

Human Ecology

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GREEN DESIGN
Ithaca | NY



YOUTH FASHION SUMMIT
Copenhagen | Denmark



BETWEEN TWO PRESIDENTS
Seoul | South Korea



URBAN HEALTH
New York City



CORNELL CHINA CENTER
Beijing | China



FOOD DIGNITY
California | Wyoming | New York



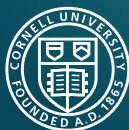
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INSIDE: HUMAN ECOLOGY'S IMPACT

Regional, national and international influence



College of Human Ecology

FUTURE INVESTMENTS

NYC field trip encourages students to consider finance careers



Knowing what to do with their new degrees can be a challenge for students. This past April, alumni Peter Gingold PAM '96, Jeremy Herz PAM '98 and Michael Siegel PAM '97, teamed up to organize, host and fund student travel and accommodations for a two-day finance field trip in New York City. The trip offered eight freshmen and sophomores in Policy Analysis and Management the chance to learn about various careers in finance.

Gingold, managing director of Angelo, Gordon & Co., remembers what it felt like to be unsure of the next steps. "I came from a small town outside of Syracuse," he said. "I didn't know what it meant to work on Wall Street or be an investment banker or bond trader. That was foreign to me. I really wanted to provide an outlet for students who don't have any understanding of Wall Street."

The trip consists of an informal reception, meant to expose students to a diversity of ideas and experiences of finance alumni

living in the city, and then visiting the offices of each participating alumnus to learn about a variety of careers paths within the industry.

For Siegel, president and CEO of RBC Alternative Asset Management and a managing director at RBC Capital Markets, the trip was a way to encourage students to consider careers in finance. "The interdisciplinary programs at the College of Human Ecology provide students with an excellent foundation for careers in finance, but financial services is not a common career path for graduates," he said.

Siegel said he was pleased by the quality of students who applied and were accepted for the field trip. "The students represented the College very well," he said. "They were attentive, personable and asked thoughtful questions. Their preparation allowed for meaningful engagement with the RBC employees."

Herz, managing director of the credit team for MSD Partners, said he is already looking forward to next year's finance field

trip. "We got some great feedback from the students," he said. "It was the first year of the program, so going forward we'll make some modifications, but overall it was a good experience and students showed a lot of interest."

Alumni considering hosting students for internships and externships, providing invaluable experiential learning opportunities for student career exploration, may contact heaad@cornell.edu for more information.

"As alumni, we have a responsibility to provide resources and help when we can," Gingold said. "The students appreciate it, the school, the dean and the alumni affairs office really appreciate it, and it's a great way to provide another resource to make Cornell even better than it already is. Many of us are successful post-Cornell and this is an easy way to give back our time and money to a really worthy cause."

— E.C. Barrett

FASHION BUSINESS

Fiber Science & Apparel Design alumnae look to MBA to elevate careers



"I see FSAD and now my MBA as the backbone and foundation that I will leverage to get me there in the next twenty or thirty years."

— Susan Freeman '13

Taking time out of a burgeoning career to pursue a Master's of Business Administration degree comes at a cost. But a growing number of Fiber Science & Apparel Design (FSAD) grads consider a year or two of lost income and the price of tuition a worthwhile investment.

Take Susan Freeman FSAD '13, for example. Even as a teenager working at a yarn store in Omaha, Nebraska, she knew that she wanted to pursue a career on the fashion industry's business side. After graduating from Cornell, Freeman immediately joined a rotational training program at women's clothing brand Eileen Fisher and continued on the retail buying team for the next four and a half years. She frequently sought out special projects at the company — inspired in part by her previous

leadership and business experience in the Cornell Fashion Collective (CFC), which reinforced her desire to pursue an MBA.

Once Freeman graduates from the Cornell Johnson Graduate School of Management in two years, she hopes to transition into consulting before eventually working toward becoming the CEO of a large apparel company.

"I see FSAD and now my MBA as the backbone and foundation that I will leverage to get me there in the next twenty or thirty years," she said.

Brittany Lutz FSAD '12 is on a similar trajectory. Like Freeman, the native of Glenmont, New York practiced her management skills as president of the CFC and began her post-Cornell career in New York City. After three years as a buyer at Bloomingdale's, Lutz got a taste of an internal strategy role and realized an MBA would

DESIGN GIFT

Julie Salles Schaffer '89 lets D+EA students flex creative muscles



Schaffer



Designed by Salles Schaffer Architecture

Julie Salles Schaffer D+EA '89 knows building design inside and out. The former interior design major has constructed a career in architecture on the foundation of creativity, flexibility and hard work – skills she hopes to nurture in current Cornell undergraduates through generous donations to the College of Human Ecology.

“My background in interior design is unusual for an architect,” said Salles Schaffer, who chose her Human Ecology major because – unlike pure design schools – it allowed her to flex her creative muscles while taking classes across a wide array of disciplines. “I consider the interior of a project to be as important as the exterior. The inside and the outside inform each other.”

At her firm, Salles Schaffer Architecture, Salles Schaffer and a handful of employees have been applying this marriage of function and aesthetic to a wide-range of projects in Manhattan and beyond since 2001. Her designs for interior family spaces, offices, exterior projects, her family's Connecticut vacation home, and even furniture, have earned her steady word-of-mouth recommendations, coverage in such publications as *Architecture Magazine* and *Vogue*, as well as the Matthew W. Del Gaudio Award from the New York Society of Architects.

Salles Schaffer attributes her success not least to a core lesson she internalized as a D+EA student: “I was taught to focus on what a client is really saying, know how to record it, and work it into the design,” she explained. “For example, many kitchen renovations require some intense understanding of the way my

client lives. The cabinetry guts can be a puzzle to solve just as fascinating as regarding land on a site.”

In 1996, she earned a Master's Degree in Architecture from Columbia University's Graduate School of Architecture, Planning and Preservation and went on to work for architect Bernard Tschumi. “I learned the importance of developing and holding on strongly to a concept in your own work,” Salles Schaffer said.

Thanks to her recent donation to the department of D+EA, several students got to experience firsthand the flexibility required to make such original ideas jibe with outside requirements.

Under the tutelage of Associate Professor So-Yeon Yoon, undergraduates Brendan Elliott, Jialin Ke and Jonathan Pao were selected to create *Pulse*, an installation in an 8x8x8-foot cubic space. It provided visitors with an immersive, therapeutic musical experience and awareness of their heart beat.

“The students had set out to do one installation in concept, and when the exhibit needed to be tailored to the experimental space, they learned to transform their initial plans,” Salles Schaffer said. “I'm happy that the show enabled the students to experiment with some interesting ideas about human perception and space and get some outside feedback on their work. I think it's important to give back to Cornell and the department that taught me so much.”

– Olivia Hall

take her further in that direction. She graduated from Columbia Business School in May 2018.

“In those two years, I often felt I was drinking water through a fire-hose,” Lutz said. “The MBA strengthened my knowledge of strategy, finance, operations and leadership, building out my personal toolkit for tackling complex business problems.”

Lutz has been applying these skills as a senior associate in the strategy practice of KPMG. “My position as a generalist allows me to work outside my retail comfort zone,” she explained. In her future career, she plans to serve in the leadership of a major company and start her own business.

That is where Josefina Hamren FSAD '14 MBA '18 is headed, as well, albeit it in a different industry. After graduation, Hamren entered the tech sector via a product development consultancy and then location intelligence company Foursquare.

“FSAD's cross-disciplinary curriculum prepared me

to thrive in an environment where I had to just as easily understand business concepts as I did engineering specs and user experience design,” she said.

Eventually she hopes to bring her multidisciplinary skills to bear in her own company.

Seeking an MBA, these FSAD grads may be in the vanguard of a growing trend, as their peers begin to recognize how this type of investment can pay off.

“Many people in the fashion industry still question the value of an MBA,” Freeman said. “However, my peers and I are seeing many retail businesses struggle in the competitive and ever-changing environment and that there is definitely an opportunity to further develop internal strategy teams to keep the businesses competitive and profitable. So while many of my FSAD peers are still working in fashion, many have also switched into roles like user experience design or are also thinking about pursuing their MBA.”

– Olivia Hall



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– Josefina Hamren
FSAD '14 MBA '18