



CLIFTON COMMUNITY partnership Update



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EmoryMoves Encourages Employees to Get Out of Cars

The most anticipated day for Emory seniors can also be one of the most wearisome days for commuters in the Clifton community – Commencement day.

To reduce traffic congestion on this day, the University advocates that its employees get out of their cars and commute creatively. A promotional campaign, “Try It,” was created to urge commuters to try alternative transportation and avoid traffic on their worst commute days of the week – or the year – such as Commencement.

The campaign is sponsored by EmoryMoves, an initiative to encourage Emory’s faculty, staff and students to take a second look at their commute patterns and explore alternative transportation – Cliff shuttles, vanpools, carpools, Zipcar, bicycling or walking – to get to campus.

If a stress free commute during Commencement isn’t reward enough, employees will receive additional incentives to “Try It.” Emory’s commuters who use transportation alternatives will receive T-shirts and will be entered into drawings for larger prizes that include gift certificates to neighborhood restaurants, a Fuji bicycle, an iPhone and an iTouch. The drawings will be held at Emory’s Staff Fest, an annual picnic to show appreciation to staff members for the hard work and support they provide the University.



Early Collections Displayed at Emory

Woodruff Library Showcases Poetry

Emory has a rich tradition of acquiring manuscripts and rare book collections for research and teaching. Its Manuscript, Archives, and Rare Book Library (MARBL) holds over 200,000 printed volumes, over 1,200 manuscript collections, photographs, motion picture film, audio recordings and other visual media.

There are many collections on display for the community to view and we’ve highlighted two.

Visions and Revisions: An Exhibition of Poems in Process

“Visions and Revisions” charts the trajectory of individual poems, beginning at the poet’s desk with notebooks and handwritten drafts and concluding with published volumes and broadsides. The exhibit is free and can be viewed until May 21 at the Woodruff Library on Emory’s campus.

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Focusing on What’s Important

If seeing is believing, then teachers at Druid Hills High School (DHHS) must trust what they’ve seen in the classroom: students who have trouble seeing the blackboard, often show disinterest in learning and end up with sub-par grades.

Dr. Betheda Gramling, a math teacher serving on the DHHS council and her colleague, Anna Box, were worried that too many of their students were having difficulty seeing in the classroom. They wondered if these students might be part of a larger issue and whether poor vision might be causing students to underperform at school.

The See Clearly program started when these teachers noticed students squinting at the blackboard in class. So the council turned to Dr. Linda Spencer, an Emory nursing professor, and Dr. Martha Rogers, a pediatrician at Emory’s School of



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"Green" Fleet Serves Eco-Friendly Customers

There's a growing trend to support businesses that further support the environment.

Enterprise Rent-A-Car at the Emory Conference Center Hotel is helping to drive the charge by owning one of the most fuel efficient fleets in Atlanta. Last month, they were selected as one of the first "green" branches in the city to provide 30 percent hybrid vehicles and 30 percent fuel efficient vehicles to customers.

The Emory location was selected because Enterprise wanted to target communities where there is a budding interest in reducing the impact that people have on the environment.

Additional metro Atlanta locations that rent "green" fleets include Buckhead, downtown and Dunwoody. Among the four "green" branches, customers can have their pick of over 100 hybrid vehicles, including Toyota Prius' and Camrys. To request a fuel efficient or hybrid vehicle, customers call any of the four local branches directly, make a reservation and request a "green" vehicle.

Hybrid cars rent for the same price as premium cars. Fuel efficient cars rent for their daily price, with no additional charge.

Zipcar Cruises to the Neighborhood



Zipcar, a national car sharing service, recently merged with Flexcar. At an hourly rate of \$9, Zipcar members can rent hybrid vehicles without the hassle of paying for gas and insurance. Seven Zipcars are conveniently located on Emory's campus to assist commuters with running errands. For more information, visit www.zipcar.com.

(See Clearly continued from front page)

Nursing, to investigate whether student nurses could organize and perform vision screenings at the high school. "We decided to start by screening all ninth-graders," said Dr. Rogers, DHHS council member and director of Emory's Center for Child Wellbeing.

Students in the School of Nursing program are required to complete 500 community service hours as part of their coursework. Several students in the Public Health Nursing Leadership program assisted in screening 240 high school freshmen last fall.

"Of the 240 high school students screened, 32 percent had some level of vision impairment," said Dr. Rogers. "Many of these children said they had glasses but left them home the day of the screening or they felt their glasses were out-of-date." The school sent letters home with students that suggested further exams, and counselors are following up to make sure that parents are aware of their student's needs.

"DHHS hopes to continue the See Clearly program in the future through a strong partnership with Emory," said Dr. Rogers.

This partnership is one example of experimental learning from Emory students in health-related fields to get hands-on experience. The DHHS council continues to explore additional ways to work together with the University. Last fall, Emory students provided one-on-one tutoring and SAT preparation to DHHS juniors and seniors.

Ideas Presented for Improved Pedestrian and Bicycle Access on North Decatur Rd.

On April 12, Emory and the CCP held a community meeting at Emory Presbyterian Church to discuss possible plans for new pedestrian and bicycle paths along the north side of North Decatur Road between Haygood Drive and the CSX railroad lines near Clairmont Road.

This project is part of the recently drafted Urban Design Guidelines for key streets that lead to Emory's campus and the Clifton community. Several of the path scenarios were presented by Goody Clancy, urban designers, and envision



Urban designers meet with community members to discuss the planned bicycle and pedestrian paths.

a scenic, landscaped bicycle/pedestrian path along this gateway to the Clifton community and Emory.

In order to add these paths, Emory is purchasing homes along the north side of North Decatur Road, or offering

to purchase a section of property near the street in front of each home. Within this frontage area, the new paths would be added with landscaped borders separating the paths from street traffic.

The potential bike and pedestrian path options will be laid out to attempt to avoid significant trees, while still allowing for gentle grade transitions. Smaller trees within the path area could be moved. Any removed trees would be accounted for under Emory's No Net Loss of Tree Canopy policy.

The new paths would provide a safer trail for runners, bicyclists, and for recreational walkers, as well as those walking to work or school – both at Emory and at nearby Druid Hills High School.

The paths are currently envisioned to end at the narrow CSX rail bridge near Clairmont Road. Various options to overcome the bridge barrier were discussed at the April community meeting.

Safe and scenic bicycle and pedestrian paths would likely enhance property values for homes near the path as they improve the quality of life in our neighborhood.

For more information on this proposed plan, or to comment on it, visit www.cliftoncommunitypartnership.org.



Neighbors listen as urban designers talk about the planned improvements on N. Decatur Rd.

A New Test for Colon Cancer Risk

Biomarker: A specific physical trait used to measure or indicate the effects or progress of a disease or condition.

Robin Bostick, a professor in the Rollins School of Public Health and a Georgia Cancer Coalition scholar, wants to do for colon and rectal cancer what earlier scientists did for heart disease. He is working to develop a simple blood test to detect biomarkers of risk that can be treated before disease occurs. Bostick has already identified biomarkers that predict colon cancer in apparently healthy people.

Bostick believes that altering the biomarkers of risk alters the risk itself. He is studying more than 1,300 people to see if calcium and vitamin D will alter the biomarkers and prevent the recurrence of colon polyps, a precursor to colon cancer. His findings could dramatically change the screening for and prevention of colon and other cancers.

Colon cancer is second only to lung cancer as the leading cause of cancer death in the United States for both men and women. Deaths from colon cancer have experienced only a modest decline, much of that due to earlier diagnosis and removal of precancerous polyps.

However, no clear biomarkers of risk for colon cancer had been found – not until Bostick discovered a panel of biologic changes in the mucosal tissue of people who later developed colon cancer. It differed significantly from those who remained cancer-free.

The researcher is ready to take the next step toward development of an effective biomarker screening test. That step involves a prospective study of people who have never had a polyp, much less any sign of colon cancer, to determine if biomarkers can predict who will develop colon problems. As a part of the process, Bostick wants to develop a simple and easy test, such as identification of biomarkers in blood, urine or mucosal tissue.

Nanotechnology may help him to make such tests fast and cheap. Working with technology available at Emory and Georgia Tech, he is creating software that automatically scans slides to quickly and accurately quantify the presence and quantity of biomarkers in mucosal tissue. What used to take a researcher six hours can now be done by a machine in 15 minutes.

While the finger prick screening test that Bostick envisions would not do away with colonoscopies, a cheaper, easier biomarker test would more likely be accepted and used by more people. The biomarker screening will provide better information on who needs a colonoscopy when and how often, and will provide additional motivation for those who most need a colonoscopy to get one, says Bostick.

So get ready to hold out your finger.

A longer version of this article first appeared in Emory Health Sciences, Winter 2007/08, available at whsc.emory.edu/_pubs/hsc/winter08. Used here by permission.



(Collections continued from front page)

Danowski Poetry Library Exhibit

The Raymond Danowski Poetry Library is now on display in the Schatten Gallery of Emory's Woodruff Library until May 26. The exhibition travels through more than 150 years of history and poetry, highlighting four areas of strength in the collection: First Books (and early editions) by poets, from Whitman to Pulitzer Prize-winner and Emory professor Natasha Trethewey; Author Collections; a century of Isms (or movements and communities); and Small Presses (and little magazines).

For the complete MARBL catalog, visit www.marbl.library.emory.edu.

Ancient Anthologies at Carlos

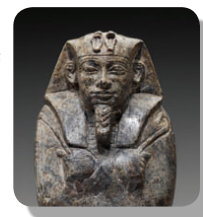
Collections of the Michael C. Carlos Museum span the globe and centuries. The Carlos maintains the largest collection of ancient art in the Southeast with objects from ancient Egypt, Greece, Rome, near East and the ancient Americas.

The Carlos Museum works with Emory faculty members to develop unique special exhibitions that draw on collections from around the world to engage the public.

Interested in knowing what ancient treasures are on display this month at Carlos? Here are two suggestions.

Lost Kingdoms of the Nile

Organized by the Museum of Fine Arts, Boston in partnership with the Carlos Museum, Lost Kingdoms of the Nile features some of the most significant archaeological treasures found in Africa. The exhibit is on display at the Carlos Museum until Aug. 31; a \$7 donation is suggested.



Cultivating America: Visions of the Landscape in Twentieth-Century Prints

American life as experienced through the land is the focus of the exhibition "Cultivating America: Visions of the Landscape in Twentieth-Century Prints." Twenty-six works dating from 1928 to 1946 by 18 artists will be on exhibit until June 29. Their individual visions of the American landscape range in tone from the nostalgic to the heroic and celebratory to a grim realism. The exhibit is free for museum members and \$7 for the public. For a complete listing of collections and exhibits, visit www.carlos.emory.edu.



Who we are ...

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Five Questions

A snapshot of questions for leaders in the Clifton community



Leonardo McClarty, president and CEO, DeKalb Chamber of Commerce

CCP: This year, the DeKalb Chamber of Commerce celebrates its 70th anniversary. How has it evolved since 1938?

Leonardo McClarty: The Chamber has evolved as our county has changed dramatically. In 1938, we were called 'DeKalb County Chamber of Commerce and Agriculture.' The term 'agriculture' was dropped as this county evolved from an agrarian base to a bedroom community, and then to an urban county.

Likewise, our services are evolving. We support the smallest 'mom and pop' businesses that need opportunities to network for services and workshops to help with business development and marketing. On the flip side, some larger businesses in the county – Georgia Power, AT&T, Emory – look to us for guidance and support on issues like

land use, smart growth, development policy and business licensing.

CCP: What role does the Clifton community play in DeKalb County's economic development?

McClarty: Your community is pivotal. It's a vital part of the county's economic and employment base through large institutional employers like the Centers for Disease Control and Children's Healthcare of Atlanta, but also smaller businesses that support and rely on those larger institutions.

CCP: How does your office work with DeKalb's Office of Economic Development?

McClarty: We act as facilitators between businesses that need help and come to us and the official county economic development office. Our county's economic development team is one of the best in Georgia, and it works to help business and economic development projects navigate through

the county process.

CCP: What are your plans for 2008?

McClarty: Our goal this year is to increase paid membership to 800 and kick off a \$1 million capital campaign that will allow us to increase staff support, invest in internal technology and lay the foundation for more aggressive work. To learn more, visit www.dekalbchamberofcommerce.org.

CCP: What brought you to your current position?

McClarty: I've lived in metro Atlanta my entire life, worked for DeKalb's economic development office and headed the economic development office for the City of Roswell. DeKalb is fortunate to have an educated workforce, several major colleges and universities, transportation infrastructure and county leadership that encourages economic growth.



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