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# Record

April 15, 2005

Volume 29 No. 29



Washington University in St. Louis

## Raw-food dieters' light bones may be healthy

By JIM DRYDEN

**V**egetarians who don't cook their food have abnormally low bone mass, usually a sign of osteoporosis and increased fracture risk.

But a School of Medicine research team has found that raw-food vegetarians have other biological markers indicating their bones, although light in weight, may be healthy.

The study, published in the March 28 issue of the *Archives of Internal Medicine*, was led by Luigi Fontana, M.D., Ph.D., research instructor in medicine in the Division of Geriatrics and Nutritional Science.

Fontana and his colleagues studied 18 strict raw-food vegans ages 33-85. They all ate a diet that not only lacked animal products but also included only raw foods such as a wide variety of vegetables, fruits, nuts, seeds, sprouted grains and legumes, dressed with olive oil. They had been on this diet for an average of 3.6 years.

The researchers compared them to people who ate a more typical American diet, including refined carbohydrates, animal products and cooked food. The groups were matched according to age, sex and socioeconomic status.

In both groups, Fontana's team measured body mass index, bone mass, bone mineral density, markers of bone turnover, levels of vitamin D and inflammatory markers such as C-reactive protein and insulin-like growth factor 1 (IGF-1).

Those on the raw-food diet had lower body mass indices and significantly lower bone mass in important skeletal regions such as the hip and lumbar spine, sites where low bone mass often

means osteoporosis and fracture risk. But they didn't have other biological markers that typically accompany osteoporosis.

"For example, it is clear from research that higher rates of bone turnover equate to higher risk of fracture," Fontana said. "But in these people, although their bone mass is low, their bone turnover rates are normal."

The raw-food group also had less inflammation, indicated by low levels of C-reactive protein, which is made by the liver as a response to inflammation in the body.

Members of that group also had lower levels of IGF-1, one of the most important growth factors regulated by calorie and protein intake. High levels of IGF-1 have been linked to risk of breast cancer and prostate cancer.

And in spite of the fact that the raw-food group didn't drink milk or eat cheese, they had higher vitamin D levels than people on a typical Western diet. Fontana attributes the vitamin D levels to sun exposure.

"These people are clever enough to expose themselves to sunlight to increase concentrations of vitamin D," he said. "I thought vitamin D might be a problem for them, but it was not."

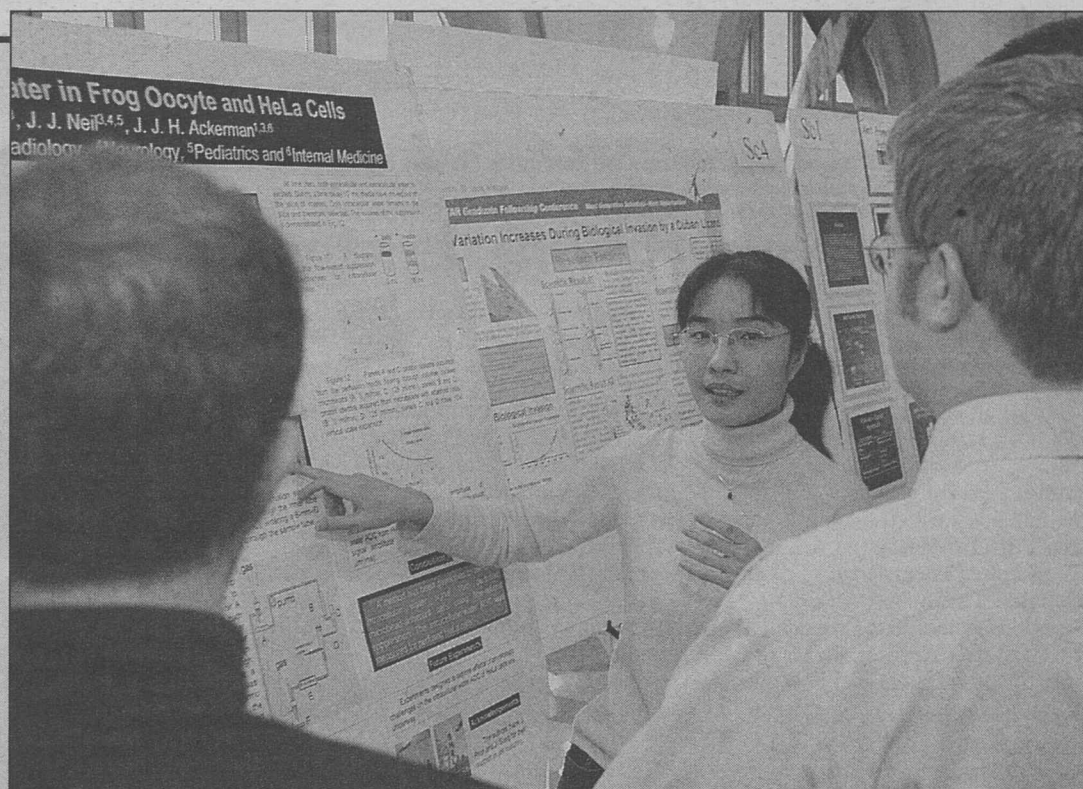
Fontana also measured levels of the hormone leptin, which seems to play an important role in the regulation of bone metabolism. In some transgenic mice, low leptin levels are related to high bone mass. But interestingly, the raw-food dieters had both low levels of leptin and low bone mass.

In short, the people on the raw-food diet are lighter with lower body fat. They have less bone, but they have normal markers of bone turnover, higher-than-normal vitamin D and very low levels of leptin and inflammatory markers.

So are their bones healthy or not?

Current clinical measurements would indicate that many in this group have osteoporosis

See **Bone mass**, Page 6



**Highlighting graduate student research** Lin Zhao, graduate student in chemistry in Arts & Sciences, explains her project "Intra-cellular Water Apparent Diffusion Coefficient of Frog Oocyte in Cultured HeLa Cells" during the 10th annual Graduate Student Research Symposium April 2 in Uncas A. Whitaker Hall for Biomedical Engineering. The symposium gave graduate students an opportunity to present their research to a broad audience of diverse academic backgrounds, while helping them develop their communication skills by requiring them to present the material in a way that is accessible to a general audience. More than 70 participants presented their work, and awards were presented in the categories of engineering, sciences, social sciences and humanities. For a list of winners, go online to [arts.wustl.edu/~gss/research\\_symposium/index2005](http://arts.wustl.edu/~gss/research_symposium/index2005).

## How people trick themselves into overspending

By SHULA NEUMAN

Today is tax deadline day.

For many people, that means handing some hard-earned money over to Uncle Sam; but for many others, it's refund time.

Theoretically, that refund is money you've earned as part of your salary, and should be accounted for and spent like regular income.

However, most people view it as "found money" and generally find a way to justify spending it on something they didn't necessarily need.

"They often think of the refund as if it were 'free money,'" said Amar Cheema, Ph.D., assistant professor of marketing in the Olin School of Business. "People mentally credit it to specific budgetary accounts so as to justify spending it on desirable luxuries such as a vacation or a nice dinner on the town."

Keeping mental accounts of one's money is a common method of controlling spending, Cheema said, even though in some cases it makes it easier to overspend.

Cheema and Dilip Soman, Ph.D., the Corus Chair in Communication Strategy and professor of mar-

keting at the University of Toronto, have co-authored a paper titled "Malleable Mental Accounting: How Individuals Manipulate Mental Accounts to Justify Attractive Consumption and Spending Decisions."

Cheema defines mental accounting as a process where consumers use mental accounts — intuitive bookkeeping mechanisms — to track and control spending.

Everyone has indulged in creative mental accounting at some point, the authors said. The best example is when someone overspends during the holidays.

That person compensates for the behavior by invoking an "un-incurred" cost — for instance, not signing up for a cable TV that would have cost \$400 a year. When given a chance, individuals selectively interpret and manipulate evidence in order to justify a preferred choice or judgment.

"Consumers are motivated to define expenses and shape mental accounts in a way that allows them to do what they want to do rather than what they

See **Spending**, Page 6

## University plan offers prompt, substantial response to SWA

**A** group of undergraduate students known as the Student Worker Alliance (SWA) began a sit-in in areas of South Brookings Hall and Brookings Quadrangle April 4 in protest over wage levels for employees of contract companies that provide basic services to the University.

John E. Klein, executive vice chancellor for administration, subsequently made a presentation at the April 11 University Council meeting, with two SWA members and Student Union President David Ader present as observers. The plan Klein presented, which provided a prompt and substantial response to the SWA concerns, includes:

- Continuing a dialogue with SWA students, and committing \$500,000 as of July 1, 2005, toward improving the wage/benefits packages of contract service employees in ways that will also enhance the University.

- Convening a meeting of University service contractors to discuss what improvements can be made, either individually or collaboratively, with special attention to health-care issues.

- Establishing a group to re-examine priorities in order to identify resources to assist lower-paid contract service employees.

Chancellor Mark S. Wrighton, who had met with the SWA students on several occasions since April 4 when they began the sit-in, presented the plan in a campus-wide April 11 e-mail.

"I know that all in the community care about those who face financial hardships," Wrighton wrote. "We provide generous support on campus in many ways, including financial aid for needy students and special responses when financial changes have occurred in the families of our students."

"We have also, as a community, assisted

the Greater St. Louis community through our Supplier Diversity Initiative and through our volunteer contributions to the United Way. I believe it is important to take seriously the concerns raised by our students and others regarding workers at Washington University."

Wrighton later added, "We have heard the students' concerns, and we care about the same issues related to contract workers at Washington University."

"We believe the University is a premier employer and that all who work here should be rewarded and appreciated. But we also know that even the best can improve."

The SWA students did not accept the plan.

Later that day, the students occupying South Brookings Hall were notified in writing that they were in violation of the University's Judicial Code, which prohibits

"interfering with the rights of other members of the University community and visitors to the University to engage in educational, recreational, residential, administrative, professional, business, and ceremonial activities or other functions."

The Judicial Code, originally written by faculty, students and administrators and reaffirmed as recently as spring this year, is reviewed annually with all students and serves as the University's policies and procedures regarding student conduct.

References to the code had been shared with the sit-in students on at least two prior occasions.

"The University cannot permit actions that interfere with the conduct of its official business," Wrighton wrote in an April 12 campus-wide e-mail. "The disruption in South Brookings Hall was allowed during the time when the University was formulating

See **SWA**, Page 6







(From left) Lois Eliot, Chancellor Thomas H. Eliot and Mina Harrison, first president of The Women's Society of Washington University, enjoy a banquet in 1965. It was at Thomas Eliot's behest that the Women's Society was formed on the Hilltop Campus after he saw the success of a similar group of women from the soon-to-be-closed School of Nursing.

## Women's Society celebrates 40 years

By ANDY CLENDENNEN

What was once a small band of women volunteers and ambassadors for Washington University in the St. Louis community is now a society of more than 600 women celebrating its 40th anniversary.

The Women's Society of Washington University (WSWU) will mark four decades of service to the University April 20 with a full day of activities, kicking off with the Adele Chomeau Starbird Lecture at 11 a.m. in Graham Chapel featuring Anita Diamant, author of *The Red Tent*. (See story, Page 5.)

After the lecture, WSWU members will celebrate with a special luncheon in Francis Gymnasium, honoring past presidents, scholars and leadership award recipients.

In 1965, Chancellor Thomas H. Eliot asked Bird Brown, president of the Women's Board of the WUSTL School of Nursing, to consider broadening the board's interests to include activities on the Hilltop Campus. He was concerned about the inevitable closing of the School of Nursing and did not want this group of talented women to lose interest in the University.

Eliot's concept was clear — an organization that "would bring the community to the University and the University to the community." It was, after all, the 1960s — a time of chaotic events, war, social change and the generation gap.

Enter Mina Harrison, the society's first president (1965-67), who worked closely with Brown to transform the board into a strong nucleus of women volunteers to be called "The Women's Society of Washington University."

Within just a few years, these women had opened and staffed the Furniture Exchange and the

Bear Necessities shop, furnished Whittemore House, provided financing for several campus lounges, opened the Uncommon Market in a renovated closet in Umrath House, initiated an annual plant sale, and formed a close partnership with the Stix International House office.

These efforts were instrumental in creating a link between the University and women in the community.

"I felt at the time WSWU was formed that we could promote some harmony between the St. Louis community and Washington University students during that turbulent time," said Dot Mullendore McClain, society president from 1970-71.

In the mid-1970s, The Women's Society Scholarship Endowment was established for students graduating from a St. Louis community college.

"We had a very exciting dinner at Whittemore House; we sent out 100 invitations and didn't know if anyone would come," said Liz Studt, society president from 1974-76. "But they did, and we presented a check to Chancellor (William H.) Danforth to begin the scholarship program."

"It was an important moment because it showed that all those many volunteer hours could really help students in the future."

In the 1980s and '90s, thanks to increasing membership and profits from Bear Necessities, the Uncommon Market, the Furniture Exchange, and Helene Rode's six years of volunteer business expertise, WSWU was able to increase the scholarship endowment to fully fund an annual two-year, full-tuition scholarship.

In 1995, with Caroline Loughlin as president, this endowment became known as the Elizabeth Gray Danforth Scholarship Endowment to honor "Ibby's" 24 years of dedication to the University as first lady and her unfailing

support of the society.

Through the excellent leadership of Loughlin, Mary Ott, Jane Mitchell, Mary Behnke and Betsy Douglass, the scholarship endowment now totals \$1.25 million, and 29 students' lives have been transformed by a WUSTL education.

In 1987, society President Sarah Wallace and Vice President Jean Hobler (1986-88) discussed with William Danforth the possibility of strengthening the educational focus of the organization. The society's leadership board felt that WSWU members and other women in the St. Louis community would be eager to experience and support the academic vitality of the University's faculty. The successful result was the establishment of the "Town & Gown Lecture Series," five annual lectures featuring distinguished WUSTL faculty.

Then, to honor one of the University's most highly regarded deans and to further the society's educational mission, the Starbird lecture was established in 1988. This annual event features a woman speaker of national prominence.

In 1991, the society established a funding committee to provide a formal process for the selection and funding of campus projects that would not be possible without the society's support.

As of this year, the society has provided a total of \$228,968 for a wide variety of campus projects. Recipients have included the Service First and Summer Leaders Programs, the Social Justice Center, the WUSTL Opera, Visiting Artists, Health Promotion and Wellness, the International Spring Festival and the chancellor's reception for international students.

In the mid-1990s, as more women joined the work force full-time, a decision was made to close the Uncommon Market and, a few years later, the Furniture Exchange. These decisions were based on having fewer volunteer hours available to staff these businesses.

However, with the bad came the good. A professional manager, Mary Hovland, was hired to run Bear Necessities, now the flagship business of the Women's Society. Members were free to redirect enthusiastic volunteer energy to create new projects and sources of revenue to fund them.

The most recent example of this creativity is the increasingly popular "Composing a Life" program that allows professional women to honestly share their life stories with students.

To promote the increasing role of women in leadership positions, the society's membership committee, chaired by Margie Jaffe, recommended in 1998 the estab-

See Society, Page 6

## Business forum to feature former Prime Minister Major

By SHULA NEUMAN

An April 20 Olin School of Business conference exploring the international business environment will feature John Major, the former prime minister of England, as one of its keynote speakers.

Olin School master of business administration students organized the International Business Outlook Conference (IBOC), which will include presentations on topics ranging from the global supply chain to business in China.

All sessions will be held in the Charles F. Knight Executive Education Center.

The conference's theme is "Money/Markets/Methods: How to Succeed in an International Business Environment." It will provide practical information on how Midwest businesses can operate successfully in the global economy.

Individuals, small businesses and large corporations will have the opportunity to learn about the challenges of international business and to gain insight on possible solutions.

"Each part of the day includes discussions that address the three main topics of the conference: money, markets and methods," said Marla Rappaport, a first-year M.B.A. student in charge of marketing the conference, along with fellow M.B.A. students Beth Hunsicker and Sam De La Garza.

"Breakout sessions will look at how to safely finance a project, what kinds of markets are growing to suit various needs and what methods — or strategies — should organizations develop to be the most successful in a global marketplace."

The day will wrap up with Major's presentation on how the world business environment is changing. Other keynote speakers are Patrick Stokes, chief executive

officer and president of Anheuser-Busch, and Richard Mahoney, former chief executive officer of Monsanto and the distinguished executive in residence in the WUSTL Executive M.B.A. Program.

"In many industries, the only growth is in an international forum, and learning from a successful outside source that has paved the way in their industries is extremely valuable," Rappaport said. "The speakers are hitting on three major functional topics and offering insights into how to be successful on a global scale."

"The conference allows professionals to network and ask questions they have about international business practices and opportunities."

Breakout-session moderators include noted leaders in their fields. For example, Ben Edwards, U.S. business editor for *The Economist* magazine, will hold a session on "off-shoring." Paul Contomichalos, founder and chairman of the Chinese-based pharmaceutical firm Profex Inc., will moderate a session called "Business in China — First Hand From My 10 Years of Experience in China."

IBOC organizers said the conference is sold out. This is the third IBOC held at the Olin School; last year's conference also sold out.

This year's sponsors are Emerson, Anheuser-Busch International, Monsanto, *The Economist*, Edward Jones and the World Trade Center of St. Louis.

Other conference organizers are M.B.A. students Mike Vitt, Jason Holschen, Carlos Mata, Kelly Ainsworth, Jeff Gunia, Laura Hosteny and Chris Springer.

For more information, go online to [www.olin.wustl.edu/iboc](http://www.olin.wustl.edu/iboc).

**"In many industries, the only growth is in an international forum, and learning from a successful outside source that has paved the way in their industries is extremely valuable. The speakers are hitting on three major functional topics and offering insights into how to be successful on a global scale. The conference allows professionals to network and ask questions they have about international business practices and opportunities."**

MARLA RAPPAORT

## Tree planting to mark 100th anniversary

By ANDY CLENDENNEN

One hundred years ago, the Hilltop Campus resembled a barren landscape with a few buildings dotting the area.

So several of the University's early movers and shakers, including Robert S. Brookings, Marshall S. Snow, Edward Mallinckrodt Sr. and Alfred L. Shapleigh convened on April 22, 1905 — Arbor Day — to spruce up the area.

Now, 100 years later, The Woman's Club of Washington University is marking that anniversary with a tree-planting event of its own.

At 1 p.m. April 22, the Woman's Club will host a brief ceremony to celebrate the planting of two Valley Forge Elms in the Elizabeth Danforth Butterfly Garden. Tea and cookies will be served.

"Dutch Elm disease has wiped out most of the elms that we had on campus," said Paul Norman, horticultural and grounds manager. "The Valley Forge variety was developed to resist that disease, and we bought a couple dozen when they were just sprigs."

"Originally, we planted some by the Alumni House, and when they got larger, we transplanted them to

### Tree planting

**Who:** The Woman's Club of Washington University

**Where:** The Elizabeth Danforth Butterfly Garden

**When:** 1 p.m. April 22

an area right by the Lindell and Skinker intersection. Most of them have been moved back to campus, but we had a couple left."

Those two will be planted in the butterfly garden. The holes will have been dug, and the trees will have been placed in the holes, but Norman said a shovel will be on hand for anyone who wants to throw some dirt in the hole.

The trees — about an inch-and-a-half in diameter now — will make a nice addition to the garden.

"We have some really good growth on trees that we have planted in the garden in past years," said Jean Davis of the Woman's Club. "For the pair of native American elms that we will be planting, a tree that many are sentimental about, we have selected a site in the garden where the trees will be attractive and grow well."



JoAnn Sanditz, current president of the Women's Society and a host parent, and biomedical engineering doctoral candidate Gang Xu and his wife, Weiqing Huang, enjoy the Great River Road. The Women's Society has implemented several programs over the years, including the "Be Our Guest Dinner" program that gives international students an opportunity to experience an American family's way of life.



## School of Medicine Update

# Model aims to reduce cardiac deaths in kidney patients

By MICHAEL C. PURDY

University scientists have identified an important link between kidney damage and cardiac problems, creating new possibilities for treating the primary cause of death in kidney disease patients.

Researchers tracked a chain reaction that leads from kidney damage to weakening of the skeleton to increased phosphorous in the blood.

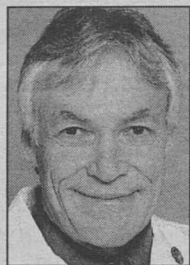
They showed that higher phosphorous levels were directly linked to vascular calcification, a stiffening of the smooth muscle cells that line blood vessels.

Vascular calcification leads to enlargement of one of the heart's four chambers, increased risk of congestive heart failure, heart attack and several other cardiac problems.

Mice treated with an experimental medication that alleviates the skeletal weakening brought on by kidney damage had normal phosphorous levels and decreased signs of vascular calcification.

"We already have treatments available that can control phosphorous levels in the blood, and those should be very helpful for kidney patients," said senior investigator Keith A. Hruska, M.D., head of pediatric nephrology and professor of pediatrics, of medicine and of cell biology and physiology.

"The drug we used in the mice and other similar agents can treat



**"This study shows us that by treating the skeleton or otherwise decreasing phosphorous levels, we have the potential to produce a decrease in vascular calcification and marked improvements in cardiovascular outcome."**

KEITH A. HRUSKA

both phosphorous levels and skeletal weakening, and those drugs are just entering initial clinical trials."

The study appeared in the April issue of the *Journal of the American Society of Nephrology*.

Hruska, who is director of nephrology at St. Louis Children's Hospital, has long been interested in the connections between kidney damage and bone weakening. He and other researchers have uncovered a complex network of links between the skeleton and the kidney.

Hormones made in the kidney regulate activity in the skeleton and vice versa.

Last year, Hruska showed that injections of bone morphogenetic protein-7 (BMP-7) could prevent bone weakening in mice whose kidneys had been damaged or removed.

For the new study, researchers worked with a mouse model of metabolic syndrome, a condition common among patients with chronic kidney disease that includes symptoms such as obesity, high blood pressure and insulin

resistance. The condition, which is rapidly increasing in adults and children, is also associated with higher risks of diabetes and heart disease.

The mice develop metabolic syndrome as a result of both a genetic modification and a high-fat, high-cholesterol diet.

To simulate chronic kidney disease, scientists damaged or removed part of the kidney.

This led to a shutdown of cells that regularly dismantle and rebuild bones, causing vascular calcification.

The body normally takes minerals such as calcium and phosphorous circulating in the bloodstream and deposits them in the bones during bone reconstruction.

With those processes shut down, scientists theorized, the bloodstream levels of minerals increase, raising pressure to deposit them elsewhere.

Hruska and his colleagues first showed that injection of BMP-7, previously shown to stop the bone disorder, also stopped vascular calcification. In another

group of experimental mice, injections of a substance that binds to compounds with phosphorous but has no effect on the skeleton also stopped vascular calcification, proving that phosphorous was the key link.

"Serum phosphorous is a direct stimulus to the smooth muscle cells that line blood vessels, causing them to take on characteristics very similar to osteoblasts, the cells that form bone," Hruska said.

The changed smooth muscle

cells can deposit minerals outside their membranes, dramatically decreasing the flexibility of blood vessels and increasing the work the heart has to do to create a pulse.

"Vascular stiffness happens to patients with end-stage kidney failure when they go on dialysis, and it leads to many dangerous cardiovascular complications," Hruska said.

"This study shows us that by treating the skeleton or otherwise decreasing phosphorous levels, we have the potential to produce a decrease in vascular calcification and marked improvements in cardiovascular outcome."

To follow up, Hruska plans a more direct study of the effects of BMP-7 on vascular calcification and further investigation of the skeleton-kidney links that lead to bone weakening in patients with kidney damage.

## Nanoparticles offer new hope for cancer detection, treatment

By GWEN ERICSON

Specially designed nanoparticles can reveal tiny cancerous tumors that are invisible by ordinary means of detection, according to a School of Medicine study.

The researchers have demonstrated that very small human melanoma tumors growing in mice — indiscernible from the surrounding tissue by direct MRI scan — could be "lit up" and easily located as soon as 30 minutes after the mice were injected with the nanoparticles.

Because nanoparticles can be engineered to carry a variety of substances, they also may be able to deliver cancer-fighting drugs to malignant tumors as effectively as they carry the imaging materials that spotlight cancerous growth.

"One of the best advantages of the particles is that we designed them to detect tumors using the same MRI equipment that is in standard use for heart or brain scans," said senior author Gregory A. Lanza, M.D., Ph.D., associate professor of medicine.

"We believe the technology is very close to being useful in a hospital setting."

Lanza and colleague Samuel M. Wickline, M.D., professor of medicine, are co-inventors of this nanoparticle technology.

The effectiveness of the nanoparticles in diagnosis and therapy in humans will be tested in clinical trials in about 1.5-2 years.

The spherical nanoparticles are a few thousand times smaller than the dot above this "i," yet each can carry about 100,000 molecules of the metal used to provide contrast in MRI images. This creates a high density of contrast agent, and when the particles bind to a specific area, that site glows brightly in MRI scans.

In this study, MRI scans picked up tumors that were only a couple of millimeters (about one twenty-fifth of an inch) wide.

Small, rapidly growing tumors cause growth of new blood vessels, which feed the tumors.

To get the particles to bind to tumors, the researchers equipped them with tiny "hooks" that link only to complementary "loops" found on cells in newly forming blood vessels.

When the nanoparticles hooked the loops on the new vessels' cells, they revealed the location of the tumors.

Nanoparticles are particularly useful because of their adaptability, according to Lanza.

"We can also make these particles so that they can be seen with nuclear imaging, CT scanning and ultrasound imaging," Lanza said.

In addition, the particles can be loaded with a wide variety of drugs that will then be directed to growing tumors.

"When drug-bearing nanoparticles also contain an imaging agent, you can get a visible signal that allows you to measure how much medication got to the tumor," Lanza said.

"You would know the same day you treated the patient and if the drug was at a therapeutic level."

Using nanoparticles, drug doses could be much smaller than doses typically used in chemotherapy, making the procedure potentially much safer.

"The other side of that is you have the ability to focus more drug at the tumor site, so the dose at the site might be 10 to 1,000 times higher than if you had administered the drug systemically," Lanza said.

The nanoparticles also may permit more effective follow-up because a doctor could use them to discern whether a tumor was still growing after radiation or chemotherapy treatments.

Although this study focused on melanoma tumors, the researchers believe the technology should work for most solid tumors, because all tumors must recruit new blood vessels to obtain nutrients as they grow.

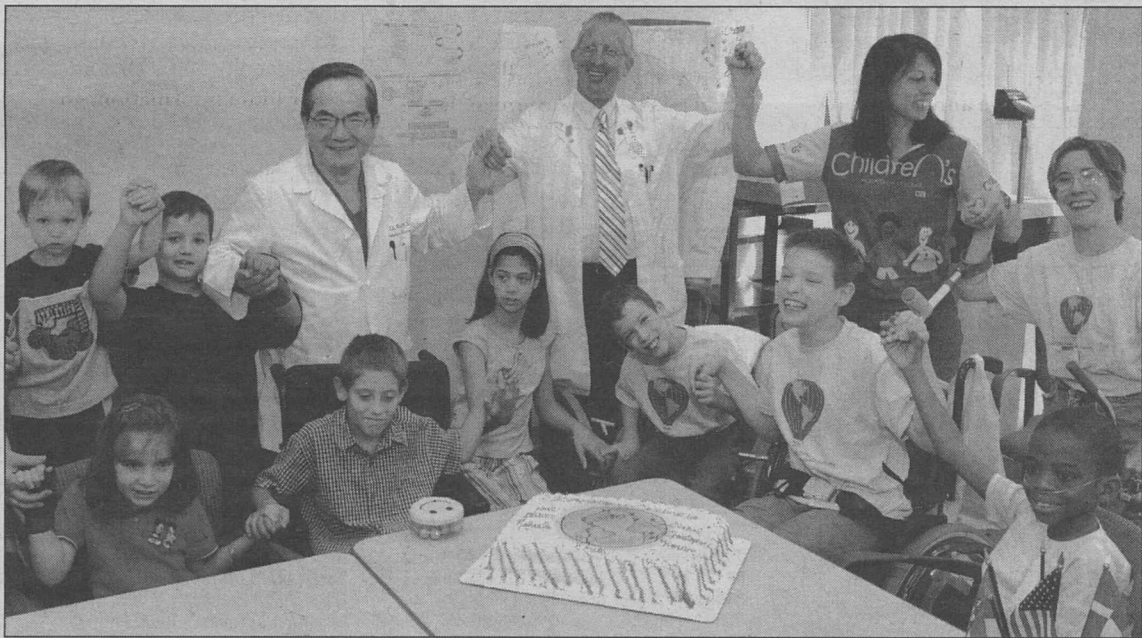
Nevertheless, melanoma has unique traits that make it especially interesting as a target for nanoparticle therapy.

Melanoma has a horizontal phase, when it spreads across the skin surface, and a vertical phase, when it goes deep into the body and grows quickly.

"Once melanoma has moved into its vertical phase, it is almost untreatable because by the time the tumors are large enough to detect, it's too late," Lanza said.

"With the nanoparticles, we believe we would be able to see the smallest melanoma tumors when they are just large enough to begin new blood vessel formation."

"Plus, we should be able to deliver chemotherapeutic drugs right to melanoma cells because melanoma tumors create blood vessels using their own cells."



T.S. Park, M.D. (left), earns international acclaim for his groundbreaking cerebral palsy research, particularly for refining surgical procedures for spastic cerebral palsy — a procedure he has performed on more than 1,300 patients from 47 states and 30 countries. Here he hosts a party with international case manager James Lee and physical therapist Karen Good for a group of cerebral palsy patients from around the world who annually come to the medical school for extended treatment and care.

## Park receives award for neurosurgery procedure

By KIM LEYDIG

T.S. Park, M.D., the Shi H. Hung Professor of Neurosurgery and neurosurgeon in chief at St. Louis Children's Hospital, recently received the Korean Overseas Compatriots Award from the Korean Broadcasting System (KBS) at a ceremony in Seoul.

The network presents the national award to people in the fields of natural science, societal service, the arts and business who enhance the image and reputation of the country while living abroad.

"I am so honored to receive this award because it is one of the most prestigious awards a Korean can receive," said Park, who was born in Korea and returns frequently to visit family. "The award recognized that our team's work at Washington University and the University of Virginia has enhanced the reputation of Korea around the world."

Park was recognized for developing one of the world's premier pediatric neurosurgery programs at the Medical Campus.

An integral part of that program is Park's clinical and research activities in neurosurgery, particularly his work refining selective dorsal rhizotomy (SDR) surgical procedures for spastic cerebral palsy — a procedure he has performed on more than 1,300

patients from 47 states and 30 countries.

KBS — the leading broadcast network in Korea — produced a documentary of Park's work at the Medical Campus, which aired several times on the network, reaching nearly 10 million Koreans.

"Our SDR surgery program is a world leader in the field, and we hope that recognition from this award and the airing of the documentary on KBS will help increase awareness about this procedure," Park said.

His research on the outcomes of SDR surgery, including a study funded by the National Institutes of Health, has helped increase interest in the surgery across the globe and has stirred international media coverage from news organizations like CNN, KBS and *Time* magazine.

The Korean news agency also recognized Park for his 22 years of continuous NIH funding for his lab studies of cerebral microvascular physiology and his receiving of a Javits Neuroscience Investigator Award.

Park has been a visiting professor at 16 universities and has authored 194 publications, including 159 peer-reviewed articles, and edited three books.

He also serves as an editorial board member of the *Journal of Neurosurgery* and *Child's Nervous System*, and director/secretary of the American Board of Pediatric Neurosurgery.



## University Events

Dan Hurlin's *Hiroshima Maiden* at Edison Theatre

BY LIAM OTTEN

In 1955, a group of 25 women disfigured by the nuclear blast at Hiroshima visited the United States to undergo reconstructive surgery. Their bizarre odyssey climaxed on the television program *This Is Your Life* in a face-to-face meeting with *Enola Gay* pilot Robert Lewis.

In *Hiroshima Maiden*, performance artist Dan Hurlin recreates this stranger-than-fiction tale through a combination of Japanese Bunraku-style puppetry and dance. The show, which premiered in New York last year, will make its St. Louis debut at 8 p.m. April 22-23 as part of the Edison Theatre OVATIONS! Series.

Hurlin first learned of the Hiroshima maidens from David Serlin, a friend and medical historian who had written about them for his then-forthcoming book *Replaceable You: Engineering the Body in Postwar America* (2004). In 2001, Hurlin traveled to Hiroshima and interviewed one of the women, Michiko Yamaoka, who had been 15 at the time of the blast. Now an activist associated with the Hiroshima Peace Museum, Yamaoka agreed to allow Hurlin to base *Hiroshima Maiden* on her story.

During that 1955 tour — undertaken to help pay for medical expenses — the Hiroshima maidens became minor celebrities in the United States, even recording a pop song. Yet Hurlin points out that, in public appearances, they were only seen in silhouette because of a State Department blackout of images of survivors, which wasn't lifted until 1964.

(He was struck to find that the Museum of Television and Broadcasting archives lacked a copy of the Hiroshima maiden episode of *This Is Your Life* — a consequence, he speculates, of the blackout.)



Japanese Bunraku-style puppetry and dance are combined in *Hiroshima Maiden*, which will make its St. Louis debut at 8 p.m. April 22-23 as part of the Edison Theatre OVATIONS! Series.

Hurlin, who is not so much a puppeteer as a theater artist working in the medium of puppetry, noted that *Hiroshima Maiden* incorporates a number of elements from Bunraku — a classical Japanese form dating to the 17th century — as well as his own narrative devices. The cast includes nine puppeteers, a narrator (or *tayu*, in Bunraku parlance) and a cellist (standing in for the traditional shamisen player).

Hurlin designed and created the puppets after traveling to Japan and studying with master Bunraku puppeteers. The original score — which won a 2004 *Village Voice* Obie Award — is by composer Robert Een. (Ironically, Hurlin's first meeting with Een

occurred Sept. 11, 2001, in New York's East Village.)

Edison Theatre is presenting *Hiroshima Maiden* in conjunction with the exhibition *Inside Out Loud: Women's Health in Contemporary Art*, on view through April 24 at the Mildred Lane Kemper Art Museum, part of the Sam Fox School of Design and Visual Arts.

In all, more than 30 campus and community partners will join with the Kemper Art Museum throughout the spring to present close to 70 events relating to women's health. For more information, call 935-4523.

Hurlin has been creating puppet theater since 1980. Previous works include the Bessie Award-winning *Every Day Uses for Sight*

## Panel to explore aftermath of Hiroshima

The Edison Theatre OVATIONS! Series and the Center for the Study of Ethics and Human Values will present a panel discussion titled "Examining the Hiroshima Maiden: Exploring the Historical, Cultural and Ethical Issues" from 7-9 p.m. April 20 in the Mildred Lane Kemper Art Museum's Steinberg Auditorium.

The talk is being held in conjunction with performances of Dan Hurlin's play *Hiroshima Maiden*, which will come to Edison Theatre April 22-23.

Panelists will include Barbara A. Baumgartner, Ph.D., associate director of the Women and Gender Studies Program in Arts & Sciences; Anna A. Kuang, M.D., assistant professor of surgery in the School of Medicine's Department of Plastic and Reconstructive Surgery; Rebecca J. Lester, Ph.D., assistant professor of anthropology in Arts & Sciences; and Lori Watt, Ph.D., assistant professor of history in

Arts & Sciences.

Also in attendance will be medical historian David Serlin, author of *Replaceable You: Engineering the Body in Postwar America* (2004). Serlin's book includes a chapter about the Hiroshima maidens and was a principal source for the play.

The discussion is free and open to the public and will be followed by a reception and viewing of the museum's exhibition *Inside Out Loud: Women's Health in Contemporary Art*.

Both the discussion and the performances are funded in part by a grant from The Women's Society of Washington University, the Regional Arts Commission, the Missouri Arts Council and the Heartland Arts Fund, a program of the Mid-America Arts Alliance and the National Endowment for the Arts.

For more information, call 935-9358.

— Liam Otten

Nos. 3 & 7 (2001) and *The Day the Ketchup Turned Blue* (1997), a 12-minute toy theater piece.

From 1980-1993, he was the artistic director of Andy's Summer Playhouse in Wilton, N.H., a program that facilitates creative collaborations between children ages 8-18 and internationally acclaimed artists.

In 1990, Hurlin received an Obie Award for his solo adaptation of Nathaniel West's *A Cool Million*. In 1998, his set for his chamber opera *The Shoulder* was nominated for an American Theatre Wing Design Award. Other works include *The Hunchback of Notre Dame* (1985); *The New Hampshire Duets* (1987); *The Jazz Section*

(1988); *Archaeology* (1989); *Constance and Ferdinand* (1991); *Quintland* (1992); and *NO (thing so powerful as) TRUTH* (1995).

This production is funded in part by a grant from The Women's Society of Washington University, the Regional Arts Commission, the Missouri Arts Council and the Heartland Arts Fund, a program of the Mid-America Arts Alliance and the National Endowment for the Arts.

Tickets are \$28; \$24 seniors and WUSTL faculty and staff; and \$18 for students and children. Tickets are available at the Edison Theatre Box Office and through all Metro-Tix outlets.

For more information, call 935-6543.

## History of Art • From Peppers to Peppermints • Solar Energy

"University Events" lists a portion of the activities taking place April 15-28 at Washington University. Visit the Web for expanded calendars for the Hilltop Campus ([calendar.wustl.edu](http://calendar.wustl.edu)) and the School of Medicine ([medschool.wustl.edu/calendars.html](http://medschool.wustl.edu/calendars.html)).

## Exhibits

**Inside Out Loud: Visualizing Women's Health in Contemporary Art.** Through April 24. Kemper Art Museum. 935-4523.

## Lectures

## Friday, April 15

**9:15 a.m. Pediatric Grand Rounds.** "The Poetry of Healing." Rafael Campo, asst. prof. of medicine, Harvard U. Clopton Aud., 4950 Children's Place. 454-6006.

**Noon. Cell Biology & Physiology Lecture.** "Can We Find the Fountain of Youth? Sir2, Glucose Metabolism and Aging in Mammals." Shin-ichiro Imai, asst. prof. of molecular biology & pharmacology, McDonnell Medical Sciences Bldg., Rm. 426. 362-7437.

**12:30-4 p.m. St. Louis STD/HIV Prevention Training Center CME Course.** "What's New in Bacterial STDs." Cost: \$50. U. of Mo.-St. Louis, South Computer Bldg., Rm. 200A. To register: 747-1522.

**4 p.m. Music Lecture.** "Lewis Spratlan: Work and Works." Lewis Spratlan, prof. of music, Amherst College. Music Classroom Bldg., Rm. 102. 935-4841.

**5 p.m. Gastroenterology Lecture.** Annual Burton A. Shatz Visiting Professor Lecture. "Innovative Approaches to Colorectal Cancer Screening: Royal Flush or Drop in the Bucket?" David A. Ahlquist, prof. of medicine, Mayo Clinic College of Medicine, Rochester, Minn. Center for Advanced Medicine, Lvl. 3, Farrell Conf. Rm. 1. 362-2027.

## Saturday, April 16

**10 a.m. Physics of the Environment Saturday Series.** "Nuclear Energy, Waste, Weapons, and Terrorism." Wim Dickhoff, prof. of physics. Sponsored by the Dept. of Physics and University College. Crow Hall, Rm. 201. 935-6276.

## Monday, April 18

**Noon. Molecular Biology & Pharmacology Seminar.** "Maps and Processing Streams in Mouse Visual Cortex." Andreas Burkhalter, prof. of anatomy & neurobiology, of neurobiology, and of biomedical engineering. South Bldg., Rm. 3907, Philip Needleman Library. 362-0183.

**Noon. Neurology Monday Noon Seminar Series.** Jeffrey Millbrandt, prof. of pathology and immunology and of internal medicine. Maternity Bldg., Schwarz Aud. 747-3243.

**4 p.m. Immunology Research Seminar Series.** "In Search of Stem Cells in the Normal Stomach and Diabetic Pancreas." Jason Mills, asst. prof. of pathology and immunology. Eric P. Newman Education Center. 362-2763.

**4 p.m. Physics Seminar.** "Temperature Dependence of Nuclear Quadrupole Coupling Constants in Hydrogen-bonded Systems from Electronic Structure Simulations." Daniel Sbastiani, Max Planck Institute for Polymer Research, Mainz, Germany. (3:45 p.m. coffee.) Compton Hall, Rm. 241. 935-6276.

**6:30 p.m. Foreign Language Learning Colloquium Series.** "Post 9/11: Foreign Languages Between Knowledge and Power." Claire Kramsch, prof. of German and foreign language acquisition, dir. of the Berkeley Language Center, U. of Calif., Berkeley. Women's Bldg. Formal Lounge. 935-5175.

## Tuesday, April 19

**9:30 a.m.-3:30 p.m. Bernard Becker Medical Library Symposium.** "Managing Knowledge in the Digital Domain."

Bernard Becker Medical Library. 362-7085.

**Noon. Program in Physical Therapy Research Seminar.** "Childhood Obesity: Research and Treatment Updates." Tiffany Tibbs, research instructor in psychiatry. 4444 Forest Park Blvd., Lower Lvl., Rm. B108/B109. 286-1404.

**12:30 p.m. Molecular Microbiology & Microbial Pathogenesis Seminar Series.** "Regulation of Expression of Vancomycin Resistance Genes in Enterococcus." Patrice Courvalin, prof. and head of antibacterial agents unit & dir. of the National Reference Center for Antibiotics, Institut Pasteur, Paris. McDonnell Medical Sciences Bldg., Erlanger Aud. 362-3692.

**4 p.m. Chemistry Seminar. Annual Leopold Marcus Lecture.** "Electronically Coupled MM Quadruple Bonds." Malcolm Chisholm, distinguished professor of mathematical and physical sciences, Ohio State U. Louderman Hall, Rm. 458. 935-6530.

## Wednesday, April 20

**9 a.m. Annual Shepard Memorial Dental/Otolaryngology Lecture Series.** "Orthodontics: The Good, The Bad, and The Ugly." James Vaden, chair of orthodontics, U. of Tenn., Memphis. Eric P. Newman Education Center. 935-5419.

**11 a.m. Assembly Series.** Women's Society Adele Starbird Lecture. Anita Diamant, author. (10:30 a.m. book-signing.) Graham Chapel. 935-4620.

**4 p.m. Biochemistry & Molecular Biophysics Seminar.** "Intracellular Bacterial Communities in Pathogenesis: A Tactic for Subverting Innate Defenses." Scott Hultgren, prof. of cell biology, Cori Aud., 4565 McKinley Ave. 362-0261.

## Thursday, April 21

**4 p.m. Chemistry Seminar.** "Dioxygen Activation at Monocopper Enzyme Site Models." Christopher J. Cramer, prof. of chemistry, U. of Minn. McMillen Lab., Rm. 311. 935-6530.

**4 p.m. Ophthalmology & Visual Sciences Seminar.** "The Role of GDNF Family Ligands in Retinal Development and Survival." Milam A. Brantley Jr., asst. prof. of ophthalmology. Maternity Bldg., Rm. 725. 362-1006.

**5 p.m. Historical Medical Lecture Series on the History of Medicine.** "Benjamin Franklin: Pioneer of Medical Electricity." Stanley Finger, prof. of psychology. Bernard Becker Medical Library, 7th Lvl., Kenton King Center. 362-4236.

## Friday, April 22

**9:15 a.m. Pediatric Grand Rounds.** "Looking at the Heart: Yesterday, Today and Tomorrow." Gautam K. Singh, asst. prof. of pediatrics. Clopton Aud., 4950 Children's Place. 454-6006.

**Noon. Cell Biology & Physiology Seminar.** "Taking Out the Trash: Cellular Mechanism to Eliminate Unwanted or Toxic Proteins." Ron R. Kopito, prof. of biological sciences, Stanford U. McDonnell Medical Sciences Bldg., Rm. 426. 362-3934.

**12:30-4 p.m. St. Louis STD/HIV Prevention Training Center CME Course.** "STD Update." (Continues April 29 & May 6.) Cost: \$75. U. of Mo.-St. Louis, South Computer Bldg., Rm. 200A. To register: 747-1522.

**2-4 p.m. Academic Publishing Services Workshop.** "Strategies for Manuscript

## Bear Necessities sale; up to 75 percent off

The Bear Necessities store in Wohl Student Center is having a sale of 25 percent to 75 percent off on select WUSTL apparel, including T-shirts, sweatshirts, hats, pants and kids' items.

The sale will continue while supplies last.

Store hours are 10:30 a.m. to 8 p.m. Monday-Friday; noon-

8 p.m. Saturday; and noon-5 p.m. Sunday.

Bear Necessities is operated by The Women's Society of Washington University. All proceeds will fund WUSTL scholarships.

For more information, call 935-5071.

— Neil Schoenherr





**Work that's (sort of) for the birds** Patrick O'Neal (left) and Justin Char (middle), members of EnCouncil, the engineering student council, construct birdhouses April 9 in the parking lot of Uncas A. Whitaker Hall for Biomedical Engineering. Joining them is Boris Chenomordik (right) from the University of Louisville. EnCouncil members built the birdhouses alongside delegates representing engineering student councils from across the country who were in St. Louis for the National Association of Engineering Student Councils' national conference, hosted by EnCouncil. The birdhouses will be sold at Thurtene Carnival, April 16-17 with proceeds going to WashU Build, the campus chapter of Habitat for Humanity.

## Diamant, author of *The Red Tent*, to speak

By BARBARA REA

Anita Diamant, author of the best-selling novel *The Red Tent*, will deliver The Women's Society of Washington University Adele Starbird Lecture for the Assembly Series at 11 a.m. April 20 in Graham Chapel.

A book-signing in the chapel will begin a half-hour before the start of "Imagining the Past: A Conversation With Anita Diamant."

*The Red Tent* is a fictional narrative based on a biblical passage in Genesis, which is usually referred to as "The Rape of Dinah." In Diamant's retelling, Jacob's only daughter, Dinah, narrates the story of her own life from childhood, through love, loss and redemption.

A favorite with book groups around the world, *The Red Tent* touches on the timeless themes of friendship, mother-daughter bonds and the all-too-hidden triumphs of women's daily lives.

*The Red Tent* was first pub-

lished in 1997, with little fanfare or critical attention. However, word of mouth popularized the book so successfully that it became an international publishing phenomenon.

It won the 2001 Booksense Book of the Year Award and has been published in 25 countries and 19 languages. *The Jewish Times* called the novel a "richly imagined world," while *Kirkus Reviews*



Diamant

said it has "a narrative of force and color."

Diamant's second novel, *Good Harbor*, is a contemporary story published in 2001; her forthcoming novel, *The Last Days of Dogtown*, set in rural Massachusetts of the early 1800s, will be published in September.

A collection of essays, *Pitching My Tent: On Marriage, Mother-*

*hood, Friendship and Other Leaps of Faith*, appeared in 2003.

Her nonfiction guides to contemporary Jewish life are standard reference books in many U.S. homes. These include *How to be a Jewish Parent*; *Saying Kaddish*; *Choosing a Jewish Life*; *Living a Jewish Life*; *The New Jewish Baby Book*; and *The New Jewish Wedding*.

Her journalistic work has appeared in such publications as *Boston Magazine*, *The Boston Globe*, *Parenting* magazine and *Reform Judaism*.

She is president of Mayyim Hayyim: Living Waters Community Mikveh and Education Center, a 21st century institution reclaiming the ancient Jewish practice of ritual immersion.

Diamant earned a bachelor's degree in comparative literature from WUSTL and a master's degree in English from the State University of New York at Binghamton.

Assembly Series lectures are free and open to the public. For more information, go online to [assemblyseries.wustl.edu](http://assemblyseries.wustl.edu) or call 935-4620.

## Dancer Prioleau to present 'Movement Lab for Teachers'

Dancer and choreographer Darwin Prioleau, Ph.D., professor and chair of the Department of Dance at the State University of New York at Brockport, will present a "Movement Lab for Teachers" from 1:30-3 p.m. April 16 in the Annelise Mertz Dance Studio in Mallinckrodt Student Center.

The movement lab will integrate teaching techniques based on the work of noted modern choreographer Lester Horton with a variety of body-friendly concepts. These range from the incorporation of breath and movement to ways Horton technique can be adopted to different body types and skill levels.

Prioleau trained at the Alvin Ailey American Dance Centre in New York and the International Center de Danse in Cannes, France. She has danced with numerous New York-based companies and was a soloist with The Nat Horne Company, Contemporary Dance Spectrum and Ed Kresley Dance Company, as well as a featured dancer in several off-Broadway musicals.

In addition to Ailey, she has

worked with such major choreographers as Jimmy Truitte, Joyce Trisler and Matt Mattox.

Before joining SUNY, Prioleau was assistant dean of the College of Fine and Professional Arts at Kent State University.

Involved in arts education advocacy, she has presented papers on "Leadership of the Arts in Higher Education" at several national conferences and published articles in the *Journal of Dance Education* and *Arts Education Policy Review*. She has served on the board of trustees of the National Dance Education Organization, Northeast Ohio Dance Company, American Dance Guild and Ohio Dance.

Prioleau will be in residence in the Performing Arts Department in Arts & Sciences' Dance Program April 13-16. In addition to the movement lab, she will teach master's classes in jazz dance and Horton-based modern technique.

Cost is \$15 for teachers, \$5 for students and free for members of the Missouri Dance Education Organization.

For more information, call 935-5858.

## All about animals: Concert choir to perform

By LIAM OTTEN

The Concert Choir of Washington University — under the direction of John Stewart, director of vocal activities in the Department of Music in Arts & Sciences — will perform a concert of music about animals at 8 p.m. April 16 in Graham Chapel.

The performance, titled *Animal Planet*, is free and open to the public.

The program will feature what is only the second performance of "The Manatees at Blue Springs" by Pulitzer Prize-winning composer Lewis Spratlan, who will attend.

The piece, which premiered in 2004 at the Westminster Choir College in Princeton, N.J., is based on a poem by Lewis Hyde and wittily describes the history of the manatee (a large aquatic mammal with paddle-like forelimbs) and its difficulties in sharing its Florida habitat with man.

Soprano Amy Schwarz, a junior from St. Louis, and pianist Sandra Geary, staff accompanist and coach, are soloists for the work.

Also on the program are "Listen to the Lambs" by Nathaniel Dett (1882-1943), one of the first African-American composers to be recognized in the field of classical music; and a setting of William Blake's lyric poem "The Lamb" by the English composer Sir John Tavener.

Other works are "Who's Who in the Zoo" by Jean Berger, which is set to humorous rhymes of Ogden Nash, and "Little Lamb" by Marshall Bartholomew.

Spratlan is a native of Miami and a professor of music composition and music theory at Amherst College. He won the Pulitzer in 2000 for his opera *Life Is a Dream*, based on a play by the 17th-century Spanish dramatist Pedro Calderón.

Other honors include fellowships from the Guggenheim Foundation and the National Endowment for the Arts, as well as top prize in the Rockefeller Foundation-New England Conservatory Opera Competition.

For more information, call 935-4841.

## Worship

### Saturday, April 23

**8:15 p.m. Passover Seder.** Sponsored by Chabad on Campus. 7240 Forsyth Blvd. 721-2884.

### Sunday, April 24

**8:15 p.m. Passover Seder.** Sponsored by Chabad on Campus. 7240 Forsyth Blvd. 721-2884.

## And more...

### Friday, April 15

**7 p.m. Kemper Art Museum Reading.** "An Evening With Poet and Physician Rafael Campo." Rafael Campo, author and physician. 935-4523.

### Tuesday, April 19

**5:15 p.m. Career Center Event.** Student Advisory Board Meeting. Umrah Hall, Rm. 157, The Career Center. 935-5930.

### Friday, April 22

**4 p.m. Writing Program Reading Series.** C.K. Williams, poet. Duncker Hall, Rm. 201, Hurst Lounge. 935-7130.

### Tuesday, April 26

**8 p.m. Writing Program Reading Series.** Master of Fine Arts readings. (Also 8 p.m. April 27 & 28.) Duncker Hall, Rm. 201, Hurst Lounge. 935-7130.

Where Do We Stand?" Anders Carlsson, prof. of physics. Sponsored by the Dept. of Physics and University College. Crow Hall, Rm. 201. 935-6276.

**7:30 a.m.-12:30 p.m. Cardiovascular Division CME Course.** "Practical Management of Arrhythmias." Cost: \$55. Eric P. Newman Education Center. To register: 362-6891.

**7:30 a.m.-4 p.m. Gastroenterology CME Course.** "Liver Disease: Therapeutic Challenges." Cost: \$125. The Ritz-Carlton St. Louis, 100 Carondelet Plaza. To register: 362-6891.

### Monday, April 25

**Noon. Neurology Monday Noon Seminar Series.** Randy L. Buckner, assoc. prof. of psychology, anatomy & neurobiology, and of radiology. Maternity Bldg., Schwarz Aud. 747-3243.

**Noon. Work, Families, and Public Policy Brown Bag Seminar Series.** "Pre-primary School Attendance and Maternal Labor Supply: Evidence From a School Construction Program." Sebastián Galiani, U. de San Andrés. Eliot Hall, Rm. 300. 935-4918.

**4 p.m. Immunology Research Seminar Series.** "Epigenetic Regulation in Lineage Specification During Lymphocyte Development." Dan Littman, Helen L. and Martin S. Kimmel Professor of Molecular Immunology and prof. of pathology and microbiology, New York U., and immunology program distinguished visiting professor. Eric P. Newman Education Center. 362-2763.

### Tuesday, April 26

**12:30 p.m. Molecular Microbiology &**

**Microbial Pathogenesis Seminar Series.** "Analysis of Stress Resistance in the Fungal Pathogen *Cryptococcus neoformans*." Jennifer Lodge, assoc. prof. of biochemistry & molecular biology, St. Louis U. McDonnell Medical Sciences Bldg., Erlanger Aud. 747-5597.

### Wednesday, April 27

**4 p.m. Biochemistry & Molecular Biophysics Seminar.** "Insights Into STAT Tetramerization Derived From the Solution Structure of STAT4-NT." R. Andrew Byrd, chief, structural biophysics lab., center for cancer research, National Cancer Inst., Frederick, Md. Cori Aud., 4565 McKinley Ave. 362-0261.

**4 p.m. Religious Studies Lecture.** E.G. Weltin Lecture in Early Christianity. "What Parting of the Ways? Jews and Christians in the Ancient Mediterranean City." Paula Fredriksen, William Goodwin Aurelio Professor of the Appreciation of Scripture, Boston U. Lab. Sciences Bldg., Jerzewiak Family Aud. 935-7752.

### Thursday, April 28

**4 p.m. Anesthesiology Lecture.** Annual C.R. Stephen Lecture. "From Peppers to Peppermints: Molecular Insights Into Thermosensation and Pain." David Julius, prof. and vice chair of cellular & molecular pharmacology, U. of Calif., San Francisco. Eric P. Newman Education Center. 454-8701.

**4 p.m. Chemistry Seminar.** "Reactions of Enolate Aggregates: Experiment and Theory." Andrew Streitwieser, prof. emeritus of chemistry, U. of Calif., Berkeley. McMillen Lab., Rm. 311. 935-6530.

**4 p.m. Department of Neurology Lecture. William M. Landau Lecture.** "The Saint Louis Symphony Orchestra: How We Make Music Together." Virginia V. Welton, honorary trustee of the symphony. Clopton Aud., 4950 Children's Place. 362-7177.

**4 p.m. Molecular Biology & Pharmacology Seminar.** Annual David M. Kipnis Lecture. "Building and Evolving the Skeleton." David Kingsley, prof. of developmental biology, Stanford U. McDonnell Medical Science Bldg., Erlanger Aud. 362-0183.

## Music

### Saturday, April 16

**8 p.m. Concert.** Concert Choir of Washington University. John Stewart, dir. Graham Chapel. 935-4841.

## On Stage

### Friday, April 22

**8 p.m. OVATIONS! Series. Hiroshima Maiden.** Dan Hurlin, performance artist and puppeteer. (Also 8 p.m. April 23.) Cost: \$28, \$24 for seniors, WUSTL faculty and staff, \$18 for students and children. Edison Theatre. 935-6543.

### Thursday, April 28

**8 p.m. Performing Arts Department Presentation.** *Six Seconds in Charlack* by Brian Golden, winner of the A.E. Hotchner Student Playwriting Competition. Jeffrey

Matthews, dir. (Also 8 p.m. April 29 & 30, 2 p.m. April 30 & May 1.) Cost: \$12, \$8 for seniors and WUSTL faculty, staff and students. Mallinckrodt Student Center, A.E. Hotchner Studio Theatre. 935-6543.

## Sports

### Tuesday, April 19

**4 p.m. Women's Tennis vs. Principia College.** Tao Tennis Center. 935-4705.

**6 p.m. Men's Tennis vs. Maryville U.** Tao Tennis Center. 935-4705.

### Wednesday, April 20

**4 p.m. Men's Tennis vs. Principia College.** Tao Tennis Center. 935-4705.

### Thursday, April 21

**4 p.m. Men's Tennis vs. McKendree College.** Tao Tennis Center. 935-4705.

### Saturday, April 23

**All day. Track & Field.** University Athletic Association Championships. Francis Field. 935-4705.

### Sunday, April 24

**All day. Track & Field.** University Athletic Association Championships. Francis Field. 935-4705.

### Wednesday, April 27

**4:30 p.m. Softball vs. Webster U.** WUSTL Field. 935-4705.



## Spending

**Accounting 'loopholes' get people into trouble**  
— from Page 1

should do," Cheema said.

"Our research identifies loopholes that people exploit so they can do what they should not do — overspend, incur debt ... in sum, make poor decisions."

These loopholes exist in the two different kinds of mental accounts that most people create. First, people control spending by allocating certain expenditures to various "budgetary accounts," or spending categories: food, housing or perhaps entertainment.

Then there are what the researchers call "transaction-specific" accounts.

This is when consumers buy something, debit the transaction account by the amount paid for the item, and later credit the account by the benefit they get from using the item.

"Maybe someone needs to buy a refrigerator. They pay for it with money taken out of a mental account and then credit this 'refrigerator account' to the benefits they get over the years they use it," Cheema said.

"Or if someone buys a \$50 symphony ticket, they debit the 'symphony account' by the \$50 paid for the ticket, and credit it to the pleasure that the experience brings. In other words, people explain the tradeoff between spending money and getting their money's worth."

That kind of accounting can get sticky, but the real trouble is caused by when people don't know how to categorize their purchases. And it's here where people find the loopholes that get them into trouble.

The researchers' study of mental accounting helps to explain why people's attempts to control spending may or may not work. Cheema said it's easy for consumers to break their boundaries with "malleable" mental accounting. Take a tax refund.

"Let's say I have wanted to go on a vacation to Miami for a while, and I may apply this refund money to my 'vacation' budgetary account to justify taking that vacation, which is what I want to do, rather than paying off some of my mortgage, as I should do," Cheema said.

"In doing so, I exploit the ambiguity associated with the purpose of the account and find a way to spend on luxuries that I was trying to otherwise control."

If you're really motivated to buy something and there is some ambiguity in categorizing the expense, you'll usually find a way to dupe yourself and spend the money with a little mental accounting, Cheema said.

"Another example is if you really want to go out to a dinner with friends, but have already spent a lot this month on food," he said. "You could always say, 'This isn't a food expense; it's an entertainment/social expense!' and incur it."

"But if you have already spent a lot on entertainment, but not on food, you may classify it as food instead. This is another way that you could use the ambiguity to justify spending."

Such flexible accounting to justify spending is less likely to happen if consumers have to be accountable for money to someone else, Cheema said, such as a spouse. External sources may eliminate the tendency to find the loopholes that lead people to overspend.

Such justification also is harder in the absence of ambiguity.

The lesson, Cheema said, is that if people draw clearer boundaries and create clearer definitions of their spending categories, then it should be easier to control spending.

## Bone mass

**More study needed to prove hypothesis**  
— from Page 1

or less-severe bone loss called osteopenia. But with low levels of inflammation, normal bone turnover and high vitamin D, Fontana said the usual clinical parameters may not apply.

"For example, post-menopausal, frail women with osteoporosis have low bone mass and an increased risk of fracture," he said. "But they also have increased circulating levels of inflammatory molecules called cytokines. That's a different biologic condition from what we are seeing in the raw-food vegans."

Fontana is proposing that in spite of low bone mass, those on raw-food diets actually may have a good bone quality and, therefore, healthy bones.

"I base that hypothesis on the fact that their bone turnover markers are normal, vitamin D is higher than normal and inflammation is low," he said. "We think it's possible these people don't have increased risk of fracture but that their low bone mass is related to the fact that they are lighter because they take in fewer calories."

Fontana said more study is needed to prove that raw-food vegans have light-but-healthy bones. One study could involve following large groups of them for years to look at fracture rates. Other, more imminent studies will involve using micro MRI to

get a 3-D look at bone architecture and structure.

In the meantime, Fontana isn't telling people to follow such an extreme diet.

"I think over the long term, a strict raw-food vegan diet could pose some health problems," he said. "But it's not my role to tell them to eat differently. I'm simply interested in learning about the positive and/or detrimental health effects of this diet."

"However, if someone wishes to improve their health and reduce their risk of cardiovascular disease and cancer, I would definitely suggest that they get away from the refined and processed foods that Americans usually eat and try to eat a wide variety of nutrient-dense foods, such as vegetables, fruits, whole grains, legumes and fish."

## Society

**Times have changed, but goals have remained same**  
— from Page 2

ishment of the Women's Society Leadership Award to recognize graduating women seniors who have made a significant contribution to WUSTL during their undergraduate years and who demonstrate exceptional potential for leadership. To date, 11 women have been the recipients of this

award.

Harriet Switzer, Ph.D., secretary to the University's Board of Trustees, has been the University coordinator of the Women's Society since 1986.

"I grew up in St. Louis — the city means everything to me," Switzer said.

"It is wonderful to be connected to a network of women leaders who are making a difference in St. Louis. I love the interaction with these talented and gracious women who bring professionalism and creativity to the business of the Women's Society."

"I am proud that society members are ambassadors to share this great University with the community."

Sharon Britt has provided critical service as the society's administrative coordinator since 1996.

Current President JoAnn Sanditz said, "In this decade, our concerns are global ... there is very little one person can do to improve world relations. But on a person-to-person basis, we can make a huge difference."

"The main goal I have set for my tenure is to enhance the link between the international students and WSWU. The new 'Be Our Guest Dinner' program is a perfect beginning. WSWU members will welcome international students into their homes for informal 'get acquainted' meals."

Although times have changed, the goals of the Women's Society remain the same:

- Identifying women in the St. Louis community to be of service to the University;
- Providing specific services to the University that would otherwise not be possible; and
- Providing intellectual/educational and leadership opportunities for women in the St. Louis community.

"The most significant changes in the Women's Society that I have seen over the years are the addition of educational programs and the huge expansion of membership, as well as the increased support for the Elizabeth Gray Danforth Scholarship," said Kitty Drescher, president from 1971-74. "The society has become an extremely active and exciting group."

## Sports

### Baseball team pushes winning streak to 11

The baseball team went 3-0 to extend its winning streak to 11 games last week. The Bears (27-4) swept a doubleheader April 5 at Maryville University. The Bears took Game 1, 11-2, led by junior Ryan Corning's 2-for-2 day.

The Bears led, 4-3, in Game 2 until junior Adam Goslin hit his first career home run to put WUSTL ahead 7-3 in the fourth inning. Sophomore Brent Buffa pitched a complete game for the Bears in a 14-2 win at Westminster College on April 7.

### Sophomore Sagartz keeps throwing strikes

The No. 2 softball team improved to 33-1 by posting a 6-0 record last week. WUSTL opened the week with 8-0 and 3-0 wins over Rose-Hulman Institute of Technology on April 7.

The Bears followed that with back-to-back 1-0 wins over Fontbonne University on April 9. Sophomore Laurel Sagartz picked up both victories on the mound to improve to 15-1 overall. On April 10, the Bears tied the school record for victories in a season by posting a doubleheader sweep at Blackburn College.

### Men's track and field nearly wins meet

The men's track and field team (124.5 points) placed second at the WUSTL Select Meet on April 9, finishing 4.5 points behind Central College (129).

The Bears women (138) finished third, seven behind Central (145).

Senior Lance Moen took first place in the 400 meter dash to pace the men. He recorded a season-best time of 48.93.

On the women's side, senior Hallie Hutchens won both hurdles events. She clocked a 15.00 in the 100-meter hurdles to take first, and followed that with a time of 1:04.34 in the 400-meter version.

Juniors Laura Ehret and Michelle McCully finished 1-2 in the

400 meter run.

### Women's tennis team sweeps Lindenwood

The women's tennis team split its four matches last week.

WUSTL opened with a 9-0 sweep against Lindenwood University on April 6 at the Tao Tennis Center.

The Bears opened play in the Midwest Invitational in Madison, Wis., on April 8, where they defeated Carthage College, 5-4, in the quarterfinals.

WUSTL lost to Gustavus Adolphus College, 5-1, in the semifinals and also dropped a 5-3 decision to Denison University in the third-place match.

### Men's tennis keeps win streak alive

The No. 13 men's tennis team notched its eight straight victory with a 4-3 win over Lindenwood University on April 7.

WUSTL swept all three doubles matches to take a 1-0 lead. The Bears and the Lions split the three singles matches as WU improved to 9-2 on the season.

### Softball awards and accolades dished out

The softball team had six players named to the All-University Athletic Association (UAA) Team, as announced April 6 by the league office.

In addition, head coach Cindy Zelinsky and assistant coaches Brett Swip, Evan Beatty and Kim Slover earned UAA Coaching Staff of the Year honors.

Sagartz, was named the UAA Most Valuable Player for the second straight year. Joining Sagartz on the first team was senior pitcher Victoria Ramsey, senior first baseman Liz Swary, junior infielder Monica Hanono, junior outfielder Amanda Roberts, and freshman Amy Vukovich.

That same week, Sagartz was named the Louisville Slugger/NFCA Division III Player of the Week.

## SWA

— from Page 1

ing a plan, with the understanding that such disruption would need to be discontinued when the University's plan was presented."

Late on April 11, the SWA notified the University administration that some SWA members intended to go on a hunger strike.

"This latest development concerns me deeply because of the very serious health implications involved," Wrighton wrote in his April 12 e-mail to the University community. "In my meetings with them, I have repeatedly attempted to discourage them from taking this drastic and dangerous approach."

Wrighton wrote that he asked James E. McLeod, vice chancellor for students and dean of the College of Arts & Sciences, and Alan I. Glass, M.D., director of the Student Health and Counseling Center, "to meet with the students threatening a hunger strike, both as a group and individually, to explain the potentially serious health consequences of their actions and to attempt to persuade them to choose another less injurious form of protest."

That meeting took place April 12.

"I take my responsibilities for the well-being of our community seriously and believe that we can-

not allow our students to participate in potentially life-threatening activities on our campus," Wrighton wrote.

At *Record* presstime (5 p.m. April 13), the sit-in students were still occupying South Brookings Hall and Brookings Quadrangle.

Updates on this issue will be posted at [news-info.wustl.edu/news/page/normal/5068.html](http://news-info.wustl.edu/news/page/normal/5068.html). Wrighton's campus-wide e-mails are available at [chancellor.wustl.edu](mailto:chancellor.wustl.edu).

### Background

In spring 2004, Wrighton named a task force of students, faculty and administrators to make recommendations regarding principles and guidelines for basic services and contracts.

The task force's report resulted in revised principles and guidelines for service contracts with outside companies that provide basic services. Improvements made as a result of the task force recommendations include:

- All requests for proposals require that outside contractors demonstrate that their wages are truly "competitive" in the St. Louis region.
- The University conducts its own regular, independent assessment of the "competitive" issues relating to contractors and their employees.
- The University makes initial contract awards as well as contract renewals based on a range of issues related to how a contractor treats its employees, including providing good grievance procedures and a safe and respectful working environment.

## Record

Founded in 1905  
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Washington University in St. Louis



## Notables

### Gibson receives 2005 Decade of Behavior Research Award

BY GERRY EVERDING

**J**ames L. Gibson, Ph.D., the Sidney W. Souers Professor of Government in Arts & Sciences, received a 2005 Decade of Behavior Research Award in recognition of his research on democracy issues.

The award recognizes high-caliber research that has profoundly influenced the public's understanding of behavioral and social science principles as well as the use of social and behavioral science knowledge in policy settings.

The "Decade of Behavior" (2000-2010) is a multidisciplinary initiative to focus the talents, energy and creativity of the behavioral and social sciences on meeting many of society's most significant challenges.

Up to five research awards are given annually in one of the decade's major themes areas. The theme for 2005 was democracy.

Gibson was selected for his research on political tolerance and the support for civil liberties in

the United States, the Soviet Union and South Africa.

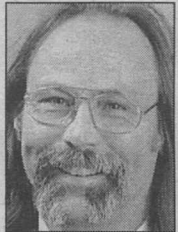
"Professor Gibson's research provides important insight into how democracy functions in the minds of everyday citizens," the award committee said.

"By holding the beliefs of liberal democratic philosophers up to empirical examination, the research by Professor Gibson has promoted democracy by showing how individuals, political leaders and public policies are influenced when freedom is in jeopardy."

Gibson and other award recipients will present their work at a special Capitol Hill congressional workshop May 23.

Other awardees were Sharyn O'Halloran and David Epstein, political science professors at Columbia University; Judith Torney-Purta, professor of human development at the University of Maryland; William Clark, professor of geography and statistics at the University of California, Los Angeles; and Kathleen Hall Jamieson, professor of communication at the University of Pennsylvania.

For more information on the program, go online to [www.decadeofbehavior.org/about.cfm](http://www.decadeofbehavior.org/about.cfm).



Gibson



**Outstanding mentors** The Graduate Student Senate presented its Sixth Annual Faculty Mentor Awards on April 6 in the Women's Building to seven deserving individuals. Honored were (from left) Sandor Kovacs, Ph.D., M.D., associate professor of medicine and of physiology; Karen O'Malley, Ph.D., professor of anatomy and neurobiology and director of the neuroscience program in the Division of Biological and Biomedical Sciences; Luis Zayas, Ph.D., the Shanti K. Khinduka Distinguished Professor in the George Warren Brown School of Social Work and professor of psychiatry in the School of Medicine; Elizabeth Childs, Ph.D., associate professor of art history in Arts & Sciences; Jennifer Smith, Ph.D., assistant professor of earth and planetary sciences in Arts & Sciences; and Jonathan Chase, Ph.D., associate professor of biology in Arts & Sciences and assistant director of the Tyson Research Center. Also honored but not pictured was anthropology's Erik Trinkaus, Ph.D., the Mary Tileston Hemenway Professor in Arts & Sciences.

## Obituary

### Korsmeyer, renowned cancer cell researcher, 54

BY KIM LEYDIG

**S**tanley J. Korsmeyer, M.D., a leader in cancer research at the Dana-Farber Cancer Institute and former director of the Division of Molecular Oncology at the School of Medicine, died Thursday, March 31, 2005, of a nonsmoking-related form of lung cancer at Brigham and Women's Hospital in Boston. He was 54.

A renowned cancer cell researcher, Korsmeyer spent many of his productive years at Washington University, and his groundbreaking research on the survival of cancer cells has helped scientists devise new ways to treat cancer.

"He was truly a world-class cancer researcher and loved by all who knew him," Timothy Ley, M.D., the Alan A. and Edith L. Wolff Professor in Medicine and professor of genetics, told the *St. Louis Post-Dispatch*. "But in addition to all he accomplished scientifically at WashU, he also laid the critical groundwork for the creation of the Siteman Cancer Center in the early '90s."

His death was "incredibly ironic," Ley said, "as he spent his life studying cancer and in the end, it took his life."

Korsmeyer, who was also a professor of medicine, spent 12 years at the University before

being recruited to Harvard-affiliated Dana-Farber Cancer Institute in 1998. In his last year here, Korsmeyer received one of four General Motors Cancer Foundation international awards.

For 19 years, Korsmeyer worked for the Howard Hughes Medical Institute at Dana-Farber.

In his time at Dana-Farber, Korsmeyer was the head of the program in molecular oncology within the Department of Cancer Immunology and AIDS. He was the Sidney Farber Professor of Pathology and professor of medicine at Harvard Medical School.

He grew up on his family's livestock farm in Beardstown, Ill., where he originally planned to become a veterinarian. He later chose premedical studies and graduated from the University of Illinois at Chicago in 1972. He then earned a medical degree from the university's school of medicine in 1976.

He completed his internship and residency at the University of

California Hospitals in San Francisco and completed a three-year research fellowship at the National Cancer Institute in 1982.

John F. DiPersio, M.D., Ph.D., the Lewis T. and Rosalind B. Apple Professor of Medicine and chief of the Division of Oncology at WUSTL, told the *Post-Dispatch*, "Many of us hoped and thought he would win the Nobel Prize for cancer cell research."

"I don't think there will be anyone more missed in the scientific community than Stan Korsmeyer."

He is survived by his wife of 25 years, Susan; two sons, Evan John and Jason Louis; his parents, Willard and Carnell Korsmeyer; three sisters, Lynn Hollahan, Janet Korsmeyer and Karen Ossing; and his grandfather, Carl Jolly.

In lieu of flowers, memorial contributions may be made to the Stanley J. Korsmeyer Memorial Fund at Dana-Farber Cancer Institute, 10 Brookline Place, Brookline, MA 02445.

## Employment

Go online to [hr.wustl.edu](http://hr.wustl.edu) (Hilltop Campus) or [medicine.wustl.edu/wumshr](http://medicine.wustl.edu/wumshr) (Medical Campus) to obtain complete job descriptions.

### Hilltop Campus

For the most current listing of Hilltop Campus position openings and the Hilltop Campus application process, go online to [hr.wustl.edu](http://hr.wustl.edu). For more information, call 935-5906 to reach the Human Resources Employment Office at West Campus.

**Research Statistician** 040221  
**Clinical Study Coord.** 050048  
**Reference Librarian/Instruction & Outreach Coord.** 050098  
**Asst. Dir. for Disability Resources** 050099  
**Software Developer** 050104  
**Research Asst.** 050105  
**Medical Public Policy Specialist** 050110  
**Project Manager** 050115  
**Asst. Dir. of Admissions** 050157

**Animal Care Technician** 050166  
**Assoc. Dir., Chief Physician** 050176  
**Coord., Student Involvement/Multicultural Spec** 050178  
**Asst. Dean** 050181  
**Administrative/Accounting Asst.** 050182  
**Administrative Asst.** 050183  
**Asst. Dean Undergrad Prog. & Advising** 050184  
**Coord. Of Experimental Computing** 050186  
**Admin. Asst.** 050187  
**Managing Editor** 050188  
**Special Collections Asst.** 050189  
**Office Support/Grant Coord.** 050192  
**Instructional Technology Specialist** 050193  
**Research Technician** 050194  
**Asst. Swimming Coach** 050195  
**Deputized Police Officer** 050196  
**Data Systems Asst.** 050199

### Medical Campus

This is a partial list of positions in the School of Medicine. Employees: Contact the medical school's Office of Human Resources at 362-7196. External candidates: Submit resumes to the Office of Human Resources, 4480 Clayton Ave., Campus Box 8002, St. Louis, MO 63110, or call 362-7196.  
**Research Technician I** 050951  
**Sr. Research Technician** 051073  
**Medical Asst. II** 050975  
**Planning Assoc.** 051102  
**Grants/Budget Specialist** 051111  
**Health Information Admin.** 051113  
**Dialysis Technician II** 051114  
**Grants Budget Specialist** 051116  
**Research Technician II** 051124  
**Sr. Research Technician** 051125

**Nurse Practitioner (Pediatric)** 051127  
**Clinical Nurse Specialist** 051130  
**Animal Care Technician II** 051133  
**Animal Care Technician II** 051134  
**Medical Secretary II** 051136  
**Sr. User Support Analyst** 051137  
**Nurse Practitioner** 051138  
**Nurse Practitioner** 051139  
**Research Technician II** 051142  
**Planning Manager** 051143  
**Division Admin.** 051144  
**Research Patient Coord. Part Time** 051145  
**Sr. Research Technician** 051147  
**Custodian** 051148  
**Facilities Technician III** 051151  
**Research Technician II** 051152

## Campus Watch

The following incidents were reported to University Police **April 6-13**. Readers with information that could assist in investigating these incidents are urged to call 935-5555. This information is provided as a public service to promote safety awareness and is available on the University Police Web site at [police.wustl.edu](http://police.wustl.edu).

#### April 7

12:35 p.m. — A serviceman reported that approximately \$100 was stolen from the Coca-Cola machine on the first floor vending area in McDonnell Hall. The theft occurred sometime between March 24 and April 7. There were no signs of forced entry. An investigation is continuing.

#### April 8

11:47 a.m. — A person stated that his car was broken into after seeing a map that had been in a side pocket of the door lying in the driver's side

seat. The car was in lot No. 4, near the southeast corner of Uncas A. Whitaker Hall for Biomedical Engineering. Nothing was taken from the vehicle, and there were a few minor scratches on the passenger-side door lock. An investigation is continuing.

#### April 9

9:12 a.m. — An unknown person threw a rock through a 2-foot-by-3-foot single-pane window on the south side of Rubelman Residence Hall, near the kitchen area. The screen and window were damaged. Maintenance responded for temporary repairs.

An investigation is continuing.

#### April 10

2:24 a.m. — A person was assaulted on the south end of the Millbrook Garage pedestrian overpass. Witnesses stated that the victim was knocked down by an unidentified subject with whom the victim was fighting. The victim was transported to Barnes-Jewish Hospital for treatment.

Additionally, University Police responded to one report each of forgery, parking violation, lost property and larceny.



## Washington People

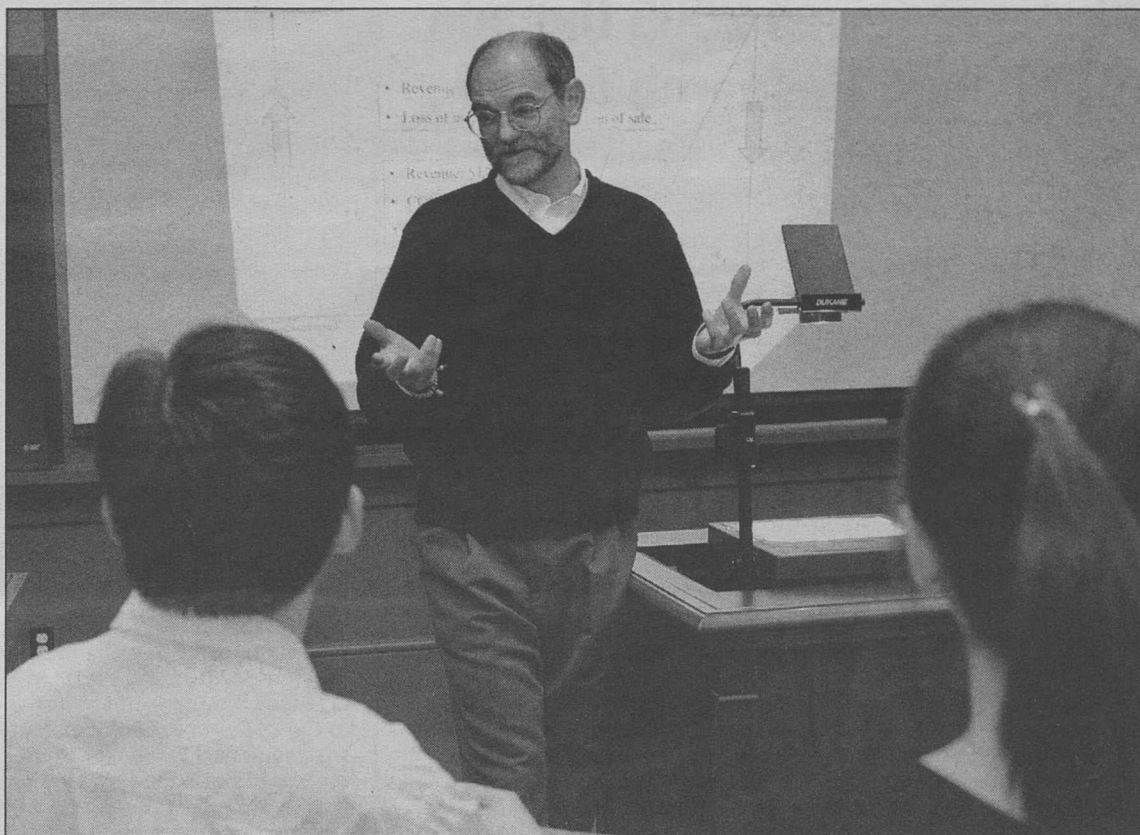
**T**he recent scandals at Enron, Worldcom, and A.I.G. marred the business world in a way particularly damaging to accountants.

While many people might be surprised that conservative, rule-following accountants could have been involved in playing with the books, Ron King, the Myron Northrop Professor of Accounting in the Olin School of Business, says we shouldn't be surprised.

"Accounting is the process of providing information to decision-makers ... and to understand accounting, one needs to understand how people use information," King says. "It used to be that accountants were ridiculed because they were perceived to be primarily bookkeepers. The bookkeeping part is simple; it's just following rules. The interesting part is when people's judgment comes into the picture."

Accountants are just as vulnerable to human foibles as anyone else, and a great deal of King's research has focused how that human behavior is controlled and influenced.

The accounting scandals of the past few years prompted Congress to pass the Sarbanes-Oxley Act of



Ron King, the Myron Northrop Professor of Accounting in the Olin School of Business, takes a break from heavy-metal music to conduct one of his classes. "Anytime you knock on his door, he'll say, 'Oh, come on in,' or, 'Let's go for lunch.' He's very generous with his time," says Nicole Thorne Jenkins, Ph.D., assistant professor of accounting.

## Accounting as a social sport

Ron King puts the personal touch on his research and teaching

BY SHULA NEUMAN

2002, which attempts to prevent future accounting fraudulence. The act provided King fresh fodder for contemplating how accountants' behavior will be influenced.

Sarbanes-Oxley includes requirements that businesses expand the scope of reports that must be filed with the Securities and Exchange Commission. However, the act isn't as riddled with new rules as some would expect. Instead, King says, it requires accountants to do something much more difficult; follow principles.

"Fewer rules, more principles," King says. "When you have 'bright-line' rules, lawyers can engineer around them. Then Wall Street may be misled by the form of the report rather than the underlying economic reality. However, if accountants have to address principles to guide the implementation of rules, then it makes it more difficult to circumvent the rules."

To explain the distinction, King uses the analogy of a guy driving on the highway at 55 mph who gets into an accident. An example of a principle-based system would have the officer at the scene issue a ticket because even though Joe wasn't violating the rule of driving more than 55 mph, he was violating the principle of driving safely.

Asking accountants to judge situations based on principles, however, creates a lot of ambiguity. So King is running experiments in the Taylor Experimental Lab to figure out how people make deci-

sions in the face of ambiguity.

However, King says, the matter of following principles is further complicated by the fact that accountants tend to have personal connections with the managers and therefore are more inclined to view the situation in a manner favorable to the managers, rather than having the numbers reflect a less-positive reality.

"The basic assumptions in economics are clear — people are rational and self-interested. These assumptions add discipline to our thinking and they provide a parsimonious framework," King says. "However, the challenge now is to understand how business and markets perform when people are more altruistic and less rational than traditional economics assumes."

It's that tension between the assumptions in basic economics and the reality of complex and seemingly irrational human behavior that continues to drive King's research.

The assumption of rationality can be a good first approximation. In fact, it was a rational act of self-preservation that drew King to accounting. He studied science as an undergraduate student at the University of Wisconsin-LaCrosse and took a job as a medical researcher after he graduated. He found the work interesting work until one day the ether used in the lab made one of his co-workers faint.

"As I tended to him, I saw the office crowd going off to lunch and I thought, 'Well, maybe I should get an M.B.A. — then I won't be around so much ether,'" King says.

The M.B.A. led to a Ph.D. from the University of Arizona, where King had another dizzying experience — but nothing as damaging as ether.

King met Vernon Smith, whose groundbreaking work using laboratory experiments as a tool in empirical economic analysis fascinated King. Eventually, Smith became King's Ph.D. adviser.

That relationship has led to a lifelong friendship and continual intellectual inspiration for King. Of course, King had no way of knowing that Smith would one day win the Nobel Prize for his experimental economics. So, when Smith's prize was announced on Oct. 9, 2002, King was a bit worried since he had invited Smith to speak at Washington University on

Oct. 10.

"We thought he might not show up because he had just won the award," King recalls. "But he did and the timing turned out to be perfect for us. It was a great honor to have him here. He's an impressive fellow, with a down-home disposition and with endless curiosity."

After 19 years teaching at the Olin School of Business, many of King's colleagues and students feel the same way about him ... perhaps despite — or because of — his proclivity for heavy metal music.

"He's a rocker," says second-year M.B.A. student Brian Anton, who became close to King from working as King's accounting teaching assistant the past two years. "His son Bracken, who graduated from Washington University last year, was in a heavy metal band here. I got to know one of the band members by coincidence and that guy gave me a CD they'd recorded. I listened to it and I said to Ron, 'This is terrible.' And Ron goes, 'It's actually a little bit light for my taste.'"

King's taste in heavy metal runs more in the "music that drives parents crazy" vein, he says, citing such groups as Static-X, Disturbed, and Soulfly as examples. King frequently goes to hear his favorite bands in concert with his son Tyler, a sophomore at Washington University.

"The people at the concerts are very polite to me," King says. "They let me pass right through the crowds. At my age, they think I must be an undercover 'narc' — there would be no other explanation for someone my age to be at the concert."

In all respects, M.B.A. student Anton says, King does not fit the mold of an accounting professor.

"Accounting professors are supposed to be geeky, not somebody who's as laid back and funny and Ron is," Anton says. "His students really like him because you get the feeling when you're in class that he does care and he's really trying to impart his wisdom. Ron isn't there to show you what he knows; he's there to help you figure out what you don't know and help you do better. That's refreshing."

It's not just his students that appreciate King's attributes. King was instrumental in hiring Nicole Thorne Jenkins to be an assistant professor of accounting at the business school.

She has since become friendly with King and his family and has grown to appreciate his mellow,

yet supportive attitude. She says King always seems willing to set aside what he's working to talk with students and colleagues.

"He's very willing to spend time to talk about my research stream or he'll counsel me on teaching choices and how to maximize the synergies between teaching and research," Jenkins says. "Anytime you knock on his door, he'll say 'Oh, come on in,' or 'Let's go for lunch.' He's very generous with his time."

Jenkins also points out that King's interest in music goes beyond heavy metal. She says King pretty much enjoys any kind of live music. But music is just a small portion of the many interests that King sustains.

He travels as much as he can, Jenkins says. He enjoys beer — both drinking it and making it. (King's favorite home-brew is "Yellow Dog Ale.")

She points out that King has an attachment to a 1967 Volvo 122 that, by his own admission, he never tinkers with; he just enjoys driving and owning it.

It's the mix of King's professional and personal qualities that people come to respect, Jenkins says.

"I appreciate how much he values his family and values the time that he spends with them. It's most admirable, especially considering how hard he works," Jenkins says. "He's taken over a lot of administrative responsibilities in the accounting area, he is working on his research, yet he still makes time to travel with his family. It's good to work in an area where the senior faculty value those things."

### Ron King

**Wife:** Monica Matheney — former economist, full-time mom and self-employed helping people archive family photographs.

**Children:** Bracken — a 1999 WUSTL grad; pursuing a Ph.D. in biological engineering at Massachusetts Institute of Technology. Tyler — a sophomore at WUSTL studying engineering.

"The family joke is that Bracken was a big kid and Tyler was small. At one point, Bracken was bigger than 95 percent of the kids his age, and Tyler was smaller than 95 percent of the kids his age. So I said we could reject them as human beings — using an alpha-level of .05 ... meaning statistically, neither were human beings. My younger son then argued for two-tailed testing."



Ron King with sons Tyler and Bracken, and his wife, Monica Matheney, pause on the Charles Bridge in Prague while on a family vacation in 2004.