SAE quadruples goal in hunger campaign

Talk about putting the "fill" in philanthropy.

Thousands of hungry St. Louisans will feel the warmth of a meal thanks to a charitable concept that appealed both to the heads and hearts of Washington University students.

Point Out Hunger — Sigma Alpha Epsilon (SAE) fraternity's new-age canned-food drive that allowed University students to transfer their food-service points to a donation fund — netted a staggering $20,000 during its four-day run from Nov. 19 to 22.

That total quadrupled the goal of $5,000 that had been labeled "optimistic" by nearly all involved.

"It was magical," said Sunny Schaefer, the executive director of Operation Food Search Inc., an organization that serves as a broker for a network of more than 200 St. Louis community agencies. "It was an ingenious and innovative concept, but it took a lot of hands and heads and hearts to make this mission work."

Point Out Hunger was the brainchild of three senior members of SAE — Dan Leraris, Craig Lottner and Lorrie Tritt. As a sophomore, Leraris became frustrated by the "use-em-or-lose-em nature of the University's prepaid meal-plan points and planted the idea of donating the leftovers. Last year, the trio of marketing majors nurtured and cultivated the concept. This fall, it sprouted into the fraternity's full-fledged philanthropy project.

What had been years in the making reaped swift and startling benefits.

"Dan's very first donation on the very first day was for 100 points," Lottner said. "From there, things just exploded."

With SAE brothers manning tables at peak times at all University dining areas, the original aim of $5,000 was surpassed within hours. The final collection of $10,265 was more than doubled the goal.

"We didn't know until the end of the night that we hit $10,000," Lottner said, recalling the painstaking job of counting the donation slips one by one. "As we hit six thousand, seven thousand, eight thousand, nine thousand, ten thousand — we were ecstatic. We were running around the house, yelling and screaming, telling all the guys and making calls to whoever we thought would still be up."

"Lorrie and I actually got over to the house, and Lorrie said, 'So far we've collected thirteen,'" Schaefer recalled with a laugh. "And I thought, 'Well, Lorrie has got ten. It cannot be.'"

Robert Blackmon, a sixth-grader at Compton-Drew Investigative Learning Center Middle School, and Joe Polman, Ph.D., postdoctoral research associate in education in Arts and Sciences, work on a Web site about the Underground Railroad.

The theme is the Underground Railroad — and the goal is to create an integrated Web site to be posted as an exhibit at the Missouri Historical Society and on the Internet.

Overseeing the project, which is backed by a McDonnell Foundation grant, is Joe Polman, Ph.D., a postdoctoral research associate in education in Arts and Sciences. James Wertsch, Ph.D., professor and chair of education, is sponsoring Polman.

The aim of "HistoryWeb St. Louis," Polman said, is three-fold. Students are being introduced to new technological skills while learning history in a more personal way. The synthesis will allow Polman to further test educational approaches that encourage project-based learning in informal settings.

"History is not just a matter of memorizing what happened on what date," Polman said. "We want to try to begin to make history personally meaningful to these kids and get them interested."

"We've tried to choose an exciting topic, with some issues that are relevant to our local area. St. Louis and Missouri, as we all know, have a really tortured racial history. Missouri was a slave state, bordering Illinois, which was 'free.' In many ways, St. Louis is still a border, and a lot of the issues are still going on today."

"The students get to act as detectives," he continued, "trying to determine what

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Jose Rivera visits campus for the Performing Arts Department's production of his play "Marisol"

WASHINGTON UNIVERSITY
IN ST. LOUIS
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Robert Blackmon, a sixth-grader at Compton-Drew Investigative Learning Center Middle School, and Joe Polman, Ph.D., postdoctoral research associate in education in Arts and Sciences, work on a Web site about the Underground Railroad.

Washington University has received a $15 million challenge grant from Emerson Electric Co. and its chairman, Charles F. Knight, for the John M. Olin School of Business. Chancellor Mark S. Wrighton announced. The grant is a combination of company and personal funds. Along with a $15 million grant from the John M. Olin Foundation in 1988, this is the largest single gift the business school has ever received.

The donation from Emerson and Knight will help the business school accelerate its ascent among top business schools to become a world-class provider of management education. In particular, the grant will strengthen executive education, a new emphasis including degree and non-degree programs for management professionals. Strengthening these programs, which are in great demand nationwide, and developing an executive education center are among the school's top priorities.

The grant will be used as a challenge to encourage University alumni and friends to support the school's priorities. Terms of the challenge grant are being developed.

"The partnership formed many years ago between Chuck Knight, Emerson Electric and Washington University has been a rewarding one," Wrighton said.

"This gift will help us realize our aspirations by augmenting world-class faculty and other essential teaching resources."
Medical Update

Costing lives

Delayed longs in angioplasty deadly to heart attack patients

Delays in angioplasty may be costing lives, according to a study by cardiologist Alan J. Tiefenbrunn, M.D., associate professor of medicine and assistant professor of radiology.

When a heart attack patient is brought to a small hospital that can't perform angioplasties, the physician has two choices: Treat the patient with clot-busting drugs or transfer the patient to a larger hospital for angioplasty. According to the study, sending the patient away for an angioplasty may be the more dangerous option. Patients who are transferred are more than 50 percent more likely to die in the hospital compared with patients who receive drugs or angioplasty without being transferred.

The delay caused by transferring patients for angioplasty poses a very real threat, said Tiefenbrunn, who presented the results last month at the American Heart Association's 70th Scientific Sessions in Orlando, Fla. Tiefenbrunn conducted the study with researchers from Johns Hopkins Bayview Medical Center, the University of Washington, the Harbor UCLA Medical Center, the University of Massachusetts Medical Center and the University of Alabama Hospital.

Using records from the National Registry of Myocardial Infarction, the researchers examined the cases of 1,307 patients who were eligible for thrombolytic drugs but were sent to another hospital for angioplasty. On average, these patients underwent angioplasty six hours after their heart attacks, and almost 8 percent of them died in the hospital. More than 50,000 other heart attack patients included in the study fared much better. Patients who received angioplasty without moving from one hospital to another underwent the treatment about four hours after their heart attacks, and only 5 percent of them died in the hospital. The death rate for patients who received drugs also was about 5 percent.

Angioplasty may be a life-saving procedure, but it often isn't worth a trip. Tiefenbrunn said, "Patients who are sent to another hospital for angioplasty can wait far too long to get treated," he said. "We think the increased mortality in these patients is related to the delay." Tiefenbrunn noted that almost 25 percent of transferred patients ended up getting their angioplasty 11 or more hours after their heart attacks).

The trip from one hospital to another rarely takes more than an hour, but other logistical problems slow down treatment, Tiefenbrunn said. He noted, however, that some hospitals have managed to streamline the transfer process and can treat patients promptly. Every hospital and emergency department in America is equipped with thrombolytic drugs, and patients who receive the drugs generally fare just as well as patients who undergo angioplasty, Tiefenbrunn said.

But angioplasty has its advantages. Using a tube snaked through an artery in the leg or the arm, the doctor is able to view the obstructed vessel with X-rays and then break apart any blood clots. Thrombolytic drugs, in contrast, create a blood attack against the clots. The doctor never sees the obstruction and can't be sure if the treatment was successful. In addition, angioplasty is the only option for many patients who don't good candidates for thrombolytic drugs. Those include patients who are in shock or who are at increased risk for bleeding.

Tiefenbrunn, who has performed many angioplasties on heart attack patients at Barnes-Jewish Hospital, said the procedure is extremely valuable — if it can be done quickly. At Barnes-Jewish, people who have heart attack during the day, when the heart catheter lab is fully staffed and ready for patients, generally undergo angioplasties. But those who have heart attacks at night often receive thrombolytic drugs. Each treatment costs about the same and gives patients the same chance for survival, Tiefenbrunn said.

— Chris Woolston

People with athlete's foot may be eligible for experimental treatment

People who have athlete's foot may be eligible for an experimental treatment at the School of Medicine. About one in 10 Americans has athlete's foot, a fungal infection that causes itching between the toes and on the soles of the feet. Redness of the affected skin, scaling or peeling also often occur. Athlete's foot is especially common among those who live in close quarters with others or share communal baths, locker rooms or pools. Fitness centers and spas are other sites that may harbor the organisms.

People also can become vulnerable to the condition in humid summer weather or by wearing closed shoes. "The fungi that cause athlete's foot inhabit areas of warmth and moisture," said Ann Martin, M.D., professor of dermatology and principal investigator for the study.

Martin is looking for 20 to 50 people with symptoms of athlete's foot between their toes to volunteer for a six-week study. They should be 12 years of age or older. During the study, volunteers will be treated with an experimental anti-fungal cream and undergo laboratory tests.

Although products are available to treat athlete's foot, they may lose effectiveness with continual use, requiring patients to seek new medications, Martin said. During the study, participants will visit the Outpatient Dermatology Center at 4750 Children's Place once a week for five of the six weeks. They will receive $25 per visit. The anti-fungal cream and all laboratory tests associated with the study are free.

For more information about the study, call Kim Knishoff at 362-8171 or Jackie Dudley at 362-9841.

Alan J. Tiefenbrunn

The facts about pneumococcus

KMOV-TV medical reporter Al Wiman interviews Gregory Storch, M.D., professor of pediatrics, for a story about antibiotic resistance to pneumococcus, which can cause pneumonia and ear infections. The story aired Nov. 25. Last year, School of Medicine faculty appeared some 2,000 times in major newspapers and magazines and on radio and television.

William A. Peck

William A. Peck, M.D., executive vice chancellor for medical affairs and dean of the School of Medicine, has been named to the board of directors of Research/ America, a national nonprofit alliance that works to promote medical research.

A world-renowned internist, Peck is recognized for his osteoporosis and bone metabolism research. He is the founding president of the National Osteoporosis Foundation and has served on numerous academic, professional and public advisory boards. In November, he became chair-elect of the Association of American Medical Colleges.

Peck has received numerous honors and awards, including a National Institutes of Health Career Program Award, the Washington University Clinical Teacher of the Year Award and a Food and Drug Administration Commissioner's Award.

A graduate of Washington University, Peck earned a bachelor's degree from Harvard University in 1954 and a medical degree in 1960 from the University of Rochester School of Medicine and Dentistry, where he was a member of Alpha Omega Alpha, an honorary medical society. He conducted his internship and residency at Barnes Hospital.

Peck has served as an invited member of the National Institutes of Health and at the National Institutes of Health. After serving as dean of the Rochester School of Medicine faculty, he joined Washington University in 1976 as the John E. and Adaline Simon Professor of Medicine.

Research/America works to gain funding and public support for medical research. Its membership includes more than 350 businesses, academic institutions, hospitals, research institutes, health organizations, philanthropies and individuals.

Editor: Betty Rogers, (314) 935-6603, Campus Box 1170

Associate vice chancellor, executive director, University Communications: Judith Jasper

Executive editor: Susan Edelen

Editor, medical news: Diane Dole, 284-0111, Medical School Box 1580

Assistant editors: Marla Betsworth, 935-5235

David Montrose, 937-3929

Production: Gale Harrison

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WASHINGTON UNIVERSITY IN ST. LOUIS

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Crane heads up key medical school initiatives

In 1977, he came back to Washington University as a faculty member and as the first medical director of the Perinatal Diagnosis Program at Barnes Hospital. Over the years, he and his staff established a wealth of programs: a cytogenetics laboratory to do chromosome testing, a genetic counseling program for neural tube defects and a hotline for physicians and patients who have concerns about potential drug exposure during a woman's pregnancy.

At the same time, he conducted his own research, publishing papers on laboratory techniques related to genetic diagnosis. That work led him to think about embryonic development at a cellular level. But by 1981, Crane had run out of lab space and decided to seek a new fellowship at a hospital that was known for its work in that area. He ended up at Jewish Hospital, a tertiary care center in St. Louis, where he was able to work with neonatologists and pediatricians.

"I am excited and optimistic about our ability to bring together the best minds in medicine to achieve our mission," Crane said.

But Crane also has reached beyond the medical school's boundaries to make a difference in the community. In 1991, he was recruited as the first associate vice chancellor for medical affairs and dean of the medical school:

"It's a matter of justifying the expense," Crane said. "Our community has a very high infant mortality rate. If we have limited health care dollars to spend, how do we best use them? We can routinely do ultrasound exams on every pregnancy, or we can make sure that every pregnant woman receives optimal medical care.

Quality patient care. Care for all those who need it. The prudent use of medical resources. These are three recurrent themes that have run through Crane's entire clinical career — and are still at the heart of his current role as a key administrator for the medical school.

Today, he spends 80 percent of his time overseeing three major new programs developed at the Medical Center. As chair executive officer of the Faculty Practice Plan, he leads a broad-based effort aimed at enhancing patient care, building referral relationships and eliminating unnecessary expenses. As president of the Washington University Physician Network (WUPN), he has worked successfully to form a family and community clinicians into the largest independent physicians' association in the St. Louis area.

Finally, as associate vice chancellor for clinical affairs, Crane directs the programming effort for the Campus Integration Plan, a sweeping new vision for the Medical Center. Over the next decade, new buildings that are constructed on the North Campus will hold multidisciplinary clusters of outpatient services while others on the South Campus will house inpatient care. This streamlined operation is designed to provide patients and save some $20 million a year.

"Any one of these responsibilities is a giant task, but Crane, also a professor of obstetrics and gynecology, has managed to do them all well," said William A. Peck, M.D., executive vice chancellor for medical affairs at the base of the medical school: "In 1991, Jim Crane was recruited as the first associate vice chancellor for clinical affairs in the history of the School of Medicine in recognition of the need to substantially change the organization of the school's clinical programs to more effectively and efficiently deliver an increasingly competitive health care environment. Since then, Jim has succeeded well beyond our expectations. He has spearheaded implementation of WUPN and the Faculty Practice Plan and has overseen development of the campus restructuring under the aegis of BJC Health System. These accomplishments reflect his great ability as an organizer and clinical leader and his remarkable talent for bringing people with diverse interests and agendas to a common purpose."

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He sometimes misses teaching, a role that garnered him much joy in his early years. He enjoys his work as a fellow at Barnes in 1977 when he first met Crane. "One of the reasons I went into high-risk pregnancy was that Jim Crane showed me by his own practice what an academic career can be," he said.

In 1987, Crane began looking into the question of routine ultrasound screening for low-risk pregnancies. With colleagues from Harvard University and the University of Missouri-Columbia, he embarked on a randomized clinical study of 15,530 pregnant women. The results, which were published in the New England Journal of Medicine in 1993, showed that routine ultrasound screening during pregnancy did not improve maternal or fetal outcome — and they cost hundreds of millions of dollars each year.

"There is the question of prudently applying medical resources," he said. "I felt that before prenatal care was being doubled by the number of ultrasounds performed during pregnancy, and there was not a similar doubling of cost, we can make sure that every pregnant patient receives optimal medical care."

Managed care's impact on patients

"I am excited and optimistic about our ability to bring together the best minds in medicine to achieve our mission," Crane said.

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### Exhibitions


### Performances

#### Calendar

**Wednesday, Dec. 10**


5 p.m. PhD Writing Program Reading. "The Deliverance of Their Day," a performance-in-progress of "Delivery." Bread and Puppet Theater. An evening for artists and spectators. East Pavilion, Memorial Sloan-Kettering Cancer Center, N.Y. Third Floor. 935-4950. n


6:30 p.m. Mathematics TeX seminar. "Everything You Always Wanted to Know About Tex..." (but were afraid to ask) (continued). Stanley Sawyer, prof. of mathematics. Room 113 Cupples I Hall. 935-6703.

8 a.m. Midweek Music Classroom Series. "The Developing Peripheral and Central Nervous Systems." Maria Donoghue-Velleca, assoc. research scientist, neurobiology and visual sciences. East Pavilion, Memorial Sloan-Kettering Cancer Center, N.Y. Third Floor. 935-4950.


3 p.m. Neurobiology biweekly seminar. Speaker: David C. Van Essen, the Edward Mallinckrodt Jr. Professor of neurophysiology and head of neuroanatomy and neurobiology. Cori Aud., 4950 Children's Place. 935-6530.


8 p.m. Performing arts dept. productions. "Marisol." By Jose Rivera. (Also Dec. 5. and same time, and Dec. 6 and 7, 2 p.m.) Discussion led by Rivera follows the Dec. 4 performance. Cost: $10; $7 for senior citizens, students, and Washington U. employees. John Stewart, dir. Steinberg Aud. 935-6535.


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Frantic holiday shopping not inevitable, says expert

Whether it's a last-minute rush to the mall, a year-long obsession or an endless quest for the "perfect" gift, the joy of giving has the potential to turn the holiday season into a seasonal nightmare.

Edward B. Fisher, Ph.D., professor of psychology in Arts and Sciences and director of the Center for Health Behavior Research at the School of Medicine, has tips to share about how psychological principles of self-control might help keep shopping from interfering too much with the holiday spirit.

An expert on helping people gain control of personal habits, such as smoking and overeating, Fisher said many of the same techniques can be used to get a grip on holiday shopping.

"Obsessive holiday shopping can result from unrealistic expectations about how important it is to find the perfect gift," Fisher noted. "Just as they need to put in perspective their goals for the perfect figure or physical shoppers might ask if their family wouldn't view their presence in good cheer at family gatherings as more important than the present given."

Those desiring the prospect of shopping might benefit from some of the self-control strategies that help people deal with temptations to overeat or smoke. "Pinpoint the specific problem, whether it is a month until the last minute, overspending or going into a funk that the perfect present hasn't emerged," Fisher said. "Then think of specific ways of engineering things to keep this from happening. Schedule a shopping day in early December. Take cash rather than plastic, but be careful where you keep it. Or convene a focus group of office mates or friends to brainstorm some ideas in the least likely bottle of perfume for Aunt Agatha."

Fisher thinks that malls may so over-stimulate us that we then try to find the perfect presents from all the options available, but this strategy can backfire," he said. "The mall is a primordial-laden place that people get distracted. They may be more creative when they walk shoppers in towns or thinking of gift ideas with a pop or perhaps some catalogues at home."

"But Neblett emphasizes that the play is not a replication of contemporary ills. "I don't want to give the impression that 'Marisol' is just some grand, apo- lycytic downer. While there are some pretty scary, violent scenes, it's also a very funny play full of some very, very ironic, human moments."

Rivera was born in San Juan, Puerto Rico, in 1955. His other plays include "The House of Ramon Iglesias," "The Promise," "Each Day Dies With Sleep," "Gamins Have Us In Their Books" and "Cloud Tectonics," among others. Honors for "Marisol," which is jointly produced by Dramatists Play Service, American Theatre Magazine and Theatre Communi- ties, include the 

Playwright Rivera visits campus for performance of 'Marisol'

A ward-winning playwright José Rivera will visit Washington University Dec. 4-6 when the Performing Arts Department (PAD) in Arts and Sciences presents his Off-Broadway hit with a realist drama "Marisol." Performances are at 8 p.m. Thursday, Friday and Saturday, Dec. 4, 5 and 6, and at 2 p.m. Saturday and Sunday, Dec. 6 and 7, in the A.I. Hodchner Studio Theatre, in Granoff Hall, at Washington University. Tickets are $10 for the general public and $7 for senior citizens and Washington University faculty, staff and students and are available at the Edison Theatre Box Office (334-1111). For more information, call 935-5858.

Author David Foster Wallace to read for International Writers Center series

Author David Foster Wallace will read from his works at 8 p.m. Tuesday, Dec. 9, at the West Campus Conference Center. The event will inaugurate the 1997-98 Reading Series for the Interna- tional Writers Center in Arts and Sciences. Wallace's book of essays, "A Suppos- edly Fun Thing I'll Never Do Again," published this year, is "an irradiated, zesty gift for metaphor and imagi-native sleight of hand," according to Michiko Kakutani of The New York Times. Wallace also wrote the novels "Infinite Jest" (1996) and "The Broom of the System" (1987) and the short story collection "Gard Wasn't Hur."

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A half million transistors occupy this tiny chip — smaller than the ibuprofen tablet on the left — making possible the fully digital hearing aid conceived and patented by Robert E. Morley, D.Sc., (above) and University colleagues.

The Washington University/CID device never made it to market. In 1990, the sum of the money it generated was $2.5 million for the hearing aid business as a company called ReSound, and ReSound paid Washington University/CID $2.5 million for the hearing aid patent rights. The money was split among inventors, CID and the University. ReSound then gathered the Washington University/CID patent rights and developed a "portfolio consortium," offering potential members access to the technology.

In research and development, an idea's journey from genesis to fruition can be epic, marked with disappointments and few true success stories. While many inventions are patented and protected, the majority of which are never commercialized, those that do make it to market are often protected by a large portfolio of patents.

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John N. Morris, English professor emeritus

John N. Morris, Ph.D., a distinguished poet and professor emeritus of English in Arts and Sciences, died of pancreatic cancer Nov. 25, 1997, at his home in Pittsboro, N.C. Morris taught poetry and 18th-century British literature for nearly 30 years in the Department of English. He joined the department in 1967 as an associate professor and was made full professor in 1971. He retired in 1995.

Morris was the author of four books of poetry, "The Glass Houses," "The Life Beside Me: A Memoir of Care," "The Life That Benefits," and "The Present." His work was published in such magazines as Poetry, The New Yorker and The New Republic. In 1966, he was awarded a Guggenheim Fellowship. In 1979 he won the Award in Literature from the American Academy and Institute of Arts and Letters.

"His work was understated and ironic," said Dan Shea, professor and chair of English. "He always had a double sense of things, whether writing about his children, his dog or life and death.

Born in Oxford, England, Morris spent part of his childhood on his grandfather's peach farm in Eagle Springs, N.C. He attended Augusta College, a surgical residency at Washington University Medical Center, and subspecialty training in critical care medicine at the National Institutes of Health. Morris holds a bachelor's degree from the University of Colorado Health Sciences Center and internal medicine at the University of Colorado Health Sciences Center. A native of Honolulu, he received a medical degree at the University of Colorado Health Sciences Center.

Morris attended graduate school at the University of Pennsylvania, where he received the 1997 Jack Buck Award from the National Institutes of Health's Glaucoma Advisory Panel, which is preparing objectives for the next five years of NIH-sponsored glaucoma research.

M. Rosario Hernandez, Ph.D., associate professor of medicine, recently was elected to a one-year term as president of the Council on Geriatric Cardiology. The council is an international organization of health professionals dedicated to research, education and patient care of older adults with cardiovascular disease.

Robert H. Schwyzer, Ph.D., professor and chair of the Performing Arts Department at the University of Colorado Health Sciences Center and of cell biology and human genetics at St. Louis University, will study factors that influence the proliferation and differentiation of human cells that become bone osteoblasts.

A photographic exhibit by Carl B. Safie, professor emeritus of art and architecture, titled "Reflections of Paris," was recently displayed in a joint show with the otho-tho-ortho of the National Academy of Medicine and the Musculoskeletal Disease Institute of the American Academy of Orthopedic Surgeons.

Marianne Pepper, professor emeritus of political science in Arts and Sciences, received the 1997 Eldersveld Award. "Marianne's work has made full professionals and informed this space on ethics and professional activities.

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SAE brothers raise consciousness and $20,000 to help the hungry — from page 1

"We were just thrilled with everyone we actually go buy food is very unusual for us," said Schaefer. "Most of the food we received was something that’s food would otherwise end up in a dumpster. It’s decent food; it’s overproduced items. It’s edible and nutritious but no longer saleable — it might be approaching the freshness date."

"We have never had such a kind of buying experience," Schaefer said. "It was really nice that we can shop, so to speak, and buy the things that are most needed in terms of food. We frequently donated — which are high-protein items."

"The majority of the food that we needed at the top of Schaefer’s holiday wish list were 300 turkeys and chicken. She said the agency generally distributes 500 turkeys and 2000 chickens a year. The bulk of the remaining delight in the department of valuable items such as meats, tuna, sweet and钦, bills McGeorge, WU Dining Services operations director for the Hilltop Campus and the midweekend through the entire month, said that he’s excited to hear that Point Out Hungry will become an annual event.

Knight-Emerson gift supports Olin School of Business — from page 1

Stuart I. Greenbaum, business school dean, said, "As a result of this gift, the Olin School will become an even greater resource to the St. Louis region in terms of educational opportunities to companies of all sizes and in all stages of their entire region. In addition to the availability of executive education opportunities of the highest quality, the gift will allow the school to better attract high-caliber students and faculty and other professionals who are more attractive to employers considering relocation to the area.

The enhanced facilities and augmented senior faculty will permit the Business School to operate at an even higher level, expand its curriculum to prepare students for the high-technology, global work force, and strengthen its ties with the community.

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