THE PENNSYLVANIA GAZETTE

MAY|JUN
2023

College in the Age of ChatGPT

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Features

Departments

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Amazing (but True?)

"ChatGPT is on everyone's mind right now," John Jackson told me in March during an interview about the PIK Professor and Annenberg School dean becoming Penn's 31st provost on June 1 ["Gazetteer," page 18]. It has certainly been on the mind of senior editor Trey Popp, with the result being this issue's cover story, "Alien Minds, Immaculate Bullshit, Outstanding Questions."

The title conveys the complexity, uncertainty, and at times sheer weirdness involved in the ongoing speculation over how the introduction of ChatGPT and other large language models—able to answer questions and produce text on any subject under the internet, among other magical properties—may affect college campuses and the wider world.

... complexity, uncertainty, and at times sheer weirdness ...

Trey is no stranger to illuminating subjects that many otherwise intelligent people (by which I mean me) have a hard time wrapping their minds around. (See, for example, "Blockchain Fever" in the Jul|Aug 2018 issue.) For the present piece, he has combined his own investigations, both serious and silly, into the technology's immense capabilities and profound limitations (a propensity to lie, for one, which is where the bullshit comes in) with the insights of Penn faculty in disciplines from computer science to English as well as student reactions.

For publication at least, the students seem mostly wary of slipping into some form of academic misconduct. Their teachers express both enthusiasm and caution, though in widely varying proportions. I suppose only time will tell what the correct view is (which is just the kind of flat, cliched language that Trey says is another weakness of ChatGPT).

In contrast to the mind-bending abstractions of artificial intelligence, you can practically taste the dust in Beebe Bahrami Gr'95's feature article, "An Archaeologist Walks into a Bar ..." It opens with a vivid description of the painstaking, in-the-trenches (literally) work of excavation at the ancient Sumerian city of Lagash, where a 4,700-year-old structure that housed the world's oldest tavern was uncovered this past fall in a project led by Penn archaeologist Holly Pittman.

Excavations have been going on at Lagash since the late 1960s, though with lengthy suspensions along the way because of wars and other turmoil in Iraq, where the site is located about midway between the Tigris and Euphrates rivers. While earlier digs focused on religious and ruling elites, the current project has been centered on the lives of craftspeople and other ordinary inhabitants. There's still a lot more to be learned in further excavations at Lagash, Pittman told Beebe, as well as about the mysterious fate of the tavern, which seems to have been simply abandoned one day, food still on the shelves and beer in the zeer (a kind of ancient cooler). Maybe ChatGPT could come up with something.

Also in this issue, associate editor Dave Zeitlin C'03 profiles entrepreneur, venture capitalist, coach, and court lifer Seth Berger C'89 WG'93 in "Basketball In His Blood." A point guard of less-than-Division-I skills but unbounded competitiveness, in the 1990s Berger cofounded the sports apparel company AND1, famed for its trash-talking T-shirts, and after selling the company remade himself as a highly successful basketball coach at the Westtown School in suburban Philadelphia, all while raising three sons with his wife Christelle Williams Berger W'89 and serving as a second father and guardian to five Nigerian brothers who attended the school.

Dave also has a piece in "Alumni Profiles" marking the recent death of Kevin Neary C'04, about whom he wrote a moving feature-length profile 10 years ago as a freelancer for the magazine ["Hope Is Part of the Plan," Jul|Aug 2013]. Our condolences to Kevin Neary's family and friends on their loss.

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Spring Renewal

Like the brand-new students who will soon be arriving, Penn is in the process of creating a new beginning.

By Liz Magill

One of the greatest gifts of working in higher education is that with each new class of students, you get a dose of reinvention and reinvigoration yourself. It's the same for our University.

At exactly 7 p.m. Eastern Time on March 30 we announced the newest Penn class, the Class of 2027. Out of nearly 60,000 applicants—the largest pool in Penn history—the class we have brought together is undeniably outstanding. Letters of recommendation described extraordinary contributions and the many ways these students enlivened their classrooms, laboratories, stages, and teams. Collectively, it is the most wide-ranging and diverse class we've ever admitted. This is measured through a number of different lenses, including racial and ethnic background, socioeconomic diversity (including those who are eligible for Pell Grants), and those who are the first generation in their family to attend a four-year college or university.

All told, these admitted students will enable us to assemble a class of 2,400 students across Penn's four undergraduate schools. Each of the applicants shared personal stories through their essays. What was particularly striking is how thoughtful they are about their world and their desire to make a difference in it. In fact, this year we introduced a new writing supplement that added further insight, asking applicants to "write a short thank-you note to someone you have not yet thanked and would like to acknowledge."

The responses we received were kind, funny, serious, surprising, and genuine. They thanked family members, neighbors, supervisors—even strangers who did or said or modeled something that left a lasting influence. Across every dimension, they are a wonderful group. We can't wait to see the various ways they will help make Penn new again in the years ahead.

The excitement that comes with announcing a new class especially resonates with me this year as I have been out across the country, and across the Atlantic, meeting Penn's remarkable alumni community. Under the banner of *Penn Forward* we have had events so far in New York, Los Angeles, San Francisco, and London, with Washington, DC and Philadelphia scheduled for later in the spring. Across each of these venues I have been struck by how knowing something in advance never completely prepares you for the experience itself. On paper, to be sure, Penn alumni are a remarkable bunch. With more than 290,000 living Penn graduates residing across the United States and around the world, this is a group at once widely different in who they are and what they do, yet deeply unified in their connection to Penn. Our alumni attend events like *Penn Forward* in great numbers and have high rates of participation in virtual and online events we host around all kinds of different subjects each year. Each spring, coinciding with Commencement, ever-greater numbers make the trek to Philadelphia to participate in Alumni Weekend. It is an enthusiastic and deeply connected community.

But knowing the facts and figures is never quite so powerful as experiencing the thing itself. Each of my *Penn Forward* visits was built around a nearly hour-long conversation I had with a university trustee on stage, covering subjects ranging from my first arrival at Penn to interactions with faculty, students, and the wider community, culminating in a "lighting round" of questions needing only a word or two to answer. But in each city, that was only the beginning. A highlight for me, and I suspect for many who attended, was the chance to meet and mingle in a free-flowing reception afterwards. It was in this format that I had the opportunity to hear great stories and learn about the people, the classes, the activities, and the traditions that make Penn so special.

In different ways, in different voices, this is what I heard in every city: we are Penn, we are proud, and most of all, we are excited about the future and about what comes next for this great university. Not surprisingly, there have been questions about the current strategic planning process *Tomorrow, Together*, that I initiated not long after arriving. People especially wanted to know about the work of the Red and Blue Advisory Committee leading the effort. While it is too soon to put a final seal on their exemplary work, there are definite currents of thought that have already emerged.

Let me provide you with a small sample of the themes we've been hearing so far. Members of our community know we excel at working across disciplines in our teaching and in our research, and they want to make that as seamless as possible. They want to reimagine how Penn connects with individuals and institutions close to home and around the world. They have thoughts about how to redesign classrooms and curricula for students' current needs, especially as we all ponder the implications of, say, recent advances in artificial intelligence. And they're curious about how Penn can continue and even increase its deep commitment to excellence, especially in how we apply knowledge to solving pressing issues society faces today.

The incredible strengths, unique qualities, and unparalleled potential of our University have had profound effects on the world ever since our founding. What we're doing now is thinking and talking, together, about how best to position and deploy this strength, this quality, this potential to make even more of a difference through our academic missions. Like the next generation of brand-new students who will soon be arriving, Penn is currently in its own process of creating a new beginning. Our brightest century yet is just ahead.

Aging men, mutinous women, some edgy content, more band notes.

Keeping Up

Howard Freedlander's essay "The Cane and the Glory" on his use of a cane at the 2022 55th Reunion parade of classes ["Alumni Voices," Mar|Apr 2023] caught my attention, but not only for the similar spelling of our last names.

Like Howard, I too am getting older (actually five years older than he). Through good fortune, I have not yet been relegated to canedom, having to date avoided a serious fall. In fact, I feel *damn healthy!*

Yet I share Howard's vanity and feelings of inner toughness and recognize that my masculinity and pride may well be excessive, perhaps even misguided! And while I agree with him that "manhood demands moderation," I come from a bit of a different place and conclusion about going forward as a relatively early octogenarian. It was a requisite for me that my first three colonoscopies were done without anesthetic, as I wanted to go to work the same day! After a heart attack with cardiac arrest in November of 1988, I got well and have experienced no symptoms therefrom since. Prostate cancer at age 70 was handled by 45 workdays of radiation, but not missing a day of work (the aftereffects were a little dicey!). My glaucoma, discovered 20 years ago by an optometrist, is in "remission" due to the discipline of daily eyedrops. Lucky me for all of this recovery.

My point is that advice about aging and moderation has to be taken and absorbed personally. I exercise vigorously (cycling two to three days a week, yoga twice a week, and walking or biking with my wife Kay on weekends or in good weather).

"Advice about aging and moderation has to be taken and absorbed personally."

We have an 18-day hike planned for September from the Dolomites in northern Italy, across the Alps ending in Innsbruck. Kay tells me that I can't go with her unless I can keep up, she being the fastest walker I know (and only slightly younger than I). I'm trying!

I applaud Howard for the toughness shown in walking the alumni parade route in the rain with a cane. Should I need a third limb to do likewise at my 70th Reunion, perhaps Zeke Emanuel will be at my other side in the walk to ensure my stability. Whatever works!

Gerald A. Friedlander W'61, Tampa, FL

Mutinous Women Honored

"The French Connection" ["Arts," Mar|Apr 2023] summarizes well how Penn Professor Joan DeJean's wonderful book *Mutinous Women* helped my family uncover important information about our heritage. From Penn's perspective, however, much more important is that DeJean's book is based on incredible research and scholarship. She has brought the saga of the women deported from France to colonial Louisiana to life for everyday readers as well as historians.

The story of the women, most of them quite young, who were wrongly deported to French colonial Louisiana in 1719 and 1720 is an important, but little known, part of American history. The few who survived the journey across the Atlantic became key to the foundation of New Orleans and the surrounding area. The University community should know that *Mutinous Women* was recently awarded the Louis Gottschalk Prize from the American Society for Eighteenth-Century Studies as the outstanding book of the year on 18th-century history.

John S. Guttmann C'75, Washington, DC

Driving the Edge

My attention was caught by the brief item "Walking the Edge" ["Arts," Mar|Apr 2023], which focused on JJ Tiziou's 100-mile trek around the border of Philadelphia.

My edge story is a bit different. About a year ago, while driving in New Orleans where I live, I thought to myself how interesting it would be to drive around the edge of the United States, getting as close to the borders and water as possible.

I have started doing just that in segments. I have completed five edge trips covering Louisiana, Texas, New Mexico, Arizona, Mississippi, Alabama, Florida, Michigan, Wisconsin, Minnesota, North Dakota, and a sliver of Montana.

The stories are endless, including discovering that International Falls, Minnesota, has no falls, getting stuck in America's worst traffic jam of endless trucks in Laredo, Texas, and encounter-

We Welcome Letters

Please email us at gazette@ben.dev.upenn.edu. Letters should refer to material published in the magazine and may be edited for clarity, civility, and length.

Illustration by Chris Gash

ing Prada Marfa—a permanent sculptural art installation by artists Elmgreen & Dragset, located along US Route 90 in Jeff Davis County, Texas, 1.4 miles northwest of Valentine and about 26 miles northwest of Marfa.

My sixth edge trip takes me to New Jersey. Penn is within the 60-mile limit from the edge I have allowed myself. You're on my radar.

Randall Feldman C'68 GEd'69, New Orleans

Visit "Letters" on our website to see a photo of Prada Marfa.—Ed.

Not AOC, Just Her Voice

The Mar|Apr 2023 "Alumni Profiles" section starts with a full-page brilliant, potentially iconic photo of a politician and AOC's styling blending well with the red *ALUMNI* logo. The alumna Lauren Hitt C'13 is not pictured. A reader could easily think Alexandria Ocasio-Cortez is an alum, because the subject is not identified but incorrectly labeled "The Voice of AOC." The article itself is less than objective, calling AOC a "totally brilliant communicator" without mentioning the social media blunders or AOC losing support with both reelection campaigns.

Brad Lyman W'84, San Francisco

While Representative Ocasio-Cortez's ability as a communicator may be in the eye of the beholder, the figure in the photograph is definitely Lauren Hitt, not her.—Ed.

One of a Kind

I certainly remember Dr. Benjamin F. Hammond Gr'62 ["Obituaries," Mar|Apr 2023]! The first day of micro lab he greeted me by my name! It turned out this brilliant man had memorized the names of all 109 of us in the class of 1965 using the tiny photos on the class roster! He was one of a kind!

Peter J. Abell D'65, Brattleboro, VT

Let the Band Play!

As a longtime basketball season ticket holder I have to ask: If the Penn Band ["And the Band Played On," Jan|Feb 2023] is so wonderful—and it is—why is it barely allowed to play at the Palestra? Instead, fans are "treated" to generic recorded music that at best is annoying and at worst kills any vibe in the building. Drop the recordings and let the band play!

Paul Chrystie C'84, Philadelphia

Great Memory, Disputed Date

The letter in the Mar|Apr 2023 issue from my classmate and fellow bandsman Joel Brotman W'64, whom I remember fondly, brought back some great memories of the Penn Band, especially our first scramble and the wonderful ovation from the students and fans.

I believe the scramble actually occurred in 1963, not 1964. The 1964 game was played at Harvard. The signal for the Harvard band to scramble sounded more like a starter's pistol than a whistle. The football team had a memorable day, as well, with a stunning 7–2 upset of a Crimson team that had just ended Dartmouth's winning streak.

David B. Zwirn C'64 L'67, New Paltz, NY

Fond Memories of the Band (But Not on Franklin Field)

While I very much enjoyed the article "And the Band Played On," my memories of band during my time at Penn were quite different. What stood out at the time was the unique "no women on the field" rule, which forbade female halftime marching band members or female cheerleaders (consequently there were none) from participating during football games.

I had come from the resort town of Naples, Florida. (At that time no one at Penn seemed to have heard of it.) When I entered the College for Women in 1965, I had been in marching and concert bands for many years. I had led parades and on-field band performances for years as the drum majorette. I had even won the Florida state (baton) twirling championship.

When I went to Penn, however, I was only allowed to participate in parades; at Franklin Field, I could stay in the stands,

but never was allowed onto the field. Consequently, I watched the marching band "scramble" during home games from the stands, as any onlooker. Interestingly, when I arrived at Penn, I was issued the same Quakerette uniform for parades that had belonged to Candice Bergen CW'67 Hon'82, and still bore her name tag sewn inside. It would seem that she, too, experienced that prohibition.

I also played the flute and did enjoy participating in the concert band.

My Penn memories were mostly wonderful; and thankfully, I experienced no other examples of sexism while at Penn. This was a positive accomplishment, in that we women were outnumbered about 4–1 by male classmates at that time. Consequently, the antiquated "no women on the field" prohibition stands out as the exception to my very fond recollections of Penn.

I don't know when Penn began allowing women on the field, but I don't remember that rule's reversal prior to my 1969 graduation.

Judith Smollan Nelson CW'69, Austin, TX

Penn band women marched on Franklin Field for the first time in September 1970. "Let Them March" ["Gazetteer," Nov|Dec 2020] reports on the 50th anniversary of the occasion. —Ed.

Band Vote Hit Sour Note

It was nice to see your article on the Penn band. I was a member of the band during my first three years at Penn, starting in the fall of 1955. We were lucky to have the inspired student leadership of James DePreist W'58 ASC'61 Hon'76, who became an internationally known conductor.

I thought I would relate two incidents that I believe both occurred my junior year.

The band rarely performed at away football games, but I remember us traveling to Princeton and to New Haven for the Yale game. For the Yale game we were told to go Friday evening to 30th Street Station to meet a train, which then took us to New Haven for the Saturday football game. The train then ended its journey on a siding somewhere near the Yale Bowl.

I remember no instruction. We were all surprised to find we were just expected to spend the night sleeping sitting in our coach seats. Some band members even slept in the luggage racks, which were made out of some sort of hemp and would sag so it was sort of like being in a small hammock. After the game we went back to the train, which had a dining car and kitchen. No train employees asked us for money. We just ordered whatever they had off the expensive train menu. No one could believe how we had been treated.

That same year band membership was falling, and morale was somewhat low. It was suggested that the band open up membership to Penn coeds, which would be a first, as there were no female members and apparently never had been.

It was decided to put the question to a vote at a band meeting. As we were getting ready to vote, the band administrator, who was with us only part time and I remember as being the music director at Lower Merion High School, gave a speech.

I don't remember much, but in effect he said what a horrible mistake it would be to admit women, lowering our standards and breaking long term proud Penn tradition. He actually had tears in his eyes.

The proposal was voted down. I did not rejoin the band my senior year.

Robert Bandman W'59, New York

Sentiments of the Heart and Mind

What sublime writing in "Bearing Gifts" on friendship and love penned by a thinking man wanting to get things right in both giving and receiving gifts ["Alumni Voices," Jan|Feb 2023]. The letters placed in volumes from Nick Lyons' granddaughter, Elsa, for his 90th birthday likely sent many readers swooning at such a staggeringly thoughtful and meaningful gift. Perhaps she too will pen words one day expressing sentiments of the heart and the mind.

Lisa McNary LPS'19, Raleigh, NC

Oranges

A care package.

By Lila Dubois

Illustration by Jenny Kroik

A month into my freshman year of college, my mom mailed me six oranges. When I called to thank her, she apologized for not sending more, explaining how she'd whittled down, orange after orange, until the postal scale matched her shipping budget. How the 15 she'd picked in the front yard that morning became the six sitting in a small cardboard box on my desk. *I just wanted you to have some, because the oranges out there are not as good as ours*.

With my cheek pressed tight to the glass of my phone, I thanked her. *Yes, I will share with my roommate*, I told her, and *Yes, I love you too*. Then I hung up. I imagined her driving home, nine extraneous oranges rolling around the floor of her backseat. Sacred fruit.

I grew up in the San Fernando Valley, that seemingly endless stretch of suburbia that dissipates at the furthest edges into the yellow brush of the Santa Clarita and the Santa Monica mountains. A wasteland of freeways and strip malls, of dripping purple nights and summers hot enough to fry eggs on windshields (which we did). Years ago, this far northwestern swath of Los Angeles County was almost entirely orange groves, interspersed with a scattering of ranches, oak and walnut trees, and wild coyote mint. Although the ranches have mostly turned to residential housing, orange trees still abound. In my neighborhood they grow up through lawns and sidewalks, and porches are built accommodatingly around their trunks. Pulp smears into the crags of the road and clogs the tire treads of speeding cars. In mid-spring, the smell of their blossoms radiates into the night, calling neighbors to slurp fudgesicles on stoops after dinner and sleep with the windows open. This scent, I've always believed, must be embedded into the collective psyche of all Valley natives. This was where my mom grew up. This was where she raised my sister and me.

We picked the oranges from our trees—the one in the backyard, the two in the front. Also from our neighbors' yards, or from the tree on the corner, between the Wells Fargo bank and orthodox synagogue. My sister and I would run home with our shirts folded up, cotton pouches stretched tight around precious orange cargo. Our quarry would cover the counter, overflowing from bowls and rolling loose off the edge. Back then I understood our kitchen primarily as a vessel for the fruit it could house. In especially good seasons, the storage expanded to our garage, whose walls we lined with brown paper grocery bags of citrus overflow. It seemed the possibilities of the orange were infinite. It could become a popsicle. A marinade for my dad's barbecue. A grace note in any number of my mother's creations: olive oil cakes, ginger cookies, a yellow rice pilaf, walnut spinach salads, lemon sorbets. It was a meal in and of itself, served best with a dollop of yogurt or a pinch of cinnamon. An orange was a gift, something we brought to friends, to housewarming and birthday parties, or a neighbor's First Communion.

In my family it was a peace offering too. We made apologies through carefully peeled pieces of fruit, segments separated and offered fanned out on a paper towel. Sharing the last bite meant forgiveness.

Back then I took this all as a fact of life. I peeled and ate and sliced and gorged without reverence or consideration beyond that of my immediate hunger. Out of habit. Out of convenience. Thoughtlessly. Out on the stoop, the brick still warm. Alone with my sister, the orange juice running down our arms, dripping to the ground, and christening our home at the intersection of Quedo and Poe as our own sort of citrus church.

I took more notice as a teenager, as I sensed California becoming more temporary, fading with the growing notion that I would soon leave. I would go East, fresh out of high school and drunk on the reverse pioneer spirit that sometimes afflicts the youth of the West. For those born by the Pacific, for whom California's magical golden haze is just a marine layer, the East represents something fantastically new. I envisioned traceable skylines and stumbling down dim alleyways towards pulsing basement music and the secret sensuality of getting caught in an unexpected rain. I was one of those young, naïve, and unaware fledglings who lust for something unknown only because they have not yet realized they have been quite happy most of their life. Those who are unsatisfied because they do not understand winters without sun, or realize that the horizon is not only distant sagebrush-etched hills, but can also be a low, flat, unending line. I was going East because I didn't know what I wanted. I just knew that I hadn't found it in some striking way where I was.

But when I landed in Philadelphia for college—my dad's Dolly Parton playlist all played through and my bangs clinging to my forehead in the humidity—the truth asserted itself. I was no reverse pioneer. I was a stranger here. Someone without friends or family or a familiar street name with which to situate myself. No San Feliciano or Tujunga or Mulholland. Now it was Walnut and Spruce, Baltimore and Market. I fumbled my way around campus, was late to class, and missed assignments I didn't know I had. I got rejected from sororities, literary magazines, the spoken word poetry group. Essays that had earned me praise in high school were turned down by every campus publication I submitted to. In the dining hall I ate with headphones on, Dolly Parton at full volume, thinking of home. I ate the dining hall cantaloupe and felt sick, its sweetness nauseating. I missed fruit that bit back, fruit with a tangy sort of fight. I thought of the empty box on my desk. I left dinner with a dull pulsing glucose headache.

But slowly, inevitably, my feeling of presence in Philadelphia eclipsed the distance from California. It happened sometime between the day I walked to the pharmacy without directions and the day my poetry professor remembered my name: I began to think of Locust Street as my shipping address. I found myself each

night in the cafeteria with a group of loud and laughing and smart new people. We complained about stale fries and still got seconds and thirds—and suddenly I realized we must be friends. I fell in love in the city, got a SEPTA card, ate a halal truck cheesesteak. I saw Rittenhouse Michael Jackson like an apparition in the Center City morning dew. And maybe it was that, or all of these things at once, but eventually the new city became something I recognized, something I started to know. Something I could call a home.

And Philly, as it turns out, has very good apples. Actually, the fourth best in the country, according to an orchard vendor at the Clark Park farmers market. And I liked apples. I could get behind apples. The stunning white oblivion of the first bite. The shocking brilliance of its sweet flesh and bitter skin. A fruit so good that it made me realize that there were oranges everywhere, though those oranges may be apples. Or mangos or raspberries or plums, I suppose: reasons to love and attach to new places. Ways to find new homes.

In some glimmering, far-off future, I imagine myself in a totally new place. There on my desk sits a small cardboard box of apples. Honeycrisp, the kind from Clark Park on a Saturday morning. Sent by a friend in Philly. I will call my friend to say *there's nothing like them out here, thank you*, hang up and take that first seersucker crunch. I will chew heartily, savor the sugary meat completely, and look out the window over a city full of people and street names I do not yet know. I will think to myself how lucky I am to have tasted a fruit so delicious I could miss it this much. How lucky to have been sent a package by a friend. To be reminded of Philadelphia. Or that an orange could taste forever of my mom and sister and dad and our citrus-church stoop. How lucky to have lived something worthy of missing.

Lila Dubois is a College sophomore from California's San Fernando Valley.

Illustration by Rich Lillash

Getting Even

Notes on a skewering.

By Nick Lyons

Many years ago a dear old friend sent me a letter nasty enough to signal the end of a long and happy friendship. It was a sharp smack in the face—deliberate, unexpected, harsh, and meant to hurt. It did.

What had I done to deserve this? What dreadful unintended affront to him, what lack of respect, what rude comment on his latest novel? I had used the word "miffed" in an otherwise genial letter, expressing mild irritation that he had not visited an exhibition of my wife's paintings.

My letter had mostly been devoted to asking about his writing, his wife's health, his plans for the following week. But apparently my soft expression of disappointment canceled all else out.

I thought of our friendship, begun decades earlier when he had been a sound and inspiring professor of mine, and then a friend close enough for us to have spent long days together, stayed at each other's houses, shared meals, vacationed together, laughed and argued frequently with warmth and affection. He was devilishly witty and smart, and I enjoyed our friendship immensely.

What should my response be? At first I considered an equally nasty reply. It could have been justified. I have a wolf in me—but I keep it on a short leash.

Perhaps then I should offer a patient explanation of why I was miffed. But that would only have led to more venom, I feared. A quiet request for forgiveness, a simple apology—even though I could think of no crime I had committed? There's some chance he would explain or even apologize, though in all our years I had never known him to do anything like that to other recipients of his anger and ire. In the end, I kept my peace. I remained silent.

A few months later, a mutual friend asked what I had done to Bill for him to say: "Never mention the name Nick Lyons to me again!"

My silence must have bitten him sorely. That became clear when he issued a new collection of writing that featured a story about me. The story was so cunning, ironic, and mean—especially to my wife, to whom I ordinarily told everything—that in the 25 years before she died, I never even hinted at its existence. Bill's story was a pathetic tragedy—not very well managed, though who am I to say—about a dumb, sheeplike husband and his mediocre, pompous, and untalented wife: a crude portrait of horribly misspent love and utter unworthiness. The prose oozed the author's delight in his own cleverness. And just to be sure that no one mistook his thinly veiled target for some other innocent lamb, he confided to his two biographers precisely of whom he had written.

It all made me think of other literature boiling with envy or moral superiority or just the urge to get even for any reason. There is a long tradition of literature that makes revenge its centerpiece. A dozen examples from the *Iliad* and other works from the Greek canon came to mind. Iago, of course. Alexander Pope's "The Dunciad," flaying Colley Cibber who had savaged him in print. Alfred Jarry's dreadful little play, *Ubu Roi*: that weird exercise in how to bash your high school math teacher. William Kotzwinkle's *The Bear Went Over the Mountain*, so severe a sendup of the book publishing world that a talented friend quit publishing forever because of how she had been depicted, becoming a social worker instead. Phillip Roth's and Clare Bloom's books, urinating publicly on each other. Or that delicious portrayal of revenge, *The Count of Monte Cristo*.

And after all these I remembered a brief but vivid moment when a business associate got up from our lunch table, walked across the restaurant, grabbed a gray-smocked waiter by the tie and forced him up to the wall, saying something I could not hear. I shook my head and asked what all that was about. I happened to know the waiter. He had been a promising young man: handsome, bright, athletically gifted, the sure image of someone with a strong future. He had been self-confident and perhaps a bit too bold. But now, in his 40s, he was waiting on tables. My lunch mate, it turned out, had known him briefly, and told me that he had delivered the following message as he mashed the fellow against the wall: *Do you remember when we were in high school and you were a class higher and bullied me that afternoon?* The confrontation had occurred a quarter of a century earlier.

"My idea of revenge," Louise Glück wrote in one of her superb essays, "was to prove that I had not been hurt."

Years later, a mutual friend expressed deep sympathy for the way I had been skewered in print. I told him I had long since stopped smarting, and now simply thought how sad it was for Bill to have such bile in his blood. I told him I had nearly forgotten the whole incident, which ultimately revealed more about him than me, and certainly my wife. Then I smiled, remembering Bill's love of a Faulkner story called "Barn Burning," and said lightly, as an afterthought, "Well, I may just have to burn his house down some day."

I don't know if there is or ever should be a best or even appropriate revenge, eye for eye. Louise Glück's comment makes perfect sense, but it's one half the equation. Isn't there another person involved? I take no satisfaction whatsoever knowing that my old friend slept his miserable last days with a loaded pistol under his pillow. Was it against the appearance of his would-be arsonist? I feel only pity, only loss. Poor old friend, poor Bill. Poor Nick.

Nick Lyons W'53 has been a longtime contributor to the *Gazette*.

Fool Me Once

The upside of being a sucker.

By Tess Wilkinson-Ryan

The first year of the pandemic, my fourth-grader and I did a lot of walking around Philadelphia. I would insist that we get out each day, cajoling her with pleas for "fresh air" or "stretching our legs." To engage her on one of these walks, I told her she could be a subject in some of the studies I was reading for my research project, a book on suckers. I had been rereading economics and psychology studies from the last half-century to chart how the fear of playing the fool can distort human decision-making. I started my daughter off with a classic: a behavioral economics dilemma called the Ultimatum Game. It's a simple game with two players; one has $10 and has to offer a portion to the other, who has none. The offeree can then accept (game over, money shared as proposed) or reject (game over, both players get nothing).

You can probably imagine how this plays out in real life; most players who get offered less than three or four dollars pick the lose–lose outcome, preferring to get nothing rather than the short end of the stick. I narrated it to my daughter with maximum dramatic effect. "You're paired up. Your partner has $10 to share. You look at the message to see what you got, and you can't believe it—they're only giving you ONE DOLLAR!? What do you do??" I tried to sound anguished.

She was nonchalant. "Well, a dollar is better than no dollars. Keep the dollar," she responded easily. I protested: What about fairness? What about honor?! Revenge!!!

"What? Mom? No." She regarded me curiously. "What do you care if they get more than you?"

It's a pretty good question! What do I care indeed?

When she was much younger, still in nursery school, we used to joke that she was our little utilitarian. And she really wanted to know what it would get me, how it would make my life better, to decline that dollar. What do I care if I'm playing the fool? What are the stakes? How do I account for the pain of feeling duped, or the comforts of self-protection?

The answers to these questions are important, because they excavate truths about our moral selves. Who do I want to be? What are my obligations, and to whom? How we figure out what our goals are—and how the fear of being a sucker gets in the way—is at the heart of moral reasoning.

When I talk to people about the fear of being a sucker, they often want to talk about rationality. Isn't it *rational* to avoid getting duped? Am I saying that the fear is *irrational*? As an academic I am professionally obligated to respond, "Well, it depends," and unfortunately in this case I mean it. A fear is more or less rational depending on what you're trying to do. To think clearly through sucker problems, you have to be explicit about your goals.

If I am a player in the Ultimatum Game, I can't evaluate my own strategy without knowing what I want out of the game. What values am I trying to vindicate with my choice? Game theory starts with the idea that most people are rational actors—self-interested maximizers driven to optimize their own welfare. This often means they are trying to get

Illustration by Mitch Blunt

as much money as possible. But the idea of rationality, even in economics, is more capacious. It just refers loosely to the idea of having goals and choosing behaviors in line with those goals. The goals can be whatever goals you want; maybe you don't want to make money, you want to distribute money evenly. Or maybe making money is less important to you than making friends, or making whatever social sphere you happen to find yourself in as copacetic as you'd like it to be.

The fear of playing the sucker can make it harder to read your own moral compass, muddying the picture to make it seem like cooperating with others is a weakness. In example after example in the book that eventually became *Fool Proof*, from welfare benefits to political violence to simple lab games, I puzzled over situations in which people seemed to be working against their own interests. For many people, the nagging feeling that a situation could be a scam turns out to be a constraint on personal and moral agency.

Experimentally, there is evidence that when some people are willing to risk weakness, their example can set a norm that helps the group commit to cooperation and achieve its goals. Two behavioral decision researchers wanted to see what happens when some players consistently behave cooperatively, even if others are selfish. They called their paper "Suckers or Saviors?"

They asked players to participate in a standard cooperative exchange task called the Public Goods game; each of four players would get money and the chance to contribute it to a communal pot. The amount in the pot would be multiplied and evenly redistributed—such that cooperation would amplify profits, but the maximum possible gain would go to a selfish player who took advantage of the generosity of three others. The players would participate in not just one round of the game, but 20. Other studies that had used multiple rounds of this game had routinely found that playing the game repeatedly tended to result in less cooperation with each iteration—when players saw that others were free-riding rather than cooperating, they too opted out over time. The researchers grouped the players into groups of four and then assigned every foursome a plant—one "confederate" (a player who was in on the experiment) who would contribute to the group pot no matter what.

For people trying to figure out whether to go for the cooperative choices—a choice they may find appealing, but risky on the sucker front—the idea was that a dogged, reliable contributor could make the risk feel less acute. It's not so bad to mistakenly cooperate when someone else is playing that same strategy; at least you're not alone out on that limb. This proved true; including one consistently cheerful sucker affected the choices of everyone else in the study. People who played with a frequent contributor were more likely to contribute themselves, and games that included the consistent contributor did not devolve the way that multi-round Public Goods Games normally would. The sucker *was* the savior.

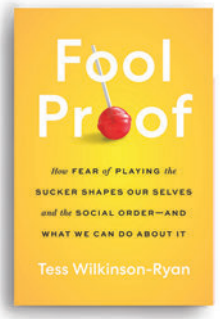
That malleability—sucker or savior, depending on the frame—is key to thinking seriously about fools' games in the real world. Am I a chump if I let another driver merge in front of me at the very last second? Am I a sap if I give money to a person panhandling on the street? What about if I take a gamble on a dicey investment and it goes sideways? Situations that look like scams in one light can look like reasonable risks in another; the 20th-century sociologist Erving Goffman famously referred to that kind of self-soothing perspective shift as "cooling out." Maybe I'm the dupe, sure, but maybe I'm a laid-back road-tripper, a compassionate donor, or an investor with a high risk tolerance—and maybe the uncertainty can offer a little breathing room.

These mundane dilemmas pop up all the time, and as a self-proclaimed expert on fools I attract a lot of stories about life's little scams. My younger sister, who has been listening to me talk about suckers for at least 15 years, called one afternoon with a pleasingly literal story of cooling out. She lives in Vermont, and she had taken a long bike ride with her husband and some friends. The ride turned out to be more than she had expected—she was in excellent shape for an oncologist but the other riders were in excellent shape for triathletes. They coasted into a small town with a general store and stopped to buy snacks. She was really thirsty and starting to feel lightheaded.

"So we came to the store and it's not a regular convenience store, it turns out to be precious-Vermont, like they had house-made kombucha," she told me. "And I am just trying to get a regular Gatorade and they were charging like $6 for it."

She was indignant. Sure, *tourists* might come to Vermont and pay $6 for Gatorade. *New Yorkers* might pay $6 for Gatorade, and then get one of those white oval VT car stickers. She, on the other hand, knows better! (As her older sister, I am obligated to point out that she herself is not from there either. She and I are squarely in the target demographic for Vermont-cute. We love kombucha.)

"Anyway," she continued, "A Gatorade was literally worth $100 to me at that moment. I thought of you and was like, what am I *doing*?" Thus cooled, she bought the drink and rode home.



Tess Wilkinson-Ryan L'05 G'06 Gr'08 is a professor of law and psychology at the Penn Carey Law School, and the author of *Fool Proof: How Fear of Playing the Sucker Shapes Our Selves and the Social Order—and What We Can Do About It.*

Barrier Broken

New traditions were made—and longstanding ones maintained—as women took the stage for Mask and Wig's annual spring production for the first time in the group's 134-year history.

Photo by Tommy Leonardi C'89

Lauren Cho, Mask and Wig's first-ever female lead, starred in the spring show opposite David McCabe (previous page). The show still featured its signature kickline—now with all genders.

"I saw them, and I thought, *I have to do this*."

So recalled Lauren Cho C'26, who as a high school senior watched the Mask and Wig Club's show in New York during its 2022 spring tour. A few months earlier, the 134-year-old Penn group that had long billed itself as the country's "oldest all-male collegiate musical comedy troupe" had decided to include all genders beginning in the fall of 2022 ["Gazetteer," Jan|Feb 2022]—which conveniently coincided with Cho's first semester at Penn.

Exactly a year later, Cho was back in that same theater for Mask and Wig's 2023 spring tour—this time as the club's first-ever female lead.

Playing the part of "Jane," an orphaned scavenger traversing a post-apocalyptic pseudo-Philadelphian wasteland, Cho starred in *A Doomsday in the Life*, Mask and Wig's 134th annual production, opposite "Max," played by David McCabe C'23, who also serves as Wig's cast director. In fact, McCabe had emailed Cho before she got to Penn, because of an interest form she filled out when she saw them on tour. "It's so surreal to be speaking with him on stage now—it's incredible," Cho said, still clad in apocalyptic gear with a ukulele strung across her back, just off the stage after a Saturday matinee performance.

During the opening number of the show—which ran from January 21 to March 31 at Mask and Wig's historic clubhouse on Quince Street in Center City—all of the non-male cast members stood on one side of the stage and exclaimed wryly, "Women are here now. So keep that in mind."

It had been a long road to get there—133 years of all-male shows, a vote of the club's undergraduate and alumni members in September 2021 to eliminate gender as a qualification to create and participate in productions, and, most recently, partnerships with other campus organizations including the Platt Performing Arts House and the Penn Women's Center to facilitate a smooth switch. "We didn't want to just rush into this and neglect how incoming members will feel or how existing dynamics will have to change," said Eli Cohen C'23, the group's secretary–treasurer. "So there was a lot of preparation that we did beforehand."

Yet none of the changes felt unnatural or forced, and some were perhaps overdue anyway, according to the club's undergraduate leaders. For example, alterations were made to the clubhouse dressing rooms for more privacy during quick changes. The group's notorious kickline was altered, too. Instead of the all-male, drag-clad cabaret kickline to close shows, it's now a mix of the cast wearing whatever they want. Whoever could keep up with the beat and kick highest made the cut—regardless of gender. "I think everything's become a lot more flat and less hierarchical this year," said Matt Weltmann C'23, Wig's business manager. "We didn't want a bunch of dudes at the top gatekeeping information and access. I think across all sections, we've tried to bring the newer members earlier on into positions of leadership."

Whoever could keep up with the beat and kick highest made the cut—regardless of gender.

Weltmann admitted that the group's "biggest fear" was that women might not want to try out. But plenty did, with 13 becoming involved in the spring production across the cast, band, crew, and business staff. Sophie Faircloth C'24 already had male friends in Wig and figured "what's the worst that could happen?" if she auditioned. Now she's one of the group's oldest non-male members. "It has been an extremely welcoming environment for non-male members of the company," Faircloth said. "We're encouraged to really put ourselves out there even more, especially in the cast, because we're changing from this image of old traditions that didn't benefit anyone to new traditions that we can all enjoy and find funnier."

The returning Wiggers also made sure to include new members—particularly women—in the writing process. Usually, the spring show is written before the fall semester even begins. This year, they made changes to include non-male new members who otherwise would have been excluded.

"We wanted to carve out as many opportunities as possible to get their voices heard, and their input into the script, just so that it's something that they can feel was representative of them and their class," Cohen said. In the fall, head writer Charlie Ross C'23 held open writing sessions to ensure that new voices would help shape the spring show. Cho and Faircloth both chose to get really involved in the writing

Photo by Tommy Leonardi C'89

process. "It was a change that was maybe prompted by going gender inclusive, but it's a good change that should continue," noted Tom Fanelli C'23, Wig's undergraduate chair and a piano player in the Mask and Wig band. "There's no reason that our new members shouldn't have a voice in the script."

One big question heading into the spring shows was whether the Mask and Wig's notable tradition of men crossdressing would continue. Ultimately, they felt that it was worth maintaining the group's cabaret and drag roots—with a twist. Now female cast members can dress as male characters, too. "We decided that there was no reason to gender the roles on stage," Fanelli says. "Whoever's the funniest person for that role, they would just play it—whether that's putting on a wig or dressing up as a man. It doesn't really matter, as long as that person is excelling in that role and can present it the best on stage."

In one of the sketches, Faircloth dressed in drag as an inhospitable, misogynistic guy making life miserable for his fellow apocalyptic-bunker mates. "I remember a conversation that I had with one of our alumni," Faircloth said. "He was like, 'You are the first woman to go out on stage and do a parody of a man in a Mask and Wig show—you've got to make up for the last 134 years!'"

While the club's leaders are still men, as an upperclassman Faircloth has taken on something of an informal leadership position—in a "motherly-type role for the new members," she said. Faircloth's mentorship to younger students has "been so crucial," Fanelli noted. "You come into this year, as an all-male group, with all-male leadership, and we bring in this class of people who are not all males. Sophie and the other older women bridge that gap."

"If I hadn't known that it was exclusively all men in the past, I would have thought it's always been like this," said Cho, who's excited to get more involved with writing as she moves into her sophomore year.

The new-look group bonded even more during Spring Break as they continued Mask and Wig's annual tour, a tradition that dates to 1891, performing in New York, Boston, and Washington, DC. "These are 50 of the people who I consider to be some of my best friends," Faircloth said. "The bit never ends in Mask and Wig."

Fanelli, Cohen, Weltmann, and the other graduating seniors are eager to hand off Wig to a new generation. "I think we're just really lucky to have people who want it to continue, who cherish going down to the clubhouse on Friday and Saturday nights," Weltmann said.

"I am excited that this is going to be my home for the next four years," said Defne Tim C'26, one of Wig's female newcomers. "And I'm going to grow in it. And I'm going to grow to become a leader."

—Meg Gladieux C'23 GEd'24

Hindsight 2020

A new book from the Annenberg Public Policy Center details how the 2020 election continues to shape US politics.

Whether or not the 2024 presidential election turns out to be a rematch between Joe Biden Hon'13 and Donald Trump W'68, the issues Democrats and Republicans will be fighting over are likely to sound familiar. Arguments central to the 2020 election concerning the economy, pandemic response, race and social justice, and the legitimacy of the US electoral system played prominent roles in the 2022 midterms and are still very much with us.

At the same time, 2020 reflected an extraordinarily turbulent election season: "One has to go back to 1918 or even 1864 to find years in which the United States faced as many crises as it did between January 20, 2020, and January 20, 2021, the final year of Donald J. Trump's presidency." That's according to a new book, *Democracy Amid Crises: Polarization, Pandemic, Protests, & Persuasion*, by the Annenberg IOD Collaborative, a group of 10 scholars from Penn; Temple; the universities of Michigan, Arizona, and Buffalo; Georgia State; and University College, London.

The four crises they identify are the COVID-19 pandemic; the resulting economic hardship and uneven recovery; protests, in some cases violent, calling for racial justice that followed the murder of George Floyd; and finally, Trump's baseless claims of election fraud after losing to Biden, leading to the attack on the US Capitol on January 6, 2021.

Billed as "a resource for political scientists and communication scholars," and

Illustration by Jeff Koegel

thick with charts and diagrams, the book draws on survey data collected from more than 9,000 people in Florida, Michigan, Pennsylvania, and Wisconsin, who were asked more than 1,000 questions over 14 waves of studies about the election and its aftermath.

"The whole point of politics is that it is the nonviolent resolution of conflicts. Losing sight of this sends the nation down a dark path."

"Given the strength of our dataset, with surveys in the field through the inauguration, readers can follow the changing attitudes of our very large panels," Annenberg Public Policy Center (APPC) director Kathleen Hall Jamieson said in a statement. "This story doesn't end with Election Day. The book also shows how subsets of voters came to think the election was stolen, and violence may be necessary to defend the American way of life."

On the key question of how Biden won, the answer seems to be that he succeeded in convincing voters in battleground states that his view of the task facing the next president—that addressing the pandemic superseded other issues—was the correct one, allowing him to achieve the rare feat of displacing the economy as voters' main concern. "While Trump said he did a good job with the economy pre-COVID, Biden said you can't fix the economy until you've handled COVID," said lead author Matthew Levendusky, a Penn professor of political science. "And even Trump's strongest supporters didn't think he did a good job managing the pandemic."

Teasing out which of the four crises mattered most is "a fool's errand," the authors write, but they point to several lessons that may bear on US politics going forward.

First is the "normalization of violence." The belief that "recourse to force is justified when other means of securing redress of grievances have been exhausted" goes back to America's origins, they note. "Some of the January 6 rioters did indeed identify their actions with those of the American colonists who rebelled against British rule," even though their actions in storming the Capitol were antithetical to "the founding of a nation committed to due process and the rule of law."

Long before the Capitol attack, however, the "tensions of 2020 … had spawned violence." While Biden framed the summer's protests as "part of the nation's long struggle for racial justice," Trump "argued they were exemplars of chaos abetted by antifa," leading to "clashes between MAGA-flag-carrying counter-protesters and those carrying signs reading 'Black Lives Matter,' as well as the beatings of police officers in the riot at the Capitol." The plot to "kidnap, try, and possibly execute" Michigan Governor Gretchen Whitmer in October 2020 "foreshadowed" the noose brought by insurrectionists who called for the hanging of Vice President Mike Pence. "It is not simply that violence is legitimized; it is also that violence, not politics, is seen by some as the only way to resolve our conflicts."

Even earlier, Trump's sanction of "the threat of violence" goes back to the start of his presidential campaign and threads throughout his presidency, from his sympathetic reactions to the white supremacist rioters in Charlottesville, Virginia, in 2017, to the rioters in the January 6 attack.

This attitude has also "infiltrated the language" of other Republicans, like US Representatives Marjorie Taylor Greene and Paul Gosar. Perhaps most dangerously, they write, many others in the party have remained silent rather than speaking out against violence. "The whole point of politics is that it is the nonviolent resolution of conflicts. Losing sight of this sends the nation down a dark path."

The "polarization of public health" is another crisis the book explores. Their surveys confirmed how differently Democrats and Republicans regarded the seriousness of the threat of COVID-19—but they also found that views toward public health officials and agencies grew much further apart as their surveys went on. "Across time, modest differences became gulfs. Effectively apolitical scientific institutions became just another set of partisan objects."

And these behaviors may extend to other prevention efforts. One example: They cite 2021 data showing a 25-point gap between Democrats and Republicans in receiving the flu vaccine, whereas historically both groups got their shots at similar rates.

Finally, they point to the lasting impact of "electoral delegitimization." Despite overwhelming evidence to the contrary, Trump and his base continue to advance claims of election theft. And while many Republican leaders "accept Biden's legitimacy," others "have embraced [Trump's] rhetoric about voter fraud." This issue "will hover like a shadow over future elections," the authors predict. "While there are always partisan gaps in perception of the fairness of the outcome of elections, a worrisome proportion of the citizenry may now be disposed to accept an election result as legitimate only when their side wins."

A few "citadels" did hold fast in 2020. The US military leadership successfully maintained its traditional distance from politics. The courts, including a number of Trump-appointed judges, dismissed voter fraud claims and sometimes rebuked the Trump lawyers advancing them. And local election officials defended their work and the integrity of elections.

But while "the guardrails survived a crash test" in 2020, the Annenberg IOD Collaborative concludes, "that is not a reason to assume that they will hold in 2024 and beyond." —*JP*

"People Saw Me as Dangerous"

At a campus lecture, a *New York Times* editorial writer recalls his harsh introduction to the "otherness of being Black."

"I thought for a time that I was going to be in the professoriate," said author and *New York Times* editorial board member Brent Staples, "but then I got a taste of directly engaging the public with my writing."

Staples, author of the memoir *Parallel Time: Growing Up in Black and White* and winner of the Pulitzer Prize for editorial writing in 2019, was on campus in late February to deliver the inaugural W. E. B. Du Bois Lecture in Public Social Science in an event hosted by the Department of Sociology in collaboration with the Annenberg School for Communication and the Center for Africana Studies.

In conversation with Tukufu Zuberi, Penn's Lasry Family Professor of Race Relations, Staples reflected on his first time being aware of the "otherness of being Black" and its role in shaping his writing career. His remarks have been slightly edited and condensed. *—JP*

Illustration by Anna Heigh

I grew up in Chester, Pennsylvania, right down the road [from Philadelphia]. It was a steel and shipping town. When I was growing up, there were 66,000 people there. It was, in fact, quite a lively place, and at its peak the shipyard in Chester employed 40,000 people in a town of 66,000. And as shipping disappeared, you know, 40 became 30, became 20, became 10, became none. So as a young person growing up there and absorbing the inevitability of that, I thought to myself, *You know, you must leave this place*.

I got into a small college called Widener; it's a university now. I didn't really have a specific mission, but I knew I wanted to write, and I knew this was going to give me a chance to write. When I got close to graduating, I applied for some doctoral fellowships—once again, not with a big plan, but my idea was to project myself into the world. I ended up at the University of Chicago.

I had grown up in a town where everybody knew me. My father had three brothers there, and so everybody knew us all. So the first time I went to a place where I was unknown was in Hyde Park in Chicago. I'm 22—that's pretty old, actually, to find this out—and I was walking down the street at night, and I began to notice that people who saw me would cross the street. Or when I crossed in front of a car at a stoplight the people would hit the door locks—not power locks like you have now, they had to hit them. *Thunk, thunk, thunk, thunk*.

"I was walking down the street at night, and I began to notice that people who saw me would cross the street."

It was my first kind of belated awareness that people saw me as dangerous. You know, this big Black guy walking in the street—doing nothing, really, but the people saw me as dangerous. And I started to process that and work with that idea, and years later I wrote an essay entitled "Black Men and Public Space." In some books published it's called "Just Walk on By: A Black Man Ponders His Power to Alter Public Space," and that's in, I don't know, four or five million copies right now. It's really all over the world. But what it's about is trying to grasp and understand the experience of being perceived as a monster, as a dangerous person, when in fact you had no ill intent toward anyone. That experience in the new white world, I think, launched my writing career—because I really needed to actually get that down on paper and wrestle with it to some degree, understand how it made me feel, and how the other people were feeling. So that was sort of my introduction to the otherness of being Black.

EDUCATION COSTS

Tuition and Aid for 2023–24 Academic Year

Undergraduate tuition	**$58,620**
Housing	**$12,166**
Dining	**$6,330**
Fees	**$7,484**
Total (4 percent annual increase)	**$84,600**
Total undergraduate financial aid* (12 percent annual increase)	**$286 million**

*Students whose families make $75,000 or less will now receive financial aid packages that fully cover tuition, fees, housing, and dining—up from $65,500.

Jackson Named Provost

Penn's first PIK professor and two-time dean brings broad experience and an "ethnographic sensibility" to the role of chief academic officer.

When John L. Jackson Jr.'s appointment as the University's 31st provost was announced in January, Penn President Liz Magill called him a "true University citizen." Along with his contributions as a scholar and teacher and his service as dean of the School of Social Policy and Practice (SP2) and the Annenberg School for Communication, she pointed to his chairing of the ongoing Red and Blue Advisory Committee charged with synthesizing the opinions of Penn stakeholders on the University's next phase of development. "John Jackson is one of Penn's most respected and accomplished academic leaders," Magill said. "I know he will guide Penn to even greater heights" as provost.

Jackson takes office on June 1, succeeding Beth A. Winkelstein EAS'93, who has served as interim provost since July 2021 after Wendell Pritchett Gr'97 took a leave of absence and subsequently returned to the faculty.

As Penn's chief academic officer, the provost oversees the faculty, research, admissions and student life, Penn's libraries, athletics and recreation, arts organizations, and global initiatives.

Jackson—the Richard Perry University Professor of Communication, Africana Studies, and Anthropology—came to Penn in 2006 as the first Penn Integrates Knowledge (PIK) Professor. An ethnographer and filmmaker whose work encompasses urban life, religion, race, and the media, Jackson is the author of several books, including *Harlemworld: Doing Race and Class in Contemporary Black America* and *Thin Description: Ethnography and the African Hebrew Israelites of Jerusalem,* and has codirected the films *Bad Friday: Rastafari after Coral Gardens* and *Making Sweet Tea: The Lives and Loves of Southern Black Gay Men*. Besides serving as the Walter H. Annenberg Dean at Annenberg since 2019 and as dean of SP2 from 2014 to 2018, he was a senior advisor to the provost on diversity at Penn from 2012 to 2014 and held several administrative posts at Annenberg.

In a March interview, Jackson cited his experiences working with Magill and her team on efforts like the Red and Blue Committee and his chairing of the search for a new dean for the Graduate School of Education as having piqued his interest in being considered for the provost position. "I was really appreciating the ways in which she collaborated with senior leadership, the kinds of approaches she took," he says. "I thought, 'You know what, I know the place, I've been here for a long time. If I'm going to do it, this might be the time.'"

Jackson's longevity should be an asset for a president still new to the institution. "I do think and hope that one of the things that I will be helpful on is [that] I've had such different vantage points for looking at a place like Penn."

The cross-disciplinary PIK professorship, launched by President Emerita Amy Gutmann Hon'22 in 2006 "was, for me at least, a wonderful point of entry into the University." The SP2 deanship provided a different perspective on the city than some other Penn schools. "If you're dean of that school, you're *in* the City of Philadelphia, your students are all over Philadelphia. The urban ethnographer in me found that amazing," he says. "It's almost like, as dean, I could do both: lead the school, but also use the skills I developed as an urban researcher to think about how to navigate Philadelphia effectively for my students and for the faculty and staff."

While fundraising is a preoccupation for all deans, that pressure is less intense at Annenberg. "It was something I didn't have to think about in the same way," Jackson says, which allowed for a more sustained focus on academic issues, "what the faculty and students are dealing with every day."

His experiences over his 17 years at Penn, he notes, have given him diverse perspectives on the "best forms of partnership, collaboration, and coordination that allow us to do the work we do more effectively."

Asked about the key area of faculty recruitment and retention, Jackson says the University must focus on both rising stars and established leaders, which has become the pattern as the PIK

Photo courtesy University of Pennsylvania

professorship program has developed. "I think a place like Penn has to be operating on all those fronts at the same time," he says.

As a filmmaker and a founding member of the Collective for Advancing Multimodal Research Arts (CAMRA), Jackson has an abiding interest in new forms of scholarship, which he expects to continue in the provost's office. "One of the provost's main jobs is to be a kind of steward for the University's understanding of what counts as intellectual knowledge production, and how you measure the quality of that production," he says.

Along with the question of format raised by multimodal scholarship, there are also ongoing conversations across campus about engaged scholarship and community-based research, approaches that aim to connect knowledge generation more directly with the public. "For the provost, it's thinking about all of those fronts, and others, that really help us stay at the forefront of discussions about what forms intellectual knowledge production will take, so that we can ask and effectively answer the questions that matter most, regardless of field."

The explosion of attention and speculation around ChatGPT has raised new questions, and highlighted existing ones, about teaching and learning, Jackson suggests. "ChatGPT is on everyone's mind right now," he says [see story on page 22]. Whether students are writing their own work is "one small piece of it," he adds. More broadly, "it also begs the question of, what is our role? What are we trying to do when we bring students here, if some of the things we conventionally thought we had to develop in them may no longer be necessary? For us, the core question is always going to be: What is the reason that we prioritize certain things as researchers? And what are the things we prioritize in the classroom? What does the classroom even entail?"

The pandemic showed the potential for flipped classroom models and other educational formats, contradicting the view that "academia is a sort of slow, plodding place," he says. "Over the last few years, it's been moving like lightning. And so we're trying to figure out, how do we take advantage of what we've learned?" In that process, he adds, it's necessary to "recognize that part of the downside of all the volatility, all the fast and quick movement of late, are the questions we're up against about mental health and wellness."

With a variety of culture wars heating up, another struggle is defining higher education's "role in these larger public debates about the nature of the body politic as it's presently constituted, the future of democracy, the ways in which we think about differences and polarization—those questions aren't merely academic anymore. And we're not positioned as outside of those debates. [We need] to make sure our mission is clear, and our impact is positive, even as we recognize there are a lot of minefields out there that continue to be politicized and difficult to navigate."

Overall, it's essential "that we're thinking about the needs of our students, our faculty, and our staff holistically, not in a kind of flat-footed or simplistic way," he adds. "And that's not easy."

Jackson's experience chairing the Red and Blue Committee, launched by Magill last fall, has provided another vantage point from which to examine Penn. "I think one of the most valuable parts of this process, for everyone on the committee, is that we're able to hear from any member of the community," he says, "about what our priorities should be, about what things we aren't emphasizing that we should, what we need to double down on in terms of our investments."

The committee is continuing to meet "with any groups who want to meet with us: students, faculty, staff, alumni," he says. "We've gotten feedback from every single school, as well as all the other major units on campus."

While he says it's *possible* for the dean of a small school to at least entertain the notion—"maybe on a Friday afternoon"—of continuing to

UNIVERSITY LIFE

Kozuma Named Vice Provost

On May 1, Hikaru "Karu" Kozuma GrEd'15 began his appointment as the University's new vice provost for university life, moving over from College Houses and Academic Services, where he had served as executive director since 2021.

Kozuma previously served as Penn's associate vice provost for university life, as well as executive director of the Office of Student Affairs, from 2010 to 2018. He worked under Valarie Swain-Cade McCoullum, who was the provost for university life for 25 years, before Mamta Motwani Accapadi held the position from 2020 to 2022 and then Tamara Greenfield King served in the role as the interim.

At Penn, the vice provost for university life is tasked with leading the University-wide student experience, including academic, career, and personal support; community clubs and organizations; cultural resource centers; and administrative services. Kozuma, who will report directly to new provost John L. Jackson Jr., is "well known across our Penn community for his empathy, wisdom, and collaborative skill," Beth Winkelstein EAS'93, Penn's interim provost until Jackson takes office on June 1, said in the announcement. "He is deeply committed to the engagement and well-being of our students, both graduate and undergraduate, as his own experience encompasses every size and aspect of student life."

Kozuma previously worked in residential programs at Columbia University and Middlebury College and was the chief student affairs officer at Amherst College from 2018 to 2021. During his first stint working at Penn, he also received an EdD in higher education from the Graduate School of Education.

Photo by Steve McCann courtesy University of Pennsylvania

engage in some scholarly work, Jackson readily acknowledges that "I would be foolish to imagine I'm going to get anything else done" aside from his duties as provost. But he hopes to bring "a kind of ethnographic sensibility" to the role and "use the methodological skills I've developed to do research out there in the world—to listen carefully, to think about the culture of this institution, and to hopefully apply some of that effectively to asking and answering the questions that we know are important for Penn, and just supporting Liz in all the ways that I can," he says. "This is as complicated as anything I've done as a scholar, and so I think that'll keep me engaged and will be a version of trying to use some of the skills I've cultivated as an anthropologist, as an academician, to be a leader of the institution in ways that hopefully will be positive and effective."

With a number of high-level personnel changes being made, "this is an institution that has a lot of real, interesting movement at the top, which means we're not just going to be resting on our laurels," Jackson says.

"Some of this you just get listening to Liz talk about her vision for the future. I think we're going to be doing some bold things and trying to ask some really bold and important questions. And hopefully alumni will see and appreciate that and know that Penn is going to be out front on a lot of the most important issues." *—JP*

Tiger Food

Despite solid seasons, Penn basketball (men and women) continued to get feasted on by archrival Princeton.

Princeton's improbable run to the Sweet 16 of the NCAA tournament may have busted March Madness brackets around the country, but it didn't surprise Steve Donahue. The Penn head men's basketball coach had taken an Ivy League team to that round before (Cornell, back in 2010), and Yale and Harvard have since scored big upsets at the Big Dance.

Donahue's conflicted emotions watching Princeton draw national acclaim for the Ivy League wasn't a surprise either—not after his Penn team had the rival Tigers on the ropes twice in March, just before Princeton pulled off its tourney upsets over NCAA title contender Arizona and then Missouri.

"Honestly, it's very difficult," Donahue said. "I respect what they accomplished. But at the same time, I'm deeply rooted with Penn and I want that for our guys."

The Quakers had their chances. After a tough mid-January stretch that included a bad home loss to the Tigers, the Quakers reeled off eight straight wins heading into their regular-season finale at Princeton. But with a piece of the league championship on the line, Penn gave away a 17-point halftime lead and lost in overtime. Back at Princeton's Jadwin Gym for the Ivy League Tournament a week later, Penn took the Tigers down to the wire in a back-and-forth slugfest before again coming up just short. The next day, Princeton beat Yale for the Ivy tourney title to book its spot in the NCAA tournament.

Princeton has now won nine straight games against Penn in a longstanding rivalry that is usually more even—as the big scoreboard in the Palestra corridor that tracks the series shows. "Listen, Pete Carril lost eight straight in this battle," Donahue said of the legendary Princeton coach who died last year. "It just happens. We're motivated. We've done a really good job the last few seasons being one of the best teams in the league. We don't take our challenge with Princeton lightly, and we understand it's a hurdle we have to get over."

The two rivals might be more evenly matched than Princeton's win streak over Penn would suggest, though the Tigers have proven to be a difficult team to beat in the final minutes of games. Penn fans in attendance at Jadwin for the Ivy semifinal have likely replayed in their head some moments from the end of the Quakers' final loss, including a couple of key Princeton offensive rebounds and a questionable charge called on Penn center Nick Spinoso.

"I try to do my best to move on," Donahue said. "We've got to live and learn from it. What I hope is we are so much better next year so that a small margin of error, where maybe a call doesn't go your way, doesn't stop you from achieving all you want to do. That's where our energy goes mov-

Illustration by Stephen Schudlich

ing forward with this group—with our five top scorers returning and a really good freshman class coming in."

Those top five returners include Jordan Dingle, who finished second nationally in Division I scoring with 23.4 points per game and was named Ivy League Player of the Year. Dingle also became the eighth player in program history to be named Philadelphia Big 5 Player of the Year, collecting the award at the Palestra on April 10 during a ceremony in which Spinoso was honored as the co-Most Improved Player and Perry Bromwell C'87 was inducted into the Big 5 Hall of Fame. "He really had a spectacular year in a lot of ways," Donahue said of Dingle, who is already eighth on Penn's all-time scoring list with a season left to play.

Kayla Padilla enjoyed a spectacular season of her own on the women's side, averaging 17.7 points per game (second in the Ivy) while shattering program records in three-pointers made in a season (81) and for a career (210).

Dingle and Padilla both arrived at Penn in 2019, but only Dingle will return to the Palestra next season since he withdrew from school when the Ivy League canceled winter sports in 2020–21. Padilla plans to graduate from Wharton this spring and then transfer to a major hoops program as a graduate student.

Penn women's basketball coach Mike McLaughlin has been helping Padilla through the transfer process but admits that it's frustrating that she only got to suit up for the Quakers for three years instead of four because of the pandemic—and that she never got to hoist an Ivy League trophy.

"She wanted to accomplish so much here, and this year she wanted to win an Ivy League championship," McLaughlin said. "She was remarkable, she really was. She did everything she could do. To me, she's going to leave as one of the all-time great ones."

Like the men's team, the Quaker women have lost nine straight to Princeton, capped by an Ivy tourney semifinal setback. (Both Penn hoops teams finished 9–5 in the Ivies this season with 17 wins overall.) And the Tigers, like their male brethren, went on to pull off a March Madness upset in the program's 10th NCAA tournament appearance since 2010.

The Quakers had challenged their archrival for Ivy supremacy with league titles in 2014, 2016, and 2017, but it's been a steeper climb since then to outmaneuver Princeton on the court and in recruiting battles. Yet, "I still think we're positioned really well," McLaughlin said. "I do think good days are ahead of us."

The New Big 5 (Make That 6)

The Philadelphia Big 5 has hit the reset button.

The longstanding association of five storied Philly hoops programs—Penn, Villanova, Temple, La Salle, and Saint Joseph's—will officially add a sixth member to its ranks: Drexel. (The Big 5 name, which dates back to the 1950s, will remain.)

And instead of the round-robin series held throughout the basketball season (which has dimmed in excitement in recent years), a new series format will determine a Big 5 champion through a same-day tripleheader on December 2. The mid-April announcement was made on the court of the Wells Fargo Center (home of the NBA's Philadelphia 76ers and the site of many NCAA tournament games over the years), where the Big 5 Classic tripleheader will be held. (Despite its history and charm, the Palestra doesn't offer the same kind of capacity or infrastructure, and Penn's famed home gym hasn't seemed to be as big of a draw for other fan bases as it once had been.)

For the new series, the six schools will be separated into three-team pods—Temple, La Salle, and Drexel in one; Villanova, St. Joe's, and Penn in the other. Each team will play the other two teams from their pod at their on-campus gyms, and their ranking will determine if they compete for the Big 5 championship or in a third-place or fifth-place game on December 2. —*DZ*

COMMENCEMENT

Menzel, Brunson to Speak

Tony Award–winning actress and singer/songwriter Idina Menzel will deliver the address at Penn's 267th Commencement ceremony on May 15.

Known for her work on Broadway, Menzel originated the role of Maureen in *Rent* before rising to fame in the hit musical *Wicked*, for which she won a 2004 Tony Award for Best Actress in a Musical for playing the witch Elphaba.

Others might know her best as the voice of Elsa in Disney's animated *Frozen* films, where she sang "Let It Go," which won the 2014 Oscar for Best Original Song and reached No. 5 on the Billboard Hot 100.

Besides her other music albums and stage and screen appearances, Menzel is the cofounder of A BroaderWay Foundation, which offers girls from underserved communities an outlet for self-expression and creativity through the arts. She also coauthored the children's book *Loud Mouse* and in 2022 released the documentary *Which Way to the Stage?* about juggling being a working mom while on a national tour.

Menzel, who will receive an honorary doctor of arts degree at the Commencement ceremony, "has contributed so much to America's creative body of work and brought joy to us all," Penn President Liz Magill said in the announcement. "A tremendous role model for pursuing your passion with hard work and determination, she is also devoted to creating opportunities for others through the arts."

Two days earlier, on May 13, Quinta Brunson will deliver the keynote address at Penn's Graduate School of Education (GSE) Commencement.

A Philadelphia native, Brunson has skyrocketed to national fame as the creator and the star of *Abbott Elementary*, an Emmy Award–winning sitcom about a fictional, poorly funded, and predominantly Black elementary school in Philly.

In the show, Brunson plays an optimistic second-grade teacher ... who graduated from Penn. (In real life, she went to Temple.)

Brunson, who was named to *Time* magazine's "100 Most Influential People" list in 2022, "puts a human face on teachers and elevates the work of teaching," Penn GSE Dean Pam Grossman said.

Alien Minds Immaculate Bullshit Outstanding Questions

College in the age of ChatGPT.

By Trey Popp

In June 2021, Chris Callison-Burch typed his first query into GPT-3, a natural language processing platform developed by the San Francisco-based company OpenAI. Callison-Burch, an associate professor of computer and information science, was hardly new to AI chatbots or the neural networks that power them. He's been at the forefront of machine translation since the early 2000s, and at Penn he teaches courses in computational linguistics and artificial intelligence. Besides, digital assistants like Siri and Alexa had already woven NLPs into the fabric of everyday life. But the jaw-dropping fluency of OpenAI's new model pitched him into a "career existential crisis."

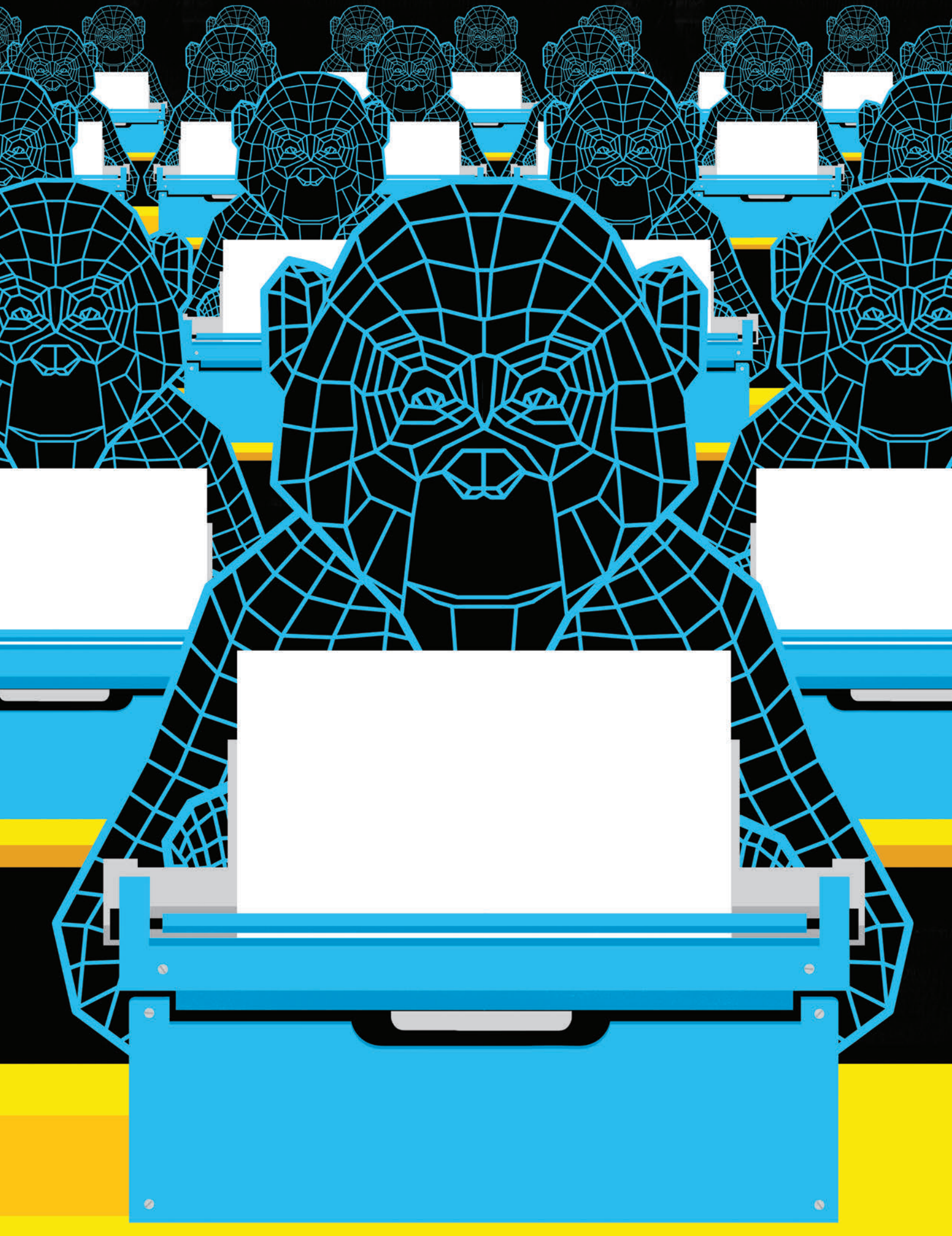
It could respond to prompts with cogent, grammatically impeccable prose. It could turn plain language into Python code. It could expand bullet-point outlines into five-paragraph essays—or theatrical dialogues.

"I was like, 'Is there anything left for me to do? Should I just drop out of computer science and become a poet?'" he later recollected. "But then I trained the model to write better poetry than me."

On November 30, 2022, OpenAI publicly released a refined version called ChatGPT. Its shock-and-awe debut quickly gave Callison-Burch plenty of company on campus. On February 1 he went to a meeting convened by Penn's Center for Teaching & Learning (CTL) to address the anxiety and excitement racing through faculty lounges—especially after the bot had passed a Wharton operations management exam administered to it by Christian Terwiesch, the Andrew M. Heller Professor. "It was probably the best-attended CTL meeting ever," Callison-Burch recalled, with a wry chuckle, a couple weeks later. So many people came that CTL director Bruce Lenthall split them into three sessions—two comprising social sciences and humanities faculty and one that blended professors of math, engineering, and physical sciences with counterparts from the University's health schools.

They'd come for varied reasons. "Some people were just alarmed," Lenthall said. Having ingested vast swathes of internet text, ChatGPT and other so-called generative AI tools are exquisitely adapted to serve as "sophisticated plagiarism machines," in the words of Eric Orts, the Guardsmark Professor in Wharton's department of legal studies and business ethics, who'd experimented with ChatGPT in an MBA course and discussed it within the Faculty Senate executive committee. Other attendees had yet to engage with the tools at all and simply wanted to learn about them. A third group sensed a chance to get in on the ground floor of a revolutionary change. "They suggested that this could be exciting and open up possibilities," Lenthall recalled, "but they didn't really have a good idea of what those might be."

ILLUSTRATON BY CHRIS GASH



Most participants fell somewhere in the middle—worried about the threats ChatGPT posed to established modes of teaching and evaluation, but curious about its potential to advance the scope or pace of instruction. "What was the most gratifying to me," said Lenthall, who is also an adjunct associate professor of history, "was that all the faculty came to the conclusion that they really needed to think through the question: What is it most critical that my students learn to do on their own? And when is it most appropriate for them to do something with another tool?"

Their search for answers gave the spring semester a hothouse atmosphere of probing and experimentation.

Wharton associate professor Ethan Mollick, a Ralph J. Roberts Distinguished Faculty Scholar and academic director of Wharton Interactive, not only permitted but in some cases *required* students in his innovation and entrepreneurship courses to use generative AI platforms, which he likened to "analytic engines." Meanwhile, on the other end of campus, astronomy professor Masao Sako and his analytical mechanics students asked ChatGPT to solve homework problems. "It returns answers and explanations that sound plausible," Sako said, but "failed on every single one." Given the confident authority with which ChatGPT announced its defective solutions, Sako concluded that the tool might indeed have some utility in the realm of upper-level physics. "I've told my students to continue using it to get some practice on identifying errors, which is a useful skill."

Penn Integrates Knowledge (PIK) University Professor Konrad Kording, who teaches psychology and neuroscience with a focus on neural networks and machine learning, emerged as a pithy generative AI maximalist. "It's just a mistaken opportunity for any student to not use ChatGPT for any possible project they're working on," he declared at a late-February panel discussion sponsored by the School of Arts & Sciences' Data Driven Discovery Initiative (DDDI). "It's just incompetent. We should give them bad grades for *not* using ChatGPT." Yet Eric Orts was finding that when he let his MBA students use it for some assignments, it tended to lead them toward bad grades—in the form of "deadening" prose—all on its own. "I'm convinced that there are positive uses emerging for this in the real world," he told me. "But in general I was not impressed by the answers I got from students using it."

Neither was Karen Rile C'80, a fiction writing teacher in the English department whose experimentation with chatbots goes back to a primitive model developed by AOL at the turn of the century. "What I value in writing is specificity, sharpness, clarity—and it fails on every level," she reflected. "It's like a bad student writer who writes in a way that's very generic, with lots of vague cliches and phrases. It feels blurry. I think that it'll probably get sharper and better, but I can't imagine it's ever going to do anything that's literary quality. It'll be very formulaic."

Yet Rile kicked off her fiction seminar this spring by assigning her students a piece by a writer who'd used GPT-3 as a kind of a coauthor. "I wanted to get ahead of it at the beginning of the semester," she told me. Then, in mid-March, she brought in Callison-Burch and his PhD student Liam Dugan EAS'20 GEng'20, who focuses on natural language processing, to give a guest lecture about generative AI and creative writing.

All 10 professors I interviewed, plus another four who participated in that DDDI panel discussion and several with whom I spoke informally, expressed a similarly open attitude. Sako's dim view of ChatGPT's analytical chops didn't keep him from seeing its potential to boost the conceptual sophistication of his mid-level coding class. Mollick mixed breathless boosterism with a running list of warnings about its boundless propensity to deceive users. Skeptics were on the lookout for positive use cases, and enthusiasts frequently offered insights about generative AI's limitations.

I spent the first half of the semester trying to learn from all of them. Bouncing between epiphanies and provocations, I rollercoastered through dizzying loops of intellectual whiplash. Gobsmacked amazement would curdle into stomach-churning dread, veer back into excitement, only to fizz out into underwhelmed deflation.

My crash course led me to several tentative conclusions, one of which may be useful to state at the outset.

A year and a half after Chris Callison-Burch's AI poetry experiment, his quasi-demoralizing success struck me as deriving from one fact above all others: The reason GPT-3 bested him in rhyming verse is that Callison-Burch is not a poet and doesn't really wish to become one.

Therein lies a key to thinking about two dynamics that on the surface may seem opposed: the stubborn mediocrity of most text-based generative AI; and its massive potential to change the nature of work, social relations, and many other aspects of contemporary life—including higher education.

Here is the story of my journey.

BABE IN THE WOODS

This is not one of those articles whose second section reveals that the first was written by ChatGPT. But it wasn't for lack of trying. I just couldn't get the tool to produce prose that didn't make me cringe. (Since every tool serves some purposes better than others, let me specify that mine were limited to the journalistic enterprise. That didn't include coding, for instance. But insofar as journalism shares higher education's fundamental aim—seeking and conveying useful truths and insights—my experience may illuminate some of the challenges and opportunities this technology poses for institutions like Penn.)

ChatGPT "wrote" grammatically flawless but flaccid copy. It served up enough bogus search results to undermine my faith in those that seemed sound at first glance. It regurgitated bargain-bin spec-

ulations about the future of artificial intelligence. When prodded to probe controversial topics or claims, it typically either reproduced a familiar center-left bias, split the difference with mealy-mouthed pablum, or shrank from engaging at all (which became more common as OpenAI reinforced its guardrails). It offered second-rate and sometimes nonsensical editorial suggestions for article drafts that hit my inbox needing cures that I would have loved to outsource.

It excelled at generating productivity-sapping amusement. ChatGPT spun happily-ever-after tales about mischievous dwarf monkeys and praised the benefits of wearing your socks over top of your shoes. It dished up relationship advice as sensible as the innumerable advice columns it had doubtless digested in its training—and dinner recipes whose surface resemblance to *Bon Appetit* masked defects that would ruin your Tuesday night and possibly your cookware. And it lied. Oh, did it lie. Brashly and exuberantly, with a devilish knack for sprinkling in just enough truth to fool a person even about their own past. It's an eerie feeling when a machine lists articles you've written, with titles and topics so plausible that it takes checking your own archive to reveal them as utter fabrications.

These traits arise from the way large language models (LLM) like ChatGPT are designed. You can think of them as supercharged versions of your smartphone's autocomplete feature. Consider a barebones version designed to operate at the level of individual letters after being trained on an English dictionary. If you asked it for a one-syllable word beginning with the letter *q*, it would infer that the next letter would almost certainly be *u*. Its subsequent calculation would be less clear-cut, but would exclude *b*, *c*, *d*, and most other consonants. Purposefully allowing for a degree of probabilistic variance, it might pass over the most common next vowel, *a*, to extend the string to *qui* on the way to its final output: *quid*. That's essentially how ChatGPT works,

"There's a desire not to be replaced that gets in our way of using it well."

only at the level of words, and with a training regimen so intensive that it can infer that what probably comes next is *pro quo*—unless contextual clues lead it instead to place a period at the end of a sentence about a Manchester United fan wagering against Liverpool to win £10. It has also been trained to respond to questions and commands, using the same basic autocomplete methodology.

Crucially, it doesn't matter if there was a *quid pro quo*, or if Liverpool actually crushed Man U—only that a plausible sentence can be written about it. Hence my frustration about ChatGPT's propensity to "hallucinate" facts. It kept trapping me in a maddening double-bind: The only viable way to judge its output was to possess enough expertise (to recognize a recipe flaw that would elude a novice cook; to know that the University of Pennsylvania did *not*, despite ChatGPT's stubborn insistence—"Yes, I am sure"—racially segregate its undergraduate programs until the 1960s) that there wasn't much point in asking the question to begin with.

Beyond minting false facts, Eric Orts fretted that AIs trained to predict words based on an all-you-can-eat internet buffet might wreak a subtler sort of social harm. "One of the words that really comes to mind for me is *genuineness*," the Wharton professor reflected. "There's a lot of bullshit in the world, as [the philosopher] Harry Frankfurt has said. There's a lot of stuff online that nobody believes—and there's no fact-checking, and there's no responsibility for saying something that you really mean. You're just throwing stuff at the wall and seeing what sticks. I worry a little bit that this is another technological phenomenon that's whittling away that sort of genuineness—that sense that we really trust one another, when we're talking to each other, to be saying what we really believe."

My frustration with ChatGPT's formulaic output did not surprise Lyle Ungar, a computational linguist in Penn's department of computer and information science. He'd experienced the same thing while coauthoring a January *Los Angeles Times* opinion piece with Angela Duckworth G'03 Gr'06, the Rosa Lee and Egbert Chang Professor of psychology, urging educators to figure out ways to "use tools like GPT to catalyze, not cannibalize, deeper thinking."

"I tried using it to write my *LA Times* article," Ungar said in March. "I tried really hard to have it find interesting metaphors. [And it] failed. … It was just giving me trite stuff. These things are statistical models that produce something that tries to capture the average—the most likely words. By definition they will be formulaic."

That also explained the main instances of creativity I succeeded in coaxing from the tool, which involved mashing one brand of formulaic prose into another. As long as there's enough of something on the internet, those possibilities

were endless. So even though ChatGPT was lousy at aping the style of Kurt Vonnegut or William Faulkner—possibly because copyright protections may have shielded their works from OpenAI's training-data vacuum—it could nail a Robert Parker Barolo review right down to the whiff of pipe tobacco. But why waste a minute on that when I could squander 10 on tasting notes styled after the King James Bible ("And lo, the Elio Grasso Runcot Barolo 2015 did pour forth from the bottle, a deep and lustrous garnet…"), *Pulp Fiction* ("Yo, this Elio Grasso Runcot Barolo 2015 is one bad motherf***er"), or a Bollywood musical (melding ChatGPT's ken for cheesy rhyming couplets with choreography cues for "rhythmic dancing").

ChatGPT's output seemed most interesting precisely when it was least useful. Yet even these formula mashups soon grew tiringly formulaic, exhausting their amusement value. Meanwhile I was stuck on square one in the main game. What was I doing wrong?

Virtually everything, according to Ethan Mollick.

GURUS AND SKEPTICS

In mid-February Wharton's most prominent AI enthusiast suggested that I'd managed to hit on ChatGPT's signature weaknesses. "It's not a good lookup engine," Mollick said. "It doesn't understand food, so it's just making up things that look like recipes—so it's going to be garbage." It doesn't "understand style" in the manner of AI image generators that can mimic Cézanne or Seurat. And it's a useless guide to current events, since it lacks up-to-date information and also "has guardrails slammed into place, because without them it would be happy to generate conspiracy theories, or harassing letters, or violent threats—because it doesn't care."

What I needed to learn was the art of prompting the tool to deliver outputs that would actually help me. "There's a desire to not be replaced that gets in our way of using it well," Mollick mused. "Because we're kind of happy when it doesn't work—and then we move on. But you're leaving a lot of value on the table.

"The problem," he said, "is that most people don't try to incorporate it into their workflow. They bounce off it because it's not as good as them. But you can train it to be better at doing your stuff."

ChatGPT, which doesn't learn from user interactions, can't actually be trained. But users can be. Students in his entrepreneurship class were now using generative AI to do "three times more" than he'd previously expected of them. "They're writing code—and often they don't know how to code. They're doing product designs and posters—and I wouldn't have expected them to do graphic design before this. They are writing ad copy. I wouldn't have expected them to."

He cast AI tools as equalizers. "People who aren't very good at generating ideas, this generates ideas for you." ChatGPT will gladly serve up 40 ideas for a new kind of toothbrush, as Mollick showed in a Twitter post. Even if 39 of them stink, one might spark a half-decent concept you can try to refine—perhaps by asking the tool for cost-cutting advice, using your brain to evaluate it, and moving to the next step.

"I expect the ideas to be of higher quality, because they're using these tools to actually do work," he continued. "I've had students talk to me about how they weren't good writers, and as a result they weren't taking that seriously. Maybe English wasn't their first language, or maybe it was another reason. And now they're good writers. They write emails and letters and they're much better quality and they get more reactions."

ChatGPT's formulaic output currently suits it best for "low-stakes stuff" like performance reviews and other bureaucratic banes, he conceded. And its untrustworthiness means users need to doublecheck absolutely everything. But it's a mistake to fixate on those weaknesses, he said. "You're coworking with an alien mind that has access to all human knowledge, is eager to please, but also lies a lot. If you think about it that way, there's a lot of uses for that.

"When I get stuck on a paragraph, I feed it in and let it finish the paragraph for me," he continued. "Do I keep it? Not really—but the hybrid paragraphs that I cowrite with ChatGPT are often the ones that people quote the most." And as generative AI gets better, it will become even more valuable to anyone seeking to "overcome the inertia associated with staring at a blank page," by producing first drafts that a user can refine.

"Some people are getting it faster than others," he told me. "But I'm a teacher! I have to figure out how to teach people this. In the world that's coming—or the world that just arrived two months ago—not being good at prompt-crafting is going to hurt you."

It's not enough to say *Write an essay explaining why X is more persuasive than Y*. "You need to say: *You are the writer for an academic journal. You care about accuracy and you use interesting word choices. You don't repeat yourself. You don't use cliches. Your goal is to communicate to the audience clearly but using sophisticated writing.* And then you give it what you want it to write, and you'll get very different results."

Mollick described an example of this on his Substack page, *One Useful Thing*. First he asked ChatGPT to "write an essay with the following points: humans are prone to error; most errors are not that important; in complex systems, some errors are catastrophic; catastrophes cannot be avoided." It responded by expanding the bullet points into three cogent but generic paragraphs. Then Mollick appended extra instructions: "Use an academic tone. Use at least one clear example. Make it concise. Write for a well-informed audience. Use a style like the New Yorker. Make it at least 7 paragraphs. Vary the language in each one. End with an ominous note."

He called the six-paragraph result "typical of how generative AI works: you don't

always get what you ask for, but you can push toward something unique and interesting by playing with prompts."

The second output was undeniably more elaborate than the first, and it struck a suitably ominous tone at the end. It deployed a clear example, choosing the 2011 meltdown of Japan's Fukushima nuclear reactor. Yet in other ways it struck me as less impressive, even malign. Using repetitive prose that bore no resemblance to the *New Yorker*, it articulated an argument that was somewhere between wishy-washy and self-contradictory, declaring that the Fukushima "disaster could not be avoided" immediately after having listed several avoidable causes of the accident. After trying to fill in some of my own ignorance about the Fukushima meltdown, I came to wonder whether ChatGPT's training data included a 2012 paper by the Carnegie Endowment for International Peace titled "Why Fukushima Was Preventable."

Given the nature of neural net architecture, there was no way to know. But it seemed like ChatGPT, when asked to serve up a clear example, semi-randomly picked Fukushima out of a black-box hat labeled *interchangeable catastrophes* and used it to short-circuit the entire point of analytical writing—which is to apply reason to carefully examined evidence in order to draw a conclusion, not start with a conclusion and illustrate it with a hastily selected example that might just as easily support a contradictory thesis. There's robust scholarship on the proneness of complex systems to catastrophe. But ChatGPT appeared to have tainted its own "reasoning" partly because its fidelity to the prompt outweighed any other concern.

Loosing MBA students on AI bots to churn out posters, HTML code, ad copy, and emails is one thing. But in this context (if not his classroom), Mollick looked to be getting out over his skis.

Two days after I shared this observation with him in an email, along with another about the nonsensical way ChatGPT had explained its production of a clever micro-story he had elicited from it, Mollick published a Substack post titled "How to Get an AI to Lie to You in Three Simple Steps." It added more no-no's to his list: asking ChatGPT or Microsoft's new Chat Bing more than it 'knows'; assuming it is a person; and asking it to explain itself.

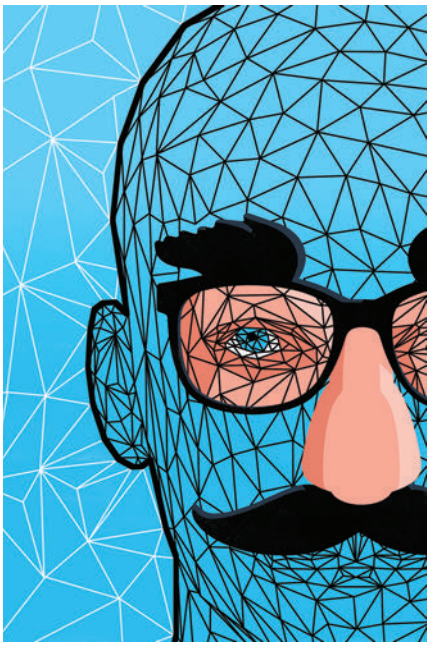
"It can help to think of the AI as trying to optimize many functions when it answers you, one of the most important of which is 'make you happy' by providing an answer you will like. It often is more important than another goal, 'be accurate,'" he wrote. One consequence can be "plausible, and often subtly incorrect, answers that feel very satisfying."

Yet "even knowing all of the above," Mollick confessed, "I keep getting fooled." After all, these tools mold plausible bullshit into authoritative, grammatically perfect declarations by design. They actively promote the illusion of personhood— referring to themselves with the first-person "I"—by design. When asked to explain their answers, they obligingly slather a second opaque coat atop the first, by design.

And if they're slick enough to trick the academic director of Wharton Interactive, where might they lead the rest of us?

Bruce Lenthall wondered the same thing. "What we want our students to be able to do—and humans to be able to do—is to weigh the evidence and figure out what conclusions make the most sense," the CTL director said when reflecting on ChatGPT's Fukushima essay. "And this is removing that." The black-box nature of LLMs compound the problem. "It's not possible for us to go back and say, *let me look at what leads you to this conclusion*. Even if we're trained to do that very thing already, we don't have the capacity." That opacity, he concluded, "is so pernicious because it undermines the kind of thinking we want to teach people to do."

Konrad Kording, a crackling conversation partner with a puckish flair for



"You're coworking with an alien mind that has access to all human knowledge, is eager to please, but also lies a lot. If you think about it that way, there's a lot of uses for that."

devil's advocacy, put a different spin on it. Essayists shouldn't be asking ChatGPT to plug an example into their prose; they should instead ask it to list and elucidate 10 examples from the scholarly literature, use their judgment to determine which one to deploy, and then let the AI thread it in with its trademark grammatical fluidity.

"It draws from a much better set of sources than humans could. But at the same time, it's much worse than humans at evaluating for local logical consistency," Kording said, describing ChatGPT's propensity to cast contradictory facts as being complementary. As a

result, "large language models make it more valuable to think at a high level and less valuable to polish your sentences, and put the comma in the right place, and make sure everything is perfectly grammatical. All of these things are now very automatable—but it just means that, in a way, we get closer to the process of just *thinking* very clearly."

At the DDDI panel he struck an even more provocative note. "In reality you don't actually want to teach your students writing, in my view," he said. "Ultimately, the reason why you want to teach them writing is because there's something about understanding the logic that is necessary to good writing." But words themselves, he suggested, "are just the glue" that binds logical chains of thought together. "The really big thing—the place where students fail—is building proper narratives," he went on. "ChatGPT is very bad at that. So arguably, by allowing students to use those tools, you allow them to do more of what you really want—which is get the logic right, get the narrative right, all those things that are what writing is *really* about—instead of making writing be primarily about words.

"The raw superficial aspect" of word selection, he concluded, "is not a great thing to be grading our students on. In the future, no student ever will not have access to something like ChatGPT. So why do we prepare them for a skill that they will no longer need in their future life?"

Stuck in the comparatively mundane present, I finally found a productivity-boosting LLM power move: automated interview transcription. It was hardly error free, but these models have crossed a threshold I've dreamed about for years. I could now spend 10 minutes correcting what once took me an hour to do unaided.

Yet I continued to hit walls when trying to use AI to either hone my thinking or cast it in engaging prose. ChatGPT could raise awful writing to mediocrity but steered elegant passages in the same direction. (A therapeutic suggestion for aspiring novelists: ask it to rewrite the first paragraph of *One Hundred Years of Solitude*.) When prodded for critical feedback and editorial advice for drafts that needed it, the problem was less its low batting average—throwaway suggestions cost nothing to ignore—than its routine failure to identify the one or two most necessary interventions. Which raised the thorny matter of expertise yet again, especially given how many suggestions would point a less-experienced editor toward formulaic dullness. ChatGPT, in these contexts, worked like bleach: capable of cleansing a snot-stained pillowcase—or sucking the color out of any pattern that's been embroidered or woven with care.

And that's when it occurred to me that I might be exactly the wrong person to judge it.

"The things that you're in the top one percent in the world at doing, it probably won't be as good as you," Mollick had told me. "But there's a lot of work that we all do where we're not the top one percent, or we don't need to do top-one-percent work." Wherever I rank as a writer and editor, I've been doing both for 25 years. The disruptive power of generative AI may lie at the other end of the spectrum. (That's why it holds particular promise for anyone trying to navigate work or life in a second language.) It can be a generic scribe for someone who can't write, a middling coder for someone who can't code, a generator of ideas for someone who doesn't have any. None of those things is very flattering to its users. But it's also a timesaver for people who don't have enough of it. And that's the biggest market there is.

Does that portend a future clotted with illimitable slime wads of insipid text? Perhaps. But that's not exactly a new dynamic. The last quarter-century has familiarized us with the substitution of cheap, middling-quality goods for better but costlier ones; that's why it's so easy to buy a chair that disintegrates in five years than one you can pass down to your children. And maybe that's not the right way to look at it. Graphite tennis rackets fixed a million Sunday serves without diminishing the sheer awe that Steffi Graf wrung out of them.

The question for colleges is twofold: How to guide students toward mastery of generative AI, and how to prevent the tools from hobbling students' intellectual growth in other fields.

Chris Callison-Burch, who cheerfully describes himself as "the most amateur of amateur writers," likened working with generative AI to learning to play a musical instrument. "You want to play the guitar, well, you've got to practice. It's the same way here. You can make it produce super clunky, terrible prose straight out of the box. That's easy. But to make it sing for you, you have to train yourself.

"There's an exciting thing happening right now," he added. "If you think about it, we've trained ourselves over the years to do the boringest web searches imaginable. I have fun examples of people trying to search the web from 1999, when I was college, and they would ask awesome things—complete English sentences—it was really great. And those never really worked, so we learned to just give a couple of keywords. And that's really sad, because we tuned ourselves to what the system could do, and kind of lost our creativity in coming up with questions. And now we have a totally new modality where you can ask it super interesting, detailed things and it'll generate stuff. So we can retrain ourselves to think about how we can interact with knowledge on the web."

Computer science professor Michael Kearns, the founding director of Penn's Warren Center for Network and Data Sciences and coauthor of *The Ethical Algorithm* ["Gazetteer," Nov|Dec 2020], observed that the context matters. "I think people are most impressed by [generative AI] in settings in which there's not a right answer and the expectations are low," he said during the DDDI panel. "The higher the standard you're

holding it to—and the more specific your use case is, and the greater extent to which there's a factually correct answer—these models are quite far from being very helpful in those domains."

But beyond their helpfulness—which may well improve—Kearns questioned the wisdom of using AI bots to generate substantive text at all. "To me, writing isn't some means to an end, or a final artifact," he said. "Writing clearly and creatively reflects thinking creatively and clearly. And I personally don't know of any substitute for writing to force myself to have that clarity of thought. So I don't think that we should be encouraging our students to use ChatGPT as much as possible. I think that will do a disservice to them in many, many ways."

STUDENTS AND TEACHERS

The spring semester brought a bumper crop of ideas about how colleges might use generative AI to boost teaching and learning. The most prolific source was Ethan Mollick, whose rapid-fire brainstorms befitted a professor in a field whose mantras include "fail fast and iterate." The strength of his ideas varied, in my view, but he was doubtless doing other teachers a service by exposing so many of them to public scrutiny. Mollick takes pedagogy seriously, as do many of his Penn colleagues.

The ideas I encountered tended to fall into one of three categories: direct student engagement with generative AI; teacher-mediated engagement geared toward saving professors' time; and a time-intensive, blended style of engagement that I found most intriguing. I came to think of them largely in terms of how vulnerable they are to the tools' factual unreliability and self-explanatory opacity.

That calculus may vary according to the academic context. "It's worth remembering that different disciplines teach different kinds of things," said CTL director Bruce Lenthall. "ChatGPT's ability to help me code things might allow me to ask really complicated questions in chemistry. But if I'm teaching computer science, it might be undermining the skill I want students to learn."

Masao Sako concurred, adding that the instructional level matters, too. When it comes to coding, "I definitely do think it could be a problem in basic intro classes," he said. "But at the same time, I think it's actually quite useful for upper-level classes." Next year he's considering telling advanced students: "Go ahead and use ChatGPT, but know that the questions that I'm going to be asking you are going to be much more complicated than what ChatGPT can simply tell you."

Lyle Ungar added that AI's capabilities, and attitudes about them, are likely to change as the technology matures. "In the short term, it's just a stupid assistant

SIDEBAR

The Coming Economic and Ethical Earthquake

"I've gone through several moments of realization about AI that have transformed my thinking," Chris Callison-Burch said during a February panel discussion. "One is that a computer program could be racist. If you'd told me that in college, I just wouldn't have understood what you were taking about: *It's an algorithm, that's nonsense!* But it is encoded in data and can be biased. The other I've started to change my thinking about is: *What is the obligation we have to people whose data we're training on?*"

Getty Images had recently filed suit against the parent company of AI image generator Stable Diffusion for allegedly copying and processing more than 12 million copyrighted photographs "without permission … or compensation … to train its highly lucrative model." Meanwhile a group of visual artists brought a separate class action seeking compensation for damages and an injunction to prevent future harms. "If Stable Diffusion and similar products are allowed to continue to operate as they do now, the foreseeable result is they will replace the very artists whose stolen works power these AI products with whom they are competing," their legal representative asserted. "AI image products are not just an infringement of artists' rights; whether they aim to or not, these products will eliminate 'artist' as a viable career path."

"This is really important, because it's the first case we can think of," said Konrad Kording. Even if the impact of any particular artist or photographer's work is technically trivial to a generative AI model's training or output, "if we view them as a group, then we have a million people worldwide who made a pretty decent living," Kording observed, "and now the things they created make computer scientists rich. Is that a fair deal?"

No panelist argued in the affirmative, but none thought that these lawsuits would prevail, either—partly because of how novel generative AI is to existing frameworks of intellectual property law.

"I'm pretty certain," said Michael Kearns, "that in the next decade massive bodies of law will be rewritten to compensate people who generate content that affects trained models. I think it will take at least 10 years. And this is not special to generative models," he added. For instance, the European Union's General Data Protection Regulation protects an individual's right to be forgotten: "You can ask to have your data deleted from storage. But what if I trained a predictive model using your data? Do I need to remove your data and retrain the entire model [at an exorbitant cost]? And do I have to do that every single time somebody asks to have the data removed? Or is there some kind of argument that any particular individual's contribution to that model is sufficiently infinitesimal that you don't have to do anything about it?"

Ethical and legal issues around training AI models may just be the first tremors in a series of escalating economic earthquakes. "There's a lot of other things that Penn graduates are doing," said Kording, "that this technology will be coming for as well."

that helps," he said. "But there's a forecasting rule: people always overestimate change in the short run and underestimate change in the long run. Is ChatGPT going to change your life in the next few years? No. It's going to help make life a little more efficient. And it might be embarrassing not to use it, the same way it's embarrassing not to use Google. But in the long run, I think it really will start to change the way people think and teach—the same way that Mathematica has," he said, referencing a software whose interactive visualizations have become a classroom staple. "Mathematica hasn't really changed math. But it is a core tool that I couldn't imagine teaching an intro math course without."

For these reasons, Lenthall does not foresee the University issuing a blanket academic policy regarding the use of generative AI. "It seems like that's antithetical to the way Penn does things," he said. "Because if I am teaching a class, I define what materials you may legitimately bring into the class. If I have an exam, I can tell you that it's open-book or not. It's not that accessing the book inherently is cheating, right? But I define the rules, because it depends on my teaching aims."

The most common suggestions I heard for how students could profit from self-directed use of AI chatbots involved soliciting straightforward explanations of concepts or summaries of text. "What are the current beliefs about tetrachromacy in humans?" Ungar offered by way of example, referring to the perception of color by retinal cells. "That's a reasonable question to ask in a freshman-level cognitive science course. And you could use Google: you could find five or 10 different articles, and then summarize the data and start to form some opinion as to whether there is in fact documented tetrachromacy in humans. [But] you can probably do it 10 times as fast if you use something like ChatGPT."

And if along the way you get confused by some concept, "you can ask it to explain it to you like you're 10 years old," Mollick pointed out. "It's not always perfect, but it's certainly a lot more helpful than not getting it explained."

When I requested simple explanations of topics I knew a fair bit about, I was usually satisfied with the results—though my confidence in ChatGPT's summarizing function was permanently shaken by my first exposure to it. During a video interview, Callison-Burch asked it to summarize a 240-word passage of a *New York Times* article. The result contained a fundamental misattribution error that seemed to arise from the presence of multiple perspectives. In a partial but critical respect, the summary stated the opposite of what the article conveyed; reliance on it would have led to an unpardonable journalistic error. (When I duplicated the attempt three weeks later, ChatGPT offered an error-free summary. But when asked to regenerate it 30 seconds after that, it made the same original mistake—and so did Chat Bing.) Nevertheless, soliciting simple explanations about settled topics seemed relatively low-risk—especially with Chat Bing, which provides hyperlinked source footnotes.

But a more creative form of direct student engagement, proposed by Mollick in a Substack post, underscored the risk that generative AI poses to anyone who lacks the expertise to vet its output. Chat Bing, he suggested, has the ability to "apply general theories to specific, never encountered examples in meaningful ways"—a potentially powerful way to deepen conceptual understanding. As an example, he asked Bing to opine about how John Stuart Mill and Immanuel Kant would have analyzed the ethics of nuclear deterrence via the mutual assured destruction doctrine. Mollick professed to find (pseudo) Kant's argument "particularly interesting." Which it may have been—but not necessarily for its grasp on the German philosopher's thinking. When I shared it with two philosophy professors, both were appalled. "Use of generative AI in this way might well seriously mislead students in philosophy," said one.

Konrad Kording pitched ChatGPT as a potential partner in Socratic dialogue. "Just ask it," he told me, and it would start posing queries rather than merely responding to mine. So I did. I asked it to engage me in a Socratic dialogue about whether citizens should be permitted to cite religious beliefs to justify refusing expression-related commercial services to certain other citizens—as in a case involving a Colorado baker whose refusal to serve a gay couple reached the US Supreme Court in 2018. I chose the topic because it has inspired abundant commentary from multiple perspectives, and I am genuinely of two minds about it. I am skeptical about commercial actors citing religious convictions to gain immunity from generally applicable anti-discrimination statutes; but the conservative commentator David French and Penn political science professor Rogers Smith have articulated two distinct counterarguments that I find compelling. Would ChatGPT hit on one of them—or come up with another—if asked to play the devil's advocate?

After establishing our initial positions we went for three fruitful rounds. Whatever else might be said about it, ChatGPT has an astonishing capacity for fluid, naturalistic conversation. It listened closely and countered sensitively—until suddenly it seemed to listen *too* closely. On our fourth exchange it abruptly capitulated to my position, and iced the proverbial cake with a gloss on *Masterpiece Cakeshop v. Colorado Civil Rights Commission* that got the Supreme Court's decision exactly backwards (despite having correctly characterized it earlier). When I repeated the exercise three weeks later using OpenAI's GPT-4 upgrade (which debuted for $20/month), the bot steered clear of SCOTUS altogether but contradicted its own conceptual argument halfway through our conversation, which devolved into a muddle.

I didn't come out of these dialogues totally emptyhanded. When I pivoted GPT-4 away from Socratic dialogue and toward straightforward explanations of the "strict scrutiny" standard under the 1993 Religious Freedom Restoration Act, it cleared the collegiate bar with ease. But for me, the exercise also underlined how far generative AI remains from offering anything like the intellectual frisson of talking to Konrad Kording himself.

Heather Schneps, a senior neuroscience major with an interest in computer science, emphasized the preciousness of that privilege. Hitting up ChatGPT to explain concepts could be a boon to many students, she told me. "I just hope it doesn't get to a point where that's a substitute for people attending office hours, or that it makes professors feel less like they have to answer questions because kids can just use [AI] instead."

Schneps traced some of her own academic success, as well as an important undergraduate research opportunity, to the office hours of psychology professor Johannes Burge. "I really loved his class," she reflected. "And I enjoyed speaking with him—I felt this rapport that was very meaningful. I felt more connected and motivated when I was in class. And I think that forming those relationships is really important."

Ungar observed that using AI explainers as a first resort doesn't preclude quality facetime with a professor—and might even free up more time for it. "A lot of questions that students have actually involve fairly mundane technical details" that a generative AI can handle, he said. Then, if students want to "talk about career planning, or what should you do if you want to become a deep learning person, come talk to me. Or talk to me about why Stable Diffusion is better than GANs," he added, referring to AI image generators. "Frankly, GPT will probably do some sort of summary, but maybe it's more fun to talk to me: Great! There are things where you want the human interaction, and you want the open-ended discussion."

Ungar predicts that generative AI will finally push interactive digital tutoring over the hump that's thwarted it for decades. The online educational organization Khan Academy, for instance, announced in March that it will pilot a new GPT-4-powered tool as a "virtual tutor for students and a classroom assistant for teachers."

Yet Ungar thinks that such tools will see limited use at Penn. "Because we are, frankly, wealthy, and very expensive. We hire expensive people," he noted. "But for a large part of the world—think of India—you can't afford to hire a Penn professor to go through and read your paper and give comments. You can't go to their office hours and chat with them. I think there's a lot of cases where you're going to see these systems saying: *I've got your first draft. Here's a bunch of comments*."

I spoke with five Penn undergrads, freely offering anonymity to encourage candor, and chatted informally with more. To my surprise, many said they had used ChatGPT very little, if at all. Some were wary of stumbling into an academic-integrity charge. Others feared that using AI as a crutch would undermine the skills, especially in writing, they sought to develop in college. (One initially willing source either got cold feet or became too busy to follow through.) But many of those who'd experimented with the tool had intuited that it was better at boosting efficiency than producing a caliber of work they'd want to turn in.

"It would take you a really long time" to get ChatGPT to produce usable text, said a Wharton junior who'd used it with a professor's blessing. But its single-shot digests of web-based information beat doing a dozen Google searches. "If I can save myself 30 minutes of preliminary research, and then just start getting to work on my own ideas, it's really helpful," she told me. "A lot of times it takes some playing around with it, but it really does give you the nuts and bolts of what you want to talk about. It gives me enough of a base, and maybe some key points, that I'm like, *Alright, I feel confident to now come up with my own articulation of this.*"

She was cognizant, though, of a potential danger. "Sometimes you can fall victim to a little bit of an anchoring bias," she said. "We're all a little lazy. And if I just say, *Oh, that must be all there is to know about it—ChatGPT gave me what was on the internet and I don't really need to look any further*, then I'm kind of anchored to whatever ChatGPT generated in that single response."

Efficiency also lies at the heart of several ideas for teacher-mediated uses of generative AI. Mollick proposed a few in a mid-March Substack post in which he shared carefully worded prompts anyone could use.

One turned ChatGPT (or Bing) into a customizable example-generator for any topic and level a teacher chose. To explain "opportunity cost to college students," for example, ChatGPT came up with four concise, cogently explained examples splendidly tuned to the lives of college students, like "part-time job vs. internship."

Another turned ChatGPT into a "creator of highly diagnostic [and] low-stakes" multiple-choice quizzes. When I used it to create a college-level test on the mid-20th-century South Carolina governor James Byrnes, it passed with flying colors. It took 10 seconds to produce five varied questions that, remarkably, did not stray into Byrnes' more consequential stints as a US Senator and Secretary of State. And the answer key was correct. It was hard to think of an easier way to gauge students' progress with assigned reading. Yet when I solicited a second quiz, on the history of race relations at the University of Pennsylvania, four out of the five answers were wrong and a couple of the questions themselves were so misguided that no correct answer was possible.

Nevertheless, approaches like these mitigate the risks of unreliable output by stationing teachers at the gate. They

have the expertise to jettison bum examples or quiz questions before students can be led astray.

Warp-speed creation of multiple-choice quizzes is hardly a higher-education gamechanger. But a different line of Mollick's pedagogical thinking struck me as genuinely compelling. It flips the notion of using ChatGPT to critique student writing by putting the bot in the pupil's chair instead.

"By acting as a 'student,' the AI can provide essays about a topic for students to critique and improve," he wrote with coauthor (and wife) Lilach Mollick, Wharton Interactive's director of pedagogy, in a white paper. "The goal of this exercise is to have the AI produce an essay based on a prompt and then to 'work with the student' as they steadily improve the essay, by adding new information, clarifying points, adding insight and analysis, and providing evidence. We take advantage of the AI's proneness to simplify complex topics and its lack of insightful analysis as a backdrop for the student to provide evidence of understanding."

"If you put the student in the role of instructor, then they learn," Ethan told me. "It's constructivist learning: You're learning by doing in a very interesting, specific way."

And the coming ubiquity of generative AI, many professors believe, is about to make the skill of critical reading more important than ever.

"There's an asymmetry," Ungar told me. "It has become much cheaper to generate bullshit than to detect it. And that economic shift is going to cause a huge problem.

"It's just going to become a key function that people are going to have to learn," he continued. "When someone gives you something that's beautifully written, with citations and clean grammar and everything looks super impressive, should I believe it or not? You can call it critical thinking. You can call it what you want. But I think it's a huge problem."

COLLEGE IN AN AGE OF IMMACULATE BULLSHIT

Wharton's emergence as an early locus of generative AI experimentation at Penn is not surprising. "I'm a business school professor," Ethan Mollick emphasized in our conversation. Beyond brainstorming pedagogical uses of generative AI, he was ultimately focused on helping students accomplish their practical goals in the world of commerce, to which the tools are coming quickly. But I didn't expect to find the English department on the front foot as well—let alone in a course on John Milton.

Zachary Lesser, the Edward W. Kane Professor of English, was one of the first faculty members to task undergraduates with critiquing AI essays, albeit on an optional basis. Instead of writing a paper using a traditional prompt in his Age of Milton class, they could choose to feed the prompt—altered to suit their purposes—into ChatGPT and pick apart the results. The due date of this "pure experiment" fell after the *Gazette*'s deadline, but Lesser thought it might be an effective way to move students beyond the kind of high-school-level boilerplate that ChatGPT so readily churns out: "flowing, grammatical essays" with "bland, catch-all conclusions" that hew to broad generalities at the expense of "anything concrete."

"My hope is that they'll form their own argument about the same topic," Lesser said, and "develop a more sophisticated understanding"—both about 17th-century English literature and what critical analysis really entails.

For the moment, at least, generative AI struggles in that domain. When it released GPT-4, OpenAI and other researchers demonstrated many impressive capabilities. It could derive a married couple's tax liabilities from a plain-language description of their (uncomplicated) income and deductions combined with a copy-paste of the notoriously convoluted US tax code. It could transform a crude pencil sketch into a primitive website. It could pass the LSAT, the Uniform Bar Exam, the US Medical Licensing Examination, and a raft of AP exams—but not, curiously, AP English, which it flunked by a mile. Perhaps that will change with GPT-5. But insofar as AI amplifies the market value of critical reading, college English departments may have a special role to play. So might philosophy departments. It would be a strange irony if enrollment in the humanities, which has cratered across the country over the last decade, were to be revived by a technology that excels at manufacturing immaculate bullshit.

To become savvy users and analysts of generative AI, students will also need to know more about what goes on under the hood. Chris Callison-Burch's mid-March visit to Karen Rile's fiction writing seminar provided an educational model. Using OpenAI's Application Programming Interface (API), he showed students exactly how GPT's autocomplete inferences work—illustrating not only its propensity to hallucinate, but its tendency to regurgitate the sorts of slander that suffuse the internet.

When asked to complete the phrase *All Trump voters are*, for instance, the AI suggested *bigots*—before its guardrails triggered a statement describing Trump voters as a "diverse group of individuals with a wide range of beliefs" and cautioning against "sweeping generalizations about any group of people based on their political affiliations." GPT triggered the same self-correction every time it was asked to complete the phrase (*racists*, *idiots*, etc.)—just as it later did for me after reflexively maligning Mexican immigrants and Muslim neighborhoods. This is a testament both to OpenAI's content-moderation efforts and the fundamental problem they seek to address.

When Callison-Burch solicited an obituary for "Prof. Karen Rile," for instance, GPT mourned the passing of an accomplished academic with an impressive (if fabricated) CV. But when asked to eulogize "Karen Rile," without the title, GPT produced a paean to a life

filled with baking projects and gendered domesticity. Callison-Burch wondered how far we've really come since the time, some years ago, when typing the beginning of an analogy into an older AI model—*man* is to *computer scientist* as *woman* is to _____—prompted it to answer *homemaker*.

Liam Dugan, his PhD student, observed that as AI chatbots contribute more and more text to the internet, they may create feedback loops that make such problems harder to resolve. "There's a worry that as more machine-generated text proliferates, that it could start to lock in a lot of biases," he said.

A different sort of bias can be expected to arise from how LLMs are trained.

"After OpenAI trained the normal model to complete the next word" based on internet text, Dugan explained to Rile's students, "human annotators were given, say, four or five of the model's responses, and asked to sort which ones they thought were the best and worst. And the model was fed that back, and then retrained to optimize for the ones they thought were best. So there's a lot of human feedback in here, and some of the behaviors the model shows—like the tendency to have this nicely structured five-paragraph essay every time—may be because it's reflecting the preferences of the annotators that they hired. And maybe that's a reflection of what these annotators would like to see, rather than what would be useful to you."

"Theoretically," Callison-Burch added, "you could have a different set of preferences for collegiate writing versus seventh-grade writing."

Or for poetry. One way to get GPT to "sing for you," as he put it, is through a technical process called fine-tuning. It involves feeding a large but focused data set into OpenAI's API—like the 15,000 or so poems Callison-Burch scraped from the Poetry Foundation—to bend the output beyond what well-crafted prompts alone can achieve. If working with generative AI is like learning to play a guitar, fine-tuning is a bit like altering the instrument's shape. Though the verse Callison-Burch's modification elicited was fundamentally derivative, not original, it was also more evocative, edgy, and even haunting than any I'd seen from standard-issue ChatGPT.

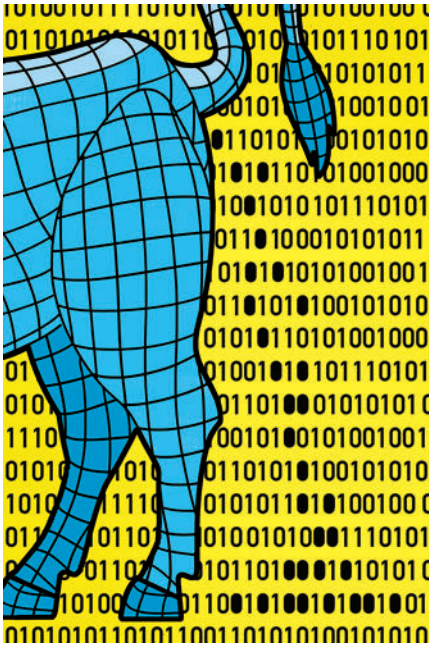
Fine-tuning is already figuring into innumerable start-up companies. Two in the education space include Elicit AI, a literature-review tool that finds and summarizes academic journal articles; and (still in development) Etan Ginsberg EAS'23 W'23 and Shriyash Upadhyay EAS'22's Learn Like a Martian, which aims to sync LLMs with online course management platforms like Canvas to create tailored flashcards and quizzes directly from course materials.

But to run with the musical analogy, fine-tuning can't turn a guitar into a trumpet. The only thing that can do that is massive amounts of money.

"A lot of companies are trying to build general-purpose models that can be used for lots and lots of different tasks," said Daphne Ippolito Gr'22, who studied under Callison-Burch and is currently a senior research associate at Google on her way to a computer science professorship at Carnegie Mellon. "That's because they're super-expensive to train—it's hundreds of thousands to millions of dollars to train the largest models—and so it makes sense to train it to be as general purpose as possible. But sometimes by being general purpose, you make it worse at each individual purpose that you could have it do."

Callison-Burch worries that the prohibitive cost of developing LLMs could concentrate power in the "small handful" of companies that can afford it.

In February he traveled to Arlington, Virginia, to lobby for a $200 million per year federal outlay to create a "national inference engine" infrastructure along the lines of a government/academic/industry/non-profit partnership model. Leaving the development of LLMs solely to a small group of companies, he



"It has become much cheaper to generate bullshit than to detect it. And that economic shift is going to cause a huge problem."

argued, "could ultimately lead to significant economic and social inequality." [See Sidebar, page 29.] Moreover, it would make universities "totally reliant on companies' infrastructure," limiting academic research to "prompt engineering and fine-tuning models, and other limited actions enabled via companies' APIs. This is not science."

So the questions of who controls the underlying AI platforms, how they're monetizing them, and what they're doing with the data users pour into them are further matters that merit scrutiny by students, professors, and university leaders.

They join a daunting but invigorating list.

For ultimately that's what generative AI confronts us with: questions that it can't answer but we can't dodge.

BASKETBALL IN HIS BLOOD

Thirty years after starting the basketball juggernaut AND1, Seth Berger continues to live and breathe hoops—as a father of three (plus a guardian to five Nigerian brothers), a venture capitalist affiliated with the Philadelphia 76ers, and the longtime head coach of a suburban Philadelphia boarding school team that his AND1 cofounder calls the "Duke of high school basketball."

By Dave Zeitlin

Seth Berger C'89 WG'93 isn't used to losing.

The longtime head boys' basketball coach at Westtown School has transformed the leafy suburban Philadelphia boarding school into an unlikely high school hoops hotbed, last year guiding the squad to its fourth state championship since 2016 on the back of the nation's top recruit, Dereck Lively II. And over the past decade, Westtown has sent many players to play at Division I college programs, and a handful to the NBA. "If any kid comes in *not* trying to be a professional basketball player," Berger says, "this is probably the wrong program for them."

But with Lively—all seven-feet-plus of him—having graduated to Duke (and soon the NBA), and Berger's youngest son, Quin, now at Saint Joseph's, a young Westtown squad dealt with some uncharacteristic growing pains during much of the 2022–23 season.

The day after Westtown suffered a rare league defeat in mid-January, Berger stands in front of a whiteboard in a narrow locker room inside the school's athletic facility, trying to rally his players before a late-afternoon home game against Kiski, another boarding school. First, though, he must deliver some bad news: senior starter Matt Mayock, who had hurt his wrist the day before, is likely out for the rest of the season. "But I believe even after losing Matt, we still

PHOTO BY TOMMY LEONARDI C'89


W
WESTTOWN

have the most talented team in the state," the head coach says. "We don't have the biggest, we don't have the most veteran, but we do have the most talented."

Heads pop up. Knees begin to bounce. All eyes are locked on Berger, who has been coaching at Westtown for 18 years, the last 16 as head coach, after selling AND1, the popular basketball footwear, apparel, and entertainment company that he cofounded 30 years ago, stemming from a Wharton graduate school project. As AND1's CEO, Berger says he used to operate "very much like a coach, in terms of helping people figure out what they're really good at and letting them do their thing." So even though he describes himself as an introvert, he's deployed that same strategy to inspire and motivate in pregame speeches that one former player described as "legendary."

"Yesterday was a bump in the road," the head coach continues. "As soon as we walk upstairs, let's make it a little bump in the road and get back on track on the way to a state title."

For the next two hours, Berger is on his feet—yelling, stomping, gesticulating, trying to will his team to victory. And this, apparently, is his Zen mode. "Seth will tell you he's the calmest coach he's been in years," says his wife Christelle Williams Berger W'89, a Penn Athletics Hall of Famer for track and field, noting that during his early years at Westtown he lost his voice every game. "But if you watch a video and see him up and down the sidelines jumping, I'm like, *I don't know if you've tempered it enough.*"

When Berger decided to shift from entrepreneurship to coaching, he "ordered so many DVDs, talked to so many coaches," Christelle recalls, that it became all-consuming at home. "I'm like, *You do realize you're not Coach K and getting paid Coach K money with the amount of time you're putting in*?" she laughs. Berger, in fact, only collects $1,000 per year from Westtown (which he says the school makes him take for tax purposes) and donates more back into the program. The sale of AND1 gave Berger financial independence—and these days he runs a venture capital firm backed by Philadelphia 76ers ownership. He considers coaching a way to give back to the sport he loves. Over the last 12 years, Berger says his players have been offered almost $11 million in college scholarships. "I'm coaching entrepreneurs by day and by night I'm coaching high school basketball players," says Berger, who in 2016 started as managing director of the Sixers Innovation Lab (set to be changed to Potential Capital LLC), where he proudly reports that 65 percent of the companies the fund invests in have founders of color, and 40 percent have founders who are women.

A key part of helping his players prepare for their futures is focusing on academics. About an hour before the game against Kiski, as players trickle into the locker room, the first thing he asks them is, "How was your exam today?" When one player confidently predicts he got a 95 percent and said the hardest part was finishing early and waiting for it to end, Berger laughs. "Can't say I ever said that!" (Even with a couple of Penn degrees, he considers himself more hooper than scholar, joking that "when I walk into this room, the average IQ goes down.") With other players, the affable coach also shares a few laughs—as well as tough moments of honesty. He apologizes to his point guard for putting him in a bad spot the day before by not calling a timeout in the final minute, and candidly tells another player that he played poorly, suggesting that "mentally exhausting" exams and a bus trip might have factored in.

As it turned out, the team's skid would continue with a tough loss to Kiski. And the next month, as other injuries piled up, Berger's young squad bowed out of the Friends League playoffs in the semifinals and lost in the first round of the Pennsylvania Independent Schools Athletic Association state playoffs. Westtown still finished with a winning record but endured one of the worst seasons in Berger's tenure—a harsh comedown from winning a state title the year before. "I think earlier in my career I would have been miserable, on a scale of 9.5 out of 10," Berger says. "I think this season was more balanced; therefore, I was only 8 out of 10 miserable.

"You know, I dedicated a ton of time to try to figure out what else we could be doing," he continues. "Coaching, as much as anything I've done, is an incredibly humbling profession. My assistant told me this great thing. He said, 'One day you're winning a state final, then the next day you're googling *basketball plays* on YouTube.'"

Berger lets out a hearty laugh. At 55, he's still learning a sport that he's been playing, teaching, and planning his life around for decades.

HARDWOOD LESSONS

Growing up in Manhattan, Berger got some early lessons in basketball—and life—on the outdoor courts of Central Park. "One of the best players I ever played with was a drug dealer named Frank," he says. "And then you'd play with investment bankers and prep school kids. If you're gonna play basketball in New York City, you have to be pretty comfortable quickly in any environment with anyone. I kind of feel like I grew up on the basketball court."

As a 13-year-old playing with grown men, Berger's main goal was "not to fuck up." In time he developed into a "pretty good drive-and-dish point guard," adept at putting his teammates in good spots. That's what Steven Bussey C'89 noticed when the two began playing ball together at Horace Mann, a private prep school in the Bronx, where they quickly became best friends. "Seth and I played basketball every day," Bussey recalls. "We played against a couple of teachers until eight or nine o'clock at night. We came in the morning before school to play; we played on the weekends; we literally managed the girls' softball team so that we could play in the gym."

Berger stands next to the plaques commemorating the boys basketball state championships that Westtown has won with him at the helm: four since 2016.

As high school juniors on Horace Mann's varsity basketball squad, Bussey was the star while Berger was still trying to carve out his role. During one practice that season, Berger recalls head coach Chet Slaybaugh telling the players that someone needed to step up and emerge as a leader. The next day, Berger, who had been a quiet kid to that point, requested a meeting with Slaybaugh. "I said, 'Coach, I heard what you said yesterday. I know I'm not the best player or captain, but I think I can be the leader of the team,'" Berger recalls. "I'll never forget it. He said, 'Berger, I was talking to you.'" It was a pivotal moment in his life. "I never would have been able to be a CEO of a company had I not had that conversation with my high school coach."

As the team's senior leader in 1985, Berger helped Horace Mann win a league championship. But a school policy prevented the team from competing in the state playoffs. Jay Coen Gilbert, Berger's Horace Mann teammate, best friend, and future AND1 cofounder and partner, called it a "painful moment"—drawing a contrast to Westtown, which he calls the "Duke of high school basketball" for its combination of academic rigor with the chance to compete for titles every year. "That's a gift that he didn't have," Coen Gilbert says of Berger. "He's making sure those kids are seen as whole people, just like he was by Coach Slaybaugh, but he's also going to give them a chance to be their best and play in the state tournament that he didn't get to play in."

As for Berger's hoops skills in those days, Coen Gilbert calls his friend "a quintessential point guard and floor general"—which he believes may have been another predictor of Berger's future. "You're not gonna win the game by yourself. You've got to get the ball to the right people at the right time in the right position for them to be their best. I think that's what a good point guard is, and I think that's what Seth has brought to basically every role he's ever had." (Coen Gilbert also got an early taste of Berger's competitive streak in seventh grade, when Berger asked Coen Gilbert if he wanted to box. "I was like, 'OK, whatever, sure,'" Coen Gilbert recalls. "And he promptly punched me right in the solar plexus as hard as he could. I couldn't breathe, threw off my gloves, and was like, '*Dude, what the fuck?*'")

During his junior year, Berger attended a Penn basketball game and came away "certain I was good enough to be their starting point guard," he recalls, before quickly adding, "I was massively deluded." Though he wasn't recruited by the Quakers, he got into Penn and decided to come. The summer before arriving on campus, he called Penn head coach Craig Littlepage W'73 to see if he could practice with the Quakers—which he did for about three weeks, until Littlepage left for Rutgers, replaced by Tom Schneider. A Schneider assistant quickly told Berger he wouldn't be needed, effectively ending his college basketball dreams—but not his college sports dreams. That night, he says, a member of Penn's sprint (then called lightweight) football team asked Berger if he'd be interested in joining them. Berger, who had played football at Horace Mann in addition to basketball, figured he'd give it a shot. He ended up being a program stalwart for head coach Bill Wagner, who coached Penn sprint football for 50 years before recently retiring at the age of 80 ["The Unlikely Legend," Nov|Dec 2019]. "I loved it," Berger

"If any kid comes in *not* trying to be a professional basketball player, this is probably the wrong program for them."

Photo by Tommy Leonardi C'89

says. "I loved playing for Wags. I loved my teammates."

An excellent wide receiver, Berger also learned a valuable lesson in humility from Wagner. After a loss to Princeton, he recalls storming into the coach's office to ask why he wasn't getting the ball thrown to him more. "And he goes, 'Look Berger, if you don't like the way this team is being run, you can quit. If you want us to pass you the ball, start blocking.'" Berger's reply would become his three favorite words: "Got it, Coach."

At one point, Berger thought about transferring to a Division III school to play basketball, but a conversation with his father changed his mind. "My dad said, 'Listen, you might not realize this but you're not going to be a professional athlete. You might want to stay at Penn to figure out what you're supposed to be,'" Berger recalls. "That's when two things happened: I got into student politics and decided my junior year to play JV basketball." Joining Penn's junior varsity team allowed Berger to again be teammates with Bussey, play games inside the vaunted Palestra, and find a valuable mentor in the team's coach, Kevin Touhey. Years later, when Touhey became a motivational speaker, he visited Westtown to advise Berger on his coaching style. According to Berger's recollection, his old coach told him, "You keep looking at your assistants about what to do. You're not trusting your feel. What made you a really good point guard is you had really good feel." (The next year, in 2016, Westtown won its first state championship. The night of the title game, Touhey passed away from lung cancer.)

Berger only played one season of JV ball for Touhey because of an injury he suffered in the last sprint football game as a senior, but he got involved in an organization called Students for Racial Equality. There he ran into Christelle Williams, an African American track star he'd seen running around the track at Franklin Field. "She wouldn't pay attention to me," Berger says. "I always saw her." It wasn't until they reconnected at their five-year reunion in 1994 that the two went out on a date. They went to see *Four Weddings and a Funeral* even though Berger had already seen the movie three times, but only after a meeting-place snafu torpedoed their dinner plans. Trying to make amends at their next date, they returned to the same mall—and ended up having a five-hour dinner at Houlihan's. "I knew right then this was the woman I'd marry," Berger says. Now married almost 27 years, "my wife is literally my greatest teammate."

BUILDING A BUSINESS (NO SUITS REQUIRED)

After graduating from Penn in 1989, Berger figured he'd get into politics or follow his parents into a legal career. He moved to Washington, DC, to serve as legislative director for Congressman Harold Ford Sr. But while it was "a great learning experience," he was "too much of an introvert" for the political functions and parties, he says. Deciding to get another degree, he preferred two years of business school to three years of law school. So back to Penn it was, this time to attend Wharton.

Berger's "biggest stroke of luck" as a Wharton graduate student came in the second semester of his first year. That's when he took an entrepreneurship course with professor Myles Bass. Over the span of 10 weeks, Bass brought in different entrepreneurs to discuss their start-up journeys. "And I was like, *Ah, this is what I'm supposed to do*,'" Berger says. In addition to appreciating the freedom and flexibility that starting your own company could bring, he also liked how "as an entrepreneur, you basically have to use all parts of your brain: sales, marketing, finance, relationships—you name it," he says. "The other thing about being an entrepreneur is it's constantly a game. You are winning or losing every single day."

Yet with student loans piling up, Berger initially figured he'd follow the more conventional—and lucrative—path into investment banking. The summer after his first year at Wharton, he interned at an investment bank—and hated it. "I put on 15 pounds. I played ball only one night. And I was bad as an investment banker," he says, adding that the worst part may have been the bank's requirement that men wear suits. So, for much of that summer, Berger worked on a business plan that stemmed from a project he had done for Bass's class: a basketball retail store called "The Hoop." That business evolved into a database of recreational basketball players that could be marketed to companies like Nike and Foot Locker, a precursor to AND1 (whose name echoes the triumphant shout of a hoops player making a shot while getting fouled). He worked on that plan throughout his second year at Wharton, eventually ditching the investment banking path (during a round of job interviews, no less) to go all in on AND1.

Berger had met a Wharton undergraduate named Tom Austin W'93 GEd'08 on the basketball courts at Gimbel Gym (now the Pottruck Center) and was impressed by both his game and his smarts. "To this day, he's the only person I've ever met that is amazing at left and right brain stuff," says Berger, who convinced Austin to join him on his basketball start-up journey. Austin would soon become the company's creative engine. Coen Gilbert, meanwhile, decided to hop aboard over drinks with Berger at Ortlieb's, a jazz club in Philly's Northern Liberties neighborhood. "I couldn't stop asking the waiter for pens and paper and napkins to write ideas down that were popping into my head all through the first and second set," Coen Gilbert recalls. "By the end of the weekend, Seth and I looked at each other like, *are you thinking what I'm thinking?* That Monday I gave notice at my job and told them I'm leaving to pursue an entrepreneurial gig with my best friend and moving to Philly."

Another napkin scribbling session would prove even more formative. The summer they started the company, in

Berger (center right) poses with AND1 partners (from left to right) Guy Harkless, Jay Coen Gilbert, and Tom Austin during the company's early years.

1993, Berger, Austin, and Coen Gilbert drove to Chicago for a sports trade show, where they pitched their database business. The response was not good, as Berger recalls. But one part of it held promise: giving T-shirts to the players who signed up. At a deep-dish pizza place that weekend, Berger, Austin, and Coen Gilbert started jotting down slogans for T-shirts that basketball players might want to wear while playing ball. "We thought we could make more creative gear that would speak to a basketball player, to allow a basketball player to identify as a ballplayer, more than other brands," Berger says. "It didn't matter that I didn't play a minute of Division I or ever make a penny playing the game—I thought of myself as a basketball player. And there are so many other people, men and women, who look in the mirror and see a basketball player. So what AND1 did was allow people to say, 'I'm a ballplayer. That is how I see myself.'" It dawned on Berger then, as they "literally threw our pitch decks away," that two Wharton alums and a Stanford grad were going into the T-shirt business.

"The thing about being an entrepreneur is it's constantly a game. You are winning or losing every single day."

Back in Philly, they continued to come up with slogans—which were more like disses, the kind of trash talk they used to hear playing pickup games in the playground or gym. Every Monday morning, they were supposed to come into the office (which in the company's early days was in Berger's sprint football teammate Nate Scott C'89's house outside of Philly) with 10 new ones. Of the three cofounders—and soon three other partners: Ray Moseley WG'92, Bart Houlahan, and Guy Harkless—Austin's would invariably be the best, including Berger's favorite: "*I'm the Bus Driver. I Take Everyone to School.*" As for Berger's, well … "Seth was absolutely terrible at slogans," Coen Gilbert says, as only a best friend could. "He is the most unoriginal, not funny, not creative human being." His primary role driving the business forward, Coen Gilbert adds, was being "a great strategic thinker who's spending all of his time trying to think two, three steps ahead," like the point guard and poker player that he is. "Seth's got a photographic memory and a nonstop analytical brain." (Berger doesn't deny he's more strategic than creative but remains happy with at least one of his slogans: "Grab a Straw Because You Suck.")

As any teenager from the '90s could tell you, it became commonplace to see AND1 shirts with a faceless, musclebound player alongside slogans like "*Call Me the Surgeon. I Just Took Your Heart*" and "*Pass. Save Yourself the Embarrassment.*" As shirt sales expanded, reaching 1,500 Foot Locker stores by the company's second year, the brand began to "have meaning that we could not have anticipated,"

Photo courtesy Netflix

says Berger, recalling a college basketball player at St. Bonaventure who had the AND1 logo tattooed on his biceps.

The company quickly expanded to sell more apparel and basketball sneakers. Sales skyrocketed. Big-time NBA players were signed to endorsement deals. Vince Carter wore AND1's signature Tai Chi sneakers during a memorable performance in the 2000 NBA Slam Dunk Contest.

Where AND1 really made its mark, however, was not in NBA arenas but famed playground courts like Harlem's Rucker Park. The company's aggressive, in-your-face marketing tactics meshed well with the inner-city streetball scene, a less formal hoops setting where showcasing fancy dribbling moves, often at the expense of a befuddled defender, was what wowed spectators crowding the park's edges. Capitalizing on Michael Jordan's retirement and the 1998–99 NBA lockout, AND1 blitzed the basketball world with mixtapes featuring playground players pulling off dazzling stunts. Riding the mixtapes' success, AND1 began touring the country every summer to create more content and sign new streetballers to endorsement deals. Players known as "Skip 2 My Lou," "The Professor," and "Hot Sauce" became quasi-celebrities as they toured internationally, had their games televised on ESPN, and even sold out NBA venues.

Without much business experience, Berger and his team had managed to turn what began as a Wharton project into a company that hit more than $250 million in revenue in 2001 while capturing the hoops zeitgeist of that era.

And his company continued to thrive … for a while.

WESTTOWN AND FAMILY

Last August, Netflix released the documentary *Untold: The Rise and Fall of AND1*. Most of the film was dedicated to the company's rise: electric mixtape tours, popular sneakers, gracing the cover of *Sports Illustrated*, a growing staff, bigger headquarters in Paoli, Pennsylvania.

But it also raised questions about the way the company's founders had built wealth off (mostly Black) streetball players before cashing out and selling the company in 2005—which Coen Gilbert and Berger fiercely dispute. "I had an amazing 12 years with people who were my best friends or who'd become my best friends," says Berger, rebutting the film's characterizations by pointing out that two of the original six partners were Black and that the streetball players were given bonuses when the company was sold. "We truly had this amazing environment where I got to love the people that I worked with every day."

Because of those relationships, selling the company was bittersweet—but not the sudden, unexpected jolt that the filmmakers made it out to be. Berger says they had already sold a third of the company to a venture capital firm in 1999 and plotted an exit strategy when Nike, already top dog in basketball sneakers, "effectively decided it's time to squash AND1" with a well-produced freestyle basketball commercial in 2001 featuring NBA players pulling off fancy streetball moves. "Once I saw that commercial, I thought, *Oh, we can't win*," Berger says. "Competing to be number two wasn't really fun." For the next few years, as AND1's sales began to slide, they waited for the right opportunity to exit, eventually selling to American Sporting Goods in May 2005. (AND1 has since been sold multiple times but the brand has endured, this year celebrating its 30th anniversary.)

At the time, Berger didn't know what he'd do next, other than spending quality time with his three young children. The opportunity at Westtown came about after Coen Gilbert, who sent his son there, told Berger to look at the West Chester, Pennsylvania, school, which was located only about 15 minutes from Berger's home. He was immediately impressed by the diversity of the student body and felt good about sending his boys there. After their oldest son, Cole, enrolled, Berger went to some basketball games and asked the head coach, Joe Paris, if he needed a volunteer assistant. He was offered the job, served two years as an assistant, and when Paris resigned was hired as the head coach, intent on building a program at a school not especially known for athletics.

Berger running a new kind of basketball start-up didn't surprise anyone who knew him. "It was either coach or make a late run as point guard of the Knicks," Coen Gilbert quips. What did come as a surprise is how basketball would change the makeup of his family. Early in his coaching tenure, Berger got a letter from twins in Nigeria who wanted to play basketball and pursue their education in the US. Impressed by their intelligence and personalities (along with their hustle and raw potential on the court), "I said to my athletic director, 'These are the kinds of kids I want to build my program around,'" Berger recalls. Receiving enough financial aid to make their American boarding school dream a reality, Longji and Nanribet (Nan) Yiljep were soon at Westtown, with the Bergers serving as their host family. "And we pretty quickly figured out they were amazing role models for our kids as young men of color," Berger says. Westtown's host family program is designed to give international students and other boarders a place to perhaps celebrate a birthday or have lunch. But with the Yiljeps, it always felt like something more. And when the twins' father, an agricultural engineering professor in Nigeria, unexpectedly died, the Bergers offered to become their guardians. Soon, their three younger brothers, Yilret, Dakpe, and Junior, followed the twins to Westtown—and the Berger clan of five became the Berger–Yiljep clan of 10. "What's interesting is there was never a plan," Christelle says. "People decide to be foster parents, they decide to be adoptive parents, but there wasn't a conscious decision we made." But, she adds, "they literally just flowed right into our family."

What was it like with as many as eight boys under one roof? Lots of video games,

Berger poses with his wife Christelle and their three sons (from left to right: Quin, Cole, and TJ) after Quin and TJ played against each other in a Saint Joseph's versus Lafayette college basketball game in November.

lots of eating, lots of basketball games on the court outside the Bergers' home. "Competitiveness just permeates through everything we do," Nan says. "But as much as we're competitive with each other as brothers, all eight of us support each other and our individual pushes."

With Berger, the banter is incessant, especially about the "charity win" Longji and Nan claim they long ago gifted Berger and former Westtown principal Eric Mayer in a 2-on-2 game because "we respect our elders," Longji laughs. But they'll never forget the compassion and selflessness Berger displayed after their father died. "What showed us his humanity," Nan says, "was the fact that he had never met our dad before face to face, but the way he delivered the message to us, he was crying as if it was his brother who passed away. He embraced us, he covered all of the expenses for us to go home. … Seth pretty much became our dad at that moment."

Berger continued to support the Yiljeps both emotionally and financially, taking them on college visits and continuing to cover the cost of whatever they needed: books, basketball sneakers, flights home for the holidays. When Longji thought about quitting the team at Brown because of an injury, Berger "was on the next flight just to talk to the coaching staff and the trainers," Longji recalls. Nan, who played college ball at Skidmore College, was stunned to see Berger in the crowd as he warmed up for a playoff game during his senior year.

Adjusting to American life wasn't always easy for the Yiljeps—particularly the food (though that part is much better now that their mom has moved to the area and often cooks authentic Nigerian lunches for them.) But today the brothers have carved out quality lives for themselves in the US, with Nan working at Westtown as a digital marketing and social media analyst, a dorm parent, and an assistant coach on Berger's staff. Longji is a senior analyst for a shipping company in Connecticut, but works from home, living with Nan in a Westtown dorm building.

"Just the human being that he is and his caring for other people and his character sets him apart from anybody that I know," says Berger's friend Bussey. "His willingness to confront prejudice and racism as a white man married to a Black woman, with three Black kids of his own and five adopted Black kids, those are the kinds of things you don't see or hear with him—but it makes him who he is. He's a Jewish kid from the Upper East side, I'm a Black kid from Harlem and Washington Heights, and we became best friends, experiencing everything together from sixth grade on."

With all their children and all the Yiljeps having moved on to college and adulthood, the Bergers are entering a new phase as empty nesters, having recently moved to a smaller home. But he doesn't plan on leaving Westtown any time soon. The end of last season may have seemed like a natural conclusion after Quin graduated with a state championship. In what Berger calls a "poetic" end to the season, Quin made two free throws to ice the title game and then "runs to me and hugs me and he's bawling his eyes out," Berger says of his youngest son, who played the entire season with a torn ligament in his left thumb. "Now you realize how much pressure he felt." (Berger's middle son, TJ, who's now at Lafayette, similarly felt a lot of pressure playing for his dad en route to two state titles.) But now Berger is excited to simply be a father to all his boys without the extra burden of also being their coach, while helping other high schoolers get to college and win championships along the way. "It's funny," Berger says. "Until my mid-40s, I looked in the mirror and saw *basketball player*. Now I see *basketball coach*."

Although losing doesn't crush him quite as much as it used to, the sport still means everything to him. Before a game this past season, he recalls sitting in the locker room for five minutes by himself listening to Sade's "Love Is Stronger than Pride" with his eyes closed and the lights off. "If I stop getting nervous, then it's time for me to stop coaching," he says. "If I stop wanting to improve, then it's time for me to stop coaching." But he doesn't anticipate that happening until maybe he's as old as his former sprint football coach was when he stepped away.

"Somewhere around 80, I'll retire," Berger says. Then when he dies, he adds with a smile, he'll want his ashes scattered in the lake at Westtown, where a second career turned into a true calling.

Photo courtesy Seth Berger

AN ARCHAE-OLOGIST WALKS INTO A BAR...

Unearthing the world's oldest tavern while reconstructing daily life in ancient southern Mesopotamia. By Beebe Bahrami

It is the spring of 2022 and hard going. An excavator diligently chips away densely packed clay earth within the walls of an archaic mudbrick building. Hard-packed tawny earth stretches toward the horizon in every direction. Sara Pizzimenti, an archaeologist and ceramicist from the University of Pisa and one of the season's co-field directors, stands before the sunken pit her crew is working on: Trench 3 in Area H at the archaeological site of Tell al-Hiba. The Sumerians would have known it as Lagash, an ancient city built midway between the Tigris and Euphrates rivers in southern Mesopotamia, some 350 kilometers south of Baghdad and 225 kilometers north of Basra.

Pizzimenti turns to a camera filming the work—the video can be seen at web.sas.upenn.edu/lagash—and explains what the team has uncovered: the 4,700-year-old walls of what is, so far, an unclear structure from the beginning of the Early Dynastic period. There is an alley beyond the building, she adds, and beyond that another building. An ancient neighborhood is appearing from beneath the sediments, but for now, all efforts are focused on removing collapsed mudbrick inside the nearest building—whose caved-in roof they have already removed. "We do hope to find the floor," she says, and adds, "with something on the top, maybe." It's hard not to catch the hopeful note in her voice.

Seven months later, that hope delivered. The team returned in the autumn of 2022 and got back to work on Area H, expanding Trench 3 and opening others, all the while continuing careful horizontal excavation. There were several interconnected walled areas. One, an open-air space, revealed a large, ash-filled oven that could have cooked huge amounts of food for a large group of people. In a neighboring, once roofed, room—the very one the excavator had been removing the collapsed mudbrick from—

Dr. Holly Pittman at Lagash, December 2018.
Photo courtesy Lagash Archaeological Project

the cleared floor revealed a double-potted zeer, an ingenious ancient refrigeration device that cooled anything within the inner pot's belly. Close by, the team found more than a hundred upturned conical beakers and bowls that had tumbled at some point from no longer existent shelving on the wall above. Many vessels still contained fish remnants, animal bones, and the residues of other foods and drinks. The drink residue is most likely beer, the most popular beverage of ancient Mesopotamia. The complex also contained an open-air courtyard seating area with low benches and tables. The pieces began fitting together.

"The moment I realized we were in front of a 'tavern,'" Sara Pizzimenti wrote in an email, "has been full of emotion. I immediately called Holly, sharing with her my hypothesis of interpretation."

Holly Pittman—Bok Family Professor in the Humanities in Penn's art history department, curator in the Penn Museum's Near East Section, and now the director of this massive archaeological project—recalls that moment vividly. "I was working in the [dig] house, [when Sara] called and said, 'We have a tavern!'" she says. "I got the car, and I got the police." No one on the team can travel anywhere without police escort for security, even though things are moving more and more toward stability in Iraq. In six minutes, the time it took to drive between the house and the site, nearly everyone was there. "We were all very excited," she says.

They had discovered the oldest known tavern in human history.

Beyond the predictable media coverage—which ranged from CNN to *Smithsonian* magazine to *Stars and Stripes*—their find provides a rare glimpse into ancient daily public life. The archaeology of Bronze Age Mesopotamia, including previous work at Lagash in the 1960s and '70s, has by and large focused on palaces, temples, administrative centers, and elites. The Lagash Archaeological Project (LAP) hopes to change that, by coaxing from Lagash's complex settlement more information about the people who produced the city's food and large-scale crafts. Their work in Area H—picked because its pottery production activity suggested it might be an industrial craft neighborhood—will continue to expand, both in that area and on to other neighborhoods whose roads, alleys, and buildings have been indicated by complex aerial and surface mapping work already undertaken by the team.

From above, Tell al-Hiba, which takes its name from the nearby village al-Hiba, looks like a rounded water jug with a bird-beak spout jutting into a body of water that can sometimes, in wet years, surround it on three sides. At 3,600 meters long and 1,900 meters wide, the tell (the term refers to a mound created from the debris of past settlements) is considered one of the largest urban centers of Early Dynastic southern Mesopotamia, which existed in the third millennium BCE, when the first cities and city-states emerged in human history. More broadly, the site was occupied from the fifth millennium BCE to around the middle of the second millennium BCE, or around 7,000 to 4,000 years ago.

Some 5,000 to 4,000 years ago, Lagash might have been one of the more intense urban centers for the industrial-scale production of ceramics, as well as of food production and crafts such as textiles and worked shell and stone, all in the midst of a vast trade network connecting Mesopotamia to regions including Iran, the Indus, Anatolia, and the Arabian Plateau. From these far-flung places came items not found in Sumer, such as timber and hard stone for building, precious stones and metals, and more. What southern Mesopotamia had a lot of was mud, reeds, and water, plus good pastures for herds, and select fertile fields, courtesy of mud deposits brought by the seasonally flooding rivers. It was, and remains, an environment that offered the basics of life: food, drink, shelter, and clothing. For something more, trade was essential; and this was the period that aimed for something more.

The tell is a few meters higher than the surrounding plain and villages as a result of its dense Bronze Age urban occupations, structures over time being built atop prior structures. It was built from locally abundant materials: packed mud, mudbrick, reeds, and clay. So the ruins present a puzzle to reassemble, as centuries of flooding, wind, water, and erosion have washed away certain levels while leaving others intact.

This is also why Pittman and Pizzimenti (now the LAP's sole field director) have from the start determined that the best way forward is with slow and careful horizontal excavation. This removes sediment in thin layers, allowing the team to follow the natural lines of the structures and discern which ones were contemporary with one other and which date from earlier or later periods.

Archaeological interest in Lagash dates back to the 19th century, but the first comprehensive and scientific efforts took place from 1968–1978 with joint research led by Vaughn Crawford from the Metropolitan Museum of Art and Donald Hansen from New York University's Institute of Fine Arts. Joining them was the archaeologist Edward L. Ochsenschlager, now professor emeritus at Queens College, New York, who, fascinated by discovering that the ancient site's material culture reflected parallels with that of the modern village in al-Hiba, turned his research toward an ethnoarchaeological study comparing the two, *Iraq's Marsh Arabs in the Garden of Eden*, published in 2004 by the Penn Museum and now available through the University of Pennsylvania Press.

The Iran–Iraq war, from 1980 to 1988, cut short their work at Tell al-Hiba, but a window opened in 1990 that led Hansen to return, this time with Holly Pittman, who had recently earned her PhD at Columbia University while also working at the Met (where Crawford was her

Aerial views of Tell al-Hiba, shaped like a rounded water jug with a bird-beak spout jutting into a body of water that in wet years can surround it on three sides, and of the excavation site where LAP archaeologists uncovered the world's oldest tavern last fall.

Many vessels still contained fish remnants, animal bones, and the residues of other foods and drinks.

boss) and who had just joined Penn as an associate professor of art history.

Pittman grew up in eastern Washington state and came east to study chemistry at Bryn Mawr College. Midway through, she realized chemistry wasn't her calling. She took a break, got a job in New York City, and saved enough money to travel to Europe for a few months. Peak moments during her 12-country backpacking tour included Florence's art museums and an active archeological dig on the north coast of Crete. There, a French team was excavating at Malia. She spent some time there, visiting the work and the ruins of the Minoan civilization.

She had left the US with $700 and returned with $50 plus a wealth of experiences and a strong new sense of direction. She finished her undergraduate degree at SUNY Binghamton, majoring in history, and went on to graduate work at Columbia, studying under Near Eastern art historian and archaeologist Edith Porada. Porada directed Pittman to study the Scythians, which she did for her master's. At the same time, Pittman

Photos courtesy Lagash Archaeological Project

"What we're trying to explore is variety within the regular people. Both variety in terms of craft specialization but also in terms of relative wealth."

accepted an offer to work for the Metropolitan Museum as a curatorial assistant on Mesopotamian and Iranian material.

That job put her firmly on the path not only of Mesopotamia and Iran, but also of finding her passion for glyptic (engraved symbolic) art, and for the Bronze Age and the formative periods in ancient Near Eastern cultures. It also put her in the orbit of the Penn Museum's joint projects with the Met, including Tal-i Malyan in Iran. She also worked at sites in Cyprus, Turkey, and Syria. Soon after finishing her doctorate and coming to Penn, in 1990 she joined Hansen at Lagash.

It was an incredibly productive season. But any promise of returning was cut short by Iraq's invasion of Kuwait and the ensuing Gulf War, followed by the US-led invasion of Iraq and deposing of Saddam Hussein in 2003, which plunged the country into a period of tragic destruction and conflict.

While there was no possibility of returning to Iraq, Pittman pursued her interests in the Neolithic, Chalcolithic, and Bronze Ages on many excavations in Turkey, Syria, and Iran. As a curator in the Penn Museum's Near East Section, she was active in mounting several exhibits, such as on the royal treasures and cemetery of Ur, and most recently, for the Middle East Galleries: Sharing Our Past exhibit spaces, which opened in 2018.

Hansen died in 2007, leaving Pittman the archive containing all the work done at Lagash from 1968 to 1990. Working for 10 years with a team of dedicated students, Pittman oversaw to completion the material's analysis, digitization, and publication. The three resulting volumes, being published by Brepols, are coming out in rapid succession: volume one was published in 2022, and volumes two and three will be released soon. This laid the groundwork for new work at Lagash, which would build on Crawford and Hansen's prior research on monumental, administrative, and elite life, and integrate it with the LAP's new research centered on the life of the nonelite—including people involved in the city's food and craft production and their domestic spaces and neighborhoods. And now, a tavern.

It wasn't until 2017 that Iraq achieved enough stability for archaeological work to resume. Through the Iraq State Board of Antiquities and Heritage, many projects came back on line. In southern Iraq, the British Museum, led by Sebastian Rey, returned to ancient Girsu (modern Tello) just north of Lagash, and an Italian team led by Davide Natale (Rome) and Andrea Polcaro (Perugia) returned to ancient Nigin (modern Tell Zurghal), just south of Lagash. These three cities once made up a unified city-state and were connected by a canal that proceeded southward toward the Gulf. Pittman realized it was an important time to return to Lagash. She applied for and received the permit.

One irony of 30 years' worth of setbacks due to war, civil instability, and, in 2020, a global pandemic, is that advances in archaeological science and technology are now allowing the LAP to move forward efficiently, accurately, and much faster than prior times. Many of these methods are also cheaper and less destructive than straight excavation. Among them: geological core samples; walking surface surveys (especially those in 2022 using GPS and Geographic Information Systems to map the team's systematic surface artifact survey, which covered 1,783 plotted points within the tell and revealed where certain ancient activities like pottery production concentrated); drone photography and mapping; and magnetometry that can map subterranean structures in high detail.

"What we're trying to explore is variety within the regular people," Pittman explains. "Both variety in terms of craft specialization but also in terms of relative wealth, however you measure that, by either food or extra ornaments, or size of architecture, in order to compare these different neighborhoods. We also want to explore that through time. Our operating hypothesis right now is that maybe in the Early Dynastic I [around 2900-2600 BCE], in this earlier phase, craft production was perhaps more centralized within the domestic context, or within small-scale neighborhoods. And then later, we're thinking that maybe by Early Dynastic III [around 2500-2334 BCE], Lagash becomes a very important industrial center as well as important population center and agricultural center."

All of these questions are harder to answer without understanding what was happening in the ancient landscape, the relationship between people and the frequently shifting courses of the rivers, and also the sea, including where exactly the ancient coast of the Persian Gulf was in relationship to the city-states of Sumer. During the four seasons of the LAP that have unfolded so far, geoarchaeologist Reed Goodman, a doctoral student in the Penn Graduate Program in Art and Archaeology of the Mediterranean, under the direction of Liviu Giosan at the Woods Hole Oceanographic Institution, has been overseeing the geological coring at Lagash to understand the ancient environment, including the history of the shifting rivers, marshes, and sea. The team has augured and drilled a number of core samples, including one going 25 meters deep, providing a continuous record of sediment

rich in ecological data stretching back 30,000 years from the present.

"Lagash as a site is a perfect test for when it comes to looking at the ancient environment," Goodman says, "because texts tell us that the city and the city-state was close to the ancient shoreline of the Persian Gulf. We also know that that shoreline was changing during the third millennium [BCE], and that at the same time—though we don't know exactly why—the city of Lagash itself took on a sacred role within the city-state as political power moved north."

This is also when textual sources (Sumerian written in cuneiform script) begin speaking of conflicts between city-states, such as over access to fertile land. It is also a time, with growing interdependence between polities, that reflects greater alliances. Goodman is working to understand how the environment, and especially water dynamics, influenced these processes.

But because the rivers can shift courses, and also are influenced by the ebb and flow of tides from the nearby sea, as well as by wind and erosion, sediment can constantly get mixed in this environment. Core sampling in southern Mesopotamia is tricky. "You need to get a lot of different dating techniques," Goodman explains, "and you need complementary data sets to start to build a confident argument of what the environment was like and at what time in history." This means not only capturing sediment samples from carefully selected areas around and on the site for characterization and dating, but also correlating those sedimentary environments with the archaeological and textual data of the site and region.

Goodman has been running core samples through an X-ray florescence core scanner, interpreting their calcium, bromine, and potassium contents to learn about the different types of environments where these sediments were deposited. X-radiography from the same machine looks at the structure and content of the sediment, indicating the presence, for instance, of tidal flats, from a time before the city existed, when the area was submerged beneath a shallow sea. As he honed in on the environment around the Early Dynastic period in Lagash, he was surprised by what he found.

Since the Neolithic, herding and farming activity in the Zagros mountains, located to the northeast, began to increase erosion and sedimentation via its two major rivers, the Karun and Karkheh, which flow into the Persian Gulf east of the Tigris and Euphrates—so much so that they eventually built out an alluvial fan that separated the Sumerian cities and the sea.

"By the third millennium BCE, the Karun fan had largely cut off Sumer from the sea, creating an increasingly restricted estuary, and without the scouring actions of the tides, the floodplain built out rapidly to infill the former coast." These early cities and city-states then found themselves separated from the sea and more dependent on the rivers right at the time when they were reaching their greatest growth. It made for a more and more politicized landscape, leading to both competition and alliances.

The "water-rich ecology" of fourth millennium BCE Lagash began to dry out, forcing communities to respond. "They can either dig in and say, 'We're going to maintain these cities that have our important temples and institutions of government,' or, 'We're going to move and follow these deltas that are moving rapidly far-

SIDEBAR

ANCIENT LAGASH

Lagash grew quickly to become one of the largest cities in the third millennium BCE, during what archaeologists call the Early Dynastic (ED) period, which spans from around 2900–2334 BCE. The period's name derives from the appearance of the first dynastic rulers. The ED is further divided, at Lagash, into ED I, the earlier half of the third millennium, and ED III, the later part of the third millennium, which came to an end when Lagash was sacked, first by the neighboring king Lugal-zagesi of Umma, and then again soon after, by Sargon of Akkad, who unified Sumer with the northern Akkadian Empire in 2334 BCE.

Before the Early Dynastic period at Lagash, there were at least two other distinctive periods. The Ubaid, around 6000–4000 BCE, was characterized by small self-sufficient villages along the river plain where people foraged the marshes for fish, shellfish, and birds, and varieties of water-adapted cereals. During the subsequent Uruk period, around 4000–3100 BCE, settlements were still small. This was most likely when the first settlement of Lagash appeared, probably "simply as a cult center," Pittman says. "This is all hypothetical," she adds. "That was probably also true of Girsu and of Nigin. These places that were originally cult centers, as they became habitable, they were settled."

It is with the Early Dynastic period, beginning some 4,900 years ago, that archaeologists see the first settlement sizes of a scale considered urban. The city of Lagash ultimately formed into a unified city-state with its urban neighbors, Girsu to the north, and Nigin, to the south. Also theoretical but plausible, it seems at some point political and religious activities centered on Girsu, while Lagash was mostly devoted to food and craft production.

After Sargon conquered Lagash, the city shrank in size but remained occupied. It rose again after the fall of the Akkadian Empire, around 2150 BCE, as a regional political center, but by the end of the third millennium BCE it declined once more and became mostly a cereal grain producing center for Ur.

By around 1600 BCE, Lagash was largely uninhabited, except for a brief occupation around 3,000 years ago, and then much later, during the Islamic period, sometime after the seventh century CE.

Today Lagash is surrounded by several villages that engage in traditional herding, farming, foraging, fishing, and crafts that feel uncannily familiar to early Mesopotamian times. *—BB*

ther south.' But because these cities are so symbolically important—and now you have enough technical knowledge and community organization to increase and expand irrigation—they dug in."

IN 2018, with permit in hand, Pittman's most critical need to launch the project was for an experienced archaeologist fluent in Arabic who could coordinate the LAP.

Zaid Alrawi—the LAP's project manager, and the Penn Museum's Projects Manager of Southern Mesopotamia—grew up in Baghdad. As a boy he went to the field with his father, an archaeologist who worked on sites throughout Iraq. His father preferred that Alrawi spend time in the outdoors, in nature, learning about his country's heritage, over playing in the streets of Baghdad. When Alrawi was deciding on a career, he realized how much exposure he'd already had to archaeology and decided to devote his life to it. He worked for the State Board of Antiquities and Heritage, earned his BA in archaeology from the University of Baghdad, and then came to the States, where he earned his master's at SUNY Stony Brook before pursuing a doctorate at Penn State, focusing on third millennium BCE southern Mesopotamia and its ancient landscapes and economies in the areas around Lagash.

In Philadelphia to interview for a postdoc position at the Penn Museum—where he arrived early to take in the new Middle East Galleries and the materials from Ur—Alrawi serendipitously ran into Reed Goodman, a friend and former Penn State classmate, who told him he should meet Pittman, who was just then looking for a project manager. That evening when Alrawi returned home, he had an email from Pittman; their subsequent exchange changed the course of his life. He was exactly the person Pittman needed for this crucial role. In less than two weeks, the two were on a plane to Baghdad and then heading south to Lagash.

On that trip, "there were special moments," Alrawi recalls. At Tell al-Hiba, the old dig house where Pittman had resided in 1990 had become a ruin. "She went to one particular room, and it was emotional because she was talking and walking right and left, talking about things that had happened on that night or this night and how insects and scorpions were crawling down." To Alrawi, it was clear: "She was supposed to be there," he says. "She's not somebody who just got licensed to excavate …. She was somebody who has history with the site" and the people who were part of it.

"From what we can tell, they just walked out and shut the door."

"There is a strong bond from the community to the project," he elaborates. "Everybody's on the same page. They love each other. They respect each other. That makes me happy."

The Crawford and Hansen excavations in the 1960s and '70s forged a continuing bond of good will with locals, who remember them to this day. That has persisted with Alrawi and Pittman's efforts and team. From the start, they first met with officials and village elders, discussing their plans and important matters concerning the village, community, and site, including how they can best contribute to the community. In 2022, this translated into providing funds for the villagers to make improvements to their primary school. The hope is to do more for the community in coming years as they raise funds. Another crucial aspect is to train Iraqi archaeology colleagues in the field techniques and technology they use at Lagash, and to be able to pay them.

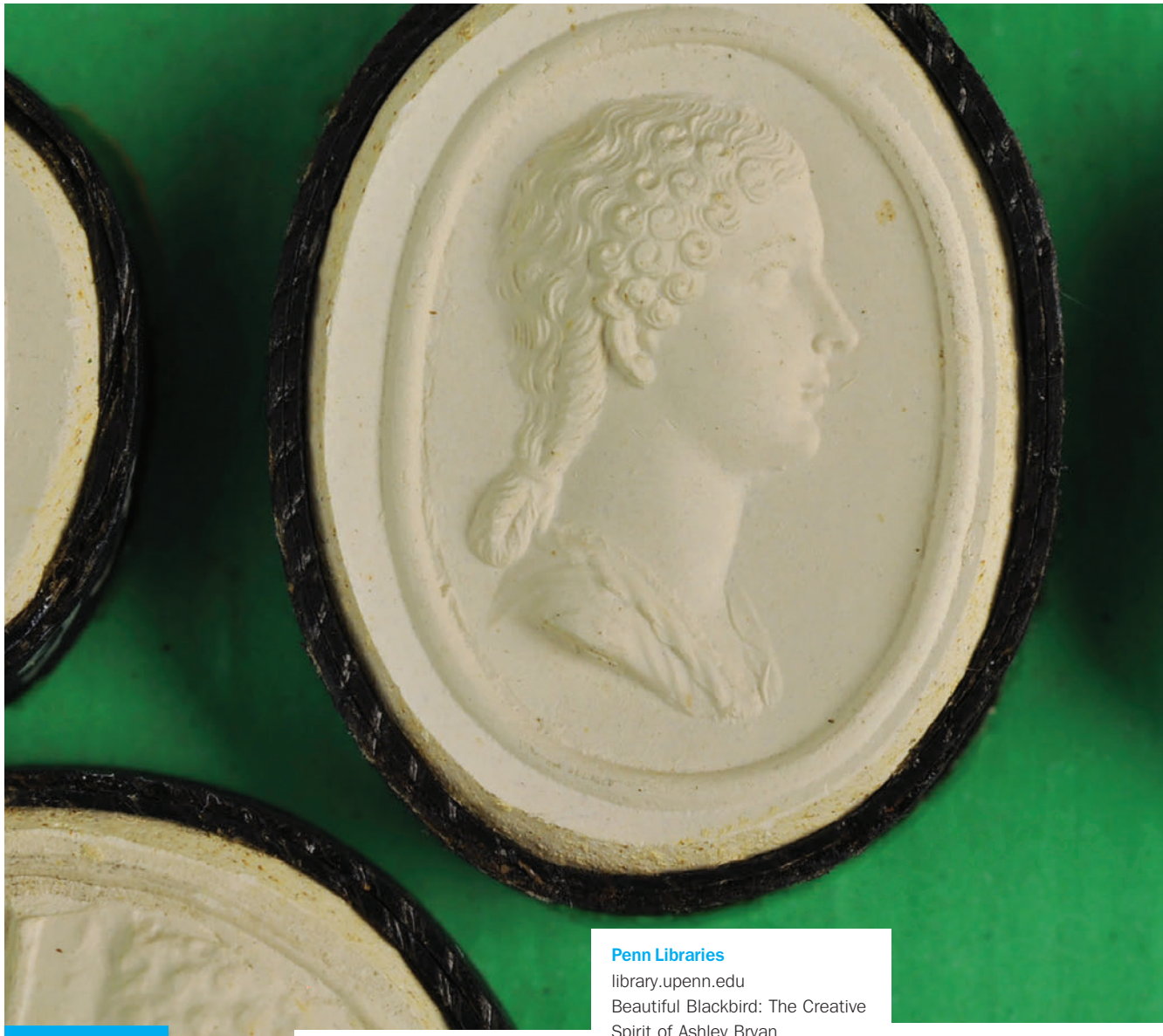
Many institutions have contributed to the work at Tell al-Hiba: the Iraq State Board of Antiquities and Heritage, the universities of Pennsylvania, Cambridge, and Pisa, the Metropolitan Museum of Art, the Woods Hole Oceanographic Institute, National Science Foundation, National Geographic, the Janeway Foundation, the Archaeological Institute of America, and National Endowment of the Arts, among others. But above all, without the extensive personnel and funding support from the Penn Museum, none of this could have happened.

But back to the tavern. One strange thing is it seems to just have been abandoned in the middle of its daily activity. The bowls are piled up, and there is still a lot of food in some of them. You can almost still feel the pleasing chill of the beer in the zeer, or the fragrant smells of roasting fish or baking bread coming from the large oven, but there is no evidence, yet, of a destructive event. That the tavern is from the earlier part of Lagash's Early Dynastic period, not hundreds of years later when the city was sacked by Lugal-zagesi of Umma around 2375 BCE, makes the abandonment feel haunting.

There's a lot more excavation to do, Pittman stresses, both in Area H and in other neighborhoods. But "from what we can tell," she says, "they just walked out and shut the door. They just left things on the shelves.

"We have a store down the block," she adds, about her neighborhood in Philadelphia, "a coffee shop, and they went out of business. They just locked the door and shut it. Lots of stuff was still left in this place. So, you know, they just walked out with the last lunch."

Beebe Bahrami Gr'95 is an archaeologist and the author of numerous nonfiction books, most recently *The Way of the Wild Goose: Three Pilgrimages Following Geese, Stars, and Hunches on the Camino de Santiago*. Her essays and articles focus on cultures, travel, archaeology, nature, and more.



Calendar

Annenberg Center
pennlivearts.org
May 3 Nrityagram Dance Ensemble
May 5–6 Nrityagram Dance Ensemble & Chitrasena Dance Company
May 7 George Hinchliffe's Ukulele Orchestra of Great Britain
May 19 Julianna Barwick
May 20–23 Philadelphia Children's Festival
May 31 Excluded/Inclusion: Chen Lok Lee
Jun. 2 Craig Taborn
Jun. 9–10 SW!NG OUT

Arthur Ross Gallery
arthurrossgallery.org
open Tues.–Sun.
At the Source: A Courbet Landscape Rediscovered
Through May 28
Songs for Ritual and Remembrance
Jun. 17–Sep. 17

ICA
icaphila.org
Carolyn Lazard: Long Take
Through Jul. 9

Kelly Writers House
May 13 A Celebration of Anthony DeCurtis: Two decades of pop culture writing at Penn

Penn Libraries
library.upenn.edu
Beautiful Blackbird: The Creative Spirit of Ashley Bryan
Through June 21

Penn Museum
penn.museum
May 3 Marshland of Cities: Lagash and its Neighbors (lecture)
May 14 Queens, Warriors, and Archaeologists (tour)
May 20 Indigo + Shibori Dying Workshop
Jun. 7 Saving the Archaeology and Monuments of Lower Nubia (lecture)

World Café Live
worldcafelive.com
May 5 Ron Pope
May 6 How Long Gone
May 10 Alice Phoebe Lou
May 17 Antibalas
May 18 The Alternate Routes/Red Wanting Blue
May 19 Dom Flemons
May 25 The Moth StorySLAM: Gossip
May 26 "The Voices" Tribute to Motown
May 27 Rising Appalachia
Jun. 3 Lauren Weintraub
Jun. 6 The Moth StorySLAM: Pride
Jun. 9 Mary Fahl
Jun. 13 Catie Turner
Jun. 20 Souls of Mischief
Jun. 23 JOSEPH

Above: Agrippina, mother of Nero. Image courtesy Penn Museum

The Double Life of Ernest Withers

A new documentary probes the achievements—and betrayals—of an iconic civil rights photojournalist.

Ernest C. Withers, Beale Street studio, Memphis, Tennessee, late 1950s–early 1960s.

"Pictures Tell the Story." That was the business slogan of Ernest Withers, the nominal subject of *The Picture Taker*, a new documentary film now streaming on PBS. Withers was a legendary Memphis-based photographer whose pictures of the leaders and events of the civil rights movement helped cement that history in the public consciousness. His photos indeed tell those stories—but the slogan came to have another, hidden, meaning as well.

After his death in 2007 at age 85, Withers was revealed to have doubled as an FBI informant, sharing many of his photographs—along with information about the people in them—with his FBI handler. A journalist at the *Memphis Commercial Appeal* discovered Withers' identity while working on a related investigation and exposed him in a 2010 series in that newspaper. FBI records secured by the paper through the Freedom of Information Act (FOIA) confirmed he had been a paid informant for nearly two decades beginning in the early 1960s. The Memphis community, Withers' family, and civil rights advocates have struggled to reconcile these seemingly disparate identities.

The Picture Taker is directed and produced by Emmy and Peabody Award winner Phil Bertelsen, along with producer Lise Yasui C'77—whose short documentary *Family Gathering*, about the internment of Japanese Americans during World War II, was nominated for an Academy Award in 1989.

The Withers film project was initiated by St. Clair Bourne, who profiled several African American cultural leaders. But Bourne died in 2007, just a year after beginning production—and before Withers' death and the revelation about his double life.

Bertelsen was asked to step in to complete the work that Bourne had begun. Withers took nearly 2 million photographs: in addition to covering the civil rights movement, he chronicled the lives of Black families and social events in Memphis, captured the Beale Street music scene, and celebrated the Memphis Negro League baseball team. Bourne's vision, prior to the exposé, might have simply been an account of Withers' remarkable career.

And then the revelations came out. "A complete bombshell," says Bertelsen. "Questions were raised about his legacy, his photos, the movement—was he part of a plot to kill Martin Luther King?—literally all these doubts. The film project became much more compelling."

Bertelsen and Yasui became friends more than 30 years ago while both were working at a PBS member television station in Philadelphia. Six years ago, intensely involved in other film and TV projects, Bertelsen asked Yasui to come on as a creative producer to help finish *The Picture Taker*. It would prove to be a prescient move.

"Before anything about the FBI came to light, I decided I would tell the story of the civil rights movement through this photographer," says Bertelsen. "I never left that idea; it just got complicated by the FBI revelations. Lise understood on a personal level the impact of government overreach. Her perspective helped shape the story into something much more comprehensive."

Photo by Ernest C. Withers

Martin Luther King, Jr. being confronted by Jackson, Mississippi police during the funeral march for slain NAACP leader Medgar Evers, June 1963.

In *Family Gathering*, Yasui told the story of her grandfather, Masuo Yasui, a leader in Oregon's Japanese American community who was arrested by the FBI within days of the bombing of Pearl Harbor. Classified as a "potentially dangerous enemy alien," he was confined for over four years in a special Department of Justice camp, part of the system of internment camps that imprisoned 120,000 Japanese Americans during World War II. As revealed in FBI files, investigators interpreted Masuo's acts of Japanese community support as evidence of a plot to undermine the government.

"Researchers have since found evidence that the government's own investigators knew the Japanese Americans weren't a threat," says Yasui. "When Phil described the Withers film to me, I knew from experience that there was probably more to the story than simply the enigma of Withers as an informant. The FBI's agenda in using him as one had to be explored."

The exploration ultimately involved thousands of documents and photographs, plus interviews with more than two dozen people, most of whom knew Withers personally: civil rights leaders, local Black community members, entertainers, and Withers' family, among others.

As the lead researcher on the project, Yasui reviewed many of the 7,000 FBI documents related to Withers, including reports secured through two FOIA requests she initiated. "It was fascinating to read the files," she says. "You don't always get what you want, but the answers sometimes come from cross-referencing reports. For instance, the FOIA reports we secured were redacted in different places than the reports the Memphis newspaper suit obtained, divulging key information. I also found references to Withers in the John F. Kennedy and Martin Luther King Jr. FBI files that were recently unlocked."

Through the lens of Withers' career, the film tells another complex story. Retired FBI agent Avery Rollins recalls in the film that during the Cold War—which intersected with the rise of the civil rights movement in the 1950s—the FBI believed that Soviet agents were trying to penetrate and take over civil rights groups. Informants were crucial in identifying suspected infiltrators, and Rollins observes that Withers' FBI number, ME338-R, indicates that there were 337 prior informants in Memphis ("ME") alone.

Photo by Ernest C. Withers

But the value of an informant's report must be "taken with a grain of salt," as Tim Weiner, an authority on the FBI's history, advises, because the agency was shaped by director J. Edgar Hoover's determination to discredit and disrupt the civil rights movement. The film taps several experts, authors of books on Withers, and archival footage of Withers' FBI handler testifying at the 1978 House Select Committee on Assassinations, to provide insight about how someone might be recruited under pressure, how FBI reports relied on hearsay, and how agent careerism came to bear on the lives they were surveilling.

Withers' extraordinary photographs offered a unique visual thread. Yasui reviewed nearly 15,000 of them and, with Bertelsen, selected 350 to be used in the film—sometimes as illustration, sometimes as counterpoint to the dialogue. For instance, one interviewee says that when a local Black activist attracted FBI scrutiny, Withers' photo of the man allowed the FBI to add him to a shoot-to-kill watch list. That photo and the associated report are shown on screen together.

"These kinds of films, dense with historical information, pose a challenge," says Yasui. "At 24 frames per second, it's hard to absorb the details. So you have to make a film that makes sense to a one-time viewer, but also a film that stands up to freeze-frame scrutiny. What's on the screen has to be accurate."

Withers' photos serve to tell the story of the assassination of Martin Luther King Jr., at the Lorraine Motel, on April 4, 1968, providing the film's emotional center. More than two dozen pictures create this sequence, starting with Withers' coverage of the sanitation workers' strike in February 1968 that brought King to Memphis a month later. Withers' photos of the strikers carrying

I AM A MAN signs became emblematic of that critical chapter. The subsequent March 25th demonstration and ensuing riot is told in a rapid succession of images: police swinging billy clubs, protesters running in every direction. Withers was at the center of the action.

King and his colleagues returned to Memphis on April 3 to attend a hearing on whether the city would permit another march to be held. Withers' photos capture King at various moments during those two days before he was assassinated.

Harold Ford Sr., a member of Congress from Tennessee during that time, states in the film that he believes there were four or five informants the day of King's murder who were reporting on his whereabouts. "We know from FBI reports that Ernest Withers was one of them."

Although a lone shooter was eventually convicted of the assassination, controversy surrounding the investigation and the FBI's role has been ongoing from the beginning.

"I've told the story of King's assassination twice," says Bertelsen. "*The Picture Taker* was the opportunity to really probe it from the standpoint of the FBI."

"It's an important part of our history that we need to understand," says Yasui. "Many people are now calling for the FBI headquarters in Washington to be renamed, for Hoover's name to be removed. There's a story there."

The Picture Taker tells the story of a man so dedicated to his community that he swings by at the end of his busy evening to photograph a little girl in her First Communion dress. And a man so deeply enmeshed in the contradictions and compromises of that era that he could say he was only at a tent city of sharecroppers kicked off their land for registering to vote "to take pictures and deliver them to the Negro newspapers." Yet as this documentary ably illustrates, the story of Ernest Withers—and the history he helped document—is even more complex.

—Kathryn Smith Pyle

In the Stitch

Kartik Kumra's journey from sneaker-selling side hustle to artisanal couture.

"Indian future vintage."

That's how Kartik Kumra C'22 describes his New Delhi-based menswear line Karu Research, whose handcrafted celebrations of his cultural heritage have made the 23-year-old a rising star in the global fashion industry.

Trendsetters like actor/singer Joe Jonas and rapper Kendrick Lamar have snatched up his embroidered camp shirts, quilted jackets, block-printed silk shirts, patchwork pullovers, and blazers with pockets woven from banana fibers. Bloomingdales carries his line. So do upscale European retailers like Selfridges and Mr. Porter. His clothes are pricey. An alpaca-bouclé cardigan goes for $835.

Even before Kumra graduated from Penn last year, the *Wall Street Journal* was quipping that "in the time it takes some students to pick a major, Mr. Kumra has fleshed out an impressive fashion business." *Vogue India* spotlighted him with a 10-page feature this spring. As a feather in his couturier's cap, LVMH, the parent company of Christian Dior and other luxury brands, named him one of 24 semifinalists out

Photo courtesy Karu Research

of 2,400 applicants in its 2023 young fashion designers competition.

What began as a teenage side hustle reselling sneakers and gear online has morphed into something that has astonished Kumra. "I wasn't expecting it to grow like this," he says. "It started as more of a hobby, and then it spiraled into something very real."

When pandemic restrictions began in March 2020, during his sophomore year, he left campus to return to his home in India. The thought of doing a virtual summer internship at night with a finance company left him cold. Nor was he especially eager to pursue a career in economics. He realized he faced one of those "rare times" that gave him a chance to make a name for himself in a field he loved.

The business began in his bedroom. Having never studied clothing design, he spent hours on YouTube to teach himself sewing tips and to learn how luxury garments are constructed. Kumra, whose favorite designers are Jonathan Anderson, Dries Van Noten, and Kiko Kostadinov, studied books on the French fashion house Maison Margiela. He stitched sample creations.

But he had no suppliers, let alone supply chains. In fact, he had no contacts in India's apparel industries at all.

Using money saved from his sneaker-selling gig, he hit the road—sometimes with his mother. Kumra had no driver's license, so she ferried him 190 miles to Jaipur. He met weavers, dyers, and embroiderers—many of whose families had made clothing for hundreds of years. (Karu means 'artisan' in Sanskrit.) His search for suppliers took him further and further afield: from Andhra Pradesh, 1,150 miles south of New Delhi; to West Bengal, 900 miles to the east. It took him six months to convince a woodblock printer to create designs for his silk shirts. But little by little he amassed a reliable network of 50 small-scale independent master craftsmen.

Today Kumra takes pride knowing that all his clothes, except for their zippers, are made in India, by Indians who use locally sourced, natural materials. "The premise behind the brand is to work with the masters of the Indian handicraft sector to recontextualize my country's rich cultural heritage," he says. "The brand's values are to focus on the preservation of domestic handicraft."

In a recent Instagram post, he explained that "the idea is to inject humaneness

into clothing, to provide meaning to garments we make through having a literal story and real people making the clothes. If you look around, there are actual processes happening. It's hard to not feel enthusiastic about clothing when there's this much going into it. The idea is—how do we keep these crafts going? By working with real people like handloom weavers, hand embroiderers, kantha embroiderers [a technique like quilting]. It's a way of injecting meaning into clothing before the wearer even uses it, which is a fairly unique thing I think we can achieve in India."

Running a start-up business while still in college was rough. To meet Penn's schedule, as a remote-learning junior he took virtual classes late at night in New Delhi, nine hours ahead of East Coast time. Then he slept from 4 a.m. to 10 a.m. before huddling with artisans during the day. Back on campus as a senior, he rose before dawn for supplier updates and did the same at midnight as the workday began at home.

He sold his first pieces on Instagram. The response exceeded his expectations. He soon struck a deal with an apparel wholesaler who would approach retailers. His revenue tripled in a year, albeit from a modest beginning. His 55-piece spring/summer 2023 collection is sold in 22 stores.

"I started the brand as a response to not seeing my heritage presented in the right stores," says Kumra. "I knew there had to be a way to translate my country's textile language for a global audience. The long-term goal is to build India's luxury fashion export to the world."

"It's really a Catch-22 for him," cautions Angelique Raina, founder of the New Delhi-based Intuition + Strategy brand consulting firm. "His understated line communicates a version of India that a Western gaze might understand. He will find more success in other countries because of this. Realistically, Indians need the West to approve first before anything back home is considered valuable."

That's a reality that Kumra accepts. "I've just followed the demand. India will happen eventually. So far, we've tapped into a South Asian diasporic pride, which has really helped the brand grow quickly," he says.

For now, three or four times a week he visits the studio near his home where his clothes are made. "It's very chill," says Kumra. "A lot of tea breaks. Take in cricket if you're here in the afternoon. It's a good place. It's been the basis of where I've been able to form my brand."

—George Spencer

Photos courtesy Karu Research

Competition and Camaraderie

Joshua Bennett tells the story of the movement that changed his life—and the culture of American poetry.

Joshua Bennett C'10 grew up around preachers. As a very young child, he would improvise his own sermons. Later he got shyer, but "the idea that I too could be part of this illustrious tradition of public orators was incredible to me," he says. "I knew that there was tremendous possibility in the spoken word, and that if I committed to this thing, I could change my life: if I could get up in front of people and speak with at least a measure of the confidence with which I'd seen preachers speak my whole life, I thought I could do anything in the world."

When he was 11, Bennett participated in his first poetry slam, at a library he happened to be visiting with his mother, who urged him to sign up. The only child to read, he took second place. By the time he got to Penn, he had become a well-known figure in the spoken word poetry world, as both an individual performer and a member of championship-caliber teams competing in national poetry slam competitions and through viral videos. As a junior living in Du Bois College House in 2009, he was invited to perform at the White House in a program that also included James Earl Jones and Lin-Manuel Miranda ["Gazetteer," Mar|Apr 2010].

Spoken Word: A Cultural History
By Joshua Bennett C'10
Knopf, $30

Both of those events figure in Bennett's new book, *Spoken Word: A Cultural History*, which interweaves his own history and that of the spoken word poetry movement, drawing on documentary sources and interviews with participants to tell what he calls "the fifty-year story of how several, distinct collectives … ultimately gave us the sound we can now hear everywhere from mainstream radio to Broadway musicals to the underground performance venues where it all began."

While noting that oral performance is poetry's original form, going back to Homer's epics, Bennett traces the roots of a distinctively American spoken word movement to two sources: the Nuyorican Poets Café in New York beginning in the 1970s; and the parallel and occasionally intersecting Black Arts Movement led by Amiri Baraka.

From there he moves to Chicago and the birth of the poetry slam in the mid-1980s at the Get Me High Lounge—presided over by Marc Smith, "a white, working-class writer in his late thirties," whose later rejection by a younger, diverse generation of poets Bennett explores in a nuanced passage. Through the 1990s and 2000s, the slam format—featuring judges, time limits, and elimination rounds—exploded in popularity nationally and internationally and spread to middle and high schools, leading to theater-packing competitions that spawned films and HBO shows like *Brave New Voices* and *Def Poetry Jam*.

The book's third section tackles "The Digital Revolution in Spoken Word," focusing on the burgeoning flow of spoken word performances online, ranging from elaborately staged productions that are essentially short films to simple video recordings of poets at the microphone. Bennett details the history of The Strivers Row, a spoken word collective he founded with his older sister Toya (which tended toward the mini-film approach), and profiles Button Poetry, "a hybrid YouTube channel and publishing house with over a million subscribers and tens of thousands of books sold each year."

It concludes with a meditative epilogue that touches on "The Hill We Climb," the poem read by Amanda Gorman at Joe Biden Hon'13's presidential inauguration; Carlos Lopez Estrada's film *Summertime*, which "follows a group of twenty-five teenage poets around [Oakland] … cataloguing their trials, tribulations, and moments of transcendence"; and Bennett's experiences with his infant son August Galileo.

"I wanted to write a book that felt like the best spoken word poetry that I'd seen and grown up around, and for me those poems were historically grounded but always had a personal element, and they were always deeply musical," Bennett says. The reporting he did for the book offered "an excuse to talk to my friends, colleagues, and heroes," he adds. "But I think it's also supposed to mimic my own journey, which started out in poetry slams as a 17-year-old boy but ended up with me really building a career on the internet—and it ends in a house that I bought with money from being a poet. That's pretty cool to me."

In slam poetry's early days, Marc Smith consciously placed it in opposition to the academy—almost like he had no choice but "to create this poetry game so that he could rescue the ancient art from the hands of the scholars," says Bennett.

Yet even though that presumption lingers, it doesn't really work—even with Smith, who taught classes in slam at the college level. And it definitely doesn't fit Bennett, who is a professor of English at Dartmouth, or many practitioners of his generation.

Bennett notes that his fellow "youth poet" at the 2009 White House performance, Jamaica Osorio, is now a professor of political science at the University

of Hawaii. "Both of the spoken word poets invited to the White House that day ended up going on to become educators in a university context," he says. "I kept touring in graduate school," he adds. "I teach classes on poetry where we incorporate weeks on spoken word, in part because to me it's an indelible part of the tradition, and it's important.

"I think that tension is certainly still there," he says, but "there are any number of us who've gone from the poetry slam world and gotten MFAs and PhDs, and we can do both things. … Reading a bunch of books doesn't mean you forget how to perform. That doesn't hold up to scrutiny. You can do both if you want to."

Spoken word poetry can also accommodate a "quieter performance voice," as opposed to "this idea that everyone gets up there and is James Brown or something," he says. "Even in my earlier poetry slam/spoken word days, there were people who read more quietly, there were people who read from the page, and they've always been there. Many versions of this thing we do are worthy of defense and celebration."

Most of the poems in Bennett's three published volumes "are not intended for performance," he says. "I want all of them to sound beautiful when they're read aloud, to be sure, but to me performing is another gear."

Some poems have elements of both modes, he says, mentioning "Benediction," a poem from his book *The Study of Human Life* that was originally published in the *Atlantic*. "That is a poem that I think really lives a new life in performance and I'm really proud of it," he says. "By and large I think I'm tapping, in some ways, into a quieter room in my mind when I write for the page—but when I read it, I always want it to feel bristling and alive."

Another view that Bennett challenges is that poetry slams are somehow tainted by their competitive format. On the one hand, Bennett says most competitors "know it's funny" and don't take it completely seriously; on the other, "there's a long human history of competitive poetry," going back to the ancient Olympics in the West and in other cultures as well.

And it's not like getting a poetry collection published in the US *isn't* a competition. "You have to win a contest," he says. "That's how I got my first book published."

At a poetry slam, "literally anyone can get up and do it," Bennett says. "I got good at it by going on MySpace and listening to poets, and by studying YouTube, and then I practiced a bunch in front of people and, yeah, it changed my life, and so I'll always defend it."

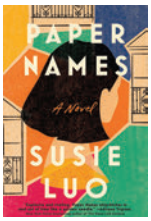
Bennett doesn't profess to "love most poems I hear at poetry slams," but maintains that the format performs an important social function. "When I meet students who've done [the high school competition] Poetry Out Loud or memorized poetry or done spoken word or open mics—it performs such a crucial role in their growing up. They get to speak with confidence and come out on the other end alive. That's such an important lesson."

Rather than competition, the real message of spoken word—the form and the book—is one of community, Bennett says. "The fact that I started a spoken word collective [Strivers Row] with my friends, and that I founded it with my big sister, I think, is important.

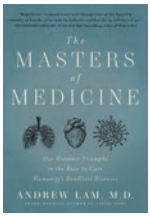
"Competition is the flashy part, the poetry slams," he says. But *Spoken Word* "really is a book about camaraderie and how many small collectives of people—in the Black Arts Movement, the Nuyoricans, Button Poetry, The Strivers Row—got together and really thought poetry could make the world just a little bit different," he says.

Whether it happens in cafés or competitions, YouTube or TikTok, "I think that sort of utopian striving is absolutely critical in a world worth saving," says Bennett. "I think we have to maintain that spirit. I think we have to cultivate it in our young people, in classrooms and in houses of worship and in our homes." —*JP*

Briefly Noted

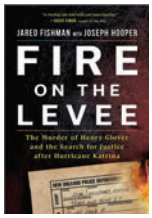


PAPER NAMES *by Susie Luo C'11* (Hanover Square Press, 2023, $30.00.) In this debut novel, an unexpected act of violence brings together a Chinese American family and a wealthy white lawyer. Set in New York and China over three decades, the story explores what it means to be American from three different perspectives.



THE MASTERS OF MEDICINE: Our Greatest Triumphs in the Race to Cure Humanity's Deadliest Diseases *by Dr. Andrew Lam M'02* (BenBella Books, 2023, $31.95.) In his fourth book, ophthalmologist and retinal surgeon Lam provides an in-depth look at the mavericks, moments, and mistakes that sparked the greatest medical discoveries in modern times—plus the cures that will help us live longer and healthier lives.

SONGS FOR THE GUSLE *trans. by Laura Nagle G'00 Gr'01* (Frayed Edge Press, 2023, $20.00) This is the first complete English-language translation of *La Guzla*, a collection of folk literature originally published in 1827 by Prosper Mérimée (1803–1870), the French writer best known for his novella *Carmen*, which became the basis of the opera by the same name.



FIRE ON THE LEVEE: The Murder of Henry Glover and the Search for Justice after Hurricane Katrina *by Jared Fishman C'99 and Joseph Hooper* (Hanover Square Press, 2023, $29.99.) Fishman, a former civil rights federal prosecutor and founder of Justice Innovation Lab, tells the story of his struggle to unravel the cover-up of a police shooting, and subsequent incineration of the shooting victim, in Hurricane Katrina–era New Orleans.

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The Power of Pickleball

Can a professional league in America's "fastest-growing sport" thrive? One former Penn tennis captain is banking on it.

Illustration by Tracy Walker

The first time that media entrepreneur Ryan Harwood W'03 played pickleball was also the first time he had ever heard of the sport.

Harwood and his business partner, entrepreneur Gary Vaynerchuk, were invited to play in a celebrity pickleball tournament in 2017 at a charity event in Austin, Texas. The event's host, Steve Kuhn, was a big fan of the sport and the future founder of Major League Pickleball (MLP), a new professional league in the US.

As an avid tennis player and former captain of the Penn men's tennis team, Harwood figured he could hold his own in the paddle-based sport. "I said, 'How hard could this be—holding a racket and hitting a ball?'" But while he was able to pick up the skills, learning the rules and nuances of the game proved to be a bit trickier.

Harwood and Vaynerchuk were in for another surprise when they met their pickleball doubles partners—retired tennis luminaries Andre Agassi and Andy Roddick. "It was a once-in-a-lifetime experience," says Harwood, who was paired with Agassi. "We played one game to 11 points, and Gary and Andy Roddick won, which still devastates my soul to this day."

Pickleball fell off Harwood's radar until 2021 when a longtime friend, former professional tennis player Amer Delić, sought Harwood's marketing expertise to help promote MLP. Harwood's ears perked up when Delić mentioned the fledgling league was seeking buyers for pickleball teams to be based around the country. "I have a lifelong dream of owning the New York Knicks, and Gary has a lifelong dream of owning the New York Jets," muses Harwood, a Long Island, New York, native who lives in Manhattan with his wife and two young children. While buying a pickleball team is on a much different scale, "we said *why not*?" Harwood recalls. "Why don't we just do this and have some fun?"

Harwood and Vaynerchuk announced their team purchase in April 2022. Harwood declines to say what they paid for their team but says that these days the price tag for an MLP team is in the "mid-seven-figure range." The co-owners named their New Jersey-based team The 5s after Vaynerchuk's favorite number. Harwood additionally became the team's general manager.

Owning and managing a professional pickleball team is the latest in a career full of twists for Harwood. After graduating from Wharton with a degree in finance and legal studies, he worked at Goldman Sachs for five years, but "ultimately looked at myself in the mirror and knew that corporate America or the corporate finance world was not for me long-term." He pivoted to digital media and entrepreneurship when he launched PureWow, a multimedia women's lifestyle brand.

In the process, Harwood met Vaynerchuk, who owned an advertising agency, and the two quickly became friends.

"We all have the same goal to make the league more valuable."

Vaynerchuk acquired PureWow in 2017 under the umbrella of his company, Gallery Media Group. Harwood is CEO of Gallery Media, which includes another venture he founded, the men's business and culture brand ONE37pm. He continues in this role in addition to his duties with The 5s. The longtime tennis enthusiast has also taken up a new pastime. "I play pickleball now and it's very addicting," he says.

Pickleball has been around since 1965 when three dads in Washington took some tennis, badminton, and ping pong equipment and created a new game for their kids. But the sport has exploded in popularity over the past few years, with the pandemic jumpstarting interest because it's played outdoors, is easy to learn, and it can be enjoyed by individuals at various fitness levels. Pickleball participation grew nearly 40 percent during the pandemic, according to a 2022 report by the Sports & Fitness Industry Association (SFIA), which dubbed pickleball America's fastest-growing sport for people of all ages.

As tournaments for amateur and professional players sprung up across the US and the world, the creation of Major League Pickleball in 2021 quickly drew investor groups to buy teams, including celebrities and several superstars in other sports.

The 5s became one of 12 teams participating in MLP's 2022 season. The number of teams doubled to 24 for the 2023 season. "In less than a year, [the league] grew faster than our wildest dreams," Harwood says.

MLP teams have four players—two men and two women. Teams compete against each other in matches consisting of four games—a women's doubles game, a men's doubles game, and then two mixed doubles games. If necessary, a tiebreaking singles game is played, in which each team's four players rotates in to play four points until 21 points is reached.

In 2022, MLP held three standalone tournaments and The 5s took third place in two of them, Harwood notes. However, MLP changed its format for the 2023 season, which kicked off in January. Now, the league is holding six events across the country in Arizona, California, Florida, and Georgia, with up to $5 million in prize money. MLP players were paid an average salary of more than $50,000 last year, though sponsorships and tournament prize money can boost their incomes to at least four times that amount.

As general manager of The 5s, Harwood selects the team's players via the MLP draft and then ensures the players have everything they need. He's also involved in marketing the league, bringing sponsors on board, and formulating rules and regulations, among other things. "Basically, by owning a team, you own equity in the league," Harwood says. "We all have the same goal to make the league more valuable and

therefore we're all participating in how to make the league the best that it can possibly be."

One of the biggest challenges for Harwood has been the learning curve. He says the team's current players, who range in age from 15 to 28, know more about pickleball than he does—a departure from other professional leagues where the general managers "were either former players themselves, or they were around the sport for 30 years and they know it well," he says. "We're coming into a nascent sport where the players have been playing for a long time and the GMs and owners aren't as skilled or knowledgeable about the sport."

So, for Harwood, the first season was all about listening and watching. "Now, I feel like I know 10 times more than I did a year ago and I'm being a little bit more assertive in my decisions," he notes. "But ultimately, if all four players feel that there's a strategy we should deploy during a match or tournament, I listen to them."

Currently, MLP derives most of its revenue from sponsorships and ticket sales, though media rights and television deals, merchandise sales, and gambling are expected to contribute significant financial growth to the league in the future. Whether or not professional pickleball can one day rival more established pro sports leagues has been a hot topic for debate, but Harwood is optimistic. "We foresee MLP growing tremendously," he says.

—Samantha Drake CGS'06

Food Network

The CEO of one of the largest food companies in Latin America is trying to expand across several US cities.

For a management professional known as a turnaround specialist, José Gregorio Baquero WG'94 has shown a remarkable propensity for letting his own well-planned career strategies fall apart. Yet it's always seemed to work out for him in the end.

Today Baquero runs the food division of Corporación Multi Inversiones (CMI), a Guatemala-based company that ranks among the top ten food conglomerates in Latin America.

It is not a job he expected to have when he began studying industrial engineering in his native Venezuela in the 1980s and plotting a path toward PDVSA, Venezuela's large national petroleum company. "It was the dream of every Venezuelan engineer to work for PDVSA," the 59-year-old says.

But when that plan fell through, Baquero went into marketing at Procter & Gamble before pursuing an MBA at Wharton, with the goal of becoming a Wall Street banker. That plan quickly fizzled, too. "In my first interview with bankers, I realized this is probably not what I wanted to do with my life," says Baquero, who instead returned to Venezuela's capital to work in management consulting.

The timing of the move was far from ideal. Baquero's return to Caracas, to join the consulting firm Booz Allen Hamilton in 1994, coincided with the pardon and release from prison of Hugo Rafael Chávez Frías, who'd led an attempted military coup two years before. So began the rise of a Marxist–Leninist movement that propelled Chávez to the presidency in 1998.

Luckily for Baquero, his consulting work at Booz Allen took him out of Venezuela on many assignments, partially sparing him the traumas that engulfed his fellow citizens as Chávez's authoritarian regime presided over the country's economic collapse. Serving as an efficiency expert for clients like PepsiCo and Cargill, he worked in more than two dozen countries, mostly helping multinational food corporations across Latin America improve their operations.

By 2016, as Venezuelans continued to flee their native country in droves, Baquero had become a naturalized US citizen living in Miami. There he plotted an early retirement at age 52—which is what led to one final fortuitous career plot twist. "I retired from Booz on a Friday," he recalls. "And on Monday I was on the board of directors of CMI," one of his longtime Booz accounts.

Less than two years later, Baquero became CEO of CMI Foods—the first chief executive in the family-controlled firm's 100-year history who was not also a family member. His mandate today includes managing more than 40,000 employees in 11 countries, whose operations in poultry, pork, pasta, baked goods, sauces, and grains rack up billions in annual sales.

Baquero's biggest task going forward is expanding CMI's presence in the US, which is currently comprised

Photo courtesy CMI

almost entirely by the Pollo Campero fast-food restaurant chain. Having originated in Central America, the chain has grown to around 100 US eateries largely on the strength of immigrants from Guatemala and El Salvador who know the brand and crave the taste of home.

The typical Pollo Campero store in the US does about $2.6 million per year in sales, Baquero says, with a handful in large Latino centers—Houston, San Francisco, Northern Virginia, Los Angeles—topping $6 million.

Baquero says CMI intends to spend at least $200 million building its US network through 2025, with plans for new stores in downtown locations in Chicago and San Francisco. The first two Pollo Camperos in Manhattan arrived this spring near Herald Square and Times Square.

Competition in the US fast food sector is fierce, especially in chicken. And in the US, CMI can't rely on the advantages it carries in Latin America, where Pollo Campero is backed by a conglomerate that already hatches, feeds, and processes the lion's share of each market's poultry and already commands choice locations in virtually every major city.

"You have to adapt," Baquero says. "You have to be better at planning. You have to be better at innovation. You have to be better at convincing people."

And you have to have a CEO who knows how to move nimbly when plans change.

—Joel Millman C'76

In Memoriam: Kevin Neary C'04

"He really did not want his condition to define him."

Despite living the last 11-plus years of his life as a quadriplegic, Neary enjoyed Phillies games, weddings, and other events and outings with his father and two brothers.

Almost a decade ago, the *Gazette* published a cover story about Kevin Neary C'04's life after a gunshot paralyzed him from the neck down ["Hope Is Part of the Plan," Jul|Aug 2013].

The feature, as the title indicated, did not revolve around feelings of bitterness, despair, or anger. Quite the opposite. Despite being confined to a wheelchair and needing round-the-clock care, Neary managed to maintain a hopeful spirit—a feeling that his family say continued until February 20, when he passed away after falling ill with pneumonia. He was 40.

"He absolutely kept the optimism and hope for the future," said his younger brother Chris, "while also recognizing what was realistic changed a little over time. Being a quadriplegic is a day-to-day grind. But what really kept him going and what always lit him up and gave him a positive attitude were the people in his life."

In Chris's eulogy, which was made public on kevinneary.com (where updates on Neary's progress had been shared since he was mugged and shot, steps from his Philadelphia home, in November 2011), Chris shared some of what he'll miss the most about his brother: talking about the Phillies, rehashing the Super Bowl, setting up a killer parlay. He also touched

Photos courtesy the Neary family

on how Kevin maintained many of the same qualities he and his other brother, Joe, had grown to love before his injury: "His knack for cracking an inappropriate joke at just the right time. … His mischievous nature. … His relentlessly positive attitude. Or, above all, his genuine and unwavering concern for others."

Caring about the people in his life, noted his father Joseph, is what truly kept up Kevin's spirits over the past decade. Even though it could take up to two hours to get ready each morning, he loved meeting friends at a bar or restaurant or Phillies game, mentoring other wheelchair-bound individuals at Magee Rehabilitation Hospital, or attending the weddings of former Penn classmates and his two brothers. Chris said that at his own wedding, Kevin's best man speech "brought down the house."

"He had as normal a life, I think, as you could have with his injury," said Joseph, who worked tirelessly as Kevin's primary caregiver in their Delaware County home. "I think it was tough for him toward the end. But he remained incredibly optimistic. When people walked into the room, he lit up—which is something he inherited from his mother."

Because so much of his joy revolved around other people, the pandemic was especially hard on Kevin, whose in-person interactions became more limited. (A COVID nursing shortage also put more of a burden on his father.) Then repeated bouts of pneumonia over the last year took a toll on his compromised lungs.

"After one case of pneumonia," said Joseph, "he was down and said he wanted to be with his mother" Marian, who died of cancer when Kevin was in college. "But I would say in 11½ years, only twice did he ever feel sorry for himself. I think he kind of learned that when his mother went through cancer—because she never felt sorry for herself. It was just his nature to be optimistic."

Up until the end, Kevin still had plenty of joyful moments. The night before he was admitted to the hospital for the last time, he shared boneless wings with his nurses. Last fall, his father threw him a surprise 40th birthday party at a nearby ballroom. He recently got to spend time with his three little nephews, letting them bop him on the nose and riding them around on his wheelchair. "I could always tell he wished he could have kids of his own," Chris sighed. "He would've been a fantastic father.

"He really did not want his condition to define him," his brother concluded. "The more we can talk about Kevin, and his unique mix of charm and perseverance and resilience and intelligence, the better we all are." *—DZ*

"Well, I finally did it. I stopped working after 64 years. … Gloria, my wife of 60 years, now expects me to take out the garbage!"

—Alan Stern W'56

We Want to Hear from You

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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.

ALUMNI NOTE 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.

1941

Leroy "Lee" Fadem W'41 celebrated his 102nd birthday this year. His son **Steven Fadem W'72** writes, "We had a lovely dinner at Sardi's in New York with Lee's granddaughter Rachel Fadem, followed by seeing a fabulous performance of *Some Like It Hot* on Broadway. The cast of the show surprised Lee after the curtain call by giving him a shoutout as a World War II veteran celebrating a special birthday and led the audience in a rousing rendition of 'Happy Birthday.' It was as raucous as a Penn basketball game in the Palestra, and just as much fun!"

1945

Selma Wilder Bernstein CW'45 see **Susie Nagler Perloff CW'65.**

1956

Alan Stern W'56 writes, "Well, I finally did it. I stopped working after 64 years. I owned and operated a manufacturing facility for the last 46 years making steel rulers, labels, nameplates, and all types of product identification stuff mostly for other manufacturers. Gloria, my wife of 60 years, now expects me to take out the garbage! Life has blessed us with three children and seven grandchildren, all who actually speak to us. I was a member of TEP fraternity at Penn and still speak to and sometimes see the small, dwindling group of survivors. I consider myself fortunate to have had the Penn and TEP experience for four years."

1964

George E. Andrews Gr'64 has been awarded the 2022 Euler Medal of the Institute of Combinatorics and its Applications (ICA). The Euler Medals recognize distinguished lifetime career contributions to combinatorial research by the fellows of the ICA, which is a scholarly society that promotes the development of combinatorics (a branch of mathematics primarily concerned with counting).

1965

Susie Nagler Perloff CW'65 writes, "I marry only Penn men. I went to Penn, as did my parents and sister. My husbands' siblings went to Penn, as did my elder son. The list goes on—and on and on and on. I have 42 relatives with Penn degrees and one who quit lacking a single class. I don't deserve credit, nor even 15 minutes of fame, for reaching this level. What's fascinating, methinks, is the multitude of people who wave an arm in the air—or would if they were alive—while singing, 'Hurrah!' My father, **Herbert Nagler C'30**, was third on the list. **Selma Wilder Bernstein CW'45** is the oldest one alive. The youngest graduated from the School of Arts and Sciences in 2014. Did I leave anyone out?"

1966

Susan Marx CW'66 writes, "Once again, a piece of my stone sculpture was featured in a show at the Century Association in New York (March 16–May 4). This year, it was an abstract, called *From the Sea*, carved from highly colored orange alabaster. The work won the 'Red Dot' (First Prize) in a show at the Art Students League in the Spring of 2022." Susan is founder and principal of S. T. Marx + Associates, a fundraising consultancy for nonprofits.

Kenneth Pickar Gr'66 see **Lisa Niver C'89.**

Celebrate Your Reunion, May 12–15, 2023!

1968

Dr. Harry Hirsch C'68 received a lifetime achievement award at the annual meeting of the Israel Pediatric Endocrine Society for his contributions to patient care, research, and teaching. Harry and his wife, Sharon, have lived in Israel since 1979 after his fellowship training at Boston Children's Hospital. Harry has published over 70 original articles in major medical journals and was the founding editor of the first international journal devoted exclusively to pediatric endocrinology. He writes, "I am still working full-time, along with spending time with our four children (all married and living in Israel) and 17 grandchildren."

1969

Laurence M. Kahn C'69 GEd'71, founding director of Help Now! Advocacy, a social service nonprofit that provides advice to and advocacy for individuals and families facing life-changing adversity, writes, "Expansion from our former office in Oregon to a virtual national presence through the first-ever national advocacy hotline is progressing at increased pace. We need attor-

neys and mediators, retired or otherwise, to serve as volunteer advocates to assist our client base as demand for our unique services is rapidly increasing. We can also train smart laypeople, like Penn grads, to do our advocacy work. Your assistance will be very rewarding for our clients, and for you, and can be done from home or office and at hours you specify. Other needs include people with business/entrepreneurial, tech/social media, and marketing backgrounds to assist in operations. Please contact us through our website, helpnowadvocacy.org." Larry was profiled for this advocacy work in our Mar|Apr 2021 issue.

1971

Jacqueline Lerner Crawley-Wolfe CW'71 endowed a new annual lecture for undergraduate neuroscience majors at Penn. The Jacqueline N. Crawley Lecture Series offers opportunities for students to meet prominent neuroscience faculty from Penn and other universities, hear about their research, and interact personally. Jacqueline writes, "In April 2022, I was honored to present the inaugural lecture virtually, 'Mouse Models of Autism: Testing Hypotheses About Causes and Discovering Effective Treatments.' During the first in-person lecture in March 2023, I had the further honor of giving the introduction. Back in the day, before the neuroscience field began, I was a biology major and also took courses in psychology. Fascinating research by Penn professors inspired my career as a behavioral neuroscientist at the National Institute of Mental Health in Bethesda, Maryland, and then at the University of California Davis MIND Institute in Sacramento, where we investigated behavioral phenotypes of genetic mouse models of autism spectrum disorder. Hopefully annual lectures by outstanding neuroscientists will similarly inspire current Penn undergraduates. Now emeritus, I live in Manhattan near my wonderful son and daughter-in-law, who are both scientists with their own research labs. Helping them out with their sweetheart daughter, age four, is my greatest joy."

1972

Steven Fadem W'72 see **Leroy "Lee" Fadem W'41.**

Celebrate Your Reunion, May 12–15, 2023!

1973

Seth Bergmann GEE'73 writes, "My wife **Sue Bergmann GrS'82** and I toured central California with my sister Ann, my brother Dan, and his wife Anne during my spring break. We saw a beach covered with elephant seal pups at Año Nuevo State Park."

Robert M. Steeg C'73 ASC'75, managing partner of Steeg Law Firm LLC in New Orleans, has been selected for the 2023 edition of *Louisiana Super Lawyers* in the category of Real Estate Law. He was also included in *New Orleans Magazine*'s Best Lawyers 2022 list in the categories of Commercial Transactions/LLS Law and Corporate Law.

1974

Hon. Gordon E. Goodman C'74 L'77 has published a new article in the 62nd edition of *HPHR Journal*, formerly known as the *Harvard Public Health Review*. The article, titled "The Ethics of Mental Hospitals," proposes that "the federal government assume the responsibility of caring for the 'indigent insane' that Dorothea Dix first proposed, and Congress first approved, in 1854," and it can be read at hphr.org/62-article-goodman. Justice Goodman has been a member of the Texas First Court of Appeals since 2018.

1975

Dr. Robert Stiller C'75 has retired from Bridgeport Hospital where he served as director of maternal-fetal medicine in the obstetrics and gynecology department for the past 38 years. He was also a clinical professor of obstetrics and gynecology at the Yale School of Medicine. He writes, "I was very fortunate to have a rewarding professional career, which included resident and medical student teaching, direct patient care, and clinical research. My education at Penn was instrumental in helping me to achieve my professional life goals. My wife **Susan Brunoli Stiller GNu'85**, who specializes in public health/infection control nursing, and I have three sons and two grandchildren and are looking forward to the next chapter of our lives."

1976

Janice Klein CW'76 has received the 2022 Outstanding Supporter Award from Arizona Humanities for her advocacy, hands-on support, and commitment to the public humanities in Arizona. Janice is executive director of the Museum Association of Arizona and on the foundation board of the Coalition of State Museum Associations.

Michael P. Malloy L'76 was an active participant at the 2023 Annual Meeting of the Association of American Law Schools (AALS) in San Diego in early January. He served as organizer, moderator, and one of the commentators for new scholarship in contract law and theory, sponsored by the AALS Section on Contracts. During the business meeting of the Section on Financial Regulation, he was appointed chair-elect of the section, and will be responsible for organizing the section's panels during the 2024 AALS Annual Meeting. He continues to serve as a member of the executive committees of the Section on Business Associations, the Section on Contracts, and the Section on Socio-Economics. During the Business Associations Section panel on new law teacher works in progress, he acted as commentator for a paper on strategic compliance, and he served as the McGeorge representative to the meeting of the AALS House of Representatives. During the Administrative Law Section workshop, he also acted as commentator for a paper on an empirical analysis of the Patent Trial and Appeal Board's first decade.

1977

Steve Sokolow C'77 writes, "After graduation and a year working in the box office at Annenberg Center (and seeing every show), I attended NYU Law School. I spent six great years as an assistant district attorney in Manhattan under the legendary DA Robert M. Morgenthau, trying various violent crime cases including homicides. After five years of law firm life, I spent 24 years in various

interesting and challenging roles at Novartis, the global healthcare company, including head of litigation at Novartis Pharmaceuticals and general counsel at the US parent company. I finished my legal career at Guidepost Solutions, a leading firm which conducts investigations. Since my retirement from the law in 2019, I've been an assistant swim coach on a year-round club team, coaching 13- to 18-year-old girls and boys. It's tremendously rewarding, and I love doing it. Having played water polo at Penn, I also enjoy supporting and mentoring the Penn men's and women's club water polo teams. My wife Abby Jennis and I have two wonderful children; my son Brian works in business strategy at Kaiser Permanente and my daughter **Becky Sokolow C'15** is in her second year of law school at NYU."

1980

Steven P. Lowy C'80, a Connecticut-based artist who creates functional solar-based art, has placed his first solar sculpture on the rooftop garden of HMTX Industries headquarters in Norwalk, Connecticut. According to the press materials, his *Solar Night Sculpture* "is a work of art, an object of contemplation, and a literal beacon for sustainable culture." It sits in the center of the rooftop garden, where it generates reusable energy. **Harlan Stone C'80** is CEO of HTMX Industries, a flooring design and manufacturing company, and his company's building is LEED Platinum certified. The building's operation is zero carbon and net-positive energy, meaning that it produces more energy than it consumes, thanks in part to Steven's solar sculpture. More information and a picture of the solar sculpture can be viewed at hmtx.global/worldheadquarters.

1981

Mimi Preiser Zukoff C'81 has been appointed chair of the Summit New Jersey Recycling Advisory Committee. Mimi also serves on the Summit New Jersey Environmental Commission and is a founding member and leader of the Summit Area GreenFaith Circle. She lives in Summit, New Jersey, with her husband, **Dr. Paul B. Zukoff C'82**. Professionally, Mimi is the finance manager of New Providence Internal Medicine Associates and retired as a Jewish educator in 2019 after 22 years. She devotes most of her time to spreading environmental awareness and caring for the Earth.

1982

Sue Bergmann GrS'82 see **Seth Bergmann GEE'73.**

Dr. Paul B. Zukoff C'82 see **Mimi Preiser Zukoff C'81.**

Celebrate Your Reunion, May 12–15, 2023!

1983

Mark G. Cahill GAr'83 has joined Simon Property Group as vice president of design. He writes, "After 25 years working for various architecture firms in Philadelphia, I joined the Indianapolis-based real estate company to work on major mixed-use developments across the United States. My daughter, Kirah S. Cahill, graduated *summa cum laude* from Indiana University's Kelley School of Business before pursuing a Master of Architecture at Penn's Weitzman School Design. She is expected to graduate in 2024. Notably, she will be the third generation of the family graduating from Penn, as her great-grandfather **Edward A. Cahill V1908 WEv'25** received a veterinary medicine degree in 1908 and a business degree from Wharton in 1925. Ed Cahill became CEO of Pitman-Moore, known as Corteva Agriscience today."

1984

Neil Kaplan W'84, founder of PolandPassport.com, a passport advocacy agency for those with Polish descent, has released his second book, *The PolandPassport.com Guide to Acquiring Polish Citizenship by Descent: What You Need to Know*. Neil invites all Penn alumni who are interested in learning more to contact him at neil@polandpassport.com.

Jill Krutick W'84 has a new art exhibit and accompanying museum book available from Pyramid Hill Sculpture Park and Museum in Hamilton, Ohio. Her show, *Coral Beliefs*, runs through August 6. She writes, "This exhibition is eco-themed and showcases a nearly 85-foot-long-by-30-inch-high work of art called *Coral Beliefs*. The mixed media work celebrates the beauty of coral reefs, but it also highlights its fragility. I used paper, plastic, acrylic, oil, watercolor, and other debris one might find in the ocean. It is made up of 25 panels and each one is named for a different 'belief' about coral reefs and my art/life philosophy. For example, there is 'interactivity,' 'tranquility,' and 'fury.' The piece is installed around the perimeter of the main gallery of the museum." Jill was featured in our Jan|Feb 2021 Arts section, and this is her fourth solo museum show since 2019.

1985

Jonathan Graubart C'85, a professor of political science at San Diego State University, has authored a new book, *Jewish Self-Determination Beyond Zionism: Lessons from Hannah Arendt and Other Pariahs*.

Hollis Kurman C'85 writes, "My new children's book, *Counting in Green: Ten Little Ways to Help Our Big Planet*, has been published in Europe and is now available for preorders in the US (with publication in August). From one new tree to 10 friendly neighbors, follow a group of children as they discover how every small action can make a big difference and help to save our Earth. *Counting in Green* is an inspirational picture book, encouraging young children and their families to push for change and keep our planet safe and secure for all living things. My debut picture book, *Counting Kindness: Ten Ways to Welcome Refugee Children* ("Briefly Noted," Mar|Apr 2021) is published in 10 countries; was nominated for a Kate Greenaway Medal and the DC Libraries Association 3 Stars Award; was endorsed by Amnesty International; and won a Northern Lights Award. My poems for children and adults, one nominated for a Pushcart Prize, have been published in many journals. Among other roles, I serve on the board of trustees of Save the Children Netherlands; Human Rights Watch Global Advisory Council for Women's Rights;

and the board of Barrow Street Books in New York. In addition to my Penn degree, I have a degree from Georgetown University's Master of Science in Foreign Service Program."

Nancy Bea Miller C'85 exhibited new works of art at the F.A.N. Gallery in Philadelphia's Old City neighborhood throughout March. The exhibition was comprised of more than 40 small oil paintings. From the press release: "Miller began focusing almost exclusively on painting small familiar objects during the lockdown days of the pandemic and has continued exploring this intimate territory since." See her work on Instagram, @nancybeamiller_artwork.

1987

Carl Law C'87 see **Lisa Niver C'89.**

Celebrate Your Reunion, May 12–15, 2023!

1988

Leib Kaminsky C'88 writes, "I've been hired as the senior relationship manager for Earth Force, whose mission is to engage young people as active citizens in improving their environment and communities. In 1988, I was one of five environmental studies majors at Penn. I wrote my senior thesis on how to create a wildlife refuge in Southeastern Pennsylvania, and although it sits on a shelf gathering dust, I have actively been involved in programs at Philadelphia's John Heinz National Wildlife Refuge over the past 20 years through my work with the Student Conservation Association and MobilizeGreen. Currently, I am an environmental educator and networker, working for the past 35 years to bring together people from diverse backgrounds to work on creating a more sustainable ecosystem. My website is www.leibkaminsky.com."

1989

Andrew Greenfield C'89 has been reelected to a fourth term on the executive committee of the immigration law firm Fragomen. He also serves as the managing partner of the firm's Washington, DC, office, where he advises businesses across industries on recruiting and retaining foreign talent.

Lisa Niver C'89, founder of WeSaidGoTravel.com, participated in a virtual alumni travel panel last fall, hosted by the Class of 1989, and organized by **Julia Stone C'89** with the Penn Alumni 1989 team. Other panelists included **Brad Handler C'89 W'89**, executive chairman of Inspirato, and **Cara Schneider Bongiorno C'89**, founder of Philly History Pop Ups; and the panel was moderated by **Romy Buchman Coquillette C'89**. Among the attendees were **Mike Karz C'89 W'89** and **Kenneth Pickar Gr'66**. Lisa writes, "I also had a 38-year friendship anniversary with **Carl Law C'87**. We met on my first day as a student at Penn. In other news, my book will be out in September, I've spoken at four Travel and Adventure Shows this year (Chicago, Los Angeles, Dallas, and New York), and I have started a new podcast called *Make Your Own Map*. You can find it on my website, at lisaniver.com/makeyourownmap."

1990

Tina Scott Polsky C'90 writes, "I am proud to announce I have won reelection to the Florida Senate for a four-year term. I also continue to practice as a mediator. I'm enjoying life in Florida with my husband Jeff, and with two kids in college, playing as much tennis and pickleball as possible."

Garrett Reisman EAS'90 W'90 is one of the inaugural recipients of Penn's Jerome Fisher Program in Management & Technology's (M&T) Distinguished Alumni Award. Presented during the annual M&T Summit in March at Penn's Singh Center for Nanotechnology, the award recognizes exemplary alumni who have achieved professional success while contributing to the program's continued growth and legacy. Garrett is a NASA veteran who flew on all three Space Shuttles and was selected by NASA as a mission specialist astronaut in 1998. He later served as director of space operations at SpaceX and is currently professor of astronautical engineering at the Viterbi School at the University of Southern California, though he continues to support SpaceX as senior advisor. He was profiled in our May|Jun 2009 issue.

1991

Dr. Lynn T. Cetin C'91 writes, "I have been fundraising for the Lustgarten Foundation for over a decade with my team ProHEALTH Pediatrics to help raise funds for pancreatic cancer research. In 2022, my team was one of the top fundraising teams for the Long Island Walk and we were named a 'Team of Vision' by the Lustgarten Foundation. This year I am excited to report that I am on the planning committee for the first ever Lustgarten Walk in San Antonio. I have partnered with my Penn roommate and best friend, **Dr. Veronica Zamora-Campos C'91**, on a shared journey in honor of our fathers, as we raise funds to find a cure for pancreatic cancer. Please join me in Long Island (October 1) at Jones Beach or in San Antonio (November 4) at the Mays Cancer Center. I am honored to be a Mission Ambassador for the Lustgarten Foundation. Looking forward to bringing my cowboy boots and hat down south to walk for a cure! Go Team ProHEALTH Pediatrics and Team VIVA Pediatrics!"

Ivan A. Matviak C'91 G'98 WG'98 and **Heidi K. Gardner C'92**, a husband-and-wife duo, have recently released a new book, *Smarter Collaboration: A New Approach to Breaking Down Barriers and Transforming Work*. From the book's press materials, "Companies and nonprofits face more daunting challenges than ever. How can we collaborate in our organizations—and with outside partners—to solve problems, innovate, and succeed?" Ivan is a senior executive in the global financial services and fintech sectors. Heidi is a Distinguished Fellow at Harvard Law School and a former professor at Harvard Business School.

Lara Swimmer C'91, a Seattle-based architectural photographer, featured some of her work at the "Building Identity" exhibition during Modernism Week in Palm Springs, California (February 15–19). She shared her work from a 2019 trip to the United Arab Emirates. Lara also has a new book coming out next year, available for preorder now, *Reading Room: New and Reimagined Libraries of the American West.*

1992

Sumita Bhattacharya W'92 writes, "I recently took on a new role as the innovation lead for the northeast region for all of Accenture. I am a managing director with Accenture and also serve as the North America Banking innovation lead. I am looking forward to continuing to drive growth and innovation amongst my clients."

Si Chen W'92 EAS'92 has coauthored *Sustainable Oil and Gas with Blockchain*, a book about how distributed ledger (aka "blockchain") technologies could support the oil and gas industry's initiatives for climate change, such as carbon capture, sustainable aviation fuels, and hydrogen. Si writes, "I hope to start a serious discussion on working with this important industry on climate." More information can be found at sustainableoilgas.com.

John Clement C'92 writes, "This year began with a bang as I signed with a new gallery (Leila Heller Gallery) and launched three solo exhibitions of my work: at the Dubai Financial Center in Dubai, Gallery Sonja Roesch in Houston, and Leila Heller Gallery in New York. I continue to maintain an active studio practice in Brooklyn, now working out of the Brooklyn Navy Yard. More information on each exhibition can be found on Instagram @johnclementstudio, my website www.johnclementstudio.com, or via direct contact at jc@johnclementstudio.com."

Heidi K. Gardner C'92 see **Ivan A. Matviak C'91 G'98 WG'98.**

David Woolf C'92, a partner at the law firm Faegre Drinker, has been appointed leader of the firm's employment litigation team. Previously he was leader of the firm's employee mobility and restrictive covenants team.

Celebrate Your Reunion, May 12–15, 2023!

1993

Lisa Nass Grabelle C'93 L'96 and **Kiera Reilly C'93** write, "We invite all classmates to join our Facebook group, 'Penn Class of 1993,' to Talk Thirty to Me for our 30th Reunion. We'll share details for our Friday night free party, Saturday panel, parade, picnic, and main event—if you read this before May 12, there is still time to join us on campus to celebrate! Classmates will share photos to our group throughout the weekend and afterwards of all the fun we had. It's best to experience it in person on campus. Please come! We can't wait to #talk30tome93 with all of you!"

1994

Rev. Dr. Sidney Williams WG'94 has received the 2023 Locke Innovative Leader Award from Wesleyan Impact Partners. According to the press materials, the award is given "to honor innovative leaders who have taken risks to bring about a better world where more people know God's love." Sidney is president and CEO of Crossing Capital Group and pastor of Bethel AME Church in Morristown, New Jersey. "Through his Fishing Differently framework, Williams helps congregations and nonprofits re-imagine physical assets and engage with potential impact investors to build or improve buildings and fund ministry programs, accelerate growth and development in underfinanced communities, and address structural inequities."

1995

Victor R. McCrary GEx'95, vice president for research and a professor of chemistry at the University of the District of Columbia, gave a presentation to the National Science Foundation in February. He says that the slideshow portrayed "the Black women and men whose research accomplishments have benefited our community, our nation, and the world."

Dr. Tony Saito D'95 writes, "Exciting news! Jim Husson, Penn's vice president of development and alumni relations, will be the first speaker at the new Penn Club of Worcester (MA), on June 8!" For more information, contact drtonysaito@alumni.upenn.edu.

1996

Maria Flynn G'96, CEO and president of Jobs for the Future, has been named to the annual *Forbes* "50 Over 50: Impact"

list. In March, she joined other recipients of this honor at the *Forbes* 30/50 Summit in Abu Dhabi.

1999

Jared Fishman C'99 is coauthor of a new book with Joseph Hooper, *Fire on the Levee: The Murder of Henry Glover and the Search for Justice after Hurricane Katrina*. From the press materials, the book "tells the behind-the-scenes story of Fishman's battle to unravel the cover-up of a murder of an African American man by a notoriously corrupt police department in Hurricane Katrina-era New Orleans." Jared is a former federal civil rights prosecutor and founding executive director of Justice Innovation Lab, a nonprofit that builds data-informed and community-rooted solutions for a more equitable, effective, and fair justice system (justiceinnovationlab.org).

2000

Ken Jaworowski GGS'00 writes, "I was feeling pretty stagnant until I entered Penn's MLA program and graduated with my master's. That degree sparked my creativity. Within a few years I'd had plays of mine produced in New York and in Europe, then went on to a senior editor position with the *New York Times*, where I still work. Recently I've had even more luck: my agent sold my debut novel to Henry Holt & Company, and we hope to soon be in talks for film and TV rights. That novel, *Small Town Sins*, is a thriller set in rural Pennsylvania and Philadelphia. It's gotten some great early buzz. ('A page-turner that I couldn't put down. When you think left, it hits you right; when you think it's safe, the ice starts to crack. A seriously good noir thriller.' —Willy Vlautin, author of *Lean on Pete*.) Publication is set for August 1. I'm 55 and it's especially exciting for me to publish after so many years of trying. It's never too late."

Laura Nagle G'00 Gr'01 is a translator and writer based in Indianapolis. Her newest book, *Songs for the Gusle*, is the first complete English-language translation of *La Guzla*. Originally published in 1827, *La Guzla* purported to be a collection of folktales, ballad lyrics, and travel narratives compiled and translated into French by an anonymous traveler returning from the Balkans. Before long, it was revealed that the author was Prosper Mérimée (1803–1870), the French writer best known for his novella *Carmen*, which became the basis of the opera by the same name.

2002

Kusi Hornberger C'02 writes, "I am happy to share that I recently fulfilled a lifelong dream that started while I was in college to publish a book. My book is called *Scaling Impact: Finance and Investment for a Better World*. In the book I pull together two decades of experience on what I see as six major paradigm shifts that need to happen to make the capitalist tools of finance and investment work to accelerate progress against the world's biggest remaining collective challenges like climate change, poverty, and systemic inequality. More information about my book can be found at scalingimpact.co. I hope you will all purchase, read, and share it widely."

Dr. Andrew Lam M'02, a retinal surgeon and assistant professor of ophthalmology at the University of Massachusetts Chan Medical School, has published a new book, *The Masters of Medicine: Our Greatest Triumphs in the Race to Cure Humanity's Deadliest Diseases*. He writes, "The book is full of incredible tales—like how World War II spurred numerous advances, including: maverick surgeons who learned to operate on beating hearts out of desperation; a Luftwaffe bombing raid that released top-secret American mustard gas—an episode that led to the first cancer chemotherapy; and how the Battle of Britain led to the founding of plastic surgery as a specialty. There are also amazing stories of rivalry like between Salk and Sabin in the race for the polio vaccine, and Louis Pasteur and Robert Koch who loathed one another." More information can be found at AndrewLamMD.com.

Celebrate Your Reunion, May 12–15, 2023!

2003

Yanna Yannakakis Gr'03, associate professor of history at Emory University, has published a new book, *Since Time Immemorial: Native Custom and Law in Colonial Mexico*. The book, per its press materials, "traces the creation of Indigenous custom as a legal category and its deployment as a strategy of resistance to empire in colonial Mexico."

David Yim C'03 CGS'06 GCP'09 is an associate faculty member at the Singapore University of Social Sciences and has opened a Web3 and sustainability consultancy firm called REN Studio in Singapore. He writes, "The consultancy's mission is to bridge the gap to Web3 transformation for a sustainable future and offers services in Web3 and sustainability advisory, as well as designs and builds Web3 products."

2004

Patrick Spero G'04 Gr'09 has been named executive director of the George Washington Presidential Library, which is housed within the Fred W. Smith National Library for the Study of George Washington at Mount Vernon. Patrick comes to the Washington Library after serving as librarian and director of the library and museum of the American Philosophical Society in Philadelphia since 2015.

2005

Radhika Gupta EAS'05 W'05 is one of the inaugural recipients of Penn's Jerome Fisher Program in Management & Technology's (M&T) Distinguished Alumni Award. Presented during the annual M&T Summit in March at Penn's Singh Center for Nanotechnology, the award recognizes exemplary alumni who have achieved professional success while contributing to the program's continued growth and legacy. Radhika is managing director and CEO at Edelweiss Asset Management Limited, one of India's fastest-growing asset management companies across traditional mutual funds and public market alternatives.

Tom Kurland C'05 has been elected partner at Patterson Belknap Webb & Tyler LLP in New York. Tom is a litigator who focuses on products liability defense, brand protection, and commercial tort

matters, primarily for clients in FDA-regulated industries such as pharmaceuticals, medical devices, and cosmetics. He has been at Patterson since joining the firm as an associate in 2010. Tom writes, "My family (wife Kacie Lally and sons Theo, who is five, and Charlie, who is three) still reside in Manhattan, where we make do without ready access to good roast pork and broccoli rabe sandwiches."

2007

Kristine Eiman Hulse C'07 has been elected as the judge of elections for Perkiomen Township, Pennsylvania. **Corey Hulse W'07** recently started at Wawa as a tech data program manager and shares that he is currently ranked 958th in the world in competitive pinball.

Celebrate Your Reunion, May 12–15, 2023!

2008

Stephanie Yee C'08 WG'21 and **Ryan Weicker C'08 GEng'11** write, "We welcomed our first child, Dylan, on November 29. Like his parents, Dylan is a huge Penn basketball fan and has already attended five games at the Palestra."

2009

Jeremy Cohn W'09, son of the late **Miles Cohn C'77 W'77 G'77**, writes "I'm very excited to share that Moody Tongue Brewery in Chicago, which I opened in 2014, has just opened a new restaurant, Moody Tongue Sushi, in the West Village neighborhood of New York City at 150 West 10th Street. I would love to host any fellow alums the next time they are visiting New York!"

2011

Jennifer Kissiah Hunt L'11, a commercial real estate attorney, has joined the law firm Fragner Seifert Pace & Mintz as counsel. Prior to this appointment, Jennifer was senior real estate counsel for Wayfair.

Susie Luo C'11 has published a debut novel, *Paper Names*. She writes, "Set in New York and China, *Paper Names* is an inspirational story about two families who start on different tracks of the American Dream and end up on a collision course with each other. One is a Chinese family who immigrated to the States, and the other is a wealthy white family with a dark secret. The story is told from three different perspectives over three decades."

2012

Samuel Franklin C'12 and **Erica Koplove C'12 GEd'13** were married at the Bok Building in Philadelphia on October 28. Sam has been promoted to partner at Eckert Seamans Cherin & Mellott LLC, practicing real estate law, and Erica is a teacher at the Penn Alexander School, a partnership school of the University of Pennsylvania.

Celebrate Your Reunion, May 12–15, 2023!

2013

Alan Yu GCP'13 GFA'13 has been appointed executive director of New Yorkers for Children, a nonprofit that improves the well-being of youth and families in the child welfare system, with an emphasis on older youth aging out of the system.

2014

Dr. Anthony R. Martín EAS'14 Gr'19 M'19 and **Gabriela Novo C'15** were married on April 22 in Cartagena de Indias, Colombia.

2015

Gabriela Novo C'15 see **Dr. Anthony R. Martín EAS'14 Gr'19 M'19.**

Becky Sokolow C'15 see **Steve Sokolow C'77.**

2017

Stacey Elizabeth Sloate C'17 W'17 see **David Lawrence Glanzman EAS'18 GEE'18.**

Celebrate Your Reunion, May 12–15, 2023!

2018

David Lawrence Glanzman EAS'18 GEE'18 writes, "**Stacey Elizabeth Sloate C'17 W'17** and I will be wed on June 25 at Rivercrest Golf Club & Preserve in Phoenixville, Pennsylvania. Subsequently, we'll be relocating from California to New York." David and Stacey invite alumni contact at davidglanzman@yahoo.com and sesloate1@gmail.com.

2020

Salo Serfati EAS'20 see **Aaron Kahane C'21.**

2021

Aaron Kahane C'21 writes, "Last year, **Salo Serfati EAS'20** and I founded a company called Chariot. We have one simple mission: make it easier to give to charities. Our startup allows individuals to do just that. Through Chariot, individuals can give directly to nonprofits via donor advised funds (DAF), a previously laborious process. We finished Y Combinator and just raised $4 million from top venture capitalists. If you want to set up a DAF or know a nonprofit that can benefit from our product, feel free to email us at contact@givechariot.com."

2022

Daniel Rice GrEd'22 is president and CEO of American University Kyiv (AUK) in Ukraine. He writes, "AUK opened in 2022 just prior to the war, and it went online only after the war. We plan to open onsite in the fall this year in Kyiv city center at our beautiful campus. AUK is powered by Arizona State University and is backed by the largest companies in Ukraine. We will have two main campuses in Kyiv with a capacity of 7,500 undergraduate and graduate students. This is the first American accredited university in Ukraine." Dan is also copresident of Thayer Leadership, an educational institution on the grounds of the US Military Academy West Point, and a 1988 graduate of West Point. He is also special advisor to the commander in chief of the Ukraine Armed Forces.

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1940

Norma "Boots" Stumpf Zimmer DH'40, Pompano Beach, FL, a former dental hygienist; Jan. 4, at 100.

1942

Doris Stevens Magers CW'42, Collegeville, PA, a retired administrative assistant at the United Lutheran Board of Publications; July 2, at 100. She served in the US Navy's Office of Naval Intelligence during World War II. At Penn, she was a member of Alpha Chi Omega sorority.

1943

Stanley S. Schor C'43 G'50 Gr'52, Highland Beach, FL, a former associate professor of statistics, economics, and public health and preventive medicine in Penn's School of Arts and Sciences; Dec. 26, at 100. He joined Penn's faculty in 1950 as an instructor, moving up the ranks to associate professor, with appointments in the departments of statistics, economics, and public health and preventive medicine. In 1964, he joined the faculty at Temple, teaching biometrics until 1975. At that time, he joined Merck, eventually becoming executive director of clinical biostatistics and research data systems. He retired in 1991. He served in the US Army during World War II.

1945

Dr. Richard B. Reinhard C'45 D'46, Morristown, NJ, a dentist; Dec. 11. One son is Dr. Thomas W. Reinhard D'81.

1946

Esther Colliflower HUP'46, Asheville, NC, retired cofounder and executive of a hospice provider that grew to become VITAS Healthcare; Dec. 14. She served as a nurse cadet in World War II.

Ruth Holland Rainer HUP'46, West Chester, PA, a retired clinical psychologist; Dec. 14.

1947

Jean Calves Hemphill CW'47, Oxford, MD, a former teacher; Jan. 23. Her daughters include Pricie Hemphill Hanna CW'69, Jean C. Hemphill CW'74, Rebecca Hemphill Firth C'76 GEd'78 Gr'85, and Louisa Hemphill Zendt C'82.

Kusa Panyarachun W'47, Bangkok, Thailand, founder of World Travel Service, the first tour operator based in Thailand; May 25, 2022, at 103.

Mary Gilcreest Warner Ed'47, Xenia, OH, May 26, 2022.

1948

Marilyn Sheffler Girsh FA'48, Miami Beach, FL, a philanthropist; Dec. 28.

Warren M. Hagist ME'48, Slocum, RI, a retired professor of mechanical engineering and applied mechanics at the University of Rhode Island; Dec. 27. He served in the US Navy Reserve. At Penn, he was a member of the rowing team and the ROTC.

Robert C. McAdoo L'48, Bryn Mawr, PA, a retired attorney; Aug. 26, 2021, at 100. He served in the US Navy during World War II. His wife is Mary Cheston Hancock McAdoo CW'51.

Dorothy T. Scanlon CW'48 G'49, Dennis, MA, a professor emeritus of Latin American Art at the Massachusetts College of Art and Design; Jan. 7. At Penn, she was a member of Alpha Omicron Pi sorority.

1949

Joan Strauss Feldman CW'49, West Chester, PA, a retired administrative assistant at Lansdowne Friends School; Oct. 25. At Penn, she was a member of Delta Phi Epsilon sorority.

Jacqueline Scott Harris Mu'49, Hockessin, DE, a retired high school librarian; April 4. At Penn, she was a member of the choral society.

Dr. Stanley P. Mayers Jr. C'49 M'53, State College, PA, a professor emeritus of health, policy, and administration and associate dean emeritus at Penn State University; Jan. 3. He served in the US Navy during World War II. At Penn, he was a member of Sigma Alpha Epsilon fraternity. One son is Dr. Douglas L. Mayers GEE'77 M'78.

1950

Clayton R. Jones Jr. W'50, Seattle, a former insurance executive; July 4. At Penn, he was a member of Phi Kappa Sigma fraternity.

George J. "Jack" O'Neill C'50 L'53, Philadelphia, a retired attorney; Dec. 28, 2021. He served in the US Navy.

Charles F. Trapnell L'50, Los Angeles, retired director of contracts for an aerospace company; May 7, 2022, at 99. He served in the US Navy during World War II.

John Wagner Jr. ChE'50, Media, PA, retired chief engineer for a construction engineering company; June 28. He served in the US Army during World War II. At Penn, he was a member of Zeta Psi fraternity.

Ann Farquhar Wettlaufer CW'50, Franklin, MI, Jan. 6. She worked at the Detroit Fair Housing Center. At Penn, she was a member of Kappa Alpha Theta sorority and the field hockey team.

1951

David B. Daugherty WG'51, Naples, FL, retired president and CEO of a vanilla importing and distributing company; Jan. 6, 2022. He served in the US Army during World War II.

1952

Robert A. Berliner W'52, Beverly Hills, CA, cofounder of an independent investment advisory firm; Oct. 2, 2021. He served in the US Air National Guard.

Dr. Jonas Brachfeld M'52 GM'56, Haverford, PA, a retired cardiologist and medical faculty member at the old University of Medicine and Dentistry of New Jersey; Dec. 30. He was also cofounder of the old Rancocas Valley Hospital (NJ). One son is Eric L. Brachfeld C'84.

Mark M. Byron WG'52, West Caldwell, NJ, a life insurance executive; Sept. 16, 2021. He served in the US Army.

Virginia Kickliter Ostrander DH'52, Trent Woods, NC, Sept. 16.

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.

Virginia C. "Cindy" Peterson HUP'52, Flagstaff, AZ, a former nurse; Jan. 5.

Florence "Flossie" Kozik Washko DH'52, Yardley, PA, a retired dental hygienist; Jan. 6.

1953

A. Eugene Kohn Ar'53 GAr'57, Montecito, CA, a former University trustee and cofounder of the architecture firm Kohn Pedersen Fox, one of the world's most prolific designers of skyscrapers; March 9. He cofounded Kohn Pedersen Fox in 1976, with William Pederson and the late Sheldon Fox Ar'53, which designed the Mellon Bank Center and One Logan Square in Philadelphia. His firm also designed Huntsman Hall, which opened in 2002 as Wharton School's hub. He was a University trustee from 1991 to 1996 and chaired the Weitzman School of Design Board of Advisors during that same time. He supported the Louis I. Kahn Architecture Professorship; endowed the William B. and Hannah S. Kohn and A. Eugene Kohn Endowed Fellowship in Architecture honoring his parents; and also established an annual lecture series with his colleagues. He was named an advisor emeritus of the Weitzman School of Design and received the school's prestigious Dean's Medal of Achievement in Architecture. He also received the Kanter Tritsch Medal for Excellence in Architecture and Environmental Design from the Weitzman School in 2019; Penn's Alumni Award of Merit in 2010; and the Lifetime Achievement Award of the Wharton Real Estate Center in 1997. A reading alcove at the Fisher Fine Arts Library bears his name. He served as a visiting critic and guest lecturer at several universities, including Penn. He coauthored, with Clifford Pearson, *The World by Design: The Story of a Global Architecture Firm* (2019), which details his firm's rise and impact on the world of architecture ["Arts," May|Jun 2020]. He served in the US Navy and the US Navy Reserve. As a student at Penn, he was a member of Alpha Epsilon Pi fraternity. One grandson is Harry V. Kohn C'20.

Martin S. Rosemarin W'53, New York, a retired investment advisor; Jan. 5. He served in the US Navy during the Korean War. At Penn, he was a member of Phi Sigma Delta fraternity and the *Daily Pennsylvanian*.

1954

Shirley M. Barnes SW'54, Billerica, MA, a retired social worker, psychotherapist, and administrator for Mental Health Services of Southeastern Vermont; Jan. 1.

Richard E. Charlton Jr. WG'54, Ann Arbor, MI, a retired professor at Ferris State University; Jan. 2. He also taught at Wharton.

Dr. Walter G. Frey III M'54 GM'58, Fairlee, VT, a physician and professor emeritus of medicine at Dartmouth College; Dec. 23. He served in the US Army.

Harry P. Kamen C'54, New York, retired chairman and CEO of Metropolitan Life Insurance Company; Dec. 20. At Penn, he was a member of Tau Epsilon Phi fraternity and the track team.

Ruth Marcus Kanter CW'54, Seattle, a retired guidance counselor for the School District of Philadelphia; Nov. 8. Her daughters are Carol Kanter Clarke C'76 L'81 and Connie R. Kanter W'78.

Ronald J. Newmark W'54, Boynton Beach, FL, a retired insurance executive; Sept. 23. He served in the US Army. At Penn, he was a member of Zeta Beta Tau fraternity and the lacrosse team. His daughter is Nancy Newmark Liffmann WG'95.

Dr. John A. O'Connor V'54, South Hadley, MA, a retired veterinarian; Jan. 11. He served in the US Army.

Patricia A. Richey HUP'54, Honey Brook, PA, a former nurse; Sept. 21.

Katherine Nasfay Scott CW'54, Gainesville, FL, a retired assistant professor of radiology at the University of Florida, with a joint appointment at the Veterans Affairs Medical Center; Jan. 16.

Barry R. Spiegel L'54, West Chester, PA, a retired lawyer; Aug. 12, 2021. He served in the US Army and the US Army Reserve. His wife was Elsa Torp Spiegel HUP'54 Nu'54, who died Feb. 18.

Elsa Torp Spiegel HUP'54 Nu'54, West Chester, PA, a former nurse at a children's hospital; Feb. 18. Her husband was Barry R. Spiegel L'54, who died Aug. 12, 2021.

William A. Whiteside Jr. L'54, Ocean City, NJ, a retired labor attorney and head of the labor and employment department at Fox Rothschild; Dec. 4. He served in the US Air Force. At Penn, he coached the sprint football team, having previously played football for the University of Notre Dame.

1955

Benjamin J. DeCinque PT'55, Mannington, NJ, a retired physical therapist; Jan. 2. He served in the US Army during the Korean War.

Herbert "Mike" Ferguson Jr. C'55 GEd'59, Lansdale, PA, a retired high school guidance counselor; Dec. 22. He served in the US Navy. At Penn, he was a member of Alpha Chi Rho fraternity. In his retirement, he volunteered at the Penn Museum, Morris Arboretum, and Penn Relays.

Manuel Grife L'55, Jenkintown, PA, a retired attorney; Sept. 4.

William D. Lippman W'55, Los Angeles, a retired financial trader; Dec. 14. He was a veteran of the Korean War. At Penn, he was a member of Phi Alpha fraternity.

Ronald Schwartz W'55, Raleigh, NC, a retired real estate executive; Dec. 18. He served in the US Coast Guard. At Penn, he was a member of Alpha Epsilon Pi fraternity.

Julian W. Wasser C'55, Los Angeles, a photojournalist best known for his photos of celebrity culture in Hollywood in the 1960s and '70s; Feb. 8. He was the subject of a *Gazette* cover story, "Wasser World" [May|Jun 2016]. At Penn, he was a member of Beta Sigma Rho and the *Daily Pennsylvanian*.

1956

Burt J. Blum W'56, Studio City, CA, a former accountant, real estate developer, and entrepreneur; Jan. 1. At Penn, he was a member of Alpha Epsilon Pi fraternity. One granddaughter is Emma J. Blum C'23.

Dr. Robert C. Bornmann M'56 GM'62 G'63, Herndon, VA, a physician and surgeon in the US Navy; Dec. 6. He worked at stations including Antarctica and helped develop the protocols for saturation diving

and decompression tables still used today. The Bornmann Glacier near Cape Hallett, Antarctica, is named in his honor.

Dr. Salvatore J. Defuria D'56, Peoria, AZ, a retired dentist; June 25.

Caroline (Carol) Guinness Durr CW'56, Maynard, MA, a retired librarian for American Cyanamid Research, an agricultural and chemical products manufacturer; Dec. 12. At Penn, she was a member of Kappa Alpha Theta sorority.

Dr. Margaret L. Garrett M'56, Washington, DC, a retired psychiatrist; Oct. 30.

Pauline M. Monz Gr'56, Cazenovia, NY, retired head of science libraries at Syracuse University; December 29.

Dr. Hugh M. Moss M'56, Demarest, NJ, a retired clinical professor of ophthalmology at Columbia University; Dec. 23. He served in the US Army.

James L. Rosenbaum W'56 L'59, Bala Cynwyd, PA, an attorney; Jan. 16.

Irving Rotman G'56, Jenkintown, PA, a retired high school teacher; Jan. 9.

Donald C. Ruddy ChE'56, Willow Grove, PA, owner of a real estate business; Oct. 19. One grandson is Alexander E. Weinrich C'16.

Henry F. Scheck Jr. CE'56, Glen Mills, PA, a retired manager at Philadelphia Electric Company (PECO); Dec. 31. He served in the US Army.

Dr. Richard J. Wurtman C'56, Boston, professor emeritus of neuroscience at MIT; Dec. 13. At Penn, he was a member of the debate council and the Philomathean Society. One daughter is R. Elisabeth Wurtman L'87.

1957

Deborah Lukens Arnn PT'57, Somerset, PA, a former elementary school teacher; Jan. 2. At Penn, she was a member of Kappa Alpha Theta sorority. One son is Dr. Thomas L. Courtney EE'87.

Catherine E. Casselberry CW'57 GEd'67, Flagler Beach, FL, a retired middle school principal in the School District of Philadelphia; July 9. At Penn, she was a member of Kappa Delta sorority.

David H. Cohen WG'57, Naples, FL, a retired manager of a clothing manufacturing company; Dec. 27.

William S. Graff GME'57, Southbury, CT, a retired IBM engineer; May 18, 2022.

Charles B. Hudson W'57, Tampa, FL, a retired regional sales manager for Pittsburgh Steel; December 31. He served in the US Army Reserve and later the US Navy. At Penn, he was a member of Delta Tau Delta fraternity and the heavyweight rowing team.

Walter Korn EE'57 GEE'68, Richboro, PA, a former manager at General Electric; Jan. 11. At Penn, he was a member of WXPN and the ROTC. One granddaughter is Leora F. Korn EAS'20 GEng'21.

Duane E. Landry Ar'57, Dallas, cofounder of an architecture firm with his wife; July 26. His wife is Jane Lorenz Landry Ar'57, and one granddaughter is Grace W. Knofczynski L'16.

Franklin Levine W'57, New York, a retired IRS agent; Jan. 31. At Penn, he was a member of WXPN. One brother is Stephen Levine W'61.

Gerald F. Metzheiser W'57, Cranbury, NJ, a retired bank executive; Jan. 23. He served in the US Air Force. At Penn, he was a member of Theta Chi fraternity.

Robert J. Rosen EE'57 WG'58, West Palm Beach, FL, retired founder of a software development company for unions and law firms; July 27. At Penn, he was a member of Alpha Epsilon Pi fraternity. His sister is Lynne Friedman CW'63.

1958

Robert S. Damerjian WG'58, Glenside, PA, a retired bank executive; March 13, 2022.

Dr. Daniel P. Ditaranto D'58, Lavallette, NJ, a dentist; May 5, 2022.

Timothy D. Ellard WG'58, Hightstown, NJ, a retired executive at a market research firm; May 10, 2021. He served in the US Army.

Barbara S. Jacobsen GEd'58, Medford, OR, a professor emerita in Penn's School of Nursing; Dec. 13, 2022. She joined Penn Nursing's faculty as an associate professor in 1964, teaching statistics and research design. In 1975, she received the Christian R. and Mary F. Lindback Award for Distinguished Teaching. As the primary statistician for much of the early research in the school, her scholarship and application of mathematical disciplines created the foundation on which Penn Nursing's research, now nationally and internationally renowned, is based. Her research helped launch the Center for Nursing Research. In 1991, she became a full professor and retired soon after.

Aaron M. Kress L'58, Lower Burrell, PA, an attorney; April 24, 2022.

Barry C. Loper WG'58, York, PA, a retired manager for IBM; Dec. 22. He served in the US Army during the Korean War.

Bruce R. Ruttenberg L'58, Barrington, RI, an attorney; June 30. His son is David H. Ruttenberg C'86.

Wayne I. Waters C'58, Lansdale, PA, Nov. 15.

Minnie Cotler Zack DH'58, Boca Raton, FL, a retired dental hygienist; Nov. 7. Her husband is Arthur E. Zack D'60, and her daughter is Judith Zack Bendit DH'81.

1959

John O. Byren WG'59, Rumson, NJ, former executive vice president of the American Stock Exchange who later founded an Apple computer distribution company; October 1, 2021. He served in the US Army.

Dr. Richard M. Kotler D'59, Atlanta, a retired dentist; July 26. He served in the US Air Force.

Gilbert Y. Marchand WG'59, Denver, a CFO at several companies; Nov. 18. He served in the US Navy.

Dr. Martin S. Neff C'59, Baltimore, a retired nephrologist and professor at Mount Sinai School of Medicine; Dec. 20. He served in the US Navy. At Penn, he was a member of the *Daily Pennsylvanian* and Penn Players. His wife is Dr. Joanne Moliver Neff CW'62, and his sister is Sandra Neff Packel CW'62, who is married to John W. Packel L'63.

Dr. Donald S. Robinson M'59, Jacksonville, FL, retired director for central nervous system drug development at Bristol-Myers Squibb; Sept. 16. He served in the US Army during the Korean War.

Dr. Vilja Kreek Stein CW'59 M'63, Wheeling, WV, a child psychiatrist; Dec. 16.

She came to the US with her family after World War II as a refugee from Estonia.

1960

Ann Archambeault Bliss Nu'60, Old Lyme, CT, a retired psychotherapist and former faculty member at Yale School of Medicine; Dec. 7.

Dr. Arnold S. Brill M'60, Brentwood, TN, a retired general and vascular surgeon; March 1, 2021. He served in the US Army during the Vietnam War.

Paul R. "Herky" Rubincam Jr. W'60, Palm City, FL, a longtime administrator at Penn, former executive director of Big 5 men's basketball, and a 2019 inductee into the Penn Athletics Hall of Fame; Feb. 7. As Penn's director of athletics from 1985 to 1993, he made three of the most significant head coaching hires in the department's history: Fran Dunphy for men's basketball, Al Bagnoli for football, and Roger Reina C'84 WEv'05 for wrestling. Those three coaches won a total of 27 Ivy League championships during their respective tenures. He also increased Penn's annual fundraising campaign for sports, directed multimillion-dollar renovations of Penn's athletic facilities, added varsity golf to its 30-team intercollegiate program, and elevated women's soccer to varsity status. From 1993 to 1996, he served as director of special gifts development at Penn and from 1996 until his retirement, he spent 11 years as executive director of the Big 5. Before becoming Penn's athletic director, he served his alma mater in a variety of ways, including as a men's basketball assistant coach, assistant dean of admissions, and a director of alumni affairs for Wharton. All told, he was a University employee for nearly 50 years. As a student at Penn, he was a member of Phi Gamma Delta fraternity, Sphinx Senior Society, and the basketball and baseball teams, though his Penn athletic career was interrupted by his service in the US Army. His wife is Penny Cook Rubincam W'60, and two children are Paul R. Rubincam III C'87 and Peter Cook Rubincam C'93.

Dr. Edward J. Stemmler M'60 GM'64, Kennett Square, PA, the Robert G. Dunlop Professor of Medicine and the Perelman School of Medicine's former executive vice president and dean; Jan. 3. He joined Penn's faculty in 1964 as an instructor in medicine, and in 1981 he was named the inaugural Dunlop Professor. He spent six years as chief of medicine of the University Medical Service at the VA Hospital in Philadelphia, a service that he established in 1966. In 1973, he was named associate dean of the Hospital of the University of Pennsylvania (HUP) and associate dean for student affairs at Penn's School of Medicine. He was appointed dean of the school in 1975 and served until 1987, when he resigned to assume the role of executive vice president. As such, he was charged to create a new entity, the University of Pennsylvania Medical Center, which he ran until 1989, when he was named dean emeritus. He retired in 1990. A portrait of him hangs in his namesake Stemmler Hall at Penn. He served in the US Army in a chemical corps intelligence unit during the Korean War. His wife is Joan K. Stemmler PT'55 G'78 Gr'89; his children include Dr. Margaret Mary Stemmler C'83 M'88, Edward C. Stemmler WEv'91, and Joan M. Stemmler GEd'96; and one grandson is Jasper S. Liu EAS'17.

1961

Dr. Clifton E. Crandell GD'61, Chapel Hill, NC, a professor of dental radiology and director of the Dental Data Center at the University of North Carolina; Dec. 30. He served in the US Air Force during World War II.

James D. Dunsmore W'61, Devon, PA, a retired financial advisor; Dec. 13. At Penn, he was a member of Delta Kappa Epsilon fraternity, Friars Senior Society, and the football team. His wife is Susan Hansmeier Dunsmore CW'62, and one granddaughter is Cecily S. Rieser C'11.

Frederick E. Fisher WG'61, Biglerville, PA, president of an international consulting firm, IDIOM; Jan. 9. He served in the US Air Force.

Herbert M. Gintis C'61, Northampton, MA, professor emeritus of economics at the University of Massachusetts Amherst; Jan. 5.

William D. McHenry GEd'61, Hilton Head Island, SC, retired athletic director at the College of Wooster (OH) and a former lacrosse and football coach at other colleges; Jan. 4. He served in the US Army.

Philip Price Jr. L'61, Philadelphia, an attorney and former Pennsylvania State senator; Feb. 1. One daughter is Alexandra G. Price C'88.

Vincent P. Rowan W'61, Coconut Creek, FL, May 30, 2022.

1962

Dr. Peter B. Bloom M'62 GM'68, Media, PA, a psychiatrist and former clinical professor of psychiatry at Penn; Sept. 10. He became a clinical professor at Penn in 1992. In 2008, he received Penn's Annual Award for Clinical Faculty. He served in the US Navy Medical Corps.

James R. Craig C'62, Blacksburg, VA, professor emeritus of economic geology at Virginia Tech; Dec. 23.

Dr. McIver W. "Mac" Edwards Jr. M'62, Kennett Square, PA, professor emeritus of anesthesia in the Perelman School of Medicine; Jan. 13. He joined Penn's faculty in 1968 in what is today the department of anesthesiology and critical care. He taught at Penn for 39 years, including 10 as chief of anesthesia at the Philadelphia VA Medical Center. He served in the US Army Chemical Corps.

Dr. James P. Heidere C'62, Skillman, NJ, a retired periodontist; Oct. 12. At Penn, he was a member of the heavyweight rowing team.

Stephen H. Kovel C'62 EE'62, Hamden, CT, owner of an art supply and framing business; Jan. 7. He served in the US Navy. At Penn, he was a member of Phi Sigma Delta fraternity, WXPN, and the ROTC.

Dr. Robert J. Lenar M'62, Maggie Valley, NC, a retired physician; Dec. 27. He served in the US Air Force.

1963

Dr. Michael Altman M'63, Evanston, IL, Sept. 18. One brother is Dr. Martin P. Altman M'66.

Dr. James P. Bond M'63 GM'67, Beaumont, TX, a retired hematologist and oncologist; March 18, 2021.

Douglas P. Hedberg W'63, Medina, MN, a retired finance executive; Nov. 1. At Penn, he was a member of the Glee Club.

Dr. Jack E. Jordan GD'63, Urbana, IL, a retired oral and maxillofacial surgeon; Feb. 11. He served in the US Air Force during the Vietnam War.

Robert W. Lawson WEv'63 WEv'64, Phoenixville, PA, a retired telecommunications executive; Nov. 18. He served in the US Navy during the Korean War.

Robert T. Messner L'63, Pittsburgh, a retired corporate attorney and founder of Braddock's Battlefield History Center, a small museum on the site of a French and Indian War battle; Dec. 13. He served in the US Army during the Korean War.

Norman Silberdick Jr. W'63, Palm Coast, FL, founder of a management consulting practice; Jan. 7. He was also a professor of management at several colleges. At Penn, he was a member of the soccer team.

Max Spinrad L'63, West Orange, NJ, a retired attorney and former assistant attorney general for the state of New Jersey; Dec. 29.

Paul F. Talbot WG'63, Gloucester, MA, a retired administrator for the Cape Ann Transit Authority; Jan. 20. He served in the US Army.

1964

Kenneth A. Bembenek C'64, Dayton, NJ, a retired chemist at Bristol Myers Squibb; Jan. 11.

Thomas Hacker GAr'64, Portland, OR, a retired professor of architecture at the University of Oregon and founder of an architecture firm; Feb. 27. He designed museums and other civic and educational buildings. His wife is Margaret Stewart Hacker CGS'70.

William Radomsky WG'64, Timonium, MD, a retired financial executive; March 19, 2022. He served in the US Army and the US Army Reserve.

1965

Elliott Baim W'65, San Rafael, CA, a retired equity trader; Dec. 30. He served in the US Army during the Vietnam War. At Penn, he was a member of Kappa Nu fraternity and the track team.

Philip A. Davies W'65, Falmouth, ME, a retired marketing and research executive at Prudential; Feb. 21. At Penn, he was a member of Sigma Nu fraternity. His wife is Joan Ebert Davies CW'65, and his brother is Jim Davies C'75.

Hon. Bruce M. Kaplan L'65, New York, a former judge in the New York Family Court; Nov. 23.

Oscar White Muscarella Gr'65, Philadelphia, a retired archaeologist and longtime curator and researcher at the Metropolitan Museum of Art; Nov. 27. His wife is Grace Freed Muscarella CW'50 Gr'58, and one son is Lawrence F. Muscarella GEE'85 Gr'90.

John P. Reddington Gr'65, Newark, DE, a retired high school English and Latin teacher; Feb. 10

Nicholas J. Robak C'65 G'71 Gr'72, Drexel Hill, PA, professor emeritus of sociology and management information systems at Saint Joseph's University; Dec. 27. At Penn, he was a member of Beta Theta Pi fraternity and the football team.

Robert O. Wilbur WG'65, Birmingham, AL, a retired finance executive for DuPont; Dec. 27. He served in the US Army.

1966

Martin J. Albert W'66, Westport, CT, an attorney; Feb. 23. At Penn, he was a member of Phi Sigma Delta fraternity and the *Daily Pennsylvanian*. His children are Elizabeth Albert Heyer C'96 and Andrew W. Albert W'99.

Dr. Stephen M. Fisher D'66 GD'67, Mount Dora, FL, a retired orthodontist; Jan. 10. He served in the US Army.

John C. "Jack" Gilhooley G'66, Sarasota, FL, a playwright; Jan. 5.

Jorge A. Grimes GNu'66, Syracuse, NY, professor emeritus of nursing at SUNY Upstate Medical University; Oct. 5.

Dr. Stephen H. Halem D'66, Newton, MA, a retired oral surgeon; Feb. 13. His wife is Lynne C. Halem GEd'65.

Lawrence F. Van Horn G'66, Cottonwood, AZ, an anthropologist and retired research analyst for the National Park Service; Oct. 12.

1967

Christopher O. Clapp GFA'67, Woodbury, CT, a self-employed artist; Dec. 25.

1968

John D. Garrick Gr'68, Albuquerque, NM, a former educator at universities and secondary schools; Dec. 28.

Richard A. Glaser GLA'68, Philadelphia, July 7.

Peter D. Hyde GEE'68, Seabrook, MD, retired senior software systems engineer for NASA; Jan. 6.

Edward P. Marecki Jr. WG'68, Warren, RI, owner of a freelance advertising company; Dec. 6. At Penn, he coached the freshman football team and was a member of the rugby team.

Douglas D. McNair WG'68, Reston, VA, a telecommunications consultant; Dec. 24.

Dr. Lincoln J. "Nick" Parkes GV'68, Oxford, MD, a retired veterinarian and former Penn Vet faculty member from 1964 to 1971; Feb. 7. He also patented a wheelchair for dogs called K-9 Cart. He served in the US Naval Air Forces. His wife is Dr. Dara L. Kraitchman V'92 GEng'93 Gr'96.

L. Eugene Williams WG'68, Charlottesville, VA, a retired CPA; May 12, 2022. He served in the US Army for 20 years, including during the Korean War.

1969

Susan Montgomery Cotton GEd'69, Horseheads, NY, a retired elementary school counselor; Jan. 5. Her husband is Douglas L. Cotton WG'69.

Thomas E. Doran L'69, West Chester, PA, a retired lawyer; Feb. 9. He was also a lecturer in law at Rutgers and Villanova University. His wife is Dr. Donna R. Franchetti CW'71 V'75.

Frank A. "Terry" Savage W'69, Rye, NY, a restructuring investment banker; Dec. 13. He served in the US Marine Corps during the Vietnam War. At Penn, he was a member of Delta Tau Delta fraternity and the basketball team.

1970

Janice A. Bagnall Nu'70 GNu'72, Philadelphia, a former nursing educator and administrator at Lankenau Medical Center; Jan. 2.

Alexander Dybbs Gr'70, Cleveland Heights, OH, founder of Sonogage, a manufacturer of ophthalmic instruments; Oct. 16, 2021. Earlier, he was a professor of mechanical engineering at Case Western University. His wife is Toby Adler Dybbs CW'63 GEd'67.

Kaija M. Gilmore GCP'70, Andover, MA, retired commissioner and manager of the building department for the town of Andover; Feb. 2. Her former husband is Jonathan B. Gilmore GCP'70.

James J. Hayden GCP'70 GFA'71, Kihei, HI, former director of printing for the American Institute of Certified Public Accountants; Feb 4. He was an accomplished artist who formerly served as president of the Artists' Alliance of East Hampton (NY) and taught art at the Pratt Institute and the City University of New York (CUNY) LaGuardia Community College. He served in the US Army. His wife is Jana Exnerova-Hayden GFA'72, and his son is Dylan J. Hayden G'12.

Douglas C. Lindsay GFA'70, Stanwood, MI, cofounder of an architecture firm that specializes in healthcare design; Jan. 14.

Gail E. Ritter CW'70, Medford, NJ, an attorney; March 23, 2022. At Penn, she was a member of Penn Singers. One sister is Dr. Deborah E. Ritter G'69.

David K. Slifer WG'70, Santa Rosa, CA, May 30, 2022. He was employed by Bank of America.

Geraldine Bechtel Hardison Stiedle GNu'70, Little Rock, AR, a retired nurse and teacher of psychiatric nursing at the University of Arkansas; Jan. 5.

1971

Rev. Joseph J. Feeney Gr'71, Merion Station, PA, a priest and former English professor at Saint Joseph's University; Jan. 12.

Francis C. "T" Grant III C'71 WG'72, Harrison, NY, a real estate executive; Jan. 2.

Constance Keegan Johnson Nu'71, Topsham, ME, a retired nurse; Jan. 9.

Dr. Jeffrey M. Kahn C'71 D'74 GD'75, Broomfield, CO, May 15. At Penn, he was a member of Phi Sigma Delta fraternity and Sphinx Senior Society. His brothers are Dr. Ronald L. Kahn C'72 and Dr. Brian H. Kahn C'76, who is married to Ann Reines Kahn L'79; and one daughter is Jessica L. Kahn W'97.

William J. Magee W'71, Summerville, SC, an investment banker; Jan. 25. At Penn, he was a member of the ROTC.

William S. Sipple GCP'71, Millersville, MD, a wetland and environmental consultant who previously worked for the EPA; Dec. 25.

William E. Webster Gr'71, Columbus, OH, a retired professor of philosophy and aesthetics at the University of the Arts; Dec. 26.

1972

Otto J. "Doppy" Betz III C'72, Cornwall, VT, a retired financial advisor at Morgan Stanley; Jan. 22. He served in the US Marine Corps during the Vietnam War, earning two Purple Hearts.

Anthony N. Chiachetti Jr. WEv'72, Lansdale, PA, a retired a systems analyst at Worlco Data Systems and Direct Data; Dec. 23. One brother is Carmen P. Chiachetti WEv'67.

Stephen P. Kenney CE'72, Poughkeepsie, NY, a retired high school math teacher; Dec. 24. At Penn, he was a member of the swimming team.

Judith A. Williams DH'72, Southampton, PA, a dental hygienist; December 30.

1973

Michael L. Morgan GEE'73, Ormond Beach, FL, a retired engineer for Lockheed Martin; Feb. 26, 2022.

Dr. Frank C. Passero M'73 GM'78, Springfield, PA, a rheumatologist; Aug. 28. His wife is Rosara Ferrara Passero Gr'78, and his sons are Anthony C. Passero W'04 and Frank C. Passero C'05.

1974

Dr. James H. Duggan C'74, Monroeville, PA, an obstetrician-gynecologist; Jan. 11. At Penn, he was a member of Phi Kappa Psi fraternity.

Benautrice Roland Jr. WG'74, Melvindale, MI, Jan. 24.

Jeffrey S. Stryker C'74, Guilford, CT, a policy analyst, journalist, AIDS researcher, and activist; Dec. 24.

1975

Thomas J. Ferrese GME'75, Haddon Heights, NJ, a mechanical engineer for the US Navy at the Philadelphia Navy Yard; Jan. 22.

John T. "Tim" Martin W'75, Charlotte, NC, a retired investment banker; Dec. 7. At Penn, he was a member of the football and baseball teams. His wife is Ellen Chamow Martin CW'76, and one daughter is Laura Martin Dillon C'08.

Dr. Irving A. Salkovitz V'75, Lee, NH, a veterinarian; May 28, 2022. He served in the US Army during the Vietnam War.

Robert G. Thompson GAr'75, Miami Beach, FL, retired CEO of an architectural engineering firm; June 28. One son is Adam M. Thompson C'10.

1976

John J. Dooling Gr'76, Sayreville, NJ, a retired publishing executive; Jan. 6. He served in the US Air Force during the Vietnam War.

1977

N. Charles Henss Jr. C'77, Chicago, a former advertising copy writer; Jan. 1. One sister is Patricia A. Henss C'84.

J. Patrick Robinson W'77, Woodstock, GA, retired CFO of Newell Rubbermaid; Dec. 29

1978

Dr. William B. Brice IV V'78, Rockledge, PA, a veterinarian; Jan. 4. He also taught science and biology at West Chester University and Holy Family College.

Peter M. Joseph GM'78, Upper Darby, PA, a retired professor of radiology at Penn, where he taught for 30 years; Feb. 25.

1979

Charlene House Doel W'79, Lakeville, MA, a former marketing and communications manager for a telecommunications business; Dec. 28.

Mary Needham Moore GNu'79 GrN'87, Glen Mills, PA, a former professor of nursing at several universities, including Penn; Jan. 4.

1980

Jeanne Gelman GNu'80, Allison Park, PA, professor emeritus of nursing at Widener University; Jan. 12.

David L. Goldstein W'80 WG'81, Dallas, a former banker and a business manager for his wife's personal chef service business; Dec. 1. At Penn, he was a member of the *Daily Pennsylvanian*.

B. Scott Minerd W'80 WG'88, Vista, CA, a global chief investment officer of an investment firm; Dec. 21. At Penn, he was a member of Phi Kappa Psi fraternity and the *Daily Pennsylvanian*.

Joseph Piasecki Gr'80, Washington Crossing, PA, a former business consultant to engineering and law firms; Dec. 18.

Paul L. Shiffler WG'80, Hummelstown, PA, an executive at Legrand Home Systems, which offers lighting, power, and home automation products; Dec. 20. His wife is Francene Ingaglio Shiffler C'76.

1981

Terence P. Romano C'81, Fort Myers, FL, an accountant; Oct. 6. At Penn, he was a member of the *Daily Pennsylvanian*, and he also cofounded the campus record store Pins n' Platters.

1983

Helen Brennan Anderson C'83 WG'92, West Chester, PA, a retired senior business manager at AstraZeneca, a pharmaceutical company; Dec. 30. At Penn, she was a member of the swimming team and Friars Senior Society. Her daughter is Jill W. Anderson C'24. Her sisters include Robbie Brennan Hain C'79 GEd'79, Christine S. Brennan Nu'87 GNu'89, and Gerardean M. Brennan C'86.

Anne Rdesinski Dordal C'83, Emmaus, PA, a high school substitute teacher; Dec. 1. Her father is Maurice P. Rdesinski Ar'51 GCE'62, and her husband is Andrew G. Dordal ME'83.

Andrew S. Thomson W'83, Wilmington, DE, a founder of multiple startup companies; Dec. 30. At Penn, he was a member of Sigma Nu fraternity.

1986

Connie Sosangelis Soulges SW'86, Wyndmoor, PA, a retired social worker at a physical rehabilitation hospital; Dec. 23.

1987

Edward E. Dunn C'87, Boynton Beach, Florida, Feb. 16. His brother is Robert A. Dunn C'83 WG'97.

Dana Ken Martin G'87 WG'87, Needham, MA, founder of an investment firm; Aug. 6. His wife is Alison G. Ogg G'87 WG'87.

1989

Corey M. Fernandez-Klobas GAr'89, Baltimore, Dec. 25. He worked in the food service and hospitality industry.

Gary J. Schnerr WG'89, Pennington, NJ, a manager at a company that manufactures laboratory and testing instruments; Dec. 29. He served in the US Air Force.

1992

Dr. Brady John McKee EAS'92 W'92, Amesbury, MA, a radiologist; May 15, 2022. His wife is Dr. Andrea B. McKee C'92.

1993

Anish Kapoor Chandaria WG'93, London, former CEO of Aegis Logistics, an oil, gas, and chemical logistics company; Sept. 11, 2021.

Dr. James W. Teener Jr. GM'93 GM'95, Ann Arbor, MI, a professor of neurology at the University of Michigan; Nov. 28. He also taught at Penn for a time.

1997

Michael P. Dooley WEv'97, Broomfield, CO, president and CEO of Frontline Partners, a management consultancy; April 19, 2022.

1999

Faith H. Voit GGS'99, Nazareth, PA, a retired editor for a medical publisher; Dec. 9.

2000

Abigail Letts O'Brien GEd'00, West Hartford, CT, a fundraiser for the University of Connecticut Foundation; Dec. 11.

2003

Christopher B. Sample WEv'03, Philadelphia, longtime chief of staff for Philadelphia City Councilmember Kenyatta Johnson and a former director of community and government relations for the Philadelphia District Attorney's Office; Jan. 10.

2004

Kevin Neary C'04, Upper Chichester, PA, a former entrepreneur who founded a recruiting company; Feb. 20. After a gunshot wound left him a quadriplegic in 2011, he mentored others with spinal cord injuries and became an advocate for survivors of gun violence and individuals with disabilities. He was featured in the *Gazette*'s Jul|Aug 2013 issue ["Hope Is Part of the Plan"] and remembered by family in this issue ["Profiles"].

2006

Dr. Brian M. Schwab D'06, Alsace Twp, PA, a dentist; Jan. 4. Earlier, he taught as an adjunct professor at Penn for many years.

2007

Sidney Smolinsky CGS'07, Bala Cynwyd, PA, a retired attorney; Dec. 18.

Faculty & Staff

Rein Abel, Kensington, MD, a former professor of accounting in the Wharton School; Dec. 23. Born in Estonia, his youth was disrupted by Soviet and German invasions during World War II. As a high school student, he joined an Estonian air force squadron and was captured twice by Soviet troops. His second escape ended with a night swim across the Elbe River into the American zone. He spent several years in displaced persons camps in Germany before emigrating to England. After graduate school at Columbia University, he taught accounting at Penn from 1966 to 1972. In 1972 he accepted a position as an assistant director of

School Abbreviations

Ar	Architecture
ASC	Annenberg
C	College (bachelor's)
CCC	College Collateral Courses
CE	Civil Engineering
CGS	College of General Studies (till 2008)
Ch	Chemistry
ChE	Chemical Engineering
CW	College for Women (till 1975)
D	Dental Medicine
DH	Dental Hygiene
EAS	Engineering and Applied Science (bachelor's)
Ed	Education
EE	Electrical Engineering
FA	Fine Arts
G	master's, Arts and Sciences
GAr	master's, Architecture
GCE	master's, Civil Engineering
GCh	master's, Chemical Engineering
GCP	master's, City Planning
GD	Dental, post-degree
GEd	master's, Education
GEE	master's, Electrical Engineering
GEng	master's, Engineering and Applied Science
GEx	master's, Engineering Executive
GFA	master's, Fine Arts
GGS	master's, College of General Studies
GL	master's, Law
GLA	master's, Landscape Architecture
GME	master's, Mechanical Engineering
GM	Medicine, post-degree
GMt	master's, Metallurgical Engineering
GNu	master's, Nursing
GPU	master's, Governmental Administration
Gr	doctorate
GrC	doctorate, Civil Engineering
GrE	doctorate, Electrical Engineering
GrEd	doctorate, Education
GrL	doctorate, Law
GrN	doctorate, Nursing
GRP	master's, Regional Planning
GrS	doctorate, Social Work
GrW	doctorate, Wharton
GV	Veterinary, post-degree
Hon	Honorary
HUP	Nurse training (till 1978)
L	Law
LAr	Landscape Architecture
LPS	Liberal and Professional Studies
M	Medicine
ME	Mechanical Engineering
MT	Medical Technology
MtE	Metallurgical Engineering
Mu	Music
NEd	Certificate in Nursing
Nu	Nursing (bachelor's)
OT	Occupational Therapy
PSW	Pennsylvania School of Social Work
PT	Physical Therapy
SAMP	School of Allied Medical Professions
SPP	Social Policy and Practice (master's)
SW	Social Work (master's) (till 2005)
V	Veterinary Medicine
W	Wharton (bachelor's)
WAM	Wharton Advanced Management
WEF	Wharton Extension Finance
WEv	Wharton Evening School
WG	master's, Wharton
WMP	Wharton Management Program

the Cost Accounting Standards Board (CASB) in Washington, DC. He retired in 2005. His wife is Marju Rink-Abel CW'69.

Robert I. Berkowitz, Bryn Mawr, PA, professor emeritus of psychiatry in the Perelman School of Medicine and the Children's Hospital of Philadelphia; Oct. 16. After coming to Penn in 1990, he amassed a distinguished academic record as a clinician, clinical researcher, educator, and administrator, and became renowned for his work on the causes and treatment of obesity. For 25 years, he served as the medical director of the Center for Weight and Eating Disorders in Penn's department of psychiatry. As an associate professor (clinician-educator) of psychiatry and pediatrics, he won several teaching awards. He held a secondary faculty appointment in the psychiatry department of Penn's Abramson Cancer Center. At CHOP, he was also the psychiatrist-in-chief and chair of the department of child and adolescent psychiatry, helping to create the New Jersey Transition to Adult Coordinated Care program, which guides families and young patients into adulthood. He retired from Penn in 2017.

Dr. Peter B. Bloom. *See Class of 1962.*

Richard E. Charlton Jr. *See Class of 1954.*

Dr. McIver W. "Mac" Edwards Jr. *See Class of 1962.*

Barbara S. Jacobsen. *See Class of 1958.*

Dr. Samuel G. Jacobson, Philadelphia, the William C. Frayer Professor Emeritus of ophthalmology in the Perelman School of Medicine and the founding director of Penn's Center for Hereditary Retinal Degenerations; January 4. He joined Penn's faculty in 1995 as a professor of ophthalmology. In addition, he founded and was the inaugural director of the Center for Hereditary Retinal Degenerations, which advanced understanding of the molecular mechanisms and therapies for diseases previously considered incurable. In 1997, he was appointed the F. M. Kirby Professor of Molecular Ophthalmology. During his time at Penn, he also directed the retinal function department of the Scheie Eye Institute. He was highly respected in the scientific community for his clinical development of numerous retinal-disease treatments, including gene and RNA therapies for several forms of retinitis pigmentosa, Leber congenital amaurosis (LCA), cone-rod dystrophies, and many other retinal conditions. His revolutionary work led to LUXTURNA, the first gene therapy approved by the FDA for the eye or any inherited condition.

Peter M. Joseph. *See Class of 1978.*

Ronald E. Miller, Seattle, emeritus professor of regional science in the School of Arts and Sciences; Jan. 26. He joined Penn's faculty in 1962, one of the earliest appointments to the newly formed regional science department, and spent his entire professional career at Penn. His research focused on the application of mathematical methods to economics and regional science, especially in exploring extensions of input-output economic models. His early-career research on interregional feedback effects in multiregional input-output models is still widely cited today. In 1988 He received Penn's Ira H. Abrams Memorial Award for Distinguished Teaching. He retired in 1995 but remained active in research and publishing until his death.

Mary Needham Moore. *See Class of 1979.*

Dr. Lincoln J. "Nick" Parkes. *See Class of 1968.*

Paul R. "Herky" Rubincam Jr. *See Class of 1960.*

Harold "Hal" Schiffman, Haddonfield, NJ, emeritus professor of Dravidian linguistics and culture and South Asia studies in the department of linguistics in Penn's School of Arts and Sciences; Dec. 14. He was hired at Penn in 1995 and served as the Henry R. Luce Professor of Language Learning in what was then the department of South Asia regional studies until 2000. He was also the director of the Penn Language Center. From 2002 to 2005, he served as director of the Pedagogical Materials Project of the South Asia Language Resource Center of the University of Chicago. He was an internationally renowned scholar of Dravidian linguistics, language policy, and language maintenance. He wrote grammars, reference materials, and linguistic studies of Tamil, Kannada, and the Dravidian language family. He published widely on the sociolinguistics of South Asia.

Stanley S. Schor. *See Class of 1943.*

Dr. Brian M. Schwab. *See Class of 2006.*

Dr. Edward J. Stemmler. *See Class of 1960.*

Dr. James W. Teener Jr. *See Class of 1993.*

Classifieds

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Hippie Splendor

"Way back when, in April of 1973, I took some black-and-white photographs of students on College Green," says Michael Malyszko C'73. "It was a beautiful day and there were hundreds of kids in all their hippie splendor, playing Frisbee, making music, and just hanging out enjoying the day."

Despite the big crowd, it wasn't a coordinated event, says Malyszko, who sent this photo to the *Gazette* in honor of his class's 50th Reunion this May. "There was nothing special going on, just a spontaneous gathering on one of the first nice afternoons of the spring. For us seniors, it was close to the end of our undergrad days."

Malyszko, who double majored in biology and sociology, says there were no photography classes at Penn at the time. "I did, however, get a transfer credit for taking a photography course in Powelton Village with Michael Smith my senior year. It cost me $100 and changed my life."

Fifty years later, he's now a professional photographer based out of Boston, with clients in the corporate, educational, and healthcare fields.

"Film was expensive for me then, and I bulk loaded my Tri-X instead of buying individual rolls," explains Malyszko. "Little did I know that I was merely six weeks away from having my first job as an assistant at a studio on Arch Street in Center City."

Can you spot yourself or a friend among the "happy, hairy hippies" in Malyszko's 50-year-old photo? Drop us a line if you can! —*NP*

Photo by Michael Malyszko

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