Mizzou News

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University of Missouri College of Business gets $6 million donation

COLUMBIA, Mo. (AP) - A man whose donations have helped promote a business program at the University of Missouri has donated another $6 million to assure the program's future.

The university announced Friday the latest donation from Harry Cornell, who helped establish the Cornell Leadership Program at the university.

Cornell's previous donations had supported construction of Cornell Hall, the main building for the Trulaske College of Business and in 2006 helped establish the Cornell Leadership Program, which provides high-performing business students with opportunities for education and leadership development.

The Columbia Daily Tribune reports Cornell's latest donation will help recruit and educate top business students. It brings the total amount of Cornell's donations to more than $13 million.

The program has grown to 130 students.

Listen to the KMOX (St. Louis) story:
Mizzou business school hauls in $6 million donation

The University of Missouri has landed a $6 million donation from Harry Cornell, the man that helped launch the Cornell Leadership Program in 2006.

The latest donation was made to the university's Trulaske College of Business and will help educate and recruit business students, according to the Columbia Daily Tribune.

Cornell's donations have supported the construction of the main building at the business school, Cornell Hall as well as the leadership program that has grown to more than 130 students.

In total, Cornell, who is chairman emeritus of Leggett & Platt Inc. and lives in Joplin, Missouri, has donated more than $13 million to the university.

Cornell Leadership Program receives $6 million gift

By Steven Benna

Saturday, May 2, 2015 at 12:00 am

Nearly a decade after donating money to help create a program for top business students at the University of Missouri, Harry Cornell has given another $6 million to MU to fund the program in perpetuity.

The project started about 12 years ago with a plan to create a program focused on leadership for high-achieving business undergraduates, said Bruce Walker, co-director of the Cornell Leadership Program at the University of Missouri.
“We outlined a plan,” Walker said. “We developed a budget. And then quickly realized we don’t have the money to do this. Clearly we needed a donation to turn this idea into reality.”

Walker reached out to Cornell, an MU alumnus whose previous donation supported construction and enhancements to Cornell Hall, the main building for the Trulaske College of Business. Cornell accepted and in 2006 helped establish the Cornell Leadership Program, which provides a select group of business students with opportunities for education and leadership development.

MU officials announced the $6 million gift Friday, with Cornell encouraging students involved in the program to make the most of the opportunity.

“You’re capable of doing anything you make up your mind to do, but don’t forget the joy of sharing,” Cornell said. “Good luck to you, and I love you.”

Cornell’s latest donation will help recruit and educate top business students at MU. It brings the total amount of Cornell’s donations to more than $13 million.

Chancellor R. Bowen Loftin said he is excited about the positive outlook for the program.

“This endowment will continue to support our students in this program,” Loftin said. “Think about that. A hundred years from now we will still celebrate the Cornell Leadership Program because of this endowment. That’s how special this gift is.”

The program has grown to 130 students and continues to expand. Bobby Hofman, a graduate student and member of the leadership program, described it as “hands down, the single greatest opportunity for career development, networking and leadership training” he has ever been granted.

Cornell earned a bachelor’s in business administration from MU in 1950 and currently is chairman emeritus of Leggett & Platt Inc. He lives in Joplin. Joan Gabel, dean of the Trulaske College of Business, said the program is a “great example of the high-touch, experiential” offerings in the business school.

“The CLP has helped us educate class after class of students who are well-prepared to be leaders in their careers and lives,” Gabel said. “We are so grateful to Mr. Cornell for his vision and incredible generosity to our college and our bright students.”
MU's business college receives $6 million gift

COLUMBIA, Mo. - MU's Robert J. Trulaske Senior College of Business is getting $6 million to permanently fund its Cornell Leadership Program.

Harry Cornell, an MU alum, created the leadership program back in 2006 and hopes his gift will keep it going.

"100 years from now, we'll still celebrate the Cornell Leadership Program because of this endowment. That's how special this gift is, it's not just for the moment, it's for eternity," said Chancellor R. Bowen Loftin.

The four-year, nationally recognized program provides students with opportunities for education and leadership development.

Cornell also helped fund the business college's main building in Columbia, which is named after him. Over the years, he has donated a total of $13 million.

Joplin man gives MU $6 million to permanently fund program
COLUMBIA - A Joplin man gave $6 million to the University of Missouri Robert J. Trulaske, Sr. College of Business Friday to perpetually fund the Cornell Leadership Program, or CLP.

Harry Cornell, of Joplin, has now given the university more than $13 million. The CLP is a nationally recognized 4-year program for the top students in the College of Business.

The University of Missouri said the gift will provide permanent support for the program.

"I feel fortunate to have the ability to pay back my alma mater for the great education I received years ago," Cornell said.

The CLP provides education and leadership development through field trips to corporations around the state and country, mentoring from alumni and lectures and presentations by business leaders.

MU Chancellor R. Bowen Loftin said, "providing a top-tier education for our students is a priority for this university. Mr. Cornell's continued generosity is enabling us to address that priority."

Can social media make you happy?

No, wait. Actually, social media makes you depressed.

Have we mentioned that social media can drive you crazy? Well, maybe not, but it probably drives researchers crazy.

The thing is, social media isn't some separate entity apart from human beings. Social media IS human beings, and therefore, social media is what you make of it. It's something to keep in mind, because even though the modern forms are new and shiny -- Facebook was founded in 2004, Twitter in 2006 -- the concept is as old as human relationships.

For example, if you view Facebook through a half-empty glass, it may feel like an endless land of one-upmanship where everybody is doing better than you. On the other hand, if you look at it as a tool for building supportive relationships, it's a great place to find sympathy, encouragement and connection.

And it is a tool, says Margaret Duffy, a communications professor at the University of Missouri who oversaw a study of college students and Facebook engagement.
was chosen because "about 100% of college students" are on the platform, Duffy says with a chuckle.)

10 ways to get happy

"Just being a heavy user of social media, like Facebook, doesn't mean you're likely more vulnerable to depression," she says.

Social media can have effects on mental health. Studies have shown that getting "likes" for Facebook posts actually results in a release of dopamine, a brain chemical associated with pleasure. Moreover, sad or moving posts can promote release of oxytocin, the "love hormone," which makes us feel protected.

Even the way we use it makes a difference.

In Duffy's study, "surveillance use" of Facebook -- that is, lurking and deliberately seeking out posts that may feed insecurity -- "was a significant indicator of the potential for depression," says Duffy of her study.

So how can social media make you happy? Here are some recommendations:

1. Don't let the Internet get you down.

Easier said than done, we know. Social media is everywhere, almost everyone is on it, and if you want to make yourself unhappy, simply imagine that the rest of the Internet is having a better time in your absence.

"Social media is almost like a game," writes Adrienne Erin on Socialnomics. "We are all at war with one another for likes and favorites and we compete by posting pictures of our expensive dinners, vacations and social interactions."

But if you're going to be on social media, there are ways to improve your mood.

Erin recommends a site called Happier.com, dedicated to "celebrating the good around you." Tumblr has a "positivity" page. The Nicest Place on the Internet offers virtual hugs.

Happiness, one study says, can be viral.

And when you just need to hit a reset button, try Make Everything OK.

2. Data is your friend.

Our virtual lives often seem separate from our actual lives, but every little bit of ourselves we put out there actually provides indicators on how we're feeling, both physically and mentally.
Adam Sadilek, a computer scientist at the University of Rochester, has helped create a model that can show the spread of disease by scanning Twitter data.

"Our model then predicts if and when an individual will fall ill with high accuracy, thereby improving our understanding of the emergence of global epidemics from people's day-to-day interactions," he writes.

Doesn't sound cheerful? How about this: Scientists also used Twitter to determine when we were happy. (Moods are lowest first thing in the morning.)

The upshot is that the huge amount of data we're creating on social networks can help us become healthier -- or allow others to intercede if we're not.

3. Put the phone down. And especially put your children's phones down.

For all the connection social media can provide, it can't replace simple face-to-face contact -- even these days, when video messaging is as convenient as, well, clicking a phone.

(And we know how anxious you get when you're away from your phone.)

But it can really take a toll on youngsters. In a study from Stanford on girls age 8-12, "those who say they spend considerable amounts of time using multimedia describe themselves in ways that suggest they are less happy and less socially comfortable than peers who say they spend less time on screens," The New York Times observed.

The study is by no means conclusive, but it does offer food for thought, Lyn Mikel Brown, an education professor, told the newspaper.

"The clear message is also how important it is for parents to create opportunities for girls to unplug, to live a balanced life, and increase quality face-to-face time with the people important to them," said Mikel Brown.

It all sounds like common sense -- but then, so does most advice on social well-being. Which is why some of the shrewdest words on the subject have nothing to do with social media at all.

"Don't waste your time on jealousy," wrote Mary Schmich in a famous Chicago Tribune column that became the song "Everybody's Free (to Wear Sunscreen)." "Sometimes you're ahead, sometimes you're behind. The race is long and, in the end, it's only with yourself."

And when you're in doubt, there are always dog videos, cat videos and dancing videos.
MU Nepalese association holds candlelight vigil, launches donation drive

Friday, May 1, 2015 | 10:33 p.m. CDT; updated 9:30 p.m. CDT, Saturday, May 2, 2015
BY MEREDITH MCGRATH

COLUMBIA — Hundreds of tea light candles illuminated the center of Speaker's Circle, outlining Nepal's flag and illuminating the words "Mizzou loves Nepal" and "#staystrongNepal."

About 60 people gathered as the sun set Friday night to remember the lives lost in the Nepal earthquake. One by one, each candle was lit by a member of the crowd to signify support for the nation.

The southeast Asian country was hit with a 7.8 magnitude earthquake outside the capital Katmandu last week; the worst tremor it has seen in over 80 years. As of Wednesday, the death toll had reached 5,266.

TheMU Nepalese Student Association organized the vigil to bring awareness to the MU community, said Manu Bhandari, a doctoral student and member of the organization.

"We're organizing it, but it's not just about us," Bhandari said. "It's about the Mizzou family coming together to express solidarity as people are suffering."

Rajhav Poudyal, an MU graduate student from Nepal, hopes the vigil inspired people to help.

"We just want to make sure that the community as a whole knows that we are with the people of Nepal. They are not by themselves," Poudyal said. "We want the people of Columbia to know that we are all in this together, so the fact that we can hold this vigil at the University of Missouri ties both of the communities together."

After the earthquake, those out of the country sought alternative ways to get in touch with relatives and friends. Bhandari said Nepalese members of the MU community
turned to free instant messaging apps such as Viber and Facebook Safety Check, which allows users in Nepal to mark their safety.

Bimal Adhikari, a graduate student from MU and treasurer for the student association, received a Viber message from a friend back in Nepal informing him of the earthquake. "I couldn’t believe him; I thought he was joking," Adhikari said. "I was trying to call my home and my dad’s phone rang, but he didn’t pick up. I tried calling my brother-in-law and I couldn’t get to his phone, but he sent me text saying, 'We're all fine.'"

This was the only message Adhikari had from his family for a few days until he was able to reach them by phone. He said knowing his family was safe brought him some relief, but he wanted to know more.

His family’s village, Nuwakot, has been heavily destroyed by the earthquake, Adhikari said.

"The most troubling thing for me was that my sister, she had a baby 10 days ago or so, and they were feeling a lot of aftershocks, so I was just thinking about how she was making it with a small child and not being able to stay inside," he said.

Adhikari said he learned his family had found shelters to stay in outside of the village.

The MU Nepalese Student Association has been challenged with figuring out the best way to send financial aid to villages like his home, Adhikari said.

"We don’t want there to be too much overhead costs because if you send money to UNICEF and these big programs, they have high overhead costs to pay salaries to employees," he said. "We’re trying to reduce that cost, but for that we need to find out about local organizations and volunteers, so that’s taking some time."

Adhikari said the association is still deciding how much of the money it raises will go to the larger relief organizations versus local efforts. A big goal is to aid some of the villages, he said, which have not received as much aid as the larger cities. The student association hopes to raise $10,000 for the efforts.

"We want people to be aware of what’s happening; we’re looking for support; support could mean any form," Adhikari said. "I lost people from my village and there are other
people who are more affected, so just showing that people are there praying, wishing, donating — the support that's what we're looking for."

**THE JOPLIN GLOBE**

**Joplin native pledges $1 million to MU to study LGBT issues**

**Joplin native and graduate of the University of Missouri-Columbia has announced plans to give his alma mater $1 million to support education and research into the connection between American journalism and rights for lesbian, gay, bisexual and transgender people.**

The estate gift has been pledged by Timothy Blair, who now lives in Bel Air, California. A graduate of Parkwood High School, he received his journalism degree from MU in 1973.

Blair's gift will create the Timothy D. Blair Fund for LGBT Coverage in Journalism. The fund will support MU faculty and students who are examining the media's role in shaping perceptions about gender stereotypes and related issues, both in reinforcing stereotypes as well as shaping new understandings of LGBT people in American culture.

"It's an academic opportunity to explore the relationship between democracy and journalism. That's very important because journalists are not only storytellers, they're truth-tellers. They put names on the faces of AIDS victims, but they can also reinforce stereotypes. It's a mixed bag," Blair said in a telephone conversation last week.

He also noted that much has changed with regard to LGBT issues in recent years.

"Four years ago, most Americans opposed same-sex unions. Today, most support them. The question is, what's changed the hearts and minds of Americans? ... I think it's an important issue that deserves to be addressed in an academic atmosphere.

"I'm gay, and I've seen enormous change. The whole idea of gay rights was just a blip on the radar. Then people began to see these faces have names."

He also said that much of that change was "built on the backs" of gay Americans who died of AIDS as well as journalists' coverage of the issues."
Blair said he is proud that his gift is the first of its kind among American universities, adding, "This is the first time anything like this has been done in any school of journalism, and no school is in a better position to tackle the issue."

Blair pointed out that, currently, 27 states, including Missouri, allow people to be fired from their jobs, evicted from housing or denied public accommodations and basic services based solely on sexual orientation and identity.

"I think people forget that impacts not just people who might be identified as gay, not just those who are, but it allows discrimination against anybody based on perceptions," he said. "That's where the issue really lies, at the feet of the American people. I think our great sense of fairness says people deserve to be treated equally, and not based on innuendo."

Dean Mills, dean of the MU School of Journalism, said in a statement: “It will support teaching and research on topics that have been historically under-covered or covered badly. Mr. Blair’s family has had a long legacy at Mizzou, and it is wonderful that Mr. Blair has chosen to continue that legacy with his generosity.”

Blair's grandfather, Clay Cowgill Blair, was chairman of the board of The Joplin Globe and received the MU School of Journalism Honor Medal for Distinguished Service in Journalism. He also was a member of the University of Missouri System Board of Curators.

Timothy Blair began his career in journalism at age 15 as a copy boy at The Joplin Globe. After graduating from MU and earning a master's degree from Washington University in St. Louis, he worked in marketing and public relations for several St. Louis-based companies. In 1993, he moved to California and launched BlairPR, a strategic communications company providing crisis management, media relations and marketing to health care and technology companies.

Blair said he was impressed with the willingness of MU officials to take on the subject. How that money might be spent has yet to be determined. MU officials have said the possibilities include attracting faculty interested in LGBT journalism; supporting research and travel for media coverage of LGBT issues; creating fellowships, internships and workshops; and developing course curricula to better educate students on how media coverage shapes and reinforces social, political and legal issues across the nation and world.

"I was astounded at the amount of support, and the complete lack of reticence," Blair said.

Biography

Timothy Blair has worked with advocacy groups to provide low- and moderate-income housing to under-served minorities and gay and lesbian senior citizens. He is an Episcopal lay minister, a hospital chaplain and a member of the Episcopal Diocese of Southern California's Bishop's Commission on LGBT Ministries.
COLUMBIA MISSOURIAN

Passenger dies, driver seriously injured in Creasy Springs Road crash
Sunday, May 3, 2015 | 4:03 p.m. CDT

BY CLAIRE BOSTON

COLUMBIA — A Columbia woman died and a Fulton man was seriously injured in a single-car crash north of Columbia early Sunday morning.

Bradley Gilman, 27, was driving a 1999 Chevrolet Camaro northbound on Creasy Springs Road near Prairievie Drive around 12:30 a.m. Sunday when the car hit a curb on the west side of the road. The car then slid off the road and hit a ditch, going airborne briefly before hitting a utility pole, which severed in two, according to a Columbia Police Department news release.

Gilman's passenger, Elizabeth Upton, 18, of Columbia, was pronounced dead at the scene. She was wearing a seat belt. Upton is listed in the MU student directory as a freshman textile and apparel management student.

The car rolled over several times before stopping on its top near trees off the roadway. Gilman, of Fulton, was ejected from the car and was taken to University Hospital with life-threatening injuries. He was listed in critical condition at the hospital around 11 a.m. Sunday. He was not wearing a seat belt at the time of the crash.

It is too early to tell whether alcohol, drugs or excessive speed were factors in the crash. The Columbia Police Department's traffic unit is investigating the incident.

Elementary students explore science, math through activities
“Ew, ew, ew,” Chenwei Xu, 5, said with a wrinkled nose as she squeezed pink “slime” through her fingers. “It’s so sticky.”

Yibai Wang, 7, laughed at her friend as she poured water from a graduated cylinder into a cup filled with glue, borate and food coloring to make more of the mysterious goo.

“It’s kind of like Play-Doh,” Wang said, stirring the thickening mixture with a Popsicle stick. “I don’t get it.”

The girls were making “slime” to learn about polymers at the second annual Columbia Science Fair on Saturday morning at Benton Elementary School. The science, technology, engineering and mathematics event included a judged science fair for fourth- and fifth-graders and various activities to teach attendees about chemistry and physics.

Students and professors with the University of Missouri’s ReSTEM Institute led the activities, which included making air powered “rockets” with water bottles and glitter “tornadoes” inside mason jars.

“It’s kind of hard with this age group to teach them about some of this stuff, but at least they’re having fun,” said Shari Freyermuth, an associate teaching professor in biochemistry at MU who led the slime experiment.

Twelve students submitted projects for the fair at Benton Elementary School, said event coordinator Heather McCullar. She said the fair and activities were designed to get kids interested in STEM fields early on.

“Any time we can get these kids interested and engaged in science is great,” McCullar said. “By the time they hit middle school, their interest level drops a bit.”

Each student participating in the fair submitted a journal and poster display, and competitors then presented their projects to guests and four judges.

Students explored and performed experiments on science-related topics of their own choosing, McCullar said. Projects varied widely, with one student growing bacteria colonies from yogurt to determine if the colonies differed for probiotic yogurt and another releasing monarch butterflies on an assortment of flowers to see if the butterflies had a color preference.

Russell Boulevard Elementary fourth-grader Ashton Truitt, 10, tested different styles of bridges to determine which could handle the most weight. Ashton constructed a truss bridge, a suspension bridge and an arch bridge with Popsicle sticks, and then he slowly filled a bucket hanging from the bridges with water to see how much weight each could hold.
Ashton said he was surprised by his experiment because he hypothesized a suspension bridge would be able to handle the least amount of weight. Suspension bridges were the second strongest bridge he tested, holding 40.1 pounds of weight; the truss bridge was the strongest and managed to support 54.8 pounds.

Fairview Elementary fifth-grader Ethan Sims, 11, studied static electricity for his project because he wanted to learn about meteorology, lightning and clouds. Ethan tested various insulators and charge separators to see which conducted the most electricity.

“You can’t make lightning in your home, but static electricity works the same way,” Ethan said. “This is important information for the real world because homeowners need to know how their house should be grounded to protect from lightning.”

COLUMBIA MISSOURIAN

Elementary school students unveil experiments at science fair

Saturday, May 2, 2015 | 5:35 p.m. CDT; updated 8:47 p.m. CDT, Saturday, May 2, 2015
BY NATALIE HELMS

COLUMBIA — Superheroes, botanists and scientists showcased their science projects Saturday at the second annual Columbia Science Fair in the Benton STEM Elementary School gymnasium.

Ashton Kidd and Tommy Gallihugh, fourth-graders at Two Mile Prairie Elementary, were clad in blue with plastic red capes, proudly displaying the letters “SC” on their chests to present the results of their “Super Crystals” experiment.

The students added borax, a household cleaning product, to hot water, cold water and an ice bath, recorded the temperatures of each and waited for crystals to form on strings dipped into the water.

Their project was one of 12 entries submitted by fourth- and fifth-graders from both public and private elementary schools in Columbia.

The students prepared journals narrating their scientific processes, made tri-fold display boards to highlight their findings and presented their projects to science fair judges.
One group of judges evaluated the journals while another group of judges scored the display and presentation components.

Makayla Gruber won first place with a perfect score of 24 for her project, "Are Rooftop Gardens Cool?" that tested whether rooftop gardens could keep buildings cooler and help conserve energy.

Ethan Sims finished second for his project, "Lightning Inside your House," which simulated lightning with static electricity.

Laila Whitfield was awarded third place for her "Egg in a Bottle" project, which varied temperature and pressure to create a vacuum inside a bottle.

Fourth place went to Ajith Chandrasekhar for "Newton's Balloons," which demonstrated Newton's third law of motion with balloons.

Angela Huntington, mother of Alpha Hart Lewis Elementary fourth-grader Carter Gourley, said creating her son's project titled “Are Plants Cannibals?” took a long time, but she enjoyed working together and bonding with her son.

The pair started brainstorming in February and planted their tomatoes in March. Gourley then tested the effects of watering them with apple juice, kale juice, coffee and water. The plant fed with kale juice was the most successful.

"I think it’s a really great life lesson, to go from start to finish," Huntington said.

**Deanna Lankford, outreach specialist at the MU College of Education's ReSTEM Institute, worked closely with Heather McCullar, a Benton STEM specialist, to plan the event.**

The institute also set up six hands-on science experiments that allowed students to make water bottle rocket launchers, slime, soap tornadoes and a dry ice volcano.

Lankford said students generally produce a rough caricature of a man with unkempt hair à la Albert Einstein when asked to draw a scientist.

She hopes that events like the fair will draw a more diverse crowd of young students. "We want these kids to see science as their future," Lankford said.
Bird flu virus raises questions scientists working to answer

Saturday, May 2, 2015 | 5:17 p.m. CDT; updated 8:04 p.m. CDT, Saturday, May 2, 2015

BY DAVID PITT/THE ASSOCIATED PRESS

DES MOINES, Iowa — It's been five months since the H5N2 bird flu virus was discovered in the United States, and producers have lost 21 million birds in the Midwest alone. Yet, researchers acknowledge they still know little about a bird flu virus that's endangered turkey and egg-laying chicken populations that supply much of the nation.

Scientists at the U.S. Department of Agriculture, the Centers for Disease Control and Prevention and other federal agencies are puzzled by the H5N2 virus' spread — even amid heightened biosecurity measures — and apparent lack of widespread deaths in largely unprotected backyard flocks.

"At this point, we don't know very much about these viruses because they've only recently been identified," Alicia Fry, the CDC's leader of the influenza prevention and control team, said. "We're following the situation very closely because this is something we're continuing to understand."

The current H5N2 virus surfaced last winter in Canada and was first identified in the United States in early December, when it was found in a wild bird on the West Coast. This spring, the virus was found in poultry operations in eight Midwest states, including Missouri. Commercial producers in Iowa, Minnesota and elsewhere were forced to kill and compost millions of turkeys and chickens.

Scientists speculate that perhaps rodents or small birds, seeking food, tracked the virus into barns. Maybe it's the work of flies, as the bird flu virus has been found on the insects in a Pennsylvania outbreak in 1983 and in Japan in 2004. The USDA's chief
veterinarian even floated the idea last week that wind may be blowing dust and feathers carrying the virus from the barnyard into buildings through air vents.

"To me, the main concern is the disease is moving even with heightened biosecurity," said Richard French, a professor of animal health at Becker College in Worcester, Massachusetts. "Ideally we've got to try and figure out the way it's most likely moving and try to put controls in place to stop that."

Poultry farms' biosecurity measures include changing clothes and boots before entering barns, disinfecting equipment and vehicles before they approach the barns and assigning workers to specific barns.

As new operations are infected almost daily, USDA epidemiologists also are trying to determine whether the virus came from a wild bird or could have spread from poultry in another barn or a nearby farm. MU veterinary scientists also are monitoring the outbreaks and testing genetic material.

"We are continuing to evaluate how facilities become positive because we also want to be cognizant of any potential risk of lateral spread from farm to farm," said T.J. Myers, the USDA associate deputy administrator of veterinary services. "We are doing those evaluations as we speak and we really don't have enough data to report on that yet."

Another puzzling question has been why there hasn't been a surge in infections of backyard flocks. The USDA has identified 12 cases including five in Washington in January and February, plus others in Idaho, Kansas, Minnesota, Montana, Oregon and Wisconsin.

Cases might not be reported, French said, noting that commercial operations have a financial incentive to immediately report illnesses because the government pays them for each live bird that must be destroyed. Plus, French said, outdoor chickens could have been exposed over time to low pathogenic versions of bird flu and have developed stronger immunity.

One belief held by researchers will soon be tested: whether the virus will die as temperatures warm up and ultraviolet light increases. With temperatures this week in the 70s in many of the affected states and even warmer weather expected soon, infections should decline if that assumption is true.
But David Swayne, director of the Southeast Poultry Research Laboratory in Athens, Georgia, acknowledged it's hard to predict what will happen.

"It's pretty complex. It involves the climate, the temperature itself, the amount of humidity there," he said.

Scientists expect the virus to return in the fall along with cooler temperatures and wild birds migrating south, but Swayne says the virus could burn itself out and disappear for a while before that.

Amid all the questions is one about the human element: Could the virus spread to people? So far, it hasn't, but significant efforts are underway to develop a vaccine just in case.

"We're cautiously optimistic that we will not see any human cases, but there certainly is a possibility that we may," Fry said.

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Entrepreneurs employ technology to solicit startup seed money

By Alicia Stice

Saturday, May 2, 2015 at 12:00 a.m

For the past two years, an idea has tugged at the back of Mark Kinsley’s mind.

It came to him in a moment of frustration at Wilson’s Fitness Center on Range Line Street.

As he did deadlifts, Kinsley noticed the weights kept hitting his phone, which was in the thigh pocket of his shorts. Instead of risking a crack to the phone’s glass screen, Kinsley tucked it into the waistband of his underwear, which he said unfortunately both made it harder to reach and caused the phone to get drenched in sweat.
“I looked online and thought surely there is a pair of shorts with a hip pocket for my iPhone,” he said.

There wasn’t. So instead, he started working with a pattern-maker to design his dream pair of gym shorts. The shorts offer a smartphone pocket that is secure enough that users can do a handstand without the device falling out, but also make the device easier to reach than with armbands many people use when they exercise.

Since that moment of inspiration, he has moved more than 240 miles away from his Columbia home to take a job as the vice president of marketing for a company credited with inventing the bedspring. But Kinsley has not forgotten his plans to manufacture and sell what he thinks could be a game-changing pair of gym shorts.

Instead of asking a bank to lend him the $50,000 it would take to get Kippo shorts off the ground, Kinsley decided to take a nontraditional route that is appealing to a growing number of entrepreneurs. At 5:45 a.m. March 24, he launched a fundraising push on Kickstarter.com, a website that allows people to raise money online in exchange for a cut of the donations. People who use Kickstarter only get the money if they reach a monetary goal they set ahead of time, otherwise the website refunds the donations, and the project creators get nothing.

Kinsley asked supporters to donate money to his project in exchange for perks such as preorders of the shorts. The crowdfunding trend fuses preordering, marketing and old-fashioned fundraising to breathe life into projects that might not otherwise get a chance. As the movement gains traction, some are eagerly watching to see if it causes a more permanent shift in the way entrepreneurs launch businesses.

**Peter Klein, an associate professor of applied social sciences at the University of Missouri and director of the McQuinn Center for Entrepreneurial Leadership, said most business ventures do not involve a loan from a local bank or a massive investment from a major Silicon Valley capital fund.**

“There’s a joke among entrepreneurs that, you know, most startup companies get financed by three F’s: friends, family and fools,” Klein said. “People are maxing out their credit cards, borrowing from parents.” Crowdfunding websites “allow you to expand your circle of friends, family and fools, to the whole nation, anyone on the web.”

**JUMPING IN**

For banks and entrepreneurs alike, small business loans are risky. They have among the highest default rates; banks stick their necks out and could absorb a loss, and business owners potentially are taking out a loan they might never pay back.

“Think back to Finance 101, the difference between debt and equity,” Klein said. “This is an equity channel, not a debt channel.”
So instead, would-be entrepreneurs are heading online. They write a quasi sales pitch to people who might want to support their project in exchange for future profit shares, merchandise or a first-round order of the product itself.

Kinsley said he didn’t even consider traditional funding methods because crowdfunding felt like a natural fit for his idea.

“If you have a product that really solves a problem and it makes sense for a platform’s users, it’s a great way to raise money in advance without having to go into debt,” he said.

The Kickstarter crowd already is tech-savvy, Kinsley said, and the platform allowed him to market his product to a massive audience for free, even if they didn’t make a donation.

In the end, 929 backers pledged $64,563 to help Kinsley make his shorts a reality. He said his initial goal of $50,000 gave him something to work hard toward, despite the company being little more than one man with an idea.

“$50,000 was a big number for a company that had never launched a product,” he said. “I didn’t have any advertising money to put behind it. It’s been totally organic.”

**PRESSED FOR CASH**

For Columbia band Cantalouper, crowdfunding was less about making business happen than it was about easing the burden on their own pocketbooks.

The group started a fundraising page on Indiegogo.com, a website similar to Kickstarter, to release their second album on vinyl. Band member Levi Dolan said the group pursued vinyl because they have “loved that format for a long time,” but releasing on vinyl costs about four times what it takes to make CDs.

“We are very album-oriented with our band,” Dolan said. “We’re really interested in supporting a format that hopefully allows” listeners “to spend some time with it... We’ve been people that listen to records for a long time, and this was kind of a place we felt like we could go for it and try to do one ourselves.”

The band set a goal of $5,000 on its crowdfunding page to cover the cost of cutting the master lacquer for the vinyl album and pressing records as well as the packaging. The $5,000 goal did not include any expenses from the actual recording process.

The band raised $1,700 through the campaign. Dolan said Cantalouper had a strong response from “our core people,” saying the process helped the group focus on what wanted to accomplish with the project.

“It gave us a focus to really develop our project and work hard on making all the parts of it the very best that we could,” Dolan said. “We certainly would have liked to meet our goal and pay
all our expenses, but realistically for a band like us, it’s always going to be a combination of different elements that allow us to put out a record.”

The band also makes money by selling merchandise such as T-shirts, buttons and posters.

“It’s definitely based on our belief that it matters, and that it’s something that we really care about,” Dolan said about the band’s music, adding that playing together is more important than making money. “We hope to keep growing it, growing it little by little. There’s not like, this other huge revenue stream for us.”

A TOUGH SELL

It’s a unique avenue for a hairstylist, but Kartina Moore has turned to crowdfunding to grow her business. Moore recently opened a Columbia-based salon designed for people who are homebound or who have disabilities that make it hard for them to make it to a traditional hairdresser.

Like Kinsley, Moore set a $50,000 goal for her project. She wants to use $15,000 of the funding to secure a yearlong lease in a building so she can supplement her home visits with a traditional storefront. New flooring, paint and automatic doors for the building as well as the necessary salon equipment drove the steep price tag.

Unfortunately for Moore, her Indiegogo fundraising is not going as well as Kinsley’s project. Moore raised only $35 in the first month of her fundraiser, though the campaign has another month before it wraps.

“It’s not looking good,” Moore said. “I don’t know what I need to do to move people to action. If I don’t make my goal, ... I’m going to apply to get a small business loan through the” Small Business Administration.

Despite a slow start, Moore said the people she has talked to about her business made her feel like there was enough support to fund the project.

“Every person I tell what I’m doing, they get really excited and then they give me an example of how they could have used my service,” she said. “All the time I hear, ‘My mom had a stroke, we could have used your service. I knew somebody that was in their home and they couldn’t leave, and they could have used you.’ ”

OUT OF THE BOARDROOM

Ethan Mollick, a professor at the Wharton School of Business in Philadelphia, has researched the trends of crowdfunding. Mollock found that beyond raising money for startup projects, entrepreneurs are able to gain attention from news outlets, customers, potential employees and outside funders through their online efforts. His research also showed more than 90 percent of successful crowdfunding projects stayed in business one to four years after their campaigns ended.
Klein said it’s too early to determine how much crowdfunding will affect future entrepreneurship. Still, he said the possibilities are exciting. If nothing else, crowdfunding cracks open the investment process by taking it out of closed-door meetings with angel investors. Now, anyone with Internet access and $20 has a chance to be a part of a new business endeavor.

“It potentially could be very big,” Klein said. “It opens up both potential entrepreneurs and potential investors. It’s a whole new channel of bringing them together.”

COLUMBIA MISSOURIAN

The Maneater, MU's student newspaper, hosts 60th reunion

Friday, May 1, 2015 | 7:29 p.m. CDT; updated 9:54 p.m. CDT, Saturday, May 2, 2015
BY BROOKE VAUGHAN

COLUMBIA — Jerry and Penny Shnay met at The Maneater, MU's student-run newspaper, in the late-1950s.

He was a sports reporter. She covered social aspects of the university and fashion. They would arm wrestle, and Penny Shnay said she always won. Her husband of 55 years, a left-hander, said she won because he was wrestling with his right arm.

The couple, who now live in Chicago, came back to campus for the weekend to join in celebrating 60 years of the newspaper that brought them together.

The Maneater was founded in 1955, replacing the Missouri Student, as the student newspaper at MU. According to an article written by the Maneater in 2005, Joel Gold, who served as the paper's inaugural editor, chose the name Maneater because he wanted the paper to take an aggressive news angle and to develop into an independent watchdog of MU.

On Friday, about 120 Maneater alumni began gathering in Columbia to eat, drink and celebrate with fellow staff-members. Attendees range from Jerry Shnay who graduated in 1957 to members of the class of 2014.
"The Maneater was the way I got into writing and connecting with people," said Jerry Shnay. "I love Mizzou. It changed my life. I met Penny, and I got a good grounding for the craft that I always wanted to be a part of."

The Maneater's weekend-long event consists of happy-hours for mingling, panels and a banquet Saturday night. The panels will feature journalists from CNN, The New York Times, USA Today and the Associated Press.

Todd Copilevitz, digital strategist for J. Walter Thompson in Atlanta, reflected on the way the Maneater prepared him for life after college.

"It taught me to lack a sense of fear no matter the circumstances," Copilevitz said. "I would fly around the world to where bad stuff had happened, and I made the move to advertising, and it never dawned on me that I couldn't do it."

The reunion — organized by current Maneater staff — is a way to connect experienced alumni with more recent graduates. It is also an opportunity to show past alumni what The Maneater is like today, said Elizabeth Loutfi, current editor-in-chief at the Maneater.

"I'm excited to meet the people responsible for continuing the Maneater legacy," Loutfi said. "When I was a freshman, I didn't realize I would be a part of an organization with such a purpose."

COLUMBIA MISSOURIAN

'Little appetite' for LGBT protections in Missouri legislature
Sunday, May 3, 2015 | 6:00 a.m. CDT; updated 9:19 p.m. CDT, Sunday, May 3, 2015
BY DANIELA SIRTORI

JEFFERSON CITY — You could tell it was 1998 because of the large glasses sported by many legislators, the black-and-white profile pictures of lawmakers on the legislature's website and the Democratic majority in the General Assembly.
That year, Rep. Steve McLuckie, D-Kansas City, introduced the first version of the bill now known as the Missouri Nondiscrimination Act. It would have banned discrimination based on sexual orientation in housing, employment and public accommodations.

McLuckie's bill was heard by a Missouri House of Representatives committee, but it never got a vote. A version of the LGBT protections legislation has been filed almost every year since 1998 in the House and the Senate, and it still hasn't made it out of the legislature. In 2013, the Senate passed a bill similar to the nondiscrimination act on the last day of session, but the House didn't take it up.

This year, Rep. Stephen Webber, D-Columbia, and Sen. Joseph Keaveny, D-St. Louis, are the leaders of the effort. Although their bills — House Bill 407 and Senate Bill 237 — are not too different from McLuckie's, they include gender identity as a potential protected category.

Missouri has 160,000 adults who identify as lesbian, gay, bisexual or transgender, including 100,000 who are part of the state's workforce, according to a 2013 study by the Williams Institute, a nonpartisan think tank based in the UCLA School of Law that does research on LGBT issues.

Missouri offers few protections for people who identify as LGBT. The state's Human Rights Act protects people against discrimination in housing, employment and public accommodations based on race, color, religion, national origin, ancestry, sex, disability and age.

Sexual orientation and gender identity are not part of the law.

"For me, it's an issue of fairness," Webber said. "It's an issue of justice, and it's about allowing everybody to achieve their potential."

Missouri farmers concerned over agriculture's future
Saturday, May 2, 2015 | 4:48 p.m. CDT
BY RAY SCHERER/ST. JOSEPH NEWS- PRESS

ST. JOSEPH, Missouri. — Rodney Baublit enjoys tending 1,000 acres of row crops south of St. Joseph, but he nurtures a concern that such a livelihood might eventually disappear from rural America.

"I've been around farming all my life," he told the St. Joseph News-Press. "My dad farmed when I was young. It's so hard for the younger generation to get started." He fears the agricultural pride will not carry over to would-be successors, once he and others are through tilling the land for a living. The sprawl of technology and attractiveness of other jobs out of the region are at least partially to blame.

Corporations that have set about swallowing up tracts of ground for their own purposes handicap the family farmer's mission, Baublit said. Raw economics give rise to more complex problems that must be surmounted.

"You have to try to keep costs down," he said. "It's hard ... The family farm's going to disappear if we don't stop the corporations. Their big money's going to make it where you can't afford anything."

Ray Schwarz raises an average-sized dairy herd between the Missouri towns of Gower and Plattsburg. He faces similar challenges in maintaining his operation.

"Since the drought, we've been able to get back to normal," he said. "We were blessed with the way things turned out."

Crops he also grows on the farm produced yields last year that went far beyond expectations.

But Schwarz doesn't share the belief that corporations will ring the death knell for the family farm.
"We have learned to cooperate and work with corporate America," he said. "The so-called stigma of corporate America, I’m not sure it’s a true picture."

However, he said, corporations have been able to lure the young away from the family farm by offering high salaries.

"That's the main reason why you don't see many young people coming into agriculture," he said. "It makes for kind of a tough situation."

His family’s history with dairy traces back nine generations. He wants someone to continue milking cows after he's finished.

"Right now, I'm kind of looking for another generation to step in," Schwarz said.

Patrick Westhoff, director of the Food and Agricultural Policy Research Institute at MU, said modern farming continues to transform as machinery advances. Operations are becoming larger, more specialized — or both, he said.

"The evolution of technology is part of the reason why farms are getting bigger," he said.

Other challenges lie in the costs of land and farmers’ willingness — or lack thereof — to embrace advances in the industry.

John Ikerd, professor emeritus of agricultural & applied economics at MU, has done extensive research into the family farms of North America. He said the consolidation of agricultural land into large corporate farms paved the way for the North American Free Trade Agreement. Family farms in the United States, Canada and Mexico are all being consolidated into large businesses to compete in global markets.

"Perhaps the most important challenges in all three countries are government farm policies that increasingly support the industrialization of farming in a quest for economic efficiency," he said.

Ikerd called farmers' advancing age another obstacle to the traditional livelihood.

"Young people who do choose farming as their occupation also face a major challenge in gaining access to land," he said.
There were 108,000 farms in Missouri as of 2010, according to the U.S. Department of Agriculture's National Agriculture Statistics Service. The state had 242,000 farms in 1950, the agency said.

America's student debt pain threatening a corner of bond market

May 03, 2015 6:36 am • By Jody Shenn and Matt Scully • Bloomberg News

NO MU MENTION

NEW YORK • America's mounting student-debt problem is threatening to create trouble in part of a $170 billion bond market tied to government-guaranteed loans.

With borrowers increasingly struggling to repay their student loans, Moody's Investors Service is warning it may take investors longer than promised to get their money back. The credit grader said this month it may lower rankings on $3 billion of top-rated debt as investors face the threat of slowing principal payments or even receiving no interest.

The concern underscores the fallout from a record $1.2 trillion in U.S. student loans that's spreading to everything from the housing market and consumer spending to taxpayers. As a sluggish economic recovery forces borrowers to miss payments or tap relief programs, only 37 percent are current and reducing their balances, according to a Federal Reserve Bank of New York presentation this month.

"The recession really hit a large portion of the borrowers who have student loans hard," Barbara Lambotte, a Moody's analyst, said in a telephone interview. "Because of that, a significant portion of borrowers have used various options to avoid paying down their debt.

Thanks to the government's guarantees of 97 percent of loan balances, Moody's and Fitch Ratings see little risk that investors won't eventually get their money back even if missed payments accelerate. But the threat of downgrades and slower principal payments fueled an investor retreat that's driving yields higher on some top-rated securities.

Yields over benchmark rates widened in April to about 0.5 percentage point from the typical level of about 0.35 percentage point for some AAA rated securities, according to Scott Austin, the co-head of securitized products at TCW Group Inc. The firm is avoiding certain parts of the market even as it sees others being undervalued because of the risks.
"This is not an issue of getting the money back, it's an issue of the timing," said Austin, whose Los Angeles-based firm oversees about $180 billion. "There are market participants that have or will sell these securities because they might get downgraded or will get downgraded," he said.

As students and their parents take out loans to fund the increasing cost for college and graduate school, debt balances have tripled in the past decade, drawing comparisons to the mortgage bubble of the 2000s. Sarah Bloom Raskin, the U.S. Treasury's No. 2 official, said in a speech in November that high default rates and delinquencies threatened the ability of Americans to invest in homes and businesses and could strain the Treasury, which finances about $100 billion of loans each year.

Until recently, though, the effect on the bond market had raised few concerns. Unlike the mortgage bubble, the student-lending boom hasn't been fueled by Wall Street's penchant for bundling loans into securities.

After Congress passed legislation in 2010 that stopped government guarantees in favor of direct federal lending, issuance of bonds backed by the debt collapsed. Outstanding securities have declined to $170 billion from almost $200 billion in 2008, according to Securities Industry & Financial Markets Association data.

Bond investor risks are being stoked by a slow recovery in the job market for recent graduates, which has slowed repayment rates below levels initially expected, according to Fitch, which said in a statement last week that it also saw risks in the market it will address on a bond-by-bond basis.

Five years after leaving school, borrowers in low-income communities have made "practically no progress" in paying down their loan balances, according to an April 16 presentation by New York Fed economists. Their aggregate balance is still 97 percent of the amount they left college with, its data show.

Borrowers are putting off payments by getting forbearances as they struggle or are tapping government programs that let them make smaller payments over a longer period before the debt is eventually forgiven. A push by the Obama administration has expanded use of those programs. Some graduates unable to find jobs are also going back to school, which allows them to defer repayment.

For federally guaranteed loans that are backing bonds, the amount of balances in deferment or forbearance has climbed to 35 percent from a range of 20 percent to 25 percent before the financial crisis, according to data from Nomura Holdings Inc.

If bonds aren't paid off at maturity and end up in default, higher-ranking investors in the deal can adjust the cash flows, effectively cutting off payments to junior investors, according to a report by Bank of America Merrill Lynch analysts. Some of the senior investors also would be repaid slower.

Issuers that regularly tap the market for asset-backed securities may "come to the support" of the deals by buying out the underlying loans, Deutsche Bank analysts Elen Callahan and Kayvan Darouian wrote in a April 15 report. In January, Navient Corp., the loan servicer once part of the company known as Sallie Mae, amended the documents of 17 deals to boost the amount of loans it could repurchase, they said.

Tom Capasse, a principal at Waterfall Asset Management, who helped found Merrill Lynch's ABS business in the 1980s, said that Moody's was "spot on" in seeing a potential risk of defaults in deals from more borrowers' accessing payment relief. That can cap what the hedge-fund manager is willing to pay for junior-ranking interests in transactions that could see their payments to investors stopped at least temporarily.

"It makes our bids less competitive," said Capasse, whose firm oversees about $4.3 billion.

*With assistance from Janet Lorin in New York.*
Here’s a seemingly simple question: How have the educational-attainment rates of various groups of Americans changed over the years?

It’s a question with considerable impact. For example, the answer could help determine how well the country’s colleges and universities are meeting its labor needs, and how equitable education is across various demographic groups.

And the answer is? Well … that’s the hard part.

In a new report from George Washington University’s Graduate School of Education and Human Development, Sandy Baum and two co-authors asked that and a handful of related questions, but they found the answers far more elusive than one might suspect. The result is a pretty good guide to the challenges of education data, including these five “gotchas” that are good to remember:

Combining Data

In order to answer the questions set out in the report, the George Washington researchers needed to assemble data from eight sources:

- American Community Survey (ACS), for demographic data
- Beginning Postsecondary Students Longitudinal Study (BPS), for degree attainment
- Current Population Survey (CPS), for labor statistics
- Integrated Postsecondary Education Data System (Ipeds), for a wide variety of college data, including graduation rates
- Digest of Education Statistics, which is largely drawn from Ipeds
- National Postsecondary Student Aid Study (NPSAS), for student aid
- National Student Clearinghouse (NSC), which tracks students as they transfer between colleges
- Survey of Income and Program Participation (SIPP), which is a household survey that includes educational-attainment data

From differing methodologies to varying accuracy of the underlying data, it’s not hard to imagine the difficulty in reconciling those disparate databases. Or, as the report puts it, “some of the differences in these data sets lead to systematic differences in the results they generate.”

Determining Definitions
Sometimes the challenges in unifying data start with developing a standard set of definitions. While some people might use “attainment” and “completion” interchangeably, they are not synonymous. Attainment measures “the highest level of education that individuals have completed,” while “completion” describes “how many people finish the programs they begin.”

One could hold the completion rate steady, but expand enrollment in order to increase attainment. Likewise, one could hold enrollment steady, but expand completions to increase attainment. The two are not interchangeable.

Even terms like “college graduate” and “undergraduate degree” can be open to interpretation. In 2011-12, 3.8 million students completed their undergraduate studies. Yet fewer than half — 43 percent — earned bachelor’s degrees. The other credentials were short-term certificates and associate degrees. That matters because enrollment rates include students at two-year institutions, many of which don’t offer bachelor’s degrees. Their students, therefore, could never “attain” a bachelor’s degree, even though they could certainly complete their degrees.

**Demographic Shifts**

For those seeking a look at demographic trends, beware. How people identify has changed over the years, and different sources use different methodologies. For example, before 2008, Ipeds used a different methodology than did the Census Bureau, though now the two are mostly aligned. Furthermore, some reporting combines ethnic groups, which can mask variances within one of them. For example, the categories of whites or blacks sometimes include people of Hispanic origin; other times they do not. Likewise, sometimes Asians and Pacific Islanders are grouped together, obscuring the differences between the groups.

**Survey Says**

Some of the data are culled from institutions; other statistics come from individuals. Some data are complete censuses of everyone involved; other data come from selected and varying samples. The Current Population Survey is based on a sample that excludes people residing in military barracks, prisons, and old-age homes. The American Community Survey is based on samples that include those populations.

The decennial census attempts to gather information about every individual, just as Ipeds attempts to gather data from every provider of postsecondary education.

Additionally, different populations have characteristics the data might not reflect. For example, many older age groups have higher attainment levels than do younger groups. That pattern might suggest a drop in education levels among younger populations. In reality, as the report explains, it shows that many people earn their degrees well after the traditional college age.

**Keeping Track**

Tracking the data over space and time raises all sorts of problems. For example, how many degrees a state awards doesn’t necessarily correspond to the distribution of degrees within that state, because graduates can and do move after college. As the report points out, “California ranks 21st in the percentage of adults between 25 and 44 years old with at least a bachelor’s degree (32 percent), but 46th in the number of bachelor’s degrees awarded in 2009-13 relative to the number of 18- to 24-year-olds (4 percent).”
Furthermore, tracking students over time can be tricky if they transfer. For privacy reasons, Ipeds data don’t track students who transfer away from the institutions where they started. By contrast, the National Student Clearinghouse does track most of the students who transfer, but their data cannot be broken out by institution.

There have been calls to resolve some of those problems with better data collection, such as rescinding the ban on a federal unit-record system, but until that happens scholars will just have to remember the data researcher’s motto: caveat emptor!