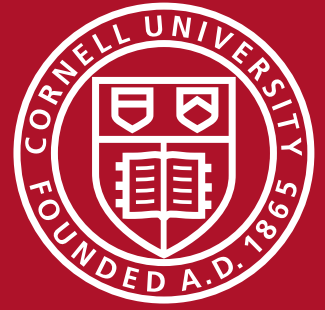


# ILR*ie*



## Alumni Magazine

WINTER 2018





# WELCOME TO ILRie



Dear Alumni and Friends,

It is my great pleasure to welcome you to our new alumni magazine. After careful consideration, we decided to refocus this magazine to better reflect its primary purpose — to

celebrate the common bond that ties our community together. ILRies are, indeed, special. We are leaders in the classroom, leaders in our chosen professions and leaders in our communities. We are motivated to drive positive change in the world and to look out for one another along the way. The ILR education, which fosters a unique understanding and appreciation for both labor and management issues, compels us to become critical thinkers and problem solvers, no matter the challenges we face. The impact of our collective ILR community on just about every aspect of the workplace is truly inspiring. There simply is no place on earth like ILR and you all contribute to elevating the reputation and legacy of our beloved school.

I have been involved with the ILR School as a student, alumnus and faculty member for over 20 years. In that time, I have seen, firsthand, the incredible impact that the school has on the lives of so many around the world. As associate dean, I have worked with Kevin, our former dean, our students, faculty, staff and alumni to develop and implement some of the key initiatives that have positioned us for the future. And now, it is my privilege to serve as interim dean to help continue the momentum we've started. I truly believe that ILR's best days are ahead, thanks to all of you.

You are part of something special. Take pride in being an ILRie.

All my best,

Alexander Colvin, Ph.D. '99  
Interim Dean  
Martin F. Scheinman Professor of Conflict Resolution

ILRie is produced by ILR Communications and Marketing. Contributors include BUILT, Dave Burbank, Michael Carr, Hilary Roberts Grant, Katherine Heaney '20, Chris Kitchen, Sandi Mulconry, Brian Pappalardo, Jon Reis, Rockstars and Jesse Winter.



ALUMNI DRIVING IMPACT

# JAMEY EDWARDS

1996 | MBA 2003

## Humanizing Health Care

Jamey Edwards '96, MBA '03, is adamant about challenges.

That's why the cofounder and CEO of Cloudbreak Health, one of the nation's most widely used telemedicine platforms, is helping lead the way in changing how medicine is delivered. Cloudbreak's mission is to humanize health care by developing technology to build relationships between doctors and patients.

"The industry is so broken and risk averse," he said. "I can see how poorly it works and how unfair it is for many patients, so I am passionate about leveling the playing field for people who can't level it for themselves."

Edwards' three-year-old California company, which now serves more than 830 hospitals and medical facilities, delivers more than 90,000 clinical encounters a month. One of their first offerings was video language interpretation services to help doctors communicate with patients with language or hearing barriers. Cloudbreak now also offers tele-psychiatry and tele-stroke diagnostics and treatment, with more specialties on the way.

"We have helped millions of people get better care," he said. "That's what gets me out of bed every day."

"We founded Cloudbreak to humanize health care and help resolve health care disparities. We saw firsthand that physicians were suffering from burnout and the number one symptom of burnout is treating people like objects to be moved through the health care factory. We believed that we could put technology solutions in the doctors' hands that would make their life easier. If we could do that, we could restore the joy of their calling and they would take better care of patients."

Edwards said studying labor law, social psychology and employer-employee relationships as an undergraduate helped build his confidence as a leader and influenced how he has grown his company, which has more than 300 employees.

"I use my ILR education every day. Understanding social psychology and why people do the things they do is critically important to managing a business. At the end of the day, we transact as human beings, so my education helped me develop a deeper knowledge of how to influence desired behaviors and how to build a culture that would allow me to attract the best talent."

Edwards' ILR diploma hangs in his office. "It's a daily reminder of the impact Cornell has had on my development."

# DARYA MOLDAVSKAYA

2012 | MENG 2018

## Alum's Passion for Caring Could Help Keep Elders at Home

Darya Moldavskaya '12, MEng '18 arrived at ILR as an 18-year-old who knew she wanted to focus on something that would impact people's daily lives.

"The majority of people spend at least eight hours a day at work and their work often defines them. So, making the workplace better seemed like a good place to start."

After working at Mercer in human resources, then graduating from Cornell Tech with a master's of engineering in computer science, she found a niche for impacting people's lives by cofounding ReverCare. The startup helps family caregivers identify, select and vet resources to help them care for aging loved ones.

ReverCare grew from what Moldavskaya saw unfolding in her personal life. Her parents, Boris and Nadia Moldavskaya, are balancing careers with caring for Boris's 90-year-old mother in their home, following her hospitalization for an injury that limited her mobility.

Boris spent weeks making phone calls to government agencies and medical offices to get Medicaid to cover a home health aide. He and Nadia took time off of work to care for Darya's grandmother while they worked to resolve caregiving needs.

ReverCare was born at Cornell Tech during Moldavskaya's final semester, one devoted to multidisciplinary teamwork to solve real world problems. She and cofounder Kiyam Rajabi won a \$100,000 Cornell Tech Startup Award that includes a year of office space in Cornell Tech's state-of-the-art Tata Innovation Center.

"Receiving the award has given us the courage and necessary support to take that leap and commit to doing something we really believe in."

This summer, the team tested its framework. "We learned that family caregivers need more than just information about how to solve their problems. Even when they know how to do something, like apply for Medicaid or find professional in-home help, they simply don't have the bandwidth to do it."

"Because of this, we've decided to have our care coaches provide not only information, but also encouragement and support in getting things done. Similar to a personal fitness trainer, we are now coaching people toward what they want to accomplish."

Helping an aging loved one challenges caregivers emotionally, financially and physically for years at a time; Moldavskaya hopes ReverCare helps set the bar for resources offered by employers to workers, much the same way it offers assistance to parents.

"In my eyes, ReverCare will be a success if it becomes standard for employers to provide assistance for employees caring for elderly loved ones beyond emergency backup care."

"The ILR curriculum inspired our business model of employers offering our service as an employee benefit," Moldavskaya said. "The ILR School played an incredibly vital role in how I ended up where I am. It did a great job at not only preparing me to enter the workforce, but also gave me an ability to critically think about how to make the working environment better for all."

As ReverCare enters its next phase, Moldavskaya acknowledges the path forward is unmarked. "With ReverCare, there is no predefined measure of success for intermediary steps. There are no grades, promotions or raises that signal that I am moving in the right direction. This level of ambiguity has been the most challenging and, at the same time, most rewarding part of doing a startup."



**"CAREGIVERS NEED MORE THAN  
JUST INFORMATION ABOUT HOW  
TO SOLVE THEIR PROBLEMS."**

— Darya Moldavskaya

# A WONDERFUL RELATIONSHIP

**Louisa Hayward, MILR '89, mentors Aimee La France '20 via Skype, providing career advice and networking opportunities.**

Louisa Hayward, who lives in Houston, retired from ExxonMobil as global HR projects manager in 2013. Prior to her 24-year career at ExxonMobil, she held HR positions in health care and higher education. She stayed connected to ILR over the years, presenting in a number of classes, and supporting the ILR Annual Fund with her husband, Roger Petersen.

Aimee La France, of Skaneateles, N.Y., is a member of the ILR Women's Caucus, which piloted a mentoring program in the summer of 2017. She and Hayward were paired due to their common interests.

Alumni mentorship of students is a treasured ILR tradition that is passed generation to generation. Hundreds of students have received professional and life guidance from alums in diverse careers.

While La France was an intern for the Western New York Council on Occupational Safety and Health, in Buffalo, she and Hayward spoke several times.

During those discussions, Hayward helped La France narrow her interests so that she could make course and internship choices that would support her career goals.

"I was astonished at how focused she is at such a young age," Hayward said.

Summer quickly faded, but the relationship did not. Since then, Hayward and La France have continued to talk every month or so.

"Being able to check in continuously with Louisa as I learn more about what I want to do has been invaluable," said La France, who now plans to pursue a career in human capital consulting or corporate HR.

Hayward sees her role as one of listening and reflecting. "Drawing on my experience

both at Cornell and in the HR profession, I ask questions to help her make informed decisions."

"Louisa helps me reflect on a new experience and translate it into my next course of action," La France said. "She also helps with the emotional side of those decisions."

La France, who says she would encourage more students to look to alumni as resources, is particularly grateful for the corporate HR insight she has gained.

"Louisa has taught me about the politics of corporate HR and how you have to sell yourself to get new opportunities," she said. "We've talked extensively about how to stay true to yourself while still having the confidence to accentuate your strengths and recognize your weaknesses."

Also invaluable are the connections she has made through Hayward, who puts her in touch with industry professionals.

This spring, when La France studies abroad at the University of Oxford, she will already know someone in London — an Oxford graduate who works for the Hongkong and Shanghai Banking Corp., and who is a former colleague of Hayward.

"It's been a wonderful relationship," La France said. "To have someone personally help you through your career search is very special."

The two hope to meet one day in person. "I will definitely make that happen before Aimee graduates," Hayward said.

Aimee La France '20, left, is mentored by Louisa Hayward, MILR '89.



Homecoming 2018: ILR students, heading toward the football game, rally behind Touchdown, Big Red's mascot.



# PREPARING LEADERS

## Talent, Leadership, Impact

**ILR's impact on individuals, communities and workplaces is amplified by alums and faculty who have created an intellectual stronghold where labor and management issues can also be examined by the newest workplace problem solvers — our current students.**

The school's incredible network of partners allows our students to work with more resources, wider collective innovation and stronger outcomes.

"The work I've done as a student in ILR has helped me feel empowered to enact change, and has given me a deeper perspective about how to best support low-income communities," said Odalis Flores '19, a Worker Institute research fellow.

Flores helped plan the Workers' Rights in the Gig Economy Conference, which reviewed policy and worker responses to precarious work and interviewed day laborers about working conditions.

Nick Martin '19, left, and Chris Rogers '19 work with Barbara Bookman, director of disability programs at the City University of New York.

*Continued on Page 12*



Katherine Heaney '20

This past spring, Rogers, along with Mitchell Butler '19, worked at DXC Technology in Melbourne, Australia, and Martin worked at Microsoft in Seattle. Samuel Slaw '19 was an intern last spring at EY's Autism at Work Program.

ILR students gain experience in many sectors, often through alums who extend opportunities through the ILR Credit Internship Program or the noncredit Freshman Externship Program.

Ching Liu Huang '20 was thrilled to spend time with Judge Joey Contreras '85 of the 187th District Court in Bexar County, Texas, and watch a felony trial from start to finish.

Katherine Heaney '20 was mentored by Devin Sullivan '04 through the ILR Winter InterSession Program. As vice president of human resources and labor relations at Mount Sinai, Sullivan shared views of human resource practices, hospital compliance, union contracts, wages and benefits.

Heaney observed an investigation of an employee complaint over wrongful termination and witnessed the arbitration process between hospital management and the nurses union.

"After taking several courses in labor relations and conflict resolution at ILR, it was exciting to witness how I can apply the skills and knowledge in my future career. Students appreciate the exceptional opportunities and resources that alumni provide."

**Preparing Leaders** *Continued from Page 11*

A growing number of students are working on initiatives to help workplaces recognize disability as a part of diversity and to be more inclusive of workers with disabilities.

Susanne Bruyère, director of the K. Lisa Yang and Hock E. Tan Institute on Employment and Disability, established an autism in the workplace undergraduate credit internship program to facilitate student learning about innovative recruitment programs and to gain on-the-ground research skills.

Institute interns Chelsea Steinberg '19 and Taylor Kim '19 worked at the SAP Autism at Work Program, a German company with Philadelphia and Bay Area program locations. Interns Jaelle Sanon '19 and Aja Ceesay '19 worked at the JPMorgan Chase & Co. Autism at Work Program.

Chris Rogers '19 and Nick Martin '19 worked this summer as interns on a concept designed to improve supports for City University of New York autistic students transitioning from college to work. The ILRies interviewed university personnel, potential employers and autistic students and their parents.

ALUMNI DRIVING IMPACT

**NYEA STURMAN**

**Magical Job Started as Just a Dream**

2000

On the morning of her business school graduation in 2005, Nyea Sturman '00 received "the best graduation present ever" — an offer to join the Orlando Magic.

In the years since, she has served as partnership business manager and assistant director of legal services. After cofounding the Magic's legal department, she was named general counsel in 2014.

Sturman's team of two attorneys and a paralegal provides legal support to Magic business units and other sports properties, which include a National Basketball Association G League team, the NBA's official minor league, an ECHL hockey team and an NBA 2K League esports team.

"Much of what I do is similar to what a general counsel would do for any other organization," she said. "But our product is a bit different — it's basketball and entertainment."

"Only in this industry can you go with 200 of your colleagues to the NBA Finals to cheer on your other teammates, who are on the floor playing." Some of the opportunities she has had include working on the development of the Amway Center, a sports and entertainment complex that is the Magic's home court, and on the 2012 NBA All-Star Game, held in Orlando.

Growing up in an athletic household, Sturman — who played field hockey, basketball and softball in high school and whose father was also an attorney — dreamed of a career in sports law.

"At ILR, I tried to introduce sports themes into every paper and project until I could



take the one sports-themed class offered at the time," she said.

Sturman recalls taking two Cornell courses that were mirror images of each other: an income distribution class in ILR, which presented the subject from an economics perspective, and a social inequality class in Arts and Sciences, which presented the sociological perspective.

"That made for one of my most interesting semesters, because I was able to look at one subject from two completely different vantage points."

After graduating from ILR, Sturman earned a sports law degree at Marquette University, where she now serves on the advisory board for the National Sports Law Institute. She also earned an MBA in sports business at the University of Oregon and

was an intern for the Milwaukee Bucks, the Pettit National Ice Center and the National Football League.

Sturman notes that, like in most industries, the Magic "is always looking to integrate technology" into the organization.

The Magic's innovation lab, "an incubator for design thinking," was one of the first in professional sports. "We've had a multitude of projects go through the lab that have had a significant impact on our business," she said.

After more than a decade, Sturman still finds her dream job exciting. "Technological advances like virtual reality and wearables require you to keep learning," she said. "Every day brings something different, which keeps me on my toes."



GROAT AWARD WINNER

**CAROLYN  
RICHMOND**

More Grateful than Ever

The Richmond family has deep roots at Cornell. Stephen Richmond A&S '59 fell in love with the university and shared his admiration for dear old Cornell with his family. This tradition of loyalty and dedication continues with his daughter Carolyn D. Richmond '91, the 2019 Judge William B. Groat Award winner, along with Carolyn's sister, Nancy Richmond Goldstein '94, MBA '96, Law '97; brother, Jeffrey Richmond A&S '92, MD '96, and cousin Janet Goldberg Horn '95.

The Groat Award, ILR's highest alumni honor, in addition to the Alpern Award, recognizes achievement in the labor relations field. Carolyn Richmond, a partner with the Fox Rothschild law firm and chair of its Hospitality Practice Group, has been honored by many organizations. She was selected by Crain's New York Business for its 2009 "40 Under 40," by Human Resource Executive magazine for its 2018 "Most Powerful Employment Attorneys" and by Total Food Service for its 2018 "Top Women in Metro New York Food Service & Hospitality."

"Being in the company of the previous Groat Award winners is an incredible honor," Carolyn said about being selected as the 18th recipient of the prestigious ILR award.

Alex Colvin, interim dean of ILR, said, "Carolyn is a force of nature in the legal field. She has created a whole new category with her focus on the restaurant industry. Her initiative and expertise has helped countless small business owners prepare for and prevent legal issues. We are fortunate to have her as an ILRie who sets an example for others to follow."



"Winning cases isn't the point of what I do," Carolyn said. "I get the most satisfaction out of the preventative side of my work. I spend most of my time educating small business owners and steering them away from legal issues that plague many others in the industry."

This approach speaks well to the Groat winner's down-to-earth and friendly demeanor; Richmond is always willing to participate in a discussion, stand up for her beliefs and enjoy life. She shared, with a quip, that during a stint with the 1996 Clinton-Gore campaign, she had "defensive" driving lessons from the Secret Service in order to drive staffers and press in Clinton presidential motorcades, sang in the choir at the Kennedy Center Honors event for Billy Joel's recognition ceremony and was featured on an episode of HGTV's "Selling New York."

Carolyn serves the school and university in many ways. She is a member of the Cornell University Council, the President's Council of Cornell Women and the ILR Dean's Advisory Council. Carolyn has been active, since its founding, with the Cornell Center for Innovative Hospitality Labor and Employment Relations. She is a member of its advisory board and speaks every year at its national event, the HR in Hospitality Conference.

The Groat Award takes Carolyn full circle as an ILRie. "I remember sitting in my classes and being surrounded by brilliant students and educators and the thought never crossed my mind that I'd be among these prestigious names making my own contribution. This honor makes me more grateful than ever to be part of the ILR community."

Generosity of Time and Talent

After boarding a Greyhound bus to visit Cornell during her junior year of high school, Diane Rosen '78 knew that the ILR School would be a perfect fit.

"I loved the idea of a curriculum focused broadly across subjects like psychology, sociology and labor history," said Diane, recipient of the 2019 Alpern Award for service and support to ILR. The award will be presented at the school's Groat and Alpern Celebration on April 11 at The Pierre hotel in New York City.

Diane entered ILR at 17 years old. She attended public high school in Fort Lee, N.J., where rigorous academics were not the norm. "Half of the kids in my school went to a four-year college, primarily state teachers' colleges. Of those not on the college-bound track, the girls learned secretarial skills and the boys studied trades." Diane's parents, who went to city colleges in New York, expected her to attend college, but were not actively involved in the admissions process.

When Diane arrived at Cornell in 1974, her father had recently passed away and she suddenly found herself having to arrange for student loans and on-campus part-time work. However, she made the most of the ILR experience, taking advantage of the ability to supplement her ILR education with classes in government and political science. As a junior, she studied at the London School of Economics, gaining an appreciation for life outside the United States. As graduation approached, she was torn between her desire to get a Ph.D. in organizational psychology and the practicality of a law degree. In the end, she chose law. Diane graduated from Georgetown Law in 1981 and was admitted to the New York bar in 1982.

Currently of counsel at Ortolini Rosenstadt LLP, Diane specializes in real estate and corporate transactions. She has expertise in U.S. copyright law and is a mediator and conflict coach with a specialty in custody and visitation. She received her MBA from New York University and a master's in applied positive psychology from the University of Pennsylvania.

Having begun her legal career at Weil, Gotshal & Manges LLP, as well as Skadden, Arps, Slate, Meagher & Flom LLP, she took time off to raise her children, Amanda '12 and Oliver '17. Diane is the author of "The Grownup's Guide: Living with Kids in Manhattan" and was the founding vice president of Girls Learn International, a nonprofit organization that works to combat the global crisis in girls' education. Diane is interested in mid-20th century art, and collects WPA-era prints in thematic areas such as urban landscapes, social

ALPERN AWARD WINNER

**DIANE  
ROSEN**



commentary and industrial images, as well as table-top pieces that showcase industrial design of the 1930s and 1940s.

Every month, she devotes time to her alma mater and other organizations involved in issues that are of great personal importance to her, particularly those related to women's rights in the workplace and beyond. From a Cornell perspective, she serves on the Cornell University Council, the ILR Dean's Advisory Council, the advisory board of the Scheinman Institute on Conflict Resolution, the President's Council of Cornell Women and the Cornell Council on Sexual Violence. She also serves on the board of Planned Parenthood of New York City, Inc., and the advisory board of the Mt. Sinai Adolescent Health Center. She previously served on the board of trustees of the Trinity School in Manhattan, the New York French American Charter School and her local community board in Manhattan.

Alex Colvin, interim dean of ILR, said, "I have known Diane for many years and she truly gives all of herself to everything she does. There aren't many people I know who are as generous with their time and talent. She has made an incredible impact on the world around her and we are lucky to call her an ILRie."



## Hope, Potential, Labor Leadership

Labor leader Al Davidoff '80 is right where he belongs: working for the Solidarity Center, the global worker rights organization aligned with the AFL-CIO.

As director of organizational and leadership development for the Washington, D.C., nonprofit, Davidoff collaborates with international activists fighting to end child labor, migrant worker abuse and gender-based violence. Davidoff has also defended workers' rights in the United States — beginning at Cornell in 1976, when he was a freshman. Employed as a custodian to help with tuition, "I saw workers on campus weren't being paid a livable wage," Davidoff said. He noticed women and workers of color at Cornell tended to be at the bottom of the employment ladder. He also saw workers starting to organize.

"I became so impressed with these emerging activists that I wanted to be as much a part of that campaign as possible," he said. He developed into a student leader, heading ILR's student government, then stayed after graduation to "help build a union from scratch." In 1981, UAW Local 2300 was voted in by 1,100 Cornell service workers. Davidoff, just 23 years old, was elected president. "Other than the birth of my children, there is no day in my life that was more dramatic and bursting with hope and potential," he said.

Fifteen years later, Davidoff became the national AFL-CIO director for New York state. His primary role was helping New York unions shift resources, strategies and culture in order to effectively organize. A stint as vice president for 1199 Service Employees International Union came next. In this capacity, Davidoff helped organize nursing home and hospital employees in upstate New York.

Then, he joined Randi Weingarten '80 at the American Federation of Teachers. During his three years there, Davidoff launched a community outreach team that brought together teachers, parents, students, labor and community. Davidoff, who maintains strong ties with ILR and helps lead The Worker Institute's National Labor Leadership Initiative, says American unions are under attack, but there are reasons for hope.

Mentioning Black Lives Matter, the resurgent women's movement and campaigns for sensible gun control and immigrant rights, he said, "There

is more energy and activism now to create a fairer society than at any other time in my life."

"Early on," Davidoff said, "I learned that when working people have a real opportunity to get involved in something important, guess what? They will."

**"EARLY ON, I LEARNED THAT WHEN WORKING PEOPLE HAVE A REAL OPPORTUNITY TO GET INVOLVED IN SOMETHING IMPORTANT ... THEY WILL"**

— Al Davidoff

# DEAR ALUMNI, PARENTS AND FRIENDS,

Our ILR community dedication remains strong and lasting. After graduating from Cornell, alumni establish careers and have impact in so many critical areas, as you have read in the first edition of ILRie.

Dave Price '87 has taken time from his busy life to return to campus during freshman orientation for the past 15 years.

Nationally recognized for his time as a CBS News weather anchor, Dave also has five Emmy awards. As a journalist working nationally and internationally, he has covered tragedies, inaugurations, sports championships, even the Macy's Thanksgiving Day Parade.

During his ILRie welcome, Dave counsels our new students on how to fend off fear, tap resources and form lifelong bonds. Then, he introduces alumni friends in the audience who have returned to campus for an impromptu reunion. Their enduring friendships reflect the personal bonds ILRies carry forward, and their careers testify to the tangible benefits of a Big Red education.

"There is not a day in my busy schedule when I don't use something I learned at ILR," Dave said. "It's impossible to quantify how valuable my ILR education is in my life and in television."

Dave founded the Price Student Experience Fund, which provides internship opportunities outside of the traditional ILR template.

"The ILR education creates a foundation for success across so many fields. It's wonderful to play a small role in providing students with exposure to careers they might never have considered, and providing organizations with remarkable talent that they might not have otherwise sought out," he said.

If you would like to learn about ways you can invest in ILR, our faculty and students, please let me know when we can talk.

Thank you, ILRies, for all that you do.

Warm regards,

**Jennifer S. Thurston**  
**Assistant Dean**  
**ILR Alumni Affairs and Development**  
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Dave Price '87 addresses new students on how meaningful ILR will be for them.



# ILR School

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Darya Moldavskaya '12, MEng '18, works on her startup at the Tata Innovation Center, part of Cornell Tech in New York City. See story on Page 4.