Geological evidence of earthquakes and tsunamis aids in anticipating the timing and magnitude of future events. This natural warning system now influences building codes and planning in the United States, Canada, and Japan, particularly where the geological record demonstrates prehistoric earthquakes larger than those known from written and instrumental records.

The National Science Foundation has awarded Dr. Benjamin Horton, associate professor of earth and environmental science in the School of Arts and Sciences and director of Penn’s Sea Level Research Laboratory, more than $1 million to investigate the geological record of earthquakes in Japan, Indonesia and the US West Coast. His lab, together with colleagues at Central Washington University and in Chile, has recently received a $500,000 NSF grant to expand this research to a highly seismicity active area of Chile.

“We will be working along the Peru-Chile trench that experienced two of the largest subduction zone earthquakes in the instrumental record, in 1960 and more recently in February 2010,” Dr. Horton said.

Dr. Horton and graduate student Tina Dura will investigate the magnitude and distribution of coastal land-level changes and tsunami deposits associated with subduction-zone earthquakes along the coast of south-central Chile. These deposits contain evidence of earthquakes and tsunamis that have occurred during the past 4,000 years.

2nd Annual Wharton Future of Advertising Super Bowl Ad “Tweet Meet”

The Wharton School of the University of Pennsylvania’s Future of Advertising (FoA) Program hosted the second annual “Wharton Future of Advertising Super Bowl Ad Tweet Meet” featuring thought leaders from across the industry along with Wharton marketing professors commenting on Super Bowl TV ads live via Twitter. They rated ads in four key categories, assessing creative, business and social impact.

This panel Tweeted their impressions about the ads for Super Bowl XLI and XLI. The Tweet Meet featured a panel of experts and pundits including Wharton marketing faculty, advertising executives, students and journalists. Among those who weighed in were: Dr. Benjamin Horton, associate professor of earth and environmental science in the School of Arts and Sciences and director of Penn’s Sea Level Research Laboratory; Dr. Regan Ebert, vice president of marketing, Dr. Pepper Snapple Group; Jennifer Rooney, CMO network editor, Forbes.com; David J. Reibstein, professor of marketing, the Wharton School.

“Our inaugural Tweet Meet last year was phenomenally successful and we expect an even greater response this year,” Catharine Findiesen Hays, managing director of the Wharton FoA Program noted last week. “This initiative is part of our year-long efforts to bring together Wharton scholarship, advertising agencies, media and corporate marketers for creative dialogue. With the support of our Global Advisory Board and the event’s co-creator, Scott Goodson, chairman of StrawberryFrog, we have assembled some of the finest minds from across the new, more broadly defined field of advertising and marketing.”

Mr. Goodson, who authored Uprising: How to Build a Brand and Change the World by Sparking Cultural Movements, said, “The Super Bowl is the largest marketing event of the year. Some of the best, most talked about marketing is launched on the Super Bowl. Others use it as an opportunity for marketing innovation. All of us on the Second Annual Wharton Future of Advertising Super Bowl Ad Tweet Meet were giving our commercial comments live—thumbs up and thumbs down and debating the cross-cutting implications of the ads.”

According to Ms. Hays, a new addition to the Tweet Meet is the rating of ads live during the Super Bowl by panelists. Panelists judged ads in four categories:

1. Word of Mouth (wom): Will members of the public really love it and will they talk about it online and offline?
2. Creative Excellence (ce): Is the ad creatively excellent?
3. Business Impact (bi): Will this achieve the advertiser’s business objectives?
4. Societal Impact (si): Will this campaign have a positive impact on society?

Results of the judging are at www.myfoa.net

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NSF Grant to Research Geological Record of Chilean Earthquakes

“We indirectly measured how strain accumulates along the great megathrust fault between continental and oceanic plates by inferring coastal land-level changes,” Dr. Horton said. “This new information about how plate boundary deforms greatly assists the seismological community in improving assessments of earthquake and tsunami hazards.”

Dr. Horton’s group has previously studied vertical land movements caused by earthquakes and tsunami sediments associated with earthquakes greater than magnitude 8, including ones that struck Alaska, North America, Indonesia and Japan. The Indonesian earthquake produced the 2004 Indian Ocean tsunami, one of the deadliest natural disasters of all time. While the 2011 Tohoku-Oki earthquake off the coast of Japan was less deadly, it is now considered the costliest disaster in world history, causing an estimated $235 billion worth of damage. The unforeseen extent of these earthquakes underscores the practical importance of this kind of research in all subduction zones.

“Our research has many broader impacts in reducing the risk of earthquakes. We always involve students from local populations to directly communicate research results to coastal communities,” Dr. Horton said. “We take the results of our research to town hall meetings in coastal communities and interact with local media and policy makers.”

IN THIS ISSUE

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Results of the judging are at www.myfoa.net
Financial Interest Disclosure Electronic System (FIDES)

The Office of the Vice Provost for Research (OVPR) in partnership with the Division of Information Systems and Computing is pleased to announce implementation of a new application to facilitate the disclosure of financial interests and relationships related to participation in specific research projects. The new system, FIDES, replaces the previous paper-based disclosure process. As of Wednesday, February 1, 2012, Investigators with a PennKey and Password may submit eDisclosures at any time via FIDES at https://fides.isc-seo.upenn.edu using a Penn-supported web browser.

**How are Research-Related Conflicts of Interest (RCOI) Addressed at Penn?**

The OVPR is directly responsible for the University’s RCOI Program. The financial disclosure requirement for Investigators participating in research arises in connection with each individual research project that is conducted by Penn faculty and staff, or that uses Penn resources. In contrast to annual extramural reporting required by the Schools, RCOI disclosure is triggered by specific events including submissions of proposals or protocols.

**Who Must Disclose?**

Disclosure is required by each Investigator (any individual responsible for the design, conduct, or reporting of a research project) who at any time during the past 12 months through the next 12 months, has or expects to have financial interests/relationships that may affect or be affected by the research. These include both financial interests of the Investigator, as well as those of a spouse, parent, child or entity controlled or directed by the Investigator or his/her spouse. To be reported also are any relationships of the Investigator or family members in or with any entity other than Penn whose interests may affect or be affected by the research.

**When to Disclose**

If required under Penn’s RCOI policies, Investigators should disclose in FIDES when:

- A research proposal is submitted to the Office of Research Services; or
- A human subjects research protocol is submitted to the IRB; or
- A transaction is initiated by the Center for Technology Transfer involving technology in which the Investigator has a financial interest; or
- There is a change regarding previously disclosed financial interests or relationships; or the Investigator has new financial interests or relationships relevant to ongoing research.

**Benefits of FIDES**

- Streamlined disclosure process allowing Investigators to clearly communicate detailed, up-to-date information about personal financial interests and participation related to specific research projects
- Improved efficiency of the disclosure review process by the Conflict of Interest Standing Committee
- Creation of a central disclosure repository, the Investigator Dashboard, where Investigators may view all past disclosures and disclosures in draft, as well as the review and management status of submitted disclosures
- Ability to identify a specific research protocol and/or proposal that is the subject of the disclosure
- Definitions tab and Infodots to provide additional guidance and examples for specific questions
- Immediate email notification to the Investigator that a disclosure has been received by the OVPR
- Ability to upload supporting documentation and to submit an Addendum to amend previous disclosures

**FIDES Help**

Individual training in FIDES is available. The OVPR staff will be happy to provide individual guidance to any individual required to submit an electronic disclosure in FIDES. Individuals who wish to receive this individual instruction should contact the OVPR at (215) 898-3603 or via email at coi@exchange.upenn.edu

**Questions**

For additional information, please visit the OVPR website at www.upenn.edu/research/ or contact the OVPR at (215) 898-3603 or email at coi@exchange.upenn.edu

—Steven J. Fluharty, Senior Vice Provost for Research

—Robin H. Beck, Vice President, Information Systems and Computing
Bioethics Commission’s Report  
(continued from page 1)  

there is no central source with information about the overall size, scope, and cost of the government’s research involving human subjects. The Commission requested information from 18 individual agencies that conduct most federal human subjects research, but discovered that many federal offices could not provide basic data about the research they support. The Pentagon, for example, required more than seven months to prepare information on specific studies supported by the Department of Defense. In its report, the Commission found that the federal government supported more than $55,000 projects involving human subjects around the globe in Fiscal Year 2010, mostly in health-related research, but also in other fields such as education, engineering and social science.

The Commission recommended several areas where improvements could be made to current rules and procedures. “Immediate changes can be made to increase accountability and thereby reduce the likelihood of harm or unethical treatment,” said Dr. Gutmann.

The Commission recommends that each federal department or agency supporting research with human subjects maintain a core set of data for their research programs that includes the title and lead investigator of each project, the location of each study, and the amount appropriated for the research. Each office should aid the public in learning more about the government’s research efforts, by developing or improving publicly available electronic systems or releasing information through a government-wide system. To support these efforts, the Commission suggested that the Office for Human Research Protections or another office should administer a central web-based portal that links to each individual department or agency system. In addition, the government should consider developing a unified federal research database, which may ultimately be more cost-effective and efficient.

“When federal agencies lack the internal mechanisms to provide needed data about research they fund, you have a limited basis on which to answer the President’s charge about research protections,” Dr. Gutmann said. “It is clear that nothing like what happened in Guatemala would be permitted under today’s robust system of research protection—the system today is vastly improved from what it was—but there still is a need for more transparency and public access to information about federally supported human subjects research.”

In addition to suggesting specific ways to enhance accountability, the Commission also highlighted other areas where improvement is desirable, including studying methods for compensating people who are injured during research. Since the benefits of research help to improve society, the Commission argued, individuals who are injured during studies should not be forced to personally bear the costs of treating their injuries. In making this recommendation, the Commission noted that most other developed nations have instituted policies to require researchers or sponsors to provide treatment, or compensation for treatment, for injuries suffered by research subjects.

While there is no way to eradicate all risk of harm, particularly in some types of medical and translational research, Dr. Gutmann noted that “our nation vigorously and rigorously protects people who volunteer for research studies. However, the Guatemala experiments remind us never to take this for granted. We must not confuse ethical principles with burdensome obstacles to be overcome or evaded. Good science requires good ethics, and vice versa.”

Deaths  
Dr. Frayer, Ophthalmology  
Dr. William C. Frayer, professor emeritus of ophthalmology in the Scheie Eye Institute, passed away January 17 at age 91. Born in Jersey City, New Jersey, Dr. Frayer earned his BA from the University of Toronto in 1939, his MBA from the Wharton School in 1941 and his PhD in economics, also from Penn, in 1951. That same year he was appointed assistant professor in the department of marketing. He was promoted to associate professor in 1958. He retired in 1982.

Dr. Frayer’s areas of expertise included advisory procedures, policies and management, transportation economics and management and public utility promotion.

A contributor to many marketing journals, Dr. Frayer also co-authored Changing Patterns of Retailing, Selling: Its Broader Dimensions and The Management of Promotion.

In addition to teaching, Dr. Frayer served as a consultant to General Motors; and the US government organizations, International Cooperative Administration and the War Shipping Administration.

Dr. Frayer received the Herbert W. Hess Memorial Award for Distinguished Service in Marketing in 1954.

Dr. Frayer is survived by his wife, Barbara and his son, Thomas.

Ms. Stephens, Women’s Club  
Mrs. Helen E. Stephens, a founding member of the University of Pennsylvania Women’s Club and widow of William E. Stephens, former chair of the physics department and dean of the College of Arts and Sciences, passed away January 20 at age 104.

After Dr. and Mrs. Stephens moved to Philadelphia in the early 1940s, Mrs. Stephens became a founding member of the recently merged Faculty Tea Club and the University Tea Committee. She served on its various committees as well its board. The club’s name officially changed to University of Pennsylvania Women’s Club in 1983. The club’s early mission included inspiring fellowship among the faculty wives to aid new faculty members, offering services for women, funding female students’ educations, and performing community service.

Mrs. Stephens is survived by her son, Richard B.; granddaughters, Robin, Elizabeth H.; and grandson, Benjamin K. Her husband, Dr. Stephens, died in 1980. An organ concert in her memory followed by a reception was planned for 4 p.m. on Saturday, March 17 at the Beaumont Retirement Community, 601 N. Ithan Avenue, Bryn Mawr, PA. Donations may be made to the Penn Wynn Library, 130 Overbrook Parkway, Wynnewood, PA 19096 (www.iimls.org/diary_pennwynn.html).

Memorial: Louis Carter  
“Remembering the life—honoring the legacy” will be the theme for the celebration of the life of professor emeritus Louis H. Carter who died November 28 at the age of 85 (Almanac: December 13, 2011). The memorial service will be held on Saturday, February 18, at 10:30 a.m. on the 8th floor of Jon M. Huntsman Hall. To RSVP email alumnirelations@sp2.upenn.edu or call (215) 772-4248. To make a gift to the Louis H. Carter Endowed Lectureship visit www.sp2.upenn.edu/giving/online.html and select ‘schools,’ ‘SP2,’ then “Carter Lectureship.”
The launch of the Climate Action Plan in September 2009 set Penn’s goals and strategies for incorporating sustainability into academic coursework, strategic investment, capital planning, and outreach and engagement at the University. At the heart of our efforts, though, are continued leadership in research, academics, and teaching, to best prepare Penn students for the challenges of the 21st century. Penn’s approach to sustainability continues to be holistic, incorporating initiatives in clean power, energy conservation, green buildings, waste reduction, and sustainable campus operations.

The Climate Action Plan highlights and incorporates these opportunities:

- Undergraduate students participate in the new Sagetals Integrated Program in Energy Research (VIPER) to learn about emerging alternative energy technology and are fully aware that Penn is the leading purchaser of wind power among all North American colleges and universities;
- Graduate students in the Master in Environmental Building Design program at the School of Design can look to any one of Penn’s five LEED buildings to examine first-hand state-of-the-art design and construction technology;
- Penn’s campus-wide remote metering effort, which will provide a financially-based approach to energy conservation and efficiency, has benefitted greatly from consultation with faculty and students in the T.C. Chan Center for Building Simulation and Energy Studies, a research partnership between Penn Design and Tsinghua University in Beijing;
- Extra-curricular activities, ranging from a week-long engagement with the region’s sustainability leaders during the freshmen pre-orientation program Penn Green, to the Penn Vegan’s focus on the impact of global food systems, are supported by campus outreach and engagement programs such as the Eco-Reps and Green Fund.

The initiatives noted above touch on a few of the programs described more fully in the following document. This report demonstrates Penn’s commitment to sustainability and environmental awareness, and how the Climate Action Plan goals are woven into our University mission. Penn is setting precedents for how a living and learning environment can respond to global climate change. As we look back on the progress made since 2009, we are energized and excited for the future of sustainability at Penn.

—Amy Gutmann, President

Climate Action Plan
Executive Summary

As the first Ivy League signatory of the American College and University Presidents’ Climate Commitment, the University of Pennsylvania launched a Climate Action Plan in September 2009, and has become a leading voice in higher education addressing environmental sustainability. The result of our efforts over the last two years is a clear evolution of our campus culture and our approach to how we think, behave, and conduct business—an evolution that can be expected to continue on the trajectory that has been established. From the establishment of a new undergraduate program in energy research and expansion of the Eco-Reps program for outreach and engagement, to the development of the Penn Green Fund which finances cutting-edge sustainability projects and the long-anticipated completion of the 24-acre Penn Park, it is clear that sustainability has become integrated into the everyday fabric of this University.

Since 2009, the University has made significant progress in its drive to improve sustainability efforts in all aspects of campus life and operations:

- **Academics**: Penn now offers over 160 new and existing classes related to environmental sustainability in departments ranging from Environmental Studies to Public Health. The Sagetals Integrated Program in Energy Research, the Master in Environmental Building Design, and the Sustainability & Environmental Management minor provide various avenues for students to engage with sustainability through research and coursework.
- **Utilities and Operations**: There has been a 0.12% decrease in electric usage and a 6.89% increase in steam usage in FY12 year-to-date in comparison to the FY07 baseline. The increase in energy usage can be partially attributed to the campus’ 108,000 SF growth, the occupancy of five new campus buildings since 2007 (Skirkanich Hall, Hill Pavilion, Annenberg Public Policy Center, College House, and Weiss Pavilion) and the recent historic weather conditions. When normalized for weather, utilities data for total energy usage indicates a 9.5% decrease (12.1% decrease in electric; 8.0% increase in steam) in comparison to the FY07 baseline.
- A few key actions to reduce energy use moving forward include: the development of a centralized system to help identify unusual steam consumption; contribution of the Energy Reduction Fund to assist Schools and Centers with funding for energy conservation projects; and completion of smart meter installations and an information database to provide real-time building level energy data for benchmarking, analysis, and feedback.
- Furthermore, as a result of recent negotiations with its steam provider, the University will benefit from the utility company’s replacement of aging oil-fired boilers with new rapid-fire, dual fuel boilers. The upgrade is expected to reduce emissions from steam usage by 10% for all of their regional customers, which translates to a reduction of approximately 2 percent of Penn’s overall emissions. Penn will also continue supporting the development of renewable energy through REC purchases.
- **Physical Environment**: The completion of Penn Park increased campus open space by 20%, and Weiss Pavilion became the fifth Penn building to receive LEED certification from the US Green Building Council since 2009, following the highest accolades of Platinum certification for the Morris Arboretum Horticulture Center. In 2012, Penn Law’s new Golkin Hall will target LEED Silver certification; Shoemaker Green will continue to serve as a pilot for the Sustainable SITES, a new set of guidelines and performance benchmarks for the sustainable design, construction and maintenance of landscapes; and a comprehensive stormwater management master plan will be completed.
- **Transportation**: A more livable campus, with easy access to public and alternative transit is being realized through Penn Transit’s new bi-fuel transit vehicles; the expansion of car-sharing programs and electric car charging stations; and the accommodation and increase of bicycle and pedestrian commuters. New bicycle racks, with the capacity to park over 150 bikes, were installed in convenient locations throughout campus; increasing the bicycle capacity of campus to 2750 individual bike parking spots.
- **Waste Minimization**: The campus recycling rate increased from 17% in 2008 to approximately 31% in 2011, reflecting individual and departmental behavior change spurred by ongoing efforts such as RecycleMania, PennMOVES, and new composting initiatives by Penn Dining. Moving forward, the campus will see additions to its list of recyclable materials, an increase in more conveniently placed indoor and outdoor recycling bins, and a gradual transition to single-stream labeling and signage.
- **Outreach & Engagement**: The Penn Eco-Reps program has successfully connected grassroots sustainability advocates to policy-makers and influenced real change at the University. In addition to the 100-plus students who are members of the College House, Greek Chapter, and Hill-El Eco-Reps programs, over 80 representatives from buildings and departments across campus now volunteer as Staff/Faculty Eco-Reps. Seven Penn Schools and Centers have designated their own Sustainability Coordinators, and Green Fund grants were awarded to develop 36 innovative sustainability initiatives by students in the College.
- **Communications**: Comprehensive marketing and communications strategies have developed the identity of the Penn Green Campus Partnership and raised awareness of the broad range of sustainability efforts and initiatives across the campus via an active website with an average of 100 visitors daily; a campus wide e-newsletter with over 5,200 subscribers; dozens of promotional events held in various Schools and Centers; and nearly 500 sustainability stories generated by local, regional and national media outlets.

Since the establishment of the 2007 baseline, carbon emissions at Penn have been flat—a total variation of about 2%. FY11 is the first year since 2007 that emissions have risen, principally due to the growth of the campus (108,000 SF growth in campus buildings) and the effects of a colder winter and warmer summer over the 12-month recording period. Compared to the FY07 baseline of 290,204 MTCDE (Metric Tons of Carbon Dioxide Equivalent), Penn increased its carbon emissions by 4,004 MTCDE (1.4%) in FY11. During this same time period the University increased its purchase of wind RECS to 200,000; offsetting the equivalent of over 29% of Penn’s carbon footprint, up from the FY 2007 baseline of 22%.

Penn has identified the year 2042 as an aspirational goal for achieving climate neutrality. Conservation through capital investment and behavior change strategies, improved low-carbon energy sourcing, and the purchase of RECs and offsets will be among the strategies employed in meeting this ambitious goal. The following progress report summarizes the broad array of initiatives taken by Penn that have emerged from the 2009 Climate Action Plan, and outlines the goals, metrics, and key actions for the Penn community moving forward.
2012 Dr. Martin Luther King, Jr. Community Involvement Awards

The 2012 Dr. Martin Luther King, Jr. Community Involvement Award recipients were honored at the recent Interfaith Program. They are:

- **Monica Allison** for “her work as the president of the Cedar Park Neighbors group. Her commitment to non-violence and youth has transformed Cedar Park into a warm and welcoming space.”

- **Malik Aziz** for “his tireless work as a role model for people who were formerly incarcerated. As an ex-offender, Mr. Aziz works to identify alternatives to incarceration and to reduce recidivism.”

- **Jorell Brooks**, a senior in the Wharton School, for “his work to change the lives of youth through mentoring and tutoring at the Axe Saturday Academy. Mr. Brooks has been working with the students enrolled in the program since his freshman year.”

- **Eric Grimes**, a lecturer in Penn’s Graduate School of Education, for “his commitment to social justice and improving the lives and consciousness of black people.”

- **Brooke Hinton**, a senior in the Wharton School, for “her work as a mentor, tutor and a leader at Lea Elementary School’s after-school program.” Ms. Hinton was elected as the Community School Student Partnership’s student director in 2010.

- **Claire Lomax**, a Penn trustee and a member of the Board of Overseers of Penn’s School of Social Policy & Practice, received the Rodin Education Award for “her commitment to the advancement of educational opportunities through her support of Social Policy & Practice’s Pipeline for Promise program, which enables underserved community college students to attend classes in social work and social policy at Penn.” It also provides students with life skills training, such as fiscal responsibility and time management.

The 2012 Dr. Martin Luther King, Jr. Community Involvement Award recipients were honored on January 19. Standing left to right: Monica Allison, Eric Grimes, Jorell Brooks, Claire Lomax, Brooke Hinton, Seated: Malik Aziz

2012 Thouron Awards

The Center for Undergraduate Research and Fellowship (CURF) announced the eight Thouron Award winners from the University of Pennsylvania who will study in the United Kingdom. **Besan Abu-Joudeh**, C’12 (Huntsman), majoring in statistics and international relations; applying to the School of Oriental and African Studies (SOAS), University of London, for the MSc in political economy of development.

- **Ava Childers**, C’10, majoring in classical studies and anthropology; applying to the University of Cambridge for an MPhil in archeological heritage and museums.

- **David Dunning**, C’12, majoring in English and mathematics; applying to University of Cambridge for an MPhil in history, philosophy and sociology of science, technology and medicine.

- **Alison Feder**, C’12, majoring in mathematics; applying to the University of Oxford for a DPhil in statistics.

- **Myles Karp**, C’12, majoring in anthropology; applying to University of Oxford for an MSc in cognitive and evolutionary anthropology.

- **Michael Masciandaro**, C’12, majoring in history and English; applying to University of Cambridge for an MPhil in political thought and intellectual history.

- **Eliana Ritts**, C’12, (Huntsman), majoring in business and public policy and international studies; applying to the University of Oxford for an MSc/MPhil in visual, material and museum anthropology.

- **Katie Wynbrandt**, C’12, majoring in political science and English; applying to the University of Oxford for an MSc in criminology and criminal justice.

Making History

**THE CAMPAIGN FOR PENN**

Center for Molecular Studies in Digestive and Liver Diseases

**Pilot and Feasibility Grant Program 2012 Competition: April 13**

**Purpose and Research Focus**

The purpose of Penn’s Center for Molecular Studies in Digestive and Liver Diseases is to unite investigators with interests in digestive and liver physiology and disease and to stimulate others in the biomedical community to enter this area of research. One of the most important aspects of this effort is the funding of Pilot/Feasibility Projects.

The Pilot/Feasibility Project should be related to the focus of the Center, which encompasses molecular studies on the biology and disease of the alimentary tract, pancreas, and liver. Relevant investigations include those in developmental biology, nutrition, regulation of gene expression, growth, differentiation and carcinogenesis, the biology of stem cells, molecular genetics, gene therapy, and immunology, including growth factors and cytokines.

**Eligibility**

All faculty members of the University scientific community who meet the eligibility requirements below are invited to submit proposals. Applicants must be a US citizen or have a permanent visa.

1. New investigators who have never held extramural support (R01 and P01).
2. Established investigators in other areas of biomedical research who wish to apply their expertise to a problem in digestive and liver disease.
3. Established digestive and liver investigators who wish to study an area that represents a significant departure from currently funded work.
4. Pilot project awardees are eligible for two years of funding; renewals are evaluated competitively.

**Proposal Preparation**

1. Submit a PDF via email to kimmeyer@mail.med.upenn.edu. Complete proposals due by Friday, April 13, 2012 in the Gastroenterology Division, 600 CRB/6140.
2. Format
   - Cover page: includes abstract of up to 250 words and list of approved or pending IACUC/IRB protocols.
   - NIH biographical sketch
   - NIH other support
   - Budget and justification: one year, $20,000; one page only
   - Background, preliminary results, estimated core usage, research plan and future directions; up to four pages total.
   - Senior Investigators should indicate how this project represents a new direction in their research.

**References**: one page only

Appendix: pertaining to preliminary data only, no reprints

For additional information, please contact Center for Molecular Studies in Digestive and Liver Diseases, tel: (215) 573-4264, fax: (215) 573-2024, email: kimmeyer@mail.med.upenn.edu

**Award Terms**

1. Awardees are required to inform the Center in the event that the Pilot/Feasibility Project receives external funding during the project period.
2. A final progress report is due one month after the close of the project period. The report will contain a one page synopsis of scientific progress, a list of resulting collaborations, publications, and grants, and a description of the relationship of the project to Core usage.
3. Awardees will provide interim reports concerning other support, resulting publications, and research activities for the Center’s annual retreat and continuation applications.
4. If a Pilot/Feasibility Award does not receive external funding, it is eligible for one competitive renewal.
5. You may receive funding for only one Pilot/Feasibility Project during the Center’s five year grant period.

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www.upenn.edu/almanac 5
Two Interdisciplinary Spring Conferences

The Gladys Krieble Delmas Foundation has given the University of Pennsylvania a grant of $10,000 in support of two upcoming conferences. “We are grateful to The Gladys Krieble Delmas Foundation for supporting these two interdisciplinary conferences,” said Carton Rogers, Vice Provost and Director of Libraries at Penn. “Their assistance will help us facilitate scholarly exchanges on topics which bridge the centuries and reveal the impact of the past on the present and future.”

The first, scheduled for Saturday, February 11, is Architectures of the Text: An Inquiry into the Hypnerotomachia Poliphili, a symposium to celebrate the acquisition by the University of Pennsylvania Libraries of the second edition of Colonna’s Hypnerotomachia Poliphili (Venice, 1545).

The Anne and Jerome Fisher Fine Arts Library, the Rare Book and Manuscript Library and the School of Design will collaborate on Architectures of the Text: An Inquiry into the Hypnerotomachia Poliphili, a one-day symposium to give faculty, students, scholars and the public the opportunity to discover the beauty, meaning and mysteries contained within the book’s text and images. Topics to be addressed include: the book’s publishing history, gardens and landscape architecture in the book and in Renaissance Italy, classical inscriptions and ruins, the language of the text and its sources and the continuing influence of the Hypnerotomachia on graphic design.

The University of Pennsylvania Libraries’ acquisition came at the suggestion of John Dixon Hunt, professor emeritus of landscape architecture at the University. Funds for its purchase came from the G. Holmes Perkins Books and Archives Fund, established by G. Holmes Perkins, professor of architecture and urbanism and former dean of the Graduate School of Fine Arts (now the School of Design). The Libraries and the School of Design administer this fund jointly. Space is limited, so registration is required. For registration please contact rbml@pobox.upenn.edu or call (215) 898-7088.

For information, visit: www.library.upenn.edu/exhibits/hypnerotomachia.html

The second conference, scheduled for March 30-31, is Memory/Reason/Imagination: Librarians and Scholars—Past, Present, and Future, a symposium in honor of Dr. Daniel Traister on the occasion of his retirement from the University of Pennsylvania Libraries. It will explore the worlds of librarians and scholars, examining how these worlds influence each other. The topics that the speakers will cover include: history of collections and collecting: encyclopedism vs. curiosity; epistemology and its classifications in libraries; history of librarianship/portraits of librarians; the role of the librarian: scholar and/or professional; and changes and continuities in the Digital Age: textual conversion, reading practices, and knowledge.

Crossing disciplines and time periods are themes that reflect some of the broad interests that Dr. Traister has explored in a long career of publishing and work at Penn, the New York Public Library, and the Rare Book School at Columbia University and the University of Virginia.

Space is limited, so registration is required by Friday, March 23. For registration contact rbml@pobox.upenn.edu or call (215) 898-7088.

For information, visit: www.library.upenn.edu/exhibits/lectures/traister_symposium.html

Access to Employee Exposure Records

The Office of Environmental Health & Radiation Safety (EHRS) monitors employee exposure to toxic substances and harmful physical agents and maintains employee exposure records. The Occupational Safety & Health Administration (OSHA) standard, “Access to Employee Exposure and Medical Records” (29CFR1910.1020) permits access to employer-maintained exposure and medical records by employees or their designated representative and by OSHA.

University employees may obtain a copy of their exposure record by calling EHRS at (215) 898-4453 or by email: ehrs@ehrs.upenn.edu

Hazard Communication Program

The University of Pennsylvania’s Hazard Communication Program consists of information regarding access to Material Safety Data Sheets, proper labeling of hazardous chemicals and the hazard communication training programs required for all employees who handle hazardous chemicals as part of their work.

Penn’s written Hazard Communication Program is available from the Office of Environmental Health & Radiation Safety, 3160 Chestnut Street, Suite 500/6287. It is also available on the EHRS website www.ehrs.upenn.edu/programs/occupat/hazzcomm.html A library of Material Safety Data Sheets (MSDSs) for hazardous chemicals used at the University is on file at EHRS. An MSDS describes the physical and chemical properties of a product, health hazards and routes of exposure, precautions for safe handling and use, emergency procedures, reactivity data and control measures. Many MSDSs are also available through EHRS’s website www.ehrs.upenn.edu/programs/occupat/msds/ University employees may also obtain an MSDS by calling EHRS at (215) 898-4453 or by email: ehrs@ehrs.upenn.edu

Laboratory workers should refer to Penn’s Chemical Hygiene Plan www.ehrs.upenn.edu/programs/labssafety/chp/ for additional information concerning the safe handling of chemicals in laboratories.

OSHA requires training for all employees who work with hazardous chemicals. A specialized hazard communication training program was recently developed for the School of Design. To determine which training program applies to your work, complete the Penn Profiler.

Maya 2012: Ancient Prophecy Or Modern Myth?

Did the Maya believe the world would end in December 2012? The Penn Museum explores the origins of 2012 End of World Predictions with a major new exhibition, MAYA 2012: Lords of Time—a world premiere exhibition opening May 5. The Penn Museum confronts the current fascination with the year 2012, comparing predictions of a world-transforming apocalypse with their supposed origins in the ancient Maya civilization.

The exhibition runs through January 13, 2013. Timed tickets are now on sale. General admission timed tickets (includes admission to the rest of the Museum) are available for $22.50. Penn faculty and staff can take advantage of special discounts when purchasing their tickets at the Museum’s Warden Garden entrance; a timed ticket would be $10.50. Penn students will get one free, timed-ticket with PennCard.

One Step Ahead

Security & Privacy

Made Simple

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

Fun, Free Online Privacy and Security Resources

Want to see some quick, free videos and other tools on top privacy and security issues? Check out the resources below. They are free to you as a member of the Penn community—and we think enjoyable too!

• Grady the Security Dog — In this short video, Grady points to the simplest way to create a secure password: https://www.youtube.com/watch?v=sjac5KzPNk0

• Privacy on Facebook — The Privacy website — www.upenn.edu/privacy — links to a video and written Top 10 list that describe key strategies to protecting yourself when using Facebook.

• Computer Security — Following simple steps can prevent most computer security problems. ISC Information Security has identified the Top 10 things for faculty, staff and students to secure computer computing. View them all here: www.upenn.edu/computing/security/checklists/Top10

• Securing the Human — Free online computer security training, addressing 26 different topics selected especially for those working in higher education, is available for all Penn faculty and staff. Each module is only a few minutes long and delivered through the Knowledge Link home page (http://knowledge.link.upenn.edu). Contact your Local Support Provider, who can request access on your behalf from Information Security.

If you have questions or feedback about any of these free online resources contact security@isc.upenn.edu or privacy@upenn.edu. If you are unsure who your local support provider is, visit www.upenn.edu/computing/view/support/

For additional tips, see the One Step Ahead link on the Information Security website: www.upenn.edu/computing/security/
Let the Games Begin for RecycleMania 2012 at Penn

During this ‘Year of Games’, Penn is among the 600 colleges and universities across the US and Canada competing over the next eight weeks in RecycleMania 2012 to see which schools will minimize their waste stream most significantly and achieve the greatest recycling rate.

As the University gears up its recycling efforts for the tournament, it has set a goal of 32 percent for recycling glass, plastic, metal, paper and cardboard. With a current rate of 29 percent, getting to this year’s campus RecycleMania goal will take just a little extra effort from everyone in the community. Challenge yourself to reduce, re-use and recycle, and compete against your peers.

The industry is getting better at finding more ways to recycle more materials. Those advances, along with our initiative to consolidate recycling and trash bins across campus, is making it easier than ever for the Penn community to recycle,” said Dan Garofalo, Penn’s Environmental Sustainability Coordinator. “RecycleMania is an opportunity to minimize the amount of waste you produce and make recycling a lifetime habit.

Led by the Green Campus Partnership, which oversees Penn’s Climate Action Plan implementation, various areas of campus have made public commitments about their recycling efforts. Among those that already have:

- Engineering Day of Service plans to expand its battery recycling and desk-side recycling program in offices.
- Arts and Sciences plans to pilot desk-side recycling in one of its buildings.
- The Perelman School of Medicine will offer hardcover book recycling in BRB lobby during RecycleMania.
- Facilities and Real Estate Services will roll out Phase 2 of a campus bin consolidation effort whereby single trash cans will be paired with single/dual-stream cans.
- Business Services will pilot centralized trash and desk-side recycling and participate in a recycling competition among offices at 3401 Walnut.
- Student Eco-Reps plan to hold events in various residences throughout the competition.
- Staff & Faculty Eco-Reps will inform their offices through emails, posters and events. Some will even set office challenging goals.

Members of the campus community can pick up information about recycling at Penn as well as the Green Campus Partnership giveaways at events, set for 11:30 a.m.-1:30 p.m. each day during the kickoff week from January 27-February 10. Sustainability reps will be at Houston Market today; Joe’s Café, Wednesday; Silfen Study Center, Thursday, and Levine Hall, Friday. On February 16, the Perelman School of Medicine will host a sustainability fair in BRB lobby. Commitments and weekly standins will appear on the Green Campus Partnership website. Through an awareness campaign spanning the campus from Hamilton Village to College Green and beyond, look for tips, signage and other reminders to reduce your waste and recycle. Combining school spirit and sustainable living is a win-win for the campus and the environment.

Get Healthy for Life with the Penn Wellness Challenge

If your New Year’s resolution to get healthy has already gone by the wayside—or you’re still struggling to get started—now’s your chance to get moving on your fitness goals this year. Take on the Penn Wellness Challenge and discover a new and healthier you!

Beginning February 20, this eight-week program will help you make small changes to your lifestyle that will have a big impact on your health in the long run. Each week you’ll tackle a different challenge that helps you incorporate new, healthy behaviors into your daily routine. These challenges include eating a healthy breakfast, trying new exercise activities, and adding fruits and vegetables to your meals.

At the end of each week, you’ll record your results. For each challenge you successfully complete, you’ll earn a chance to win one of three exciting prizes: an iPad mini, an iPod touch or an iPad 2. If you complete them all, you’ll have earned eight chances to win a prize!

We’ll help you stay motivated along the way with weekly emails to guide you through every challenge.

Are you ready for the Penn Wellness Challenge? For complete details and to register, visit the Human Resources website at www.hr.upenn.edu/quality/wellness/challenge.aspx or contact Human Resources at sustain@upenn.edu

—Division of Human Resources

The University of Pennsylvania is a living, working, learning community. It values diversity and seeks talent from all walks of life. The University is an affirmative-action, equal-opportunity employer and does not discriminate on the basis of race, color, sex, sexual orientation, gender identity, religion, creed, national or ethnic origin, citizenship status, age, disability, veteran status or any other legally protected class status in the administration of its admissions, financial aid, educational or athletic programs or other University-administered programs or in its employment practices. Questions or complaints regarding this policy should be directed to Sam Starka, Executive Director of the Office of Affirmative Action and Equal Opportunity Programs, Sansom Place, East 360, Philadelphia, PA 19104-3111.

Phone: (215) 898-5274 or 5275. FAX: (215) 898-9137. Email: almanac@upenn.edu. URL: www.upenn.edu/almanac

The University of Pennsylvania’s annual report 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 Penn website) include HTML, Acrobat and mobile versions of the print edition, and interlin-tex 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 Universi-ty, as a living, working, learning community, does not discriminate on the basis of race, color, sex, sexual orientation, gender identity, religion, creed, national or ethnic origin, citizenship status, age, disability, veteran status or any other legally protected class status in the adminis-tration of its admissions, financial aid, educational or athletic pro-grams or other University-administered programs or in its em-ployment practices. Questions or complaints regarding this policy should be directed to Sam Starka, Executive Director of the Office of Affirmative Action and Equal Opportunity Programs, Sansom Place, East 360, Philadelphia, PA 19104-3111.

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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 January 23-29, 2012: Also reported were 15 Crimes Against Property (including 12 thefts, 4 robberies and 3 aggravated assaults) were reported between December 23 and January 22. Community Crime Report

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Crime Description</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/26/12</td>
<td>10:35 AM</td>
<td>3101 Walnut St</td>
<td>Unwanted phone call received</td>
<td></td>
</tr>
<tr>
<td>01/27/12</td>
<td>4:38 AM</td>
<td>4000 Cherry St</td>
<td>Robbery knifepoint</td>
<td></td>
</tr>
<tr>
<td>01/28/12</td>
<td>9:44 PM</td>
<td>4000 Spruce St</td>
<td>Intoxicated male causing disturbance/Arrest</td>
<td></td>
</tr>
<tr>
<td>01/29/12</td>
<td>3:30 AM</td>
<td>3811 Walnut St</td>
<td>Property taken from residence/Arrest</td>
<td></td>
</tr>
<tr>
<td>01/29/12</td>
<td>4:59 AM</td>
<td>3801 Chester St</td>
<td>Meal purchased with bad credit card/Arrest</td>
<td></td>
</tr>
<tr>
<td>01/29/12</td>
<td>6:46 AM</td>
<td>3400 Spruce St</td>
<td>Unauthorized female in area/Arrest</td>
<td></td>
</tr>
</tbody>
</table>

18th District Report

Below are all Crimes Against Persons from the 18th District: 7 incidents with 3 arrests (4 robberies and 3 aggravated assaults) were reported between January 23-29, 2012 by the 18th District covering the Schuylkill River to 49th Street & Market Street to Woodland Avenue.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Crime Description</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/23/12</td>
<td>12:05 AM</td>
<td>4718 Chestnut St</td>
<td>Robbery</td>
<td></td>
</tr>
<tr>
<td>01/24/12</td>
<td>12:30 PM</td>
<td>131 S 51st St</td>
<td>Aggravated Assault/Arrest</td>
<td></td>
</tr>
<tr>
<td>01/24/12</td>
<td>5:25 PM</td>
<td>5053 Ludlow St</td>
<td>Aggravated Assault</td>
<td></td>
</tr>
<tr>
<td>01/25/12</td>
<td>7:00 PM</td>
<td>5000 Spruce St</td>
<td>Robbery/Arrest</td>
<td></td>
</tr>
<tr>
<td>01/25/12</td>
<td>8:40 PM</td>
<td>237 S 48th St</td>
<td>Aggravated Assault/Arrest</td>
<td></td>
</tr>
<tr>
<td>01/27/12</td>
<td>3:30 PM</td>
<td>4000 Market St</td>
<td>Robbery</td>
<td></td>
</tr>
<tr>
<td>01/27/12</td>
<td>6:50 PM</td>
<td>1200 S Melville St</td>
<td>Robbery</td>
<td></td>
</tr>
</tbody>
</table>
Dr. William Edward Burghardt Du Bois:
Honorary Emeritus Professorship of Sociology and Africana Studies

By 1899, Dr. Du Bois had written two major books, published, respectively, by Harvard University Press and the University of Pennsylvania Press. Under normal circumstances, a major university would have hired a white scholar with these accomplishments and a desire to teach. Yet Dr. Du Bois was never offered a professorial appointment in a major “mainstream” university department; the University of Pennsylvania grudgingly extended him the title of “Assistant Lecturer” for the duration of his study of the Seventh Ward.

Dr. Du Bois came to the University of Pennsylvania as Assistant Lecturer in 1896. Dr. Du Bois’s research is not easily characterized given the scope of contemporary disciplinary dialogue. Thus, he has been listed as a philosopher, historian, anthropologist, political scientist, and sociologist. His research focused specifically on the place and role of Africans and persons of African descent in the modern world. During Dr. Du Bois’s lifetime, the racial structure of academia marginalized his research to the sidelines. As he noted, other sociologists saw this research “as Negroes studying Negroes and after all, not one problem, but rather a plexus of social problems, some new, some old, some simple, some complex; and these problems have their one bond of unity in the fact that they group themselves about those Africans whom two centuries of slave-trading brought to this land.” In 1898 he also wrote, “It is to the credit of the University of Pennsylvania that it has recognized her duty and in so far as restricted means and opportunities allowed, has attempted to study the Negro problem in a single definite locality.” (Almanac October 1, 2002.)

In 1973 a new college house was founded at Penn to further the study of African-American culture; in 1974 the W.E.B. Du Bois College House was dedicated. It was renovated in 2009 (Almanac February 3, 2009).

In 1995, his book was republished by Penn Press with a new introduction, by Dr. Elijah Anderson, who examined how the neighborhood studied by Dr. Du Bois had changed over the years and compared the status of blacks today with their status when the book was initially published. In 1998, Penn professors Dr. Thomas Sugrue and Dr. Michael Katz co-edited W.E.B. Du Bois, Race and the City: The Philadelphia Negro and Its Legacy.

On Friday, February 17, the department of sociology and the Center for Africana Studies at the University of Pennsylvania will hold a conference to honor the scholarly contributions of W.E.B. Du Bois. This day-long gathering will celebrate Dr. Du Bois being posthumously recognized with an Honorary Emeritus Professorship in Sociology and Africana Studies by the University of Pennsylvania, pending approval of the resolution by the University Trustees who will be meeting the same day. This will be the first time that Penn posthumously gives such recognition. The conference will also serve as a significant platform, said Dr. Tukufu Zuberi, “to engage participants in an interdisciplinary introspection of the achievements, research, scholarship and accomplishments of one of the most influential intellectuals of the 20th century.”

Dr. Du Bois (1868-1963) was an American sociologist, author, and co-founder of the National Association for the Advancement of Colored People (NAACP). His pioneering work The Philadelphia Negro: A Social Study was originally published in 1899 by, and remains available from, the University of Pennsylvania Press. He researched his landmark work while he was an assistant lecturer at Penn in 1896-97. In an article, “The Study of the Negro Problem,” published in the Annals of the American Academy of Political and Social Science in 1898 he proposed his landmark study. He wrote: “it is not one problem, but rather a plexus of social problems, some new, some old, some simple, some complex; and these problems have their one bond of unity in the fact that they group themselves about those Africans whom two centuries of slave-trading brought to this land.” In 1898 he also wrote, “It is to the credit of the University of Pennsylvania that she has recognized her duty and in so far as restricted means and opportunities allowed, has attempted to study the Negro problem in a single definite locality.” (Almanac October 1, 2002.)

The conference begins at 10 a.m. on February 17 in G17 Auditorium, Claudia Cohen Hall, followed by three panels including leading scholars from across the United States who will gather to present new research examining conditions on sociology. (Registration is required: see below) Conference panels will focus on the following studies:

Panel 1: Who Was W.E.B. Du Bois?
Lawrence D. Bobo, Harvard University
Stephanie Y. Evans, Clark Atlanta University
Robert Vitalis, University of Pennsylvania
Gwyndolyn Du Bois Shaw, University of Pennsylvania
Moderator: Kenneth L. Shropshire, University of Pennsylvania
12:30–2 p.m.
The Philadelphia Negro Reconsidered: suite of 18 silk-screen prints; Terry Adkins, professor of fine arts, University of Pennsylvania will lead a tour of his art; 100 Morgan Building.
2–3:30 p.m.
Panel 2: W.E.B. Du Bois and Social Science
Elijah Anderson, Yale University
Rogers Smith, University of Pennsylvania
Quincy Thomas Stewart, Northwestern University
Howard Winant, University of California, Santa Barbara
Aldon Morris, Northwestern University
Moderator: Vivian L. Gadsen, University of Pennsylvania
4–5:30 p.m.
Panel 3: W.E.B. Du Bois and Africana Studies
Lewis Gordon, Temple University
Mary Patillo, Northwestern University
Reiland Rabaka, University of Colorado Boulder
Anthony Monteiro, Temple University
Moderator: Camille Charles, University of Pennsylvania
8–9:30 p.m.
A Musical Tribute: Art Songs in the Kingdom of Culture by Guthrie P. Ramsey, Jr., professor of music, will be performed that evening, in the Fisher-Bennett Recital Hall.

This event is made possible by the generous support of the University of Pennsylvania’s Office of the Provost, with contributions by the School of Arts and Sciences, the Center for Africana Studies, the Department of Sociology and the Annenberg School for Communication.

For more information about the W.E.B Du Bois Honorary Emeritus Professorship in Sociology and Africana Studies contact the Center for Africana Studies at (215) 898-4965.

The conference is free and open to the public. Registration, which is required, is available online: www.sas.upenn.edu/duboisprofessorship