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e-News for Alumni, Parents, and Friends

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## University News

### Washington University highlighted in three of top 100 science stories of the year:

A Washington University professor's excavation of a "gold mine of archeology" in China has been ranked as one of the [top 100 science stories](#) of 2010 by *Discover* magazine. T.R. Kidder, Ph.D., professor and chair of anthropology in Arts & Sciences, has been working with Chinese colleagues to excavate the ancient rural farming village of Sanyangzhuang, which offers an exceptionally well-preserved view of daily life in Western China more than 2,000 years ago. Also ranked are Jeffrey Gordon, professor of pathology and immunology, for his research on [microbes in the gut](#), and Bradley Schlaggar, the A. Ernest and Jane G. Stein Associate Professor of Neurology, for his research on [brain scans](#).



Henan Provincial Inst. Cultural Relics and Archaeology  
Sanyangzhuang tiles set aside to repair a Han house.

### Washington University recognized as a top producer of Fulbright scholars:

Washington University has been named one of the top producers of Fulbright scholars in the nation. Thirteen Washington University students and eight faculty members were selected as Fulbright grantees for the 2010-2011 academic year. Washington University was one of only 11 institutions ranked by the *Chronicle of Higher Education* as a top producer of both Fulbright students and Fulbright faculty. "As Washington University pursues an aggressive internationalization strategy, the success of our students and faculty in being granted Fulbright awards is a testament to our strengths in a variety of international fields," says Priscilla Stone, Ph.D., assistant provost for international education.

### Basketball team from Tsinghua University in Beijing visited Washington University:

This wasn't your typical basketball trip with a team hopping on a bus to play a game and then heading home. This team traveled halfway across the world. For the first time ever, a team from China was on the campus of Washington University. The men's basketball team from Tsinghua University in Beijing, China, visited Washington University to take part in the 27th annual Lopata Classic basketball tournament. "When we started the Lopata Classic tournament, we wanted to bring good academic institutions here and let them compete athletically," says Mark Edwards, head coach of the 2008-2009 Division III national championship Washington University men's basketball team. "At the same time, we wanted to provide all participating teams an experience outside of athletics," he says. "I think having the Tsinghua team here will add another level of interaction from which everyone will benefit."

## Research



Wikimedia Commons

The attempt to kill the Macondo well in the U.S. Gulf by pouring heavy mud down the well bore may have been defeated by an instability that led to turbulent mixing of the oil and the mud. The instability, called the Kelvin-Helmholtz instability, is also responsible for waves in the ocean and, occasionally, waves in the sky, as shown here.

### Cornstarch might have ended the Gulf spill agony sooner:

The attempt to kill the Macondo well in the U.S. Gulf by pouring heavy mud down the well bore may have been defeated by an instability that led to turbulent mixing of the oil and the mud. Washington University physicist Jonathan Katz had suggested a simple solution to the problem: cornstarch. Experiments described in an article in press at *Physical Review Letters* suggest his solution might have worked.

### Nearly half of all elderly Americans will experience poverty:

Nearly half of all Americans between the ages of 60 and 90 will encounter at least one year of poverty or near poverty, according to a recent study by Mark R. Rank, Ph.D., the Herbert S. Hadley Professor of Social Work at the George Warren Brown School of Social Work. "Of course, this risk is not evenly distributed across the population," Rank says. "One of the most drastic economic divides is race." Rank found that although 32.7 percent of white older Americans will experience at least one year below the official poverty line, the corresponding percentage for black older Americans was double that at 64.6 percent.

### MRI scans reveal brain changes in people at genetic risk for Alzheimer's:

People with a known, high risk for Alzheimer's disease develop abnormal brain function even before the appearance of telltale, amyloid plaques that are characteristic of Alzheimer's disease, according to a new study from researchers at Washington University School of Medicine. The findings suggest that a gene variant affects brain function long before the brain begins accumulating the amyloid that will eventually lead to dementia.

## Features

### Entrepreneurs should plan exit strategy early:

Clifford Holekamp, senior lecturer in entrepreneurship at the John M. Olin School of Business, admits his advice may sound strange, but he speaks from experience. He tells entrepreneurs in an article published this month in *Octane*, the quarterly magazine of the Entrepreneurs' Organization, that it's important to plan how to leave a company while planning to launch it.



Clifford Holekamp, senior lecturer in entrepreneurship at the John M. Olin School of Business, says it's important to plan how to leave a company while planning to launch it.

### What is better, the carrot, the stick, or both?:

The business world runs on agreements. As long as everyone fulfills his or her end of the bargain, things tend to run smoothly. But the question of the most effective way to enforce or regulate these agreements remains. Adam B. Badawi, J.D., Ph.D., associate professor of law, looks at this question in the context of franchises. After examining a large number of franchise agreements, Badawi found that despite sometimes allowing contract damage awards against franchisees, the more effective method of enforcing these agreements is often through informal, non-legal rewards system.

### Heard on Campus

"This is our best kept secret: it's not about money, assets, or brands. We call it 'Dream-People-Culture.' We tell everyone, but no one believes it. Our dream is to be the best beer company in a better world...talented people are our most valuable assets...and we have a culture of ownership."

— Carlos Brito, CEO of Anheuser-Busch InBev, during his talk at the John M. Olin School of Business' Century Club Series in Graham Chapel on December 9, 2010. Brito's company, InBev, merged with St. Louis-based Anheuser-Busch in a \$52 billion deal in 2008.

### From writing-off leather pants to copyright disputes: New database chronicles legal side of music industry:

Do black leather pants qualify as a tax deduction for rock stars? Fans, musicians, journalists, researchers, and anyone else interested in music can see how the courts dealt with this question and nearly any other legal issue involving the music industry at The Discography: Legal Encyclopedia of Popular Music accessible through [thedisography.org](http://thedisography.org). The site was created by Loren Wells, J.D., musician and recent graduate of the School of Law, and is supported by the Center for Empirical Research in the Law at the School of Law.

## Kudos

Heejung Park, a masters of laws student, was named a winner of the student writing contest by the National Law Review. Park, who is from Korea, is studying U.S. law.

Competing against 130 teams from across the world, a team of six undergraduate students from the Schools of Engineering & Applied Science and Arts & Sciences took silver in the foundational advance category of the International Genetically Engineered Machine (iGEM) competition this year. This is the second year Washington University has fielded a team for the competition. The six team members, chosen last March by the previous year's iGEM team, are: Elaine Chang, Amanda Hay, Zach Knudsen, Brian Landry, Brenden McDearmon, and Alice Meng.

About @Washington University in St. Louis

This newsletter is prepared by Special Development Communications Projects staff in Alumni and Development Programs. It is intended to provide a brief summary of what is happening at the University. Alumni, parents, and friends of the University for whom we have valid e-mail addresses automatically receive @Washington University in St. Louis.

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