

## Her Rash Wouldn't Go Away, and the Itch Was Ruining Her Life

Nights were a particular torment, and nothing but steroids seemed to help. What could be causing this?

New York Times

By Lisa Sanders, M.D.

May 9, 2022, 5:00 a.m. ET

The itch always felt worse at night. The 68-year-old woman willed herself to lie still and not give in to the urge to scrape her skin from her body. She often wore thick cotton gloves to protect herself from her own nails. And it helped — until she tore the gloves off to scratch the itch that tortured her arms, her belly, her legs and especially her feet. She shifted restlessly on the foldout sofa where she now slept to spare her husband her incessant movement.

Her nights were divided into long hours of lying on the lumpy sofa trying not to scratch, losing that battle and then occasionally falling asleep for a few minutes when exhaustion finally won. She hated seeing the raised red blotches marked with bloody scratches each morning. The rash started out of the blue one morning four months earlier. She had an itch on her stomach and was scratching it mindlessly as she slowly woke up. She lifted her pajama shirt and saw for the first time the irregular, roundish raised blotches of red that had since become her daily tormentors.

She immediately called her dermatologist. The nurse practitioner gave her a name for the rash — hives — and she prescribed a steroid cream. It didn't help. When the hives were still driving her nuts two weeks later, the woman called her primary-care doctor. She took one look at the patient's blotchy, scratched legs and feet and immediately prescribed a week of prednisone and referred her to the Asthma, Sinus & Allergy Program at Vanderbilt University Medical Center. The first available appointment was six weeks away, but someone would call if there was a cancellation.

No one ever called, and those six weeks were awful. The prednisone helped with the itch, but it returned with a vengeance when she ran out of pills. Despite her pleas, her doctor was uncomfortable continuing to prescribe this powerful steroid to treat a rash. She took two antihistamines a day, and that helped a little. She took as many baths as she could. But the rash was unrelenting. It moved around but never went away. Sometimes it was on her arms, sometimes her neck. Always her stomach, her back, her legs and her feet.

### Nothing New in Her Life

Finally the day of her appointment arrived. She and her husband drove into Nashville to meet **Dr. Basil Kahwash '06**, the young specialist in allergy and immunology at Vanderbilt. He listened patiently as she told her story. She looked tired but otherwise well. Kahwash was reassured by the fact that her hives were not associated with bruising or pain, which could suggest a serious illness.

Had she started any new medications? No, she said, a hint of frustration in her voice. She had spent weeks trying to identify any triggers. No new medications, no new soaps or makeup. Her diet was the same as it had always been. There was nothing new in her life. Except these hives.

What she had, Kahwash told her, was chronic idiopathic urticaria (C.I.U.) — the medical term for hives that last longer than six weeks, where no cause can be identified. And most of the time, Kahwash acknowledged, a cause is never found. But the good news is that the itching and rash are usually easily controlled with medications. First steps involved aggressive skin care and lots of moisturizers. And a steroid cream can help. But high-dose antihistamines are the mainstay of treatment.

Hives are caused when a white blood cell known as a mast cell detects something interpreted as a foreign invader and releases a chemical called histamine. It's the histamine that causes the itch and the swollen blotches. The patient was already taking an antihistamine, and that was a good start. That quiets the mast cells in the skin, Kahwash explained. Histamine is also made in the stomach, where it triggers the release of acids used in digestion. The antacid famotidine blocks this type of histamine and should help with the hives as well, he told her.

And because her symptoms were worse at night, Kahwash recommended the use of yet another antihistamine, diphenhydramine, at bedtime. This is a more potent antihistamine, usually taken at night because it causes drowsiness. Finally, a fourth drug, Singulair, could help stabilize the mast cell so that it would be less likely to release its store of histamine. This regimen worked for maybe 70 percent of his patients. Stay in touch, he encouraged her. If these didn't work, there were other options.

#### Just Give Me the Steroids!

A week later, Kahwash received an email from the woman through his patient portal. She was still miserable — still covered with hives, still not sleeping at all. What was the next step? He immediately ordered an intravenous medication known as omalizumab. This monthly medication — often used to treat severe asthma — is a lab-made antibody that attaches itself to the mast cell to prevent the release of histamine. In one study, the drug eliminated both itching and hives in about half of patients who took it, and nearly everyone felt better after three months on it.

After six weeks on the omalizumab, the woman got back in touch. Just give me the steroids, she pleaded. That was the only thing that helped. To Kahwash, daily low-dose steroids were a last resort. Prednisone had too many side effects to use long-term until all other avenues had been exhausted. And he had one more option: a powerful but targeted immune-system suppressor called cyclosporine. It is most commonly used in organ transplantation. This was a big gun, but it was still preferable to prednisone. Kahwash started her on a low dose of cyclosporine.

Her next appointment with him was three weeks later. When she arrived, Kahwash was shocked to see that her hives were just as bad as they were when he first saw her. Had the diagnosis been wrong? People often think that hives are a response to an outside trigger — an

allergic reaction — but that's almost never the case with urticaria that lasts for weeks. C.I.U. is usually caused by overreactive mast cells. What makes them overreact is still not well understood. Still, treatment is usually straightforward. But Kahwash hadn't made a dent in this patient's hives despite high doses of two antihistamines, two mast-cell stabilizers and cyclosporine.

So what else could this be? There are a handful of autoimmune diseases that can cause chronic hives. A form of autoimmune thyroid disease can do it. Lupus too. It's a rare symptom in both, but possible. Another disease, mastocytosis, involves the body simply creating too many mast cells, with that proliferation causing all sorts of misery, including chronic hives. Finally, a handful of food allergies might do this. These mostly occur in children, and usually the reaction comes right after the food is eaten, so the link between food and reaction is rarely a mystery. But there is an exception, an allergy described just over a decade ago — an allergy to meat. Many people who have this allergy report that their worst symptoms happen in the middle of the night, hours after a meat-filled dinner. All these possibilities were rare, but so were her tough-to-treat hives. Kahwash sent the patient to the lab to get tested for each of them and started her on a higher dose of cyclosporine.

#### A Small Price to Pay

The test results came back the following week. Her thyroid was fine. It wasn't lupus. It wasn't mastocytosis. The test for the meat allergy took longer. But it finally provided the answer: The patient had developed an allergy to meat.

Kahwash had seen this allergy in a handful of his patients and knew it was a strange one. Most allergies are triggered by proteins, but this was a reaction to galactose- $\alpha$ -1,3-galactose (known as alpha-gal for short), a sugar. And the reaction to the allergen took hours, not minutes, to appear. Strangest of all, this allergy is triggered by a tick bite. In the United States, the lone star tick, found predominantly in the Southeast, has been identified as the vector. In other countries — it has been reported on every continent except Antarctica — other ticks are involved.

Alpha-gal syndrome was first recognized in the early years of the 21st century when a physician noticed that allergic reactions to a chemotherapeutic drug containing galactose- $\alpha$ -1,3-galactose were much more common in the Southeast than in the rest of the country. That suggested an environmental trigger. Then in 2009, a group of allergy specialists at the University of Virginia noticed that some of their patients developed symptoms ranging from hives to anaphylaxis when they were exposed to alpha gal in mammalian meat. Two years later, the same group linked that allergy to bites from the lone star tick.

Kahwash called the patient with the news. Did she remember getting bit by a tick? She did not. And she didn't hike or bike in the countryside, so getting bit by a tick seemed unlikely. Nor did she see any link between the foods she ate and her hives, though she acknowledged that she and her husband did eat meat most days. What mattered most, Kahwash told her, is that she had indeed tested positive for the allergy. Try giving up meat from all animals with hooves, as well as milk products, and see if that helps, he advised. And then he waited. He didn't have to

wait long. The patient soon reported that after being completely off meat and milk for a week, she felt great. For the first time in months, she was completely hive-free, itch-free and, most important, able to sleep.

That was a year ago. She hasn't eaten red meat since Kahwash suggested the link, though she finds that she can still eat cheese and milk. Recently the doctor asked if she would like to be retested. The allergy goes away over time — usually within five to seven years. He could monitor the levels indicating her allergy and let her know when she might try meat again. Her answer was quick and clear: No, thank you! Not eating meat seemed a small price to pay for the luxury of good nights of sleep and days forever free of hives and the irresistible scratching at an insatiable itch.

[https://www.nytimes.com/2022/05/09/magazine/meat-allergy-diagnosis.html?unlocked\\_article\\_code=AAAAAAAAAAAAAAAAACEIPuonUktbfqYhkTVUbCibQVncuvByAiL\\_KzbUgw3b6KCWPRicHw-UcDI6H4EbWI6p\\_Yt95lxKqeOh8Cp59Dvpj0r0YeEV3VwijppbDx8VefnU4pdz2VGhm1deQDO81tDWxNDD8JO4gmuHusk6KaGbuS7WfhSN6XHttoZVlfV-h3nUalOySQqMuhI4ljbP2DYt6RDwAeCCNo\\_DjBh1-M9yDZR3egRikD6AbAXqA2I7BtM9TNVlaGlnET3hg4Goj69k6ONgfPaj3KxZla9OHWvBR0NTm0eaEeAeHWP7E&referringSource=articleShare](https://www.nytimes.com/2022/05/09/magazine/meat-allergy-diagnosis.html?unlocked_article_code=AAAAAAAAAAAAAAAAACEIPuonUktbfqYhkTVUbCibQVncuvByAiL_KzbUgw3b6KCWPRicHw-UcDI6H4EbWI6p_Yt95lxKqeOh8Cp59Dvpj0r0YeEV3VwijppbDx8VefnU4pdz2VGhm1deQDO81tDWxNDD8JO4gmuHusk6KaGbuS7WfhSN6XHttoZVlfV-h3nUalOySQqMuhI4ljbP2DYt6RDwAeCCNo_DjBh1-M9yDZR3egRikD6AbAXqA2I7BtM9TNVlaGlnET3hg4Goj69k6ONgfPaj3KxZla9OHWvBR0NTm0eaEeAeHWP7E&referringSource=articleShare)

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Cardinals wrap up play at MAC Championship  
Khan ties for 10th overall to lead Ball State  
May 01, 2022

NAPERVILLE, Ill. — The Ball State men's golf team wrapped up play at the Mid-American Conference Championship Sunday afternoon. The Cardinals finished seventh at 50-over (301-315-298--914) at the par-72 White Eagle Country Club.

**Ali Khan '20** led the way for Ball State and tied for 10th at 8-over (72-77-75--224). The redshirt freshman birdied the par-5 second hole and added 13 pars in his final circuit.

Joey Ranieri finished just one shot behind at 9-over (73-78-74--225), good for a tie for 12th. The senior had three birdies and 10 pars on his final card of the weekend.

Kash Bellar matched Ranieri's birdie and par output in his round and finished 34th overall at 17-over (78-81-74--233).

Colin Nasser split a pair of birdies on the front and back nine to cap his tournament at 22-over (78-83-77--238) and tie for 35th.

Griffin Hare played the final round in the fifth spot and racked up four birdies and eight pars en route to a 3-over 75.

Kent State won the team title at 17-over (881), followed by Toledo (885), Northern Illinois (896) and Bowling Green (896).

#### Team Leaderboard

1. Kent State: +17 (881)
2. Toledo: +21 (885)
- T-3. Northern Illinois: +32 (896)
- T-3. Bowling Green: +32 (896)
- T-5. Eastern Michigan: +34 (898)
- T-5. Miami: +34 (898)
7. Ball State: +50 (914)
8. Ohio: +55 (919)

#### Ball State Individuals

- T-10. Ali Khan: +8 (72-77-75--224)  
T-12. Joey Ranieri: +9 (73-78-74--225)  
33. Kash Bellar: +17 (78-81-74--233)  
T-35. Colin Nasser: +22 (78-83-77--238)  
Joey Wiseman: N/A (82-79-/--161)  
Griffin Hare: N/A (/--75--75)

<https://ballstatesports.com/news/2022/5/1/mens-golf-cardinals-wrap-up-play-at-mac-championship.aspx>

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#### Owls' Offense Contained in Defeat to FGCU Baseball

Posted: 4/19/2022 10:33:00 PM

Fort Myers, Fla. – The Florida Atlantic University baseball team (24-14) was held to just four hits in a 5-1 loss to Florida Gulf Coast on Tuesday night.

#### THE BEGINNING

It was a slow start for both offenses through the first four innings. Bryan Bouilly and Marc DeGusipe combined to hold FGCU hitless while the FAU bats managed just an infield single early on.

#### THE TURNING POINT

The Eagles finally broke through in the fifth. An RBI triple to center field opened the scoring. Two doubles, a home run, and an FAU error eventually led to four more on the board. The Owls trailed 5-0 heading to the sixth.

The Owls had their best chance to respond in the top of the sixth. They loaded the bases with two outs but could not cash in.

## THE FINISH

A Dylan Goldstein sacrifice fly in the eighth inning was all the scoring FAU could muster. Despite three FGCU errors, the Owls left 10 on base.

## THE ARMS

Following Bouilly and DeGusipe out of the bullpen, Dante Visconti allowed four earned runs in the fifth Sam Drumheller took over to get the final out of the frame and went on to pitch 1.1 scoreless innings **Hayden Compton '19** tossed two shutout frames in the seventh and eighth

## THE BATS

Goldstein and Armando Albert both extended their reached-base streaks – Albert is now up to 35 while Goldstein is at 32

## WHAT'S NEXT

FAU will travel to Norfolk, Va. for three with Old Dominion beginning Friday at 6 pm.

## TICKETS

To purchase FAU tickets, call 1-866-FAU-OWLS or click [HERE](#). Stay informed by reading [FAUSports.com](#), or through the baseball's Twitter and Instagram accounts @FAUBaseball.

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<https://fausports.com/news/2022/4/19/baseball-owls-offense-contained-in-defeat-to-fgcu.aspx>

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Dear Colleagues:

It is with great pleasure that I announce that **Ryan Seibert '03**, MD, MS, has agreed to serve as Associate Chief Medical Officer of Clinical Informatics (ACMO-CI) as of May 1, 2022.

In the inaugural role of the ACMO-CI, Dr. Seibert will report to me and collaborate with key stakeholders and Lahey Hospital & Medical Center (LHMC) providers to support the continued integration of clinical information technology into hospital, procedural and ambulatory practice settings to promote the highest possible quality, safety, and evidence-based care. A focus on provider engagement will also be a priority.

Many have come to know Dr. Seibert in his prior roles as Medical Director of Primary Care Informatics and Medical Director of Population Health Informatics at the BILH Performance Network. In these two capacities, he played an integral role in developing evidence-based guidelines and point of care decision support facilitating high-value effective care as well as improving the experience for patients and providers alike. At the onset of the COVID-19

pandemic, he helped lead the rapid deployment of telemedicine at LHMC and across our Lahey primary care practices and has helped advance digital health initiatives and remote patient monitoring capabilities within Epic. He will continue to serve as a key leader and contributor within local Information Technology (IT) governance and as a clinical liaison with BILH IT.

Dr. Seibert is a graduate of Boston University School of Medicine and completed a residency in Internal Medicine at Stanford University Hospital and subsequently a fellowship in General Internal Medicine at Boston Medical Center with a focus in Preventive Medicine and Public Health. Dr. Seibert also holds a Master of Science degree in Health Services Research from Boston University School of Public Health.

Please join me in congratulating Dr. Seibert in his new role. I am confident that he will continue to make meaningful contributions to our organization.

Timothy N. Liesching, MD  
Chief Medical Officer

<https://bethisraellaheyhealth.us.newsweaver.com/announcements/1s30u7h33f813mx6rsadj?email=true&lang=en&a=11&p=10365732>

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Big Ten Women's Tennis All-Conference Teams and Individual Honors Announced  
Michigan and Ohio State receive home individual awards  
5/5/2022 3:00:00 PM

Story LinksROSEMONT, Ill. – The Big Ten Conference announced the women's tennis All-Big Ten team and individual award winners on Thursday. Michigan's Kari Miller was named the Athlete of the Year and Wolverine head coach Ronni Bernstein was selected as Coach of the Year. Ohio State's Sydni Ratliff was honored as Freshman of the Year. The awards were determined by a vote of the league's head coaches.

Kingsley's selection as Athlete of the Year marked the 10th time a Michigan player was named the Big Ten Women's Tennis Athlete of the Year. The sophomore from Ann Arbor, Mich., currently has a 26-9 record in singles and is currently ranked No. 19 in the Intercollegiate Tennis Association (ITA) singles rankings.

A rookie from Columbus, Ohio, Ratliff is the sixth Ohio State athlete to be named Freshman of the Year. The Buckeye is currently No. 67 in the ITA singles rankings with a 26-10 record and sits at No. 43 in the ITA doubles rankings with partner Irina Cantos Siemers and a 15-6 doubles record.

Bernstein earned her seventh Big Ten Coach of the Year honor after guiding Michigan to its fifth Big Ten Tournament title and the fourth under her direction. She has led the Wolverines to a

19-5 overall record and 10-1 mark in Big Ten play. Michigan is currently ranked No. 18 by the ITA.

The Big Ten also recognized 14 Sportsmanship Award honorees. The student-athletes chosen are individuals who have distinguished themselves through sportsmanship and ethical behavior. In addition, the student-athletes must be in good academic standing and have demonstrated good citizenship outside of the sports-competition setting.

The complete list of All-Big Ten selections and Sportsmanship honorees can be found below.

#### 2021-22 All-Big Ten Women's Tennis Awards

##### Individual Award

Athlete of the Year: Kari Miller, Michigan

Freshman of the Year: **Sydni Ratliff '21**, Ohio State

Coach of the Year: Ronni Bernstein, Michigan

##### All-Big Ten

Kate Duong, Illinois

Lara Schneider, Indiana

SELMA CADAR, Maryland

Jaedan Brown, Michigan

Kari Miller, Michigan

RACHEL HANFORD, Minnesota

Kristina Novak, Nebraska

Clarissa Hand, Northwestern

Maria Shusharina, Northwestern

Isabelle Boulais, Ohio State

IRINA CANTOS SIEMERS, Ohio State

Sofiya Chekhlystova, Penn State

Csilla Fodor, Purdue

AVA MARKHAM, Wisconsin

##### Sportsmanship

Josie Frazier, Illinois

Alexandra Staiculescu, Indiana

Barbora Pokorna, Iowa

Vera Markovic, Maryland

Gala Mesochoiritou, Michigan

Mary Lewis, Michigan State

Emilee Duong, Minnesota

Kristina Novak, Nebraska

Hannah McColgan, Northwestern



Kolie Allen, Ohio State  
Yvonne Zuffova, Penn State  
Carmen Gallardo Guevara, Purdue  
Tess Fisher, Rutgers  
Alina Mukhortova, Wisconsin

Unanimous selections IN ALL CAPS

<https://bigten.org/news/2022/5/5/general-big-ten-womens-tennis-all-conference-teams-and-individual-honors-announced.aspx>

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'A story like no other'

E.E. Ward Moving & Storage's legacy on the Underground Railroad goes back to the mid-1800s

Céilí Doyle

Columbus Dispatch

FRIDAY, APRIL 29, 2022

Jerome Davis has moved a lot of prominent families. From the Schottensteins two weeks ago, to former Mayor Michael B. Coleman a few years back, the 63-year-old has been a tiny part of Columbus history for more than three decades. As a longhaul truck driver, local delivery man, warehouse stocker and inventory taker, Davis has done it all in his 35 years working for E.E. Ward Moving & Storage – the oldest, continuously owned African American business in the United States recognized by the Department of Commerce, according to the U.S. Congressional record. His former boss, the late Eldon Ward, was the fourth-generation to operate the company, which has evolved from a local horse and buggy operation in 1881 to a cross country moving company.

The company's origins date even further back than its late 19th century start. Eldon's great-grandfather, John T. Ward, who was born to a free Black family, had a wagon transportation business from 1842 to 1858.

The elder Ward was also a conductor on the Underground Railroad, using his business to help freedom seekers who sought refuge by hiding out on his Truro Township (now Whitehall) farm before traveling north to their next stop in Westerville or Worthington about 15 miles away.

The Ward farm was a well-known Underground Railroad station and John was a pivotal figure among the movement in central Ohio, according to the Columbus Free Press and exhibits in the Martin Luther King Jr. Performing and Cultural Arts Complex in Columbus' King-Lincoln Bronzeville neighborhood.

The company's legacy is a personal point of pride for longtime employee Jerome Davis.

“I am proud to be working here on account of this history, really,” he said. “And I mean you wouldn’t believe all the people that prided me or praised me for being at E.E. Ward for as long as I have.”

When **Brian Brooks '87** was in elementary school, his godfather, Eldon Ward, would rise before the sun – 4:15 a.m., every morning – pick up his godson and teach him how to swim at the East Side YMCA on Woodland Avenue.

This was their weekday routine for years: laps around the pool before Ward would drop Brooks off at school.

And long before Brooks took over E.E. Ward from his godfather – buying the company in 2001 – Eldon Ward and the legacy of the moving company were a source of inspiration for Brooks. His father was Eldon’s attorney. Their families were close, especially because Eldon Ward and his wife, Elsie, didn’t have any children of their own.

“Eldon was known as the historian,” Brooks said. “He could rattle off stories and one of his special talents is that he was a great orator of the history of Columbus.”

Growing up, Brooks watched his godfather dedicate his life to giving back to the community. He sat on the boards of and contributed to over 40 community organizations. And, he became the first African American to serve as the Columbus Foundation’s chairman, Brooks said.

That work ethic made an impression on Brooks and later inspired him to buy E.E. Ward Moving & Storage over 20 years ago after Eldon had retired in 1996 and his niece, Dolores White, needed more help managing the operation.

“There’s this saying in business, ‘Don’t buy something based on emotion,’” Brooks explained. “But this company was flushed with goodwill. This story is like no other. It’s unique – one of a kind.”

Inside the King Arts Complex on Mount Vernon Avenue, a set of three wall-length murals, painted by local artist Aminah Robinson decorate a hallway in historic splendor.

In 1982, Robinson, the late Columbus native known for capturing African American history in her art, donated the three-piece display to Eldon Ward, who gave it to the King Arts Complex.

The murals depict the story of E.E. Ward Moving & Storage, beginning with Eldon’s great-grandfather, John T. Ward. John, who, in addition to being an ardent abolitionist and conductor, was also a member of the Second Baptist Church – the oldest Black Baptist church in Columbus.

Several members of the congregation, including John, championed the anti-slavery movement.

After the Civil War, John's wagon transportation business eventually became the Ward Transfer Line – formed by John and his son, William, in 1881. Later, William's son, Earl Edgar, renamed it the E.E. Ward Transfer & Storage Company.

When Eldon, Earl Edgar's son, took over as president of E.E. Ward, from 1945 through his retirement in 1996, the late Ward continued the family legacy of fighting for equality. During the civil rights movement, Eldon and a group of NAACP members demanded white businessmen in Greater Columbus hire Black employees. Their efforts paid off, and banks, cab companies and media executives began diversifying hires shortly after, according to the exhibit in the King Arts Complex.

When Brooks, who co-owns the company with his wife, Dominique, bought E.E. Ward in 2001 he made it his mission to not only keep the company's story alive, but also to modernize the business.

"The goal has been growth, expansion and sustainability," he said.

With warehouses in Grove City and Charlotte and Raleigh in North Carolina, the business has expanded, conducting both residential and office moves along with corporate relocations.

Brooks sees the future in building the E.E. Ward brand by constantly evolving and staying relevant, while also paying homage to the company's history of service.

"We want to continue to be humble and never stop being curious about how we can serve customers," he said.

<https://www.dispatch.com/restricted/?return=https%3A%2F%2Fwww.dispatch.com%2Fstory%2Fnews%2Flocal%2F2022%2F04%2F26%2Funderground-railroad-e-e-ward-moving-storages-historic-legacy%2F7195078001%2F>

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"X Thinking" published in English

X Thinking explores the necessity and components of stronger brand eXperiences, born from the accelerating consumer market in China. Written by co-authors Jason Huang and **Michael Lai '97**, it is an English language adaptation of a popular book published in China in 2020, revised specifically for American readers. The essence of the new book X Thinking is the convergence of culture and context - a new philosophy and methodology for creating consumer experiences. X Thinking will help companies create long-term loyalty through meaningful relationships that serve a new set of customer needs.

We are living in the era of experience, where commodities compete for the attention of consumers in a ruthless retail landscape, and brands survive and succeed based on the

experiences they create. X Thinking, and the delivery of exceptional eXperiences, are key to introducing, nurturing, and solidifying customer relationships -and setting businesses apart as leaders in a crowded industry. Yet too few companies embrace these values at a strategic level.

China isn't just a new market for western companies. It's a new kind of market, one with an accelerated technology adoption timeline unlike the United States. The concurrent rise of cities and salaries at a staggering pace parallels the rise in customer expectations, a hierarchy of decision-making criteria and value propositions that form the foundation of sincere relationships with brands that transcend the paradigms of the past.

Understanding this distinct evolution in China isn't simply a glimpse over the metaphorical horizon. It's a window into the future of brand building in the U.S., where consumers are already on the same trajectory.

Replete with case studies, benchmarks, and comparisons between familiar American brands and beloved Chinese counterparts (largely unknown beyond their borders), X Thinking distills more than a decade of observations and practice into crucial, actionable intelligence.

Topics include

- Why do consumer-behavior trends in China matter to U.S. brands?
- How are traditional, transactional relationships detrimental to customer loyalty?
- What are the advantages of shifting from traditional ROI to a more sustainable "Return on eXperience"?
- Why is digital transformation an essential step to turning data into intelligence?
- What are the nature and impact of touchpoints on brand perception, value, and positioning?
- How do brands become an integral part of a customer experience, something that transcends the traditional customer journey?

But X Thinking is more than an abstract construct to identify the needs of clients and their customers. It's a practical approach for measuring the meaning and value of customer engagement holistically - brand building at its most elemental.

By tapping into the multi-faceted motivations that influence customer behavior individually and collectively, companies can align their own processes with objectives leading toward more fulfilling relationships with consumers. It's reciprocal. Creating value isn't only about the bottom line. It's a pervasive operational approach that elevates every interaction.

Rethinking the changing nature of customer relationships will reveal new strategies necessary to exceed new expectations. Immersive and intuitive, X Thinking offers answers for an industry facing unprecedented uncertainty and a guide to navigate the future with informed insights.

## Fencing Hosts Season-Ending Banquet

Lions Fencing hands out six awards, honors 12-member senior class with year-end banquet.  
4/29/2022 9:28:00 AM

NEW YORK—Six awards were presented and 12 seniors were honored as Columbia Fencing program hosted its annual season ending banquet Thursday evening at Low Library.

Columbia honored its 12-member senior class which included Sylvie Binder, Valentina Bos, Kenya Plenty, Anika Tsapatsaris, James Bourtis, Josef Cohen, Sidarth Kumbala, Jack Lin, Julian Maldonado, Cedric Mecke, Ben Sherwin, and Brian Szeto. At the end of the evening, each senior gave a three-minute speech on their Columbia Fencing experience.

Columbia Olympian Jake Hoyle '16CC served as the event's Master of Ceremonies. He surprised Columbia Head Coach Michael Aufrichtig by giving him his Olympic ring. Hoyle, a two-time NCAA Champion, competed at the 2020 Olympics for Team USA.

Justin Haddad and Vera Kong were both presented with the Norman Blackwell Award. The Norman Blackwell Award is given to the member of the fencing team who best embodies the qualities of athletic accomplishment, sportsmanship, and community. The award was established in honor of Columbia Fencing's Norman Blackman '41CC by his daughter Allison Blackman.

Teddy Lombardo and James Bourtis both took home the James Murray Memorial Trophy, which is awarded to the fencer who has made the most significant contribution to the varsity men's fencing team.

The Women's Fencing Award went to Nora Burke and Natalie Minarik, which is awarded annually to that member of the varsity women's fencing team who has made the greatest contribution to the team based on team leadership and ability.

Burke and Ashton Daniel were presented with the Kestler Award. Named after Dr. Tony Kestler, Columbia College Class of 1971 and NCAA Men's Foil Champion in 1969, the Kestler Award is given to the varsity fencer who inspires the team to superior performance and leads the way to victory, following the example set by Dr. Kestler.

Sylvie Binder and Sidarth Kumbala took home the Dr. Aladar Kogler Senior Award, which honors the senior varsity fencer who has made the greatest contribution to the team based on team leadership and ability during their four years.

Finally, Bourtis and Chloe Gouhin were presented with the Meade Anderson Spirit Award. The honor was awarded to the fencer whose attitude embodies the spirit of Columbia Fencing. The recipient instills positivity and energy throughout the team. Bourtis and Gouhin follow in the footsteps of Meade Anderson, class of 2007, who always inspired his fellow teammates.

#### 2021-22 COLUMBIA FENCING AWARD WINNERS

Norman Blackwell Award: Women- Vera Kong, Men- Justin Haddad

James Murray Memorial Trophy: Teddy Lombardo, James Bourtis

Women's Fencing Award: Nora Burke, Natalie Minarik

Kestler Award: Women- Nora Burke, Men- Ashton Daniel

Dr. Aladar Kogler Senior Award: Sylvie Binder, Sidarth Kumbla

Meade Anderson Spirit Award: James Bourtis, **Chloe Gouhin '21**

<https://gocolumbialions.com/news/2022/4/29/fencing-hosts-season-ending-banquet.aspx>

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**Avishar Barua '05** was featured in the May issue of Columbus Monthly where he shares his thoughts on the local eats on Bethel Road.

# BETHEL ROADIES

Two service industry insiders—and Bethel Road devotees—share what they love about the area.

As told to Brittany Moseley

I could spend all my money on Bethel Road.

I've been going to the area since I was a kid, when CAM international market was over there. In college, I worked at Buckeye Pho as a server. The pho dac biet, which is the combination pho, is always a good choice.

Jiu Thai is a good place for lunch. There was a point in my life when I would go to Jiu Thai every week to get biang biang noodles and the pork sandwich. The noodles are hand-pulled and the perfect texture.

For dinner I like going to Panini Opa. They have awesome salads. For ramen, Meshikou, of course. I usually get one of their spicy miso ramens. Bamboo Thai Kitchen is also

## KRIZZIA YANGA

Owner of Bonifacio and Boni: Filipino Street Food

really great. It's one of my go-tos for Southeast Asian food.

There's Arirang, which is a Korean market. They have the stone pot bibimbap, and that's usually my go-to. It's served in a hot stone bowl, so you get that crispy rice on the bottom. I like to let it sit for a couple minutes so it can get properly crispy.

Golden Delight Bakery is where I think every Asian person gets birthday cakes. I

literally just got my mom a fruit cake for her birthday a couple of weeks ago. It's a layered chiffon cake. In between the layers is fruit cocktail. They also make one with fresh strawberries and kiwi. That's always a good choice.

At Bonifacio and Boni, we do Filipino food a little bit more modern. But the mom-and-pops that have been on Bethel Road for decades paved the way for us to be able to do what we do.



## AVISHAR BARUA

Top Chef alum and owner of the forthcoming Joya's Café

I found out about Los Guachos. That was well before anyone was really talking about it.

Coco Hot Pot is a great place to go if you want to get some authentic hot pot. The menu's enormous, so you can pick and choose exactly what you want. The food outside of their hot pot is very good, too. I would recommend getting the four-flavor hot pot so you can choose different broths. You can have one or two that are spicy and one or two

When I started working in restaurants, I would often take some of the staff home, and 95 percent of the time they lived somewhere on Bethel.

That's actually how

that are not, and mix and match whatever ingredients you want. It's very similar to the hot pot I had when I was in Sichuan.

If you're going later at night and you want to have a fun time, I would recommend Gogi Korean BBQ. The vibe is very nice, and you can share a different style of meal with your friends.

Every time you go to a different corner [of Bethel], you can find something amazing. I think it defines Columbus pretty well. We talk about, 'What is Columbus food?' All these restaurants are—in strip malls on Bethel.

I'd like to take a field trip down Bethel and try to [eat my way] to the other side. That would be a sick challenge.

## In Memory

**Peter Wilson Field '76**, devoted husband and proud father of four grown boys, passed away peacefully at home on April 22 in Kennebunkport. He was 64.

Peter and his wife Ann married in Dallas then moved to a farm on Downing Road in Kennebunk, where they shared over 30 years of wonderful memories with family and friends. Spare with words, Peter could speak volumes with a simple smile or smirk, a nod of the head, a sly remark or a knowing look. He felt emotions deeply and when he did speak at length, it was a pleasure to listen. Peter believed in the “finer things,” which translated into bumper Christmases and birthdays for his family. This also showed his giving side — Peter gave everything to his family and never asked for anything in return.

Raised in Columbus, Ohio, Peter attended Columbus Academy and Western Reserve Academy before studying at the University of Colorado in Boulder. Peter’s time in Boulder, together with several 1,000-plus-mile bike trips in high school, instilled in him a lifelong love of adventure and the outdoors.

Peter shared this love with his sons as soon as they were old enough, taking them skiing, mountain biking and camping all over New England and the West. His favorite destinations were Colorado, Moab and Mooselookmeguntic Lake in northwestern Maine. In between these adventures, Peter pursued a business career that reflected his varied interests. He began in banking then branched out into myriad pursuits, from real estate to hospitality to operating businesses, working with partners, companies and investment funds large and small. Wherever he went, Peter was known for his honesty, integrity and good nature.

Among Peter’s happiest places was atop his Kubota tractor, brush hogging the long grass late on a Maine summer day, or with his hands in the dirt, turning his farm into a tranquil refuge for his family. Peter loved buffed out single track, fresh corduroy, blue bird days, history (particularly about American GIs), fine cigars and his Ducati motorcycles. He also loved sitting on the Boathouse porch at the Kennebunk River Club, or taking in fall breezes at the Fryeburg Fair. Most of all, Peter loved his family.

Peter will be dearly missed by: his wife Ann; his sons Bruce, Phillip (Emily), Peter (Kate) and John (Ally); his father Hal; and by all of his friends and extended family.

A memorial service will be held at St. Ann’s Episcopal Church, 167 Ocean Ave., Kennebunkport, on Wednesday, June 22, at 10:30 a.m.

In lieu of flowers, donations may be made in Peter’s honor to The Brooks School, Advancement Office, 1160 Great Pond Road, North Andover, MA 01845 or to the Society of St. John the Evangelist, 980 Memorial Drive, Cambridge, MA 02138.



To share a memory or leave a message of condolence, please visit Peter's Book of Memories Page at [www.bibberfuneral.com](http://www.bibberfuneral.com).

<https://www.pressherald.com/2022/04/28/obituary-peter-field/>