

# INDIANA informatics

SUMMER 2012  
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**A Tale of Two  
Success Stories**  
Inside the Minds of  
Enterprising Entrepreneurs  
[p. 10]



**SCHOOL OF INFORMATICS**  
INDIANA UNIVERSITY

# 35 Thank Yous

Robert Baker, BS Computer Science, 1993

Mark Bordner, BS Computer Science, 1985

Troy Brown, MS Media Arts & Science, 2002

Jennifer Burdick, MS Computer Science, 1991

Mark Clerkin, BS Informatics, 2007

Krisa Cooper, BS Medical Record Admin, 1977

Scott Creamer, BS Informatics, 2008

Jeffrey Davis, MS Media Arts & Science, 2005

Ralf Frieser, MS Human Computer Interaction, 2008

Dawn Hillier, BS Informatics, 2006

Frank Ho, MS Computer Science, 1986

Cody Howe, BS Computer Science, 1996

Joanna Karwowski, MS Computer Science, 1984

Christopher Lausche, BS Informatics, 2007

Jaylyn Lee, BS Informatics, 2004

Joseph Levy, BS Informatics, 2008

Kevin Likes, MS Computer Science, 1989

Li-Yung Lui, MS Computer Science, 1989

Martha Marchino, BS Med Rec Admin, 1987

Benjamin Markines, PhD Computer Science, 2009

Jordan Martz, BS Informatics, 2006

Rebecca Mauser, MS Media Arts & Science, 2008

Jamie McAtee, MS Human Computer Interaction, 2008

Andrew Myers, BS Informatics, 2011

Nathan Nitsch, BS Media Arts & Science, 2010

Lovenda Otuechere, BS Med Rec Admin, 1980

Nathaniel Pairitz, BS Informatics, 2004

Britni Posthuma, BS Informatics, 2011

Nathan Schroder, BS Informatics, 2006

Adam Snetiker, BS Informatics, 2005

Eric Tannenbaum, MS Computer Science, 1984

Kurt Weisman, BS Informatics, 2011

Tyler Weiss, BS Informatics, 2007

Matthew Wint, BS Informatics, 2009

Su-Jan Yang, MS Computer Science, 1983

**These 35 proud graduates of the School of Informatics** are the latest to become life members of the IU Alumni Association. They deserve recognition for their commitment, which supports important IUAA programs and services. As a valuable partner, the IUAA strives to keep us connected to the School of Informatics itself as well as to the students, alumni, and faculty who make the school so strong.

So, to these 35 and to the hundreds of other School of Informatics alumni who have become life members of the IUAA —  
**Thank You.**

To learn about the benefits of life membership —  
for IU and for you — visit [alumni.indiana.edu/membership](http://alumni.indiana.edu/membership)  
or call **800-824-3044**.



**INDIANA UNIVERSITY  
ALUMNI ASSOCIATION**

# in this issue

[FEATURED]

## A Tale of Two Success Stories

Inside the Minds of  
Enterprising Entrepreneurs  
[p. 10]



[FEATURED]

## 2012 Alumni Award Winners

Honoring individuals for outstanding career achievement, service to IU, and contributions to the field of Informatics. [page 8]

[HAPPENINGnow]

School and student news



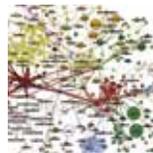
## 5 White House honors dean

Dean Bobby Schnabel honored as a  
"Champion of Change."

- 6 IUPUI's HIA program welcomes new director.
- 7 HCl/d students meet Irish president.

[CUTTINGedge]

Faculty research and  
accomplishments



## 13 The science of food pairing

Professor Yong-Yeol Ahn looks at key ingredients  
for shared flavor compounds.

- 14 Persistent Systems supports student research.
- 15 CREST opens at IU Bloomington.

[ALUMNInews]

- 16 Bay Area alumni networking event
- 17 Class notes

INDIANA  
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This semi-annual publication is produced by the IU School of Informatics to provide useful information and news to alumni and friends of the school.

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## The future for entrepreneurship is bright at the School of Informatics

Entrepreneurship is at the heart of computing and information technology. We all know the stories of Bill Gates of Microsoft, Steve Jobs and Steve Wozniak of Apple, and Mark Zuckerberg of Facebook. But what makes this field so exciting is that these stories are repeated throughout the U.S. and beyond on a continual basis, albeit not usually on the same scale. Whether I am talking to School of Informatics alumni in central Indiana, Chicago, the Bay Area, or India (to name a few locations), I meet graduates who have started successful technology businesses, are planning to soon, or are hoping to one day.

One of the major goals of the IU School of Informatics is to play a role in fostering economic development, including supporting entrepreneurship by our students, faculty, and alumni. We have made great strides in this regard and are becoming known for these efforts.

The most exciting recent development is the launch of the BEST (Building Entrepreneurs in Software and Technology) student start-up company competition, which is highlighted in this issue. BEST is an annual competition open to any IU-Bloomington student, which awards \$250,000 per year to several new software and technology companies, with at least \$100,000 going to the first-place winner. This award is the largest in the world for students of a single university – and it's all focused on information technology!

BEST is a collaboration between the School of Informatics and Computing, the Kelley School of Business, and more importantly, IU alumni, who constitute the investor pool and provide much of its leadership. Huge credit goes to three IU alumni – Bloomington native and CareerBuilder CEO Matt Ferguson, ExactTarget CEO Scott Dorsey, and Luceo Solutions CEO Mary Delaney – for their vision and extraordinary level of engagement, which has propelled BEST forward. In their generosity, IU will get a small equity share in each BEST company, which will one day support future IU students.

But here's what I am most impressed about... as I write this, we are nearly through the first year of the BEST competition, and our investor panel of experienced entrepreneurs and CEOs is blown away by the quality of the ideas from our students. We

are very excited to see what businesses our students will build, and we expect many of them to stay in Indiana, boost our local economy, and help attract future excellent students and faculty to IU.

But that's not all! A group of entrepreneurial Bay Area alumni, led by serial entrepreneur and IU computer science PhD graduate Anurag Mendhekar and IU alumni Kieran Farr and Ryan Huber, has started the IU Technology Entrepreneurship Network (IUTEN), [www.iuten.org](http://www.iuten.org). IUTEN is an informal alumni organization intended to provide a bridge between IU students and alumni who are just getting started as entrepreneurs and the rich network of IU alumni who are already experienced technology entrepreneurs. The IUTEN network is open to any IU alumni regardless of location, and we hope many of you will avail yourselves of this generous resource.



Dean Bobby Schnabel

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“WE ARE NEARLY THROUGH THE FIRST YEAR OF THE BEST COMPETITION, AND OUR INVESTOR PANEL OF EXPERIENCED ENTREPRENEURS AND CEOs IS BLOWN AWAY BY THE QUALITY OF THE IDEAS FROM OUR STUDENTS. ”

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Finally, this fall our Bloomington informatics and computing students started an entrepreneurship club to promote entrepreneurship in the School. It provides connections to experienced entrepreneurs and a forum for students to exchange entrepreneurial ideas and meet kindred spirits. From start-up competitions to student groups, the future for entrepreneurship in the School of Informatics is bright!

*Bobby*

# [HAPPENINGnow]

Notes and news about Informatics today



Bobby Schnabel (third from right) is pictured on the Champions of Change panel at the White House in December.

## White House honors Schnabel

Dean Bobby Schnabel was one of 12 people honored at the White House in December for leading efforts to recruit and retain girls and women in science, technology, engineering, and math (STEM) fields.

Schnabel and the other honorees were recognized as Champions of Change, a program created as a part of President Barack Obama's Winning the Future initiative. The group includes teachers, industry leaders, students, and nonprofit leaders who have each taken great strides to reduce the barriers that drive many girls and women to turn away from high-paying, highly rewarding careers as the nation's top innovators, according to John Holdren, assistant to the president for science and technology and director of the White House Office of Science and Technology Policy.

"These 'Champions of Change' are community heroes, helping to build the ranks of women in the nation's STEM workforce and ensuring that America's science and engineering enterprise is fueled by the diverse talents of all of its citizens," Holdren said. "The bold work of these champions epitomizes the president's vision of an 'all hands on deck' effort by government, academia, nonprofits, and industry to maintain America's leadership in STEM fields for decades to come."

### [OF NOTE]

#### SOIC undergrads honored for research

School of Informatics and Computing recent graduates Russell Conard and Karissa McKelvey were two of the six undergraduate students to be recognized with the 2011–12 Provost's Award for Undergraduate Research and Creative Activity.

Russell Conard spent the past year developing a system for remotely identifying birds using cameras and novel computer vision algorithms. Karissa McKelvey worked on the Truthy project, which analyzes and makes accessible the massive stream of data disseminated through social media.

## 2nd Annual Indiana Aspirations in Computing awards

The National Center for Women & Information Technology (NCWIT), an Indiana University-led consortium of the state's universities, and a group of local corporate sponsors called Indiana STARS announced and honored the winners of the second annual Indiana Aspirations in Computing award competition.

Twenty-one winners and 19 runners-up from all over Indiana were recognized in January at an awards ceremony at OneAmerica corporate headquarters in Indianapolis. The competition was part of a nationwide effort spearheaded by NCWIT to introduce young women to leadership opportunities in the field of computing, to generate visibility for women's participation in the field, and ultimately to encourage more young women to choose careers in technology. Winners were acknowledged for their outstanding aptitude and interest in technology and computing, leadership ability, academic history, and plans for post-secondary education.



The winners of the Aspirations in Computing awards gathered in Indianapolis in January.



## SOIC's Serve IT clinic grows partnership with Boys and Girls Club

The School of Informatics and Computing's Serve IT clinic spearheaded the first of two Tech Weeks this year at the Boys and Girls Club in Bloomington. For the past three years, the School has partnered with the Club for a spring Tech Week, but this year that partnership expanded to include a week during the fall in which student groups from the School provided computing and technology-related activities at the Club.

The four-day after-school event featured hands-on activities for kids ranging in age from six to 12. Each day was coordinated and run by a different student group from the School of Informatics and Computing and focused on a unique aspect of computing and technology.

## IUPUI's health information administration program welcomes new director



Perry

The Health Information Administration (HIA) program at IUPUI has named Lauri L. Perry as its new director. Perry joined the faculty in mid-April and is responsible for the planning, development, organization, administration, program review, and general effectiveness of the program.

Perry came to IUPUI from Newport News, Virginia, where she was the director of an HIA program. She has a Master of Jurisprudence from Loyola University's Beazley Institute of Health Law and Policy, a bachelor's degree in health information management, and an associate's degree in accounting with minors in computer programming and business.

### [OF NOTE]



## Women in Computing gather for annual conference

In February, 42 women from the School of Informatics and Computing attended the 2012 Indiana Women in Computing Conference (INWiC) held at McCormick's Creek State Park near Bloomington. A total of 150 faculty, student, and corporate colleagues participated in networking events, lightning talks, and keynote addresses over the course of the weekend. Suzanne Menzel and Maureen Biggers served as co-chairs and Lindsey Kuper (computer science PhD student) served as student co-chair for the conference.



## HCI/d design competition attracts top recruiters

HCID Connect is an annual event in which employers meet our HCI/d master's students for employment and internship opportunities. The format is a live design competition where small groups of students and professionals interact together to solve a unique design challenge. This year over 50 students participated and top companies such as Adobe and Apple attended. Learn more at [hcidconnect.soic.indiana.edu](http://hcidconnect.soic.indiana.edu).

## HCI/d students meet Irish president

In February, while in Dublin for the 2012 Interaction Conference, a group of 12 HCI/d students had the opportunity to meet and visit with Michael Higgins, the president of Ireland and a 1967 graduate of Indiana University (MA, sociology). Upon arriving at the president's home, the students were greeted by military personnel in full regalia, treated to refreshments and discussion with the president, and given a tour. Interestingly, the last guest the Irish President had in his home was President Barack Obama!

Pictured (left to right) Row 1: Grant Carlile, Irish President Michael D. Higgins, Jenn Hughes  
Row 2: Kai Wang, Hongyuan Jiang, Marie Bautista, Jared Crane, Mary Murphy, Matt Hofelner, Xiuchai Xu, Nick Banich, Liza Banich



## SOIC students win IUB competition

A team of SOIC undergraduates won the undergraduate math and technology category and a PhD student placed second in the graduate math and technology category at the 13th Annual IU Women in Science Research Conference Poster Competition held in March on the Bloomington campus.

Michele Degges, a sophomore majoring in computer science, and Morgan Soladine, a junior majoring in informatics, won the math and technology category for their poster detailing their work on privacy and access to electronic medical records. They are assisting the Pervasive Health Information Technologies (PHIT) Lab co-director Kelly Caine on this project.

Beenish Chaudry, a PhD student in computer science, took second place in the graduate math and technology category for her poster detailing her work on DIMA (Dietary Intake Monitoring Application), a mobile app that helps dialysis patients restrict their fluid intake.

All three students are working on research through the PHIT Lab. Co-directed by Kay Connelly and Kelly Caine, the PHIT lab investigates how technologies can be used to empower both the ill and the healthy to manage and improve their own health and make healthy choices. Researchers in the PHIT Lab target a variety of high-impact populations (e.g. older adults, low-SES backgrounds, patients with chronic disease) to design, implement, and evaluate technology interventions tailored to their needs.



Morgan Soladine, Kelly Caine, and Michele Degges next to their winning poster.

### [OF NOTE]



### IUPUI student honored for academic performance

Lloyd Roberson, an IUPUI senior in the media arts and science program, was honored in January at the 43rd Annual Dr. Martin Luther King Jr. Dinner at the Indiana Roof Ballroom. Roberson received the Joseph T. Taylor Academic Award, which is presented to an African-American student who has more than 60 Indiana University credit hours and a 3.5 grade point average or higher.

The MLK Dinner is Indianapolis' longest-running celebration of King's legacy. Elaine Brown, a social activist whose fight for equality goes back to her days as a leader in the Black Panther Party, delivered this year's keynote address.

# [INdevelopment]

Honoring the service and accomplishments of alumni and friends

Pictured here with Dean Bobby Schnabel (far right) are 2012 award winners Jordan Martz, George Springer, Barb Hayes, Gloria Townsend, and Josh Esslinger (left to right).



Each year, the IU School of Informatics, the Dean's Advisory Council, and the IU Informatics Alumni Association honor individuals for outstanding career achievement, service to IU, and contributions to the field of Informatics. The following awardees were honored on April 15 in Indianapolis.

## Career Achievement Award

Gloria Childress Townsend, BA'68, PhD'79, MS'87

Gloria Childress Townsend has dedicated her professional life to helping young people develop an appreciation and passion for computing and technology. She has spent the better part of 44 years as an educator in Indiana. Whether she was teaching in the public school system, which she did for seven years, or in various capacities at both Indiana University and DePauw University, which she's done since 1977, she has shaped the math and computer science views of countless young minds.

She received her BA in mathematics from IU in 1968, continued on to get her MS in math from Purdue in 1972, PhD in math education from IU in 1979, and finally her MS in computer science from IU in 1987. She did all this while teaching in the public school system in the Indianapolis area. In the late '70s she transitioned to teaching at the college level, first during the summers at IU and finally joining the faculty of DePauw in 1980. She served as the chair of the computer

science department at DePauw for many years, and today continues to teach a wide variety of computer science courses – from introductory CS to artificial intelligence to programming languages.

She is highly engaged in on-campus activities, serving as coordinator of the Women in Science program at DePauw and leading the student chapter of the Association of Computing Machinery (ACM).

In addition to her active on-campus role, she works tirelessly to promote and advance the role of women in computing and technology. In 2004, she organized the first regional conference for women in computing, and she was instrumental, along with colleagues at the ACM, the Anita Borg Institute, and the National Center for Women & Information Technology (NCWIT), in the development of the "Wide Web of Women: www.2project," part of a \$1.1M, three-year grant to support women in computing.

## Distinguished Service Awards

### Barbara Hayes, BA'76, MSW'81, MS'01

Barb Hayes has provided exemplary service to the School of Informatics at IUPUI for the past nine years. Today, she plays a pivotal role in the School's day-to-day operations as the associate dean for administration and planning. In that role, she assists with strategic planning, implementing, and evaluating academic and research initiatives. She works on promoting positive relations with the School's external corporate and academic partners and interpreting the School's programs and capabilities for organizations seeking assistance with research, projects, or internships. In addition, she teaches several informatics classes and is highly engaged in building various health-related strategic projects for the School.

Before joining the faculty in October 2003, Hayes was senior consultant at the St. Vincent Stress Center, responsible for content for their websites. While there she designed and implemented a nationally-recognized interactive web-based kiosk to support the families of patients in the hospital's intensive car unit.

Hayes' career in social work included providing mental health consultation to primary and specialty care physicians. In addition to maintaining a private psychotherapy practice for many years, she also held positions as director of outreach for psychiatric services at Methodist Hospital of Indianapolis and coordinator of outpatient consultation for Midtown Mental Health Center.

Hayes has an enduring interest in the psychological consequences of medical and surgical illness as well as issues of medical adherence. She pursued her master's degree in the media arts and science program at IUPUI to explore ways in which digital technology might be used to deliver medical and psychosocial care. Today, her research interests are varied, including social informatics topics such as privacy, virtual communities, and governmental policies affecting the deployment of information technologies. She also follows organizational informatics topics such as outsourcing, measures of IT investment, and trends in IT leadership.

### George Springer, Professor Emeritus

George Springer has devoted a lifetime – from teaching to leadership to academic research – to Indiana University. For close to 50 years, he has been a mainstay in the storied computer science program at IU Bloomington, impacting literally thousands of students and working tirelessly on countless research projects. A native of Cleveland, Ohio, Springer received a BS in physics from the Case School of Applied Science (now Case Western Reserve University) in 1945 – where he was given the award for having the highest grades in the graduating class. He then went on to receive a master's degree in math at Brown University in 1946 and his PhD in math from Harvard University in 1949.

Once done with his schooling, Springer embarked on a career dedicated to teaching and research. He was an instructor at MIT from 1949–51, an assistant professor at Northwestern University from 1951–55, and a professor at the University of Kansas from 1955–64. He then joined the faculty at IU where he held a dual appointment in computer science and math.

In his 48-year tenure at IU, he has served in many different capacities – from chair of the math department (1967–71) to acting dean of research and graduate development (1980–82). He is currently professor emeritus of both computer science and mathematics. He has authored or co-authored five books and many more articles, served as editor of numerous mathematics journals, was the winner of the Standard Oil Outstanding Teacher award at IU (1971), and received two Fulbright Awards to Germany in 1954 and 1961.

Springer's later career at IU was devoted to the development and teaching of one of the first computer science courses, "Introduction to Computer Science." Despite having retired many years ago, he continues to teach the computer science "Honors Seminar" class each semester, allowing our honors students to hear first hand about the research going on at the School.

## Young Alumni Awards

### Josh Esslinger, BS'03

Josh Esslinger has an entrepreneurial spirit, and has been making exciting things happen since graduating from IUPUI in 2003 with a degree in media arts and science. His first endeavor was Box Multimedia, a multimedia development company specializing in marketing and web solutions for small- to medium-sized businesses. He ran the operations and web development arm of the business until he left to join eTapestry, a software provider to the nonprofit marketplace. Josh spent nearly seven years establishing the web services division there, where his team of 11 web designers designed and developed over 400 websites and nearly 5,000 e-commerce solutions for its nonprofit customers. He was an active member of the senior management team as well as the eTapestry philanthropy and green committees, and he was named employee of the year in 2004.

In 2010, he left eTapestry to start LifeShare Technologies, a software company that builds communication and content delivery platforms for seniors, their families, and their health service providers. On a day-to-day basis, he oversees operations, marketing, and interface design for their products.

Outside of his business ventures, Josh is active with the School of Informatics Alumni Association Board of Directors, and has been since the group's inception in 2005. He has led the central Indiana programming committee for two terms, consistently represents the Alumni Association at student events and capstone fairs, and served as treasurer and secretary of the board from 2008–2010. During the summer of 2011, Josh led the team of volunteers that redesigned the IU School of Informatics Alumni Association home page. He is also a member of the Annual Fund Steering Committee.

His interests include hiking, fishing, baseball, and reading, plus he plays guitar for the soon-to-be-famous rock band Floyd's Biscayne. He and his wife, Renee, live in Greenwood, Indiana with their daughter, Cadence.

### Jordan Martz, BS'06

In the six years since he graduated from IU Bloomington with a degree in informatics, Jordan Martz has built an impressive list of places he's been and companies he's had the opportunity to work with. As an IT consultant with an entrepreneurial mind, that experience with companies ranging from start-ups to large international firms adds up to vast knowledge that he draws upon to provide unique solutions and service to clients near and far.

To date, he has worked with a wide range of clients all over the country. His current position is as a senior professional services consultant at Kalido, Inc., a large healthcare company. In addition to providing his services to Fortune 500 companies, Jordan founded and is the principal consultant and trainer for DataMartz Training and Consulting Services.

Martz was a student leader during his time at the School of Informatics and Computing in Bloomington, and since graduation, he has remained highly engaged with the School. He served on an alumni panel at the School's 10th Anniversary celebration in 2010, and he is actively involved in the planning and marketing of Chicago-area alumni events.

# A Tale of Two Success Stories



*By Lisa Herrmann, IUB communications manager*

The word “entrepreneur” has a long history. It is believed to have been coined in the 19th Century by French economist Jean Baptiste Say who defined it as “one who undertakes an enterprise, especially a contractor, acting as intermediary between capital and labour.” Today, countless definitions for the word have evolved, but just about all of them include the words “innovate,” “risk,” and “initiative.” On the other hand, there’s one word that isn’t found in any printed definition – “guts.” It takes guts to risk it all on a venture.

And yet, so many set out on that journey. Many more fail than succeed. The ones who do succeed know that it not only takes innovation, risk, and initiative, but also business acumen, exceptional timing, and absolute dedication. And guts.

Indiana Informatics sat down with Christy Page (BS’02) and Cheng Wu (MS’77), two of the School’s entrepreneurial success stories, to talk about their individual journeys and lessons learned.

## What's your association with the School?

**Christy:** I got my degree in informatics in December 2002 in the early days of the School – while I was raising two teenagers AND was starting my business. The School was quite new then, adding faculty and classes and trying to educate students about what informatics even was! As an alum, I've been involved with the Informatics Alumni Association from the beginning, and I'm also on the Dean's Advisory Council.

**Cheng:** I have a master's degree in computer science that I received in 1977. I'm also on the Dean's Advisory Council.

## What was your path to entrepreneurship?

**Christy:** In 2000, UNext was a venture-funded e-learning company in Bloomington with about 60 employees. The investors pulled out with two weeks notice, leaving the company floundering. Trying to decide what to do, we sat down to review a list of our options. We decided to take option #6 on the list – to keep the outstanding talent at UNext together and form our own company with a slightly modified business model. And so, Option Six, Inc. was born. We incorporated the company on 9/11/01 (yes, THE 9/11) and proceeded to borrow and scrounge money to pay our employees. The 60 employees quickly dropped to 10, but that remaining group worked project to project, scraping by, while we developed outstanding products – and a great reputation because of them.

**Cheng:** I worked in the corporate world – large Fortune 500 companies – for 15 years after completing my degree at IU. I was a vice president, had built a good knowledge base on how to run a big business, but began to feel limited working for someone else. I moved to a small start-up for three years and then finally started my own company in 1995.

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**“THERE WERE MANY SLEEPLESS NIGHTS WONDERING HOW WE'D MAKE ENDS MEET.”**

**– Christy Page**

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## What factors contributed to your success?

**Christy:** I think that we all had a sincere belief that we had a truly gifted group of individuals whose talents worked together to create exponential results. It was unlike anything anyone else was doing. Investors didn't yet understand e-learning or custom course development, and we didn't have the funds for a far-reaching marketing program, so our approach was to focus on excellence and win awards for our products.

**Cheng:** Timing. It was 1995. The market was rapidly shifting – it was before the .com boom, AT&T was dissolving, the Internet was evolving – and those shifts created a market that needed to be capitalized upon. It just so happened that my company developed large-scale switches for the Internet, so we had the perfect opportunity to grow.

## Did you experience failures or a major setback? What spurred you on?

**Christy:** Absolutely. Our biggest setback was probably that we were never successful in securing investors. That was a humbling experience. But it forced us to grow wisely (since our



## Best of the BEST

*By Dennis Groth, associate dean for undergraduate studies*

When it was announced last September, the BEST (Building Entrepreneurs in Software and Technology) competition immediately drew great excitement from a wide range of students at IUB as well as from entrepreneurs interested in getting involved. Offering a \$250K annual prize, BEST was created by a group of investors with a \$1.1 million fund to support a competition for IU Bloomington students who submit business plans for a student-led company focused on Internet and software technology. The annual prize is the largest in the world offered by a university solely to its students in a business start-up competition.

After getting the word out with open information sessions, over 80 students pre-registered their business concept for consideration, with 61 entries being submitted for judging in the initial round. The 11 investors for the competition – led by Matt Ferguson (CareerBuilder), Scott Dorsey (ExactTarget), and Mary Delaney (Luceo Solutions, LLC) – served as the primary judges. One of the most interesting aspects of the entries was that a wide range of schools from the IUB campus were represented, including the School of Informatics and Computing, the Kelley School of Business, the Maurer School of Law, the College of Arts and Sciences, and the School of Education. While the initial plan was to choose 12 teams to present in a semifinal competition, the judges were so impressed with the quality of the entries that 20 teams were selected to present in February.

Throughout the competition, experienced entrepreneurs were engaged with students during coaching sessions. These sessions included group activities as well as highly personalized one-on-one interactions. A mini-conference was held in early January, with key participation by Scott Dorsey and Mary Delaney. In addition, the School of Informatics and Computing Dean's Advisory Council members Gary Anderson, Dave Becker, and Alisa Wright hosted an "Evening with the Entrepreneurs" program. Investor Chris Baggott (CEO of Compendium Software and ExactTarget co-founder) met with each team individually to offer detailed advice. All of the students involved have reported that they learned an incredible amount about start-ups, and themselves, through these key interactions.

Six teams competed in the final round on April 14. Each team presented what was new with their start-up plans since the semifinals and gave a clear articulation of their funding needs to the panel of investors. At the conclusion of the day, the investors discussed the merits of each proposed start-up and made recommendations for investment funding for the winning teams.

Ultimately, four companies were selected to receive funding. They are:

- YuMingle, a mobile platform for facilitating social connections, led by Kelley School of Business students Jonathan Baldwin and Nathan Baldwin received \$100,000;
- Campus Protein, a web platform for nutritional supplements and fitness information, led by Kelley School of Business students Russell Saks and Michael Yewdell received \$100,000;
- Distress Mobile, a mobile personal safety application, led by School of Public and Environmental Affairs student Kevin Courtney and Kelley School students Patrick Courtney and Michael Courtney received \$50,000.

*Continued on p. 12*

*Continued on p. 12*

## A Tale of Two Success Stories

Continued from p. 11

resources were seriously limited) and to adapt quickly. There were many sleepless nights wondering how we'd make ends meet. I had a relationship with Sarah Rogers at a local bank and she extended a line of credit when we really needed it. To have someone do that for us helped tremendously, it reinforced our belief in ourselves and in our product.

**Cheng:** Plenty. Setbacks are inevitable. The question is how you navigate through them. Our problems were teamwork-related mostly, and each one required a different solution. The most important thing is that we recognized the issue so that a solution could be developed. Self-criticism is absolutely key.

### How do you define success?

**Christy:** For me, I think success was when we finally had a nest egg that was big enough for us to pay our staff for six months without floundering. That was about five years into the business, around 1996. Our client base had diversified to the point that we had companies like Lilly, Krispy Kreme, Papa Johns, and Toyota. Then we landed Microsoft, which surpassed Lilly as a client. At that point we could weather the storm of clients testing the waters with our competitors, which is a natural thing in business. We survived on the strength of our product – clients could try out someone else, but most often they came back to us. That's success.

**Cheng:** Three things. First, you have to give your investors a great return and make them a lot of money. Second, take care of your people – you have folks who have come along on the journey with you – don't forget about them. Finally, satisfy yourself. Ask yourself, "As the founder did I realize the vision? Am I satisfied?" If you can do those three things, you're successful.

### Who has been the most influential person on your journey and why?

**Christy:** There's not just one person who comes to mind, it depends on the situation and the time of my life. When I worked at the University of Iowa Foundation, the VP of communication was a true mentor to me. He taught me the value of teamwork, the importance of good communication, and how to effectively run a department. And my mom. She taught me that every decision and action needed to reflect integrity. In her eyes you simply never compromised on that.

**Cheng:** There were many people at different times. The co-founder of my first company was senior to me and was a mentor. Now that I've had several companies, I realize that founders contribute in different ways.

### What's your advice for those considering an entrepreneurial path?

**Christy:** Focus on excellence and relationships. It's hard to make money in the first few years, and it's mentally, physically, and emotionally draining. Be prepared for that.

**Cheng:** Entrepreneurship is about a balance of market conditions, technology, and business skills. So, budding entrepreneurs should become generalists – cultivate skills in the areas that are NOT in your area of expertise. As tech people, learn marketing, finance, etc. That will only help you in the long run.

## Best of the BEST

Continued from p. 11

A fourth startup, Ornicept, was at a later stage in development and had larger capital needs than envisioned by the BEST competition. The investors felt strongly that it was important to support its growth, and decided to provide a smaller investment aimed at helping the company reach its ultimate funding goal. Ornicept is a research-based company that develops remote avian surveying tools for the energy industry, led by School of Informatics and Computing student Russell Conard.

For more information on BEST, visit [www.best.indiana.edu](http://www.best.indiana.edu).

---

“SETBACKS ARE INEVITABLE. THE QUESTION IS HOW YOU NAVIGATE THROUGH THEM. OUR PROBLEMS WERE TEAMWORK-RELATED MOSTLY, AND EACH ONE REQUIRED A DIFFERENT SOLUTION.”

– Cheng Wu

---

Christy Page is one of the earliest graduates of the School of Informatics in Bloomington. Her company, Option Six, was eventually bought by General Physics and is still in Bloomington. Today the company has 70 employees and continues to flourish.

Cheng Wu is a co-founder and chairman at Azuki Systems. He is a successful serial entrepreneur and well-acclaimed industry veteran, having founded and led numerous businesses spanning a range of different industries. To highlight his career in the networking and communications industry – which extends more than 20 years – Cheng was named to *InteractiveWeek* magazine's "Top 25 Unsung Heroes of the Internet" list in 2000 and named the "Key Industry Player" by Massachusetts Telecom Council in 2002.

We thank each one of them for their time and perspective!

# [CUTTINGedge]

News on faculty research and publishing



Fox

## Fox honored as ACM Fellow

The world's largest educational and scientific computing society, the Association for Computing Machinery (ACM), has recognized Distinguished Professor Geoffrey Fox for his exceptional contributions to computing by naming him a 2011 Fellow. Fox, a professor in the IU School of Informatics and Computing and in the department of Physics, was among 46 men and women from some of the world's leading universities, corporations, and research labs to receive the distinction. The ACM Fellows Program, initiated in 1993, celebrates the exceptional contributions of the leading members in the computing field. These individuals have helped to enlighten researchers, developers, practitioners, and end-users of information technology throughout the world. Fox was specifically recognized "for contributions to software applications for high-performance computing, and for diversity outreach."

to enlighten researchers, developers, practitioners, and end-users of information technology throughout the world. Fox was specifically recognized "for contributions to software applications for high-performance computing, and for diversity outreach."

## [IN THE PRESS]

### IUPUI professor's research highlighted in regional and national press

IUPUI professor Karl McDorman's research on "the uncanny valley" was recently featured in Indianapolis Monthly magazine and on msnbc.com as part of a Valentine's Day story on the future of relationships, robotics, and technology.



## Ahn explores the science of food pairing

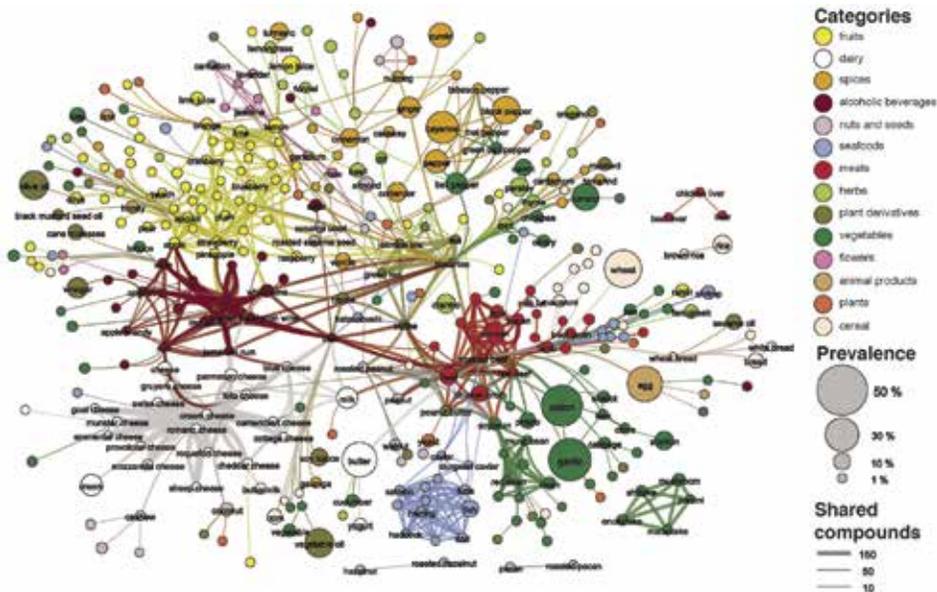
In a search to uncover the patterns and principles people use in choosing ingredient combinations beyond individual taste and recipes, a team including Bloomington's Yong-Yeol (YY) Ahn looked at the key ingredients of 56,498 online recipes and then analyzed those ingredients for shared flavor compounds. The recipes came from three online

recipe repositories: epicurious.com and allrecipes.com from the U.S. and the Korean menunap.com.

Food scientists and chefs have developed a food-pairing hypothesis which states that ingredients sharing flavor compounds are more likely to taste good together than ingredients that do not. Ahn, who is affiliated with the Center for Complex Networks and Systems Research (CNetS) operated by SOIC and IU's Pervasive Technology Institute (PTI), said that by creating a flavor network that captures the flavor compounds shared by culinary ingredients, the team could reformulate the food-pairing hypothesis into one based on the graph-topological properties of recipes in the flavor network. Statistical tests can then be used to unveil the connectedness, or the lack thereof, of ingredients and flavor compounds.

"What we showed was that the recipes in North American cuisine tend to share more flavor compounds than expected. The most authentic ingredient pairs and triplets in North American cuisine also tend to share multiple flavor compounds, while compound-sharing links are rare among the most authentic combinations in East Asian cuisine," Ahn said.

Future goals of the research include building an accessible infrastructure using more detailed datasets that incorporate the quantity information of flavor compounds, and perhaps aiding in the study of the evolution of recipes.



Each node denotes an ingredient, the node color indicates food category, and node size reflects the ingredient prevalence in recipes. Two ingredients are connected if they share a significant number of flavor compounds, link thickness represents the number of shared compounds between the two ingredients. Adjacent links are bundled to reduce clutter.

## IUPUI team works on substance abuse tool



Jones

Josette Jones, associate professor of health informatics at IUPUI, along with graduate students Van Hemmerlein, Juma Magere, Justin Snodgrass, and Troy Tucker teamed with White Pine Systems, LLC, during the fall to design requirements for online tools that help recovery coaches work with men and women with drug and alcohol problems.

“We are thrilled to have had the opportunity to work with this excellent team,” said Doug Dormer, White Pine’s founder and CEO. “Following our Care Unit Method, the team interviewed industry leaders and reviewed literature to develop an excellent Care Unit Analysis that expresses the unique requirements around substance abuse. Based on this important work, White Pine is now delivering a patient portal for one of the leading substance abuse organizations in the United States.”

White Pine’s patient portal system (called SPINN – the Secure and Personal Information and Notification Network) is organized around Care Units, resulting in a user experience that is easier, quicker, and more relevant for each patient and caregiver. The IUPUI team worked on Substance Abuse Care Unit.

## Former PhD student receives prestigious SIAM Junior Scientist Award

Recent IUB PhD recipient Torsten Hoefler (PhD’08) has been selected as the recipient of the 2012 SIAG/ Supercomputing Junior Scientist Prize. The award honors distinguished contributions in the field of algorithms research and development for parallel scientific and engineering computing. Hoefler’s research revolves around performance-centric software development and deals with scalable networks, parallel programming techniques, and performance modeling. He will become a faculty member at ETH Zürich in the fall.

## Meyers part of NSF grant on secure computation



Meyers

IUB’s Steve Meyers is part of a \$500K, four-year NSF grant centered on cybertrust. Meyers, along with researchers from the University of Maryland and the University of Virginia, will work on developing tools that will make secure two-party computations feasible. This type of tool will be particularly helpful in any industry where confidential information must be used to produce outcomes.

## Persistent Systems gift to aid student research



Anoop Mayampurath (left) and Thilina Gunarathne (right) are the recipients of Persistent Systems’ research funding gift.

Two Bloomington doctoral candidates will share a \$100,000 gift from international software company Persistent Systems to support research in cloud computing and bioinformatics. Thilina Gunarathne, a fourth-year computer science student working with professor Geoffrey Fox, and Anoop Mayampurath, a fourth-year informatics student working with associate professor Haixu Tang, will each receive \$50,000 to further their research.

“We are delighted to deepen our relationship with Persistent Systems and leverage the company’s vast experience and expertise in informatics and life sciences,” said Dean Schnabel. “Working with a global leader like Persistent Systems helps us to combine our research with important applications.”

IU alumnus and SOIC Dean’s Advisory Council member Anand Deshpande, chairman, managing director, and CEO of Persistent Systems echoed Dean Schnabel’s enthusiasm, “Indiana University continues to be a pioneer and at the forefront of U.S. informatics research,” he said. “At Persistent Systems we are continuously tracking new technology trends and aligning our areas of expertise with these market developments. Cloud computing, mass spectrometry, and NGS are considered disruptive technologies, and the research can make significant impact in health care, life sciences, and other domains.”



Thomas Sterling (left) and Andrew Lumsdaine (right) at the ribbon-cutting ceremony at the CREST grand opening.

## CREST opens at IU Bloomington

In November, Indiana University opened the Center for Research in Extreme Scale Technologies (CREST) – a research hub charged with developing breakthrough technologies that address challenges created by the ever-increasing volume of digital scientific research data. Led by SOIC Bloomington professors Andrew Lumsdaine and Thomas Sterling – two of the international supercomputing community’s foremost thinkers – the center will work to develop a computational ecosystem that performs successfully at exascale (one quintillion calculations per second) on complex time-varying data structure. Lumsdaine is currently the director of the Open Systems Lab at IU’s Pervasive Technology Institute (PTI), while Sterling is best known as the “father of Beowulf” for his pioneering research in commodity/Linux cluster computing.

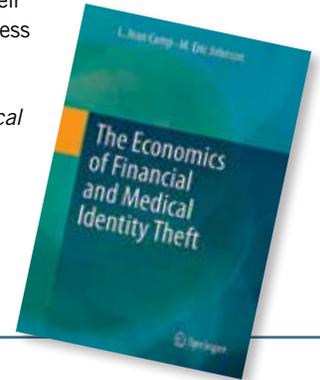
## Schnabel to sit on NSF advisory board

School of Informatics dean Bobby Schnabel has been asked to join the advisory committee for the Computing and Information Science and Engineering (CISE) directorate of NSF. The committee, comprised of 24 professionals from universities and research organizations across the country, will concentrate on advancing and providing leadership for the field, education, and partnerships.

### [BOOKSHELF]

Shaowen Bardzell, professor in the HCI/d program in Bloomington, co-edited the September 2011 special issue of *Science Direct* on “Feminism and HCI.”

Bloomington professor Jean Camp has authored/ contributed to two new books, *Privacy Protection Measures and Technologies in Business Organizations: Aspects and Standards*, which is a collection of research on privacy protection technologies and their application in business organizations; and *The Economics of Financial and Medical Identity Theft*.



## SOIC’s Medina receives Mellon Fellowship



Medina

Eden Medina, associate professor of informatics and computing in Bloomington, was recently awarded a Mellon New Directions Fellowship. The \$299K award will allow her to attend law school for a year to study the intersection of IT and human rights. New Directions Fellowships, given by the Andrew W. Mellon Foundation, assist faculty members in the humanities who wish to acquire systematic training outside their own areas of special interest. They are intended to provide advanced training in pursuit of

a specific research agenda and are meant to facilitate longer-term investments in the scholar’s career.

## First Lady McRobbie named Woman of the Year

Laurie Burns McRobbie, Indiana University’s First Lady and adjunct professor in the School of Informatics and Computing, was named Bloomington’s Woman of the Year. McRobbie is actively involved in higher education and community projects. She was instrumental in starting the School’s Serve IT Clinic, which works to build the IT capabilities of local nonprofits.



Laurie Burns McRobbie speaks at Bloomington’s Woman of the Year luncheon.

# [ALUMNInews]

Accomplishments, events, and life changes



Clockwise from top left:

The *We Are IU* on-the-road tour rolled into San Francisco in early March, coupled with a School of Informatics IT networking event.

**David Krane** (BA'94) and **Andy Patrick** (BS'85) sat on a panel at the IT Professional Networking Series.

Bay Area alumni join with Jeremy Podany (far right), IUB career services director, at the networking event at the City Club of San Francisco.

Alumni attending the *We Are IU* event join in IU traditions.

## [CONNECT]

Check out the Informatics Alumni Association Website!  
[iuinformaticalumni.org](http://iuinformaticalumni.org)

# class notes

## 1970s

In October the American Health Information Management Association honored **Linda A. Hyde**, BS'72, with its Champion Advocacy and Public Policy Award. The award honors those whose long-term and enthusiastic support of AHIMA and the health information management profession has advanced AHIMA's capacity to achieve its mission through public policy efforts. Hyde is director of clinical quality management for MedMined Services, a data-mining information service. She lives in Auburn, Mass.

## 1980s

**Lovenda Okoronkwo Otuechere**, BS'80, MS'82, is the author of *The Journal of a Champion: Rebuilding Yourself To Build Your Environment*, a collection of 53 inspirational essays, originally published by iUniverse. She is director of medical records at Lemuel Shattuck Hospital in Jamaica Plain, Mass, and lives in Rolindale, Mass.

**Nancy Slifka Bank**, BA'83, is director of information technology, human resources, and financial consolidation systems for Unisys Corp. in Plymouth, Mich. She lives in the metropolitan Detroit area.

**Larry E. Gigerich**, '87, is managing director of Ginovus, an Indianapolis-based company that provides guidance and consultation to businesses considering expansion, relocation, consolidation, and/or acquisition projects. Prior to founding Ginovus in 2002, Gigerich worked in a variety of economic development capacities, including deputy director of business development for the Indiana Department of Commerce, senior advisor to the mayor of Indianapolis for economic development and workforce development, and president of the Indianapolis Economic Development Corporation. He lives in Indianapolis.

In July, **Karen E. Lehman**, BS'88, was named executive director of Pennswood Village, a Quaker-directed continuing care retirement community in Newtown, Pa. The community provides apartment-style living for people over 65 years of age, in addition to personal and nursing care. Lehman was previously executive director of Friends House Retirement Community in Sandy Spring, Md., and prior to that served as chief operating officer and senior vice president of Greencroft Retirement Community in northern Indiana.

## Upcoming alumni events

**June 17–21** • IUB Informatics and Computing Summer Camp

**July 19** • Informatics Summer Social, location TBA, Chicago

**July 26** • Informatics Summer Social, the Rathskeller, Indianapolis

**Aug. 2** • Informatics Summer Social, Faultline Brewing Company, Sunnyvale, CA

**Sept. 22** • IUPUI Regatta

**Sept. 27–29** • Combine Bloomington

**Oct. 6** • IUB Homecoming vs. Michigan State, game time TBD

For details or reservations, e-mail Danny Kibble at [djkibble@indiana.edu](mailto:djkibble@indiana.edu).

## 2000s

**Sumit Middha**, MS'05, is an informatics specialist at Mayo Clinic in Rochester, Minn. He works in the life sciences industry to provide new generation solutions to large and complex data-set research questions in biology. Middha acts as an interface for collaborations and projects in bioinformatics, biotechnology, and pharmaceuticals. His research interests are in applying computational biology to analyze the massive amounts of next generation sequencing data. Middha lives in Rochester, Minn.

**Nina Mehta**, BAJ'07, MS'11, is a designer for Twilio, an Internet-based voice and data-communications company located in San Francisco. The company allows software developers to make and receive phone calls and send and receive text messages using its web service application-programming interface. Mehta lives in San Francisco and she writes that she is interested in networking with students and alumni. She can be reached at [ninameh@gmail.com](mailto:ninameh@gmail.com).

In August, computer science and mathematics major **Sarah M. Loos**, BS'09, was awarded a Computational Science Graduate Fellowship from the U.S. Department of Energy. In the fall, she began doctoral studies in computer science at Carnegie Mellon University, where she is studying the verification of hybrid systems. Loos lives in Pittsburgh.

**Valkyrie A. Savage**, BA/BS'10, is a doctoral student at the University of California, Berkeley. She is the recipient of a National Science Foundation graduate fellowship and a Microsoft Graduate Women's Scholarship for 2012. Savage lives in San Francisco.

[CONNECT]

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