Building a Culture of Health

“I owe a great deal to the School of Public Health,” John A. Quelch, DBA ’77, SM ’78 says. “And that is why Joyce and I decided to create a named professorship during this Campaign.”

Quelch and his wife have created this generous gift through a Harvard Donor Advised Fund. The donor creates the advised fund through Harvard and then directs the distribution of the funds. This fund will be directed to Harvard Chan School for the Huntley Family Professorship of Healthcare Management.

Professor Quelch’s work bridges the gap between big business and public health with an innovative course titled “Consumers, Corporations and Public Health” that he teaches to graduate students in both the Harvard Business School and the Harvard Chan School of Public health. A book with the same title was published by Oxford.
University Press earlier this year. He arrived at this nexus through a career of research, teaching and writing case studies.

While working on his DBA at Harvard in the ’70’s, Quelch’s thesis focused on the relative importance of nutritional attributes in consumer purchases of ready-to-eat breakfast cereals. An HBS professor, Dr. James Austin, suggested Quelch take a course he taught at the HSPH called Nutrition Policy Planning, as well as Mark Hegsted’s course on Nutrition and Epidemiology. Both courses captured Quelch’s interest, and prompted him to take his SM in Nutrition Science.

“Another key influence and mentor was Marjorie Young,” says Quelch. “I was specializing in consumer purchase behavior, while she worked on nutrition information and labeling. Her portrait hangs in a corridor in the Kresge building.” However, it was Mark Hegsted who mentored Quelch to submit his early articles to Nutrition Reviews and the American Journal of Clinical Nutrition. In the articles, Quelch applied marketing best practices from the commercial sector to nutrition education and labeling.

Quelch has had a distinguished career—starting out as an assistant professor at the

“I was a stranger and she took me in,” Quelch says of health education pioneer Professor Marjorie Young.

Professor Mark Hegsted was “low-key but high-impact” and “one of the best” teachers John Quelch learned from as a graduate student at the School of Public Health.

John A. Quelch, DBA ’77, SM ’78, says his interest in public health has family ties. “My mother had just qualified as a nurse prior to the London blitz and continued for 30 years. Perhaps healthcare is in my blood.”

University of Western Ontario Business School, testifying before the US Congress at age 27, teaching at HBS for 30 years, with stints along the way as dean of both London Business School and CEIBS, China’s leading business school, in Shanghai. At an HSPH research colloquium at Harvard’s Shanghai research center in 2011, he and Barry Bloom discussed Quelch’s interest in working with both the School of Public Health and HBS. “Barry spoke with [Dean] Julio [Frenk] with whom I serve on the Trilateral Commission. We were able to put together this first joint professorial appointment between the two schools when I returned from China…and, from the outset, I’ve enjoyed it tremendously because colleagues at the Chan School have been very welcoming.”

In addition to teaching and writing, Professor Quelch co-designed with Professor Howard Koh and the Robert Wood Johnson Foundation an April 2016 conference entitled “Building a Culture of Health: A New Imperative for Business.” The conference brought together 300 people in panel discussions on Consumer Health, Employee Health, Community Health and Environmental Health, each co-led by an HBS and Harvard Chan faculty member.

Quelch feels being at the School of Public Health is like walking into a Who’s Who of the field. “It’s just humbling to be around experts like David Hemenway [gun violence] and Dyann Wirth [malaria]. Many public health problems are quite intractable and require the convergent efforts of the public sector, private sector, and civil society to solve them. That’s another reason for wanting to create a professorship of healthcare management. Hopefully, the chairholder will continue to bridge the two schools and bring the best of what is here to the students and faculty of HBS.”

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**Epidemiologist and Educator Becomes Dean**

Michelle A. Williams, S.M. ’88, Sc.D. ’91, a distinguished epidemiologist and award-winning educator known for her influential studies of maternal and child health around the world, became dean of the Harvard T.H. Chan School of Public Health in July.

Since 2011, Williams had been the Stephen B. Kay Family Professor of Public Health and chair of the Epidemiology Department at the Harvard Chan School.

The principal investigator on several international research projects and training grants funded by the National Institutes of Health, and co-author of more than 400 published research papers, Williams has also served as the faculty director of the Harvard Catalysts Population Health Research Program and the Health Disparities Research Program. Her scholarship is especially known for its creative integration of epidemiological, biological, and molecular approaches to a range of public health challenges, and her teaching and mentoring have been recognized with awards from Harvard, the University of Washington, the American Public Health Association, and the White House.

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**SAVE THE DATE:** FRIDAY, SEPTEMBER 23, 2016
The Charles Hotel, Cambridge, Massachusetts

Join us in celebration and welcoming the School’s new Dean, Michelle Williams, SM ’88, SD ’91 at this special reception and dinner. E-mail events@hsph.harvard.edu or call 617-432-8444 with any questions.
1913 Society Annual Luncheon

More than 70 members and guests came to the Harvard Faculty Club in Cambridge to attend the 1913 Society Luncheon on May 24, a spectacularly beautiful spring day.

Former Dean Barry Bloom, Chair of the 1913 Society, welcomed members and guests.

Prof. Quelch’s book Consumers, Corporations, and Public Health was given to participants.

Dr. Timothy Johnson, SPH ’76, former Chief Medical Editor for ABC News for 25 years, and Vice Chair of the 1913 Society, emceed the event. Dr. John A. Quelch, DBA ’77, SM’78, the Charles Edward Wilson Professor of Business Administration at Harvard Business School and professor in health policy and management at Harvard Chan School, was the keynote speaker on Putting Consumers First.

(BACK, L-R) Julia Burke, Hugh Pilgrim, MPH ’81 and Dr. Louise Dankerlin.
(FRONT, L-R) Dr. Chander Mukhi Kapoor Kapasi, MPH’75, Mary Cornwall, Dr. Joseph M. Miller, AB ’42, MD ’45, MPH ’60, Dr. Bernard Kreger, AB ’59, MPH ’70, and Dr. Maurice Keenan, MPH ’77.

(FRONT TO RIGHT) Ruth Palombo, SM ’80, Barbara Wallace, MPH ’83, EDD ’89, Carol Weeks, and Ronald Deprez, MPH ’82.
Dr. David Cullen, SM ’90 has questions about public health and big business.

Irrevocable Bequest Basics

An irrevocable bequest allows you to use future assets to make a major gift. Although arrangements can vary from one philanthropist to the next, some basic concepts apply in most planning scenarios.

How it works

An irrevocable bequest is also referred to as a “binding pledge.” Under the terms of the pledge, your estate is directed to complete your specified gift through an appropriate disposition to Harvard. Because the pledge is a binding agreement, your gift is irrevocable and the terms can be altered only if agreed to by both you and Harvard.

Our gift planning staff works with you to define the terms—from the gift amount to the distribution of funds. An irrevocable bequest is a truly customized gift designed to reflect your specific objectives.

Planning the gift

An irrevocable gift, of course, requires a lasting commitment on your part. But this is true of other...
typical gift arrangements as well, from gift annuities to gifts of property made today. A binding pledge may not fit every plan, but it can be a satisfying way to show your support for the Harvard Chan School—and in many instances, it is a way to make a larger gift than you might make otherwise.

Completing the gift
Fortunately, there are many ways to structure the terms of your irrevocable bequest to meet your unique planning needs. For example, though your pledge is binding on your estate, the terms of your irrevocable bequest can provide for completing your gift in full or in part during your lifetime. In such a case, gifts made during life would reduce (or potentially eliminate) the amount for which your estate would be responsible at your death.

EXAMPLE: Ellen, age 75, is a technology entrepreneur. She makes a current gift of $100,000 to support The Harvard Campaign. Knowing that she plans to make future lifetime gifts, she establishes an irrevocable bequest in her will for $400,000. Under the terms of her pledge agreement, the lifetime gifts she makes will count toward the $400,000 pledge amount. If part of the $400,000 pledge remains unpaid at her death, the balance will be paid by her estate. The total amount of Ellen’s gifts is recognized now—$500,000, and she creates “Terms” with her gift officer to name an endowed fellowship fund.

Why Consider This Permanent Gift Option?
The gifts you make can also become the underpinning for the way others remember you. While defining your legacy is important and easily acknowledged by the people you know, even more compelling is the good you do for those you do not know. Your gift can help future scholars, researchers, and countless others worldwide who benefit from our research and public health outreach.

Your example also serves to inspire others. With an irrevocable bequest, you set an example for family members, friends, and others that will be influenced and encouraged by your philanthropic commitment.

Even though your irrevocable bequest is designed to be completed later, it makes an impact today because it allows you to participate in The Harvard Campaign. Your gift becomes an integral part of the ongoing impact we make for public health. The binding aspect of the irrevocable bequest allows us to recognize your gift in meaningful ways now and is a real asset to our planning. In addition, your gift can be highlighted in the Campaign materials.

Unless your gift is anonymous, it heightens philanthropic awareness among your family and friends, as well as the Harvard Chan School community. Others will be encouraged to follow your example or, at the very least, to begin to consider shaping a personal philanthropic legacy.

EXAMPLE: Collin has generously supported student scholarship at the Harvard Chan School for many years. His wealth is primarily concentrated in his residence, valued at more than five million dollars. Collin has a desire to provide additional scholarship support through an irrevocable bequest. His binding pledge agreement specifies that, upon the sale of his residence, his estate will pay $1,000,000 to the Harvard Chan School to endow a scholarship fund.

Next Steps
Support for the Harvard Chan School of Public Health comes in many forms. We are here to help you explore the many options available.

If an irrevocable bequest is among the options you find appealing, we can meet with you and/or your advisors to discuss details and requirements that apply to binding pledges (these requirements may vary from one state to the next). This includes proper documentation of the gift. We can also review your charitable goals and how your gift will be used. For more information or assistance with gift planning of any kind, contact Judi Taylor Cantor at jtcantor@hsph.harvard.edu or 617-432-8071. Feel free to invite your advisors to call Judi as well.

MAKE A GIFT DIRECTLY FROM YOUR IRA
There is good news for IRA owners age 70 1/2 and older! Legislation passed in 2015 permanently extended the IRA Charitable Rollover—a way to make a tax-free transfer directly from your IRA to the Harvard Chan School that counts toward your required minimum distribution (RMD). Although there is no tax deduction, the distribution is excluded from your income for federal tax purposes—no tax is due! A gift up to $100,000 qualifies for this favorable tax treatment. Contact us for details.
1913 Society Roster

The year 1913 was an auspicious one. The U.S. Post Office began parcel post deliveries. Picasso had his first U.S. show at the New York Armory. Igor Stravinsky’s *Rite of Spring* created a riot in Paris. And in September of that year, the new Harvard-MIT School for Health Officers welcomed its first class of eight. From humble beginnings, the Harvard T.H. Chan School of Public Health is now the world’s leading authority on global health issues. We are proud that our legacy society donors have deemed the Harvard Chan School worthy of a bequest or other kind of planned gift, and we list the names of 1913 Society members here. Thank you for making the future of the Harvard Chan School a part of your legacy.

Anonymous (12)
Don Abramowitz, SM ’82
Joanne H. Alipor, MPH ’87
Nelson K. Aweh III
Dr. Yalcin Aysili
Joan R. Baer and Arthur Bugs Baer
Amy C. Barkin, MPH ’76
Judith Benfari and Robert C. Benfari, SM ’67
Terry M. Bennett, MD ’64, MPH ’69
Eugene P. Berg, Jr.
Rita D. Berkson, SM ’77, and Randolph B. Reinhold
Mrs. William McCormick Blair, Jr.
Barry R. Bloom
Stanley P. Bohrer, MD ’58, MPH ’75
Gary P. Bond, AB ’73, SM ’76
Robert D. Brodley
William A. Burgess, SM ’51
Annette B. Burke and Joseph A. Burke, SM ’72
Deanna L. Byck, SD ’98
Mr. Eric Clow and Dr. Fong Wang Clow, SM ’86, SD ’89
Prudence Slitor Crozier, PhD ’71, and William M. Crozier, Jr., MBA ’63
Joan P. Curhan
Joan Sélig Damson and Barrie M. Damson
Jean M. Doherty-Greenberg, MPH ’79, and David A. Greenberg, MPH ’80
Mary K. Donaldson
Mike and Evelyn Donatelli
Patricia A. Donovan and William B. Donovan, SM ’70
G. Rita Dudley-Grant, MPH ’84
Nancy Elliott and Paul T. Johnston
Susan A. Elliott and Pat Nicolette
Sumner L. Feldberg
James D. Felsen, MPH ’72
Virginia O. Fine

Dr. Harvey V. Fineberg and Dr. Mary E. Wilson
Michael and Kiar First
Katherine A. Forrest, MPH ’71
Niki Friedberg and Alan Friedberg
Dr. Barbara A. Gales, MD, MPH ’91
Edward Crocker Green, PDS ’02
Douglas I. Hammer, MPH ’68, DPH ’76
Peter O. Haugheie, SM ’98
Francis Helminski, MPH ’85
Dr. Charles H. Hennekens, MPH ’72, DPH ’75, SM ’75
Maria Helena Henriques-Mueller, SD ’84
James F. Henry
Jose R. Hernandez-Montoya, MPH ’80
Olive W. Holmes
Lilli Schwenk Hornig
Robin C. Herman and Paul F. Horvitz
Howard Hu, MPH ’82, SM ’86, SD ’90
Dr. Ping Hu, SM ’93, SD ’96, and Mr. Jie Zhao
Professor George Hutchison, MPH ’60
Joan L. Jacobson and Julius H. Jacobson II
Nancy Johnson and Timothy Johnson, MD, MPH ’76
Marion A. Jordan, SM ’77
Apa Juntavee, MPH ’95
Dr. Chander Mukhi Kapoor Kapasi, MPH ’75 and Dr. Onaly Kapasi
Stephen B. Kay, AB ’56, MBA ’58
Eugene M. Keenan, MPH ’77
Leonard J. Kirschner, MD, MPH ’68 and Peggy D. Gilbert
Geoffrey Kronik
Karim F. Lali, SM ’91
Stanley N. Lapidus
Mary Ann Lavin, SM ’74, SD ’78
Paul S. Lee, Jr.
Ann M. Lewicki, MPH ’76
Dr. James S. Liljestrand, MD, MPH ’73
Chunhua Liu, SM ’98, SD ’00
Shih-Ho Lue, MPH ’08
Nancy J. Marr, SM ’89
Keitaro Matsuo, SM ’03

Shaw McDermott
Steven Uranga McKane, MPH ’79
Marjorie J. McClure
Jeffrey W. Mecaskey, SM ’90
L. Santiago Medina, MD, MPH ’97, and Olga L. Villegas-Medina, MD, MPH
Nyla Medlock
Diana H. Melvin and Seton J. Melvin
Roger J. Meyer, MPH ’59
Joseph M. Miller, AB ’42, MD ’45, MPH ’60
Dr. Katharine E. Morley, MPH ’10, and Michael G. Morley, SM ’11
Lois H. Moser and Royce Moser, Jr., MPH ’65
Marva Nathan
Chong Moo Park, MPH ’54
George Putnam
Joyce A. Quelch and Professor John A. Quelch, SM ’78
Karakarpuri V. Rao, SM ’72
Helen Z. Reinherz, SM ’62, SD ’65
Christopher James Ronk, SM ’08, SD ’10
Dr. Donald J. Rosato, MPH ’63
Phyllis Rose
Louise G. Schloerb and Paul R. Schloerb
Marjorie W. Sharrett
Bernard Shleien, SM ’63
Eleanor G. Shore, MPH ’70, and Miles F. Shore
Joan Smilow and Joel E. Smilow
Isabelle Valadian, MPH ’53
Hasi Majumdar Venkatachalam, MPH ’68
Michael W. Voligny
Marlynn R. Walter and Ronald A. Walter, SM ’72
Jay S. Weisfeld, MPH ’77
Thomas G. White, SM ’52
Dyann F. Wirth and Peter K. Wirth
Elihu York, MPH ’69
Anthony J. Zangara, MPH ’62
Thelma Zelen

Membership in the 1913 Society is open to anyone who creates a bequest for the Harvard T.H. Chan School of Public Health or gives a life-income or other type of planned gift. If you think you should (or should not) be listed here, please let us know by email at jtcantor@hsph.harvard.edu or phone us at 617-432-8071. When you join the 1913 Society, in addition to this lapel pin and a special Welcome Packet, you will receive invitations to exclusive events for 1913 Society members and news on a quarterly basis.
Spotlight: Our Newest 1913 Society Member

Dr. Chander Mukhi Kapoor Kapasi, MPH ‘75 has always wanted to reach out and make a healthy impact on others’ lives. After receiving her MD, finishing her post-graduate work, and teaching in India she spent years in Nairobi, Kenya with the International Planned Parenthood Federation. She had 19 mobile clinics and she trained health workers in family planning and gynecology.

Her graduate education in public health at Harvard was enhanced at the International House. “It was really the best experience. We (her husband, Dr. Onaly Kapasi, and newborn child) met so many people there from different countries, and I learned so much. Mr. and Mrs. Napier were our ‘house parents.’ They were so helpful.”

Chander feels strongly about giving back, and this is why she and her husband have created a gift annuity for the School. “I think it’s about the community and the need to make a difference in the community. There’s always a joy, a love of giving, and it doesn’t have to be too much—whatever you can give. But if you give for the right cause, and if that can make the change, that will be a legacy.” Dr. Kapasi sees violence by both the public and police as public health threats, a matter of public health concern with public health implications. Her passion is to develop educational programs for both the public and police, which can make a positive difference in the communities we live in.

She continues, “It’s always good to give to your alma mater. There are new people with new vision, and they have the abilities to do things better now than before because the paradigm is shifting. Everybody can give something.”

**LANGUAGE FOR A GIFT IN YOUR WILL, IRA BEQUEST, OR TRUST**

A bequest to support the work of the Harvard Chan School should be directed to: The President and Fellows of Harvard College for the Harvard T.H. Chan School of Public Health, Tax ID# 04-2103580, 124 Mt. Auburn St., Cambridge MA 02138. Thank you.