A Chemist’s Musings on the Mammalian Sense of Smell
Presented by Professor Gregory Ferguson
Friday, Aug 24, 4:30 pm - 5:30 pm
The 2004 Nobel Prize in Medicine and Physiology, awarded for uncovering the olfactory system, provides a delightful opportunity to reflect on the different kinds of thinking involved in systematic advances and abrupt discoveries. It also serves as an example of new understanding arising from field into another.

Thinking Through Technology
Presented by Professor Greg Kudla
Rauch 106
A new technologies changing our views of math informatics (what’s real) and morality (what’s right)? Participants in this session will discuss how recent advances in fields such as neurorobotics, virtual reality, artificial intelligence, and social networking might be changing how we see ourselves and how we approach the choices we face.

Learning How to Learn
Presented by Professor James Fennell
Packard 146
Many new Lehigh students are shocked when they find out that the strategies they used for learning in high school no longer work in college. This seminar will teach you techniques that will greatly increase your chances for success in the next four years.

100 Years of Aerospace Engineering
Presented by Professor Terry Hart
Rauch 102
The progress made in the past 100 years of aerospace engineering has been nothing short of spectacular, from the Wright brothers, to the landings on the Moon, deep space probes and rovers on Mars, as well as many commercial successes, including Boeing’s 787 Dreamliner. Professor Hart reviews this history and shares many of his personal stories of his involvement.

Entrepreneurship, Creativity, and Innovation
Presented by Professor Pat J. Costa
Rauch 135
Students at Lehigh have created new products, technologies, and services... and launched companies while they were undergraduates! How does that work? What (and who) do you need to know if you want to start something new? Come to this interactive session to discuss how to make the next big thing happen while you are at Lehigh.

Personal Branding — The Need to Be Different
Presented by Professor Steven Savino
Rauch 271
No matter what Major you choose, Personal Branding is about how to differentiate oneself such that you are better positioned for Job and/or Summer Internship Placement. Personal Branding enables students to uniquely develop a career growth plan, with tips on how to win their desired job or internship.

Business Integrity and Fraud
Presented by Professor Joseph Manzo
Rauch 101
What role does integrity and ethics have in business? How did major corporate fraud cases such as Worldcom, Enron, and Bernie Madoff happen? These questions are addressed by reviewing the challenges of making ethical decisions and provide insights for the accounting profession and financial markets.

The History of Fascism
Presented by Professor Nitza Lebovic
Magriner 113
Is fascism a national or an international movement? Is it an elite or a populist movement? Does it necessarily lead to war and destruction? Are there ways to resist it? A short history of fascism, accompanied by images and clips from films will test you much more about this topical issue.

Liquid Nitrogen Ice Cream and Biocompatible Metals: Why Materials Engineering Matters
Presented by Professor Caroline Barnett
Packard 406
New game-changing materials are needed to address growing global energy and health challenges. This session will examine how advances in the science and engineering of materials are critical to our society. How can understanding liquid nitrogen ice cream and cryogenically frozen marshmallows lead to better biomedical implants and greener buildings? Attend, eat, and discuss!

Shakespeare in Love
Presented by Professor Augustine Ripa
Magriner 480
This interactive session will discuss one or more Shakespearean sonnets to discover and express the deep, true meanings. Oral interpretation and light performance will be utilized. Come ready to SPEAK!

Your Reality Isn’t Real, Reality!
Presented by Professor Jeremy Litwa
Rauch 241
What we call reality is increasingly built on the shaky ground of low noise user, echo chambers and performing for social network peers (think Instagram). We’ll explore how media shapes our realities, why a more mediated society creates upheaval, and how we coexist when it’s harder to agree on facts.

Disruptive Innovation & You
Presented by Professor Joshua Elberg
Magriner 239
Learn how disruptive innovation is fundamentally changing your life, career and environment and how you can capitalize on these exciting potential opportunities.

Aging College through Psychological Science
Presented by Dr. Jessica Marsh
Magriner 112
What is the best way to study? How do you learn new things? How do you mentally prepare yourself to succeed in college? All of these questions are answered through psychological research. This lecture provides pro tips of how to excel at college through the power of psychological science.

How Neighborhoods Keep Us Healthy... or Make Us Sick
Presented by Professor Karen Beck Pholey
Magriner 270
City planning and public health grew up together in the late 1800s, but the fields parted ways as planners focused on modernizing cities and health professionals focused on biology and medication. Nearly a century after their split, though, both are realizing the profound role that neighborhoods play in shaping residents’ physical and mental health. How can the two professions team up again to keep people and places healthy?

Mysteries of the Mind: Exploring Bilingualism
Presented by Professor Barbara Mats
Rauch 271
One of science’s last great frontiers is the human mind. We’ll talk about how cognitive scientists explore minds, brains, and intelligence. Then we’ll dive into bilingualism as an example. How do people learn two languages? How do bilinguals juggle their languages and express thoughts in two different ways?

Gaming Your Brain
Presented by Dr. Nancy Carville
Steps 100
Dude... every time you learn new information, you change your brain. Over the next four years, you will be grappling with new challenges that will shape your brain. Research from neuroscience and psychology focuses on this process, and applying this research to your life can help you become the person you want to be when you graduate.

Finding Your Passion, Sharing Your Vision
Presented by Dr. Sarah Stankel
Magriner 111
This workshop will focus on identifying what makes you tick, how to focus that energy into positive change, and how to work with community partners to make that vision happen. Specifically, an emphasis will be placed on social change modeling, ethical engagement, and civic agency.

Sustainability and the Purpose of a Business
Presented by Professor Dave Hettrick
Magriner 260
What is the purpose of a business? Is there a single purpose, or should there be multiple objectives. We will also explore what role various stakeholders play in these decisions and how the sustainability movement has impacted this interaction.

During the Seminar you will complete:
• 3 individual meetings with your facilitators
• 4 group discussions about your experiences, the campus community, and resources to be successful