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Camille Zubrinsky Charles: Edmund J. and Louise W. Kahn Term Professor in the Social Sciences



Camille Charles

Camille Zubrinsky Charles, professor of sociology, has been named the Edmund J. and Louise W. Kahn Term Professor in the Social Sciences. Dr. Charles' research interests include racial attitudes and intergroup relations, racial residential segregation, urban inequality, minorities in higher education, and racial identity. She is the author of *Won't You Be My Neighbor: Race, Class and Residence in Los Angeles*, and co-author of *The Source of the River: The Social Origins of Freshmen at America's Selective Colleges and Universities*. More recently, she is co-author of the forthcoming book *Taming the River: Negotiating the Academic, Financial, and Social Currents in Selective Colleges and Universities*. She is also nearing completion of a sole-authored book on black racial identity in the United States, tentatively titled *The New Black: Race Conscious or Post-Racial?*

Dr. Charles earned her doctorate in 1996 from the University of California, Los Angeles, where she was a project manager for the 1992-1994 Multi-City Study of Urban Inequality. She taught at Ohio State University before joining the Penn faculty in 1998. Dr. Charles has a secondary appointment in the Graduate School of Education and is a research associate at the Population Studies Center. Having served as faculty associate director of the Center for Africana Studies, she will assume directorship in 2009.

The Edmund J. and Louise W. Kahn Term Professorship in the Social Sciences was established through a bequest by Mr. and Mrs. Edmund J. Kahn. Mr. Kahn was a 1925 Wharton graduate who had a successful career in the oil and natural gas industry. His wife, Louise, was a graduate of Smith College who worked for *Newsweek* and owned an interior design firm. The couple contributed to many programs and projects at Penn, including the Van Pelt-Dietrich Library, the Modern Languages College House, and other initiatives and scholarships in the humanities.

Larry Gladney: Edmund J. and Louise W. Kahn Professor for Faculty Excellence



Larry Gladney

Larry Gladney, professor of physics and astronomy, has been appointed the Edmund J. and Louise W. Kahn Professor for Faculty Excellence. Dr. Gladney's research interests in experimental particle physics and astro-particle physics and cosmology focus on understanding the fundamental connections between matter, energy, space and time. He is the recipient of the Edward A. Bouchet Award from the American Physical Society, the Martin Luther King Jr. Lecturer Award from Wayne State University, an Eli Lilly Teaching Fellowship and a National Science Foundation Presidential Young Investigator Award. The past chair of the Faculty Senate, Dr. Gladney also has a secondary appointment in the Graduate School of Education and is the current director of the Penn Science Teacher Institute.

Dr. Gladney came to Penn as a postdoctoral scholar in 1985, after receiving his doctorate from Stanford University and his bachelor's degree in physics from Northwestern University. He joined the faculty in 1988.

The Edmund J. and Louise W. Kahn Professorship for Faculty Excellence was established through a bequest by Mr. and Mrs. Edmund J. Kahn (see above).

Harbir Singh: Vice Dean for Global Initiatives at Wharton

Wharton Dean Thomas Robertson has appointed Dr. Harbir Singh as the new Vice Dean for Global Initiatives. In his new role, Dr. Singh will champion the Wharton School's global activities including research, education and knowledge dissemination. Dr. Singh will help coordinate the school's agenda for globalization in close collaboration with the undergraduate and graduate divisions, including the internationally focused Huntsman and Lauder Programs.

A member of the Wharton faculty for nearly 25 years, Dr. Singh has long served the Wharton community as a researcher, chairperson of the management department, member of the University Models of Excellence Committee. He is the Mack Professor of Management and Co-Director of the Mack Center for Technological Innovation. Dr. Singh focuses his research on strategic alliances, corporate acquisitions and corporate restructuring. He has served on the editorial boards of the *Strategic Management Journal* and the *Academy of Management Journal*. Dr.

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Amy Gutmann: Christopher H. Browne Distinguished Professor of Political Science



Amy Gutmann

School of Arts and Sciences Dean Rebecca W. Bushnell has announced the appointment of President Amy Gutmann to the Christopher H. Browne Distinguished Professorship in Political Science.

"Browne Professorships are one of the highest honors we bestow on SAS faculty, recognizing those who demonstrate exceptional

distinction in research and teaching as well as a deep commitment to the most fundamental values of a university," said Dean Bushnell. "This appointment is therefore especially fitting, recognizing Dr. Gutmann's standing not only as Penn's leader but also as one of its most eminent scholars and educators, an internationally-acclaimed political scientist and philosopher and an award-winning teacher."

In addition to her primary academic appointment in political science, Dr. Gutmann holds secondary appointments in the department of philosophy in SAS, and in the Annenberg School for Communication as well as the Graduate School of Education.

Dr. Gutmann's professorship is one of five chairs recently established by a \$15 million gift to SAS from Penn alumnus, trustee, and chair of the SAS Board of Overseers, Christopher H. Browne (*Almanac* February 12, 2008). The gift augments a previous \$10 million gift given by Mr. Browne in 2000 to endow five chairs. Mr. Browne also made a gift to establish the Christopher H. Browne Center for International Politics, which promotes interdisciplinary research and teaching across the Penn community on issues of international relations, international security and international political economy.

Mr. Browne received his bachelor's degree in history from Penn in 1969. He joined the SAS Board of Overseers in 1982 and became its chair in 1999. A Penn trustee since 1991, he was named a Charter Trustee in 2001. He is managing director of the securities brokerage and investment advisory firm Tweedy, Browne Company LLC.

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Harbir Singh

The following agenda is published in accordance with the Faculty Senate Rules. Any member of the standing faculty may attend SEC meetings and observe. Questions may be directed to Sue White, executive assistant to the Senate Office either by telephone at (215) 898-6943, or by e-mail at senate@pobox.upenn.edu.

Faculty Senate Executive Committee Agenda

Room 205 College Hall
Wednesday, October 15, 2008, 3–5 p.m.

Reception: 5 p.m., Arthur Ross Gallery

1. Approval of the Minutes of September 10, 2008 (2 minutes)
2. Chair's Report (5 minutes)
3. Past-Chair's Report on Academic Planning and Budget & Capital Council (3 minutes)
4. Ballots: Nominating Committee (5 minutes)
5. Update on Penn Research Enterprise Initiatives & Metrics (45 minutes)
Presentation by Steve Fluharty, Vice Provost for Research
6. Research Commercialization at Penn—Development, Benchmarking & Sustainability (45 minutes)
Presentation by Mike Cleare, AVP for Research, EVP Center for Technology Transfer
7. Discussion of the proposed Policy on Equal Opportunity and Affirmative Action (5 minutes)
8. New Business

Hewlett Award for Innovation In International Offerings— Call for Proposals: November 14

The University of Pennsylvania established the Hewlett Award for Innovation in International Offerings (formerly the Fund for Innovation in International Offerings) in January 2007, to foster new and creative approaches to the global engagement of undergraduate and graduate/professional students through study, research, and service abroad.

The Hewlett Award supports projects that will enhance international offerings at Penn and provide innovative new models for international student opportunities, including:

- Opportunities for students in major fields not commonly represented in study abroad options
- Opportunities in world areas not commonly represented in study abroad offerings (such as South Asia, East Asia, Southeast Asia, Central Asia, Africa, Latin America, the Middle East, Eastern Europe, and Russia)
- Short-term overseas options (e.g. embedded or appended overseas components to on-campus semester courses, summer programs, winter break programs)
- Rigorous active-learning models (service learning, professional internships, field research, and clinical experiences) that allow students to translate knowledge into practice in a global context
- Interdisciplinary offerings focused on global issues
- Introductory international opportunities for first and second year undergraduate students

Successful applicants have included internships in Botswana focusing on HIV's impact on health, educational, social and economic conditions; clinical training for nurses in Botswana; expansion of the SEAS Global Technology Learning Program; and a new course on international development and design.

Criteria for Review

The Office of the Provost is seeking one to two proposals per school for grants of up to \$25,000. Each dean is also invited to include one (1) additional proposal (i.e., a third proposal) that is signed by at least one other dean which represents a cross-school effort. Requests for smaller awards and those leveraging matching funds will be considered favorably. Over \$100,000 in grant support is expected to be offered for the upcoming year.

Funds may be used to support student travel grants (max. \$2,500 per student) and other expenses directly related to developing and implementing new education abroad programs. Funds may not be used for student tuition, faculty salaries, support of on-going program costs, purchase of equipment, or attending international conferences. The same project cannot be funded for more than two years.

Proposals must include a tenured or tenure-track Penn faculty member as a leader of the project. Brevity and clarity are appreciated. Please provide a narrative of no more than 500 words, a line-item budget, and a short bio of the faculty member(s) involved. If cooperating institutions or organizations are critical to the success of the program, a letter of support from any such institution or organization should be attached.

Projects must be undertaken during the spring or summer of 2009.

Proposals will be assessed, taking into consideration a number of issues including:

- Does the proposal include clear linkages to academic degree requirements or courses?
- What is the expected impact of the proposed program in terms of student participation?
- Does the proposal leverage additional resources of the department(s), school(s), alumni, NGOs, the private sector, or cooperating higher education institution(s)?

Please send proposals to the Office of the Provost, 122 College Hall/6303, by November 14, 2008.

Deaths

Dr. Pendergrass, Radiology

Dr. Henry P. Pendergrass, former faculty member of the radiology department in the School of Medicine, passed away September 21; he was 83.

Dr. Pendergrass earned a bachelor's degree from Princeton University, a medical degree from Penn's School of Medicine in 1952 and a master's degree from Harvard's School of Public Health.

Following in the footsteps of his father, Dr. Eugene P. Pendergrass, former chair of Penn's radiology department, Dr. Pendergrass held an appointment as an assistant professor of radiology from 1960-1996. He had also held faculty positions at Harvard University and Vanderbilt University, where he was an emeritus professor. After retiring from Vanderbilt, he held an appointment as an adjunct professor of radiology at Penn until his official resignation in 2005.

Honors received by Dr. Pendergrass include the Distinguished Service Award Gold Medal from the American Medical Association in 1994 and the Gold Medal from the Radiological Society of North America in 1984, of which he had served a term as president. In addition, he received the American College of Radiology Gold Medal in 2002.

Dr. Pendergrass is survived by his wife, Carol Minster Pendergrass; daughters, Deborah Reaves and Margaret Sanders; stepchildren, Yardly Jenkins, and James and Frank Roberts; and eight grandchildren.

Memorial donations may be sent to the Radiological Society of North America Research & Education Foundation, 820 Jorie Blvd., Oak Brook, IL 60523-2251.

Dr. Rooney, Veterinary Medicine

Dr. James R. Rooney, former faculty member in the department of pathobiology in the School of Veterinary Medicine, passed away September 5; he was 80.

Dr. Rooney graduated from Dartmouth College in 1949 with an AB degree in English drama. In 1952 he earned his DVM from Cornell University; and in 1956, his MS from Virginia Polytechnic Institute, where he also was a professor.

He served in the US Army, Veterinary Corps. from 1952-1954 as a laboratory officer.

Dr. Rooney was appointed to the faculty in 1968. He resigned from the standing faculty in 1976 but joined the associated faculty as an adjunct professor of pathology in pathobiology, a position he held until 1988. The Vet School created The James R. Rooney Opportunity Scholarship in his honor. He also received an honorary MA degree from Penn in 1971.

Prior to coming to Penn, Dr. Rooney was a professor in the department of veterinary science at the University of Kentucky. He chaired the department from 1987-1989. After leaving Penn, he worked for ICI Americans Inc. in Wilmington, DE and then returned to the University of Kentucky before his retirement.

Dr. Rooney is survived by his wife, Audrey; son, Alec; daughter, Melinda Florsheim; and five grandchildren.

To Report A Death

Almanac appreciates being informed of the deaths of current and former faculty and staff members, students and other members of the University community. Contact (215) 898-5274 or almanac@upenn.edu.

OF RECORD

Environmental Protection Policy

Policy Statement

The University of Pennsylvania is committed to health, safety and environmental protection in all teaching, research and clinical activities.

Deans, vice presidents, department chairs, principal investigators, directors, managers and other supervisors are expected to support this policy. The Office of Environmental Health and Radiation Safety coordinates the policy under the direction of the Vice Provost for Research, with the consent of senior level management and the advice of the Radiation Safety Committee and the University Environmental Health and Safety Committee. Other University divisions and offices such as Facilities and Real Estate Services, General Counsel, Public Safety, Risk Management and Insurance, and University of Pennsylvania Health System Safety Management collaborate on the implementation of this policy.

Maintaining our status as a premier research and educational institution and an exemplary environmental steward requires that members of the Penn community be environmentally sensitive. Each member of the University of Pennsylvania community has a role in ensuring that the University maintains a healthy, safe, and protected environment.

Members of the University of Pennsylvania community are accountable to:

- Consider possible environmental and safety impacts when making decisions, including those concerning facilities management and construction projects.
- Emphasize safety education and safe work practices to minimize injuries and illnesses.
- Recognize and respond to any legitimate community concerns about potential environmental health and radiation safety impacts.
- Provide appropriate and timely information to questions raised about environmental health and radiation safety issues.
- Use energy efficiently.
- Reuse and recycle materials when it makes environmental sense to do so.
- Comply with all environmental health and radiation safety laws and regulations, and the University of Pennsylvania Environmental Health and Radiation Safety (EHRS) Program.

Purpose of the EHRS Program is to:

- Provide a summary of the essential elements of each EHRS program.
- Serve as a practical guide to the Penn community on how EHRS programs are managed and how to follow procedures.
- Clarify the roles and responsibilities of Schools, departments and individuals with respect to EHRS activities.
- Serve as an easy-to-use reference tool that lists additional resources, including EHRS procedures, regulations, guidelines, and plans.
- Facilitate a process of continually improving and updating the University's EHRS programs through regular revisions to the Plan.

Scope of EHRS Program

The Environmental Health and Radiation Safety (EHRS) Program applies to all schools, departments and divisions of the University of Pennsylvania.

EHRS Program elements include, but are not limited to:

Biological Safety
Environmental Programs
Laboratory Safety
Laser Safety
Occupational Safety
Radiation Safety

—Amy Gutmann, President

—Ronald Daniels, Provost

—Craig Carnaroli, Executive Vice President

Harbir Singh: Vice Dean for Global Initiatives at Wharton

(continued from page 1)

Singh has taught several courses in Management, including Competitive Strategy, Mergers and Acquisitions, and Strategic Alliances.

Dr. Singh has won numerous awards for his scholarship including the *Journal of International Business Studies* Decade Award, the Graduate Division's Miller-Sherrerd Core Teaching Award and the Distinguished Alumni Award from the University of Michigan, where he received his PhD. He is a fellow of the Strategic Management Society, and is past division chair of the Business Strategy Division of the Academy of Management.

Dr. Singh has studied businesses all over the world, working with such global organizations as GlaxoSmithKline, Verizon, Cisco, Philips and the Aditya Birla Group. He is on the Academic Advisory Board of the Indian School of Business and has been a visiting professor at the London Business School and Bocconi University, Italy.

To: Members of the University Community and West Philadelphia Community

Nominations for Annual MLK Community Involvement Recognition Awards: December 1

In honor of the late Reverend Dr. Martin Luther King, Jr.'s recognition that local engagement is essential to the struggle for equality, the 2009 Dr. Martin Luther King, Jr. Commemorative Symposium on Social Change Executive Planning Committee of the University of Pennsylvania is pleased to announce the Fourteenth Annual Community Involvement Recognition Awards. The awards honor members of the Philadelphia community whose active service to others best exemplifies the ideals Dr. King espoused.

Four years ago we added the Dr. Martin Luther King, Jr. Community Involvement Recognition Award in honor of Dr. Judith Rodin to honor her service and ensure that her legacy at Penn continues.

The Dr. Martin Luther King, Jr. Community Involvement Recognition Awards will be presented to:

1. Staff and students of the Penn community involved in community service.
2. Residents of the broader neighborhood community involved in community service.
3. Staff, students or residents who demonstrate significant contributions in community service through the advancement of education and educational opportunities in West Philadelphia.

The awards will be presented on Thursday, January 22, 2009 as part of the University's commemoration of the King Holiday.

We seek your help in nominating individuals whose work most merits recognition. Please share this information with others in your schools, departments, and organizations, so that we may identify those most deserving of this award. Nomination forms may be submitted through *December 1, 2008*. Forms may be submitted online at: www.upenn.edu/aarc/mlk/award.htm.

Should you have any questions, please contact the African-American Resource Center at (215) 898-0104 or aarc@pobox.upenn.edu.

Thank you in advance for helping to pay special homage to those individuals who have demonstrated extraordinary service and commitment to enhance the University of Pennsylvania and the West Philadelphia community.

"Life's most persistent and urgent question is, 'What are you doing for others?'"

—Reverend Dr. Martin Luther King, Jr.

—2009 Dr. Martin Luther King, Jr.
Community Involvement Recognition
Awards Committee

South Street Bridge Website

Penn has undertaken a number of initiatives to help faculty and staff prepare for the South Street Bridge closure including a website. See www.publicsafety.upenn.edu/ssbridge for updates on the South Street Bridge construction, maps of campus, recommended detours and other information about the impact of the Bridge closing on campus as well as University benefits for those who use public transit.

As the City releases more project details, updates will be provided on the website. For general questions about the South Street Bridge Project, send an e-mail to: ssbridge@exchange.upenn.edu.

Penn Medicine Advances Real-Time Medicine: The Ruth and Raymond Perelman Center for Advanced Medicine— Helping to Heal Patients Through Innovative Building Design

The dedication of Penn Medicine's Ruth and Raymond Perelman Center for Advanced Medicine on October 2 marked the latest example in a national trend toward caring for patients in an environment designed to speed diagnosis and treatment and enhance patient comfort and convenience. The Perelman Center links Penn's expert physicians and clinical researchers in new ways, by putting them just an idea's reach away from one another, always prepared to collaborate and create groundbreaking, individualized treatment plans.

The \$302 million, 500,000-square-foot outpatient facility is the new home to 12 clinical specialties whose staff will work together in multi-disciplinary teams aided by state-of-the-art medical technology. This seamless integration of services creates a real-time medicine model that helps ensure each patient receives the right diagnosis and the right therapy at the right time.

"The Ruth and Raymond Perelman Center for Advanced Medicine exemplifies Penn's commitment to move from excellence to eminence in the care of patients and the creation of innovative treatments," said Penn President Amy Gutmann. "The new facility is not only a fitting home for superb Penn doctors, scientists, nurses and students who are the heart and soul of Penn Medicine, but also a powerful symbol of hope to patients and their families. It is a fitting tribute to the compassion and generosity of Ruth and Ray Perelman and their loyal and steadfast support for Penn."

The Perelman Center is the largest capital project undertaken in the history of the University of Pennsylvania Health System (UPHS). The new building includes 225 exam rooms, 84 private chemotherapy infusion bays and an outpatient surgical pavilion with eight 600-square-foot, state-of-the-art operating rooms. The Perelman Center will unify all services of the Abramson Cancer Center, and in 2009 the 75,000-square-foot Roberts Proton Therapy Center, the only center in the nation combining both proton treatment and research, will open its doors to patients seeking the latest treatments for cancers of the prostate, head, neck, spinal cord and other areas.

"In the life of a great academic medical center, there are certain defining moments that move it to the next level of excellence. For Penn Medicine, the Perelman Center for Advanced Medicine is one of those moments," said Dr. Arthur H. Rubenstein, Executive Vice President of the University of Pennsylvania for the Health System and Dean of the School of Medicine. "This facility is a world-class center for the most exciting and promising clinical care, which will set a new standard for patient care."

The economic impact of the Perelman Center in the Commonwealth of Pennsylvania is expected to be \$348 million, and \$212 million in the City of Philadelphia. When it is fully operational, the building will create more than 400 new jobs within Penn Medicine and support 2,772 jobs directly and indirectly throughout Pennsylvania.

A New Model In Clinical Care

Outpatients with heart, lung, vascular and digestive diseases will all receive treatment in the new building, and co-located practices—reconstructive surgeons near physicians who treat breast cancer, for instance—make it easy for patients to plan for and receive all the care they need in a single location. Specialists in endocrinology, rheumatology, dermatology, plastic surgery and executive health will also practice in the Perelman Center. When all of the Perelman Center's practices open, there will be an expected 300,000 patient visits each year.

"The future of medicine is here," said Ralph W. Muller, chief executive officer of UPHS. "The advanced medical expertise for the finest in outpatient care is thoroughly integrated throughout the building. The Perelman Center sets a new standard for accurate and timely patient care, based on collaboration, consultation, and cutting-edge research."

The Abramson Cancer Center's new location provides easy access to both screening and oncologists specializing in drug, radiation and surgical treatment in one tower. A cancer boutique offering special, hard-to-find products



Photo credit: © Stuart Watson

Left to Right: Ralph Muller, CEO of the University of Pennsylvania Health System; Penn President Amy Gutmann; and Raymond and Ruth Perelman cut the ribbon to mark the official opening of the Perelman Center for Advanced Medicine at Penn while Dr. Arthur Rubenstein, Executive Vice President of the University of Pennsylvania for the Health System and Dean of the School of Medicine looks on.



Designed by Perkins Eastman/Rafael Viñoly Architects, a comfortable and easy-to-navigate environment for patients, a central welcome space adjacent to a café and retail space, ample room for family members and friends. Special spaces and other medical professionals directly to patients and offices around the medical campus.

cancer patients need is also on the premises.

The Perelman Center brings together physicians in new ways that will lead to closer collaboration between specialists. Patients, in turn, can expect quicker diagnosis and treatment. In the Lung Center, for example, a thoracic surgeon can upload a patient's high-resolution CT scans to an imaging center 10 feet away from the exam room. There, the doctor can confer about the images with an expert chest radiologist, and together the two will help craft a personalized treatment plan for the patient. The care team will relay the plans to the patient right away, paving the way for quick access to a team of other specialists—nutritionists and social workers, for instance—without leaving the department. If the patient requires further studies, they're just a short escalator ride away from the appropriate testing areas. Similar outpatient services will be available for patients with cancer, cardiovascular diseases, diabetes and other complex conditions.

The Perelman Center also serves as the first step in a broader mission for Penn Medicine's efforts to revolutionize translational research and pioneer innovative clinical trials. Under construction next door, the Anne and Jerome Fisher Translational Research Center (*Almanac* July 15, 2008) will unite basic scientists and clinicians to drive clinical trials of treatments and cures patients can't find anywhere else.



Photo by Marguerite F. Miller

As a Joint Venture, the Perelman Center was built to create a new environment for patients and their families. The soaring glass atrium creates a bright, open space. Exam rooms are a spacious 110 square feet, providing a comfortable environment for patients and their families, eliminating the need for visits to different

History Plays Important Role in New Building

To honor the history of the Civic Center site, where the Perelman Center now stands, architects have incorporated artifacts throughout the building, including a 40-foot limestone frieze, original stained glass, a decorative ticket booth and terracotta tiles consistent with the Art Deco and Beaux Arts styles of the Civic Center building. On the first floor atrium, additional Civic Center artifacts and artifacts from the history of Penn Medicine will be on display, along with a museum-quality interactive program about its history and medical advances.

In future phases of development, the Perelman Center will incorporate more Civic Center artifacts. In addition, 5,000 artifacts from the Civic Center Museum are now part of the University of Pennsylvania Museum of Archeology and Anthropology. Visit www.uphs.upenn.edu/news/perelman.



Photo credit: © Jacques-Jean Tizhou

Perelman Center architect Rafael Viñoly looks out over the lobby in the soaring, five-story atrium of the new building during the dedication event on October 2.



Photo by Marguerite F. Miller

Philanthropic Efforts Expand Vision of Advanced Medicine

Raymond G. Perelman and his wife Ruth pledged \$25 million to create the Perelman Center for Advanced Medicine. Mr. Perelman, a Penn Medicine Trustee, is a 1940 graduate of the University of Pennsylvania's Wharton School of Business. Since 1992, he has served as president and chairman of the board of RGP Holdings, Inc., a privately held holding company comprised of various manufacturing, mining and financial interests. Mr. and Mrs. Perelman are Trustees of the Raymond and Ruth Perelman Education Foundation, Inc., which supports Jewish cultural and welfare organizations, as well as art and history museums and other cultural institutions.

In addition to the Perelmans, numerous faculty members, trustees, patients and School of Medicine alumni contributed generously to make the Perelman Center for Advanced Medicine possible.

Annual Employee Resource Fair: October 13

Penn's Annual Employee Resource Fair will take place in the Hall of Flags, Houston Hall, on Monday, October 13, from noon-2 p.m. The Office of the Executive Vice President, Penn Professional Staff Assembly (PPSA), and Weekly-Paid Penn Professional Staff Assembly (WPSA) cordially invite you to the 2008 Employee Resource Fair. Stop by for information on the services and resources available to employees, receive giveaways and raffle prizes, and network with colleagues. Dozens of offices and resource centers will be present to provide information and answer questions for Penn employees.

Thanks to the Office of Audit, Compliance and Privacy, one of last year's most popular resources will be back! InfoGuard, Penn's shredding vendor, will shred your personal documents for free. A shredder truck will be located on the walkway between College Hall and the Fisher Fine Arts Library. Bring as much personal material as you can carry! InfoGuard will shred it on site at no charge.

Representatives from Penn Green Campus Partnership will also be there to share Penn's latest sustainability initiatives.

Visit www.upenn.edu/ppsa for more information on the fair. We look forward to seeing you!

—Office of the Executive Vice President

—Penn Professional Staff Assembly

— Penn Weekly-Paid Professional Staff Assembly

Participants include:

AT&T
Commerce Bank
Home Mortgage Corporation
African-American Resource Center
Almanac
Penn Athletics
Penn Bookstore
Division of Business Services
Center for Research on Reproduction & Women's Health
College of Liberal & Professional Studies
Penn Computer Connection
Department of Conference Services
Penn Federal Credit Union
Penn Dining
Division of Public Safety
Environmental Health & Radiation Safety
Fels Institute of Government
Graduate School of Education
Division of Human Resources
Penn Ice Rink
Institute of Contemporary Art
Penn Mail Services

Morris Arboretum
Penn Museum
Office of Affirmative Action
Office of Audit, Compliance and Privacy
Perelman Quadrangle
Publication Services/Mimeo.com
Purchasing Services
School of Social Policy & Practice
Penn Student Agencies
Transportation Services
Van Pelt-Dietrich Library
Penn Women's Center/VPUL
PhillyCarShare
PNC Bank
Sprint Nextel
Verizon Wireless
Wachovia Bank
Wharton Programs for Working Professionals
PennCard Center
Penn Travel Services
Penn Professional Staff Assembly
Penn Weekly-Paid Staff Assembly

Knowledge@Wharton High School: Encouraging Business Literacy for the Next Generation

The Wharton School of the University of Pennsylvania has announced plans to launch a high school version of its popular online journal *Knowledge@Wharton*, which reaches 1.25 million subscribers worldwide. Knowledge@Wharton High School (KWHS), to kick off in February 2009, will be a free biweekly site offering articles, videos, podcasts, business-related learning simulations and interactive tools targeted to high school students as well as teachers. The goal is to help the coming generation understand business concepts and the role that business plays in realizing their dreams as well as driving innovation and social change.

Each issue of KWHS will feature articles on important global business trends and people, and will explore such topics as starting a business, managing money, running a sports team, playing the stock market, going green, finding an internship, becoming a fashion buyer and volunteering for a non-profit, to name a few. All content will be customized for mobile platforms. With more than 21 million students between the ages of 15 and 19 living in the United States and approximately 600 million worldwide, the potential audience for KWHS is large and currently untapped.

"The mission of KWHS is to attract a broad audience of students with different academic interests and help them understand and learn the ways in which business knowledge underpins almost every aspect of their lives," said Robbie Shell, managing director of operations of Knowledge@Wharton. "Whether students are interested

in making money or saving the environment, playing sports or becoming artists, promoting a music group or supporting microfinance, they need to be familiar with business concepts. KWHS will be uniquely positioned to spread this message."

As part of the activities leading up to the KWHS launch, high school students are invited to enter an essay contest and submit essays on one of two topics. Winners will receive prizes and an opportunity to take part in the KWHS launch event. Essays in both categories are due December 1, 2008 (for more details, visit: <http://kwhs.wharton.upenn.edu>). *The Wall Street Journal Classroom Edition* is the exclusive media partner for the KWHS essay contest.

"Wharton is excited to deliver this dynamic new site to high school students around the world—the first of its kind from a business school," said Dr. Georgette Chapman Phillips, vice dean of the Wharton Undergraduate Division. "We hope to encourage business literacy in the next generation as well as spark the interest of students who otherwise might never have considered the ways in which business is at the core of solving the world's problems. KWHS can also be a classroom and learning resource for teachers and other educators at the high school level."

"Bringing leading-edge, yet accessible, economic and business knowledge to high school students around the world will contribute to enhanced life and career chances for millions of people," said Dr. Mauro Guillen, director of the Lauder Institute of Management & International Studies, which is working with Knowledge@Wharton on this initiative.

Fall Term Tuition Benefits Deadline: November 15

Penn's tuition benefits are an excellent avenue to higher education, whether you use them for yourself or a dependent. But don't forget that you must apply for the benefit each semester! The deadline to request tuition benefits for the Fall 2008 term is *November 15, 2008*.

To apply for the benefit, review current and past requests for payment, and view pending payments, access the on-line tuition management system at www.hr.upenn.edu/tuition.

—Division of Human Resources

One Step Ahead

Security & Privacy
Made Simple 

Another tip in a series provided by the Offices of Information Systems & Computing and Audit, Compliance & Privacy.

Several Types of Risks in E-mail

Sometimes it's absolutely necessary to share Social Security numbers (SSNs) with colleagues; however, sharing SSNs via e-mail is never a good idea and is prohibited by University policy. Nor is it a good idea to share other sensitive data via e-mail. Almost all e-mail on campus is sent and stored in clear text, neither protected by encryption in transit nor at rest on the sender's and recipient's hard drives.

There are many dangers associated with including sensitive and confidential data in e-mail messages. This includes information directly written in the body of the message or appended as an attachment. The message could be hacked or intercepted during transit, exposing the people involved to identity theft and the University to reputational harm.

Further, even though you may be confident of the security of your own system, there is no way to ensure the security of the computer or handheld device your colleague uses to check e-mail. For example, it could be read or downloaded to their home computer, which may be more susceptible to being hacked than their Penn-managed computer.

Another risk is that the recipient could carelessly reply or forward the data to someone else. Finally, e-mail data can get buried in a person's inbox or sent mail folder, causing someone to forget over time that they actually have sensitive files on their computer. All of these potential mishaps illustrate why sharing sensitive data via e-mail is not a secure and safe practice and should always be avoided.

To receive weekly OneStepAhead tips via e-mail, send e-mail to listserv@lists.upenn.edu with the following text in the body of the message: sub one-step-ahead <your name>.

For additional tips, see the One Step Ahead link on the Information Security website: www.upenn.edu/computing/security/.



The Song and Dance Ensemble of West Africa: October 12

At left: The Song and Dance Ensemble of West Africa crosses nationalistic and ethnic borders to present a unified celebration of West African culture and the many facets these civilizations share. It is the ideal presentation to kick off the 2008-09 Penn Presents African Roots Series, on *Sunday, October 12* at 7 p.m. in the Zellerbach Theatre of the Annenberg Center for the Performing Arts.

Directed by Bamaba Dembele, this group is comprised of traditional West African singers, dancers and musicians from the various cultures of West Africa. The troupe combines the traditional rhythms, instruments, folklore and mythology of nations such as Togo, Senegal, Guinea, Ghana, Benin, The Ivory Coast and Mauritania. Through this they paint a picture of the oral and musical rites of these diverse peoples.

Tickets for the performance are \$40, \$35, \$30 and \$25. There are discounts for students, groups, and Penn alumni. For tickets or more information, call (215) 898-3900, or visit online at www.pennpresents.org.

Additional UPS Express Shipping System Training Sessions

Purchasing Services has scheduled additional UPS Express Shipping System training sessions. Faculty and staff interested in attending are to use the Penn Conference Services registration website to register for one of the upcoming sessions. <https://www.seattletech.com/registrations/index.php?956-10013-i-1>

October 7, 2-3:30 p.m., John Morgan Building
October 10, 2-3:30 p.m., Steinberg Hall-Dietrich Hall, Room 350

October 17, 10:30 a.m.-noon, Steinberg Hall-Dietrich Hall, Room 350

More info: regarding the UPS Express Shipping System and the sessions to express-ship@upenn.edu.

Women Who Rule: A Panel Discussion

A panel discussion, *Women Who Rule*, will take place on *Wednesday, October 15*, at 4:30-6:30 p.m. in room 110 of the Annenberg School for Communication. SAS Dean Rebecca Bushnell will serve as moderator with President Amy Gutmann, Christopher H. Browne Distinguished Professor in Political Science; Dr. Mary Frances Berry, Segal Professor of American Social Thought and professor of history; Dr. Ruth M. S. Fischer, training and supervising analyst, Psychoanalytic Center of Philadelphia; and Dr. Kathleen Hall Jamieson, director, Penn's Annenberg Center for Public Policy, serving as panelists.

This is part of the seminar series: *Freud, Franklin and Beyond: A Contemporary Interdisciplinary Forum on Psychology and Society*. This major collaborative initiative is the creation of Penn's department of psychiatry and the Psychoanalytic Center of Philadelphia. These educational programs are focused on interdisciplinary exploration of topics related to psychology and society. The goal of these seminars is to create and disseminate new knowledge and new ideas about the relationship of psychology and society through interdisciplinary discussion in the public setting.



“Water monster gargoyle on temple roof, Tibet 2005”. Part of the photo exhibit, *Himalaya: Land of the Snow Lion*, now open at the Merle-Smith Gallery at the Penn Museum.

Photograph by Andrea Baldeck

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RESEARCH

The UPHS/Division of Endocrinology seeks **women at least 60 years of age** who have been told they need treatment for osteoporosis or who have had a bone fracture from osteoporosis for a research study. Women who are interested will be evaluated by bone densitometry and MRI. Women who qualify will receive treatment with an osteoporosis medication for two years and compensation for travel. Please call Terry Scattergood RN, MSN at (215) 898-5664 for more information.

For information call (215) 898-5274 or visit www.upenn.edu/almanac/faqs.html#ad. *Almanac* is not responsible for contents of classified ad material.

The University of Pennsylvania Police Department Community Crime Report

About the Crime Report: Below are all Crimes Against Persons and Crimes Against Society from the campus report for **September 22-28, 2008**. Also reported were 15 crimes against property (including 9 thefts, 2 burglaries, 2 cases of fraud and 2 acts of vandalism). Full reports are available at: www.upenn.edu/almanac/volumes/v55/n07/crreport.html. Prior weeks' reports are also online. —Ed.

This summary is prepared by the Division of Public Safety and includes all criminal incidents reported and made known to the University Police Department between the dates of **September 22-28, 2008**. The University Police actively patrol from Market Street to Baltimore Avenue and from the Schuylkill River to 43rd Street in conjunction with the Philadelphia Police. In this effort to provide you with a thorough and accurate report on public safety concerns, we hope that your increased awareness will lessen the opportunity for crime. For any concerns or suggestions regarding this report, please call the Division of Public Safety at (215) 898-4482.

09/24/08	1:40 AM	37th Spruce St	Male wanted on warrant/Arrest
09/25/08	12:24 AM	200 39th St	Male attempted to rob complainant/Arrest
09/25/08	2:38 AM	3940 Pine St	Complainant receiving harassing phone calls
09/26/08	5:19 PM	3417 Spruce St	Male cited for disorderly conduct
09/27/08	12:28 AM	3400 Walnut St	Intoxicated driver arrested
09/28/08	7:02 PM	208 43rd St	Unwanted calls received

18th District Report

13 incidents with 5 arrests (including 6 aggravated assaults, 6 robberies and 1 rape) were reported between **September 22-28, 2008** by the 18th District covering the Schuylkill River to 49th St. & Market St. to Woodland Ave.

09/22/08	11:30 PM	4000 Baltimore Ave	Aggravated Assault
09/23/08	1:36 AM	245 Melville St	Robbery
09/23/08	11:47 PM	4752 Paschall Ave	Aggravated Assault
09/24/08	12:00 PM	4926 Chestnut St	Aggravated Assault/Arrest
09/24/08	8:00 PM	522 42nd St	Rape
09/25/08	12:15 AM	219 39th St	Robbery/Arrest
09/25/08	10:50 AM	4702 Walnut St	Aggravated Assault/Arrest
09/25/08	10:50 AM	4702 Walnut St	Aggravated Assault/Arrest
09/25/08	5:58 PM	4900 Baltimore Ave	Aggravated Assault
09/27/08	10:25 PM	4500 Locust	Robbery/Arrest
09/28/08	7:56 PM	418 44th St	Robbery
09/28/08	9:15 PM	4701 Pine St	Robbery
09/28/08	9:39 PM	5100 Larchwood Ave	Robbery



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The University of Pennsylvania's journal of record, opinion and news is published Tuesdays during the academic year, and as needed during summer and holiday breaks. Its electronic editions on the Internet (accessible through the PennWeb) include HTML and Acrobat versions of the print edition, and interim information may be posted in electronic-only form. Guidelines for readers and contributors are available on request and online.

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The University of Pennsylvania values diversity and seeks talented students, faculty and staff from diverse backgrounds. The University of Pennsylvania does not discriminate on the basis of race, sex, sexual orientation, gender identity, religion, color, national or ethnic origin, age, disability, or status as a Vietnam Era Veteran or disabled veteran in the administration of educational policies, programs or activities; admissions policies; scholarship and loan awards; athletic, or other University administered programs or employment. Questions or complaints regarding this policy should be directed to the Executive Director, Office of Affirmative Action, 3600 Chestnut Street, 2nd floor, Philadelphia, PA 19104-6106 or (215) 898-6993 (Voice) or (215) 898-7803 (TDD).



If you have questions about the campaign or the pledging process, contact a Campaign Coordinator from your School or Center (see list below).

For all other Penn's Way campaign questions or concerns contact: (215) 746-4483 or pennsway@upenn.edu

Dear Colleagues:

Two years ago, the University of Pennsylvania and the University of Pennsylvania Health System merged workplace charitable giving campaigns in order to harness the energy that a partnership often creates. Two years later, our campaign stands as one of the most generous in the region; unprecedented participation levels in 2008 helped us to raise a record \$1,277,419 for local charitable organizations!

Due to your generosity, the important work of the many charitable organizations in our region will continue to thrive. Additionally, because of your efforts, Penn was once again recognized by the United Way as a *Champion for Impact* for our exceptional dedication and support of our region. Thank you!

Stronger Together, our collective generosity allows us to make a broader, more immediate impact on the vulnerable populations we serve. *It only takes one* campaign to strengthen a community, and the combined strength of the University of Pennsylvania and the University of Pennsylvania Health System will propel us toward reaching our goal of \$1,200,000 to support the communities in which we live!

The 2009 Penn's Way Campaign encompasses three organizations, each of which utilizes their expertise to confront the challenges facing our community today. They are:

- The Center for Responsible Funding
- Penn Medicine
- United Way

Please review the materials to learn more about the campaign, which will run from October 6 to November 21. Use the convenient Penn's Way website at www.upenn.edu/pennsway/ to enter your pledge online as a secure, convenient and time-saving way to support your community. You can click on the website for updates on the campaign including raffle prizes, weekly winners and more.

With your generosity and our combined commitment to making a difference in our region, we *will* build stronger neighborhoods, improve the quality of life for our communities and provide options for healthier living for all!

Please accept our sincere appreciation for your continued generosity!

Maureen S. Rush
Vice President for Public Safety
University of Pennsylvania
Penn's Way 2009 Co-Chair

Harvey Rubin
Professor of Medicine
University of Pennsylvania
Penn's Way 2009 Faculty Advisor

Susan E. Phillips
Senior Vice President for Public Affairs
University of Pennsylvania Health System
Penn's Way 2009 Co-Chair

Peter Quinn
Vice Dean for Professional Services
Senior Vice President, UPHS
Penn's Way 2009 Faculty Advisor

**Week One Raffles Prizes:
October 6-10**

To qualify for the week's raffle, you must participate online at www.upenn.edu/pennsway by 5 p.m. on Friday, October 10.

- Business Services*—University of Pennsylvania Photograph Book
- Business Services*—Class of 1923 Coupon Booklet Containing 10 Admission Tickets
- Business Services*—\$50 Gift Certificate for Penne at The Inn at Penn
- Business Services*—One Year University Club Membership
- Business Services*—Sheraton Hotel, One overnight stay with breakfast
- Auntie Anne's*—Gift Box, \$25 Value
- World Café Live*—Gift Certificate for 4 to a Show
- Annenberg Center for the Performing Arts*—Certificate for 2 Tickets to a performance
- Fork*—Dinner for 2
- National Constitution Center*—4 Passes
- Business Services*—Voucher for a free Sandwich at Subway, 1920 Commons

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