



May  
2015

# CCW NEWS

A CORNELL CLUB OF WASHINGTON PUBLICATION

[www.cornellclubdc.org](http://www.cornellclubdc.org)

## Cornell Club of Washington Annual Dinner

Featuring Keynote Speaker Warren Allmon,  
Cornell Professor and Museum of the Earth Director

*Monday, May 18th, 6:30 p.m. to 10:00 p.m.*

*The Whittemore House, 1526 New Hampshire Avenue NW, Washington, DC*

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### Save the Date!

#### 11th Annual Cornell Mid-Atlantic Crab Feast

Sunday, June 28th  
1:00 p.m.

Walnut Grove Farm  
300 Walnut Grove Farm  
Lane  
Centreville, MD

Hosted by  
Phyllis and Bill Eaton '61

For more information:  
Contact Kurt Overton at  
[kurt.m.overton@mssb.com](mailto:kurt.m.overton@mssb.com)

Join us for an excellent meal and conversation with fellow Cornellians at our Annual Dinner. We are honored to be joined by the evening's keynote speaker, Warren D. Allmon, the Hunter R. Rawlings III Professor of Paleontology in the Department of Earth and Atmospheric Sciences at Cornell University and the Director of the Paleontological Research Institution (PRI) in Ithaca, NY.

Prof. Allmon became PRI's fourth Director in 1992. Since then, he has been instrumental in rejuvenating PRI's internationally-known fossil collections; starting its local, regional, and national programs in Earth science education; and in planning and fundraising for the Museum of the Earth - PRI's \$11 million education and exhibit facility which opened in September 2003. In November 2004, Allmon helped secure a formal agreement of affiliation between PRI and Cornell, ending more than 70 years of official separation. Allmon earned his B.A. in Earth Sciences from Dartmouth College in 1982, and his Ph.D. in Earth and Planetary Sciences from Harvard University in 1988.

During this special evening, CCW President A'ndrea Van Schoick '96 will preside over the club's annual business meeting, including the annual report, presentation of the Bondareff and Best Program awards, and election of board members.

The ballroom in the historic Whittemore House, home of the Women's National Democratic Club, near Dupont Circle, will serve as our venue. Dinner will include a 3-course plated dinner:

- Appetizer: Spinach Salad Whittemore – Spinach greens with mushrooms, tomatoes, red onions and balsamic dressing
- Entrees: Choice of Thyme-Scented Boneless Ribeye, roasted cauliflower florets and cauliflower puree; Broiled Salmon with ginger shitake glaze, wild rice and seasonal vegetables; or Linguine tossed with spring vegetables and pesto.
- Dessert: Homemade strawberry shortcake

\*If there are any dietary restrictions, please contact Grace Jean at [gvj1cm@gmail.com](mailto:gvj1cm@gmail.com).

**Program:** 6:30 p.m. to 7:30 p.m. - Cocktails and networking (cash bar)  
7:30 p.m. to 10:00 p.m. - Dinner, dessert, and program

**Dress:** Business

**Cost:** CCW Members - \$60 Early bird pricing; \$70 after 5/4/15; Non Members - \$70 Early bird pricing; \$80 after 5/4/15. If paying by check, please email Grace Jean at [gvj1cm@gmail.com](mailto:gvj1cm@gmail.com) for instructions

**To register:** <http://cornellclubdc.org/event-1804451>

**Transportation:** Dupont Circle (Red line). Take Q Street/North Dupont exit and walk east on Q two blocks to New Hampshire Avenue

**Parking:** Street parking; Central Parking garage at 11 Dupont Circle (entrance on New Hampshire Avenue across from Whittemore) – Flat rate of \$12 after 5:00 p.m.

**Questions:** Grace Jean '00 at [gvj1cm@gmail.com](mailto:gvj1cm@gmail.com)

## 2014 - 2015 Officers

### President

A'ndrea Van Schoick '96  
alv1@cornell.edu

### First Vice President

Grace Jean '00  
gvj1@cornell.edu

### Treasurer

Paul Coelus '80  
pjc23@cornell.edu

### Secretary

Valerie Shubik '53  
vshubik@verizon.net

### Vice President, Newsletter

Renee Gewercman '07  
rrg25@cornell.edu

### Co-Vice Presidents, Membership

Terry Horner '92  
tnh1@cornell.edu  
Drew McElhare '98  
dem9@cornell.edu

### Co-Vice Presidents, Programming

Steve Piekarec '74  
spiekare@verizon.net  
Katherine Stifel '87  
kgstifel@earthlink.net  
Sara Kim Keller '01  
sarakimkeller@gmail.com

### Co-Vice Presidents, Scholarship

Isadora Yoffie '06  
isadora.yoffie@gmail.com  
Mark Skerry '07  
mark.b.skerry@gmail.com

### Vice President, Community Service

Laura Gonzales Meyers '04  
lmg38@cornell.edu

### Co-Vice Presidents, CAAAN

Janet Cornfeld '72  
janet.cornfeld@gmail.com  
Matt Nieman '98  
matthew.nieman@gmail.com

### Co-Vice Presidents, Technology

Dan Murphy '96 (website)  
bluemyriddn@gmail.com  
Lindsay Schattenstein '09 (social media)  
las368@cornell.edu

### Immediate Past President

Nicole DelToro '91  
ndeltoro@andrewscole.com

### General Counsel

Chuck Schilke JD '88  
cschilke2@verizon.net

**Cornell Club of Washington**  
2148 O Street NW  
Washington, DC 20037

## Events at a Glance...

### May

- 01 Screening of Charter Week Events at the Hall of States  
*Questions:* Steve Piekarec at spiekare@verizon.net
- 02 Old Rag LIX  
*Questions:* Clint Brass at ctb14@cornell.edu
- 02 Gold Cup - University Row  
*Questions:* Todd Theringer at ttheringer@gmail.com
- 12 CCW Monthly Programming and Board Meetings  
*Questions:* A'ndrea Van Schoick at alv1@cornell.edu
- 14 Supercommunicator - Frank J. Pietrucha '85  
*Questions:* Jim Schoonmaker at js378@cornell.edu
- 16 All Ivy Clubs of DC go Dragon Boat Racing (Day 1)  
*Questions:* Betty Lee at blsil@hotmail.com
- 17 All Ivy Clubs of DC go Dragon Boat Racing (Day 2)  
*Questions:* Betty Lee at blsil@hotmail.com
- 17 Nationals Ballpark: Behind the Scenes Tour  
*Questions:* Steve Piekarec at spiekare@verizon.net
- 18 Cornell Club of Washington Annual Dinner  
*Questions:* Grace Jean at gvj1cm@gmail.com
- 20 NY Yankees take on the Nationals  
*Questions:* Steve Piekarec at spiekare@verizon.net
- 22 "A Prairie Home Companion" at Wolf Trap  
*Questions:* Katherine Stifel at kgstifel@earthlink.net
- 23 Olmsted Tour of Capitol Grounds, Mall, and Zoo  
*Questions:* Chuck Schilke at cschilke2@verizon.net
- 30 Walking the Battle: Petersburg  
*Questions:* Jim Schoonmaker at js378@cornell.edu

### June

- 02 CACWN—Why Company Culture is Critical (and How to Foster It)  
*Questions:* Melanie Tu at mct37@cornell.edu
- 09 CCW Monthly Programming and Board Meetings  
*Questions:* A'ndrea Van Schoick at alv1@cornell.edu
- 11 Esther Bondareff Centennial Birthday Celebration  
*Questions:* TBD
- 19 "Back to the Future" NSO at Wolf Trap  
*Questions:* TBD
- 24 Nationals versus the Atlanta Braves  
*Questions:* Steve Piekarec at spiekare@verizon.net
- 28 11th Annual Cornell Mid-Atlantic Crab Feast  
*Questions:* Kurt Overton at kurt.m.overton@mssb.co

### July

- 03 Nationals versus the World Series Champion SF Giants  
*Questions:* Steve Piekarec at spiekare@verizon.net
- 14 Taylor Swift at Nationals Ballpark **Sold Out!**  
*Questions:* Steve Piekarec at spiekare@verizon.net
- 14 Book of Mormon - Kenedy Center  
*Questions:* Katherine Stifel at kgstifel@earthlink.net

### August

- 08 Cornell Alumni Softball - End of season tournament - first weekend  
*Questions:* Steve Piekarec at spiekare@verizon.net
- 15 Cornell Alumni Softball - End of season tournament - second weekend  
*Questions:* Steve Piekarec at spiekare@verizon.net
- 15 Volunteer Appreciation Event  
*Questions:* TBD
- 29 "Buena Vista Social Club" Adios Tour at Wolf Trap  
*Questions:* TBD

# Club Announcements...

## The CCW Nominating Committee Presents the 2015-2016 Slate

### *Officers:*

President: Grace Jean '00  
First Vice President: Terry Horner '92  
Treasurer: Drew McElhare '98  
Secretary: Elisabeth Boas '71  
Vice Presidents, Membership: Liz Herman '01 & Dorsy Yoffie '06  
Vice Presidents, Programming:  
Steve Piekarec '74, Katherine Stifel '87 & Sara Kim Keller '01  
Vice President, Newsletter: Renee Gewercman '07  
Vice President, Scholarship: Jill Fields '88, Mark Skerry '07  
Vice President, Community Service: Laura Gonzales '04  
CAAAN Vice President, DC/MD: Janet Cornfeld '72  
CAAAN Vice President, VA: Matthew Nieman '98  
Co-VP, Technology (social media): Lindsay Schattenstein '09  
Co-VP, Technology (website): Dan Murphy '96  
Immediate Past President: A'ndrea Van Schoick '96

### *At-Large Board Members:*

*\* Italics indicate new Board Members at-large\**

<u>Term Ends June 2016:</u>	<u>Term Ends June 2017:</u>
Phil Bradley '91	<i>Alejandro Aleman '89, '97</i>
Elina Hum '79	Paul Coelus '80
Linda Johnson '60, '63	<i>Toniqua Hay MPA '12</i>
Robert Shaw '78	Artie Mabbett '99
Jim Schoonmaker '74	<i>Amy Shyr '10</i>

### Nominating Committee Members (CCW affiliation)

Nicole DelToro '91 (Immediate Past President)  
Grace Jean '00 (1st VP)  
Toniqua Hay MPA '12  
Terry Horner '92 (VP, Membership)  
Steve Piekarec '74 (VP, Programming)  
Jon Simon '92 (non-Board)  
Mark Skerry '07 (VP, Scholarship)  
A'ndrea Van Schoick '96 (President)  
Dorsy Yoffie '06 (VP, Scholarship)

### Sincere thanks to our outgoing officers:

Tomoko Morinaga '89  
Valerie Shubik '53  
Sathi Soma '92, '94



Pictured above: Cornellians celebrate the First Annual Anacostia River Festival on April 12, 2015.

## Supercommunicator with Frank J. Pietrucha '85

*Thursday, May 14th at 7:45 p.m.*

*The Hall of States Building, 444 N. Capitol Street NW, Room 383, Washington, DC*

Join CCW for this fantastic opportunity to become a more effective communicator!

Every day great ideas get pushed aside because people don't understand them. Join communication pro Frank J. Pietrucha for a lively talk on how to explain complicated content more effectively. The more complex our world gets the more we need to "supercommunicate."

Pietrucha discusses new rules of audience engagement and delivers practical solutions to help translate "geek speak" into meaningful messaging. His groundbreaking guide "Supercommunicator: Explaining the Complicated so Anyone can Understand" serves as a road map for 21st century communicators seeking to drive funding, shape policy decisions, garner media exposure, and boost customer adoption.

Pietrucha uses a wealth of examples to reveal how to make the complex comprehensible and the dry deeply compelling. Find out how the National Academy of Sciences used audience research to explain evolution.

See how the National Institutes of Health employed visuals to make the history of HIV/AIDS easier to understand. Discover how leading companies are using multimedia to make content more meaningful. Pietrucha will also discuss his experience at NASA in presentation development and data visualization.

Frank J. Pietrucha is the president of Definitive Communications in Washington, DC. He helps start-ups, established companies, and government agencies make challenging topics more accessible.

Mr. Pietrucha will be happy to autograph his book for any attendee that brings a copy to the event.

**Cost:** CCW Members - \$16; Non-Members - \$20  
**Transportation:** Union Station (Red line)  
**Questions:** Jim Schoonmaker at js378@cornell.edu

## CCW Monthly Board Meeting

**May 12th:** All CCW members are invited to participate in our monthly CCW Programming Meeting at 6:30 p.m. and Board Meeting at 7:30 p.m. If you plan to attend, please email A'ndrea Van Schoick, alv1@cornell.edu. Meetings take place at 1341 22nd Street NW, Washington, DC 20037 (downstairs from the Cornell Center).

**Metro:** Dupont Circle (Red Line)

**Questions:** A'ndrea Van Schoick '96 at alv1@cornell.edu (Board); Steve Piekarec '74 at spiekare@verizon.net or Katherine Stifel '87 at kgstifel@earthlink.net (Programming)

## Generational Divide: Myth, Reality, or Should We Just Get Back to Work? Eileen B. Hoffman Provided Her Perspective to Cornell DC-Area Women



Pictured above: Vanessa A. Hoffman '07 introduces her mother, Eileen B. Hoffman '69, at the March 30th CACWN event, entitled *Generational Divide: Myth, Reality, or Should We Just Get Back to Work?*

As George Orwell observed, “[e]ach generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.”

The reality is that each of the five generations working today has its own communication preferences, and no generation is any more difficult to communicate with than the other, says Federal Mediation and Conciliation Service (FMCS) Commissioner/Project Director Eileen B. Hoffman '69. Eileen recently spoke to members of the Capital Area Cornell Women's Network (CACWN) on “The Generational Divide: Myth, Reality, or Should We Just Get Back to Work?”

Eileen has been teaching and speaking on this issue to labor, management and government groups for many years. Her key message is that although the preferred form of communication and its content vary significantly across generational lines, it is incumbent upon the message sender to understand the preferences of the receiver if effective communication is to occur.

Eileen provided an overview of each generation's characteristics, noting many typical conflicts and misunderstandings. She stressed the value of leaders and employees in every place of employment making a concerted effort to communicate with their colleagues in the ways each person prefers. She recommended bringing staff members of different generations together for face-to-face programs that can help break down some of the barriers that can -- and often -- occur.

In her job at FMCS, Eileen mediates disputes on the domestic front concerning individual rights, workplace disputes, equal employment opportunity, and discrimination complaints, as well as collective bargaining labor disputes in the federal, public, and private sectors. She also trains, designs, and assesses dispute resolution/mediation services and programs for new mediators, labor, management, and government officials, and members of international and nongovernmental organizations in Africa, Asia, Europe, and the Middle East.

FMCS, Eileen notes, offers a range of programs and services, including on understanding and reducing generational conflict. For additional information on FMCS programs and services, contact Eileen at [ebhoffman@fmcs.gov](mailto:ebhoffman@fmcs.gov) or check out the FMCS site, <http://www.fmcs.gov/internet/index.asp>

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### Nationals Ballpark - Behind the Scenes Tour

*Sunday, May 17th, 2:00 p.m. to 4:00 p.m*  
*Nationals Park, Center Field Gate, Half and N Streets SE, Washington, DC*

Join CCW for a behind-the-scenes look at Nationals Ballpark. Over the course of an hour and fifteen minutes you will visit the PNC Diamond Club; Lexus Presidents Club; Stars & Stripes Club; Shirley Povich Media Center; Nationals Dugout; and Visiting Team Clubhouse (subject to availability). You will also have the opportunity to throw a pitch in the Nationals Bullpen; touch a module of the spectacular five-story HD scoreboard; experience the Nationals indoor batting cages; and much more!

\*Please keep in mind, the Nationals retain the right to modify the tour at any time due to unexpected events at the ballpark. The tour takes place rain or shine. The tour does require a lot of walking but is both wheelchair- and stroller- accessible. Please arrive ten minutes early.

Nationals Park provides accommodations for guests with disabilities. If you require special accommodations in order to participate in the tour, please contact Steve Piekarec.

**Cost:** CCW members - \$13 members; Non-members - \$17

**Transportation:** Navy Yard (Green line)

**Questions:** Steve Piekarec at [spiekare@verizon.net](mailto:spiekare@verizon.net)

### Help Preserve Cornell History

In 2016, the Cornell Club of Washington (CCW) will celebrate 50 years of operating as a combined alumni club comprised of men and women. The Club is a 501(c)(3) organization in Washington, DC with its members living in the Greater Washington, DC area. Until 1966, two clubs operated, one for men and another for women.

As part of the celebration, CCW expects to produce, in a limited publication, a compilation of CCW history from 1966 to the present. To do so, we need your help! Whether you are a past or present CCW Board member or Cornell alumnus at large, we ask that you provide us with original papers, news clippings and copies of significant documents that reflect CCW history from 1966 to the present. Please provide such materials to CCW Historian, Gladys Stifel, at [gls23@cornell.edu](mailto:gls23@cornell.edu) or CCW 1st VP, Grace Jean, at [gvj1@cornell.edu](mailto:gvj1@cornell.edu).

## The 17th Annual University Row at the Virginia Gold Cup Steeplechase

*Saturday, May 2nd, 8:00 a.m. to 5:00 p.m.*

*Great Meadow Race Course, 5089 Old Tavern Road, The Plains, Virginia*

Are you ready to dress your best, head out to the race tracks, enjoy the spring sun and be part of a grand social gathering steeped in tradition and fun?

The 2015 University Row will be celebrating its 17th season and remains the place to see and be seen. This year's University Row will host 10 tents and alumni from over 90 local chapters, totaling over 1,000 guests, making it one of the largest inter-alumni social events in the Mid-Atlantic region. University Row is where DC's finest watch the races and where they mingle with fetching women in sundresses and dapper men in pastels. This year we have an expanded space across from Members Hill, along with new transportation and catering partners.

Tickets provide access to our exclusive tent area, our quality buffet, an open bar with premium liquor, beer, and wine selections and, of course, the races themselves. Most tickets also include luxury transportation to and from the Row. Since we treat all our guests like VIP's, University Row provides the best value at the Virginia Gold Cup!

### **Admission to University Row Includes:**

- Admission to Gold Cup, one of the most attended horse races on the East Coast
- A commemorative cup and race day program
- Open bar, including premium liquor, beer, and wine selections plus waters, sodas and juices
- Appetizers, Main Fare, and Afternoon meals
- Perks from our sponsors
- Activities between races (including but not limited to onsite games, best dressed competition, best tent decorations, and group photos for alumni chapters)
- Private betting tent



**Cost: Admission + Transportation from Ballston:** \$135. Buses pick up at Rock Bottom (4238 Wilson Boulevard, Arlington, VA). Check-in begins at 7:30 a.m., buses leave from 10:00 a.m. to 11:00 a.m. Buses depart Great Meadow from 4:30 p.m. to 6:00 p.m. to return.

**Admission + Transportation from Dupont Circle:** \$140. Bus picks up at Madhatter (1319 Connecticut Ave NW, Washington, DC). Check-in begins at 9:00 a.m., bus leaves at 10:30 a.m. Bus departs Great Meadow at 6:00 p.m. to return.

**Tent-Only Admission** (does not include transportation): \$110

**Parking:** A valid race day Parking Pass will be required for entry onto the grounds. Directions to the event will be printed on your parking pass. Parking passes cost \$80 and allow vehicle access with up to five passengers onto Gold Cup's grounds.

**Questions:** Todd Theringer at [ttheringer@gmail.com](mailto:ttheringer@gmail.com)

**To Register:** Visit <https://www.showclix.com/event/Ivy2015>



## **All Ivy Clubs of DC go Dragon Boat Racing**

*Saturday, May 16th, 8:00 a.m. to 3:00 p.m.; Sunday, May 17th, 8:00 a.m. to 3:00 p.m.*

*Thompson Boat House, 900 Virginia Avenue NW, Washington, DC*

The Dartmouth Club of DC and the Cornell Club of Washington are proud to be the co-sponsors for this year's All Ivy DC Alumni team at the Washington, DC Dragon Boat Festival. The Festival, now in its 14th year, is a two-day festival held along the Potomac River complete with cultural exhibitions, craft demonstrations, and of course dragon boat racing.

Come and cheer for the All Ivy team on the Festival Days. We encourage everyone to support the team and share the fun and festivities. We will have pot-luck breakfasts and lunches on both days. In addition, there are two weekend practices leading up to the event. Everyone is encouraged to attend all the practices at the DC Dragon Boat Club, Gangplank Marina, 700 Water Street SW, Washington, DC. Practices are accessible via Waterfront (Green line), L'Enfant Plaza (Green, Yellow, Blue, Orange and Silver lines), and the DC Circulator. Limited parking is also available.

We have one boat registered and will be fielding a team of 20 (including 16 paddlers, one drummer, and four alternates). The weekend of the races we will organize a picnic in our team's staging area.

**Cost:** \$85 (\$90 after 5/1/15). No refunds

**Transportation:** Foggy Bottom (Blue, Orange, and Silver Lines). The Thompson Boat House is about half a mile from the station. There will be limited parking on Saturday. On-street parking is free on Sunday.

**Questions:** Betty Lee at [blsil@hotmail.com](mailto:blsil@hotmail.com) or Tracy Patts at [tracy.patts@gmail.com](mailto:tracy.patts@gmail.com)

**To Register:** Visit <https://www.eventbrite.com/e/all-ivy-dc-alumni-dragon-boat-team-2015-tickets-16255465535>

## **“A Prairie Home Companion” at Wolf Trap**

*Friday, May 22nd, 6:00 p.m. to 8:00 p.m.  
Wolf Trap, 1645 Trap Road, Vienna, Virginia*

Join us for a wonderful evening of Garrison Keillor's “A Prairie Home Companion” at Wolf Trap! We will gather together prior to the performance for a BYOP - a new acronym for Bring Your Own Picnic!! When you register you will be on the list to receive the directions to the picnic location at Wolf Trap National Park Filene Center near the venue where we will picnic in advance of the performance. If you plan on picnicking with us, which we hope you do, please email the contact below so that we know you will be joining us.

### **Save The Date!**

Pet events at  
Hero Dogs (MD) and  
the Humane Society of  
Warren County (VA)

**Saturday, June 13th**

For those who purchase lawn seats, we recommend setting up your blankets to reserve your viewing location before joining us for our pre-picnic, even if to meet new friends and Cornellians briefly with a glass of wine or lemonade before you begin your own picnics.

Keillor has been producing and performing in “A Prairie Home Companion” in many locations, including Ithaca. He may not do this for much longer so join us to enjoy this wonderful evening's performance while it lasts!

**Cost:** Prime Orchestra seats: CCW members - \$51; Non-members - \$58

Lawn tickets: CCW members - \$26; Non-members - \$31

After 5/14/15 5:00 p.m. prices will increase by \$10.

**Transportation:** Vienna (Orange line) or Spring Hill (Silver line)

**Parking:** Free onsite. Accessible transport from parking to the performance can be arranged if requested.

**Questions:** Katherine Stifel at [kgstife@earthlink.net](mailto:kgstife@earthlink.net)

### **Welcome New Cornell Club of Washington Members**

William Anderson '93  
Torey Cummings '97  
Jennifer Kamara '05  
Christine Kennefick Ph.D. '91  
Justin Kondrat '14

John Moran '74  
Andrew Newman '14  
Jeffrey Rackow '88  
Dana Shoenberg '89  
Katherine Woolfitt MA '99

May 2015

Moved? New email? Update your record at [www.cornellclubdc.org](http://www.cornellclubdc.org)