

join the local Forrester office, just as the 2001 Internet crash hit.

Her colleagues thought her nuts to spend time writing a blog, but Li pursued it, believing, correctly, that it would help ground her authority. "Women don't...do enough in the branding area, perhaps because we don't feel like we should be tooting our own horn," she said in a recent interview with the career women's magazine *Pink* (which dubbed her a "woman guru"). "I advise women, if anything, to trumpet from the hilltops how wonderful they are," she added. "Use technology to do it. Hire a PR person or go out and do your own PR. Talk about it; go up to people and introduce yourself....That's how I stand out." Today, she has upwards of 12,000 followers on Twitter and thousands of fans and friends on LinkedIn and Facebook.

The open nature of social technologies has made her choosy about what she publicizes on her website, www.charleneli.com. "Privacy is a huge issue and no mat-

ter how you deal with it, you know not everyone is going to be happy," she says. "Problems arise when information is being shared [with others] without transparency to the user." Facebook's Beacon program, part of its advertising system launched in 2007, was "not respectful of permissions and had poor control over when and how information and individual actions were shared," she explains. "They quickly changed the program and have been working closely with Facebook members on the site's 'terms of service.'" But the controversy persists over privacy—as it probably always will.

"A company says, 'Give us your income and your health information and we'll give you free shipping'—and people will do that," Li points out. "That's how much we care about privacy. What we *do* value is control over that privacy." To safeguard the public trust, "companies need to give consumers the ability to decide what information about themselves and their behavior is

collected, as well as when and how it is used and shared," she believes. "Social technologies amplify the need for trust even more. But this is the same situation we have been living with for decades."

Li's motto is "Share nothing I wouldn't want to see on the front page of the *New York Times*"—including her address, her personal schedule and statistics, family news, weekend activities, her children's information, etc. At home, the kids are limited to one hour of screen time a day (excluding homework requirements), and she and her husband adhere to a "no e-mail zone" between 6 and 9 p.m. All told, they have eight computers in the house. She does not blog religiously, and spends "maybe 10 hours a week" on Facebook and Twitter—although she does frequently add to her website and profiles. "I hear people complain, 'I'm a slave to Twitter,'" she says. "But that is their *choice*. The real power we have as individuals is to turn it on *and* turn it off."

After her family got their technology "fix" in the Wyoming hotel, "We shut it all down and went to see the rodeo," Li says. "When we're connected, we're deeply connected. But there's also a time and a place to be completely focused on the people in front of you, because it's so seldom that you get someone's full attention."

—NELL PORTER BROWN

For Overseer



Joshua Boger

Margaret A. Levi

Photeine
Anagnostopoulos

Morgan Chu

Cristián Samper



Mark Gearan

Linda Greenhouse

Walter Clair

Robert L.
Freedman

Harvey A.
Silverglate

Cast Your Vote

THIS SPRING, alumni will choose five new Harvard Overseers and six new directors for the Harvard Alumni Association (HAA) board. The official candi-

dates' names appear in ballot order below, as determined by lot.

Ballots should arrive in the mail by April 15 and must be received back in Cambridge by noon on May 29 to be counted. Results of the election will be

announced at the HAA's annual meeting on June 4, on the afternoon of Commencement day. All holders of Harvard degrees, except Corporation members and officers of instruction and government, are entitled to vote for Overseer candidates. The election for HAA directors is open to all holders of Harvard degrees.

For Overseer (six-year term):

Joshua Boger, Ph.D. '79, Cambridge. President, founder, and CEO, Vertex Pharmaceuticals Inc.

Margaret A. Levi, Ph.D. '74, Seattle. Bacharach professor of international studies, University of Washington; professor of politics, University of Sydney.

Photeine Anagnostopoulos '81, M.B.A. '85, New York City. COO, New York City Department of Education.

Morgan Chu, J.D. '76, Los Angeles.

For Director



Cindy Maxwell

Margaret Angell

John Trasviña



Paul Choi

Elizabeth Ryan

Carlos Cordeiro



Meg Vaillancourt

Bryan Simmons

Sanford Sacks

Partner, Irell and Manella LLP.

Cristián Samper, Ph.D. '92, Washington, D.C. Director, National Museum of Natural History, Smithsonian Institution.

Mark Gearan '78, Geneva, New York. President, Hobart and William Smith Colleges.

Linda Greenhouse '68, Bethesda, Maryland. Knight distinguished journalist-in-residence and Goldstein senior fellow in law, Yale Law School.

Walter Clair '77, M.D. '81, M.P.H. '85, Nashville, Tennessee. Assistant professor of clinical medicine, Vanderbilt University Medical Center; clinical director of cardiac electrophysiology, Vanderbilt Heart and Vascular Institute.

In addition, two alumni have qualified to run as petition candidates:

Robert L. Freedman '62, Philadelphia. Partner, Dechert LLP.

Harvey A. Silverglate, LL.B. '67, Cambridge. Attorney and writer, Good and Cormier.

For Elected Director (three-year term):

Cindy Maxwell '92, M.D. '96, Toronto. Assistant professor of obstetrics and gynaecology and staff perinatologist, Mount Sinai Hospital.

Margaret Angell '98, M.P.A. '06, Washington, D.C. White House Fellow, U.S. Department of Housing and Urban Development.

John Trasviña '80, Los Angeles. President and general counsel, Mexican American Legal Defense and Educational Fund.

Paul Choi '86, J.D. '89, Chicago. Partner, Sidley Austin LLP.

Elizabeth Ryan '81, Los Angeles. Producer and director for film and television.

Carlos Cordeiro '78, M.B.A. '80, Hong Kong. Retired partner, Goldman Sachs.

Meg Vaillancourt '78, Boston. Vice president, corporate and community affairs, Boston Red Sox.

Bryan Simmons '83, New York City. Vice president of marketing and communications, IBM Centennial, International Business Machines Corporation.

Sanford Sacks, M.B.A. '66, Scarsdale, New York. Consultant, Ambac Assurance Corporation.

Comings and Goings

THIS SPRING, University clubs offer a variety of social and intellectual events, including Harvard-affiliated speakers (see the partial list below). For further information, contact the club directly, call the HAA at 617-495-3070 or 800-654-6494, e-mail clubs@harvard.edu, or visit www.haa.harvard.edu.

On May 7, professor of Indo-Muslim and Islamic religion and cultures Ali Asani discusses "The Rise of Anti-Western Movements in the Islamic World" at the Harvard Club of Georgia. On May 11, the Harvard Club of Andover (Massachusetts) hosts Boas professor of interna-

tional economics Richard Cooper, who lectures on "Prospects for the World Economy: A Glimpse of 2030." (Cooper also speaks to the Harvard Club of Rhode Island on June 9.) On May 19, members of the Harvard Club of the Mid Gulf Coast can learn about "Giants: The Parallel Lives of Frederick Douglass and Abraham Lincoln" from John Stauffer, professor of English and of African and African American studies. On May 20, Davis Center for Russian and Eurasian Studies senior scholar Marshall Goldman explains "Petrostate: Putin, Power, and the New Russia" at the Harvard University Club of Oregon. And on May 28, the Harvard Club of Western Pennsylvania presents "Counter-Terrorism Under President Obama: What Has Changed" with Ames professor of law Philip Heymann.

Global Day of Service

ON MAY 9, alumni from 11 cities and countries will volunteer for a Global Day of Service, sponsored by the HAA and the Graduate School of Education. As of press time, Harvard clubs and Shared Interest Groups (SIGs) in Atlanta, Boston, Chicago, Denver, Fairfield County (Connecticut), New York City, and Washington, D.C., together with others in Argentina, Israel, and Japan, had paired up with local organizations to work on community projects. For details, visit <http://post.harvard.edu/harvard/alumni/html/dayofservice.shtml> or call 800-654-6494.

Global Networking Night

ON JUNE 23, SIGs and local Harvard clubs around the country are sponsoring a Global Networking Night. These local events offer alumni and graduating students the opportunity to share experiences and form connections. The informal events are designed to combine business networking with a relaxed, fun setting. For further details and locations, visit <http://post.harvard.edu/harvard/alumni/html/globalnetworking.shtml>.