

Johns

HOPKINS HAPPENINGS

AT THE MONTGOMERY COUNTY CAMPUS • MAR — APR 2007

A MEETING OF THE MINDS



Elaine Amir
Executive Director
Johns Hopkins
Montgomery County

At a meeting recently I announced that we planned to hold a speed dating event on campus to help some of the 10,000 – 15,000 JHU part-time program alumni get to know one another.

Dead silence.

“Speed dating?” asked a University official.

“Oops. I meant to say speed networking!”

Laughter all around.

But he wouldn't let my faux pas go.

“Speed dating?”

Several others at the table began to describe the model that was first introduced by a Jewish community trying to get its young people to connect, marry, and stay in the community. You pair two people up and give them one minute to tell the most important things that they want a potential partner to know. One minute later, they get new “partners” and repeat the process until they've met 30–40 people one-on-one for a minute at a time. At the end of the session, everyone writes down who they're interested in seeing again, and if there's a match, contact information is disseminated.

It's a formalized way to overcome shyness and create a network.

In the case of our speed networking event, it's a meeting of the minds. Participants — at the time this newsletter went to press, more than 100 had registered for the event — exchange business cards and information. They ask themselves, “Do I want to spend time — personally or in business — with this person?” After the formalized networking is over, participants can make their own next “dates” with those to whom the question above resulted in a “yes” response.

We hope the event will result in new business ventures, new scientific discoveries, or just new friends.

This event puts a new spin on the latest concepts of “social networking” and “collaboration management” that are being developed so that we can get out from behind our desks and work stations and find the source of what really makes business work: people.

CIOs Stress Importance of Communication



It's not often you find three techies talking about the importance of communication. Yet, that topic became the theme during a recent CIO Forum at the Montgomery County Campus.

The Forum, sponsored by Hopkins' Department of Information Technology and Alpha Iota Mu, focused on the role of information technology in support of business strategy. Speakers included Walt Meffert, CIO of Corum Specialty Infusion Services; Mayur Raichura, Vice President of Business Solutions and Intelligence for Long and Foster; and Stuart Folton, CIO of PricewaterhouseCoopers.

During the evening, more than 50 attendees listened as the men addressed four different topics, including the most important skills a CIO must possess in order to partner at the C-level and how IT enables business strategy.

Below are some of the evening's best sound bites:

Folton: “Technical knowledge is the entry ticket to the game, but more important is knowledge of the business and general leadership skills, of which communication is key... You have to be able to communicate in a neutral, fact-based way without emotion. That's not to say you can't be passionate, but you must manage your emotions.”

Raichura: “You need to marshal your communication skills in a way that executives understand what you're saying. Throw away technical jargon. And in difficult situations, convince, don't confront.”

Meffert: “You have to adapt to the people in the room and who you're addressing. You need to be able to translate what you're doing into how it affects the business goals.”

Folton: “Take opportunities to learn all sides of the business. Try new things, even if you fail. Shadow others. Take new and different assignments.”



Color Them Happy

Johns Hopkins University and VisArts at Rockville launched its newest art exhibits, *Color Me...* and *Color Me Too*, on February 1. More than 100 guests attended the opening of the exhibits, which showcase paintings and writing by Montgomery County students. Exhibit sponsors included **Plaza Artist Materials & Picture Framing** and **The Princeton Review**. Food for the Grand Opening was donated by **Whole Foods Market** in Congressional Plaza.

Both exhibits will remain on display until March 31. See page 3 for photos of the winning artwork.

MCC Staff, Faculty Collaborate With On-Site Partners

When on-site partners tout the benefits of locating at the Johns Hopkins Montgomery County Campus, they emphasize the opportunity to make connections with Hopkins faculty and staff. Those opportunities have led to two recent collaborations.

Three students from the Carey Business School's Master of Science in Information and Telecommunication Systems for Business program will be undergoing a Capstone Course project for CBH Health during which they will create a research patient database.

This database will allow CBH Health to perform data collection, analysis, and trending via database, statistical, and possibly PDA technologies for client and internal applications.

"We want to be able to keep track of patients and better analyze data," said Meg Shanahan, Research Assistant for CBH Health. "We envision using this database for academic research that we hope to do in the future. It will allow us to look at the relationship between medical health issues and mental disorders like schizophrenia."

"We are thrilled to be working with one of our on-site corporate partners," said Dr. Jay Liewbowitz, Carey Business School professor and Capstone Course faculty advisor.

Other Capstone Course sponsors this semester include US Health and Human Services Office on Disabilities, USDA, AARP, St. Joseph's Medical Center, and Goodwill Industries of the Chesapeake.

The second collaboration involves The Federation of Families for Children's Mental Health, an organization with more than 125 local chapters that is dedicated to helping children with mental health needs and their families achieve a better quality of life. This spring, the Federation will be the focus of a master's thesis for Howard Covin, Deputy Director for the Campus.

As the Federation has grown, it has gone from a staff of parents whose children have mental health needs to a staff that includes "professionals." Elaine Slaton, Director of Training and Evaluation for the Federation, also said they are trying to become a more effective virtual organization.

"The basic premise of my thesis is to help the Federation plan actions to produce the desired change in organization behavior," Covin said. "The methodology includes conducting interviews with major project stakeholders and staff, and facilitating discussions during virtual staff meetings.

"The result will be a report that will assist the Federation in successfully navigating challenges in organization behavior and advancing to its next stage of organizational development," he said.

"The Federation is a compassionate organization with a caring organization mission," he added. "I'm looking forward to helping them further their mission and better achieve their goals."

Seen and Heard Around Campus...

- **A New Look:** The campus launched a new look for its web site—www.mcc.jhu.edu—complete with bold new graphics, fresh text, and easy-to-use navigation.
- **The Business of Intellectual Property:** The Tech Council of Maryland and Arent Fox hosted an intellectual property conference that addressed issues ranging from the "Nuts and Bolts of Patent Protection" to "IP Licensing and Due Diligence." The afternoon concluded with a keynote speech by James Malackowski, President and CEO of Ocean Tomo. The conference drew more than 75 attendees.
The Tech Council will hold a second "Business of Intellectual Property" conference on campus in May. For more information: www.techcouncilmd.com.
- **Psychological First Aid Workshops:** The Montgomery County Medical Reserve Corps and Johns Hopkins Center for Public Health Preparedness, along with the Institute for

Johns Hopkins Nursing and the Maryland State Medical Society, hosted workshops during which more than 150 participants learned the basic skills of psychological first aid and practiced using these skills.

- **The Importance of Effective Project Management for a Bioscience Company:** MdBio's latest morning seminar included a keynote speech by Ellis Wilson, Senior Director, Cardiovascular and GI Research and Development, AstraZeneca. Wilson spoke on how effective project management means success in drug development. The seminar drew more than 60 representatives from more than 20 bioscience companies.
- **Move Over Speed Dating...:** Hopkins alumni gathered on campus to participate in a Speed Networking event, during which they had a chance to meet fellow alum and make new connections.
- **Bloody and Bandaged:** No, there wasn't a natural disaster on campus. JHU-

MCC hosted a blood drive. Community members donated 25 pints of blood to the American Red Cross.



- **Getting Off Campus:** Three members of MCC's staff volunteered as judges for the third annual winter science fair at the Regional Institute for Children and Adolescents in Rockville, Maryland. RICA is a community-based, public residential, clinical, and educational facility serving children and adolescents with severe emotional disabilities. The science fair included 60 exhibits by students in grades 5–12.

Montgomery County Students' Artwork, Writing On Display



Johns Hopkins and VisArts at Rockville recently sponsored an art and writing contest for Montgomery County students.

The four winning writing entries, which are on display through March 31 as part of the *Color Me...* exhibit, were:

- **POETRY:** *Ebb and Flow in Dreams*, Jillian Voss, St. Andrew's Episcopal High School and *Color Me Brie*, Gabriella Williams, John Poole Middle School
- **FICTION:** *Color Me*, Elizabeth Pepper, John Poole Middle School
- **NONFICTION:** *Color Me Izzle*, Jessica Reback, Winston Churchill High School.



Schools represented in the *Color Me...* exhibit include Montgomery Blair High School, James Hubert Blake High School, Damascus High School, MCPS Visual Art Center at Albert Einstein High School, Northwest High School, Rockville High School, Poolesville High School, and Thomas S. Wootton High School.

Schools represented in *Color Me Too* include Carl Sandburg Learning Center, The Ivymount School, Regional Institute for Children and Adolescents, and The Ridge School of Montgomery County.



Winning artwork, top to bottom: First Place: Sohee Oh, *Honghak*, MCPS Visual Art Center at Albert Einstein High School; Second Place: Ari Klein, *Gabe*, MCPS Visual Art Center at Albert Einstein High School; Third Place: Lisa Ou, *Anna and Shadow*, Thomas S. Wootton High School

Hopkins Announces Latest GEICO Scholar

David Rafati, a Montgomery County Campus graduate student working toward his Master of Science in Information Technology and Telecommunication Systems for Business, has been chosen as the 2007 GEICO Student Scholar in Discovery Informatics.

Rafati holds a B.S. in Information Systems Management from University of Maryland Baltimore County. He is the president of Navrona LLC, a consulting company that specializes in systems engineering consulting, and a project manager for Data Access Technology (DAT), which specializes in custom systems design, development, and integration.

Rafati's project as the GEICO Scholar will focus on using data mining methods to uncover hidden patterns and relationships relating to teenage driving and accidents in Maryland, Virginia, and D.C. Part of the exploratory research is to determine whether the licensing age of 16 is too young. Rafati will work on the project under the direction of Professors Jay Liebowitz and William Agresti.

The GEICO Student Scholar award was established by the GEICO Educational Foundation and Johns Hopkins' Department of Information Technology to fund research in the discovery informatics / data mining areas.

UPCOMING CAMPUS EVENTS

March

03 School of Education Information Session

10 a.m.-Noon

For more information: education.jhu.edu

08 Information & Registration Session

Bloomberg School of Public Health

5-7 p.m.

For more information: imacie@jhsph.edu, 301-294-7060

11 "You Wanna Do What?"

A panel of professional artists and writers will talk about careers in the fine arts.

Sponsored by: JHU-MCC and VisArts at Rockville

3:30-5 p.m.

For more information: www.jhu.mcc.edu or 301-294-7004

13 MCAT Workshop

Sponsored by Princeton Review

7-9 p.m.

For more information: www.princetonreview.com

14 LSAT Workshop

Sponsored by Princeton Review

7-9 p.m.

For more information: www.princetonreview.com

15 GRE Workshop

Sponsored by Princeton Review

6-7:30 p.m.

For more information: www.princetonreview.com

15 GMAT Workshop

Sponsored by Princeton Review

7:30-9 p.m.

For more information: www.princetonreview.com

Cato, Chiesi Move Onto Campus

Cato Research and Chiesi Pharmaceuticals moved into their new offices on campus in late January.

Cato Research is a full-service contract research and development organization dedicated to helping pharmaceutical and biotechnology companies efficiently and expeditiously navigate the regulatory approval process. *Hopkins Happenings* reported on Cato's leasing of space in the November–December 2006 issue.

Chiesi Pharmaceuticals, which is headquartered in Parma, Italy, focuses on the development of innovative pharmaceutical products for the management of various pulmonary disorders.

"Both companies' missions complement the academic and corporate resources already available on campus," said Elaine Amir, Executive Director, Johns Hopkins Montgomery County.

"Chiesi has long been aware of the company-friendly environment provided by Johns

Hopkins University's Montgomery County Campus," said Steven Linberg, Managing Director, Chiesi Pharmaceuticals, "Its unique setting of integrating companies and academic offices within the same buildings is a great idea. For a small company, I can think of no greater opportunity than to be part of a community with other small companies having similar interests, and perhaps more importantly, with Johns Hopkins, one of the truly premier universities in the world."

Linberg also cited the university's strong academic programs as a benefit of moving to the Montgomery County Campus.

"JHU is serious in its commitment to provide the highest level of continuing education to the employees of local companies," he added. "Many of its graduate programs are directly focused on the types of practical coursework required by individuals looking to expand their skill-set at local and regional companies."



COLOR ME TOO

Derrael Reese's paper mache mask is part of *Color Me Too*, an exhibit of artwork by Montgomery County special needs students.

DID YOU KNOW?

In 1958, researchers at Johns Hopkins University invented cardiopulmonary resuscitation, the lifesaving first-aid technique, thanks to a chance observation during work on the defibrillating machine (also invented at Hopkins) that weight placed on the chest increases blood pressure.

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Hopkins Happenings at the Montgomery County Campus gives a bimonthly update of campus news and events and is published by the Office of the Director, Johns Hopkins University Montgomery County.

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