Zaha Hadid. Instead, as he reveals in his new book, *The World By Design: The Story of A Global Architecture Firm*, Kohn—along with his founding partners, William Pedersen and Sheldon Fox Ar’53 (of the eponymous Kohn Pedersen Fox, now KPF)—“wanted to design commercial projects—such as office towers, apartment buildings, hotels, and retail complexes—because they have the most impact on the public life of cities.”

Office buildings might never be sexy, these three conceded, but “we felt it was wrong to ignore them,” Kohn writes. “We wanted to tackle the challenge and make these buildings work as positive contributors to a city’s fabric and a neighborhood’s character. If we could do that, we could

make a significant contribution to the architectural profession and urbanism.”

More than 40 years later, the 88-year-old Kohn still shows up at the firm’s New York offices every day that he’s in town. The practice has grown to 700 employees spread across nine global offices, and chances are that you’ve visited or worked in some of its 300-plus completed projects. They include corporate headquarters for ABC, IBM, and Procter & Gamble, and mixed-use mega-developments like London’s Canary Wharf, Tokyo’s Roppongi Hills, and New York’s Hudson Yards. In Philadelphia you may have seen KPF’s work at One Logan Square, the BNY/Mellon building, and Wharton’s Huntsman Hall—or passed by the prominent Broad Street corner where its first-ever residential tower, Arthaus, is now under construction.

Although the greater public may not take much note of such buildings, the architecture world has looked kindly on KPF’s attempts to elevate the workhorses of the built environment. Before the firm had even celebrated its 10th birthday, Pulitzer Prize-winning architecture critic Paul Goldberger commended its “rise to the front rank of American architectural firms” in a nearly 5,000-word profile that appeared in the *New York Times Magazine*. (A few years later he praised its body of work as possessing an “abstracted classicism, an attempt to pick up the spirit of the great romantic office towers of the 1920s and ‘30s.”) And, as Kohn proudly notes in his book, KPF has won nine AIA (American Institute of Architects) National Awards.

Kohn says he wrote the book to illustrate how the firm’s architecture stems from an approach that welcomes client input and

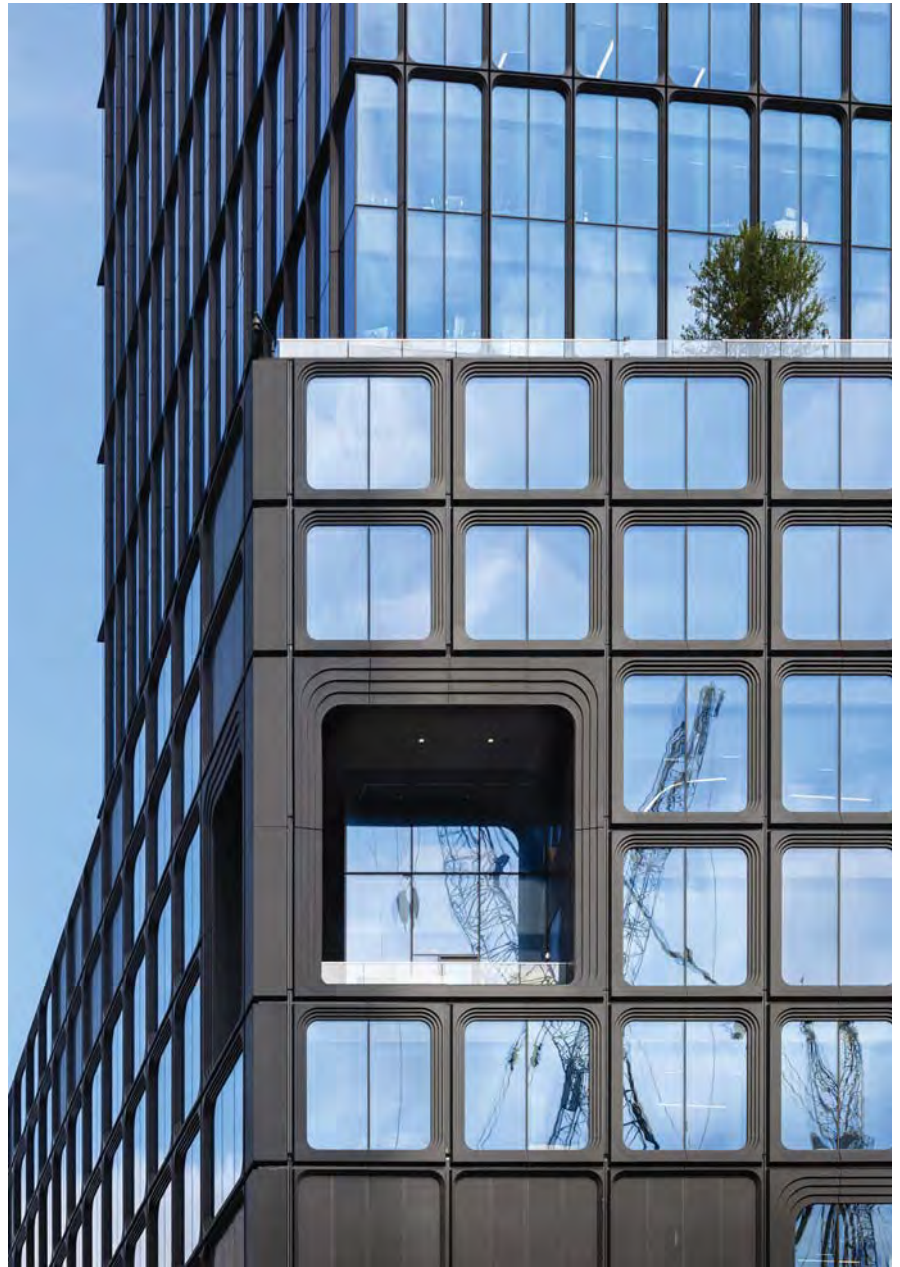
views design as an opportunity to solve problems, not to make grand gestures. “Most articles and books deal with the famous architect or the famous building,” he says. “No one looks closely at the profession. It’s a lot more than some great designer quickly sketching a building. It’s not about an individual, like a painter or a musician. It’s about a team.”

Still, there’s little doubt that Kohn was the firm’s leader from the beginning. As Goldberger observed in his profile:



“Relaxed and casual on the surface, intense and driven beneath it, Kohn ... speaks as smoothly as a Southern senator. Unlike many architects, he is at ease among businessmen. He ... is as happy to discuss the tax implications of a building project as he is its aesthetics. Real-estate developers and corporate executives who might find other architects too flamboyant, or too rigid, think they see in Kohn Pedersen Fox a group that speaks their language.”

That business savvy might explain why Kohn’s book—with its in-depth look at everything from wooing potential clients to managing a decentralized staff—is reaching a larger audience than he anticipated. “I didn’t think anyone would read it beyond other architects and our clients.



But a professor at Harvard Business School told me he read it in a day and a half and he thinks it will work great for his students, for people who want to lead teams and run businesses.”

Although most of the book is devoted to the inner workings of KPF, Kohn begins by painting a quick portrait of his early life in Philadelphia, where his father, William, a one-time medical researcher, and mother, Hannah, a fash-

ion retailer and designer, encouraged his intellectual and artistic pursuits. Penn became the “second major influence on me,” he writes. The “excitement at the school,” he continues, “caught me in its grasp ... Listening to [Lewis] Mumford was amazing. ... [Ian] McHarg was always a scene to watch ... [Paul] Rudolph was engaging and always enthusiastic.”

After a stint in the Navy, he returned to Penn to pick up a master’s in archi-

itecture and then landed at the office of Vincent Kling, which at the time was the largest architecture practice in town. He rose to senior designer but eventually succumbed to the siren call of New York City, where he reconnected with an old Penn pal, Shelley Fox. The two, along with Bill Pedersen, wound up working at the same firm and, in 1975, when Kohn decided to start his own practice, they were the first he invited to join him.

“Architecture is actually an incredibly collaborative effort,” he writes. “Bill, Shelley and I knew that from day one ... None of us wanted to play the hero.”

So after the new firm opened its doors on July 4, 1976 the three quickly fell into the roles they’d keep for the duration of the partnership. (Fox retired in 1996 and passed away in 2006, but Pedersen remains active at the firm.) Kohn became the rainmaker (“I was the most outgoing”), Fox took on managerial duties and, yielding to Pedersen’s superior design skills, the trio agreed that the younger architect should become the firm’s lead designer. “Everything that happened afterward flowed from those key moves,” Kohn writes.

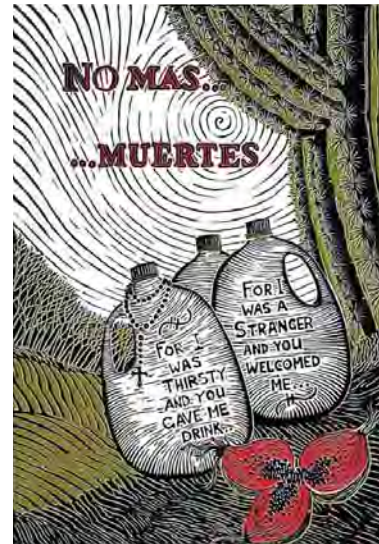
It wasn’t all smooth sailing. In the book’s liveliest chapter, Kohn revisits an attempted coup at KPF’s London office that occurred in the wake of the financial meltdown of 2008. In six rather thrilling pages, angry dialogue crackles, parties stare down one another, and backs are stabbed.

The author admits that the segment has turned out to be “everyone’s favorite.” He felt it necessary to include, he adds, because “it was a crisis and I wanted to show how we resolved it and came out stronger because of it.”

As Kohn approaches 90, he seems wistful about his decision to at last slow down. “I like being around talented people and I like being around young people,” he says. “I enjoy working with clients and seeing how pleased they are when their projects turn out so well.”

—JoAnn Greco

VISUAL ARTS



We Are The Storm

During the shortened spring semester, an exhibition of activist poster art lined the east side of Fisher Fine Arts Library. Presented by the Common Press—an old-fashioned printing press located in the building’s basement [“Gazetteer,” Mar/Apr 2008]—and curated by a student advisory panel supported by the Sachs Program for Arts Innovation, the posters were drawn from the Justseeds Artists’ Cooperative, a decentralized group of 29 North American artists.

The exhibition featured work from two thematic portfolios. *We Are The Storm* “celebrates the work of small frontline organizations and communities building resilience in the face of climate chaos,” and *Migration Now!* addresses issues pertaining to migrants and asylum seekers. Limited-edition prints of these and other posters are available at justseeds.org.

Cloak, Dagger, and Card Catalogues

A new book explores a World War II-era pioneer of open-source intelligence.

Kathy Peiss, the Roy F. and Jeannette P. Nichols Professor of American History, normally studies the history of gender and sexuality. But a chance discovery—an online memorial to an uncle she never knew—led her in an unexpected direction. During World War II,

1945, he would help sweep hundreds of thousands of purchased or confiscated European books, periodicals, and documents into American research collections.

Gazette contributor Julia M. Klein talked to Peiss about her latest book, *Information Hunters: When Librarians,*

So they set up an agency that acquired foreign publications for the war effort. Most of the agents were located in neutral cities. Lisbon was very important—that was the one that Reuben Peiss was assigned to. Another was Stockholm, which was of particular interest to me because the only woman involved in this activity—Adele Kibre—was the head of the Stockholm unit.

What were the challenges of that mission?

The main challenge was getting timely information. These weren't secret agents. Mainly what they were doing was acting like bookworms. They were going to bookstores, to publishers, to academics and trying to get newspapers, [scientific] journals, industrial manuals, anything that might give some insight into the economic and military situation.

How did the mission change over time?

After D-Day, this acquisition of materials became much more integrated into military efforts. There were Target Forces, or T-Forces, that followed the troops and gathered up everything.

What was particularly helpful?

They found, for example, full records of Nazi-affiliated officials.

A May 1946 Allied edict, Order No. 4, calling for the confiscation and destruction of all Nazi materials, proved controversial.

A lot of books published during the Nazi regime were seen as fostering Nazi or militaristic ideology. And the Allied Military Government for Occupied Territories believed this was a virus that needed to be eradicated. The British and the Americans were not wholly comfortable with this because of traditions of free speech.

[In the United States], there were a lot of editorials saying, "This is like book burning. Americans are just acting like Nazis." The military government was taken aback. They were saying, "You can't have American-style civil liberties in Germany right now."

Reuben Peiss was an agent of the Office of Strategic Services (OSS), the precursor to the Central Intelligence Agency. "I got my mother on the phone," Peiss says, "and she said, 'Oh, yes, Reuben was a spy.'"

She ultimately tracked down the man who had recruited her uncle into the OSS, Frederick Kilgour. Both men were librarians. Reuben Peiss would become a pioneer of open-source intelligence. First for the OSS and then for the Library of Congress Mission, which took over the operation in

Soldiers, and Spies Banded Together in World War II Europe (Oxford University Press). Their conversation has been edited for length and clarity.

What was the nature of your uncle's wartime work?

The OSS was interested not only in espionage but also in the kind of information that appeared in public sources that might be of use for understanding the enemy and the wartime situation.



The solution was to save copies of every single one of these books for American research libraries and the United Nations library, and ultimately, when Germany was a democratic state, for German university libraries as well.

And Penn retains some of these Nazi-era books?

Penn has a collection. They run the gamut from ideologists' books to genre fiction—detective stories, romances, and military stories that were produced for German soldiers on the front.

What other moral conundrums arose?

The question of what can be legitimately taken was one that troubled a number of the librarians and scholars. Book people love books, and they were tempted by books, and it's pretty clear that some of them took books. There's a certain kind of "spoils of war" notion.

What about the restitution of books looted from European Jews?

They restituted the books that they could—to the nation, not to the organization or the individual. That's international law. And then there were a number of books that were not identifiable. Many of the Jews who owned these books had been killed, or the institutions destroyed.

What happened to those books?

After a couple of years, there were about 350,000 to 500,000 books that had not been restituted. Several organizations ultimately came together to create a group called Jewish Cultural Reconstruction (JCR). This group made a claim to the American government to become a successor agency for these books. About 45 percent went to Israel, and about 38 percent to the United States. [Most of the balance went to Africa and Latin America].

Does Penn have any?

The Herbert D. Katz Center for Advanced Judaic Studies, the foundation

of which was [now defunct] Dropsie College, got a number of these books.

It's a complicated history. What, if anything, should have been done differently?

I've been very unwilling to make a negative judgment about the behavior of the American military or American cultural leaders or workers. They were improvising all the time. I'm really quite impressed with what they were able to accomplish. The attitude of my uncle Reuben and many of the librarians was, "Let's seize the moment and seize the stuff." So it may be that they were too aggressive. What was behind this was this sense that it was a national security issue for American libraries to have a total collection of foreign books.

What is the legacy of these efforts?

The idea that international acquisitions would be a key part of American research institutions was a key consequence. A second one has to do with information science. Some of the librarians involved in handling this massive amount of intelligence material had to come up with information management tools before there were computers. Kilgour founded a collaborative database system, now known as WorldCat, the largest international bibliographic database.

You yourself own a book of uncertain provenance, given to your family by Reuben Peiss.

I own this rare book that is Spinoza's first book on Descartes's theories, published in the Netherlands in the 1660s. I got it from my father when I was taking high school Latin. The book stamp showed that it was from the Schaffgotsch Library, which had been looted in 1945. It was an aristocratic library in Silesia, part of Germany at the time and now part of Poland. Who took the book I do not know. Reuben probably got it in Berlin. He could have bought it on the black market. Someone might have given it to him. There's no way to know.

Briefly Noted



LIFE'S ACCESSORIES: A Memoir and Fashion Guide

By Rachel Levy Lesser C'96 (She Writes Press, 2019, \$16.95.) In each of these 14 intimate essays, Lesser relives a memory she has built

around a piece of clothing or accessory—a scarf given to her by her dying mother, a bracelet purchased online by her widowed father. Charming and funny at times, each story is a poignant look at love, loss, and family.



SHE CAME TO SLAY: The Life and Times of Harriet Tubman

By Erica Armstrong Dunbar C'94 (Simon & Schuster, 2019, \$23.99.) Harriet Tubman is best

known as a conductor on the Underground Railroad, but her legacy goes much further. This fresh take on Tubman's life, richly illustrated with photos, artwork, and charts, portrays her as a bold and fiery activist, a fierce suffragist, an advocate for the elderly, and a spy for the Union Army during the Civil War.



WILD GAME: My Mother, Her Lover, and Me

By Adrienne Brodeur G'92 (Houghton Mifflin Harcourt, 2019, \$27.00.) When Brodeur was 14, her mother shared a secret that would bind the two in a web of

deception against her father: her mother was having an affair with his closest friend. Eager for her mother's affection, young Brodeur helped facilitate an elaborate smoke-and-mirrors routine with consequences that would reverberate far into her adult life.



DESIGN WITH NATURE NOW

Edited by Frederick Steiner, Richard Weller, Karen M'Closkey, and Billy Fleming, faculty (Lincoln Institute of Land Policy,

2019, \$80.00.) In celebration of the 50th anniversary of architect Ian McHarg's seminal book, *Design with Nature*, a team of landscape architects and planners showcase some of the most advanced ecological design projects in the world today.

Visit thepenngazette.com for more *Briefly Noted*.



Beyond Sports

A former Penn football star is probably the best sports movie director working today. It's a title he doesn't want.

Rich Comizio W'87's first meeting with Gavin O'Connor C'86 was a painful one. Lined up on the field goal unit, during a 1984 Penn football preseason practice, O'Connor "ran across the line of scrimmage, stuck his forearm into my shoulder pad, and literally knocked me on my ass backwards, stepped on me, and ran over and blocked the kick," Comizio says. "That's how I met Gavin."

Once they actually got to talking, Comizio quickly learned O'Connor was more than just a "monster" on the football field, where the linebacker helped the Quakers win an Ivy League title every year he was on the team and graduated as the program's single-season record-holder for sacks with 9.5 in his senior season.

"There was also Gavin the artsy guy," says Comizio, a football standout in his own right. He remembers being dragged to a play in which O'Connor performed, and getting a dorm room education on Scorsese, Coppola, and other famous directors from his teammate. "I would screen a lot of movies for Rich," says O'Connor, who also used to head downtown by himself to catch flicks at the Ritz. (*The Quiet Earth*, a 1985 post-apocalyptic film from New Zealand, stands out as a particular favorite from that time. He also says seeing *Rocky* a decade earlier was a "huge moment," because of how it subverted genre clichés by having Sylvester Stallone's character lose the big fight in the end.)

"The interesting thing about Gavin," Comizio says, "is he used to tell me very candidly, 'One day, I'm going to be a film writer or producer.'"

Melding his athletic roots with his passion for film, O'Connor forged ahead with those Hollywood dreams, surging into the mainstream in 2004 when he directed *Miracle*, based on the true story of the 1980 US men's hockey team's stunning Olympic upset of the Soviet Union. He's since directed two more underdog sports movies—*Warrior*, a 2011 film (which he also co-wrote) about two brothers colliding at the end of a mixed martial arts tournament and, most recently, *The Way Back*, which features Ben Affleck as an alcoholic whose road to recovery is charted through a return to his alma mater to coach high school basketball.

Released on March 6, *The Way Back* suffered at the box office due to COVID-19 fears and restrictions (and was quickly fast tracked to digital streaming once theaters across the nation were shuttered). But, like the other two, it earned positive reviews from critics and viewers, scoring over 80 percent on both counts on the review aggregator website *Rotten Tomatoes*.

Written by Brad Ingelsby—whose father, Tom, played basketball at Villanova and in the NBA and whose brother, Martin, is a college basketball head coach at the University of Delaware—*The Way Back* feels, in some ways, like a modern-day *Hoo-siers*, the classic 1986 sports

film about small-town Indiana high school basketball. But Ingelsby always wanted to "strike a balance embracing what audiences love about sports movies and also trying to give them something different." So he sought out O'Connor, who helped add layers of poignant father-son dynamics on top of the hoops scenes. "As soon as I got the script done," Ingelsby says, "I thought he was the best person to do this, because he gets human emotion and drama and also can nail the sports in a really honest way."

O'Connor first aimed to achieve that balance with *Miracle*, rewriting parts of the script after interviewing former players and Team USA head coach Herb Brooks to add more behind-the-scenes intrigue. "It became a *Rashomon* thing," O'Connor says. "Everyone had a different perspective on the same event." He also sought out excellent hockey players who could act, rather than actors who could skate, to recreate Olympic-level hockey.

In preparing for *The Way Back*, O'Connor was again determined to work with good athletes but had more wiggle room; they couldn't be *too* good, after all, since they were part of a struggling high school team. As in *Miracle*, though, the sports scenes feel like, well, real sports. "For people who didn't know the game, I wanted to make sure they understood the geography and what everyone was doing," O'Connor says. "For people who do know the

"You know, people keep telling me I made a sports movie. I was never trying to make a sports movie."

game, I didn't want to dumb it down." Ingelsby says it helps that both come from team sports backgrounds. "I think Gavin and I had the ability to sniff something out if it didn't look right," the screenwriter says. "Gavin was so passionate about making the kids feel like real players."

Before he even shot the first scene, O'Connor acted almost like a coach as he ran drills and fostered a sense of camaraderie between the young actors—all while helping Affleck acclimate to coaching mannerisms. "He didn't know basketball very well," O'Connor says. "To make that smell authentic was challenging." What the Hollywood A-lister did know was drinking, having gone into rehab immediately before shooting the movie. "This one was tricky because it was so personal. He was dealing with his own alcoholism," says O'Connor, who previously directed Affleck in the 2016 action-thriller *The Accountant*. In a social media post written shortly before the film's release, Affleck said, "It has been a real plea-

sure to work alongside Gavin O’Connor again. He’s the type of director who pays attention to every detail and nuance of the performance.”

Affleck’s personal, raw performance came into sharp focus when his character’s tragedy was only first revealed to the audience midway through the movie. For O’Connor, that kind of storytelling structure—along with other aspects that break away from the typical underdog story you might expect from just watching the trailer—is what initially drew him to Ingelsby’s script. “It’s a character study, and that was exciting for me to do something different,” he says. “You know, people keep telling me I made a sports movie. I was never trying to make a sports movie.”

Ingelsby feels the same way, calling it a “drama with a bit of sports in it.” But when asked if O’Connor is the best sports movie director working today, Ingelsby concedes: “I don’t think he would want that title—but my answer is yes.” One website, in its review of *The Way Back*, even declared in its headline: “The Next Great Sports Movie Director Has Arrived.”

What does O’Connor think of wearing such a crown? “No, absolutely not,” he says. “No. Don’t say it. I don’t want to be.”

What he does want, Ingelsby contends, is to keep making character-driven films with modest budgets, like *The Way Back*, even though those are hard to get into theaters. “Our movie, without Affleck,

there’s no way we get that made,” the screenwriter says. “Even then, it wasn’t necessarily a slam dunk.” O’Connor admits that, in an era dominated by streaming TV shows and big-budget superhero movies, *The Way Back* almost feels like it belongs to a different time (or comes from an independent studio). But he credits the heavy hitters at Warner Bros. for giving them the money—and largely staying out of the way. “It was a hard 35-day shoot, really running and gunning. But we never got a script note. Basically, it was like, ‘We’ll see you at the premiere.’”

Despite the shifting entertainment landscape, O’Connor still prefers the pace of moviemaking to television (though he did help Ingelsby get off the ground with *Mare of Easttown*, a forthcoming series for HBO). He’s currently running point on a Warner Bros. action movie in pre-production called *Fast*, which follows a former special forces commando tapped by the Drug Enforcement Administration to lead a team against drug warlords in Afghanistan. And the former college football star who’s already made a hockey, MMA, and basketball film could find his way back to the gridiron. “To tell you the truth, we have the rights to *Lombardi*,” he says, of the story behind one of the NFL’s greatest head coaches. The man who doesn’t want to be pigeonholed then adds: “So I may end up doing another [sports movie] if it all works out.” —DZ



Doing Time

The longtime head of Eastern State Penitentiary wants to turn the historic former prison into more than just a tourist attraction and haunted house.

When Sara Jane “Sally” Elk GFA’84 GFA’85 first encountered Eastern State Penitentiary (ESP), she had no idea that she’d wind up spending more time at the former prison than its most notorious inmates ever did. Elk came to the massive Philadelphia landmark some 35 years ago, on a field trip as part of her studies in historic preservation. While still a Penn student, she grew involved in

grassroots and civic efforts to figure out what to do with the deteriorating white elephant. “It was just so intriguing to me, from an architectural standpoint,” she says now. Eventually, she’d go on to become the first executive director of a newly formed nonprofit—Eastern State Penitentiary Historic Site—dedicated to preserving the building and fundraising for it.

Twenty years have passed and she’s still at the helm—a

stint far lengthier than that of famed gangster Al Capone, who spent eight months in a relatively luxurious cell equipped with wooden furniture and trappings like rugs, lamps, and paintings. It's longer still than the 11 years served by "Slick Willie" Sutton, the pugnacious criminal who supposedly once said that he robbed banks because "that's where the money is."

During her own time, Elk has guided the former prison through gradual and numerous renovations that have brought it to its current condition as a "stabilized ruin." As such, while the building has been safeguarded from further decay, its layers of history—notably, the scars left behind by decades of benign neglect followed by the more rapid deterioration after the prison was abandoned in 1970—have been honored, not erased. Through the years, Elk has also led the transformation of the fortress-like site into a thriving museum and tourist attraction. Last year marked the 25th anniversary of its opening to the public.

Now, Elk's poised to steer Eastern State in a new direction. About five years ago, as the organization started writing a strategic plan—with the help of board members like Randall Mason, an associate professor of historic preservation at Penn, and University architect David Hollenberg GAr'75—"we saw an opportunity to inform visitors about mass incarceration in the United States," Elk says. It's already made inroads with exhibits like "Prisons Today," which encour-

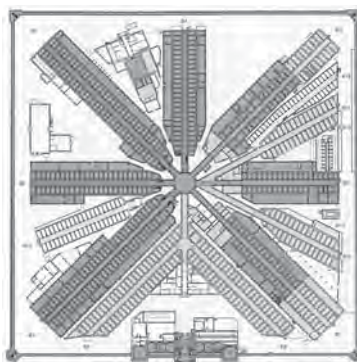
ages visitors to learn more about and ponder the conundrums of mass incarceration, and the "Big Graph," a 16-foot tall, 3,500-pound sculpture that illustrates the growth of US incarceration and how the numbers compare to every nation in the world.

Positioning itself as a thought leader on America's status as possessing the world's largest imprisoned population (approximately 2.2 million) means the museum will have to think hard about its existence as a tourist attraction. "Do people want to hear about this stuff while they're on vacation?" Elk asks. "How can we dig into why this country is so punitive without shocking or lecturing them?"

Such questions might seem like a big departure for Elk, who initially came to work at ESP because of her interest in architecture. Elk, who grew up in Iowa, had landed in Philadelphia when her high school sweetheart/then-husband relocated for a new job. The young couple bought a fixer-upper on the Main Line and, after they later divorced, Elk thought maybe she could make a career out of restoring old houses. When she heard that Penn offered courses in historic preservation, she was hooked. While there, she interned for the Philadelphia Historical Commission and after graduation, joined its staff. "It gave me a good grounding in the history of Philadelphia," Elk recalls. "My job was to look at old industrial properties

where federal money was going to be spent. It was fascinating to shift my thinking from rural Iowa to a city like Philadelphia."

Years later, she returned to Penn when Frank Matero (now Penn's chair of the graduate program in historic preservation) founded the Center for Architectural Conservation. To this day, she says, her focus at ESP remains closely



tied to the materials and construction methods of the building itself, drawing on classes she took during her stints at Penn.

No wonder she found "the story, the size, and the thought behind Eastern State—that it was an idea embodied in a building—all very captivating." In March, the Preservation Alliance for Greater Philadelphia rewarded her for her commitment to the site with the 2020 James Biddle Award for Lifetime Achievement in Historic Preservation.

Opened in 1829 and designed by architect John Haviland, the building quickly became the world's most famous prison. Its iconic radial layout—a central hub encircled by seven long cellblocks—was part of a movement toward

prison reform. Grounded in Quakerism, the approach favored housing criminals by keeping them isolated so that they had the opportunity to repent with dignity. Each cell—equipped with central heating, running water, a flush toilet, and a skylight, as well as its own patch of outdoor space—provided far more natural light, air, and privacy than what was the norm. The design, and the thinking behind it, was copied hundreds of times by prisons around the world. (By the turn of the 20th century, though, solitary confinement began to be viewed as inhumane.)

Even as the museum's mission shifts to embrace the present and future of American incarceration, this heritage will not be forgotten. "We still have two Haviland roofs to repair at a cost of \$1 million each," Elk says, adding that all told, about \$40 million worth of work remains, including the restoration of several outbuildings (including the facility's kitchen) and three cellblocks currently not open to the public, as well as the planned construction of a visitors' center.

Working in a chilly office just down the hall from Capone's cell and walking those eerily church-like, incredibly solid cellblocks every day gives Elk plenty of time to reflect on how it must have felt to be marooned here. "It's sobering," she says. "The notion that if you're left alone to contemplate your deeds, you'll be the better for it. We know that's misinformed now, as is the idea that any problem can be

solved by simply putting people in an institution.”

While sensing the spirits who once called this place home is persistent throughout the year, it's probably most pronounced during ESP's popular “Terror Behind the Walls.” A longtime Halloween-themed haunted house that has grown to run for nearly two months out of the year, this moneymaker raises two-thirds of the museum's \$10 million operating income and accounts for about one-third of its more than 400,000 yearly visitors. With numbers like that, it's hard for the institution to distance itself from a 40-minute experience that only briefly touches on what the museum has to offer and doesn't exactly align with its renewed mission.

But in contrast to its earlier days, Elk points out that visitors now interact with actors who portray guards and doctors instead of knife-wielding prisoners in orange jumpsuits. And in response to criticism for the stress it puts on its Fairmount neighborhood, the institution has made peaceable gestures such as arranging offsite parking for “Terror” ticketholders and offering free museum memberships to immediate neighbors.

“In a lot of ways, we've been very challenged by the success of ‘Terror,’” Elk says. “So many folks don't even know we're open during the day, all day, every day. When they do come and spend two or three hours here, they're blown away. This is just an amazing place.”

—JoAnn Greco



Connecting Divides

A “triple minority” television producer just wants people to listen to each other.

Riaz Patel C'95 is a specialist in uncomfortable conversations. He's had no other choice his whole life.

Patel's family came to the United States from Pakistan when he was young, and he grew up in rural Maryland and West Virginia. As an elementary schooler during the Iran Hostage Crisis, he remembers being “pushed into

the freezer where they kept the milk” by older students. “And they said, ‘Why is your family holding Americans hostage?’” He recalls answering, “I'm not even from Iran. You've got the wrong country! I'm from Pakistan.”

Those kind of dangerous assumptions flared whenever there was a conflict in the Middle East, says Patel, who bills himself as a “triple mi-

nority” because he's Muslim, an immigrant, and gay. He generally tried to combat them the best way he knew how: with honesty and openness. “It's been a theme of my life,” he notes, “to use conversation to humanize myself and to find connection.”

Drawn to Penn because the student body offered the kind of diversity that had been absent from his early

life, Patel studied psychology, learning research skills and the fundamentals of human behavior. After Penn, he moved to Los Angeles, where he produced reality television shows such as *How to Look Good Naked*, *How Do I Look?*, and *Family S.O.S with Jo Frost*, earning two

Daytime Emmy nominations.

But in the fall of 2016, as frustration built during the lead-up to the presidential election, the TV producer decided to try to expand his horizons. The week before Donald Trump W'68 was elected president, Patel flew to Ketchikan, Alaska, on a whim with his husband and infant daughter. "Nowhere in my real world did I know anyone who was voting for Trump or felt differently [than me]," he says. "And nowhere in my algorithmically curated screen world were any opposing opinions reasonably being presented to me."

Yet, clearly, there were millions of people whose thinking diverged from his. So he spent a week in rural Alaska, talking to as many as he could find. To the fisherman who sat next to him in a diner. To the waitress. To a shipbuilder. To a local state legislator.

Those conversations, though uncomfortable at times, proved valuable as Patel began his second act: developing a systematized approach to bridging societal divides. His first attempt was in partnership with conservative political commentator Glenn Beck, bringing togeth-

er NRA members, conservatives, liberals, and gun control activists. He produced a podcast called "The Gun Debate: A Human-to-Human Approach," chronicling their first discussion.

Patel then branched out into facilitating exchanges about other contentious issues, recruiting participants via social media, and renting out conference rooms in cities across the country (some of the stops have included Dallas; New York; Baltimore; Washington, DC; St. Louis; Los Angeles; Tampa, Florida; Arlington, Virginia; and Ogden, Utah). After watching for when and where "conversations went off the rails and why," he developed a method of facilitating discourse between people who start out believing they are diametrically opposed. He calls it the EPIC (Equalization, Personification, Information Gathering, and Collaboration) system.

Often people looking to step across a divide will approach him, having heard about these conversations. "Actually getting them to show up is the real challenge," says Patel, who meets with each participant in advance. "People have to say, 'Not only am I willing to come, I'm willing to commit the time and energy.' Until we get to an understanding, no one gets up. No one leaves."

The first phase—Equalization—is when participants figure out what they have in common. For example, regarding guns, Patel says

"The collaboration for answers comes only after you have some connection with each other. It could go off the rails. But it won't because you have a bond, you have a shared history."

many had a shared feeling of dread about dropping their kids off at school. The next two phases—Personification and Information Gathering—go hand in hand, as each person talks about the experiences that are fundamental to their belief systems. "One person is personalizing their beliefs while the others are information gathering," Patel says. "They're asking questions to understand."

Patel stresses that people cannot bring in their sources, only personal experiences that have shaped them. "CNN and Fox have nothing to do with the people in that room," he says.

Once there is trust, the group moves to the final phase. "The Collaboration for answers comes only after you have some connection with each other," Patel says. "It could go off the rails. But it won't because you have a bond, you have a shared history." In this phase, the group looks for ways to combine strategies to help solve shared problems. "Collaboration does not necessarily mean agreement," he says. "But it does mean actually hearing the other side and

understanding all the options on the table." It means shifting your perspective just enough to see merit in a variety of solutions.

Patel is now exploring other applications for the EPIC system, which he believes has helped people learn—or relearn—the skill of listening and empathizing. He recently taped a show based on one of these conversations, with an audience of strangers opening up to the group. "Strangers helping strangers can be a very powerful thing," Patel says.

Patel believes the EPIC system is scalable. He is working on ways to train other facilitators, find sponsors, publish his findings, and create more sharable videos. He says he's also recently started working with social psychologist and New York University professor Jonathan Haidt G'91 Gr'92 to co-teach training sessions about this kind of communication.

"I'm trying to get people to learn how to converse again and to have conversation that yields true connection," Patel says. "That's how you don't feel isolated and alone."

—Emily Rosenbaum C'95 GEd'96

“I’m continuing to collect antique cars and make wine from fruit I grow on my 170-acre farm in Pitman, Pennsylvania.”

—Gerald “Jerry” Nesvold GrEd’74

1956

Arnold G. Regardie W’56 writes, “I am pleased to announce the publication of my new book, *The Pearl Harbor Congressional Cover-Up: A True Account of How a Partisan Congress Misled the American People on the Pearl Harbor Attack, December 7, 1941. Featuring Historic Lessons on the Failure of Leadership to Foresee the Attack and to Avert War with Japan*. It is based on a congressional report released on July 20, 1946, after a lengthy joint committee investigation of the attack. Release of the report followed an 8–2 vote of the 10-member committee. The book focuses on the well-documented views of the two dissenting senators, both Republicans, who believed that the report was misleading to the American people as to responsibility for America’s unpreparedness for the attack.”

1962

Steve Stovall W’62 ASC’63 see **Seth Bergmann GEE’73**.

Mier Wolf C’62 was recently honored as a distinguished alumnus of his hometown high school in Austin, Minnesota. He writes, “My wife Cathy, daughter **Joanna Wolf C’97**, and Joanna’s older sons, Jamie and Tyler, accompanied me back to Minnesota for homecoming weekend in September. I was presented an award at a full school assembly where I addressed the 9th through 12th grades. The theme of the message was to encourage stu-

dents to engage, using the examples of the Parkland students on gun control and Greta Thunberg on climate change. I was honored for my professional and volunteer achievements after college, grad school, and later law school. While serving as a trial attorney for the US Department of Housing and Urban Development in Washington, DC, I was on the Chevy Chase (Maryland) Town Council for 24 years, and I served as mayor for nine of those years. Austin is the home of Spam, so a tour of the Spam Museum was arranged, as well as a ride in a classic car in the homecoming parade. Thomas Wolfe said, ‘You can’t go home again,’ but I think you can, depending upon your memories and the realities of today.”

1963

Idaherma Williams GFA’63 shares that the Idaherma Museum of Art Foundation is now a 501(c)(3) nonprofit. She writes, “In the second year of ‘The Ida,’ we will have our second annual art competition. Prizes will be given, and we are happy to have new donations in honor of loved ones. Go to www.idaherma.org to donate.” Idaherma’s latest art exhibitions have been in Barcelona at the 39th International de Cadaques, and a print exhibition in Sofia, Bulgaria. She was included in the Philadelphia Water Color Society’s 2020 show and the Philadelphia Sketch Club’s Art of the Flower 2020. She also won third prize in the Medals Show at the Plastic Club in Philadelphia in 2019.

Events

UTAH

The Penn Club of Utah is proud to cohost the 9th annual Penn Wharton Sundance Schmooze, a gathering of entertainment industry professionals and friends of film, at the 2021 Sundance Film Festival in Park City, Utah. This complimentary event features a panel discussion with noted alumni in the industry, moderated by Penn Cinema Studies Professor Peter Decherney, followed by a catered cocktail party. Cohosted by Penn Film and Media Pioneers, Penntertainment, the Penn/Wharton Club of Los Angeles, PennNYC, and the Penn Club of Westchester and Rockland Counties, the event will take place the weekend of January 23, 2021, with exact details forthcoming. For updates, follow our website (bit.ly/PennUtah) or email Jesse Tandler EAS’03 W’03 at jesse@penn.nyc.

In light of ongoing global health concerns, visit www.alumni.upenn.edu/clubs to find the latest information on Regional Club events in your area. And be sure to check out www.alumni.upenn.edu/govirtual for an abundance of virtual events and digital resources available for alumni.

1965

Natvar Bhavsar GFA’65 exhibited his artwork at the Philadelphia Art Alliance’s “Invisible City Philadelphia and the Vernacular Avant-Garde” exhibition, January 21–April 4 [“Alumni Profiles,” Mar|Apr 2018].

Richard Kopelman W’65 WG’67 writes, “For the past 15 years I have been working on a book that essentially culminates my nearly 50-year career at Baruch College.” A professor of management, he has written *Improving Organizational Performance: The Cube One Framework* (Routledge, 2019). From the press materials, “[The book] provides a basis for understanding, diagnosing, and improving organizational performance. It is based on the premise that successful organizations enact prac-

tices that satisfy three key constituents: the enterprise itself, customers, and employees.”

1969

Dr. Patricia Gabow M’69 GM’70 GM’73 has published *TIME’S NOW for Women Healthcare Leaders: A Guide for the Journey*. From the book’s summary: “This is a practical how-to book that will help women in healthcare envision their ability to contribute and inspire them to lead.”

Jeffrey David Jubelirer W’69 has written a new book of poetry, *Rising Determined to Live* (2020).

Subhash Singhal Gr’69 received the Electrochemical Society’s inaugural Subhash Singhal Award, which is named after him, at the 16th International Symposium on Solid Oxide Fuel Cells, held in Kyoto, Japan, in September. The award recognizes “excellence and exceptional research contributions of distinguished researchers to the science and engineering of solid oxide fuel cells (SOFC) and electrolyzers (SOEC), materials, processes, and manufacturing.” Additionally, Subhash was awarded an honorary doctoral degree in science and technology by the University of Tartu, Estonia, in recognition of his “outstanding achievements in the development of renewable energy in the world and for integrating the electrochemistry researchers of the University of Tartu into the international electrochemical community, during the centenary celebrations of the university, December 2019.”

1970

Michael A. “Mickey” Kaufman EE’70 C’71 has authored a new series of seven children’s books, known as *Fox & Camel*, intended for three- to seven-year-olds. The books include *Raindrops*, *The Sleepover*, *The Track Meet*, *Vacation Time*, *The Unicorn*, *The Stamp Collection*, and *The Ice Cream Cone*, and they can be found at www.foxncamel.com (soft-cover editions are also available on Amazon). Mickey writes, “The stories are somewhat biographical. For example, my son, **Alex S. Kaufman C’03**, threw the javelin for Penn, hence the track meet story; and my older

daughter, Mandy, who graduated from Michigan in 2004, is now an excellent skier, but in her ski first lesson, ‘S’ turns were converted to a straight downhill run! The central themes include: good sportsmanship, patience, honesty, getting along with siblings, learning how to share, and other important early life lessons. These books are an outgrowth of stories I told to my youngest of three children, Andrea, as she was growing up, to keep her entertained when we went on vacation. Andrea grew to love Fox & Camel stories, and eventually asked me to write them down, but being a corporate lawyer for Johnson & Johnson didn’t allow me the time. Upon my retirement from J&J, in September 2016 after 37 years, Andrea, now 23, reiterated her request, as did my wife, Sherryl. I wrote these books over the course of the last two years, collaborated with an illustrator, and had a book launch and signing in our home in East Brunswick, New Jersey, on September 15. For me, writing was a nice, relaxing change of pace from lawyering.”

Thomas J. Madden ASC’70 has written a new book, *Love Boat 78*. He writes, “The book is about my search for love and companionship on the internet, following the death of my beloved wife, Angela, to whom I was married 54 years. So where did I find my next wife? In a neighborhood sports bar called Duffy’s. So the internet is not always the answer.”

1971

Ted Munice W’71 writes, “I retired last April after being a consulting actuary for over four decades. Since then, I’ve busied myself with learning bridge, going to discussion groups on how to solve the world’s problems, auditing classes at Rutgers on international organization, and politics and culture. And of course, my wife and I also spend time with our three grandchildren. I highly recommend grandchildren. Then some days I wake up with nothing to do. And I am absolutely OK with that.”

Dr. David G Young III C’71, a retired brigadier general in the US Air Force, has completed his four-year term as member and then chair of the US Department of Veterans Af-

fairs’ \$1.2 billion National Research Advisory Council, and received a certificate in recognition of his service from VA Secretary Robert Wilkie. David writes, “While on active duty, I commanded the Air Force’s two largest teaching and research medical centers and served for five years as the USAF assistant surgeon general for the Medical Corps. As captain and commodore of the Penn 1971 heavyweight varsity rowing team, I’m hopeful that classmates and especially rowers start planning now for our 50th reunion in 2021!”

1973

Seth Bergmann GEE’73 writes, “I competed in the USATF National Club Cross Country Championship at Lehigh University on December 14, finishing 10th among men 70 and over on the 8K course. Congrats to **Steve Stovall W’62 ASC’63** for completing a triathlon at age 78!” [“Alumni Notes,” Jan/Feb 2020.]

Mark Teaford C’73 was awarded the Henry Gray Distinguished Educator Award from the American Association for Anatomy, the association’s highest award for anatomy education. Mark writes, “I graduated from Penn in 1973 with a degree in anthropology. After grad school at the University of Illinois, I took a postdoc in anatomy at Johns Hopkins University in the School of Medicine. I then stayed on as a faculty member, rising up through the ranks to full professor, before retiring in 2011. During my last 15 years there, I directed the Medical Gross Anatomy course taught to first-year medical students. I then moved to High Point University to help design a new anatomy lab as part of their School of Health Sciences. More recently, in 2015, I moved to Touro University California to help revamp their anatomy program.”

1974

Zvi Feine Gr’74 writes, “I have written *Partnerships, Challenges, and Transitions: Jewish Communal Service in Romania and Poland, 1986–2002* (Gefen, 2019). The book describes working with both Jewish communities, within the constraints of Commu-

nism, the violent December 1989 revolution in Romania, the more peaceful transition in Poland, and the aftermath of transition to democracy. It also describes the challenges of effective communal service in turbulent times, carried out as the representative of the American Jewish Joint Distribution Committee (AJJDC), and navigating a complex and delicate web of history, religious and cultural mores, personalities, ideals, and hopes. This culminates a career of 34 years with the AJJDC, during which I also served as deputy director of JDC-Israel, chief program officer, and director of North Africa/Asia. I reside in Israel, in Jerusalem, and currently enjoy retirement as a volunteer senior consultant to AJJDC. I'm married to Dr. Ruth Feine and have five children and 12 grandchildren."

Stephen Hall ChE'74, chief process engineer at Genesis AEC, has been elected as the 2020 Delaware Valley Engineer of the Year by the Engineers' Club of Philadelphia. The award is presented to "a standout local engineer who emulates the qualities and talents that define professional excellence, civic duty, society leadership, and community stewardship."

Gerald "Jerry" Nesvold GrEd'74 has retired after a long career in education, serving as principal of Williams Valley Junior Senior High School and North Schuylkill Junior Senior High School; and superintendent of Shenandoah Valley School District and Shamokin Area School District, all in Pennsylvania. He also taught a graduate education course for aspiring principals at Alvernia University for several years after retirement, and he served as interim superintendent of schools for North Schuylkill School District. He writes, "I'm continuing to collect antique cars and make wine from fruit I grow on my 170-acre farm in Pitman, Pennsylvania. My son is **H. Peter Nesvold C'93**, and my granddaughter is in the class of 2023 at Penn."

John Quelch WG'74, Leonard M. Miller University Professor, vice provost, and dean of the business school at the University of Miami, received this year's William L. Wilkie "Marketing for a Better World" Award from the American Marketing Association Foundation.

1975

Brad Borkan C'75 G'79 writes, "I recently returned from Antarctica. On the morning of the day that we visited Sir Ernest Shackleton's grave, I was invited to give a guest lecture to the 114 passengers on the ship. The lecture was based on the book that I coauthored, titled *When Your Life Depends on It: Extreme Decision Making Lessons from the Antarctic* ["Briefly Noted," Jan/Feb 2018]. The book focuses on the life-and-death decisions made by early Antarctic explorers like Shackleton. It also looks at what we can learn from their situations to help improve our modern-day decision-making."

Allan Kanner C'75, founder and senior partner at the New Orleans-based law firm Kanner & Whiteley LLC, reports that his firm was named the 2020 Environmental Protection Law Firm of the Year by the *National Law Journal*.

1976

Robert Gibson C'76 writes, "I am pleased to announce the birth of my first grandchild, Filipa 'Pippa' Helena, a Penn Class of 2042 aspirant. Pippa joined us on January 14 at Lenox Hill Hospital in New York, and she is the proud daughter of **Aly Gibson C'08** and **Matt Marcucci C'09**, and niece of **Lauren Gibson C'11**."

1977

Timothy Houghton C'77 has published his seventh book of poetry, *Where the Light-house Begins* (Salmon Poetry, 2020).

C. Robert Paul C'77 joined the Morrisville (Pennsylvania) Borough Council in January following his election last November. Bob serves as vice president of the council.

Ed Rivkin C'77 has been honored by the Jewish Federation of Southern New Jersey with its H. Richard Dollinger Community Service Award. This award is given to a community leader that has given their time and effort to benefit the Jewish community over a significant time span. Ed writes, "My tenure is more than two decades of volunteer service in the southern New Jersey community. I am currently an officer, chair four committees, and serve on an ad-

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Please include your school and year, along with your address and a daytime telephone number. We include email addresses only when requested or obviously implied.

Please note, due to the COVID-19 pandemic, Gazette offices are closed until further notice and we cannot retrieve postal mail at this time.

DEADLINES 7/15 for the Sep/Oct issue; 9/15 for Nov/Dec; 11/15 for Jan/Feb; 1/15 for Mar/Apr; 3/15 for May/Jun; and 5/15 for Jul/Aug.

ditional 10 boards and committees within the Jewish Federation and its agencies."

1978

Dr. Harold M Levy C'78 D'84 writes, "I sold my private dental practice in Pikesville, Maryland, to go full time into my position as a general practice group clinical director at the University of Maryland School of Dentistry in Baltimore. I married Laura Silberg Miller, an accomplished NICU nurse at Johns Hopkins Hospital, on Thanksgiving Day 2018, with our children attending the small ceremony."

1979

Stuart Beckerman C'78, a zoning and land use attorney, is now a partner at Hirschen Singer & Epstein LLP, which recently merged with his former law practice, Slater & Beckerman P.C.

1980

Andrew Kassner C'80 is cochair of Faegre Drinker, the combined law firms of Faegre Baker Daniels and Drinker Biddle & Reath, which launched global operations in February.

Marilynn Katatsky WG'80 has been named Best-in-State Wealth Advisor for 2020 by *Forbes* magazine. She writes, "After almost 25 years practicing at Morgan Stanley in the Baltimore/Washington, DC, area, I'm now based in beautiful Naples, Florida, where I focus on retirement, philanthropy, and wealth transfer."

Dr. Vincent J. Palusci C'80 writes, "I'm writing to announce my seventh book, *Unexplained Pediatric Deaths: Investigation, Certification, and Family Needs* (Academic Fo-

rensic Pathology International, 2019). I live in Manhattan with my wife, **Roslyn Scheiber Palusci C'80**, and am professor of pediatrics at the NYU School of Medicine. Son **John Palusci C'09 WG'15** and his wife, **Meredith Boehm Palusci C'09 Nu'10 GNu'14**, live in Concord, Massachusetts; and daughter **Katie Palusci Siegel W'11** lives with her husband, Professor Joshua Siegel, in Novi, Michigan."

1981

Karen Reardon C'81, associate professor of management and leadership at La Salle University, is lead editor of *In Living Color: An Anthology of Contemporary Student Writings on Race* (2020). She writes, "The book is the result of a cross-campus initiative to give student voices on this important topic a wider audience. It is appropriate for classroom use as well as professional workshops and retreats on diversity and inclusion."

Amy Shuman Gr'81, a professor of English, anthropology, and folklore studies at Ohio State University, received the 2019 Lifetime Scholarly Achievement Award from the American Folklore Society.

Amy Stern C'81, senior vice president of 3E Public Relations, participated in a webinar hosted by The Food Institute on April 2, 2019, entitled, "Taking Vertical Farming to New Heights: Discover Marketing Opportunities for Disruptor and Traditional Brands" (more information at bit.ly/2PXKWUv). Using Aero-Farms as a case study, she addressed ways that innovations in public relations can help companies, from disruptors to traditional brands, achieve their marketing goals. During her tenure as a publicist, Amy has represented nationally recognized brands like French's Mustard, Duncan Hines, Finlandia Cheese, and Cuisinart, as well as up-and-coming brands looking to take center stage.

1982

Dr. Stephen P. Niemczyk D'82 GD'84, an assistant program director at Albert Einstein Medical Center with the Department of Dental Medicine and Post Graduate Endodontics, was presented with the Calvin D. Torneck

Part-Time Educator Award from the American Association of Endodontists in April.

1983

Dr. Marc J. Kahn C'83 M'87 GM'90 has been appointed dean of the University of Nevada, Las Vegas School of Medicine, after serving as the senior associate dean and Peterman Prosser Professor at Tulane University School of Medicine. Marc was also elected as a fellow of the Royal College of Physicians, London, this past October and was elected as a master of the American College of Physicians. His new book, *The Business Basics of Building and Managing a Healthcare Practice*, was published by Springer Nature in November 2019.

Peggy Wilmoth Gr'83, the first female and nurse to serve as deputy surgeon general for the Army Reserve, was inducted into the US Army Women's Foundation Hall of Fame on March 11.

1984

Michael S. Kutzin W'84 became a partner at the law firm of McCarthy Fingar LLP in White Plains, New York, in February, after practicing with his prior firm for 18 years. He writes, "I will be continuing my work in the areas of estate planning and administration, estate litigation, and guardianships. In addition, I am coauthoring *New York Elder Law*, published by Matthew Bender and Company this summer. My wife, Wendy North, and I remain ensconced in Scarsdale, New York. Our daughter, Caroline, is a senior at Skidmore College, majoring in marketing; and our son, Matthew, is a freshman at NYU studying filmmaking—he wants to be the next Martin Scorsese. I'd love to hear from fellow Quakers. Feel free to email me at my new email address, mkutzin@mccarthyfingar.com."

1985

Urban Carmel W'85 was elected to a four-year term on the Mill Valley (California) City Council. He will serve as city mayor in 2022.

Jeffrey Fink C'85 has been named a partner in the Wellesley, Massachusetts, law firm of Kerstein, Coren & Lichtenstein, where he practices business law and dispute resolution.

1986

David Blatte W'86 and **Sue Dreier Wishnow C'86** write, "Greetings '86ers! We know you want to keep up on what's happening on campus and with our classmates, so please take one quick minute to send your current email address to dcbplatte@gmail.com. We'll update you on Penn happenings as well as our upcoming 35th reunion, in May 2021, which we've just started planning. We also send out quarterly newsletters and want to make sure everyone has been receiving them. And please join our Facebook Group by searching for 'UPenn Class of '86.'"

Janet Byron C'86 writes, "I recently joined the Permanente Federation as manager of editorial services, after seven years as senior communications consultant in the Kaiser Permanente Division of Research. I'm also the coauthor of *Berkeley Walks* (Roaring Forties Press, 2015), a book of 21 self-guided walking tours in Berkeley, California. In addition, I'm a semi-newlywed, having married Steven Price, principal of Urban Advantage, in August 2018. My daughter, Julia Wineger, is a junior at Berkeley High. I'd love to hear from old Penn friends at janetlesliebyron@gmail.com."

David Steerman C'86, a partner at the law firm Klehr Harrison, was a course planner and moderator at a Parenting Coordination Program that took place in Philadelphia on March 2 at the Pennsylvania Bar Institute. In addition to helping plan the entirety of the course, he moderated the section "Resistance and Refusal/Alienation and Estrangement—Identification and Explanation: What every PC should know about this topic."

1987

Dennis Coffey C'87 writes, "I am working part-time as a chauffeur for Maine Limousine Service in Scarborough, Maine. I'd like to extend an invitation to any alumni living in or visiting the Portland area to consider calling Maine Limo at 207-883-0222 for any of their transportation needs."

Judith Reich L'87 is executive partner of Faegre Drinker, the combined law firms of Faegre Baker Daniels and Drinker Biddle & Reath, which launched global operations in February.

1991

Danné L. Johnson C'91, a law professor at Oklahoma City University, has received the Marian P. Opala Award for Lifetime Achievement in Law from the university.

Dr. Maribeth Schreder LeBreton G'Nu'91 G'Nu'95 was selected to be one of three finalists for the Nightingale Awards of Pennsylvania in the Advanced Practice Registered Nurse category. The award recognizes nurses demonstrating excellence in nursing, influencing the quality of patient care, creating a collaborative environment for the practice of nursing, modeling care and compassion, and contributing to healing and health in the community. Maribeth, a registered nurse for over 38 years, is managing clinician of Care Connections at Penn Medicine Lancaster General Health.

1992

Rebecca Bratspies L'92, a law professor at CUNY School of Law, has been appointed to the New York City Environmental Justice Advisory Board by Mayor Bill de Blasio. The board aims to create an environmental justice plan for the city, as well as develop public-facing data and educational materials.

Meera Joshi C'92 L'95 has been named principal and New York general manager of Sam Schwartz, an engineering, planning, and consulting firm headed by Sam Schwartz GCE'70 ["Street Fighter," Mar|Apr 2016]. Meera is the former chair and CEO of the New York City Taxi and Limousine Commission. She writes, "In this time of rapid change in the transportation and infrastructure fields, I am excited to lead one of the region's most talented group of planners and engineers as we provide solutions that increase mobility, safety, and sustainability for all."

Linda Thatcher Raichle Gr'92 has been awarded the Lifetime Achievement Award from the Alliance for Continuing Education in the Health Professions in recognition of a lifetime of dedication to healthcare education and significant career contributions to the organization, and more broadly to the promotion of a healthy world. Linda was also the 2019 recipient of the Alumni Achievement Award from

Holy Family University. Recently retired, she spent over 30 years in the field of continuing medical education teaching physicians, nurses, and other healthcare providers about new medicines to improve patient care. She served in leadership roles in multiple medical societies and pharmaceutical companies.

1993

Theodore H. (Lewis) Schmiechen EAS'93 writes, "I've legally changed my last name to Schmiechen, matching that of my husband, John Schmiechen."

H. Peter Nesvold C'93 see **Gerald "Jerry" Nesvold GrEd'74**.

1994

James P. Rosenzweig C'94 has joined Forchelli Deegan Terrana LLP as a partner in its Real Estate, Banking and Finance, and Restaurant and Hospitality practice groups.

1995

Kenneth J. Braithwaite II G'95, a retired rear admiral of the US Navy and current US ambassador to Norway, has been nominated by President **Donald J. Trump W'68** to be the next secretary of the Navy.

1997

Christopher R. Friese Nu'97 G'Nu'01 Gr'05, a professor of nursing at the University of Michigan, has been named associate director for cancer control and population sciences at the university's Rogel Cancer Center.

Jennifer Khoury Newcomb ASC'97 has been promoted to chief communications officer at Comcast. She will oversee the company's external and internal corporate communications.

Joanna Wolf C'97 see **Mier Wolf C'62**.

1998

Doug Stambaugh W'98 has been promoted to vice president, director of strategic operations and business development for Simon & Schuster. He writes, "My team and I are re-

sponsible for the company's business development, strategic initiatives, and business operations. Outside of work, I recently completed my dissertation on Chinese-Latin American relations to complete an MA in global diplomacy from the School of Oriental and African Studies (SOAS) of the University of London." Doug expects to graduate with distinction this summer.

1999

Edward W. Chang C'99 has been appointed to the board of directors of Rails-to-Trails Conservancy. The group's mission is to create a nationwide network of trails and more bikeable and walkable communities in the United States. Edward is a partner at Blank Rome and vice chair of the firm's Consumer Finance Litigation group.

Alicia Syrett W'99 writes, "My husband, James Major, and I are thrilled to announce the birth of our daughter, Alexis Sabine 'BB' Major, on December 1 in New York."

2000

Tom Kozlik G'00, head of municipal strategy and credit at HilltopSecurities, was recently elected to Smith's Research and Gradings 2019 Municipal Analysts All-Star Team, one of the highest honors in public finance. While at Penn, Tom served as the founder and editor of the *Fels Journal of City and State Public Affairs*. He also teaches a graduate level public finance course at the University.

Rebecca Kirsch Schiz C'00 and Douglas Schiz welcomed daughter Emily Alicia on February 7. Rebecca writes, "Two-year-old Henry is a proud big brother and is looking forward to bringing her to campus soon!"

2001

Eric Lomazoff C'01 writes, "The 2018-2019 academic year was a pretty, pretty, pretty good one for me. In October 2018, the University of Chicago Press published my first book, *Reconstructing the National Bank Controversy: Politics and Law in the Early American Republic*. And in May 2019, I earned tenure at

Villanova University and was promoted to the rank of associate professor of political science.”

2003

Kimberly Meltzer ASC’03 Gr’07 writes, “The paperback edition of my second book, *From News to Talk: The Expansion of Opinion and Commentary in US Journalism*, was published in January 2020 by the State University of New York Press (the hardcover was published in April 2019). Drawing on more than 30 interviews with journalists and other industry professionals and a decade of published journalistic materials, the book tracks the movement toward opinion and commentary—or talk—in television, online, print, and radio news. A key part of this work are journalists’ perspectives on civility, or the lack thereof, in public discourse. From CNN’s Brian Stelter, to Fox Business Network’s Maria Bartiromo, the *Washington Post*’s Paul Farhi, and many other journalists from CBS, *USA Today*, *POLITICO*, and *HuffPost*, the interviewees are key figures in journalism.” Kimberly is an associate professor and chair of the Department of Communication at Marymount University in Arlington, Virginia.

Alexander Rivera CGS’03 writes, “Jessica Kroes and I were married on February 22 in Cartagena, Colombia, surrounded by family and friends. We live in Center City Philadelphia. Jessica is an ob-gyn at Holy Redeemer Hospital in Meadowbrook, Pennsylvania, and I lead digital strategy and content distribution at the *Philadelphia Inquirer*.”

2004

Jody Alessandrine G’04 has been appointed director and CEO of Mid-Atlantic Center for the Arts and Humanities in Cape May, New Jersey, which promotes the preservation, interpretation, and cultural enrichment of the Cape May region.

Elizabeth Lange C’04, an attorney, has been elected partner at Faegre Drinker. She works out of the firm’s Philadelphia office and represents public and private clients in a variety of corporate and securities matters, including mergers and acquisitions, divestitures, venture investing, corporate governance, on-

going compliance with federal securities laws, and general business counseling.

Emily Loeb C’04, a partner at Jenner & Block, has been named cochair of the firm’s Government Controversies and Public Policy Litigation Practice. Prior to joining Jenner & Block, she served as associate counsel in the Office of the White House Counsel. The *National Law Journal* profiled her in its March issue as one of Washington, DC’s next generation of crisis management lawyers, or “DC Fixers.”

2005

Paul M. Farber C’05, artistic director of Monument Lab and a senior research scholar at Penn’s Center for Public Art and Space, has published *A Wall of Our Own: An American History of the Berlin Wall* (University of North Carolina Press, 2020).

2006

Kimberly Siegal Esterkin C’06 writes, “As a proud older sister, I’d like to congratulate my sister **Brittany Siegal Mennuti W’09** on the start of her incredible passion project, Cheese the Day. While Brittany has a very successful career at Facebook, with a love for food and an incomparable creative eye, Brittany has somehow found the time in her busy day to take a traditional cheese plate and makes it so much more. Smoked mozzarella and fresh gouda are accompanied by truffle almonds, dried figs, and chocolate covered cashews. Just thinking about it makes my mouth water, but my words do not do it justice. Check out these artistic masterpieces on Instagram @cheese_the_day_.”

Michael D. Sloan C’06 has been elected as a shareholder at the law firm Carlton Fields. He works out of the West Palm Beach office in Florida.

David Snyder C’06 has been promoted to partner at the law firm Akin Gump. He works out of the New York office.

2008

Alexandra Gibson C’08 see **Robert Gibson C’76**.

Douglass Stewart EAS’08 WG’16 see **Melissa Garcia Stewart Nu’09 GNu’13**.

2009

Matthew A. Marcucci C’09, an associate in the Litigation and Dispute Resolution Department at Meyer, Suozzi, English & Klein, P.C., has received *Long Island Business News*’ 40 Under 40 Award. Matthew was also selected as a “Rising Star” by *Super Lawyers* in 2018 and 2019. See also **Robert Gibson C’76**.

Brittany Siegal Mennuti W’09 see **Kimberly Siegal Esterkin C’06**.

John Palusci C’09 WG’15 see **Dr. Vincent J. Palusci C’80**.

Meredith Boehm Palusci C’09 Nu’10 GNu’14 see **Dr. Vincent J. Palusci C’80**.

Melissa Garcia Stewart Nu’09 GNu’13 writes, “**Douglass Stewart EAS’08 WG’16** and I are proud to welcome our second child, Clara Maria Garcia Stewart. Clara was born at Bryn Mawr Birth Center on December 26, weighed seven pounds and three ounces, and measured 19-3/4 inches long.”

Pamela Yau C’09 has been promoted to the position of assistant teaching professor of arts administration and museum leadership at Drexel University’s Westphal College of Media Arts and Design. She has previously taught in Columbia University’s Teachers College’s graduate arts administration program. Prior to teaching, Pamela had spent the past decade working in arts marketing and public relations and had served as the special projects coordinator for the City of Philadelphia’s Office of Arts, Culture, and the Creative Economy.

2010

Sean Homsher GED’10 writes, “I’m proud to announce the opening of Blue Bell Equine Assisted Therapy (www.bluebellequineassistedtherapy.com), in Blue Bell, Pennsylvania. Because horses are particularly patient, perceptive, and attuned to displays of anger, fear, agitation, and despair, they are able to mirror human moods in a nonjudgmental way without motive, or expectations. As a person in therapy bonds with a horse, self-awareness grows and emotional healing of-

ten takes place. Traditional talk therapy is also offered to clients seeking assistance with anxiety and depression, autism spectrum disorder, parenting and children's behavioral issues, grief illness and end of life, relationships, separation and divorce, sports and artistic performance anxiety, LGBTQIA issues, and personal empowerment through my psychotherapy practice Blue Bell Mental Health (www.bluebellmentalhealth.com).

Megan Nelson Ratwani Nu'10 GNu'15 writes, "Connor Ratwani was born August 5. He joins his sister Charlotte (five) and brother Patrick (three). I currently work at Penn Medicine Princeton Medical Center, where I have been since graduation as I was a Sands Scholar."

2011

Lauren Gibson C'11 see **Robert Gibson C'76**.

Dr. Katie Marks-Cogan GM'11 and her team at Ready, Set, Food secured a deal of \$350,000 from investor Mark Cuban on the January 19 episode of *Shark Tank*. Their start-up offers all-natural food allergy prevention products for babies. The clip can be viewed at bit.ly/30Q7ZEZ.

Katie Palusci Siegel W'11 see **Dr. Vincent J. Palusci C'80**.

2012

Bethany Donaphin WG'12, head of operations at the WNBA, has been included in *Sports Business Journal's* "Forty Under 40" list for 2020.

Natalie Franke C'12 is cofounder of Rising Tide, a community of freelancers, and head of community at HoneyBook, a business and financial management platform for freelancers. She has been featured in *Huffington Post*, *New York Times*, *NPR*, *Forbes*, *Bustle*, and speaks at 15–20 conferences per year. Learn more about her endeavors on Instagram or Twitter @nataliefranke.

2014

Heidi K. Ricker GNu'14 writes, "We just had our second baby, Xander Michael Ricker. He was born on November 4."

2015

Akshay Khanna G'15 WG'15, general manager of sports at StubHub, has been included in *Sports Business Journal's* "Forty Under 40" list for 2020.

Katelyn Wright GNu'15 writes, "We recently welcomed our third baby into our family. Silas Grey was born on December 5 at 4:40 p.m., weighing seven pounds and four ounces. Little man completes our family."

2016

Nick Cherukuri LPS'16 is founder and CEO of ThirdEye, creator of the lightest MR glasses at just 300 grams (called X2 MR Glasses). He writes, "At Wharton, I started an AR/VR club that quickly grew to several hundred participants. Using a combination of that experience and bringing in experienced engineers, I was able to create ThirdEye in 2016, which has grown rapidly since." Nick holds multiple patents in the augmented and mixed reality field, and he is a recent *Forbes* 30 Under 30 award recipient in Enterprise Technology.

Travis Mitchell GED'16 has joined Maryland Public Television as senior vice president and chief content officer. Prior to this appointment, he was chief content officer for University of North Carolina Television.

2018

Aaishwariya Gulani W'18 was recently selected to be Miss India USA 2019–20 at a beauty contest for young women of Indian descent who are residents of the United States. Aaishwariya will go on to represent the United States at the Miss India Worldwide pageant in Mumbai in October. Aaishwariya writes, "I am humbled and honored and want to truly thank the entire Penn and Wharton community for all the support and experience I gained during my time there. As a proud Penn alumna, I will always look back to my time at Penn as some of the best and formative years of my life which have truly shaped me to be who I am today and to receive this great title."

ALUMNI IN BUSINESS

A guide for Gazette readers seeking to reach the business services of Penn graduates.



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Anthony R. C. Hita GFA'18, an architectural conservator at LimeWorks.us, writes, "I was recently appointed by the City Council of Doylestown Borough (Pennsylvania) to serve a three-year term on the Historic and Architecture Review Board. HARB reviews and advises the City Council on external changes to historic buildings in the Borough's historic district."

Tiffany Yau C'18 SPP'19 is founder and CEO of Fulphil, a nonprofit that teaches high school students social entrepreneurship skills. Recently, she was interviewed for a *Forbes* article, which can be viewed at bit.ly/2TS00FM ("Bringing Entrepreneurship Education to Students in Underserved Communities: Interview with Tiffany Yau," January 16, 2020). Tiffany writes, "I am pursuing this full time out of my passion for wanting to inspire more students and youth to give back to Philadelphia instead of leaving it for other cities."

DOMESTIC

ALABAMA

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ARIZONA

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Tucson

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CALIFORNIA

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www.alumni.upenn.edu/clubs

For questions, please call:

(215) 898-7811 or

email: daralumniclub@dev.upenn.edu

1933

Lola Medoff May Ed'33, El Paso, TX, a retired high school language arts teacher; Jan. 5, at 106.

1940

Dr. Robert Leighton C'40 V'41, Davis, CA, professor emeritus of veterinary surgery at UC Davis; Jan. 22, at 102. He served in the US Army during World War II.

Eleanor Huston Scott Ed'40 GEd'41, Cape May Point, NJ, Oct. 26, at 100. At Penn, she was a member of Delta Delta Delta sorority and the Mortar Board Senior Society. One granddaughter is Elizabeth Mairs GEd'12.

1941

Leon S. Bolotin W'41, San Diego, retired president of his family's furniture business; Dec. 31, at 99. He served in the US Army Air Corps during World War II. At Penn, he was a member of Penn Players and the swimming team.

Mary Wieland Lauffer GEd'41, Annapolis, MD, a retired teacher and coach in Pennsylvania; Jan. 14, at 101. She was an alternate for the US field hockey team in 1940 and later a three-time golf champion at the National Senior Games.

1942

Jerome "Jack" Abrams W'42, White Plains, NY, a former executive of a coating products company; Jan. 14, at 99. He served in the US Army Air Forces during World War II, and was a prisoner of war for more than a year after his aircraft was shot down. At Penn, he was a member of Kappa Nu fraternity. His son is Steven J. Abrams W'74 WG'74, and one grandchild is Royce C. Abrams W'10.

Reba Heskell Pollock CW'42, Philadelphia, a retired social worker; Jan. 23.

1943

Dr. Kleona Brown Corsini CW'43 M'47, Honolulu, retired branch chief of the Hawaii State Department of Health; Aug. 16, 2018.

Dr. R. Alan Fawcett M'43, Wheeling, WV, a retired ophthalmologist; Sept. 7, 2017. He served in the US Army.

1944

Dr. Milton Dalitzky D'44, Lake Worth, FL, a retired dentist; Jan. 10.

Elizabeth G. Shook OT'44, Egg Harbor City, NJ, Dec. 7.

1945

Edward A. Breuninger W'45, Pocono Pines, PA, retired president of a dairy company; Feb. 25. He served in the US Army Air Corps during World War II.

Dr. Richard W. Brown Jr. V'45, Boulder City, NV, a retired research veterinarian; Jan. 25. He served as a veterinarian for the United Nations Relief and Rehabilitation Administration during World War II.

Dr. Harry R. Bruhn D'45, Kennett Square, PA, a former associate professor of anatomy and physiology at Penn Dental in the 1950s and 1960s who later had a private dental practice; Jan. 6, at 100. He served in the US Navy Medical Corps.

1946

Betty Kauffman Pryor DH'46, West Chester, PA, a retired dental hygienist; Dec. 13.

Dr. Paul H. Ripple M'46, Lancaster, PA, a retired ophthalmologist; Jan. 23. He served in the US Air Force Medical Corps.

Marion Briner Woods HUP'46, Winston-Salem, NC, Jan. 8.

1947

Aileen Zurbrugg Friedel Mu'47, Astoria, NY, an accomplished cellist who also taught cello at several colleges; Feb. 5. Her sister is Regina Zurbrugg Koontz Mu'49.

Charles W. Hitschler Jr. W'47, Philadelphia, a retired sales manager at a wholesale food distributor; May 19, 2017. His son is Charles W. Hitschler III W'73, and one daughter is Barbara H. Serrill CW'72.

Dr. Marian Willis LeFevre G'47, Newton, MA, a retired physiologist at Brookhaven National Laboratory; Jan. 14.

Dr. Leonard S. Weiss WG'47 GM'53, Hollywood, FL, March 24, 2019. Two sons are Dr. Robert M. Weiss C'70 and Dr. Richard G. Weiss C'78. One daughter is Gail W. Browdy Storch CW'68.

Notifications

Please send notifications of deaths of alumni directly to: Alumni Records, University of Pennsylvania, Suite 300, 2929 Walnut Street, Phila., PA 19104

EMAIL record@ben.dev.upenn.edu
Newspaper obits are appreciated.

1948

Edgar T. Gibson GM'48, Boothbay, ME, a retired surgeon; July 16, 2017, at 102. He served in the US Army during World War II.

Milton M. Grover Jr. GM'48, Gainesville, FL, a retired radiologist; May 20, 2017.

Richard J. Hanak MTE'48, Wynnewood, PA, a retired computer programmer; July 2, 2018. He served in the US Merchant Marine during World War II.

Dr. Paul W. Petcher M'48, Chatom, AL, a retired physician; May 12, 2019.

Marjory Richards HUP'48, Mechanicsburg, PA, Feb. 5.

David W. Roseboro GEd'48, Peach Bottom, PA, a retired high school health and physical education teacher; Feb. 6. He served in the US Army during World War II.

Arthur H. Schwartz C'48, Mechanicsburg, PA, retired deputy director for the Pennsylvania Department of Labor; Dec. 25. He served in the US Army Military Intelligence Division during the Korean War. At Penn, he was a member of Tau Epsilon Phi fraternity.

Dr. Joseph O. Stevens C'48 D'52, Orbisonia, PA, a retired dentist who maintained a practice for 50 years; Jan. 26. He served in the US Army Air Corps during World War II.

Claire Dankworth Stratton Ed'48, Havertown, PA, a retired librarian at Havertown Senior High School; Jan. 16. At Penn, she was a member of Chi Omega sorority.

1949

Martin Bachman W'49, Lafayette Hill, PA, a retired CPA; Sept. 16. He served in the US Army during World War II. His daughter is Marjorie Bachman Boxbaum CW'74, and his son is Joseph M. Bachman C'80.

Helen Elizabeth "Betty" Beirne Barrett SW'49, Towanda, PA, a retired social work consultant; Jan. 10. One son is Daniel J. Barrett W'74.

Madalene Mark Bing Ed'49 GEd'49, Columbus, OH, a retired elementary school music teacher; Jan. 5. At Penn, she was a member of Mortar Board Senior Society and the chorus.

Frances Cormick Carter CW'49, Chicago, a retired substance abuse therapist; Jan. 29.

H. Robert Davis Jr. C'49 M'53, Carlisle, PA, a retired physician; Dec. 9, 2017. He served in the US Army Air Corps during World War II, remained active in the Army Reserve, and did two tours as a physician during the Vietnam War.

Christine Schaefer Gates CW'49, Lake Forest, IL, Dec. 13. At Penn, she was a member of Penn Players.

Richard "Dick" Guba EE'49 GEE'56, Englewood, FL, a retired engineer; Dec. 22. He served in the US Army during World War II. At Penn, he was a member of Lambda Chi Alpha fraternity.

D. Bruce Hirshorn ME'49, Philadelphia, Jan. 1. His brother is Paul M. Hirshorn C'62 GCP'64 GAR'72.

Dr. Guy H. "Pete" Michael Jr. M'49, Morgantown, WV, a retired physician; Feb. 1.

Julian Siegal C'49, Livingston, NJ, Feb. 16, 2019. At Penn, he was a member of Zeta Beta Tau fraternity, the *Daily Pennsylvanian*, and the Army ROTC. Three sons are Dr. John D. Siegal C'77 M'82, Dr. Todd L. Siegal C'79, and Dr. James Ross Siegal C'82 D'86. One granddaughter is Kimberly Siegal Esterkin C'06.

1950

Dr. Lionel A. Bernson C'50, Dallas, PA, retired director of adolescent and child psychiatry and professor at the former University of Medicine and Dentistry of New Jersey; Feb. 6. He served in the US Air Force. At Penn, he was a member of Alpha Epsilon Pi fraternity and WXPEN.

Wayne W. Brown C'50, Bridgeport, CT, Sept. 10. At Penn, he was a member of Zeta Psi fraternity and the sprint football and track teams.

Dr. Sidney N. Busis GM'50, Pittsburgh, a retired ear, nose, and throat physician; March 22, 2019. He served in the US Army during World War II. Two sons are Dr. Neil A. Busis M'77 and Richard J. Busis C'75 G'80, and one granddaughter is Deborah B. Busis C'05 SPP'10.

Jack S. Cochrane Jr. Ar'50, Quebec, Canada, a pastor and professor of English and linguistics at the Université de Sherbrooke; Jan. 31. He served in the US Army during World War II.

Dr. Marilyn Rohrer Curran CW'50 M'54, Chesapeake, VA, a former clinical assistant professor of psychiatry at Penn; Jan. 19. She also maintained an outpatient psychiatry practice and staff positions at area hospitals. Two sons are Dr. Charles Walter Curran Jr. C'82 M'86 and Gerald R. Curran C'86.

Robert H. Dalzell W'50, Lexington, KY, a retired electrical engineer who worked on military aircraft; Feb. 9. He served in the US Navy during World War II. At Penn, he was a member of Delta Kappa Epsilon fraternity.

Daniel H. Erickson III L'50, Sterling, VA, a retired attorney; Feb. 17. He served in the US Navy during World War II.

Richard S. Franken W'50, Voorhees, NJ, retired founder and head of a fire alarm company; Jan. 23. At Penn, he was a member of Phi Epsilon Pi fraternity and the *Daily Pennsylvanian*.

Dr. Henry A. Geidel Jr. D'50, Columbia, SC, a retired dentist; Jan. 4. He served in the US military.

Ione Kemp Knight G'50, Kilmarnock, VA, professor emerita of English at Meredith College; Jan. 4.

Dr. Richard K. MacMillan C'50, Phoenix, a retired physician; Feb. 18. He served in the US Navy during World War II.

Dr. Abraham H. Miller C'50 M'54, Gaithersburg, MD, a retired physician at Boeing; Jan. 16. He served in the US Public Health Service.

John P. Reading Jr. W'50, Cincinnati, a retired director of public relations for Cincinnati Milacron, a manufacturer of plastics processing equipment; Feb. 21, 2018. He was a veteran of World War II. At Penn, he was a member of Delta Tau Delta fraternity.

Robert J. Stradling GEd'50, Elkton, MD, a retired teacher; Jan. 7.

Jerome A. Weinberger W'50, Cleveland, former chairman and CEO of Gray Drug Stores; March 21, 2017. At Penn, he was a member of Zeta Beta Tau fraternity.

1951

Estelle Greenwald Bienstock Ed'51 GEd'52, Margate City, NJ, a retired teacher at Atlantic City High School; Feb. 3.

Thelma "Dovie" Yentis Carter CW'51, Philadelphia, a retired office manager at a law firm; Nov. 11. Her daughter is Audrey C. Bredhoff C'76, and her son is Steven L. Carter C'79.

Jerome H. Eichert W'51, Anderson Township, OH, retired CFO of Carlisle Corporation, a franchise and real estate management company; Aug. 28. He served in the US Army. At Penn, he was a member of the Army ROTC.

Horace "Hod" G. Jacobs W'51, Rochester Hills, MI, retired vice president of marketing at Eldorado Tires; Feb. 9. He served in the US Army during World War II. At Penn, he was a member of Delta Kappa Epsilon fraternity.

Dr. Elizabeth Schwartz Lamb CW'51, Sierra Madre, CA, a retired physiatrist for the Veterans Administration; Feb. 15. After retirement, she obtained her juris doctor degree. At Penn, she was a member of Pi Mu Epsilon mathematics fraternity.

Sally Kneeland Parsons DH'51, Farmington, ME, a former dental hygienist; Jan. 26.

Edward A. Roussos W'51, Bloomfield, CT, a public school teacher; Jan. 5. He served in the US Navy during World War II.

Wilbur N. Steltzer Jr. C'51 GEd'57, West Grove, PA, a retired biology teacher and middle school principal; Jan. 20. He served in the US Navy. At Penn, he was a member of Phi Kappa Psi fraternity and the Navy/Marine ROTC.

Robert Torgler W'51, Norfolk, VA, a retired IBM executive; Jan. 19. He served in the US Army during the Korean War. At Penn, he was president of Sigma Alpha Epsilon fraternity.

Howard L. Underwood G'51, Vestavia, AL, a retired trust officer at a bank and owner of a profit-sharing consultancy; Feb. 2. He served in the Alabama Air National Guard.

Dr. Chester L. Wagstaff M'51, Washington, DC, a retired obstetrician; June 11, 2018. He served in the US Army.

Dr. Milton C. Westphal Jr. M'51 GM'55, Santee, SC, former chairman of the Department of Pediatrics at the Medical University of South Carolina; Jan. 2.

1952

Henry J. Abraham Gr'52, Washington, DC, former professor of political science; Feb. 26. He joined the faculty as an assistant professor of political science soon after receiving his PhD and was later promoted to associate professor. While at Penn, he was awarded one of the first Faculty Awards for Excellence in Undergraduate Teaching, earned a Fulbright Lectureship to Aarhus University in Denmark, and was selected as a Phi Beta Kappa Visiting Scholar. In 1972, he began teaching at the University of Virginia, where he remained until his retirement in 1997. Born in Germany, he came to the US as a refugee at age 15 and was drafted into the US Army, where he served as an intelligence officer during World War II. His wife is Mildred K. Abraham G'54.

Anne Savage Barnum CW'52, Scarborough, ME, a school reading specialist; Feb. 1. At Penn, she was a member of Kappa Kappa Gamma sorority, and the badminton, basketball, field hockey, and tennis teams.

Aileen Sallom Freeman CW'52, Scranton, PA, an artist and author; Jan. 18. At Penn, she was a member of Alpha Omicron Pi women's fraternity.

Eugene Hondorf W'52, Saint Augustine, FL, a retired manager at Allstate Insurance; Dec. 2. He served in the US Army. At Penn, he was a member of the swimming team.

Marilyn Carr Maher HUP'52, Atco, NJ, a retired elementary school nurse; Dec. 26.

Dr. H. Foster Mitchem Jr. D'52, Cary, NC, a retired dentist; Feb. 7. He served in the US Army during World War II.

Murry J. Waldman L'52, San Francisco, a retired attorney; Jan. 15. At Penn, he was a member of the *Law Review*.

Warren M. Wells Jr. C'52, Needham Heights, MA, a retired sales manager for a paper mill; Feb. 2. He served in the US Navy. At Penn, he was a member of Zeta Psi fraternity, Mask & Wig, Friars Senior Society, and the rowing team. One daughter is Elizabeth Warren Meyer C'94.

Philip H. Young C'52, Lexington, VA, a minister; Feb. 5. At Penn, he was a member of Acacia fraternity and the Penn Band.

1953

Luther H. Ginkinger Jr. Ar'53, Norristown, PA, Feb. 1, 2019. He served in the US Navy. At Penn, he was a member of the Navy ROTC.

Dr. Edward N. Green D'53, Westerville, OH, a retired dentist; July 13.

Richard H. Greenberg W'53, Studio City, CA, a real estate developer; Dec. 27. He served in the US Navy during the Korean War. At Penn, he was a member of Zeta Beta Tau fraternity and the sprint football team.

Dr. Howard M. Grey C'53, Highlands Ranch, CO, former president and scientific director of La Jolla Institute for Immunology; Dec. 23. At Penn, he was a member of Tau Epsilon Phi fraternity.

Dr. Paul W. Husted V'53, Fort Collins, CO, a retired veterinarian for the US Air Force Veterinary Service; Jan. 3. He later became assistant professor of small animal medicine at Colorado State University.

James M. Kline W'53, Clermont, FL, a retired auditor for General Electric; Jan. 5. He served in the US Air Force.

Frank A. Magarace WEv'53, Sudbury, MA, an international finance executive; April 16, 2019.

Dr. Robert "Perry" T. Reeves M'53, Lakewood, NJ, a retired radiologist and radiation oncologist; Jan. 15. He served in the US Navy.

1954

Dr. William Blair Anderson GM'54, Durham, NC, a pediatrician and child psychologist; March 1, 2019. He served in the US Army during World War II and in the US Air Force during the Korean War.

Ernest J. Bobick W'54, Saint Louis, former president of Promotional Options; March 20, 2018.

Robert N. Botwin GME'54, Bellmore, NY, a propulsion engineer for the aerospace and defense technology company Northrop Grumman who worked on NASA's lunar modules; Dec. 26. He served in the US Army Chemical Corps.

Thomas O. Jones CE'54 WG'58, New York, former president and CEO of Fifth Generation Computer, known for developing speech recognition applications in the public telephone network; Feb. 5. He was a White House Fellow under President Lyndon Johnson and served as

special assistant to Secretary of Health, Education, and Welfare John W. Gardner. He served in the US Army. At Penn, he was a member of Beta Theta Pi fraternity, Sphinx Senior Society, and the wrestling team. His sons are Thomas H. Jones C'90 and Andrew Jones C'93.

Jerdon E. Kutz C'54, Lakewood, OH, former head of a hardware company; Jan. 14. He served in the US Navy. At Penn, he was a member of the track team.

J. Alan Lauer W'54, Panacea, FL, a retired actuary; July 22. He served as chief actuary for the State of Pennsylvania under Governor Dick Thornburgh. At Penn, he was a member of Theta Xi fraternity.

Robert E. McVay Jr. Ar'54, Webster, NY, a retired employee of Xerox; Jan. 1. At Penn, he was a member of Delta Upsilon fraternity.

Roberta Wolff Nehlig G'54, Willow Grove, PA, retired head of the foreign language department for an all-girls boarding school; December 26. She also worked for the CIA.

Phyllis Rubin Polk CW'54, Philadelphia, a former public relations officer for the City of Philadelphia; Nov. 22. At Penn, she was a member of WXPn.

George D. Schoenberg GE'54, Calverton, NY, a former music schoolteacher and church organist; Jan. 24. He served in the US Army Air Forces during World War II. His daughter is Christine A. Schoenberg L'77.

Ida Freeborn Sellinger OT'54, Clifton, NJ, a former bookkeeper for her late husband William Sellinger L'56's law firm; Dec. 30. At Penn, she was a member of Alpha Omicron Pi sorority. One son is Timothy S. Sellinger L'88.

Norman J. Wohlken C'54, Lacey, WA, a former manager at Bank of America; Feb. 1. At Penn, he was a member of Sigma Chi fraternity and Friars Senior Society.

1955

James F. Cavanaugh W'55, Dataway Island, SC, a retired CPA in the cable TV industry; Feb. 6. He served in the US Air Force. At Penn, he was a member of Phi Delta Theta fraternity and the lacrosse team.

Paul L. Giuffre G'55, Fort Smith, AR, a retired attorney; Jan. 2. He served in the US Navy.

Herman Goldstein WG'55, Madison, WI, a professor emeritus of law at the University

of Wisconsin; Jan. 24. He received the 2018 Stockholm Prize in Criminology for his contributions to modern policing.

Dr. Alexander P. Greer M'55, Spokane, WA, a retired doctor; Feb. 6. He served in the US Army. His wife is Dorothy Latimer Greer OT'54, one son is Dr. William R. Greer M'93 GM'97, and his sister is Florianne Greer Meldrum CW'51.

Dr. Robert N. Helton GM'55, Anaheim, CA, a retired obstetrician-gynecologist who was also a clinical professor of surgery at the University of California, Irvine and a former mayor of Villa Park; Dec. 31. He served in the US Air Force.

Manya Lerner Kamerling CW'55, Cherry Hill, NJ, a retired attorney; April 5, 2019. At Penn, she was a member of Sigma Delta Tau sorority, Mortar Board Senior Society, Phi Beta Kappa, and Penn Players. Her husband is Dr. William Kamerling C'52 GM'58. Her son is Dr. Joseph M. Kamerling C'84, who is married to Susan Nudelman Kamerling Nu'84 GNu'88; and one daughter is Debra Kamerling Stern W'87 WG'92, who is married to Dr. Robert Marc Stern D'87. Four grandchildren are Samuel T. Stern EAS'14, Dana R. Kamerling C'15, Justin E. Kamerling W'17, and Allison L. Stern C'20.

Ann Louise Bernard Klaus Nu'55, Bryan, TX, a nurse; Oct. 30, 2019. One son is Adam Klaus C'83.

Robert T. Owen W'55, Germantown, TN, a retired banker; June 20, 2018. He served in the US Army. At Penn, he was a member of Delta Kappa Epsilon fraternity, Sphinx Senior Society, and the track team.

Gary A. Saage W'55, Teaneck, NJ, a CPA who later became township manager of Teaneck; Jan. 5. He served in the US Army and the US Army Reserves. At Penn, he was a member of Pi Kappa Alpha fraternity, WXPB, and the Army ROTC.

Dr. Martin Seidenstein C'55, Wall Township, NJ, a retired surgeon; Jan. 28. One daughter is Robin A. Cook EAS'87. He served in the US Army.

Edward L. Snitzer L'55, Philadelphia, a founding partner of the investment management firm Prudent Management Associates; Sept. 11. He was a trustee of the Albert Einstein Healthcare Network and a former president of Congregation Rodeph Shalom. His wife is Gail

Weiss Snitzer CW'60, and his daughter is Barbara Solit C'92, whose husband is Dr. David Brian Solit C'91 M'95. Two grandchildren are Abigail C. Solit C'20 and Joshua Snitzer C'21.

Roy W. Sullivan Jr. C'55, Wilmington, DE, an advertising and public relations professional; Dec. 4. At Penn, he was a member of Theta Chi fraternity and the *Daily Pennsylvanian*.

1956

Dr. George I. Balas M'56, Collierville, TN, a retired anesthesiologist at the University of Tennessee; Feb. 7. He served in the US Army as a war crimes interpreter, and he retired as a captain in the US Navy Medical Corps, pioneering in the area of regional anesthesia.

Thomas M. Collins W'56, Wallingford, PA, a retired pharmaceutical executive; Jan. 15. He served in the US Navy. At Penn, he was a member of the basketball team, Zeta Psi fraternity, and the Navy ROTC. His son is Thomas F. Collins C'86 GAR'92.

Richard J. Fox WEv'56, Penn Valley, PA, a prominent real estate developer whose company developed the Wells Fargo Center in Philadelphia; Feb. 9. Temple University's Fox School of Business is named in his honor. He served in the US Navy during the Korean War. One son is Harry Dietz Fox WG'85. His brother is Robert A. Fox C'52.

Dr. William F. P. Hushion C'56, Wallingford, PA, retired medical director at Philadelphia Electric Company (PECO); Feb. 4. He served in the US Air Force during the Korean War.

Norman L. Leventhal WG'56, Warrington, PA, former co-owner of a motor lodge and restaurant; Feb. 23. He also trained guide dogs for Israel Guide Dog Center for the Blind.

Dr. Benjamin F. MacDonald M'56, Framingham, MA, a physician who ran a nursing home with his wife; Feb. 10. He was also a school psychiatrist. He served in the US Navy.

Dr. Allen R. Myers C'56, Ardmore, PA, a former associate professor of rheumatology in Penn's School of Medicine and former dean of medicine at Temple University; Jan. 15. He joined the Penn faculty in 1969 as an assistant professor of medicine and went on to become an associate professor of rheumatology, before leaving the University in 1978. He wrote sev-

eral medical textbooks and served as president of the College of Physicians of Philadelphia. He served in the US Public Health Service Commission. As a student at Penn, he was a member of Zeta Beta Tau fraternity. His wife is Dr. Ellen Patz Myers GED'75 Gr'87.

Nancy Bendel Ryon CW'56, Gainesville, FL, a retired psychologist; Feb. 2. Her husband is Dr. Dale S. Ryon M'57.

Marianne K. Scanlon Nu'56, Saint Petersburg, FL, a retired psychiatric nurse; Jan. 22. One daughter is Elisabeth Scanlon Nu'85, and her son is Richard J. Scanlon C'80 WG'86.

James H. Tinsman Jr. C'56 G'60, Reading, PA, professor emeritus of anthropology at Kutztown University; Jan. 2. He also owned and operated a used bookstore. He served in the US Army. His sister is Nancy Tinsman Rector CW'53.

William M. Winship III WG'56, Darien, CT, an executive in the printing industry; Feb. 2.

1957

Dr. Joseph C. Beres GM'57, Washington Crossing, PA, retired staff president of the radiology department at Nazareth Hospital; May 30, 2019. He served in the US Navy during World War II.

Walker J. Burns Jr. W'57, Westfield, MA, a retired employee at a tool manufacturing company; Feb. 14. He served in the US Army Corps of Engineers during the Korean War.

Dr. Robert E. Campbell M'57 GM'59, Haverford, PA, former professor of radiology at Penn's Perelman School of Medicine; Feb. 2. He joined the faculty at Penn in 1958 as an assistant instructor of radiology. He was an instructor and a resident from 1961 to 1964 and then became a full instructor. He became an assistant professor in 1970, an associate professor in 1973, and a professor in 1976. He worked at Pennsylvania Hospital for 50 years and chaired its radiology department from 1986 to 2005. He left Penn in 1995 but returned in 1997 as a clinical professor. He stayed at Penn until 2011. The Robert E. Campbell Endowed Professorship in Radiology at Pennsylvania Hospital is named in his honor.

Matthias "Matt" Christy W'57, Millville, NJ, the owner of a funeral home; Jan. 26. At

Penn, he was a member of Delta Kappa Epsilon fraternity.

Dr. Stanley Forster M'57, Washington, DC, a retired obstetrician-gynecologist; Jan. 27. One grandchild is Brendan P. Forster C'11 W'11.

Robert L. Franklin W'57, New York, a retired attorney; Sept. 20, 2018.

Robert D. Glick W'57, Chicago, a retired attorney; April 15, 2017.

Dr. Donald F. Hockman D'57, King of Prussia, PA, a retired dentist; Feb. 14. He served in the US Air Force. His daughter is Lauren Hockman Becker W'88, and his sister is Joy Hockman Silverberg Ed'61.

Dr. Richard V. Lolla D'57, Toms River, NJ, a retired dentist; Jan. 20. He served in the US Navy. His wife is Ruth Lawrence Lolla DH'56.

Lowell R. Thomas C'57, Clearwater Beach, FL, Dec. 19.

Donald W. Zeug W'57, Upper Montclair, NJ, a retired textile plant manager; Jan. 12. He served in the US Army during the Korean War. At Penn, he was a member of Beta Theta Pi fraternity. His wife is Dorothy Mulick Zeug CW'57.

1958

Dr. Ignatius W. Adams V'58, Surfside, FL, a retired veterinarian who opened the first veterinary emergency clinic in Miami; June 16, 2018.

Gerard J. Brault Gr'58, State College, PA, professor emeritus of French and Medieval studies at Penn State; Feb. 5. He served in the US Army during the Korean War.

Kalman E. Fine W'58, Elkins Park, PA, a retired attorney; Dec. 8. His wife is Suzan Weller Fine GNu'88.

Mary J. Foster GED'58, Hollidaysburg, PA, a former nurse for Cambria County (PA) Mental Health; Feb. 1. She served in the US Navy Nurse Corps during World War II.

Dr. Victor J. Hajjar D'58, Harrisburg, PA, a retired dentist who maintained a practice for more than 50 years; Jan. 24.

Gary King W'58, Lighthouse Point, FL, a retired investment executive; Jan. 26. At Penn, he was a member of Phi Epsilon Pi fraternity and Mask & Wig.

John C. Pickens WG'58, Windsor, CT, former executive director of Windsor Community Television; Jan. 9. He also spent many

years working as an urban renewal planner for the State of Connecticut.

Richard B. Stevenson ChE'58, Lewes, DE, a retired manager at General/Kraft Foods; Jan. 18. He served in the US Navy. At Penn, he was a member of the Navy/Marine ROTC.

Arthur B. Van Blerkom W'58, New York, a retired CPA; Dec. 28. His son is Lawrence S. Van Blerkom W'88.

1959

Dr. John E. Benzel M'59, Greenville, DE, a retired hematologist; Feb. 13. He served in the US Army Medical Corps.

Richard A. Brown W'59, New York, a retired executive at Morgan Stanley; Jan. 18. At Penn, he was a member of WXPEN. His brother is Robert E. Brown W'66.

Rosalie Ann Cook HUP'59, Holmdel, NJ, a retired nurse; Jan. 17.

Dr. Richard S. Heilman M'59, Burlington, VT, a gastrointestinal radiologist and professor emeritus at the University of Vermont; Feb. 7. He served in the US Navy. At Penn, he was a member of Beta Theta Pi fraternity.

John B. Malcolm Jr. WG'59, Melbourne, FL, a retired US Army colonel and head of telecommunications for the Commonwealth of Pennsylvania; Jan. 12.

Rabbi Andrew David Packman C'59, Oklahoma City, a former rabbi; Feb. 10. He served as a Jewish chaplain at a US Air Force base. His wife is Nina Packman CW'60, and his brother is Dr. Gerald S. Packman C'64 M'68 GM'73.

Michael P. Ratner V'59, Fairfield, CT, a retired veterinarian and adjunct professor at the University of Bridgeport; Dec. 25. He served in the US Army. In 1999, he received the Alumni Award of Merit from Penn Vet Alumni.

Dr. John L. Wanamaker Jr. M'59 GM'63, Athens, PA, a retired cardiologist; Jan. 29. He served in the US Air Force for 10 years. One son is Thomas L. Wanamaker C'79.

1960

Nancy Bowen HUP'60, Saylorsburg, PA, a nurse; Jan. 29.

Lula C. Dillard DH'60, Philadelphia, a retired dental hygienist; Feb. 4.

George M. Jenner W'60, Tampa, FL, a former systems analyst for the City of New

York, AT&T, and other organizations; Dec. 18. At Penn, he was a member of the debate team. His sister is Iris Jenner Purcell PT'67.

Judith Weaver May SW'60, Morristown, NJ, a retired psychologist who began her career as a school social worker; Dec. 22.

Meryl Moss Nesbitt CW'60, Rancho Mirage, CA, an art gallery owner, art consultant, jazz pianist, and art history teacher; Sept. 15, 2018. At Penn, she was a member of Sigma Delta Tau sorority.

Dr. Manuel A. Sison GM'60, Orange, CA, former owner of Vista Care; August 31, 2018.

Hon. Wayne E. Wagner W'60, Scotia, NY, former president of a real estate company, an entrepreneur who owned various businesses, and town supervisor of Glenville, NY; Feb. 11. He served in the US Army and the Army Reserve. At Penn, he was a member of the Army ROTC. One daughter is Belinda A. Wagner C'81.

1961

Dr. Theodore B. Appel III M'61, Boulder, CO, retired president of the medical staff at Boulder Community Hospital; Dec. 24. He served in the US Army.

Dr. Ralph B. Dell M'61, Whitingham, VT, a biomathematical expert and professor at Columbia University; Feb. 11.

Dr. Stanley J. Dudrick M'61 GM'67, Eaton, NH, former professor of surgery at Penn's School of Medicine and a world-renowned medical pioneer who invented the intravenous feeding method known as total parenteral nutrition (TPN); Jan. 18. With Penn professor of surgery Jonathan Rhoads, he developed TPN while serving as a surgical resident at Penn. The technique, which allows people who cannot eat to be fed through a tube that bypasses their intestines, is credited with saving the lives of millions of acutely ill people who cannot feed themselves. After his residency at HUP, he joined Penn's faculty and was promoted to assistant professor in 1968 and associate professor in 1969. He served as chair of the department of surgery at Pennsylvania Hospital and director of the Residency Training Program in General Surgery at Penn, before he was recruited to Houston to serve as the founding chair-

person of the department of surgery at the University of Texas Medical School. His development of intravenous feeding earned him numerous awards, including the American Surgical Association's highest honor, the Medallion for Scientific Achievement for Distinguished Service to Surgery. Medscape named him one of the most 50 influential physicians in history, and the American Society for Parenteral and Enteral Nutrition established the annual Stanley J. Dudrick Research Scholar Award in his honor. He also was internationally known as an expert in fistula surgery, complex re-operative surgery, intestinal failure, surgical metabolism, and nutrition.

Carolyn Cunningham Holmes CW'61, Shrewsbury, MA, owner and operator of Castlemane Farm, a business that trained and raced harness horses; Jan. 27.

Franklin "Frank" Mann C'61, Cotuit, MA, an entrepreneur who founded his own computer consulting company; Jan. 11. At Penn, he was a member of Sigma Alpha Mu fraternity, Sphinx Senior Society, and the soccer and lacrosse teams.

Mervyn E. Siegal GEE'61, Benicia, CA, a retired electrical engineer; Feb. 5. He served in the US Army during the Korean War.

1962

Dr. Edward G. Abramson C'62, Alexandria, VA, a urologist who maintained a practice for more than 50 years; Nov. 7. At Penn, he was a member of Sigma Alpha Mu fraternity.

Janet Messner Grosh DH'62, Lititz, PA, a dental hygienist and a second-grade teacher; Feb. 21.

Mary Joyce Marinick Lepine CW'62, Rock Hill, SC, a medical assistant in her husband Dr. Eugene M. Lepine M'66's dermatology practice; Jan. 20. At Penn, she was a member of Chi Omega sorority.

Lynann Rudert G'62, Annapolis, MD, a retired high school history teacher; Dec. 7.

Joseph Ryczkowski GEd'62, Ewing, NJ, a retired supervisor of vocational programs and funding for the New Jersey Department of Education; Feb. 15. He served in the US Coast Guard during the Korean War.

Richard G. Segal L'62, Prospect, KY, a retired attorney; Jan. 5.

Elaine Joyce Singer CW'62, Virginia Beach, VA, a former schoolteacher in Philadelphia; Oct. 24.

1963

Sherod M. Cooper Jr. Gr'63, Annapolis, MD, a retired English professor at the University of Maryland; Feb. 11. He served in the US Army and the Merchant Marine.

Dr. William B. Drake D'63, Elbridge, NY, an orthodontist; Jan. 16. He served as a captain in the US Air Force.

Robert T. Hart GEd'63, St. Augustine, FL, a retired executive recruiter and outplacement counselor; March 3. He served in the US Army.

George A. Perfeky C'63, Glenside, PA, a professor of Russian, German, Ukrainian, Polish, and Spanish languages at La Salle University; Jan. 11. At Penn, he was a member of the soccer team.

Robert H. Roak C'63, Lafayette Hill, PA, a retired German language teacher at a boarding school; Dec. 30. He was granted three Fulbright Teacher Exchange Awards to Germany and Switzerland. He served in the US Marine Corps and the Pennsylvania National Guard. At Penn, he was a member of Delta Phi fraternity and the lacrosse team.

1964

Edward Germann Jr. WEv'64, Pocono Lake, PA, a retired vice president of a bank; Dec. 2, 2018. He served in the US Army.

Patricia Kearney Miamidian GEd'64, Plymouth Meeting, PA, a high school English and Latin teacher; Jan. 4. Her husband is Leon R. Miamidian EE'57 GEE'62.

Bruce G. Randzin W'64, Wallkill, NY, a school computer technician; Feb. 19.

David M. Rost C'64 WG'68, Weston, FL, former president of Rost Energy; Jan. 30. At Penn, he was a member of Beta Theta Pi fraternity.

1965

Vicki Douglass Bendit CW'65, Penn Valley, PA, Feb. 6. At Penn, she was a member of Sigma Delta Tau sorority.

Howard M. Berger WG'65, Boca Raton, FL, a retired owner of a building maintenance company; Feb. 17. His daughter is

Alison Berger Saifer W'90, and his brother is Dr. Bruce J. Berger GM'74.

Dr. Jeremy C. Jackson G'65 Gr'71, Syracuse, NY, a pastor at Trinity Fellowship Church, where he served for 42 years; Jan. 16.

Paul E. Lusk GAR'65, Albuquerque, NM, an architect and professor emeritus of architecture and planning at the University of New Mexico; Jan. 8.

Robert B. Mullen G'65, Concord, CA, a retired director of personnel management for the National Park Service; Jan. 17. He served in the US Army during World War II.

David S. Soble W'65, Chicago, Feb. 23.

Betsy McCue Train CW'65, Boston, an interior designer; Feb. 24. At Penn, she was a member of Delta Delta Delta sorority. Her husband is Jack D. Train GAR'75.

1966

Dr. Carl Chance WEv'66 CGS'69, Panama City Beach, FL, professor emeritus of business law and economics at Gloucester County College (now Rowan College of South Jersey), a school he helped fund and build; Jan. 17. He previously served in the US Navy for 22 years.

Dr. Frank J. Grady GM'66, Lake Jackson, TX, an ophthalmologist; Jan. 12. He served in the US Coast Guard.

Dale P. Kensinger L'66, Newton, MA, a retired tax attorney; Jan. 15. He served in the US Air Force during the Vietnam War.

John Peder Maarbjerg WG'66, Stamford, CT, a retired history professor at the University of Connecticut; Feb. 8. His wife is Mary Penzold Maarbjerg G'69.

George H. Milligan WG'66, Enterprise, FL, retired CEO of Computer Science Innovations, a technology company; Jan. 11. He served in the US Air Force Reserves for 22 years.

William M. Stellenwerf WG'66, Mahwah, NJ, a retired accountant; Feb. 27.

Constance Levin Weeks CW'66, Chambersburg, PA, a former schoolteacher; Jan. 21.

1967

Carol A. Furlow GEd'67, Hernando, FL, a special education teacher; Feb. 12.

Luzius R. Hug WG'67, Gossau, Switzerland, March 1, 2018.

Walter C. McSherry WG'67, Spartanburg, SC, Feb. 5. He served in the US Army for 20 years, including during the Korean War.

Richard J. Regan GEd'67, Hatfield, MA, a retired chemistry teacher; Sept. 24. He was also a volunteer firefighter for 35 years.

Edward B. Spector C'67, Philadelphia, Sept. 15.

John G. Womack Jr. L'67, Silver Spring, MD, retired assistant chief counsel at the National Highway Traffic Safety Administration; Dec. 11.

1968

John W. Burlingame Gr'68, Philadelphia, a former professor of material science at Drexel University and engineer for the Department of Defense; May 8. He served in the US Army.

Joseph V. Galati WG'68, Harrisburg, PA, a head traffic engineer at the Pennsylvania Department of Transportation; Jan. 4. He served in the US Air Force.

William E. Macaulay WG'68, Stamford, CT, an energy investor and booster of tuition-free education; Nov. 26. He served as CEO of First Reserve Corporation, which he acquired in 1983 and grew into one of the energy industry's largest private equity firms. Among other gifts, he donated \$30 million to the City University of New York to give thousands of students the opportunity to graduate tuition free.

Rose Marie E. Noble HUP'68, Milton, DE, a longtime employee at Haverford MRI who later worked at a vineyard; Feb. 16.

James J. Restivo Jr. C'68, McMurray, PA, a commercial litigator who specialized in complex insurance disputes; Dec. 28. At Penn, he was a member of Phi Kappa Sigma fraternity and the *Daily Pennsylvanian*. His wife is Gail H. Restivo HUP'69.

Rodney D. Williams SW'68, Philadelphia, retired president of Philadelphia Corporation for Aging; Feb. 12.

1969

Grover J. Cronin III W'69, Gloucester, MA, a youth swimming and diving coach; Jan. 29. He served in the US Navy. At Penn, he was a member of Phi Kappa Psi fraternity, Penn Players, the swimming and diving team, and the Navy/Marine ROTC.

Bruce N. Director W'69, New York, a former executive at JP Morgan who later started a consulting firm; March 5. At Penn, he was a member of Zeta Beta Tau fraternity. His sons are Justin J. Director C'05, who is married to Jennifer L. Director C'06; and Nicholas S. Director C'08, who is married to Ashley H. Fidel C'10.

Dr. Joseph D. Fecher Jr. V'69, Huntingdon Valley, PA, a veterinarian; Dec. 17.

Dr. Howard L. Feldman GM'69, Middletown, NY, an ophthalmologist and ophthalmic plastic surgeon; Feb. 10. His son is Jeffrey L. Feldman W'10.

Dr. Peter R. Heisen M'69 GM'73, Washington Crossing, PA, a doctor specializing in infectious diseases; Feb. 23. His wife is Joyce B. Heisen CW'67, and his son is Christopher Heisen C'91.

Gary W. Hicks C'69, Boise, ID, an executive at Spay Neuter Idaho Pets. May 27, 2019. At Penn, he was a member of Beta Theta Pi fraternity and the *Daily Pennsylvanian*.

Marie L. Kerpan CW'69, Mill Valley, CA, a former executive at a career placement service who later started her own consultancy; Dec. 25. At Penn, she was a member of Kappa Delta sorority.

Edward D. Lowry G'69, Oakton, VA, retired executive director of federal regulatory policy and planning at Verizon; Dec. 7.

Terrell Marshall Jr. GrE'69, Glenside, PA, a former professor of electrical engineering at Penn; Dec. 13. He also worked as an electrical engineer for General Electric.

Richard G. Maynard G'69, Harrison, ME, a retired management consultant for General Dynamics, an aerospace and defense company; Dec. 28. He served in the US Army.

Rev. Nathaniel T. Reece C'69, Ponte Vedra Beach, FL, a banker who later became a minister; Feb. 1. At Penn, he was a member of Delta Psi fraternity, and the ice hockey and heavyweight rowing teams. His brothers are John Brooks Reece Jr. W'69 and Christopher S. Reece C'72.

Renee Stern Zuritsky CW'69, Philadelphia, Feb. 10. Two sisters are Lydia Stern Rubin CW'63 and Hedy Stern Frisch CW'75.

1970

Duilio J. Baltodano W'70, Key Biscayne, FL, president of CISA Agro, an agricultural

supplier in Nicaragua; Jan. 5. At Penn, he was a member of the swimming team. Three sons are Duilio I. Baltodano C'05, Ernesto J. Baltodano C'05, Eduardo R. Baltodano C'08; and one daughter is Indiana M. Baltodano C'12. Two brothers are J. Antonio Baltodano W'73 and A. I. Baltodano Cabrera W'77.

Jean Ellen Kirby Broehl GEd'70, Hanover, NH, a retired reading teacher; Jan. 14.

Richard B. Cowen C'70 WG'75, Brighton, NY, a high school teacher; Feb. 25, 2019. At Penn, he was a member of WXP. His wife is Randi S. J. Cowen C'77 OT'77. His son is David M. Cowen C'06, and his daughter is Lauren B. Cowen C'09. His sister is Laurie Cowen Wunderle WG'76.

David N. Fleischer C'70 WG'76, New York, a retired natural gas analyst and principal at Chickasaw Capital; Jan. 19. He served in the US Navy. At Penn, he was a member of the Navy/Marine ROTC and WXP. His wife is Judith E. Fleischer WG'76. His son is Jay H. Fleischer EAS'19 GEng'19, and his daughter is Esther A. Fleischer C'21.

Dr. Marc W. Heft EE'70 D'74, Gainesville, FL, a professor of oral and maxillofacial surgery, and director of the Center for Oral Health and Aging at the University of Florida; Feb. 8. He served in the US Public Health Service. At Penn, he was a member of WXP and the sprint football team.

Elizabeth Gargiulo St. Martin WEv'70, Springfield, PA, owner of a fabric store; Jan. 5.

1971

Donald S. Bedrick W'71, Yardley, PA, Dec. 11. At Penn, he was a member of Beta Sigma Rho fraternity. His brother is Gerald I. Bedrick W'65.

Maryann Ruda Brickfield CW'71 Gr'76, Washington, DC, retired chief of the neurocytology unit at the National Institutes of Health; Jan. 13, 2019.

Michael Chopan C'71, Allentown, NJ, a retired manager at the New Jersey Office of Information Technology; Dec. 22.

Dr. Richard C. Drummond D'71 GD'73, Gladwyne, PA, a retired orthodontist; Dec. 29. He also spent 20 years in the US Navy. At Penn, he was a member of Penn Players.

Harlan K. Harris C'71, Libertyville, IL, a retired financial executive; Jan. 6. He served

in the US Army. At Penn, he was a member of Alpha Tau Omega fraternity.

James C. Liang Gr'71, Iowa City, IA, former professor of Oriental studies in Penn's School of Arts and Sciences; Jan. 30. In 1963, he was hired as a professor of Oriental studies (which became the department of Asian and Middle Eastern studies in 1992). He left Penn in 1976 to move to the Netherlands for a position at Leiden University, where he reorganized the Chinese language program. He retired as prorector for international affairs at the university in 2006.

Henry J. "Jim" Marshall III C'71, Concord, NH, co-owner of an accounting consultancy for nonprofits; Jan. 21. At Penn, he was a member of Delta Phi fraternity and Mask & Wig.

1972

Hon. Tama Myers Clark GCP'72 L'72, Mitchellville, MD, a retired Philadelphia Court of Common Pleas judge; Jan. 22. After working as an attorney for the US Department of Housing and Urban Development and as an assistant district attorney for Philadelphia, she served on the Philadelphia Court of Common Pleas for 30 years.

Dr. Burt H. Feintuch G'72 Gr'75, Portsmouth, NH, director of the Center for the Humanities and a professor of English and folklore at the University of New Hampshire; Oct. 29, 2018.

Wayne T. Mollitor C'72, Lehigh, PA, Jan. 15.

George C. Royal III C'72, Reston, VA, a former software engineer, systems analyst, and architect for several companies; Dec. 31.

Terrence L. Spaar WG'72, Hummelstown, PA, retired deputy secretary of administration for the Pennsylvania Department of Health; Feb. 9. He served in the US Army.

1973

Rita Nora Pollard Burgess CGS'73, Darby, PA, a retired law librarian; Dec. 31.

Karl L. Harter III C'73, Madison, WI, owner of a running shoe store; Jan. 28.

Ralph "Alan" Miller WG'73, Wayne, PA, an investment banking executive; Feb. 15. He served in the US Marine Corps Reserve.

Dr. Walter D. Stevenson III GM'73, Quincy, IL, a retired ophthalmologist; Nov.

29, 2018. He served in the US Navy during the Vietnam War.

1975

Dr. Terence O. Abbott V'75, Wind Gap, PA, a veterinarian; Nov. 21.

Dr. William G. Johnson GM'75, Newark, NJ, professor of neurology at Rutgers University; Jan. 30. He was part of the team that identified the first gene for Parkinson's disease. He served in the US Public Health Service.

Emily A. Sopensky WG'75, Arlington, VA, a former business communications consultant for the Institute of Electrical and Electronics Engineers; Sept. 25.

1976

Gerardo R. Garza Castillo WG'76, San Pedro Garza Garcia, Mexico, Feb. 11. At Penn, he was a member of the soccer team. Two sons are Miguel Garza WG'12 and Gabriel Garza WG'19.

Randall L. Geyerman WG'76, West Des Moines, IA, a retired CFO and COO for various companies; Jan. 16.

1977

Dr. Mitchell D. Feller M'77, Mount Pleasant, SC, a physician who maintained a family practice in Mount Pleasant as well as New Zealand for five years; Jan. 7.

Dr. Norman Zel Rothstein M'77, Phoenixville, PA, a physician at PMA Medical Specialists for 36 years; Jan. 23. His brother is Dr. David M. Rothstein M'80 GM'84.

1978

Michael Lupu ASC'78, Minneapolis, a senior dramaturg at the Guthrie Theater in Minneapolis; Sept. 5.

Dr. Mortimer L. Mendelsohn GM'78, Pleasanton, CA, a senior scientist and associate director of the biotechnology division at Lawrence Livermore Laboratory; Jan. 8. He began his career as a professor at the Perelman School of Medicine.

1979

Thomas E. Dittmar WG'79, Liberty, NY, Jan. 29. At Penn, he was a member of Theta Xi fraternity.

1982

Cynthia Brudnick ASC'82, Swampscott, MA, Feb. 8.

1984

James V. Martin WG'84, Glenview, IL, an executive at an IT services company; Jan. 5.

1989

Russell J. Haskins W'89, Philadelphia, former executive for Sony Pictures Entertainment and DirecTV who later became a real estate broker; Jan. 24.

Dr. Mark H. Mikulics GM'89, Poway, CA, an orthopedic surgeon; Jan. 29.

Dr. Steven Alec Weber Gr'89, Portland, OR, a professor of anthropology at Washington State University; Jan. 14. His wife is Dr. Claire M. Wilkinson-Weber Gr'94, and his brother is Kenneth D. Weber EE'79.

1990

Dr. Robertson B. Tucker C'90 M'95, Philadelphia, a child psychologist specializing in anxiety disorders; Nov. 10.

1991

Brian J. Gordon C'91, Weston, CT, Nov. 18. He owned his own strategic consulting business and served as second selectman of Weston. At Penn, he was a member of Delta Kappa Epsilon fraternity and a former president of his class. His parents are Ronald B. Gordon W'64 and Claire Israel Gordon CW'64, and his sister is Elizabeth Gordon Delizia C'95.

Mary Elizabeth Kearns GrEd'91, Lancaster, PA, a retired sex therapist; Feb. 3.

Joan Apostle Pallante GrEd'91, Covington Township, PA, a former elementary and high school teacher and college professor; Feb. 15.

Karen A. Talerico GNu'91 Gr'99, Portland, OR, a retired nurse; Feb. 8.

1993

Stephen Freeman III C'93, Chantilly, VA, senior account manager for Amadeus Hospitality; Feb. 22. At Penn, he was a member of Phi Kappa Sigma fraternity.

Dr. Madhu Prasad Kalia WG'93, Devon, PA, a professor of biochemistry, molecular

biology, and other subjects at Thomas Jefferson University; Feb. 9.

1995

Sharon McClellan-Schwartz Nu'95 GNu'97, Glenside, PA, a nurse at Fox Chase Cancer Center; Jan. 31.

1996

Dr. Joan C. Amatniek GM'96, Newtown, PA, a neurologist; Feb. 11.

1997

Sr. Teresita Hinnegan GFA'97, Philadelphia, a medical mission sister and former lecturer in Penn's School of Nursing; February 10, 2019. In 1982, she joined the faculty at Penn, where she taught for 20 years. She established the Nurse-Midwifery Distance Learning Training Program for the recruitment and training of certified nurse-midwives in underserved areas of rural Pennsylvania. She also taught a course called "Public Policy and Access to Health Care for the Poor." Later, she became active against human trafficking and cofounded a women's safe house.

1998

Charlita Cardwell L'98, New York, a former vice president and senior counsel at American Express; Jan. 16. At Penn, she served as president of the Black Law Students Association. Her husband is Martez R. Moore L'98.

1999

Linda M. Rauscher CGS'99 G'03, Philadelphia, an environmental education advocate; Dec. 9.

2001

Lamar S. Plummer C'01, Philadelphia, Feb. 21. At Penn, he was a member of the basketball team, leading the Quakers in scoring in the 2000–01 season and setting a single-season program record with 96 three-pointers.

2010

Arthur Detmar Chamberlain WG'10, London, UK, Aug. 13. His wife is Djenaba L. Chamberlain WG'10.

School Abbreviations

Ar	Architecture	GEE	master's, Electrical Engineering	HUP	Nurse training (till 1978)
ASC	Annenberg	Eng	master's, Engineering and Applied Science	L	Law
C	College (bachelor's)	GEx	master's, Engineering Executive	LAr	Landscape Architecture
CCC	College Collateral Courses	GFA	master's, Fine Arts	LPS	Liberal and Professional Studies
CE	Civil Engineering	GGs	master's, College of General Studies	M	Medicine
CGS	College of General Studies (till 2008)	GL	master's, Law	ME	Mechanical Engineering
Ch	Chemistry	GLA	master's, Landscape Architecture	MT	Medical Technology
ChE	Chemical Engineering	GME	master's, Mechanical Engineering	MtE	Metallurgical Engineering
CW	College for Women (till 1975)	GM	Medicine, post-degree	Mu	Music
D	Dental Medicine	Gmt	master's, Metallurgical Engineering	NED	Certificate in Nursing
DH	Dental Hygiene	GNu	master's, Nursing	Nu	Nursing (bachelor's)
EAS	Engineering and Applied Science (bachelor's)	GPU	master's, Governmental Administration	OT	Occupational Therapy
Ed	Education	Gr	doctorate	PSW	Pennsylvania School of Social Work
EE	Electrical Engineering	GrC	doctorate, Civil Engineering	PT	Physical Therapy
FA	Fine Arts	GrE	doctorate, Electrical Engineering	SAMP	School of Allied Medical Professions
G	master's, Arts and Sciences	GrEd	doctorate, Education	SPP	Social Policy and Practice (master's)
GAr	master's, Architecture	GrL	doctorate, Law	SW	Social Work (master's) (till 2005)
GCE	master's, Civil Engineering	GrN	doctorate, Nursing	V	Veterinary Medicine
GCh	master's, Chemical Engineering	GRP	master's, Regional Planning	W	Wharton (bachelor's)
GCP	master's, City Planning	GrS	doctorate, Social Work	WAM	Wharton Advanced Management
GD	Dental, post-degree	GrW	doctorate, Wharton	WEF	Wharton Extension Finance
GEd	master's, Education	GV	Veterinary, post-degree	WEv	Wharton Evening School
		Hon	Honorary	WG	master's, Wharton
				WMP	Wharton Management Program

Dr. Marina Bernal Fernandez C'10, Boston, a radiology resident at Boston University; June 22, 2018.

Jeffrey W. Focht GrEd'10, Bethlehem, PA, assistant professor of business at DeSales University; Feb. 2.

2014

Dr. Nicola Painter V'14, New York, a veterinarian; Jan. 6.

Faculty & Staff

Henry J. Abraham. *See Class of 1952.*

Dr. Harry R. Bruhn. *See Class of 1945.*

Donald E. Campbell, associate professor emeritus CE (clinician educator) in pediatrics at the Perelman School of Medicine; Jan. 21. He joined Penn in 1987 as a clinical assistant professor of pediatrics. He went on to be promoted to assistant professor, assistant professor CE, and then, in 1996, associate professor CE. His area of expertise was quantitative flow cytometry. He also served as the scientific director for the Clinical Immunology Laboratory at the Children's Hospital of Philadelphia. He retired in 2010.

Dr. Robert E. Campbell. *See Class of 1957.*

Arthur B. DuBois, New Haven, CT, former professor of physiology and medicine at Penn; Dec. 24. While at Penn, he developed the body plethysmograph, a device that measures the resistance to breathing in the body's airways and the volume of air in the chest

cavity. It was used to study the effects of air pollution on asthma sufferers; to test the effects of drugs in the treatment of asthma and bronchitis; and to establish effects of surgery on emphysema. He left Penn in 1974 to direct the John B. Pierce Foundation, a position he held until 1988. He served in the US Navy.

Dr. Stanley J. Dudrick. *See Class of 1961.*

Robert H. Dyson Jr., Williamsburg, VA, professor emeritus of anthropology at Penn and Williams Director Emeritus of the Penn Museum; Feb. 14. He came to Penn in 1954 as an assistant professor of anthropology and assistant curator in the Near East section of the Penn Museum, where he was responsible for the installation of the Mesopotamia Gallery. He was appointed dean of the faculty of Arts and Sciences in 1979 and served in this capacity until 1982. With his discovery of "The Golden Bowl of Hasanlu" in 1958, he became famous through a multipage spread in *LIFE* magazine (1959). The "bowl" (now in the National Museum of Iran) is a large, gold vessel, decorated with mythological scenes. It was found in the skeletal hands of a warrior who appears to have been fleeing the second story of a building as it fell. Dyson previously served in the US Navy.

Sr. Teresita Hinnegan. *See Class of 1997.*

James C. Liang. *See Class of 1971.*

Terrell Marshall Jr. *See Class of 1969.*

Dr. Mortimer L. Mendelsohn. *See Class of 1978.*

Dr. Allen R. Myers. *See Class of 1956.*

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Protesting Pollution

“**T**here is power here in the slopes of this park, in the hearts and by the concern of those gathered here today,” said Edmund Muskie, a US senator from Maine, as he addressed a crowd of nearly 30,000 in Fairmount Park. It was Philadelphia’s first Earth Day: April 22, 1970. And it was the culmination of Earth Week, a pumped-up celebration of the environment, founded, in part, by Penn students 50 years ago.

The seed for Earth Day was planted in 1969, when, seeing the success of teach-ins in raising awareness about the Vietnam War, Gaylord Nelson, a US senator from Wisconsin, called for national teach-ins about the environment. Communities across the nation sprang into action, and Penn’s campus became the unofficial Philadelphia headquarters. The city would not just have one day dedicated to environmental education, but an entire Earth Week.

Chaired by Austan S. Librach GRP’78 and directed by Edward W. Furia Jr. C’63 GCP’69 L’69, Philadelphia’s Earth Week Committee consisted of mostly Penn students and faculty, including professor of landscape architecture Ian McHarg [“A Man and His Environment,” Sep/Oct 2019]. Together, they organized a series of events to educate the region about the perils of pollution throughout the week of April 16–22, 1970.

Activities were held in Penn’s Irvine Auditorium, as well as on the campuses of Temple, Swarthmore, and Villanova. The penultimate event—the signing of the “Declaration of Interdependence”—drew 7,000 people to Independence Mall. The cast of the Broadway musical *Hair* performed, as did the Native American rock band Redbone.



This spread, from the April 23, 1970, edition of the *Daily Pennsylvanian*, shows some of the performers and speakers at Earth Week, which included poet Allen Ginsberg, consumer protection activist Ralph Nader, Pulitzer Prize-winning biologist René Dubos, Zen Buddhist Alan Watts, Senator Muskie, and Professor McHarg.

“Why do I have to be the one to bring you the bad news?” McHarg asked the crowd during his speech. “You’ve got no future.”

Despite McHarg’s ominous outlook, some positive momentum was gained that day. When asked about the success of Earth Week, Furia told the *DP* it was “unbelievable ... I can’t even talk.”

In December 1970, Congress authorized the creation of the Environmental Protection Agency, which enforces the Clean Air Act of 1970, the Clean Water Act of 1972, and the Safe Drinking Water Act of 1974, among other environmental regulations. —NP

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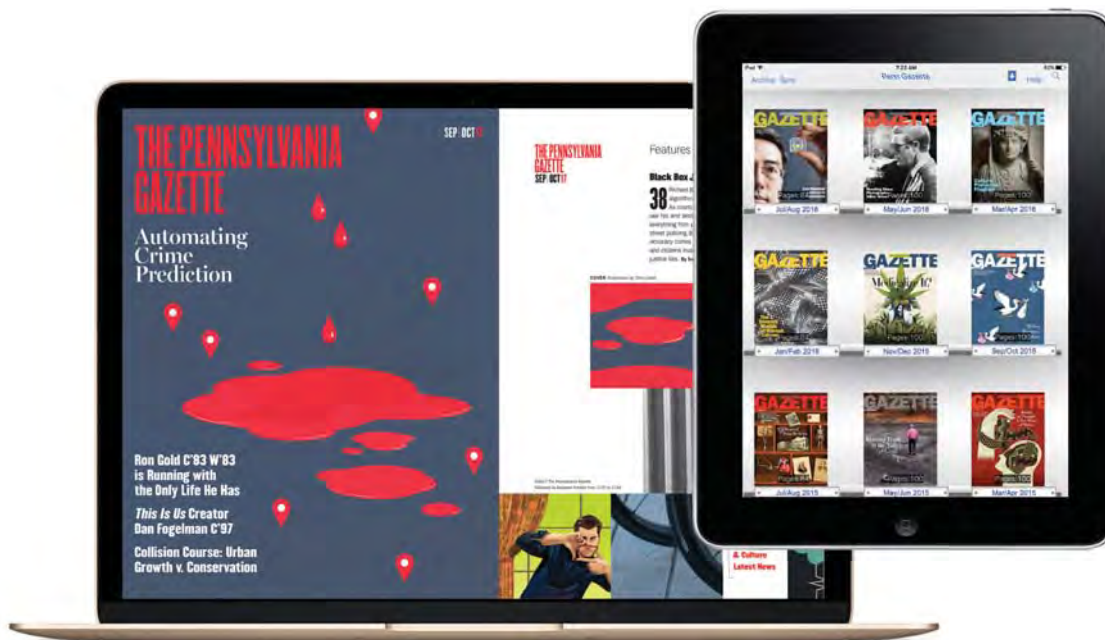
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