Caring for Tech’s oldest residents

Robert Nesmith
Communications & Marketing

Georgia Tech currently has two full-time staff members providing care for nearly 6,000 of the Institute’s residents. Of course, it helps that nearly three-quarters of these residents actually move, excepting a strong breeze.

According to the Department of Facilities Landscape Manager Hyacinth Ide, a 2004-2005 report tallied more than 5,000 trees on campus. Ide and Facilities foreman George Roberts say that during the last couple of years, probably close to 1,000 more have been planted.

“In a normal year without a drought, we try and plant 50 trees in-house and 260 trees as new development annually,” Roberts said. While some of the planting would equal new trees, in some cases—especially with a drought—new saplings are planted in an effort to replace dying older trees. The goal, he said, is to replace the same amount that was lost. “If you take down a 20-caliper tree [20-inch diameter], you should replace that with 10 2-caliper trees.” A tree’s diameter, Roberts said, is measured at about five feet high.

The campus has two dedicated employees—that’s one for roughly 3,000 trees—a certified arborist and an equipment operator, whose main functions are watering and inspecting trees. And with the drought, this has become a necessary task. These two, instead of embarking on long-term care for the trees, spend two to two-and-a-half days a week watering, Ide says the younger trees especially need the attention. “We just don’t have enough manpower to do what a full tree program calls for,” he said. “It’s critical work.”

Because of heavy foot traffic

Trees continued, page 3

College of Engineering recognized by Hispanic Business Magazine

Hispanic Business Magazine ranks Georgia Tech the top engineering graduate school for 2008.

The magazine noted Georgia Tech’s reputation for being one of the nation’s premier research universities and the generosity of the Goizueta Foundation as factors for the ranking. “The College of Engineering is extremely proud to be recognized by Hispanic Business Magazine for our academic excellence,” said Dean Don Giddens. “Our students benefit from a diverse student body as they prepare for the global job market.”

Funding from the Goizueta Foundation has helped create and expand many programs for both retaining and actively

Hispanic continued, page 2

In remembrance

As part of Tech students’ commemoration of the seventh anniversary of Sept. 11, 2001, nearly 3,000 American flags were placed on the Skiles Lawn adjacent to the Student Center. A program was also held at the Georgia Tech Campanile.

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Campus Events . . . . . . . . .   4
Management faculty publish new research

College of Management faculty members have published recent studies, including how people rely on reviews in online forums and creativity while working in teams.

**Trusted reviews**

Consumers increasingly rely on recommendations in online forums, such as Amazon.com and AngiesList.com, when deciding which products and services to buy. In most cases, they’ve never met the posters of these reviews. Without traditional cues to assess the credibility of reviewers, people evaluate not only the content of opinions, but also the online behavior of posters, according to a recent article in the Journal of Marketing Research titled “Listening to Strangers.”

Factors influencing the perceived value of reviews include posters’ speed of response to queries, the length of their opinions, back-and-forth dialogue, and a reputation for successfully answering others’ queries, found the researchers.

The study was conducted by Nicholas Lurie, assistant professor of marketing in the College of Management, and Allen Weiss and Deborah Macnissi, marketing professors at the University of Southern California.

“Imagine that you send an e-mail to members of your neighborhood association asking for recommendations for painters. How do you decide whose recommendation to trust?” Lurie asks. “Our study suggests that you are likely to give greater weight to those who respond quickly, write a lengthy response, and engage you in a back-and-forth discussion.”

In addition to finding that reviewers’ current behavior affects value perceptions, the researchers found that previous reviews can help or hurt depending on whether information seekers want to make a decision about buying a particular product/service or just learn more about the options.

If information seekers want to learn more about a particular topic, such as important features to consider when buying a digital camera, they value recommendations from information providers who have made multiple contributions on the same subject. But they tend to discount advice from people whose posting history shows recommendations made across a wide variety of topics.

The reverse is true when information seekers have moved from the learning stage to the decision-making point. When people aim to make a decision, they value posters who’ve made recommendations across a wide variety of topics.

For example, in an online marketing forum, a CEO with a decision-making orientation who needs help choosing between different sales-force automation software packages might get information from an advisor with a wide range of interests more than the recommendations of someone with highly specialized expertise.

The researchers also found that receiving large amounts of information is more important for individuals with a learning goal than for decision-makers.

“Our results suggest that it is critical for marketers (as providers of information) to discern whether potential customers have a learning or a decision-making goal,” write the researchers. “Making strategic choices about how to respond to customer inquiries and from whom such responses should come is particularly relevant to current marketing environments in which communication is customer initiated.”

**Team-based creativity**

With more employees working in teams, it’s critical for companies to find ways to enable these teams to be more creative in their work. Although creative ideas occur in the minds of individuals, ways of thinking about and approaching problems can be jointly developed by the team, according to a recent article in the Strategic Entrepreneurship Journal by Christina Shalley, professor of organizational behavior at Georgia Tech, and Jill Perry-Smith, assistant professor of organization and management at Emory University. Titled “The Emergence of Team Creative Cognition: The Role of Diverse Outside Ties, Sociocognitive Network Centrality, and Team Evolution,” their article explores how imagination, insight, and creative ideas develop, evolve, and spread from one team member to another, ultimately increasing the team’s ability to think creatively about a range of problems.

In essence, there is a team mindset that is greater than the sum of individual team members. When this synergistic process occurs, teams have the capacity to achieve high levels of creativity.

Shalley and Perry-Smith develop the concept of “team creative cognition,” which refers to a shared repertoire of cognitive processes among team members that provides a framework for how the team approaches problems creatively.

“Specifically, we propose that diverse personal ties outside of the team shape and strengthen individual team members’ creative muscle, and that this individual creative cognition is infused within the team, ultimately resulting in team creative cognition,” write the authors.

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**Hispanic, cont’d from page 1**

recruiting Hispanic students. Hispanics represent the fastest-growing ethnic population at Georgia Tech with a total of 888 students currently enrolled as of fall 2007. Georgia Tech’s College of Engineering has a Hispanic graduate enrollment of 58. This fall, Tech had its largest Hispanic freshman class ever with 126 students.

Student organizations such as the Society of Hispanic Professionals (SHP), Hispanic Recruitment Team (HRT), Capoeira Cordão de Ouro (CCO), Gringos y Latinos, Lambda Upsilon Lambda Alpha Latin Sorority, the Hispanic Scholarship Fund (HSF) Scholar Chapter, and Lambda Upsilon Lambda Fraternity, Inc. are dedicated to increasing the participation of Hispanic professionals and graduate students in the fields of engineering, science and other technical and non-technical professions. These student groups also provide a rich cultural experience for Hispanics and the campus community.

Each year, the number of minority female and minority male students continues to grow, ensuring that Tech graduates will be ready to thrive in a multicultural and global workforce. Hundreds of employees, representing a substantial number of Fortune 500 companies, recruit intern co-ops and full-time employees annually from Tech. Hispanics represent the fastest-growing ethnic population at Tech with a total of 888 students currently enrolled as of fall 2007.
The largest tree on campus, a 66-inch-diameter willow oak just east of the Student Center Commons, is also easily the oldest at more than 100 years old. Its canopy, Roberts said, is more than 100 feet wide. It wasn’t always in good shape, though. When Ide arrived at Tech nine years ago, he said it was in a rapid state of decline. Some care and tending to it, though, brought it back around.

Amadei cont’d from page 1

generation of engineers and scientists to consider taking their expertise across the globe where “the job of 5 billion people is just to stay alive each day.”

Amadei, an engineering professor at the University of Colorado, Boulder, became involved with a small village in Belize, almost by “accident,” learning of it from several landscapers who were working at his Colorado home. While visiting, he found that several girls carried water back and forth to the village almost all day, which prevented them from attending school. To help, he wanted to install a low-cost, low-powered pump system to deliver water to the village. In presenting the idea to his students, he discovered they were excited about the trip, about applying their idea to his students, he discovered they were excited about the trip, about applying their ideas to their future careers.

Amadei quoted economist and Practical Action founder E.F. Schumacher in saying, “Find out what people do, and then help them do it better.”

Established in 1990, the George W. Woodruff School of Mechanical Engineering Annual Distinguished Lecture recognizes an engineer who delivers an outstanding contribution to society. Amadei was originally scheduled to speak to the Tech community in April, but fell ill. The lecture is made possible by an endowment from the late Tech alum, George W. Woodruff.

“Amadei is just a tireless and courageous person, a person of conviction,” said School Chair William Wepfer. “He serves to give engineering a human face, and the message that engineering is a very humanitarian endeavor.”

Wepfer added that it was the attendance of an American Society of Mechanical Engineers seminar by School of Mechanical Engineering students and faculty that precipitated Amadei’s invitation. “He was the keynote speaker there.”

IN BRIEF:

DeMillo joins foundation board

College of Computing Dean Richard A. DeMillo joined the board of directors of the Jimmy and Rosalynn Carter Partnership Foundation. The Atlanta-based foundation provides grants and awards recognizing best practices in campus-community partnership programs and the best new ideas for student-led community service projects. DeMillo, who has focused the college’s efforts on “Computing for Good,” said he looks forward to working with the foundation in the pursuit of tangible, humanitarian goals. For more information, visit www.cc.gatech.edu.

Call out for binational workshops

The United States–Israel Binational Science Foundation (BSF) announces the availability of funds for joint proposals from American and Israeli co-principal investigators to form a workshop bringing together American, Israeli and Palestinian scientists for a partnership in research projects. Criteria for workshops include: aim to broaden participation and partnership of Israeli and Palestinian researchers of all backgrounds, and focus on areas of research that have broad Middle East regional importance.

Applications are due no later than Dec. 19. A workshop or shops will be chosen by March 5. For more information, visit www-bsf.org.il.

Correction

In the Sept. 8, 2008, edition of The Whistle, a person handing out recycling bags for game day recycling efforts was wrongly identified as Capital Planning and Space Management Director Howard Werthheimer. The Whistle regrets the error.

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September 26  
Atlanta-based Arrested Development performs at the Ferst Center for the Arts at 8 p.m. For more information, visit www.ferstcenter.gatech.edu.

October 3  
The Ferst Center for the Arts has added a 5:30 p.m. performance of the political comedy and musical group Capitol Steps. The 8 p.m. show has sold out. For more information, visit www.ferstcenter.gatech.edu.

Conferences & Lectures

September 16  
School of Psychology Professor Fredda Blanchard-Fields presents the Tuesday Talk “Older Adult Expertise in Emotion Regulation: Gains and Costs,” from 2 to 3:50 p.m. in the Neely Lobby of the Library and Information Center. For more information, visit www.library.gatech.edu.

Four-time space shuttle astronaut Robert Crippen, who piloted the maiden flight of Space Shuttle Columbia, will present physics undergraduate Jenna Campbell with a $10,000 scholarship from the Astronaut Scholarship Foundation. The event will be from 3 to 4 p.m. in the Ferst Center for the Arts.

September 17  
Steve Lukasik, a Distinguished Senior Research Fellow with the Center for International Strategy, Technology and Policy, presents “Rainbow’s Beginning. The Difficult Birth of Networking,” from noon to 1 p.m., in room 117 of the Smithgall Student Services Building. For more information, visit www.cstsp.gatech.edu.

School of History, Technology and Society Assistant Professor William Winder presents “Locked Out? How the United States Limits Voter Participation.” at 2 p.m. in the Neely Lobby of the Library and Information Center. For more information, visit www.hits.gatech.edu.

Faculty, staff, post-doctoral scholars and graduate students are invited to attend an information session sponsored by the American Association for the Advancement of Science (AAAS) Science and Technology Fellowships, from 5 to 4 p.m. in room 3201-A of the Molecular Science and Engineering Building. For more information, visit www.fellowships.aaas.org.

School of Biology Professor Jeannette Yen presents “Biologically Inspired Design,” from 6 to 7 p.m. in the Architecture Auditorium. For more information, visit www.coa.gatech.edu/id.

September 23  
University of South Carolina Professor Catherine Murphy presents “Three Short Stories About Gold Nanorods,” at 3 p.m. in room G011 of the Molecular Science & Engineering Building. For more information, visit www.chemistry.gatech.edu.

September 24  
The Georgia Tech Fire Safety office presents a “Rock Dorm Room Fire,” from 11 a.m. to 2 p.m., in the Library parking lot. For more information, visit www.safety.gatech.edu.

Susan Herbst, executive vice chancellor of the University System of Georgia and professor of public policy in the Ivan Allen College, presents “Media and American Democracy,” from 3 to 4 p.m. in the Technology Research Square Building auditorium. For more information, visit www.cc.gatech.edu.

Faculty/Staff Development

September 23  
Georgia Tech Training Services offers the free course “Introduction to Zimbra Basics,” from 9:30 to 11:30 a.m. in room 169 of 711 Marietta St. For more information, visit www.training.gatech.edu.

Ongoing

Georgia Tech Training Services offers the free Emergency Preparedness certificate consisting of several courses. For more information on scheduling or for other classes offered, visit www.training.gatech.edu.

Miscellaneous

September 17  
Members of the Georgia Tech Presidential Search Committee will explain the process, receive input and answer questions in several one-hour sessions during a public forum, from 9 a.m. to 3 p.m. in the Student Center Theater. For more information on the sessions for faculty, staff and students, visit www.gatech.edu/president/search.

The Georgia Tech Faculty Women’s Club holds its fall open house lunch, “Celebrate the Past, Embrace the Future,” from 11 a.m. to 1 p.m. in the President’s Home. All wives of Institute faculty, women faculty and newcomers are invited. For more information, visit www.gtfwc.gatech.edu.

September 18  
A champagne and hors d’oeuvres reception will celebrate the naming of the Sam Nunn School of International Affairs as a European Union Center of Excellence, from 5:30 to 7:30 p.m., in the Thornton Atrium of the College of Management. For more information, visit www.inta.gatech.edu.

September 25  
Join Georgia Tech’s team of the Kaiser Permanente Corporate Challenge 5K, 7 p.m. at Turner Field. Registration is open until Sept. 24 and the cost is $30 per person. Van transportation will be provided from the Campus Recreation Center. For more information, visit www.crc.gatech.edu.

Classifieds

2002 Acura 3.2 TL-S. Pearl white w/ tan leather, Bose sound system, navigation system. Exc. condition. 100,000 miles. $9,500. Call 770-491-9512.

80 NPGI 49cc scooters, vintage and modern. Amazing colors, only $1,995 with helmet, gloves, warranty, riding lesson. 770-757-6489.

2001 silver Ford Focus ZTS, 190,000 miles. Clean history, gray leather int. Flcs. $6,000. OBO. Call 678-431-4135 or e-mail donna.castenelli@business.gatech.edu.

Real Estate/Rentals

Academic couple looking for short-term (fall and possibly spring semester) rental or house sitting situation in a nice area (Decatur, V. Highlands), relatively close to a MARTA stop. E-mail alexander.ames@cc.gatech.edu.

For rent: Condo in Inman Park. Loft w/ balcony overlooking pond and private park. W/D, DW, secure parking, gym, $1,300/mo. Call Antina at 415-290-5886 or Courtney at 404-550-3793.

For sale: 2BR/2BA condo in historic downtown Healey Building. Convenient to campus. Walk to MARTA, court houses, Centennial Park, library, restaurants and more. Call 404-513-5640.

For rent: 1BR/1BA, fully furnished garden condo, utilities incl. $625 per month. Spacious w/ abundant closet space and large balcony. Easy access to Midtown from 185 and Clairmont Rd. Call Rick, 404-625-1686.

For sale: 4- or 5BR/3BA home on 1-acre lot in Princeton Square, Sandy Springs. HW floors throughout, new kitchen, Office/exercise room, screened porch. Great schools; near MARTA and Perimeter Mall. $399,900. For info, call 404-944-1455 or e-mail rick.hdan@bellsouth.net.

2BR/2BA condo for rent. Gated, Tuscany Condo-miniums at 955 Juniper St. in Midtown. 1,200 sq. ft.; 2 parking spots. HW floors, great centers, stainless steel appliances, tracked lighting. Roommate floor plan. Pool, fitness center, tanning beds incl. Pics, info at http://atlanta.craigslist.org/apx/7611667406.html. E-mail MSondeman24@gmail.com.

Roommate needed: 1BR/BA house in Douglasville, near I-20. Access to kitchen, living room, laundry (washer and dryer) and large yard. Non-smoking and drug-free environment. $550. Call 404-610-8577 or e-mail greenjenny6@hotmail.com.

For sale: 4- or 5BR/3BA house in Duluth/ Norcross area. 25 min. to Tech. 2-car garage, base- ment, custom kitchen, newer appliances, HW floors, open floor plan. Private back yard w/ oversized deck and hot tub. Cal-de-sac lot, new Leaf Guard gutter, $250,900, will pay $2,000 in closing costs with full price offer. Judy Brown, 770-841-4372 or 770-445-3551, or e-mail ds351@gr1.gatech.edu.

For sale: 2.5BA w/ basement, off Steve Reynolds Blvd. in Duluth. 30 min. to Tech. $220,000. Large LR, DR, kitchen, laundry, 2-car garage, fenced garden, 3,400 sq. ft., swim/tennis neighbor- hood, exc. schools. Call 770-573-9466.

2.76 acres, near Ellijay w/ stream and cabin, only $54,000. Call Susan Shedd at 706-632-7041 or visit www.Appalachian-Realty.com.

For sale: Large studio time-share in Las Vegas at the Planet Hollywood Towers by Westgate. $1400. Available any week. For pics and info, visit www.westgatersorts.com or call 404-317-0185.

Furniture/Appiances

Low-boy dresser, 5-foot by 3-foot, 9 drawers, with attach- able mirror. Used once; sell for $275. Also, Alum. 32-ft. extension ladder, $59, in Jan. 08. Used once; sell for $275. Also, Alum. 32-ft. extension ladder, $59, in Jan. 08. Used once; sell for $150. Call 770-891-2485 or e-mail jean. guenter@pa.gatech.edu.

Free yellow jacket and wasp nest removal. ‘Nests to be used for research at Georgia Tech. Call 585-6311 or e-mail michael.goodisman@biology.gatech.edu.

Weekly Ads are available at www.whistle.gatech.edu. Ads appear and run for three weeks in the order in which they are received. E-mail submissions to editor@comm.gatech.edu