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March 2011  
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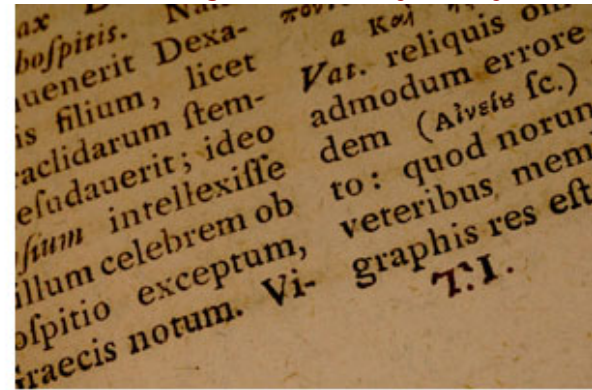
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## University News

### 74 of Thomas Jefferson's books identified at Washington University library:

The Thomas Jefferson Foundation and Washington University announced the discovery by Monticello scholars that a collection of books, long held in the libraries at Washington University, originally were part of Thomas Jefferson's personal library. These books, held at the University's libraries for 131 years, have been confirmed by Monticello scholars as having belonged to Thomas Jefferson himself. They are part of the University's rare books collection and were not identified by the books' donor in 1880 as a part of Jefferson's personal collection.



JOE ANGELES  
Adding a "T" in front of the "I" (for J in the Latin alphabet) in certain places in books was one way Thomas Jefferson marked his books, as shown in *Opera omnia, Graece et Latine* by Dionysius of Halicarnassus. This book, in Washington University's rare books collection, has been confirmed by Monticello scholars as having belonged to Jefferson.

### Students' nanofiber surgical mesh clinches Olin Cup win:

Washington University engineering students Nalin Katta and Matthew MacEwan, who also is a School of Medicine student, won the Olin Cup business plan competition February 3 and \$50,000 in seed investment for an invention that can replace the protective covering of the brain. With 49 entrants, competition this year attracted the largest group of ventures yet.

### New Cook Professorship will create great future economic thinkers:

At a time when the American economy needs the best and the brightest economic minds, prominent banker and philanthropist Sam B. Cook has given Washington University a critical resource to help develop the next generation of economic leaders with a gift of \$1.5 million to establish a professorship in the Department of Economics in Arts & Sciences. During the first six years, the gift will support visiting professors with expertise in the field of macroeconomics and free market theory.

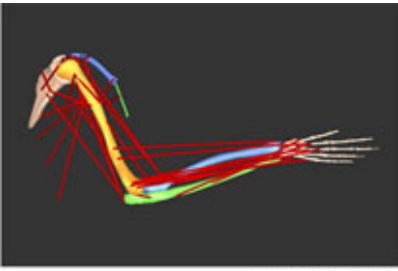
## Research

### Epidural electrocorticography may finally allow enduring control of a prosthetic or paralyzed arm by thought alone:

Daniel Moran, associate professor of biomedical engineering, is developing brain-computer interfaces based on grids of electrodes that lie beneath the skull but outside the dura mater, the protective membrane that covers the brain. His next project is to slip a thin 32-electrode grid he designed with a colleague under a macaque's skull and train the monkey to control — strictly by thinking about it — a computational model of a macaque arm.

### Breakfast is an important meal, especially for teen moms and their kids:

Teen mothers who eat breakfast have healthier weights and snacking habits and may influence healthy eating habits among their children, according to a recent study by obesity prevention expert Debra Haire-Joshu, Ph.D., professor in the George Warren Brown School of Social Work. "It's important to look at dietary patterns among postpartum teens to help reduce weight retention and prevent intergenerational obesity," she says. "Overall, breakfast consumption among postpartum teens is low, and interventions are needed to encourage breakfast consumption among teen mothers."



DANIEL MORAN

Moran's biomechanical model of a monkey arm includes 38 musculotendon units. Given an arm position, it will calculate the joint angles, joint torques, musculotendon lengths, and muscle forces needed to place the arm in that position. Moran plans to train a monkey to control the virtual arm by thought alone.



### New findings in India's Bt cotton controversy: good for the field, bad for the farm?:

According to a new study by Washington University anthropologist Glenn Stone, Ph.D., crop yields from India's first genetically modified crop may have been overemphasized, as modest rises in crop yields may come at the expense of sustainable farm management. The study appears in the March issue of the journal *World Development*. In his paper, Stone compares village yields in 2003 and 2007, which conveniently had very similar levels of rainfall. "Cotton yields rose 18 percent with the adoption of genetically modified seeds," Stone says. "This is less than what has been reported in some economics studies, but much better than activists have claimed."

### Features

#### Super Bowl ads don't pack same punch in social media era:

"Super Bowl advertising has become hugely wasteful in this era of social networks," says Seethu Seetharaman, the W. Patrick McGinnis Professor of Marketing in the John M. Olin School of Business. "A Super Bowl ad is not going to be noticed as much as a catchy e-mail/viral campaign that spreads organically among users," Seetharaman says. And he questions if advertisers reap a decent return on investment to justify the three million dollar price tag for a 30-second spot.

#### Guide star lets scientists see deep into human tissue:

Focusing light into a scattering medium such as tissue has been a dream since the beginning of biomedical optics, according to Lihong Wang, Ph.D., the Gene K. Beare Distinguished Professor in Biomedical Engineering. Previous techniques allowed light to be focused only within a millimeter of the skin. Now Wang has invented a technique called "TRUE" that uses an ultrasound guide star to allow scattered optical light to be focused deep within tissue.

### Heard on Campus

"People do not want to go to a mental health professional because they don't want to be labeled mentally ill. Recovery is possible because researchers have learned so much about the brain. We know what to do, and because we don't do it, millions of people suffer."

— Rosalynn Carter, former first lady, during a lecture and panel discussion regarding the mental health crisis, in Graham Chapel on February 14, 2011

### Easing FDA tobacco advertising rules around schools could cripple law, new study finds:

The FDA, through the new Family Smoking Prevention and Tobacco Control Act, is considering banning outdoor tobacco product advertising at various distances from schools and playgrounds. The tobacco industry is challenging these rules on First Amendment grounds, arguing that they would lead to a near complete ban on tobacco advertising in dense urban areas. A new study by the Center for Tobacco Policy Research at Washington University found that a 1000-foot buffer would still allow for tobacco ads. Smaller buffer zones of 350 feet may result in almost no reduction of outdoor tobacco advertising.

### Kudos

Steven Edmundowicz, M.D., professor of medicine, was named one of the 75 best gastroenterologists in America by *Becker's ASC Review*.

Raj Jain, professor of computer science and engineering, was presented with the prestigious "Hind Rattan Award 2011" at the 30th Congress of Non-Resident Indians on January 25, the eve of the Indian Republic Day. The award, translated "Jewel of India," is presented to about 30 members of the worldwide Indian Diaspora by the NRI Welfare Society of India in recognition of outstanding service and achievements.

David Peters, the McDonnell Douglas Professor of Engineering in the School of Engineering & Applied

Science, has received the Reed Aeronautics Award for 2011 from the American Institute of Aeronautics and Astronautics (AIAA). The Reed Aeronautics Award is the highest award an individual can receive for achievements in the field of aeronautical science and engineering.

Peter J. Schmelz, Ph.D., associate professor of music in Arts & Sciences, received a Deems Taylor Award from the American Society of Composers, Authors, and Publishers for his book *Such Freedom If Only Musical: Unofficial Soviet Music During the Thaw* (Oxford, 2009). Deems Taylor Awards recognize outstanding print, broadcast, and new media coverage of music.

On January 20, the American Institute for Medical and Biological Engineering (AIMBE) announced the election of 79 new members to the College of Fellows, including two faculty at Washington University:

- Shelly E. Sakiyama-Elbert, Ph.D., associate professor of biomedical engineering in the School of Engineering & Applied Science, was elected “for pioneering work on biomaterials for drug delivery and cell transplantation for the treatment of peripheral nerve and spinal cord injury.”
- Younan Xia, Ph.D., the James M. McKelvey Professor in the School of Engineering & Applied Science, was elected “for his seminal contributions to the design and controlled synthesis of nanostructured materials for various biomedical applications.”

#### 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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