The addition of South 40 House (background) and Umrath House open on South 40 but also facilities and programs that are vital that we provide students with the success of our undergraduates the first time this year.

"Two impressive new buildings, South 40 House and Umrath House, have opened to students for the South 40."

The first phase of construction includes the South 40 House and Umrath House residence halls, a fitness center, several stations of food service, part of a convenience store and a temporary dining area. The Bear Necessities store, operated by the Women's Society of Washington University, has relocated to Umrath House.

The second phase of construction, including the completion of the dining area and College Hall, an assembly space for the residential colleges, will be completed in August 2010.

Margaret Bush Wilson, trustee emerita, political science major in Arts & Sciences, acknowledges the audience after delivering an inspirational and moving speech about her experience becoming part of the WUSTL community during Convocation Aug. 20 in the Athletic Complex. The annual event serves as the University's vehicle to formally welcome and introduce all new students and their families to campus. It is the last time the Class of 2013 will be assembled together until graduation. Chancellor Mark S. Wrighton gave the keynote address to a packed house, and Andrew Rehfeld, Ph.D., associate professor of political science in Arts & Sciences, made the faculty presentation.

"This is truly a terrific part of the Assembly Series," said principal investigator Zhou-Feng Chen, Ph.D., associate professor of anesthesiology, of the journal Science. The researchers say they have discovered that those itch-specific nerve cells may contain several itch-specific receptors or signaling molecules that can be explored or identified as targets for future treatment or management of chronic itching.

"We've shown that particular neurons are critical for the itching sensation but not for pain," said principal investigator Zhou-Feng Chen, Ph.D., associate professor of anesthesiology. "We're excited about this new discovery because it opens the door to new treatments for chronic itching illnesses."
Live@EDU selected for student e-mail pilot program

Washington University selected Live@EDU to provide e-mail, calendar and Web services to a pilot group of students during the fall 2009 semester. The pilot project with Live@EDU is a step toward offering students e-mail and related web services that are an improvement over the University’s current approach, said Andrew Ortstadt, associate vice chancellor for information services and technology.

Each WUSTL school independently provides e-mail and related technology services and the features of the different systems vary, and many students have multiple University e-mail accounts.

“After several months seeking a pilot group of students,” Ortstadt said, “it also allows University information technology staff to better focus on supporting technology that enhances learning and other academic initiatives within the schools.”

A team of representatives from the Office of Student Records, Student Union, the Student Technology Advisory Committee, Alumini and Development, and University Technology staff and the Office of Sustainability evaluated the University’s current systems, student input, and student and faculty and staff to become better acquainted with Whittemore House. To become a Whittemore House member, a person must be a faculty or staff member, a retired faculty or staff member or a friend of the University. Whittemore House is available for lunch, conferences and special events such as birthdays, anniversaries, family reunions and wedding ceremonies and receptions. For more information, visit whittemorehouse.org.

Neurons Study suggests different cellular pathways

In a new wave of research, a team of scientists has identified differences in the neurons of mice with a genetic trait that causes them to get itchy when they are exposed to certain allergens.

The team has been using a technique called optogenetics, which involves using light to control neurons in the brain. They have identified a unique population of neurons in the mice that are sensitive to the allergens.

The study, published in the journal Nature Communications, suggests that the differences in the neurons could be linked to the genetic trait that causes the mice to get itchy.

Veterans Number of veterans enrolled up 50 percent from Page 1

Olin MBA student Tod Stephens (in baseball cap) participates in a team-building exercise for all new Olin MBA students at Shaw Park in Clayton earlier this month. Stephens is among the first of new WUSTL students to benefit from the Post-9/11 G.I. Bill.

Assistant dean and director of MBA admissions and financial aid at Olin.

Neurons according to the presence of/absence of the chemical histamines. Histamine-dependent itching can be caused by bug bites or allergic reactions and is temperature-related. Histamine-independent itching, however, is resistant to anti-histamine treatment. In this study, it made no difference whether mice were exposed to histamines or to other itch-inducing substances. These mice whose GRPR-expressing neurons had been destroyed by the neurotoxin didn’t scratch, regardless of what type of itchy agent they encountered.

“However, the same mice continued to respond normally to pain,” Chen said. “This is a very striking and unexpected result because it suggests that there is an itch-specific pathway in the spinal cord.”

Chen’s photo accompanied a front-page story and the benefits of the new G.I. bill make it possible to attend a private school,” Stephens said.

“Due to the joint funding of the Yellow Ribbon Program by the University and the Department of Veterans Affairs, a veteran can receive the entire Yellow Ribbon benefit.”

“More than the generosity of schools like Olin and the Yellow Ribbon Program make it possible to attend a private school,” Stephens said. He volunteered to share his story and the benefits of the new G.I. bill with local media.

His photo accompanied a front-page article in the St. Louis Post-Dispatch, and KTVI-TV featured him in a live interview on FOX News in the morning.

The number of veterans enrolled at WUSTL is up almost 50 percent this year, according to Bill Withred, director of Student Financial Services.

“Of those veterans enrolled, about a half-dozen are enrolled to receive the new Yellow Ribbon benefit.”

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Low-dose estrogen safe, effective for metastatic breast cancer

BY GWEN ERICSON

When estrogen-lowering drugs no longer control metastatic breast cancer, the opposite strategy might work. Raising estrogen levels benefited 30 percent of women treated with aromatase inhibitor treatment, according to research conducted at the School of Medicine and collaborating institutions.

The study was reported in the Aug. 19 issue of the Journal of the American Medical Association.

"We knew that aromatase inhibitors severely lower estrogen but we didn't know estrogen therapy could potentially be reinitiated," said lead author Matthew J. Ellis, M.D., Ph.D., professor of medicine in the Division of Oncology. "So we were faced with two possibilities: A, stop the aromatase therapy and raise estrogen levels, which we suspected would cause more progression in many patients and was much better tolerated than stopping aromatase inhibitors altogether."

About 40,000 women die of metastatic breast cancer each year, and estrogen therapy could potentially help these patients. Ellis said. Furthermore, he said the therapy costs less than a dollar a day.

Sixty-six postmenopausal women who had previously responded to aromatase inhibitor treatment and had later reappeared or resumed growing. The study compared a high 30-milligram daily dose of estrogen to a low 6-milligram daily dose and evaluated how well the treatments controlled the women's metastatic cancers and how the treatments affected their quality of life.

In both high- and low-dose groups about 30 percent of participants experienced a clinical benefit — their tumors either shrank or stopped growing. Research shows that they could predict which patients with hormone-sensitive breast cancer would have this type of response. They conducted standard positron emission tomography (PET) scans before estrogen treatment and 24 hours later. If metastatic tumors flared, or showed more brightly, in the PET scan after estrogen was started, they were much more likely to be affected by estrogen therapy. In 86 percent of women with PET flare reactions, tumors responded to estrogen therapy and in 87 percent of women with PET flares, tumors did not respond to estrogen.

The participants indicated whether they had adverse reactions to estrogen during the study, such as headaches, bloating, breast tenderness, fluid retention, nausea or vomiting. None of these patients had any of these side effects.

"The women in the study had all experienced a relapse while on estrogen therapy; their disease was progressing," said lead author Matthew J. Ellis, M.D., Ph.D., professor of medicine in the Division of Oncology. "So we were faced with two possibilities: A, stop the aromatase therapy and raise estrogen levels, which we suspected would cause more progression in many patients and was much better tolerated than stopping aromatase inhibitors altogether."

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Assembly Series begins with a comic touch by Alan Ramsis

By Barbara Rea

The fall 2009 Assembly Series will start off on a light note with the comic film series "When I Left for Hollywood," which continues through mid-November covering topics on entrepreneurialism, equal rights, human rights, government and the environment.

Ramsis, who earned his bachelor's degree in Arts & Sciences in 1966, kicked off the Assembly Series programs at 7 p.m. Sept. 9 in Graham Chapel. His work in film has stood the test of time. In an April 2004 New York Times cover article, "The world points out how Ramsis' unique perspective on our culture and its institutions have kept his films funny for 25 years. They attack 'the smugness of institutional life... with an impish good will that is unmistakably American," appeared in such films as "Animal House," which features fraternal systems, "Caddyshack," which targets country clubs and "Stripes," which skewers the Army.

Then there are the "tongue-in-cheek" portrayals of one of the most memorable performances by Bill Murray, "A Day in the Life of an American...! That means that our forefathers were kicked out of every dead end they could find in the world!"

Ramsis film has the unmistakable imprint of improvisation, picking up "where Chicago's Second City improv troupe, where he cut his comedic teeth, where he met Murray and many more playwrights, murderesses and other figures in history. Since graduation, Ramsis has stayed in touch. Jackley's presentation is titled "State of the City," which includes the keynote "July 14," Otsuka's debut novel, is a family's evacuation and internment account of a Japanese-American concentration camp during World War II.

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**Diversity and Inclusion Grants available**

The Coordinating Council for Diversity Initiatives (CCDI) is accepting grant applications for initiatives that improve the campus environment for women and members of underrepresented minority groups who are on faculty or staff at WUSTL.

The Diversity and Inclusion Grants support programs that improve the campus environment for programs that promote diversity and inclusion at the University. The grants will be administered by the CCDI.

"Strengthening Washington University through diversity is an effort that requires the full engagement of the campus community," said Leah Merritt, special assistant to the Chancellor for diversity initiatives.

The Coordinating Council for Diversity Initiatives is inviting proposals that the Diversity and Inclusion Grants will provide faculty and administrators with opportunities to engage in programmatic initiatives designed to help make the University an even better place to work, Merritt said.

Examples of possible proposals include recruitment efforts for students and faculty; inclusive curricula or programs; and continued academic and student support efforts to attract and retain diverse students.

Successful proposals will be collaborative, demonstrate tangible results and include departmental or school-supported funding (monetary or otherwise).

All funding is one-time only. Awards will range from $5,000-$30,000. The deadline for submission is Oct. 15. Decisions will be announced by the end of November. For more information and to apply, visit diversity.wustl.edu.

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**Volleyball ranked No. 5 by AVCA**

The volleyball team will begin its season ranked No. 5 in the American Volleyball Coaches Association (AVCA) top 25 poll.

Head coach Nicole Kaupp has led WUSTL to a 32-7 overall record this season. The Bears also qualified for the NCAA Division III sectional round. WUSTL awaits word on its opponent.

**Women's soccer ranked No. 8**

The women's soccer team is ranked No. 8 in the NCSAA Coaches' pre-season poll.

**Kaupp assistant swimming, diving coach**

Athletics director John Schaal announced Wednesday that John Galen Kaupp will serve as assistant men and women's swimming and diving coach.

Kaupp spent the past three seasons at Southeastern Oklahoma State University in the men's and women's sports programs. The former women's tennis coach, has served in interim roles as the men's and women's swimming and diving director.

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**Be careful when teaching with Hollywood films**

By Berry Evering

Students who learn history by watching historically based blockbuster movies may be too young to appreciate the historical mistakes portrayed within them, suggests a new study.

The study, published in August in the online edition of Psychological Science, suggests that showing popular history movies in a classroom setting can be a double-edged sword when it comes to helping students retain factual information and associated texts.

"We found that when information in the film was consistent with information in the text, the text, people often falsely recalled the misinformation portrayed in the film, sometimes as much as 50 percent of the time," Butler said.

Butler, whose research focuses on how psychology and popular culture can be applied to enhance educational practices, said teachers can guard against the adverse impact of movies that play with historical fact, making a general admonition may not be sufficient.

"The misleading effect occurred even when people were reminded of the potentially inaccurate nature of popular films right before viewing the film," Butler says. "In the film, the story is clearly, clearly, clearly and repeatedly negated when a specific warning appears. All the potential inaccuracy was provided before the film."

Butler conducted the study with colleagues in the Department of Psychology's Memory Lab. Co-authors include fellow doctoral student Franklin M. Zaromb, postdoctoral researcher Keith B. Lyle, Ph.D., and Henry L. "Robby" Rodiger III, Ph.D., the James S. McDonnell Distinguished University Professor in Arts & Sciences and the lab's principal investigator.

"These results have implications for the common educational practice of using popular films as an instructional aid," Butler said.

"Although films may increase learning and interest in the classroom, educators should be aware that students may learn inaccu- rate information, too, even if the correct information has been presented in a test," Butler said. "To use these lessons to enhance positive and negative effects apply to the consumption of popular history films by the general public."

For short summaries of historical issues illustrated in the historical movies used in this experiment, visit news-info.wusd.edu/tips/page/normal/14418.html.

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**South 40**

from Page 1

the contractor is St. Louis-based Gravois Subcontractors Inc. The plans are designed to be Leadership in Energy and Environmental Design (LEED) Silver certified, making them the first LEED-designed residence halls on the South 40. The Village East stu- dent apartment building, located at the northeast end of the Danforth Campus, received a LEED Silver rating from the U.S. Green Building Council in July.

The LEED rating system is a third-party certification program and a nationally accepted benchmark for the design, construc- tion and operation of environ- mentally friendly buildings. All equipment in South 40 House dining facilities, includ- ing stoves, hoods and refrigerators, will have the Energy Star label and be energy efficient. Food waste will be sent to a pulper, similar to a compostor. The loading dock near the kitchen will be covered by a "green roof," which will include a lawn, landscaping, sidewalks and a recreation area.

The Whole Center was demol- ished in June to make way for South 40 House, a building with a new identity. The Whole name will be recognized in the new building.

"Whole Center was primarily a student facility," Carroll said.

"When we decided it was time to upgrade the South 40 dining facilities, we agreed to give the building a name that reflects its new identity not only as a dining facility but also as a residence hall. South 40 House," he continued.

"It is our hope that a donor will be interested in permanently naming this building, which would of course bear their name," Carroll said.

A funding effort is under way to secure resources needed for the project construction.

South 40 House will include a bakery, deli, grill and areas for international food, tacos and a kosher station. The second phase will add a Mongolian grill, Indian food and a pizza oven.

Umrath Hall will house 99 freshman students and three residence advisors (RAs). Three RAs and 125 undergraduate students will live in South 40 House.

The two buildings will form a new residential college, along with Rubezahl House.

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**Football picked second in conference**

The Bears were picked second in the 2009 University Athletic Association (UAA) championship coaches' poll.

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In August 2009, the WUSTL Department of Psychology conducted a study on the accuracy of movies in relation to real life events. The study found that people who watch movies are more likely to retain facts from movies than from textbooks. The study was conducted using a sample of 100 participants. The results were published in the online edition of Psychological Science. The study was funded by the National Science Foundation.

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Which bear to choose? Washington University Women's Society volunteer Elise Burkhardt (left) talks with Robbert and Bill Schonrow of Brookside, Mo., about the grand opening of the new Bear Necessities store Aug. 25 in Umrfall House in the South 40. The Schonrows' son Will is a member of the Class of 2013. Bear Necessities sells WUSTL apparel and gifts, birthday cakes and other items. All proceeds from the store — run by the Women's Society, more than 500 women who serve as the University's ambassadors in the community — help fund the Elizabeth Gray Danforth Scholarships and student projects. For more information, visit wussemissouris.com or call 935-6071.
Wilson

and was cancer cured.

Wilson also was a member of the advisory board for the American Culture Studies Program in Arts & Sciences. The Margaret Bush Wilson Professorship in Arts & Sciences — held by John Baugh, Ph.D., director of the African & African American Studies Program and professor of English and Arts & Sciences — recognizes her outstanding contributions to the university and Washington University in St. Louis.

"Margaret Bush Wilson was one of the most exceptional people I have ever known," Baugh said.

"Few Americans will ever leave a greater legacy of service and personal kindness, generosity, compassion and visionary leadership than Margaret Bush Wilson contributed to St. Louis, America, the NAACP and the world.

"She made me feel like a long-standing member of her family and I will sorely miss her friendship and sage advice," Baugh said.

Wilson was born in St. Louis Jan. 30, 1919, and graduated with honors from Sumner High School in St. Louis. She earned a bachelor's degree in economics, cum laude, from Talladega College and a bachelor of laws degree from Lincoln University School of Law (now merged with the University of Missouri School of Law). During her junior year in college in 1938, Wilson was selected as a Jersey Durell Fellows. As a fellow, Wilson spent six months in India at Vyara Bharat College, where she met her future husband, Hemanthine Thevarapani and Mehendi Ghadiali. She was particularly fascinated by India.

Wilson managed a St. Louis law firm, now Wilson & Associates, for more than 40 years. In addition to practicing law in St. Louis, she was admitted to practice before the U.S. Supreme Court and was a member of the Board of Governors of the Illinois Bar Association. Wilson received the Distinguished Lawyer Award from the Bar Association of Metropolitan St. Louis in 1997. Wilson also served as legal consultant to the Haitian government, Office on Poverty; administrator, Community Service and Continuing Education Programs, Title I, Higher Education Act of 1965 in the Missouri Department of Community Affairs; acting executive and deputy director of St. Louis Model City Agency; assistant director, St. Louis...
Kouvelis named head of executive education at Olin

By Melody Walker

Ahendra Gupta, Ph.D., dean and the Geraldine and Robert L. Virgil Professor of Accounting and Management Information Systems at Washington University, has named Panos Kouvelis, Ph.D., a Distinguished Professor of Operations and Management, to the newly created position of senior associate dean and director of executive programs at Olin.

The new position is part of a strategic re-structuring of Olin's executive education to create a unified and integrated approach to this program.

In his new role, Kouvelis will be responsible for the strategic development and programmatic oversight of Olin's MBA programs in St. Louis and Shanghai; the Olin Partners' Program open-enrollment executive programs; custom executive programs and the administration of the Charles E. Knight Executive Education and Conference Center.

Kouvelis has an active research agenda as a member of the Olin faculty for 12 years. He also is the director of Olin's Research Center for Technology, Information and Management; and he currently is affiliated with Olin's executive programs given his years of exceptional teaching, renowned research and lịch consulting relationships with business.

Gupta said, "His leadership, coupled with our outstanding faculty and staff, position Olin for an exciting new trajectory in providing the very best in executive education to business professionals and their companies today and in the future.

Kouvelis, 48, was born in Lamia, Greece and majored in mechanical engineering at the National Technical University of Athens. He earned a dual MBA and industrial engineering degree from the University of Southern California and earned a doctorate at Stanford University.

He taught at the University of Texas at Austin and the Fox School of Business at Duke University before joining the Olin faculty in 1997.

The recipient of numerous awards for teaching and service, Kouvelis has published three books and more than 80 papers in academic journals. He also serves in editorial positions at several leading management and operations publications. Kouvelis is instrumental in designing a new master's degree in supply chain management that will launch at Olin this fall.

Of note

Alison Alber, Ph.D., of the Department of Surgery; George Quam, Ph.D., of the Department of Pathology and Immunology; and Richard Wu, Ph.D., of the Department of Molecular Microbiology, have been named a 2011-12 N.I.M. Keck Postdoctoral Fellow in Molecular Medicine by the Division of Biology and Bio biomedical Sciences. Each year, the division selects four to five outstanding scientists in biomedical research with fewer than two postdoctoral mentors per student and awards each a fellowship of $52,000 for five years.

"The Keck Fellows are playing an important role in our commitment to providing our students with the best possible training experience," said Professor of Biology and Biomedical Sciences in Arts & Sciences, has received a three-year, $410,022 grant from the National Institute of Biomedical Imaging and Bioengineering for research on "Mechanical Changes in the Developing Brain.""...""

Laura A. Bude, Ph.D., postdoctoral research associate in biology, received a one-year, $41,499 grant from the National Science Foundation for research titled "RAPID: Comparing Historical and Contemporary Plant Pollinator Interaction Networks to Investigate the Effect of Climate Change and Invasive Species.""..."

Robert Crisa, Ph.D., professor of earth and planetary sciences in Arts & Sciences, has received a one-year, $65,863 subcontract from the City of University City Department of Public Works for research titled "Geochemical Denitrification of the River Des Peres in University City.""..."

Rebecca Cong, Ph.D., research assistant professor of surgery, has received a two-year, $578,350 grant from the National Institute of Health National Heart, Lung and Blood Institute for research titled "Identification of a Microbial Stool Inhibitor in Icteric Heart Disease.""..."

Thomas Ferkol, M.D., associate professor of medicine and a fellow in the department of Allergy, Immunology and Pulmonary Medicine in the Department of Pediatrics, was elected chair of the American Thoracic Society Scientific Assembly on Pediatrics at its annual conference in May.""

David Fike, Ph.D., assistant professor of earth and planetary sciences in Arts & Sciences, has received a one-year, $213,910 grant from The Agassiz Institute for research titled "Constraining the Ediacaran-Paleozoic Rise of Oxygen.""..."

Steven M. Kynes, Ph.D., research professor of ophthalmology and visual sciences, received a Department of Education Investigator Award from Prevent Blindness America for his project titled "Development of a Model for Estimation of Longitudinal Change in Mean Deviation in Patients with Primary Open Angle Glaucoma.""..."

Several Young Scholars in the University of Pennsylvania's Graduate School of Arts & Sciences, have received a one-year, $1,500 grant from The Intercollegiate Academy of Arts & Sciences for research titled "Aestheticism and the Conservative Imaginary: The Role of the Visual Arts in the Formation of the Social Imaginary.""..."

James Oppenheimer, Ph.D., professor of psychology and biology, and director of the Institute for the Study of the Life Sciences, has received a two-year, $100,000 grant from the National Institute of Aging for research titled "Aging and Disease: The Role of Protein and Lysosomal Proteinase Activity in the Regulation of the Aging Process.""..."

Steven P. Miller, Ph.D., adjunct instructor of history in Arts & Sciences, has received a $1,500 grant from The Intercollegiate Academy of Arts & Sciences for research titled "Genetic and Related Differences Among Human Populations in Southeastern Pennsylvania.""..."

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Curiosity is his compass

Elson's lab is a center of collaboration and invention

Elliot L. Elson

Education: B.S., biochemistry, Harvard University, Ph.D., biochemistry, Stanford University.

Title: The Alumni Endowed Professor of Biochemistry and Molecular Biophysics, professor of physics in Arts & Sciences and of biomedical engineering.

Family: Wife, Frances Tietov, who is principal harpist at the Saint Louis Symphony Orchestra; sons Louis, Woodworth, 30, a graduate of the University of Miami in philosophy, and Julian Elson, 25, a graduate of the University of Chicago in economics. Both sons live in St. Louis.

Books: "Consultant with Hong Qian, Ph.D., of the University of Chicago in molecular biology. "It has been a privilege to have my lab next to his and to be able to call on his expertise at any time."

Internationally known and respected, his approach to science puts him well ahead of the curve.

By GWEN ERICSON

Washington, of an upcoming book by Julian Elson, 25, a graduate of the University of Chicago in physical chemistry. James Watson, Ph.D., and Francis Crick, Professors of biochemistry from Harvard University.

At Stanford, Elson delved into the field of physical chemistry of DNA. Genin says. "The lab is one of the first places where scientists can study the behavior of DNA in a living cell."

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