NORTHWESTERN UNIVERSITY
WEINBERG COLLEGE
OF ARTS AND SCIENCES

# CROSS CURRENTS

## NORTHWESTERN POET PLAYS WITH FIRE


## AWAKENING THE NATION'S TASTE BUDS

## THE FULBRIGHT: GATEWAY TO THE WORLD

THE MAGAZINE OF ARTS AND SCIENCES

FALL/WINTER 2006/2007
VOLUME 7, NUMBER 2

NORTHWESTERN UNIVERSITY
WEINBERG COLLEGE OF ARTS AND SCIENCES


DEPARTMENTS



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FROM THE ARCADE FIRE'S ALBUM, FUNERAL
COVER ART BY TRACY MAURICE

FRANK JONES IN A STORY IN THE ARIZONA REPUBLIC
PHOTO BY DAVID WALLACE

FULBRIGHT SCHOLAR KAVITHA SIVASHANKER (LEFT) AND FRIEND AT FUSHIMI INARI SHRINE, KYOTO, JAPAN

ON THIS PAGE, BELOW:
WILL BUTLER AND THE ARCADE FIRE AT LOLLAPALOOZA CHICAGO, 2005
PHOTO BY ADAM TRAVIS


CROSSCURRENTS IS PUBLISHED TWICE A YEAR FOR ALUMNI, PARENTS, AND FRIENDS OF THE JUDD A. AND MARJORIE WEINBERG COLLEGE OF ARTS AND SCIENCES, NORTHWESTERN UNIVERSITY.


WE'D LIKE TO HEAR FROM YOU. SEND LETTERS AND STORY IDEAS TO NANCY DENEEN, CROSSCURRENTS, WEINBERG COLLEGE, AT ADDRESS ON BACK COVER, BY FAX TO (847) 491-4289, OR BY E-MAIL TO CROSSCURRENTS@NORTHWESTERN.EDU

Photo by Mary Hanlon

# FROM THE DEAN

A common sentiment expressed to students, from freshman welcoming addresses all the way to commencement speeches, is that we—faculty, administrators, alumni, parents (in short, "adults")—look to today's students (the "next generation") to make major contributions in resolving the complex issues we face as a society.

It is not just the adults who hope that the next generation will resolve thorny societal issues; students themselves eagerly seek to make a difference in the world. Even while they focus on theoretical matters in the classroom, our students relish debating challenging issues and contributing their time and energy through involvement in worthwhile causes. They want to dive into real problems, and they want to be taken seriously.

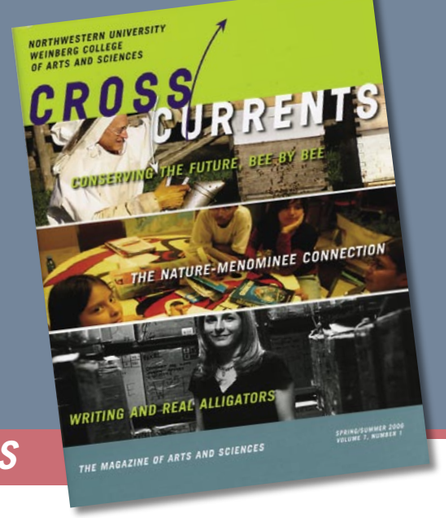
At Northwestern, we have actively promoted avenues for students to explore national and world issues, and encourage them to work as colleagues with faculty in researching potential solutions. Our Global Health Studies program requires study and work abroad at partner institutions in Mexico, China, South Africa, or France. Although in only its second year, it has rapidly attracted an amazing number of students. Our program in Environmental Policy and Culture is three years old, and has developed in tandem with a cross-school restructuring of the programs in Environmental Science and Environmental Engineering. We can now help students with very different strengths collaborate on environmental problems. Finally, following a report from a faculty committee last year, we are revamping our International Studies Program to expand opportunities for students, especially in applying social scientific methods to world problems.

Many students are deeply concerned with the ethical dilemmas posed by the "big issues." These talented young adults have the intellectual flexibility, the openness to new ideas, the wonderful tendency to question our assumptions, that we expect will enable them to find ways to bridge the divide on the most challenging issues: stem cells and cloning, free trade and the protection of jobs, immigration, national security, preservation of civil liberties. We are eager for our students to engage directly with these knotty issues, and we are working to provide them with intellectual frameworks to help them tackle these issues well into the future.

Evidence pours in every spring from our Office of Fellowships that our students are highly successful in winning awards that foster post-graduate engagement with real world issues. From the past year alone, award winners from the College include 4 out of the 40 Gates Cambridge Scholars selected nationwide and 15 Fulbright scholars. For a story about how life-altering the Fulbright experience can be—for both the scholars and those whose lives they work to improve—please see page 10 in this issue.

If you have additional suggestions or comments on how our students can engage in today's pressing issues, please write me at dean@wcas.northwestern.edu.

Daniel Linzer




## LETTERS

I loved reading about the important and interesting work that Doug Medin is doing at Menominee. I am a member of the Keshena family and an enrolled member of the Tribe. My mom's maiden name is Keshena. My great, great, great grandfather was Keshena. He was a Chief along with Oshkosh and they were signers of Treaties of 1848 and 1852 ceding much of Wisconsin and the Upper Peninsula of Michigan to the U.S. government. I grew up in Chicago but spent summers on the reservation visiting family and friends. Growing up my family was also pretty involved with the Indian Center here in Chicago and my family was active in working to restore the Menominee's tribal status.

I feel fortunate to be a part of the Northwestern community and was an economics major, class of 1987. Northwestern has opened so many doors for me and I am grateful that there was such a strong emphasis on doing well in school at my fraternity, Alpha Tau Omega. I received my MBA degree from Amos Tuck School at Dartmouth in 1991. I have had the opportunity to work on Wall Street and am a former member of the Chicago Board of Trade. I currently work with many other Northwestern alums here in downtown Chicago at Mesirow Financial, where I head up our commodities business. It's great being near the school and my three kids always enjoy visiting the campus and classrooms.

Sean P. Harte '87

Congratulations on the wonderful issue. My favorite article was about Doug Medin and his innovative thinking on culture and learning. My husband and I have traveled extensively through Mexico and the Yucatan and Oaxacan areas as well as Chiapas and parts of Guatamala. He is an architect and enjoys studying the ruins and I enjoy the people and culture.

As an art consultant for the Marriott hotel here in the Coralville/Iowa City area, [my] emphasis is on Iowa artists and we have included a major hallway dedicated to the area's Meskwaki Nation and its culture. I found absolutely fascinating Medin's thoughts on these two cultures versus the European American thoughts toward science learning.

The story on Katharyn Ely was very inspiring and I also enjoyed the story on Paul Growald's project (the luna moth was my mother's favorite also). I will continue to look forward to this magazine with renewed interest.

Mary Lea Mountain Kruse '64

## WEINBERG LIFE SCIENTISTS IN THE NEWS

### IS THE KOUPREY KAPUT AS A SPECIES?

Northwestern biologists and a Cambodian conservationist have presented convincing DNA evidence that the kouprey, the mysterious national animal of Cambodia, is actually an imposter as a wild, natural species.

Amid much fanfare in 1937, the "forest ox" with deer-like grace and impressive horns became the last of the wild Asian cattle to be

recognized as a new species. For years, it has been the subject of scientific study and conservation efforts via forays into the region's jungles.

But, in a paper published by the *Journal of Zoology* (London), the scientists concluded that the kouprey may not be a wild species at all, but is more likely a domestic hybrid—between banteng (an authentic wild ox) and zebu cattle—that later became wild, probably in the political turmoil of the 19th century. The kouprey is thought to be extinct in the wild today, although a few may exist in domesticated form. The researchers compared a published DNA sequence from a kouprey with sequences from two living Cambodian banteng. Their prediction, based on its anatomy, was that the kouprey was a hybrid and that the two kinds of ox would share similar mitochondrial DNA—a prediction confirmed in their study.

Authors of the paper are Gary J. Galbreath, associate director of the program in biological sciences; John C. Mordacq, College lecturer in the program; and F. Hunter Weiler, a conservationist with the Wildlife Protection Office of Cambodia.



# RICHESON WINS MACARTHUR FOR NEW LOOK AT RACIAL DYNAMICS

Photo: Stephen Anzaldi

## FACULTY AWARDS

A few weeks since receiving that phone call and social psychologist Jennifer Richeson says the news has not really sunk in yet. She was taking a day off in the city to celebrate her 34th birthday when an official from the MacArthur Foundation called her cell phone to inform her of the $500,000 "genius grant." As a MacArthur fellow, she is part of a distinguished and eclectic group of 25—among the others, a naturalist, a jazz violinist, a deep sea explorer, and a country doctor—who received the no-strings-attached award for 2006.

"I'm in the midst of all the buzz about the award, so it still feels pretty new," she says. The calls, e-mails, and requests for interviews, including this one, have been almost non-stop. "My family is thrilled," she says. "They're practically passing out flyers on the street."

Northwestern shares their excitement. Richeson, an associate professor of psychology and African American studies, was recruited to our faculty in 2005. She is also a fellow at the University's Institute for Policy Research. She received her undergraduate degree at Brown University and her master's and PhD at Harvard and taught at Dartmouth before coming to Northwestern. "We were thrilled to be able to recruit Jenn to Northwestern," Dean Daniel Linzer commented, "both because of her individual excellence and because her work fits so well with several groups across the College and the University."

Richeson's research takes a fresh look at prejudice, stereotyping, and intergroup relations. In studying how members of minority and majority groups interact with one another, she uses brain imaging, survey techniques, self-reporting, and other empirical methods. In a landmark study in 2003, Richeson and colleagues showed through brain scans that social interaction with members of a different race might be stressful enough to affect how people perform afterwards on cognitive tests. Among the implications of her work are that true diversity cannot be achieved by simply grouping individuals of different races together but by tending to the quality of their interactions.

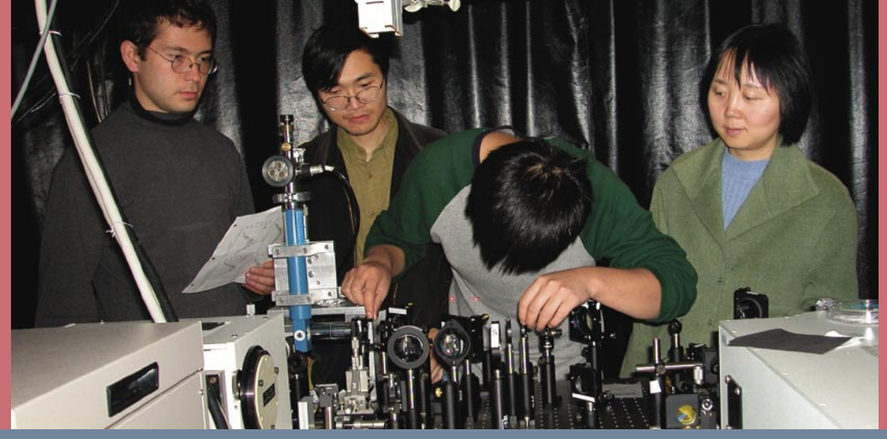
She doesn't subscribe to the "genius" designation but views the award as a blessing. With that blessing comes a responsibility, she says, not only to continue doing her best work but to somehow use the award to foster racial harmony.

Where are we now in the national dialogue about race, she is asked. "What dialogue about race?" she counters. "There really isn't one. Many people are afraid to talk about race, so it just doesn't happen. "

"Maybe this would be a good use for the money," she adds, "creating programs, such as intergroup dialogue workshops, that bring people of different backgrounds together. However, I want to think about how best to achieve this goal before making a firm commitment. I also want to consult with some very smart friends and colleagues."

In the meantime, she forges ahead with what the MacArthur Foundation called her "creativity, originality and potential to make important contributions in the future."

# UP-AND-COMERS BRING HOME PRESTIGIOUS AWARDS



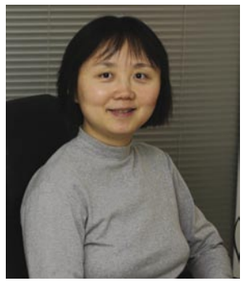
PHYSICIST ALEXEY YAMILOV, LEFT, AND GRADUATE STUDENTS WEI FANG AND XIAOHUA WU TAKE OPTICAL MEASUREMENTS OF RANDOM LASERS IN HUI CAO'S LABORATORY IN 2004.

## FACULTY AWARDS

New chemotherapies for cancer patients. New understandings of compact object astrophysics. New ideas about the social aspects of our self-concept. These are some of the applications of research being conducted by Weinberg faculty members still in the early years of their careers. They are already being recognized with significant awards. We share details of their exciting work:

### *HUI CAO,* Physics & Astronomy

2006 Maria Goeppert-Mayer Award from the American Physical Society



The award recognizes outstanding achievement by a woman physicist in the early years of her career and provides opportunities for her to present these achievements to others through public lectures. It is named for Maria Goeppert-Mayer who won the Nobel Prize in Physics in 1963.

The award cites Cao "for her groundbreaking contributions to the experimental studies of coherent light generation and transport in disordered media, including her invention of microlasers based on disordered media."

"We invented a new type of microlaser—a micro random laser—by utilizing strong scattering for optical confinement," says Cao. The random laser is an unconventional laser whose cavity is formed not by mirrors but by optical scattering in a disordered medium. Over the last decade, random lasers have caught the attention of researchers because their characteristics lead to unique applications. In the medical field, they can be used for tumor detection and photodynamic therapy.

### *WENDI GARDNER,* Psychology

Early Career Award from the International Society for Self and Identity

Gardner's research examines the power of self-construal (the way we define ourselves) to shape a wide variety of behaviors. In particular, she and her students are interested in the distinction between independent self-construal (defining yourself in terms of traits and attributes) and interdependent self-construal (defining yourself in terms of your roles in relationships and memberships in groups).

"For a long time, people thought that these ways of viewing the self were culturally constrained," she says, "for example, that North Americans, by and large, had independent selves whereas East Asians had interdependent selves. It was thought that this was due to long cultural histories (e.g., the importance of self-reliance in North American history and the central values of Confucianism in East Asian history). But my students and I are showcasing the universality of these types of self-construals—as well as their power in explaining some social behavioral differences seen across cultures and even across gender.

"Within North American culture we see how girls and boys are socialized to maintain different types of interdependent self-construals and how this affects their behavior as adults. For example, girls have long been raised to emphasize the relational aspects of interdependence (close friendships) whereas boys are largely socialized in teams and groups (Little League, Cub Scouts, etc.) and this impacts how their interdependent selves are defined, and in turn, their feelings and behaviors in relationships versus groups."

### *VICKY KALOGERA,* Physics and Astronomy

NSF CAREER Award for Theoretical Studies of Compact Objects in Binary Systems

Kalogera says the award's long-term support will allow her to develop her research program in multiple directions—something just not possible with a standard grant in her field. "It allows me continuity in a number of projects that still have a lot to teach us, and it will also allow me to start in some completely new research directions that promise to reveal new understanding in compact object astrophysics.

"Compact objects, such as neutron stars and black holes," she explains, "are the end points of the lives of normal stars that are like our Sun, only more massive. Although they are 'death' remnants they become detectable as astrophysical sources of X-rays and gravitational waves when they are found in binary systems with other compact objects or normal stars. The main goals of my research are to understand the evolutionary history and links of the various presently observed sources, and to predict the physical properties and detectable observational signatures of other—yet unknown—cosmic compact objects. I use our theoretical understanding in the interpretation of current high-energy astrophysical observations as well as in the development of future detectors that will unveil the gravitational radiation from the nearby physical universe.

"The questions of origin are intriguing to me; my research connects to our effort for a global understanding of cosmic phenomena and links between our helio-centric world and the rest of the Universe."

Kalogera says she appreciates being in the dynamic, energetic environment of Northwestern, which she calls a "can-do" institution that appreciates, supports, nurtures, and rewards excellence in research and teaching achievement.

### *BRYNA KRA,* Mathematics

American Mathematical Society Centennial Fellowship, an award for mathematicians between six and ten years past their PhD. There are only two awarded per year.

"The award lets me focus more on my research over the next two years, allowing me to get thoroughly involved in a new project without shortchanging my teaching responsibilities. It gives me more flexibility and freedom to attend conferences, travel, and talk to colleagues."

Her field is ergodic theory, which is a branch of dynamical systems dealing with the long term behavior of systems that are too complicated or too chaotic to be understood locally. Kra says she is particularly interested in interactions of ergodic theory with number theory and combinatorics. Some of the questions deal with basic objects in the whole numbers, such as arithmetic progressions or prime numbers, but the techniques used seem to be (on the surface) unrelated to whole numbers.

The math department's strong group in dynamical

## A NEW NAME FOR GEOLOGICAL SCIENCES

The department of Geological Science is rocketing into the future with a new name: ***EARTH AND PLANETARY SCIENCES***. According to Brad Sageman, chair of the department, the designation better reflects the breadth of research interests among its faculty, some of whom study other planets, as well as the Earth, in their effort to understand the physical, chemical, and biological processes that shape our world. The department's new profile includes five new faculty members, expansion of its undergraduate and graduate programs, development of a new analytical facility in the Tech Institute, and new research directions for many members of the faculty.

systems was a big draw in her coming to Northwestern, she says.

***KARL SCHEIDT***,
Chemistry
Boehringer-Ingelheim New Investigator in Organic Chemistry for 2005-06. (He also won the 2006 Amgen Young Investigator Award)

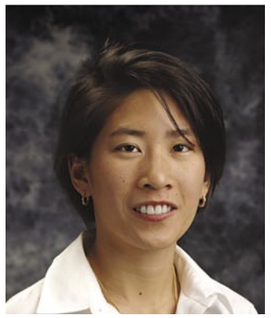
"The award is a great honor," says Scheidt. "As one of the few single-individual awards in science, it brings national prominence and visibility to my research program. The support from the BI award will allow me to hire a postdoctoral fellow for two years. With this coworker, I plan to investigate how certain compounds we have synthesized in my laboratory reduce the level of prostate cancer metastasis. This work is geared towards developing new therapies."

Scheidt's research focuses on developing new ways to make molecules that are important in medicine, materials, and biology. "The compounds we are creating in my laboratory have potential applications as new chemotherapies for cancer, as tools for understanding molecular and cell biology, and as new electronic materials."

He says the innovative and collaborative atmosphere in the chemistry department helped bring him to Evanston and has helped his research flourish.

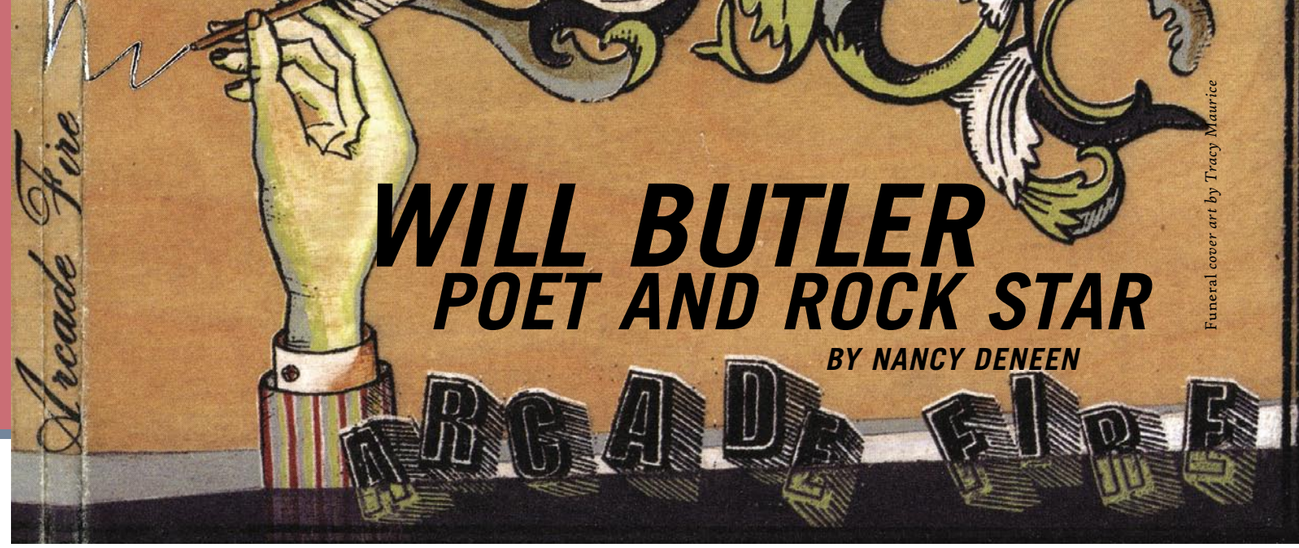
***TERI ODOM,*** Chemistry
The 2006 Exxon/Mobil Solid State Chemistry Faculty Fellowship

Odom's research broadly focuses on nanophotonics—manipulating light at the nanometer scale—and nanomaterials. Recently, Odom and colleagues have resolved the long standing question of how more light can be transmitted through metal nanohole arrays than is expected by classical models. Such nanohole arrays are interesting structures for controlling light in three dimensions and also as platforms for sensitive detection of chemical and biological molecules. The group has also fabricated multifunctional pyramidal nanoshells that exhibit interesting optical properties in the red and near-infrared regions, a wavelength range that suggests these nanopyramids might be useful in emerging types of cancer treatment based on nanoparticles.



Odom explains, "This award recognized our new paradigm for creating multifunctional, nanoscale materials by combining chemistry with nanofabrication. By merging bottom-up and top-down approaches, we developed a simple hybrid approach to produce ordered arrays of semiconducting and metallic nanostructures that are being used to address important problems in materials and photonics."






Funeral *cover art by Tracy Maurice*

# WILL BUTLER
## POET AND ROCK STAR

**BY NANCY DENEEN**

Will Butler, class of 2005, plays bass, keyboards, and percussion for the Arcade Fire, an indie band whose swift rise has been remarkable. In the past two years, the band has been nominated for two Grammy awards and graced the cover of *Time's* Canada edition. The group is led by Will's older brother, Win, and Win's wife Régine Chassagne. But Will's singular contributions are hard to miss. During the band's high-energy performances, Will is the freest of free spirits, known to jump on his brother's back in mid-song and use anything within reach as a musical instrument. He's the one having the most fun and bringing the audience with him.

Butler currently is holed up with the band at their new studio outside Montreal. He is busy collaborating with band members to finish an album "with something new to say." In the relative quiet of the refurbished former church, he plays a less flashy but equally important role—that of poet and wordsmith. He took a short break to speak with *Crosscurrents* about the nurturing of his writing ability at Northwestern and his time as rocker/student.

The dual life worked quite well, he says. "When you're in an intensive school program [the Writing Major], you get to know your teachers quite well and they understand when you have to take time with your intense band." He toured Europe during fall of his senior year as the band's first album (called *Funeral*, despite its mostly joyful sound) became an overnight sensation. "It was pretty hilarious," he recalls. "Now I have to write my paper. Now I have to fly to Sweden. Now I have to drive to London. Now I have to write another paper." Somehow he made all the important concerts while making A's on the papers, often written on his laptop on a bus at 4 a.m. after a show.

Back on campus, Butler was able to indulge his twin loves of poetry and music. He remembers winning Battle of the Bands with his cover band,

Photo: Jim Newberry

***DURING HIS SENIOR YEAR*** **THE READER** ***CALLED BUTLER, ALREADY TOURING WITH THE BAND, A "POETRY MAJOR WITH PROSPECTS."***

Photo: Anton Corbijn

***ARCADE FIRE IS KNOWN FOR THE EXUBERANCE OF ITS LIVE PERFORMANCES. FROM LEFT ARE RICHARD REED PARRY, TIM KINGSBURY, JEREMY GARA, WILL BUTLER, WIN BUTLER, RÉGINE CHASSAGNE, AND SARAH NEUFELD.***

Citizens on Patrol, and playing during Dance Marathon. He worked at WNUR as programmer and DJ. And he served as poetry editor for the literary magazine, *Helicon*. His teachers remember him keeping his successes in perspective with a terrific sense of humor.

To his mentors and fellow writing majors, Butler is one of the most gifted poets to emerge from the Writing Major in recent years. "The Ocean that Rises" is a collection of lyric and narrative poems he has written about the sea. In preparation, he memorized Tennyson, Kipling, and Coleridge and read the works of Homer, Conrad, and Melville, whose mix of the grandiose and absurd in *Moby Dick* is something he says he strives for. He chose the nautical theme partly for his paternal grandfather, Simon Butler, now in his 90s, "a boat builder and sailor—a Harvard man, who in a thoroughly New England way disapproves of most everything modern. He quotes on occasion the King James Bible and the poems of Masefield." Butler wanted to write poems that both he and his grandfather would enjoy. Here is one:

***A MAN LEAVES THE SEA***

***LONESOME, I WILL BE NO LONGER***
***TIED TO YOU. YOU NEED A STRONGER***
***HAND THAN MINE TO SLAP YOUR FACE.***
***WHEN I DO IT, I LEAVE NO TRACE.***

Brian Bouldrey, director of the Writing Major, says he wishes he had written the poem himself, and he would like to use it as the quote which opens a forthcoming book of his own. In nominating Will for honors in English, his thesis adviser, Christina Pugh, a poet herself, observes that in his poems Butler "achieves a voice that manages to be at once contemporary and consciously archaic, without becoming mannered.

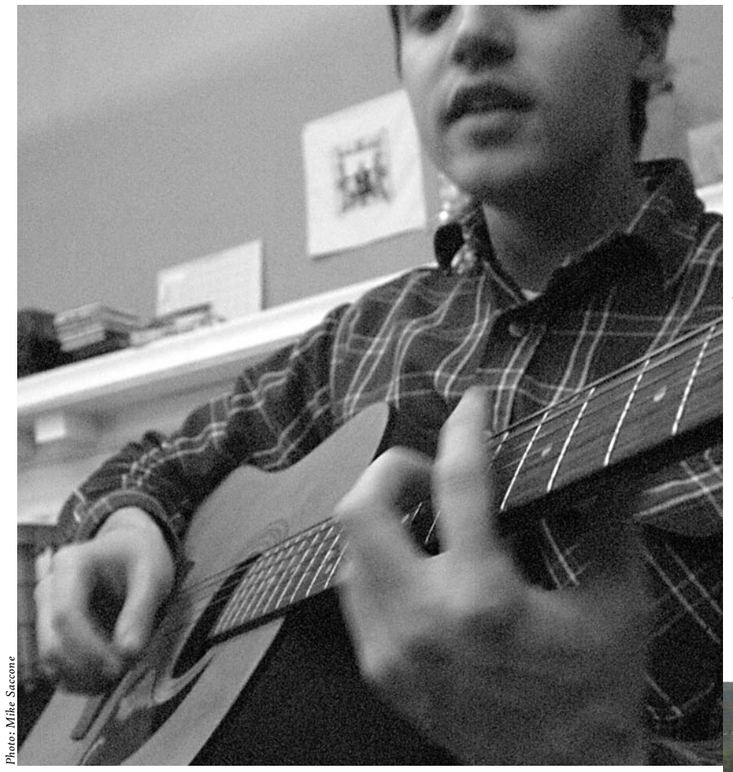


Photo: Mike Saccone

***BUTLER AS FEATURED IN* THE DAILY NORTHWESTERN *DURING SENIOR YEAR***

It is as if the speaker of the folk ballad found a home in contemporary America."

Butler and his band are recording their new album bit by bit. Merge Records' spokesman Martin Hall says the album should come out in March, with full force U.S. and Canada touring expected in April and May. Butler answered some of our questions before getting back to the joy and terror of composing songs.

On getting into the business: "My brother, Win, started it. I've always been a sideman, playing with my brother for 20 years or something like that. My Mom is a harpist and her parents are both musicians. [Her father was the late bandleader and steel guitar virtuoso Alvino Rey and her mother is Luise King of the pop-singing King sisters]. We took piano lessons and I played clarinet in the school band...nothing really intense....But it's hard to want to play any instrument if you're not in a group—it's not as much fun. So basically it was when Win started playing music, and I had a bass from Christmas one year, and it was like, oh, now it's fun to play."

Being onstage: "It's totally different from writing music in the studio. We're all into the presentation of the actual show as opposed to just playing music. It's nice to be able to think of something else, like stage design and lights and interacting with people."

On performing versus writing music: "They are both so all over the place, it's hard to say which I enjoy the most. It's really satisfying to write a song or contribute to a song and come up with a good part, but it's also fun to play a good show. And it's frustrating to not come up with anything [when writing], and it's frustrating to play an awful show."

The best part of being in a band: "It's really nice not to have a day job," he says, laughing. "And the luckiest aspect of it—it happened at the perfect time: I didn't have to really consider dropping out of college or getting a job."

The worst part: "All the complaints sound pretty pathetic. Your job is to fly around the world and play music for a living. There's not a lot of downside to that. I miss being in Chicago because I have friends there. When you're actively touring, it gets tiring, but that's a silly complaint: 'Oh, don't make me go to Brazil. Do I have to?'"

What he learned at Northwestern: "The poetry program gave me the tools to judge things that are hard to judge. Poetry is a hard one to talk about. At Northwestern, I learned to say, 'This poem is good because of A, B, and C.' Or, 'This poem is bad because of A, B, and C, but this thing D is good, so I like it just for the sake of D.' I've just been reading some Orwell essays, and he says vague language is about the worst we've got. So I learned to be less wishy-washy aesthetically. Hoorah."

***WILL BUTLER (CENTER) AND ARCADE FIRE AGAINST THE CHICAGO SKYLINE AT LOLLAPALOOZA, SUMMER OF 2005***

*Photo: Adam Travis*

# FULBRIGHTERS
## IN THE FIELD
## WHAT THEY LEARNED, WHAT THEY GAVE

*Northwestern has just reached the 100 mark in the number of students receiving Fulbright scholarships since the Office ofFellowships began eight years ago.*

**BY NANCY DENEEN**

***JENNIFER MANNE, SECOND FROM RIGHT, IN SOUTH KOREA, WITH SOME OF THE ENTERTAINERS AT SONGTAN PUBLIC HEALTH CENTER. THEY WERE TAKING A SURVEY ABOUT HIV RISK AND PREVENTION.***

They're back. The latest Northwestern alumni of the Fulbright experience are back in the States after pursuing in-depth postgraduate research in their chosen countries. For many the year meant intense immersion in another language and culture, involvement in social justice issues, and the beginnings of deep and perhaps lasting friendships.

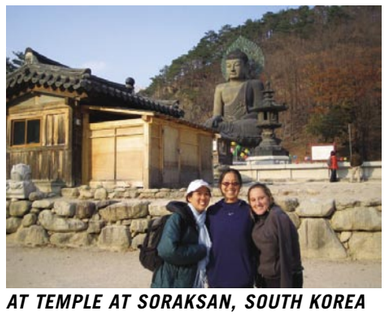
It was a time to look back at their own country with a more nuanced understanding of its strengths and shortcomings. It was a chance to act as goodwill ambassadors in the most effective way possible: person-to-person.

Weinberg's Fulbright scholars tackled HIV/AIDS treatment in Tanzania; racial issues in Poland; the place of Japanese women in the labor force; the plight of sex workers in South Korea. What they found pointed some in a new career direction, while changing others on the inside. Some expressed hope that they gave back as much as they got, which is, after all, the spirit of the Fulbright program. For 60 years, the U.S. Department of State has been sending American students abroad and international students to this country with the goal of fostering mutual understanding. In an era in which this seems to be more critical than ever, here are a few of their stories.

### *Jennifer Manne: Preventing Disease among Sex Workers in Korean Camptowns*

Sex workers at camptowns, entertainment areas close to U.S. military bases, are a sensitive subject for both the host government and the U.S. military leadership, but they are nonetheless a fact of life in parts of Asia. In South Korea, prostitution is illegal. The mostly foreign "entertainment workers" near the bases are in a special category, however, when it comes to obtaining visas and are generally allowed to operate without fear of criminal prosecution. Mandatory testing of these workers for sexually transmitted diseases (STDs) has been the law since the 1960s.

Jennifer Manne used her Fulbright scholarship to find out how this policy affects both the rights of the workers and prevention of disease. Manne quickly realized that she had taken on a subject seldom discussed: "All I could find in Korean or in English was one tiny section of a book that mentioned the policy. The Korean government hadn't reviewed it, no one knew how it was being implemented, and a lot of Koreans didn't even know it existed." And speaking to American military brass on the topic was nearly impossible. "I could have spent my entire Fulbright year just trying to get them on the phone," she says.



***AT TEMPLE AT SORAKSAN, SOUTH KOREA***

An American Studies major, she credits her strong preparation in research and writing with helping her deal with the challenging situation.

She was fortunate, upon arriving in South Korea, to find a local non-governmental organization (NGO), the Korea UNAIDS Information Support Center, which welcomed her as a research intern. With their support, she connected with female entertainers in the camptowns of Songtan and Pyeongtaek. While talking wasn't difficult—Manne had honed her Korean speaking skills both at Northwestern and during a semester abroad in Seoul—getting people to trust her was.

Manne found that most of the sex workers are young women from the Philippines (with a small number from Russia), often lured to Korea under false pretenses. "Women making little money at legitimate jobs in the Philippines will hear they can make $500 a month in Korea singing in a bar or waitressing in a restaurant. 'It'll be great,' recruiting agents tell them, 'a much nicer life.' In reality, they come to Korea and never see more than $100 or $200 a month," says Manne. Their "managers" get paid off the top and the human traffickers who paid for their visas and plane tickets often charge them huge additional fees once they land. Thus they are in debt and stuck in Korea. Sometimes they are beaten.

The women were dangerously uneducated about sex. According to Manne's initial surveys, 75 percent thought birth control pills would protect them from disease. But they began to learn from Manne, often in the very clubs they worked by night. Under the watchful eyes of their managers, she gave power point presentations on how to avoid HIV and STDs, on screens that usually featured music videos. "I had to be very clear about what my job was," she says. "I wasn't allowed to try to convince them to leave their jobs. That would have been risky for me and for them." She passed out literature, answered their questions, and often translated Korean into English for them. In return for empowering them to take better care of themselves, they eventually gave her their trust. Sometimes they shared their stories: of the deeply-missed two-year-old son back home with grandma or the business they dream of owning one day.

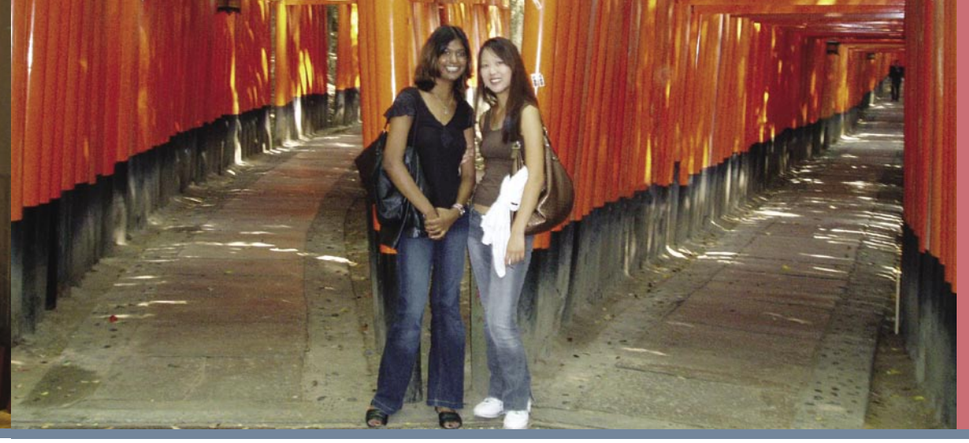
Because Americans in camptowns are often perceived as "the bad guys" (like the M.P. head of security who recently had been dishonorably discharged for human trafficking), Manne was very conscious of the need to act as goodwill ambassador. "As a Fulbright scholar, you're supposed to be spreading a good feeling about the United States. Luckily for me, this was my project—to show people that America is a country with many different faces. While there are some bad ones, there are also some really good ones."

Manne is back home in Ft. Lauderdale, but the prevention program continues, headed by a Filipina social worker and supported by the health center and the NGO. As she heads to Harvard University for a master's in public health, and eventually, she hopes, a medical degree, she plans to continue fighting for women's health rights abroad. An activist while at Northwestern, she admits that getting to know the women of the camptowns has deepened her outrage and her resolve. "We are taught from the time we're five years old that we're Americans, we have rights. But that means something so different for people in other parts of the world and to really understand that makes me more determined. You have to change things or at least help create spaces where other people can have better lives and more opportunities."

### *Tony Lin: A Polish-Speaking Asian American Tackles Racial Stereotypes*

Lin says the arriving blue city bus was one of his favorite sights in Krakow, since it was his only daily mode of transportation. Waiting by the bus stop one day, a few local boys approached him and asked, in broken English, "Du iu haf sigarets?" When Lin, an Asian American answered, "Nie ma" (no), the boys stared at each other and then broke into laughter. "A colored minority speaking Polish is sufficiently

TONY LIN, CUBS FAN, IN HELSINKI, FINLAND IN FRONT OF THE SIBELIUS MONUMENT AND, AT RIGHT, WITH HIS ROOMMATES IN POLAND



KAVITHA SIVASHANKER, LEFT, AND FRIEND AT THE FUSHIMI INARI SHRINE'S FAMOUS TORII IN KYOTO, JAPAN

strange to the ordinary Pole," says Lin. He grew to expect the incredulous looks his fluent Polish provoked as he conducted research on the role that race plays in Poland. The first thing to remember, he says, is that Poland is a largely homogeneous society, with Ukrainians and Germans constituting the biggest ethnic minorities and "colored minorities"—Asians and Africans—constituting less than one percent of the population.

At Northwestern, Lin studied Slavic languages and literatures, psychology, and piano. The research method he used in Poland was similar to his psychology experiments: defining a question, reviewing literature, coming up with a methodology (devising a questionnaire, interviewing subjects), analyzing data and drawing conclusions. What he learned, he says, is that racism exists in Poland in a subtle way, a consequence, he thinks, of the lack of contact with foreigners. "Personally, I had only a few unpleasant (verbal) experiences with Poles. [But] in general, it is very difficult for a person of color (or non-Catholic) to be considered Polish or part of Polish society. He or she has to fight numerous stereotypes." On a personal level, Lin began teaching English to spread the idea that Asians can be Americans too—the concept of "Asian American" is a difficult one for Poles, he says.

"After analyzing my subjects' responses and comparing them to my own, it is fair to say that in Polish society, Asian/African will always be Asian/African—foreign, in other words. Race matters, for better or worse." He found it troubling that in Poland there is no anti-discrimination legislation, no institutional framework for minority protection.

Lin's Polish is fluent after courses at Northwestern and a previous year spent in Poland on scholarship. He could read the newspaper and scholarly literature, interview his subjects in their native tongue, and carry on small talk with the locals. He grew to appreciate Polish food, especially "true Polish kapusta" (sauerkraut). And he was able to indulge his passion for classical music, even giving occasional concerts. "It was an honor to play Chopin in Poland and Schubert in Vienna," he says.

Lin does not plan further research on race, but says it has deepened his understanding of Poland. This added perspective will be valuable as he begins a PhD program in Slavic languages and literatures at the University of California-Berkeley this fall. Lin, who was born in Taiwan and speaks Mandarin Chinese and Taiwanese, reflects the Fulbright ethos when he adds, "As part of my academic career, I plan to promote cultural exchange between Taiwan/China and Slavic countries."

### *Kavitha Sivashanker: Documenting the Progress of Working Women in Japan*

Examining opportunities for working women in Japan was a natural outgrowth of Kavitha Sivashanker's studies at Northwestern. Ethnography and language skills gained from her combined sociology/international studies major enabled her to conduct interviews in Japanese. Her curiosity about the glass ceiling had been piqued by a senior thesis on American working women and she was ready to investigate another part of the world.

She spent her Fulbright year studying how equal employment opportunity laws, passed in Japan in 1985 and revised in the late '90s, have affected women: "The laws seem to promote equality but the language is a little soft. There are a lot of loopholes that companies can still use to discriminate against women." One common practice is the two-track recruiting system—one for clerical workers, one for management. "Companies will argue that this is not based on gender but on skills and qualifications. But if you actually look at who is being placed in these tracks, there's a much greater percentage of women [with skills similar to men] placed in the clerical track and a higher percentage of men placed in the managerial." Slowly, things are improving, she found: the '85 law didn't include penalties; the revision did. Some women are

KAVITHA SIVASHANKER, LEFT, WITH HARRIET MAYOR FULBRIGHT, WIFE OF THE LATE SENATOR J. WILLIAM FULBRIGHT, IN FRONT OF THE CHIONIN TEMPLE IN KYOTO

starting to sue, usually in class action suits, some of them very high-profile. And lately, women have won gender discrimination suits against such corporate giants as Mitsubishi and Sumitomo.

Sivashanker was not surprised to find that some of the most determined women seek positions in foreign-affiliated companies based in Japan. "These women want companies with the cultural values of the United States and Europe, companies which offer a higher level of advancement and treat women more on a merit-based system." Often, such women are over 30 and don't plan on marriage or children. In a very traditional society, in which 40 percent of women still say those of their gender should work only inside the home, such ambitious women are often regarded with scorn. "But their number is growing," she says, adding, "They are called 'makeinu' which means 'underdog.'"

The year in Japan reinforced her desire to work in human rights law. "I knew I was interested in this as an undergrad, but being in Japan showed me that I want to influence people not just in the U.S. but abroad." She is currently a first-year law student at Columbia University, which has a strong program in international law. She says she already misses the kindness of the Japanese people, who are often willing to walk for miles just to show complete strangers the way. She also misses her favorite fried noodle dish: yaki soba. She realizes she is a different person after her experience—able to face new and challenging situations with a boost of confidence. "Having to adjust to a new environment with a different language, being able to survive, make friends and do research... after that, it doesn't seem hard to face challenges in my own country and in my own language."

# GREETINGS FROM TANZANIA

AT LEFT: JANE ANDREWS (LEFT), MAMA MUHADISA, HER CLOSE FRIEND AND COOK, AND DR. ERIK IN ILULA

AT RIGHT: TULLAH MWAGIKE AND ANDREWS AT THE BUS STOP IN ILULA BEFORE ANDREWS' RETURN TO DAR ES SALAAM

Former Fulbright scholar JANE ANDREWS is currenly at The Johns Hopkins University School of Medicine pursuing an MD/MPH. She sent a longer version of the following e-mail to family and friends in April 2006.

Ka mwene, mnogage?

This means hello and how are you in Kihehe, the most prevalent local language in Ilula, Iringa. I just returned from a ten-day trip to Ilula, probably the most rural environment I have been to in Tanzania. Considering that I am officially studying the process of HIV/AIDS treatment in rural areas, it felt wonderful to be in this community.

I was there to write a proposal to bring antiretroviral drugs to Ilula, to be turned in to the Clinton Foundation. I feel like I landed on a pot of gold, because just as I was starting to think I would have to adjust my project a bit (because there are no specifically rural treatment initiatives in Tanzania), I am being allowed to participate in what will probably be one of the first concerted efforts to provide rural ARV treatment in Tanzania. Most rural populations do not have the money to travel to urban centers in order to test, much less return monthly to obtain drugs.

The village of Ilula is host to a health center that serves about 115,00 people in the district, with one doctor, one assistant medical officer, three clinical officers, five nurses, and seven nurse midwives. The part you should raise your eyebrows at is the "one doctor." While the region of Iringa has the second highest HIV/AIDS rate in the country at 13.4 percent, Ilula defies the statistics with a recorded 24 percent HIV/AIDS rate. Add to this the statistic that 32 percent of pregnant women who enter the Iringa Regional Hospital and undergo voluntary counseling and testing are HIV positive.

AT ILULA CLINIC, WOMEN GIVING BIRTH USE THIS WOVEN BED.

But all we had to do [to realize the severity of the problem] was listen to the doctor's stories of meningitis cases and note that about every person of the thirty-member board of the Ilula Orphans Program (IOP) has between one and four orphans living with them.

ANDREWS WITH NURSING STUDENTS

After a six-hour bus ride, we got off at Ilula (a very arid, middle-of-nowhere-looking place from the road, with one big Pepsi sign saying "Welcome to Ilula"). A group of six men had all waited for us for an hour in the hot sun, not being sure of our arrival time. These were some of the chair people and trustees of the IOP program. A colorful group, they told us again and again that we were "waaaarmly welcome!" and really made an effort to make us feel comfortable. These characters, plus a few others, are people with whom we spent many hours over the next ten days...the ones at whose houses we ate, on whose motorcycles we rode, the ones who explained life in Ilula to us.

We spent our days with Tullah Mwagike, the 27-year-old secretary for IOP, who takes care of her five younger brothers and sisters since their parents died seven years ago. Tullah taught me much about Tanzania just through hanging out with her. Her jobs have been diverse, including working as a server at a hotel in Iringa (urban), owning a small fabric (kanga, kitenge, and batik) shop, and planting and harvesting her own tomatoes and maize (which she now does in the rainy season in Ilula). One day she brought us to her house and cooked a beautiful meal for us. The papaya meant that she spent a lot of money, because papayas are more expensive than bananas, the usual fruit. She dreams of going back to finish high school and going on to University, becoming a famous singer like Celine Dion, and being rich enough to build her own house. And she always says that she wants to be as adept and multi-talented as her role model, Berit Skaare, an energetic, retired Norwegian high school teacher who runs the Orphans Program with about 30 volunteers.

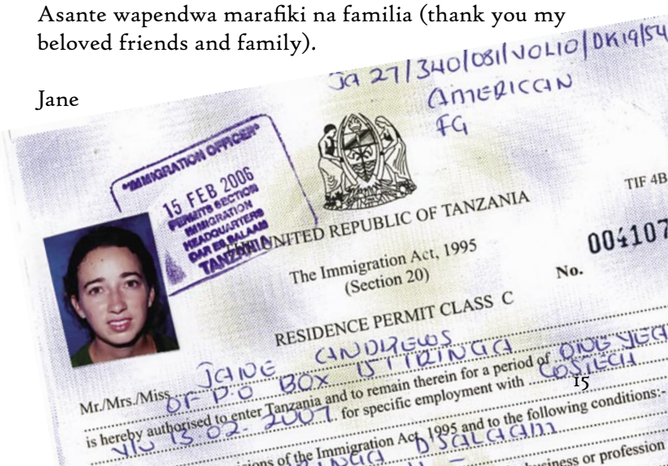
A TEACHER EXPLAINS THE NEW IOP GIRLS CENTER TO COMMUNITY.

This whole experience feels very surreal at times, and Dar Es Salaam feels pretty posh right now. I am constantly indignant and incredulous with the situations I come across here, but hoping I can direct my frustrations constructively. It seems pretty sinful to go to these villages that lack water, lack transport, have preschooler classrooms with mud floors and come back with anything but fire and an empty suitcase. But I return inspired as well. Amazed by the five kilometer road that Isagwa, the most rural village, has dug out of the mud with shovels so that the village would have a road for trucks to pass. Astounded by the cement and iron roof health center that they came together to build, upon the promise of the district government that if they built a center, the district would hire a doctor and nurse to staff it. Beyond impressed by the way that Itunda (a village on the main road) has carved a 15 by 20 foot flat indentation on the top of a rocky hill in order to build a water tank (the beginning of a long project to improve their water situation). Since they are digging out of rock, they have assigned each neighborhood a different day to work, and women mostly come and pick at the rock with shovels. When they can't break it, they burn rubber tires on top of it to get it hot, and then pour cold water to make the rock crack.

Ilula is well-organized, more socially connected than any community in the United States I have ever been to. For example, as we were leaving we found a village government officer walking around soliciting donations to deliver an ill woman to the hospital. It is the responsibility of village officers to take up a collection for those in their society who are totally unable to help themselves and in a dire situation. Quite a welfare system. Families in Ilula continue to hang on by strings, some hopeful and climbing, others desperate. Meanwhile it feels like there are many little angels like Berit, holding back deluges with a pinky finger....

Asante wapendwa marafiki na familia (thank you my beloved friends and family).

Jane



# THE FAR-REACHING IMPACT OF THE CENTER FOR INTERNATIONAL ECONOMICS AND DEVELOPMENT

WITH BO NIELSEN

Photos: Mary Hanlon

In the past 30 years, the economies of the world have become increasingly interdependent. All-American Levi jeans are now made in China, while Toyotas roll off assembly lines in Detroit. The volume of oil pumped in Saudi Arabia is felt by broom handle makers in tiny Arcola, Illinois, who may have to raise prices as they ship their products all over the world.

In the past four years, a Northwestern research center has gained a reputation for advancing our understanding of the global economy—volatile exchange rates, currency crises and all. The Center for International Economics and Development draws upon the strengths of Weinberg's economics department with its renowned PhD program and the Kellogg School of Management, regularly ranked number one in the world.

"The Center fosters research aimed at understanding how the world's economies are linked together and the implications of these linkages for economic development," said Martin Eichenbaum, the Ethel and John Lindgren Professor of Economics and a driving force behind the Center.

The research powerhouse is a virtual center: It does not have a fancy entry hall or libraries or any physical space at all. It is literally run out of the laptops of a handful of dedicated faculty members. Primarily funded by the University, the enterprise brings top researchers and decision makers together so that the most advanced research can be shared and applied to economic policy-making the world over. Conferences fostering such exchanges have been co-sponsored by the Center and institutions such as the University of Tokyo, the Banque de France, the University of Toulouse, the Bank of Italy, the University of Montreal, and the European University Institute. In addition, the Center brings to campus top scholars in international economics and development—Olivier Jeanne of the International Monetary Fund and Marcel Fafchamps of Oxford University, to name two—to interact with faculty and give lectures to graduate and undergraduate students.

But the Center is perhaps best known for its conferences for central bankers from around the world. "Our yearly Advanced Workshop for Central Bankers has resulted in amazing partnerships," said Eichenbaum. In September, officials came to Northwestern from Austria, Belgium, Denmark, Finland, France, Greece, Israel, Italy, South Korea, Mexico, the Netherlands, Poland, South Africa, and Sweden, as well as from the European Central Bank, the Federal Reserve Bank of Boston and the International Monetary Fund.

The inspiration for the Advanced Workshop came from the explosion of academic research relevant to monetary policy, according to Sergio Rebelo, Kellogg professor and co-director of the Center. "We are exposing central bank economists to the research frontier in topics that range from model building to forecasting techniques," said Rebelo.

During the Workshop, classrooms become "state-of-the-art monetary policy laboratories" as researchers from various countries design models that help them evaluate the consequences of different policies.

Economic models are, in fact, the backbone of the Center's research. Called general equilibrium models, they have been developed over a number of years by Eichenbaum, Rebelo, and fellow economics professor Lawrence Christiano.

Academics, policy makers, and financial institutions can use these models as an economic sand box. They can play around with hypothetical policy changes and see the consequences of alternative scenarios. And there is much to learn by testing the effects of change before actually implementing these changes in an ever more complex economy.

For example, in the pre-model era in the 1970s, central banks fought rising oil prices and the slowdown of the economy by loosening the money supply. That led to a great inflation. One consequence: people were paying 15 percent on their first mortgage. Today, in a similar economic scenario, the Federal Reserve is doing the opposite and is tightening the screw. It helps that the Fed can experiment with very lifelike models.

"We are living in a period where models make all the difference for policy makers," Eichenbaum said.

Economists feed statistics into the models and get real predictions in such areas as consumption expenditure, investments, interest rates, and exchange rates. They can factor in the possible behavior of households and firms as well.

In the end, when all the pieces of the puzzle are put into place, the Northwestern models forecast how the economy might respond to a policy, even if that policy has never been tried.

"The guys at the Center are cutting-edge in the world when it comes to monetary policy research," said Niels Lynggaard, assistant head of economic research at the Danish National Bank. Lynggaard should know. He attended the Workshop in 2005, and the bank sent another representative in 2006. The Danish National Bank is working on modifying models of the U.S. economy in order to study a small open economy such as Denmark.

Center researchers are now working on general equilibrium models that can be used to study emerging markets. The ultimate goal is to help develop policies that support sustainable economic growth in these markets. The Center has also sponsored work on the cause and consequences of currency crises in emerging markets, so that critical situations can be anticipated and managed better. Currency crises can lead to turmoil, as recent events in Argentina vividly illustrate. After abandonment of a fixed exchange rate in 2001, the Agentinian economy suffered a downturn that was comparable in magnitude to the Great Depression. With the banking system in free fall, one quarter of the population unemployed, and dramatically higher poverty rates, the country teetered on the edge of chaos.

Researchers at the Center have emphasized the role of government fiscal imbalances and weak banking systems as the root cause of many currency crises. The models developed at the Center can help governments monitor incipient crises and develop proactive polices to minimize their damaging effects. Policy makers are paying attention. Together with their colleague Craig Burnside at Duke University, Eichenbaum and Rebelo have given numerous seminars and lectures to Work Bank economists. They also developed a handbook published by the World Bank that helps country economists assess the fiscal sustainability of government policy.

Use of models like those developed at Northwestern is becoming more widespread as central banks and governments become convinced that their predictions are helpful tools in policy making. And that's good news on a global scale.

***ABOVE PHOTOS, FROM LEFT: MARTIN EICHENBAUM, RIGHT, CONVERSES WITH ADVANCED WORKSHOP SPEAKER JAMES STOCK, PROFESSOR OF ECONOMICS, HARVARD UNIVERSITY. GUEST SPEAKER NOMBULELO GUMATA, ECONOMIST, SOUTH AFRICAN RESERVE BANK. SERGIO REBELO, LEFT, WITH JOSEPH DJIVRE, CHIEF ECONOMIST, BANK OF ISRAEL.***

# FLAMBÉE! PURÉE! SAUTÉ!

## FRANK JONES HELPED MAKE COOKING SOIGNÉ


Photo: David Wallace, The Arizona Republic

BY LISA STEIN

It's only fitting that Frank Jones, a man with a passion for language and fine dining, helped turn the French idiom for "enjoy your meal" into a household phrase. Even as an undergraduate and aspiring journalist, Jones, class of 1942, waited tables at fraternities and sororities to earn enough money to visit swank Chicago restaurants such as the Pump Room, the Camellia House restaurant at the Drake Hotel, and the Marine Dining Room at the Edgewater Beach Hotel.

"I learned what good eating, good service, and fine ambience were for. At that time I had more ambition than money," Jones recalls of his student days.

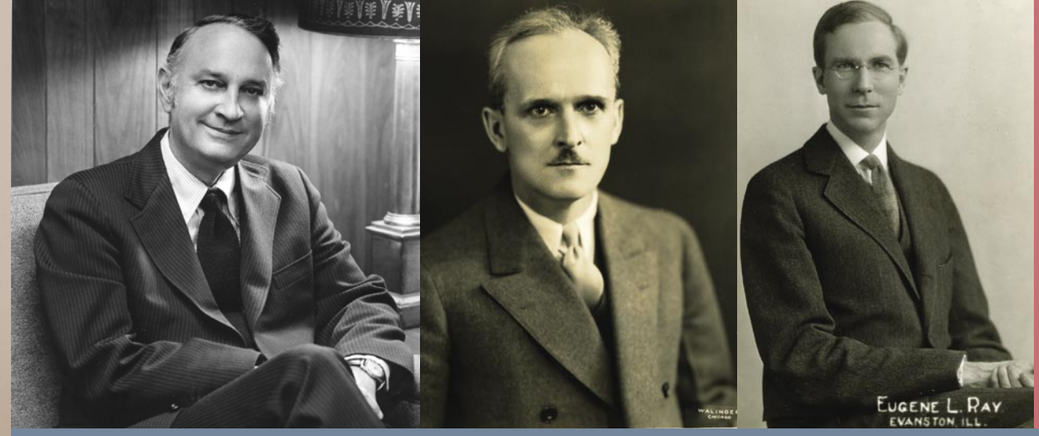
Jones's ambition and experience paid off in 1965, when he launched *Bon Appétit* magazine and helped make the art of gourmet cooking fun and accessible to home cooks across America. Just as impressive was the fact that he pulled it off in Kansas City, Missouri, far from the glamour and connections of magazine centers in New York and Los Angeles.

*Bon Appétit* gave Jones the ideal melding of his interests, and a long-awaited chance to succeed in journalism. Jones came to Northwestern on the heels of the Great Depression. He had spent most of his childhood in Columbia, Missouri, until he started high school, when his father moved the family to Kansas City. His father, an insurance agent, told Jones he could afford to send him to any four-year college he wanted if he completed his first two years at a local junior college, so that's exactly what he did.

Jones had dreamed of becoming a journalist since high school, and decided on Northwestern for its academic reputation and proximity to a major city. "My world started in a very, very small town with a rural atmosphere and I felt I'd be happier if I got to know more kinds of people and lots of different things. I wanted to get out of Missouri and get into a bigger universe in Chicago."

He attributes his love of writing and eventual penchant for traveling to his great-grandfather Carlton Jones, an adventurous soul with little formal schooling who set off on the Gold Rush in 1849. "It took him four months to get to California by wagon and mule train and he kept a diary every day. His writing was remarkably good; we found the second half of






*FROM LEFT, JONES AT BON APPÉTIT'S EDITORIAL HEADQUARTERS, KANSAS CITY, MISSOURI, CIRCA 1969. BAKER BROWNELL, PHILOSOPHY PROFESSOR AND KENNETH COLEGROVE, POLITICAL SCIENTIST*

his diary, from Salt Lake City to his arrival, when he wrote 'I'm panning for gold.' My father had the same talent, and he encouraged me to go ahead with writing, reading, history, and literature."

At Northwestern Jones threw himself into the study of English literature, which he supplemented with journalism classes at the Medill School of Journalism. His first professor in the English department was Walter K. Smart, who had in fact written his high school English composition and grammar book and whom Jones describes as a "marvelous guy." He also recalls reporting professor Roland Wollsley, philosophy professor Baker Brownell, and the political scientist Kenneth Colegrove, who was frequently called to Washington, D.C., to consult with political leaders as the United States was drawn into war.

Jones also made time for social pursuits. Following a Northwestern football game in Ann Arbor in the fall of 1940, he met fellow Northwestern student Mary Jane Orr at a local University of Michigan hangout. "We got acquainted there and when we got back to campus we ran into each other at Scott Hall. When I discovered from my friends that the junior prom was coming up on February 14, I asked Mary Jane to go and she accepted. It was a big deal. It was my first real date."

*WITH WIFE-TO-BE, MARY JANE ORR, AT THE JUNIOR PROM, 1941*

The pair went downtown to the Hilton on Michigan Avenue and listened to music by the Benny Goodman band. "We danced then and we didn't stop dancing for 60 years," Jones says. They married three years later and stayed together until Mary Jane's death in 2000.

Jones's career took a detour with the outbreak of World War II. He and his Phi Delta Theta fraternity brothers crammed into a car and drove to Officers' Candidate School the day after the Japanese attack on Pearl Harbor. A childhood condition thwarted his plans, however, and he spent the next three and a half years serving stateside as an NCO.

By the time Jones was discharged in 1946 he was married with a four-month-old son, and journalism didn't seem like a practical choice any more. He went into advertising instead, first as a copywriter and technical writer. He eventually founded two advertising agencies. After he merged the second one with a large agency, he felt burned out and ready for something new.

Soon after, a good friend who was a trade magazine publisher approached him with a business opportunity. He had acquired the copyright to the title *Bon Appétit* and wanted to launch a publishing venture with Jones. "I don't know a darn thing about food," his friend admitted.

But Jones knew that "Bon appétit" was a phrase whose time had come. In the 1960s American viewers of Julia Child's French cooking show had her jolly, singular sign-off, "Bon appetit!" ringing in their ears as they trotted off to prepare coq au vin or vichyssoise. The only notable food magazine at the time was *Gourmet* and Jones often heard complaints from friends that it was too esoteric and that its recipes required exotic ingredients unavailable to small town

***FRANK AND MARY JANE ENJOY A VACATION AT CHAPPAQUIDDICK, ON MARTHA'S VINEYARD, CIRCA 1970.***

***ILLUSTRATIONS ON THIS PAGE ARE TAKEN FROM THE 1942* SYLLABUS, *COURTESY OF NORTHWESTERN UNIVERSITY ARCHIVES.***

Americans. By this time Jones had also begun to explore Europe on travels with his wife, savoring the cuisines of France, Italy, Switzerland, and Scandinavia, which heightened his interest in epicurean delights.

"I thought there must be room for another good magazine, and I decided to build *Bon Appétit*," Jones explains. "I wanted it to be much more usable and useful to the average person who liked to cook well."

Jones got to work assembling an all-woman team of writers and editors who devised recipes and scoured the United States and abroad for story ideas under the able direction of senior editor JoAnn Thompson. He sought out well-known wine writers, such as Alexis Lechine, Harry Waugh, and Frank Schoonmaker, and skilled food photographers such as George DeGennaro to make the publication look good. He found a reliable color-separation company in a small Kansas town and an excellent offset printing company in Lawrence, Kansas. Jones himself wrote for the magazine, specializing in wine columns.

As Jones researched and built up a readership for his magazine he encountered some skepticism. "The reaction of many people I visited in New York, Chicago, and Los Angeles bordered on disbelief when they learned we did it all in Kansas City. But within a few years our Kansas City publishing location was a nonissue to the lads and lassies in New York and L.A. Our graphics were the best."

Homemakers loved the magazine for its fresh, down-to-earth approach. "*Bon Appétit* has had this focus on presenting cooking as an enjoyable hobby that gives a lot of satisfaction," observes Abby Mandel, founder and president of Chicago's Green City Market, author of several cookbooks, and a columnist for *Bon Appétit* for 16 years. "You get the feeling that cooking and entertaining are just so much fun to do."

*Bon Appétit* soon began to gain national notice and in 1969 both Pillsbury and Meredith Corp., publisher of *Better Homes & Gardens*, made offers to buy it. Jones decided to sell to Pillsbury in a stock trade and stayed on as editor-in-chief for five years. In 1967 he had launched another magazine, *Bon Voyage*, which focused on the travel industry, but the publication lasted only a few years.

In the mid-1970s Pillsbury put *Bon Appétit* up for sale, and Jones thought about buying it back. Bud Knapp, who owned *Architectural Digest*, wanted it badly, so he bought it and Jones served as editor-in-chief again until he retired in 1980. Knapp eventually sold *Bon Appétit* and *Architectural Digest* to Condé Nast for a reported $175 million.

These days Jones is happy to spend time with his three children, two grandchildren, and two great-grandchildren. He enjoys living in a retirement community outside Kansas City and limits his travels to see his daughter in Arizona and to pay an occasional visit to the West Coast. Jones marvels at the expansion of the food and entertainment media industry and at how America's cooking habits have changed over the years. "Most families with both parents working don't have that much time to spend on cooking," he muses. "But those who do still want it right."




# THE WILSON SOCIETY BECOMES PART OF A BIGGER CIRCLE

We are pleased to introduce the University-wide giving society, the Northwestern University Leadership Circle. The Leadership Circle is a dynamic new recognition program created to enrich and strengthen our partnership in furthering the University's mission.

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***FRANK AND KIMBERLEY BARBARO WITH THEIR BOYS, BENJAMIN, LEFT, AND HENRY***

*Having both graduated from WCAS (Frank in '95 and me in '96), giving to Northwestern was never a question for us, it was an expectation. In addition to harboring fond memories as undergraduates, we attribute a great deal of the professional opportunities and financial success we have achieved to having gone to Northwestern. Frank in particular feels indebted to the University for giving him considerable financial aid and we are committed to ensuring that others have the same opportunity.*

*Even as alumni going on 10 and 11 years post graduation, we still feel connected to WCAS. As Evanston residents with season tickets to both football and basketball, we find ourselves gravitating back towards campus at every opportunity. We have both participated on our reunion committees and attended Frank's 10-year reunion last fall in addition to anxiously awaiting mine in a few weeks.*

*As members of the Wilson Society for the past several years, we have had opportunities to connect further with the University from a book club event at Dean Linzer's house to a dinner at the Peninsula Hotel with amazingly distinguished alumni.*

*We continue to benefit from our connection to WCAS even as we get older and further from our graduation dates. Thus, it is only natural for us to want to give back to the University that has given so much to us.*

*Kimberley Barbaro '96*

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Kimberly Miller Rubenfeld '96, MBA '04
Rachel Reinhold Sacks '06
Jesseca E. Salky '03
Peter J. Sargon '03
Stephen M. Schaberg '06
Allen Richard Schmaltz '06
Stephanie Renee Schmitz '06
Alexander K. Schneider '99, MBA '06
Ellen A. Seiffert '03
Pallavi Shankaraiah '06
Alissa Ruth Shapiro '06
Ruth Strandness Shnider '06
Kristin Joan Streicher '06
Sheena Rae Tart-Zelvin '06
Elizabeth A. Uihlein '03
Nicholas John Vetter '01
Brian M. Wilson '03
Benjamin Joseph Wolfert '06
Michelle Lin Wu '06
Matthew A. Yale '00, MBA '06
Jonathan Lee Yoo '05

Undergraduate alumni are indicated by the year in which the bachelor's degree was awarded. Other Northwestern degrees are noted by the degree or program and year.

Northwestern's fiscal year runs from September 1 to August 31.

We have tried to be accurate and complete, but errors may have occurred in these listings. We appreciate your assistance in bringing inaccuracies to our attention. Please address all corrections to the WCAS Office of Alumni Relations and Development.

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# WEINBERG ADMISSION TRENDS: 2004-2006


**BY WILLIAM N. HAARLOW, DIRECTOR, COLLEGE-ADMISSION RELATIONS**

| YEAR | # APPLICANTS | # ADMITS | % ADMITTED | # ENROLLING | % ENROLLING |
|---|---|---|---|---|---|
| 2004 | 9540 | 2823 | 29.6 | 1052 | 37.3 |
| 2005 | 9815 | 2881 | 29.4 | 1056 | 36.7 |
| 2006 | 11,357 | 3075 | 27.1 | 1127 | 36.7 |

The number of students applying to Weinberg has risen sharply in the last two years. ***THIS YEAR'S NUMBER OF 11,357 WAS AN ALL-TIME RECORD.*** This surge in applicants came at a good time because the enrollment goal for the incoming Weinberg class was raised this year from 1070 to 1110. Nevertheless, because the College is increasingly attractive to outstanding students, the percentage of students we have been able to admit to Weinberg has continued to fall; this past year we admitted just over one in four applicants. In 2000, we admitted over a third of Weinberg applicants.

Of those admitted, the percentage who accept has increased. That percentage has moved from about 33 percent in 2000 to roughly 37 percent last year, so we've made real progress in attracting our admitted students.

The quality of new students measured (however imperfectly) by the SATs continues to rise. The SAT changed this year. The Math component stayed the same, the Verbal component became "Critical Reasoning" and a "Writing" section was added, so a perfect SAT is now 2400, not 1600. We won't have comparable Writing numbers until next year, but for each of the past three years the mean composite SAT (Math plus Verbal/Critical Reasoning) of enrolling Weinberg students has been over 1400; this year it was 1403. By comparison, the composite mean SAT for Weinberg students in 2000 was 1382.

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