

LAFAYETTE

POLICY STUDIES PROGRAM

ANNUAL REPORT 2009





Margaret McConnell, director of marketing and communications, and Phil Mitman, president and CEO of the Lehigh Valley Economic Development Corporation, mingle at opening reception for the Demystifying the Economy forum.



FROM THE CHAIR

POETS AND POLICYMAKERS

Events in 2009 elevated the relevance of policy studies. Governments around the globe fought the great recession with every weapon in their policy arsenals: stimulus packages, bankruptcy rescues, compensation czars, trade tariffs, healthcare- and financial-sector overhauls, energy mandates, climate change treaties, and other laws, regulations, and treaties. No industry or constituency seems to have been left out of the rebalancing of public and private sector responsibilities. The expanding role of government is not likely to be reversed soon, which lends gravitas to our mission.

Oscar Wilde famously wrote that "All bad poetry springs from genuine feeling." Some years later, Irving Kristol penned a corollary: "Bad policies show many of the same characteristics as amateur poetry." Helping young women and men channel their humanistic feelings into good poetry and good policy is a important challenge. Poverty reduction, global health, human rights, literacy, and environmental justice are among Lafayette students' worthy goals. Our program aspires to enable them to seize opportunities to accomplish their hopes for a better planet.

This requires critical thinking about political and market processes as mechanisms for achieving worthy humanistic goals. Understanding how free enterprise raises productivity, reduces poverty, improves health, and integrates the people of the world is a prerequisite for good policymaking. Our program emphasizes the cultural and political foundations of an entrepreneurial society — one that embraces individual responsibility, innovation, and value creation — as essential elements for human progress.

In 2009, we offered activities and venues to address critically and analytically the great issues of our time. How well did policies perform? What is working and why? What lessons can we take away? These are among the questions we address in courses, internships, seminars, conferences, and research.

2009 Highlights:

These and other achievements were made possible by generous gifts from J. Peter Simon '75, Chris Caine '78, Bruce Maggin '65, and Peter G. Jacoby '81. We are grateful to them and to the members of the Policy Studies Alumni Steering Committee for constant encouragement and wise counsel.

Aaron O. Hoff Award was presented to the Policy Studies program for the 2008 Election Night Broadcast.

Caine Scholars Awards were presented to Megan Jones '11 and Daniel Stefan '10.

Darlene Cerullo '11 won the election forecasting contest and received a cash prize plus tickets to the inauguration of President Barack Obama and to an Inaugural Ball.

Demystifying the Economy, a forum co-sponsored with the Lehigh Valley Economic Development Corporation, Greater Lehigh Valley Chamber of Commerce, and Lehigh Valley Workforce Investment Board, featured Dr. Charles I. Plosser, president of the Federal Reserve Bank of Philadelphia.

Dr. Michael Hudson, distinguished research professor of economics at the University of Missouri, Kansas City, presented a lecture on "The Economic Crisis: How We Got Here and Where We Are Going."

Industry, Strategy, and Policy, a core course for Policy Studies majors, hosted 12 distinguished guest commentators who brought professional perspectives on the global economy.

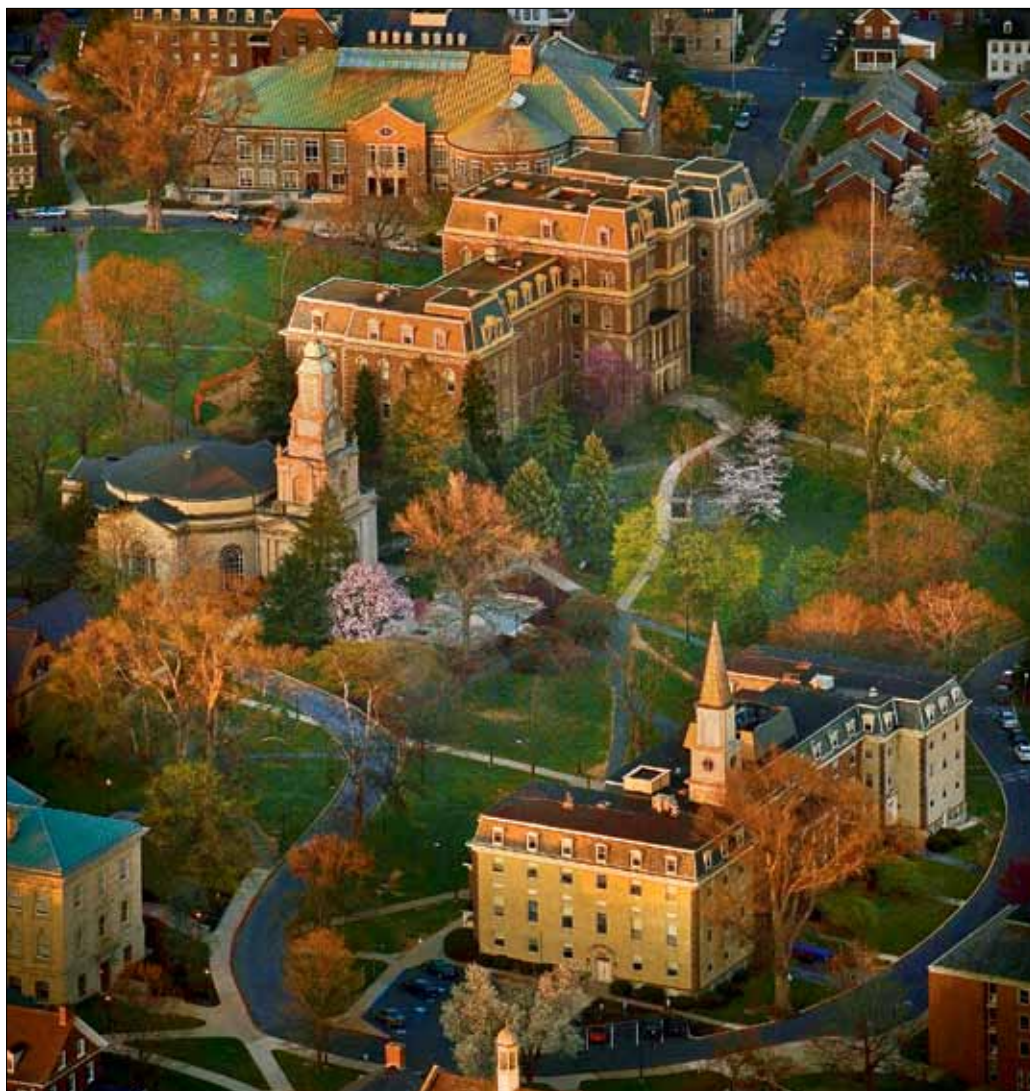
Poseidon's Children: Managing Water Conflicts in the 21st Century was a two-day workshop co-sponsored with the Environmental Studies initiative.

Peter W. Singer, senior fellow in foreign policy at The Brookings Institution, spoke on his book *Wired for War: The Robotics Revolution and Conflicts in the 21st Century*.

W. Mark Crain

Chair, Policy Studies and William E. Simon Professor of Political Economy

OUR MISSION STATEMENT



The Policy Studies major offers a multidisciplinary course of study enabling graduates to engage and provide leadership in the creation of value in a dynamic domestic and global environment. This new environment demands of its citizens integrated and collaborative skills, creativity, entrepreneurship, and the practice of ethics and fairness that is, *inter alia*, transitive across ethnic, cultural, gender, religious, and geographical divides. It provides a foundation for understanding the essential interactions among government, non-government, private, and social sectors in rapidly changing domestic and global contexts; only by coordinating work within these sectors can we hope to solve the world's great problems.

STEERING COMMITTEE

Fred Benson '59, Chair

Benson Capitol Commentary

Christopher G. Caine '78

President and CEO, Mercator XXI

Pamela Gaary Holran '88

Attorney and Member, Lafayette College
Board of Trustees

Peter Holran '87

Vice President for Public Relations and
Government Affairs, TASER International, Inc.

William Kirby '59

Former Executive Director, Search for Common
Ground in the Middle East, and Former President,
American Foreign Service Association

Bruce Maggin '65

Principal, The H.A.M. Media Group, LLC, and
Member, Lafayette College Board of Trustees

Arthur Rothkopf '55

Senior Vice President and Counselor to the
President, U.S. Chamber of Commerce, and
President Emeritus, Lafayette College

Riley Temple '71

Principal, Temple Strategies, and Member Emeritus,
Lafayette College Board of Trustees



FACULTY ADVISORY COMMITTEE

The responsibilities of the Policy Studies Faculty Advisory Committee are to advise the chair of the program on courses that make up the program, on requirements for majors, and on other issues relating to the administration of the program.

W. Mark Crain, Program Chair

William E. Simon Professor of Political Economy

Rexford A. Ahene

Professor of Economics and Chair of
Africana Studies

Rose Marie L. Bukics

Thomas Roy and Lura Forrest Jones Professor
of Economics

Donald R. Chambers

Walter E. Hanson/KPMG Peat Marwick Professor
of Business and Finance

Michelle C. Geoffrion-Vinci

Associate Professor and Assistant Department
Head of Foreign Languages and Literatures

D.C. Jackson

Professor of History

William D. Jemison

Associate Professor of Electrical and
Computer Engineering

Steven E. Mylon

Assistant Professor of Chemistry

David H.P. Shulman

Associate Professor of Anthropology
and Sociology

David A. Veshosky

Associate Professor of Civil and
Environmental Engineering

Andrew J. Vinchur

Associate Professor and Department Head
of Psychology



Professor William D. Jemison (wearing sport coat) and students examine a photovoltaic array on the roof of Acopian Engineering Center.



Policy Studies Professors Released Tort Reform Publication

W. Mark Crain and Nicole V. Crain were two of four study co-authors of *Tort Law Tally*, a new report identifying which state tort reforms reduce tort losses and tort insurance premiums the most. The publication was released by The Pacific Research Institute in 2009. The analysis identifies 18 reforms to state civil-justice systems that significantly reduce tort losses and/or tort insurance premiums.



New Course Offered on National Security

A new course was approved, *Economics of National Security*, which provides students with an analytically-based knowledge of national security in a modern globalized society where borders are porous to terrorists. It also demonstrates the power of interdisciplinary analysis to clarify and further the understanding of real-world problems such as providing for the national defense. The course is cross listed in Policy Studies and Economics.



Professor D.C. Jackson chaired a faculty committee on the future of business studies at Lafayette College.

INDUSTRY, STRATEGY, AND POLICY

Distinguished Industry Leaders Bring Real World Perspectives into the Classroom

"Interactive and engaging presentations from accomplished alumni really helped reinforce the notion that the solutions to today's most pressing political, economic, and social issues can only be found by adopting a global perspective on problem-solving."

—Lindsay Weir '11

Industry, Strategy, and Policy is a required course for Policy Studies majors emphasizing practical applications that lie at the intersection of business and policy. It provides students with a unique opportunity to focus on the big challenges facing the major sectors of the global economy.

The spring 2009 course featured 11 distinguished professionals, including many Lafayette alumni, who provided critical feedback on student reports and shared perspectives based on their extensive real-world experience. Perhaps more importantly, the course exposes students to business sectors they might not otherwise consider as a career option.



Christopher G. Caine '78

President and CEO,
Mercator XXI
*Information Technology and
Computer Services*



Martha A. Heinze '86

Vice President, Treasury
and Security Services,
JP Morgan Chase
Financial Services



Peter G. Jacoby '81

Vice President and Director
for Congressional Affairs,
AT&T
Telecommunications



Stephen D. Pryor '71, president of ExxonMobil Chemical Co. and a member of Lafayette's Board of Trustees, shared insights about the energy sector.

"A crucial part of the course is the group industry study report. These reports on different sectors of the economy force students to work collaboratively and step outside of their boundaries by doing research on industries they may have never explored otherwise."

—Max Balsam Kalman '11



Bruce Maggin '65

Principal, The H.A.M.
Media Group, LLC
Broadcasting



Roger Newton '72

President and CEO,
Esperion Therapeutics
Biotechnology



Donald E. Morel Jr. '79

Chairman and CEO,
West Pharmaceutical Services
Manufacturing



George F. Rubin '64

Vice Chairman, Pennsylvania
Real Estate Investment Trust
Real Estate/Construction



Paul M. Needham

Industrial College of the
Armed Forces, The National
Defense University
Transportation



Sandra J. Weiss, Esq.

Of Counsel, Tallman,
Hudders, & Sorrentino
Healthcare



*J. Peter Simon '75, co-chairman of
William E. Simon & Sons, Inc., and a
Lafayette Trustee, presented a case study
on the nonprofit sector.*

Poseidon's Children

Managing Water Conflicts in the 21st Century

APRIL 22-24, 2009

a workshop co-sponsored by
The Lafayette Environmental Studies Initiative
and The Policy Studies Program

Supported by a grant from the
Andrew W. Mellon Foundation



The keynote speaker was William C. Baker, president and chief executive officer of the Chesapeake Bay Foundation.



Alan R. Griffith '64, chair of Lafayette's Board of Trustees and a trustee of the Chesapeake Bay Foundation introduced the keynote speaker.



**CHESAPEAKE BAY
FOUNDATION**
Saving a National Treasure



Joseph Dellapenna, professor of law at Villanova University School of Law, spoke on "Water Resource Conflict: Security, Strategy, and International Law."



David Feldman, professor and chair of planning, policy, and design at the University of California, Irvine, spoke on "Science Policy and Embracing Climate Change."



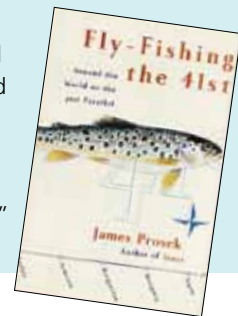
Dru Germanoski, Van Artsdalen professor of geology and environmental geosciences and department head, opened the workshop.



D.C. Jackson, professor of history, moderated the session on science policy and climate change.



James Prosek, artist, writer, and activist, discussed his book and the Skillman Library exhibit "Ye Gods and Little Fishes."



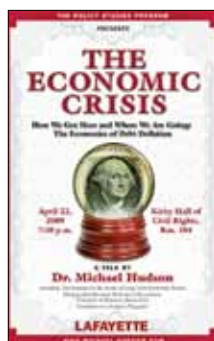
PROGRAMS AND ACTIVITIES



Election Contest Winner Attends Inaugural Festivities in Washington, D.C.

January 2009

Darlene Cerullo '11 won the election forecasting contest, in which students predicted the outcomes of Senate and House races and the Electoral College vote in selected states. She received \$1,000 plus tickets to the inauguration of President Barack Obama and to an Inaugural Ball. The tickets were provided courtesy of Peter Jacoby '81, vice president and director of congressional affairs for AT&T.



"The Economic Crisis: How We Got Here and Where We Are Going"

April 2009

Michael Hudson, distinguished research professor of economics at the University of Missouri, Kansas City, spoke on "The Economics of Debt Deflation" to more than 125 students and faculty. Hudson is a former balance-of-payments economist for Chase Manhattan Bank and Arthur Andersen and economic futurist for the Hudson Institute. He established the world's first Third World sovereign debt fund in 1990 for Scudder Stevens & Clark. He has written cover stories for *Harper's* and is on the editorial board of *Lapham's Quarterly*. He is a regular on NPR's *Marketplace*, Bloomberg Radio, and numerous Pacifica interview programs, and is a regular contributor to *CounterPunch*.

"Poseidon's Children: Managing Water Conflicts in the 21st Century"

April 2009

The Policy Studies program and the Environmental Studies initiative co-sponsored a three-day workshop funded by a grant from the Andrew G. Mellon Foundation. Entitled "Poseidon's Children," this was the first of a series of workshops on water-related issues. In a keynote address, William C. Baker, president



William C. Baker, president of the Chesapeake Bay Foundation, was the keynote speaker for the water workshop.

of the Chesapeake Bay Foundation, spoke on "Saving the Chesapeake Bay: The Greatest Fight for Clean Water This Nation Has Ever Seen." Artist, writer, and activist James Prosek spoke on "Fly Fishing the 41st Parallel," and a Skillman Library exhibit, "Ye Gods and Little Fishes," highlighted Skillman's angling collections. David L. Feldman professor and chair of the Department of Planning, Policy, and Design at the University of California, Irvine, lectured on science, policy, and climate change. David Soll, post-doctoral fellow for the Environmental Studies initiative, discussed issues related to the Delaware Watershed. Joseph W. Dellapenna, professor of law at Villanova University School of Law, spoke on water resource conflict, security strategy, and international law.



*Peter Singer spoke to a crowd of over 200 students and faculty on his book *Wired for War: The Robotics Revolution and Conflicts in the 21st Century*.*

Peter W. Singer on *Wired for War*

April 2009

Singer spoke to more than 200 students and faculty on his book *Wired for War: The Robotics Revolution and Conflicts in the 21st Century*. His captivating lecture was followed by a reception and book signing. He is the director of the 21st Century Defense Initiative and a senior fellow in Foreign Policy at Brookings. Singer's research focuses on three core issues: the future of war, current U.S. defense needs and future priorities, and the future of the U.S. defense system. He lectures frequently to U.S. military audiences and is the author of several books and articles.



Election Night Broadcast Wins

Aaron O. Hoff Award

May 2009

The Policy Studies Program was awarded the Aaron O. Hoff Program of the Year Award for the 2008 Election Night Broadcast. This honor is presented to the program that made an outstanding contribution to the Lafayette College community.

Caine Scholars Award

May 2009

Policy Studies majors Megan Jones '11 and Daniel Stefan '10 received the Caine Scholars Award in Global Leadership, Business, and Policy, which includes a \$5,000 stipend. Megan interned last summer with the International Trade Policy Group at the U.S. Chamber of Commerce in Washington, D.C. Daniel interned with the Global Data Group in the Princeton, N.J., office of Bloomberg LP, the leading global provider of financial news, data, and analytics.



Christopher G. Caine '78, president of Mercator XXI, speaks to students at the Caine Scholars Luncheon: Darlene Cerullo '11 (clockwise), Katherine Roberts '11, Christopher Haight '09, and Lauren Longenecker '10.

The award was established in 2008 by Christopher G. Caine '78, president and CEO of Mercator XXI, a key adviser to the Policy Studies program and a founding member of its Alumni Steering Committee. According to Caine, the scholarship is a way of "honoring my father, Anthony Caine '38, as well as doing what I can to develop the next generation of global U.S. leaders who have an appreciation for public policy and business in a global environment. What better way to achieve these two goals than creating an award at Lafayette that benefits a student majoring in policy studies?"

PROGRAMS AND ACTIVITIES—CONTINUED



"Demystifying the Economy"

September 2009

Charles I. Plosser, president and CEO of the Federal Reserve Bank of Philadelphia, presented the speech "Demystifying the Federal Reserve" during an economic forum hosted by Policy Studies. The talk was picked up by national and international news outlets, including ABC News, CNBC, *Forbes*, MSN Money, *The New York Times*, and *The Wall Street Journal*.

Hundreds of students, faculty, and local business professionals attended the forum, which focused on business conditions and government policies in the wake of the recession. It was presented in partnership with the Greater Lehigh Valley Chamber of Commerce, the Lehigh Valley Economic Development Corporation, and the Lehigh Valley Workforce Investment Board Inc.



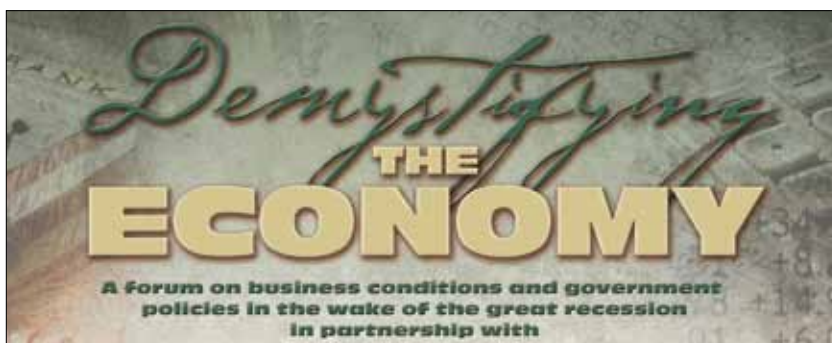
Amy M. Gill, director of the Bureau of Research in the Pennsylvania Department of Revenue, presented a talk entitled "2009-10 and Beyond: Outlook for Pennsylvania and State Government."

Other speakers included Gregg Feinberg of Feinberg Law Office and GMF Development, who is vice chair of the Greater Lehigh Valley Chamber of Commerce, and Phil Mitman, president and CEO of the Lehigh Valley Economic Development

Corporation. Moderators were Mark Crain, William E. Simon Professor of Political Economy and chair of policy studies; Nicole Crain, visiting professor of economics; and Edward N. Gamber, professor and head of economics.

"Congratulations on organizing a splendid event. It was an exciting time to meet some of the power players behind the monetary policy we all read about. It was a grand success."

—Teevrat Garg '10



OUR MAJORS/INTERNSHIPS

Over thirty students have selected Policy Studies as their major. The major requires an internship, and students have been fulfilling this requirement around the globe, engaging in a host of interesting applied policy settings. For example, Estefania Sanchez '10 interned in Ecuador with a program that develops improved instructional methods for teachers in primary schools. Marie Garofalo '10 interned at the Australian Broadcasting Corporation's popular program "The New Inventors." Marie also interned in January at CNBC in Englewood Cliffs, NJ where she worked alongside a Lafayette alumna who is the production manager for "Fast Money."

In the Fall of 2009 Kelsey Boyd '11 began chemistry research with Professor Steven Mylon through an EPA GRO Fellowship which funds research for two years and includes a summer internship at an EPA lab. The research will focus on copper concentrations throughout the year in the Lehigh and Delaware Rivers.

For the past two summers Lindsay Weir '11 interned at the Grants Unit of the Bureau of Contracts and Expenditures for the New York State Comptroller's Office. She performed a wide range of tasks including grant procurement/award evaluation, grant contract reviews, summarizing new regulations and state agency responsibilities, executive policy briefings and evaluations, and state press conferences. Lindsay worked on an audit project that required the reading of state legislation, researching agency policy and practices, and composing audit briefings for the Bureau's management team.

The Policy Studies Program graduated its first two students in May 2009, Christopher Haight and Jessica Buzzell, who petitioned to graduate one year before the degree officially becomes available. Christopher received a prestigious Early Leaders Award from the University of Rochester's Simon Graduate School of Business where he is pursuing an MBA.

"I enjoy your updates on the Policy Studies program. It looks as if it's been another successful year! Congratulations on your Hoff Award. I watched a replay of the Election Night Broadcast and was shocked and impressed. I also cannot believe that Policy Studies has graduated its first two majors. What a great milestone for the program. As always, I am happy to support the Policy Studies program."

—Stephen Caruso '06



Estefania Sanchez '10



Marie Garofalo '10

WHAT POLICY STUDIES ALUMNI AND 2010 GRADUATES ARE DOING



Christopher Haight '09

Christopher was admitted directly into the MBA program at the Simon Graduate School of Business at the University of Rochester, which is among the top 20 graduate business schools in the nation. He received the prestigious Simon Early Leaders Award, which provides a generous scholarship. A Marquis Scholar at Lafayette, he completed the A.B. degree in Policy Studies in three years and intends to pursue concentrations in public policy and health sciences management. Lafayette has a direct admissions partnership agreement with the Simon Graduate School.



Megan Jones '10

In the summer of 2010, Megan will be interning at the American Chamber of Commerce in Morocco, a non-profit, non-governmental organization providing support and advocacy services to Moroccan and American businesses. Her concentration in Francophone Studies, fluency in the French language, and experiences last summer at the U.S. Chamber of Commerce in Washington, D.C., gave her an edge in securing this opportunity. She plans to increase her fluency in French and become conversant in Arabic in Morocco and then enter the governmental relations field in Washington, D.C. Her education and work experience in policy studies will help her seize the opportunities presented by a global economy.



Jayne Miller '10

In the fall 2009, Jayne completed an independent research project that focused on the creation and impact of political documentaries. Her work examined over 100 films from the past two decades to analyze the extent to which this communications form influences policy making and political outcomes.

Upon graduation, Jayne will spend the summer working with The Fund for American Studies Institute on Political Journalism as a program assistant in Washington, D.C.

Kelly Sendelsky '10

Kelly will begin an internship in the public affairs and communications department of Coca-Cola Enterprises in Atlanta in January 2010. The company's Corporate Responsibility and Sustainability initiative has five strategic focus areas, energy conservation/climate change, water stewardship, sustainable packaging/recycling, product portfolio/well-being, and diverse and inclusive culture.



Kimberly Moogalian '10

Following graduation in December 2009, Kimberly will pursue a master's degree in accounting at Virginia Tech.



Marximiliano Pozo '10

In the Spring of 2009, Marx had the opportunity to be a part of the Washington D.C. Semester Program at American University. As a Washington Semester student, he visited various think tanks as well as government agencies, NGOs, and other public institutions. The mix of international and American students allowed Marx to discuss and compare certain issues in the United States with his classmates' home countries.

Upon graduating, Marx will be working as an underwriter at The Travelers Insurance Companies for Construction Surety Bonding. He will be using financial statements and business plans, among other factors, to help determine a contractor's surety capacity to secure construction work, especially in the public sector.



Daniel Stefan '10

After interning with the Global Data Group at Bloomberg LP, the leading global provider of financial news, data, and analytics, Daniel has accepted a position as a data analyst with the company after graduation from Lafayette, responsible for covering the products and markets offered on the Bloomberg Professional Service. After receiving in-depth market training on equity, fixed income, pricing, funds and portfolios, and real estate, he will be placed in one of these groups.

UPCOMING EVENTS

February 2010



On February 11, **Julian E. Zelizer**, Professor of History and Public Affairs at Princeton University will lecture on his book *Arsenal of Democracy: The Politics of National Security - From World War II to the War on Terrorism*. Zelizer is one of the leading figures in the field of American political history and a well known public intellectual. Professor Zelizer is the author and editor of numerous books that examine U.S. political leaders, policies, and institutions since the New Deal.

March 2010



On March 4, the Policy Studies Program together with the Meyner Center and the Environmental Studies initiative will host **Elinor Ostrom**, Arthur F. Bentley Professor of Political Science, and co-director of the Workshop in Political Theory and Policy Analysis at Indiana University. Professor Ostrom was awarded the 2009 Nobel Prize in Economic Sciences, and she will lecture on issues related to water resources. She is the first woman to win the Nobel Prize in Economic Sciences, which has been awarded to 62 men since its launch in 1969.

Ostrom is the leading scholar on problems related to “common pool” resources. Her work emphasizes how humans and ecosystems interact to provide for long run sustainable resource yields. Forests, fisheries, oil fields, grazing lands, and irrigation systems, among others, all exhibit the characteristics of common pool resources, and Ostrom’s work highlights how humans have created diverse institutional arrangements over natural resources for thousands of years that have prevented ecosystem collapse.



On March 24, **Ronald C. Arkin**, Regents’ Professor and Director of the Mobile Robot Laboratory and Associate Dean for Research in the College of Computing at Georgia Institute of Technology will lecture on “Ethical Robots in Warfare.” Dr. Arkin’s research interests include behavior-based reactive control and action-oriented perception for mobile robots and unmanned aerial vehicles, hybrid deliberative/reactive software architectures, robot survivability, multiagent robotic systems, biorobotics, human-robot interaction, robot ethics, and learning in autonomous systems.

THE POLICY STUDIES WEBSITE

Over the past eight semesters, the Policy Studies website has become the main source of information on the program's curriculum and activities, programs and news, and upcoming events. Policy Studies majors and others seeking information find the site helpful, informative, and interesting. We will maintain our current address at <http://www2.lafayette.edu/~policystudies> but will soon migrate to a new address at <http://policystudies.lafayette.edu>.

POLICY IN ACTION STUDENT CLUB

Policy in Action promotes student and faculty involvement in policy endeavors. Open to the entire Lafayette community, the officially-recognized campus organization receives a small annual budget from Student Government. The officers for the 2009-10 academic year are Daniel Stefan '10, president; Justin Kamine '11, vice president; Megan Jones '10, treasurer; and Jayne Miller '10, secretary.



Policy In Action students gather with Chris Caine '78, president of Mercator XXI.

*FRONT COVER: Charles I. Plosser,
president and CEO of the Federal
Reserve Bank of Philadelphia, discusses
his speech "Demystifying the Federal
Reserve" with Lafayette students
and faculty.*

LAFAYETTE

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