



# To register

complete the enclosed registration form and mail to:

Winter College 2012  
The Ohio State University Foundation  
1480 W. Lane Avenue  
Columbus, Ohio 43221-3938

Or to register online, visit:

[giveto.osu.edu/wintercollege2012](http://giveto.osu.edu/wintercollege2012)

Email: [wintercollege@osu.edu](mailto:wintercollege@osu.edu)

Phone: (614) 688-3249

For **HOTEL RESERVATIONS**, please reference The Ohio State University Winter College room block.  
Contact: Ritz-Carlton Beach Resort of Naples (site of Winter College) at (888) 856-4380  
or Hampton Inn at (239) 261-8000.

# Ohio State Matters

WORKING LOCAL  
LIVING GLOBAL

The Ohio State University  
**WINTER  
COLLEGE**  
— **2012** —

February 17-18

**Ritz-Carlton Beach Resort of Naples**

**280 Vanderbilt Beach Road, Naples, Florida 34108**

Dear Friends:

I very much hope that you will join us for Winter College 2012 at The Ritz-Carlton Beach Resort of Naples on February 17 and 18. Our remarkable presenters will be discussing topics ranging from the groundbreaking research taking place at our academic medical center to trends in the earth sciences and green technology field. More details are available in this registration packet, as well as at [giveto.osu.edu/wintercollege2012](http://giveto.osu.edu/wintercollege2012).

Thank you, again, for being such committed and engaged members of our Ohio State family. I look forward to sharing with you the extraordinary work of our University faculty in Naples. In the meantime, know of my very best wishes.

Sincerely,



E. Gordon Gee  
President  
The Ohio State University

## SCHEDULE

### Friday, February 17, 2012

7:00 a.m. – 8:00 a.m. Early Bird Registration and Continental Breakfast

8:00 a.m. – 8:30 a.m. Opening Remarks and Coach Urban Meyer

8:30 a.m. – 9:30 a.m. General Session

Dean Bernadette M. Melnyk, PhD

**New Trends in Transforming Health**.....page 2

9:45 a.m. – 10:45 a.m. Breakout Sessions 1

Michael A. Caligiuri, MD

**Leaps & Bounds: The Remarkable  
Journey of Cancer Research**.....page 3

Clay Marsh, MD

**It's All About You: Predicting, Preventing,  
Personalizing, and Participating in Your Health Care**.....page 4

Ali Rezai, MD

**Re-Wired: Deep Brain Stimulation**.....page 5

Christopher Kaeding, MD

**Discover Sports Medicine:  
Winning On and Off the Field**.....page 6

11:00 a.m. – 12:00 p.m. Breakout Sessions 2 (Repeat Sessions 1)

Michael A. Caligiuri, MD

**Leaps & Bounds: The Remarkable  
Journey of Cancer Research**

Clay Marsh, MD

**It's All About You: Predicting, Preventing,  
Personalizing, and Participating in Your Health Care**

Ali Rezai, MD

**Re-Wired: Deep Brain Stimulation**

Christopher Kaeding, MD

**Discover Sports Medicine:  
Winning On and Off the Field**

Friday, February 17, continued

12:00 p.m. – 12:45 p.m. Lunch

12:45 p.m. – 1:45 p.m. General Session

Dean Christine A. Poon, MBA

**Missing Link to Economic Recovery**.....page 7

2:00 p.m. – 3:00 p.m. Breakout Sessions 3

Anil K. Makhija, PhD

**CEO Personalities and the Bottom Line**.....page 8

Itzhak (Zahi) Ben-David, PhD

**A Look Back at the Subprime Mess**.....page 9

Steven M. Davidoff, JD

**Current State of Financial Markets from a NYT Columnist**.....page 10

Geoffrey S. Chatas, MBA

**Ohio State by the Numbers**.....page 11

3:15 p.m. – 4:15 p.m. Breakout Sessions 4 (Repeat Sessions 3)

Anil K. Makhija, PhD

**CEO Personalities and the Bottom Line**

Itzhak (Zahi) Ben-David, PhD

**A Look Back at the Subprime Mess**

Steven M. Davidoff, JD

**Current State of Financial Markets from a NYT Columnist**

Geoffrey S. Chatas, MBA

**Ohio State by the Numbers**

4:30 p.m. – 6:30 p.m. Break

6:30 p.m. – 9:00 p.m. Cocktails & Dinner – Program to follow  
Remarks by President E. Gordon Gee

Saturday, February 18, 2012

7:00 a.m. – 8:30 a.m. Continental Breakfast

8:30 a.m. – 9:30 a.m. General Session

Caroline C. Whitacre, PhD

**The Next Big Discovery**.....page 12

9:45 a.m. – 10:45 a.m. Breakout Sessions 5

Rattan Lal, PhD

**Answers Underfoot**.....page 13

Brian Cummings, MBA

**Taking Buckeye Breakthroughs to Market**.....page 14

Samir Ghadiali, PhD

**Engineering Better Health**.....page 15

Giorgio Rizzoni, PhD

**“CAR Talk” with Giorgio Rizzoni**.....page 16

11:00 a.m. – 12:00 p.m. Breakout Sessions 6 (Repeat Sessions 5)

Rattan Lal, PhD

**Answers Underfoot**

Brian Cummings, MBA

**Taking Buckeye Breakthroughs to Market**

Samir Ghadiali, PhD

**Engineering Better Health**

Giorgio Rizzoni, PhD

**“CAR Talk” with Giorgio Rizzoni**

12:00 p.m. – 12:45 p.m. Lunch

12:45 p.m. – 1:45 p.m. Closing General Session

Timothy A. Gerber, DMA

**How to Listen to Music Like a Pro**.....page 17

1:45 p.m. – 2:00 p.m. Closing Remarks

# New Trends in Transforming Health



Dean Bernadette M. Melnyk, PhD

Associate Vice President for Health Promotion

Patients are being asked to take on greater responsibility for their own care. Being your own best advocate means making sure your health care provider is advising you well, that your provider is the best for your particular set of circumstances, and that you, as a patient, take steps to lead a healthy physical and psychological lifestyle. Welcome new Buckeye Bernadette M. Melnyk, associate vice president for health promotion, University Chief Wellness Officer, and dean of the College of Nursing, to Ohio State for her inaugural, empowering and illuminating Winter College presentation.

# Leaps & Bounds

## The Remarkable Journey of Cancer Research

Michael A. Caligiuri, MD  
The Ohio State University  
Comprehensive Cancer Center

**I**t's been 40 years since we declared war on cancer, and there have been few better generals in the fight than Dr. Michael A. Caligiuri, director of The Ohio State University Comprehensive Cancer Center (OSU-CCC), CEO of The Arthur G. James Cancer Hospital and Richard J. Solove Research Institute, and the John L. Marakas Nationwide Insurance Enterprise Foundation Professor of Cancer Research. The OSU-CCC is one of only 40 designated comprehensive cancer centers in the nation and is rated "exceptional" by the National Cancer Institute. Join him to learn about the current state of cancer, including relatable and remarkable examples of the progress that continues to be made in cancer prevention, detection, and treatment and the amazing work being done by cancer researchers at Ohio State.





# It's All About You

Predicting, Preventing, Personalizing,  
and Participating in Your Health Care

Clay Marsh, MD

The Ohio State University Medical Center  
Center for Personalized Healthcare

**P**4 Medicine, a term coined by biologist Leroy Hood, is short for "Predictive, Preventive, Personalized, and Participatory." The premise of P4 Medicine is to manage a person's health instead of managing a patient's disease. For it to work to its fullest potential, doctors and patients must work as a team. Join Dr. Clay Marsh, executive director of the Center for Personalized Health Care at Ohio State, for the inside story on this groundbreaking concept and how you can apply it today.

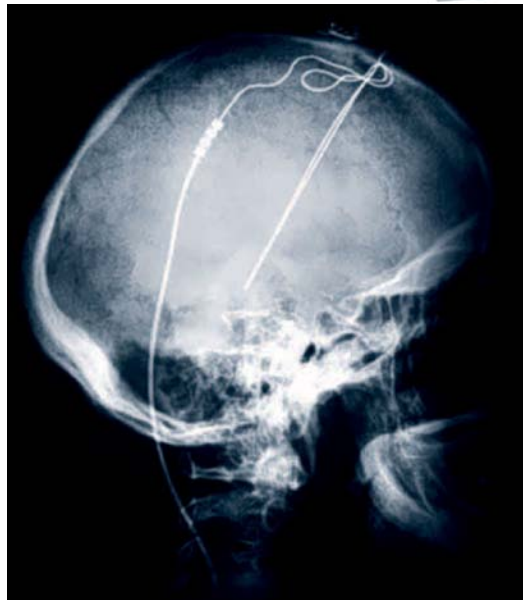
# Re-Wired

## Deep Brain Stimulation

Ali Rezai, MD

The Ohio State University Medical Center  
Department of Neurology

It's the closest thing we have to a neuro magic bullet: an electrical device implanted in the brain that alleviates the symptoms of severe movement disorders such as Parkinson's disease, psychiatric conditions such as depression and obsessive-compulsive disorder, chronic pain, and brain injuries. This is not science fiction—this is now. Join Dr. Ali Rezai, director of functional neurosurgery and the Center for Neuromodulation, as he takes you on the fantastic journey of rewiring a brain.



*Ali Rezai, MD, performing a neuromodulation procedure.*



# Discover Sports Medicine

## Winning On and Off the Field

Christopher Kaeding, MD  
The Ohio State University Medical Center  
Sports Medicine Center

**D**r. Christopher Kaeding, co-director of Ohio State's Sports Medicine Center, has learned a thing or two in 20 years of sports medicine; for instance, patients between the ages of 42 and 60 cite sports-related injuries as the second-most common reason for physician visits. Sports medicine is also about overall lifestyle wellness, focusing on prevention, performance, and endurance. No matter if you play 36 holes of golf or you just want to stay active and healthy, don't miss Dr. Kaeding and his lively presentation.

# Missing Link to Economic Recovery

Dean Christine A. Poon, MBA  
Max M. Fisher College of Business

**M**iddle market companies—those with \$10 million to \$1 billion in revenues—are a critical missing link in the quest to strengthen the global economy, according to Fisher College Dean Christine A. Poon. Join Dean Poon for a closer look at this often overlooked but very powerful aspect of our economy.



# CEO Personalities

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## and the Bottom Line

Anil K. Makhija, PhD

Max M. Fisher College of Business

**D**id you know that a CEO's personal spending habits can actually be a gauge of their corporate spending habits? Professor Anil K. Makhija from the Fisher College of Business thinks so, and will give you the inside scoop on how personal traits and practices of CEOs can affect corporate policies and standings. Peek over the fence and see how personal habits affect the bigger picture.

# A Look Back at the Subprime Mess

Itzhak Ben-David, PhD  
Max M. Fisher College of Business

Selling agents, appraisers, loan officers, and lenders all profited from high real estate prices and high leverage mortgages: transactions were then bundled, repackaged, and sold to investors. Those bundled packages were a large contributing factor in the economic meltdown that shook the world in 2007 and shows ripple effects to this day. Join Fisher College of Business Professor Itzhak (Zahi) Ben-David as he follows the money and tells the fascinating tale of “The Subprime Mess” and the old-fashioned detective work he used to figure it out.





# Current State of Financial Markets from a NYT Columnist

Steven Davidoff, JD

Michael E. Moritz College of Law

Known as the “The Deal Professor,” Moritz College of Law Professor Steven Davidoff is a weekly columnist in the business section of *The New York Times*, where he also blogs and answers the question, “Exactly what have we learned from this financial crisis?” Join Professor Davidoff as he breaks it down in an engaging and highly interactive way to find out what’s really going on—and what’s next.

# Ohio State by the

Geoffrey S. Chatas, MBA  
Office of Business and Finance

**D**id you know Ohio State uses more electricity than the city of Youngstown per year? Meet Geoffrey S. Chatas, Ohio State's chief financial officer and the man who knows everything from the number of trees on campus to the income streams of our endowment. Join Mr. Chatas as he explains the inner workings of Ohio State and what the future holds for the university.



A hand is shown in the foreground, reaching out towards a window. The window looks out onto a bright, clear sky. A dashed line graph is overlaid on the sky, showing an upward trend. The title 'The Next Big Discovery' is written across the top of the image in a large, blue, sans-serif font.

# The Next Big Discovery

Caroline C. Whitacre, PhD  
Office of Research

Ohio State stands out among our country's top research universities in the breadth, scope, and excellence of its research programs—our sheer size and depth make Ohio State a leading force of innovation and change locally, nationally, and globally. Join Professor Caroline C. Whitacre, vice president for research at Ohio State, to hear about the latest in research discoveries and what the future holds.

# Answers Underfoot

Ratan Lal, PhD  
College of Food, Agricultural,  
and Environmental Science

**D**id you know that carbon is one of the most indispensable elements to life? Increasing soil carbon, even incrementally, can boost food production, improve water quality, and amplify biodiversity. Join Ratan Lal, Distinguished University Professor in the School of Environment and Natural Resources and director of Ohio State's Carbon Management and Sequestration Center, for an elemental look at carbon and the answers underfoot.



# Taking Buckeye Breakthroughs to Market



Brian Cummings, MBA  
Technology Commercialization Office

Commercializing Ohio State research is what translates discoveries into real-world solutions that improve our lives and generates revenue to fund more research—and that is exactly what Ohio State’s new vice president for technology commercialization intends to do. Join Brian Cummings as he explains how Ohio State tech commercialization will create new businesses, stimulate job growth, and enrich and enhance lives.

# Engineering Better Health

Samir N. Ghadiali, PhD  
College of Engineering

The genetic revolution, coupled with advances in engineering technology, has opened up new ways of understanding and treating medical disorders. While projects such as mapping the human genome have provided invaluable information, it is now clear that having a large quantity of data does not necessarily lead to a better understanding of disease or new treatments. Join Professor Samir N. Ghadiali to learn how the biomedical engineering approach is leading to a better understanding of gene-environment interactions and is also leading to cost-effective medical therapies for several devastating medical disorders.



*Professor Samir N. Ghadiali demonstrates differences between healthy cells and cancer cells.*



# “CAR Talk” with Giorgio Rizzoni

Giorgio Rizzoni, PhD  
College of Engineering

**H**ow far can we push alternative fuel technology and innovation? Farther than the last time, if you ask the students and educators at the Center for Automotive Research (CAR) at The Ohio State University College of Engineering. Join Professor Giorgio Rizzoni to learn how CAR conducts interdisciplinary research activities that focus on enabling sustainable mobility and transportation, and how faster, better, stronger, and greener happens at Ohio State.

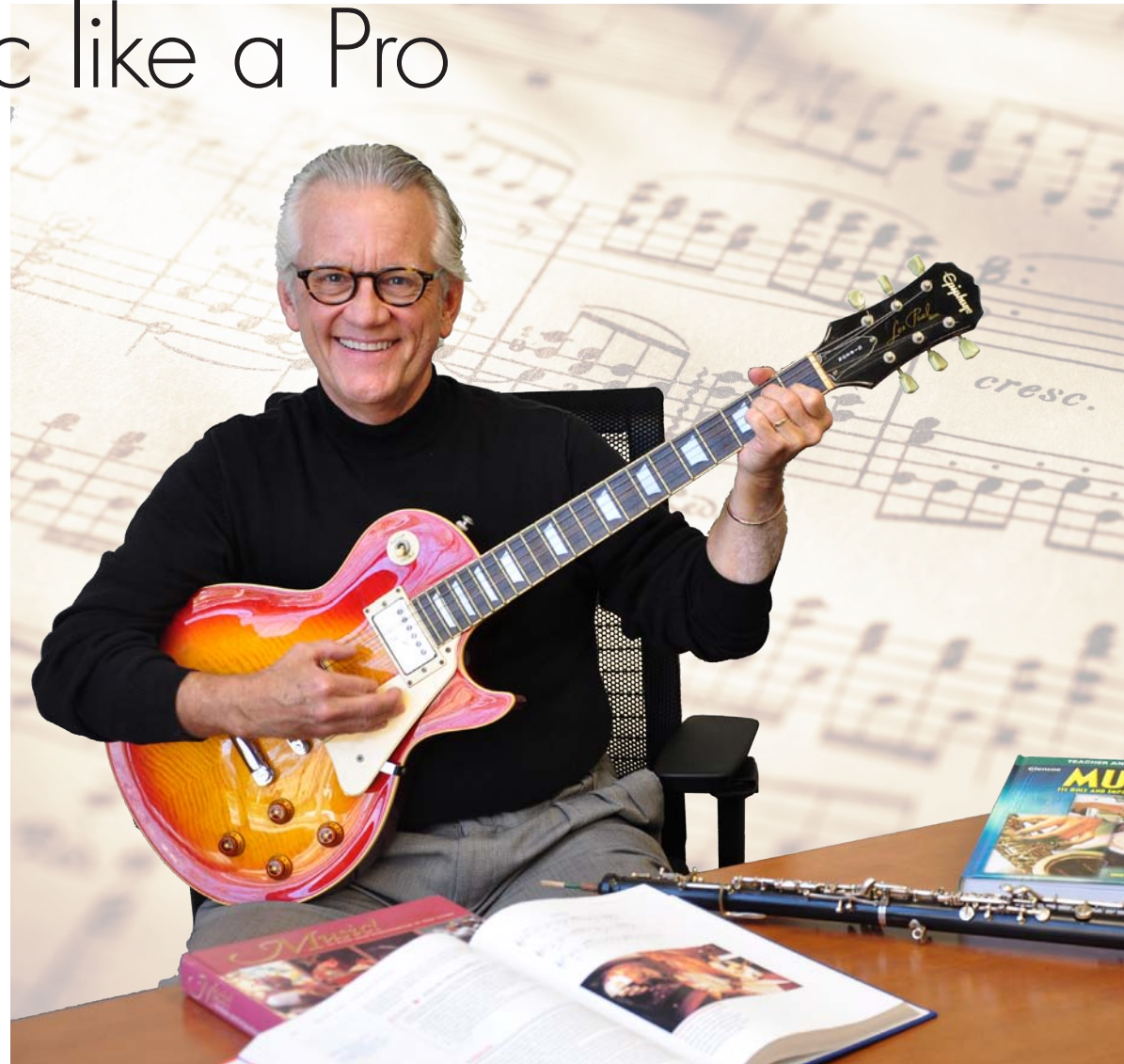
*Ohio State Engineering students inspect the Buckeye Bullet at the Bonneville Salt Flats racecourse.*

# Listen to Music like a Pro

Timothy A. Gerber, DMA  
College of the Arts and Sciences

Join the School of Music's Professor Timothy A. Gerber, DMA, for a lively analysis and discussion of four popular works that will deepen your perception and understanding of music and have you tapping your toes all the while. Learn about musical phrases, harmonic structures, melodic sequences, and other aspects of music that make it one of the most powerful and universally beloved art forms.

*Professor Timothy A. Gerber, School of Music*



## MEET THE FACULTY



**Itzhak Ben-David**, PhD, includes in his primary research at the Fisher College of Business corporate finance, behavioral finance, and real estate markets.



**Michael A. Caligiuri**, MD, is the director of the Comprehensive Cancer Center, CEO of the James Cancer Hospital and Solove Research Institute, and the John L. Marakas Nationwide Insurance Enterprise Foundation Chair in Cancer Research.



**Geoffrey S. Chatas**, MBA, Ohio State's chief financial officer and a seasoned corporate financial executive, oversees Ohio State's \$4.5 billion budget and all business functions within the University.



**Brian A. Cummings**, MBA, vice president for technology commercialization, coordinates all aspects of knowledge transfer and technology development for Ohio State.



Moritz College of Law Professor **Steven Davidoff**, JD, focuses research on financial regulation, hedge funds and private equity, mergers and acquisitions, deals and deal theory, and jurisdictional competition.



**Timothy Gerber**, DMA, of Ohio State's School of Music focuses his research on music teacher education, musical development in adolescents, and arts policy in secondary schools.



Associate Professor **Samir N. Ghadiali**, PhD, is director of graduate studies in the College of Engineering's Department of Biomedical Engineering, and associate professor in the College of Medicine's Department of Internal Medicine.



**Christopher Kaeding**, MD, is the Judson Wilson Professor of Orthopaedics at Ohio State, where he serves as the orthopaedic sports medicine fellowship director, co-director of the Sports Medicine Center, and head team physician for the Athletic Department.



**Rattan Lal**, PhD, is a Distinguished University Professor in the School of Environment and Natural Resources within the College of Food, Agricultural, and Environmental Sciences and director of the Carbon Management and Sequestration Center at Ohio State's Ohio Agricultural Research and Development Center.



**Anil K. Makhija**, PhD, holds the Dean's Distinguished Professorship in Finance at Fisher College of Business at The Ohio State University.



**Clay Marsh**, MD, is executive director of the Center for Personalized Health Care, vice dean and senior associate vice president for research at the College of Medicine, and leads the planning and growth of The Ohio State University Medical Center research programs.



**Bernadette M. Melnyk**, PhD, is associate vice president for health promotion; Ohio State's chief wellness officer, the first at an American university; and dean of the College of Nursing.



**Christine A. Poon**, MBA, is dean and John W. Berry, Sr. Chair in Business at The Max M. Fisher College of Business at The Ohio State University.



**Ali Rezai**, MD, is professor of neurological surgery; professor of neuroscience; vice chair of clinical research, department of neurological surgery; director of the functional neurosurgery and the center for Neuromodulation; and Julius F. Stone Chair.



**Giorgio Rizzoni**, PhD, is the Ford Motor Company Chair in Electromechanical Systems, professor of mechanical and aerospace engineering, professor of electrical and computer engineering, and director of the Center for Automotive Research at Ohio State's College of Engineering.



**Caroline C. Whitacre**, PhD, professor of microbial infection and immunity, serves as the vice president for Research at Ohio State.



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