

Every hour of every day, Rutgers has an impact on your life. How much? Well, there is simply not enough time in the day to explain how—in ways big and small, some seen and many not—the university is playing a role. From child care to cancer cures to food preparation, university faculty, departments, and alum strive to make your daily chores more manageable and daily pleasures more enjoyable, from dawn to dusk and to dawn again. Here are a few examples.

6:00 A.M. / GOOD DAY, SUNSHINE

Are you in rainy Atlantic City and wondering whether you will be ankle deep in mud along the sidelines of your daughter's soggy softball game in Teaneck tonight? Skip the guesswork. The New Jersey Weather and Climate Network (climate.rutgers.edu/stateclim)—linked to dozens of weather stations statewide and monitored by the Office of the New Jersey State Climatologist at Rutgers—can pinpoint the weather anywhere in the state at any time.

7:00 A.M. / POWER AID

What is a crisis for the nation—its unquenchable thirst for pricey foreign oil—is the raison d'être for the 2-year-old Rutgers Energy Institute. Here, scientists, oceanographers, public-policy specialists, and engineers search for alternative energy sources. The institute is working with the University of São Paulo, in Brazil, to convert sugarcane to biofuel, and it's helping the New Jersey Board of Public Utilities create an Energy Master Plan.

8:00 A.M. / YIELD AHEAD

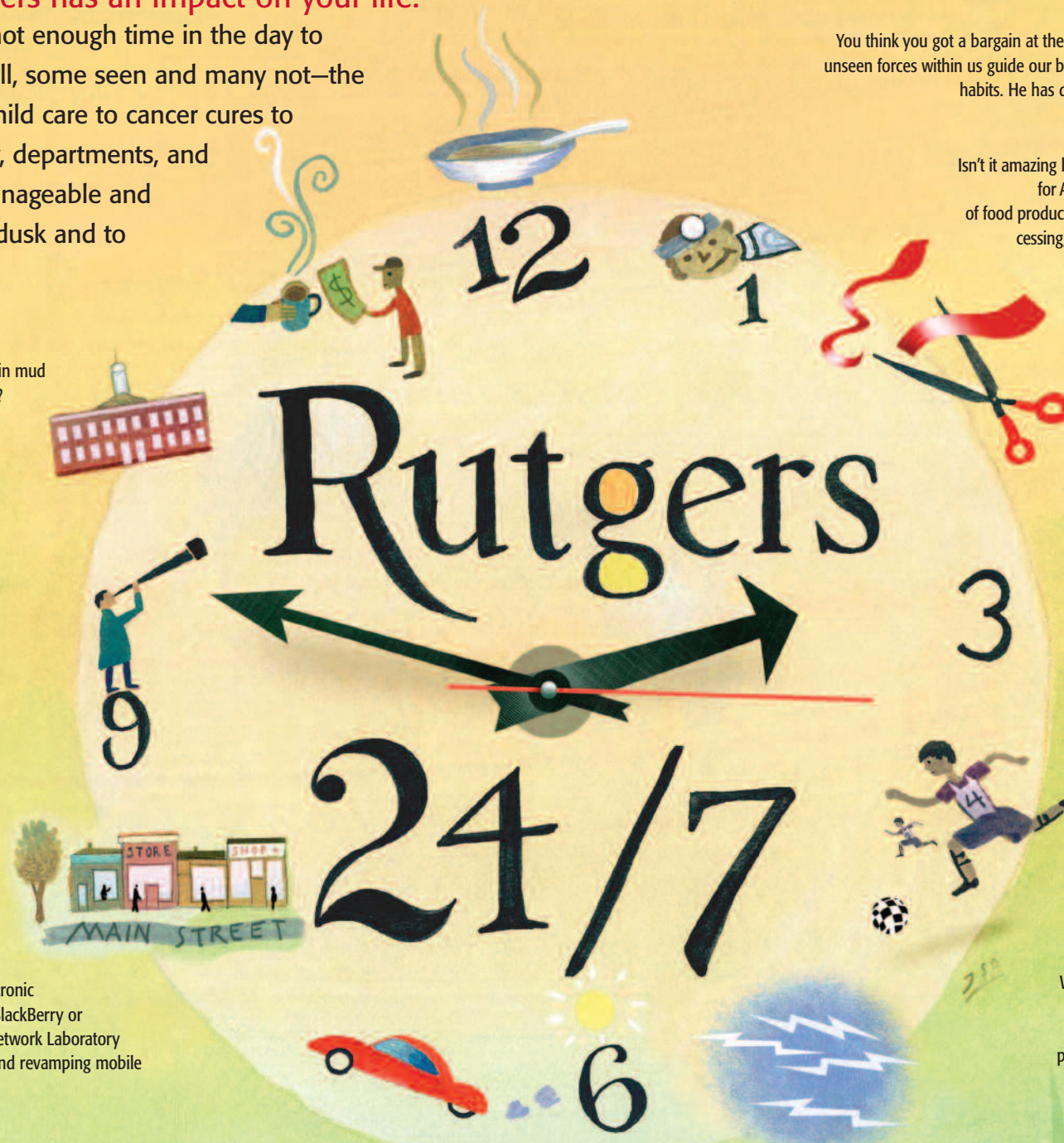
Are 18-wheelers roaring by you as you enter the coffee shop off-putting? That's because New Jersey's historical towns have a ruckus running through them: formerly quaint main streets have become noisy, dangerous thoroughfares. In its report, "Flexible Design of New Jersey's Main Streets," Rutgers' Voorhees Transportation Policy Institute has recommended shopper-friendly design standards for burdened roadways, proposing greenways, sidewalks, bike paths, and other means to "settle" traffic.

9:00 A.M. / NEW NEXUS OF NETWORKING

If you think black-and-white TVs and record players are the dinosaurs of electronic inventions, you haven't seen the last of them. Wireless devices such as your BlackBerry or iPhone will similarly feel low tech. That's because the Wireless Information Network Laboratory (WINLAB) at Rutgers is working to untangle the snarl of wireless networks—and revamping mobile internet networks so that you will never be out of touch.

10:00 A.M. / TEACH YOUR CHILDREN

You can still recall that poignant moment when an inspiring teacher jump-started your interest in learning. Rutgers' Graduate School of Education offers a five-year teacher education program that has prepared generations of teachers working in New Jersey public schools. It's part of the reason the state has achieved the nation's highest high school graduation rate.



11:00 A.M. / CONSUMER REPORTS

You think you got a bargain at the store, but did you? Why did you shop there in the first place? Sure, we have free will, but unseen forces within us guide our behavior. Robert Schindler, professor of marketing, is a leading expert on consumer-buying habits. He has demonstrated, for instance, why spending choices can be traced to childhood experiences.

12:00 P.M. / SOUP'S ON

Isn't it amazing how frozen soup from the supermarket can be a gourmet lunch experience? Rutgers' Center for Advanced Food Technology (CAFT) cooperates with industry and government on all manner of food production. At its Food Manufacturing Technology Facility, CAFT helps businesses use effective processing, packaging, and distribution methods. It even helped Al Yeganeh—immortalized as the Soup Nazi in the 1995 *Seinfeld* episode—produce soup in commercial quantities for his company.

1:00 P.M. / THE \$6 MILLION YOU

Life may be short, but Rutgers researchers are finding ways to prolong it. The New Jersey Center for Biomaterials is fast at work to create regenerative medicines: natural approaches to repairing damaged tissue through "tissue scaffolds," which are fully degradable, specially designed biomaterials that support cell growth where an injury has occurred. The center has partnered with other medical institutes working on similar discoveries.

2:00 P.M. / FOR THE PEOPLE AND BY THE PEOPLE

A big beef with many voters is their perception that government is big, bloated—and a bit corrupt. Rutgers helps address the problem through the School of Public Affairs and Administration, which produces growing numbers of civic-minded graduates determined to make government run as efficiently as a Swiss watch. Students in the executive master's program spend afternoons collaborating with city administrators in Newark to improve the delivery of services to citizens.

3:00 P.M. / THE SEARCHERS

Wikipedia, the online encyclopedia containing entries created and updated by users, is a handy online tool. But its accuracy is sufficiently suspect that founder Jimmy Wales has advised students not to rely on it. A more reliable source—especially for New Jersey history—is Electronic New Jersey (www2.scc.rutgers.edu/njh), a digital archive created in collaboration with Rutgers archivists, librarians, and historians; New Jersey high school teachers; and the New Jersey Historical Commission.

4:00 P.M. / PARENTAL DISCRETION ADVISED

Whether at an after-school sport like Little League baseball, travel-team soccer, or football, parents' and coaches' behavior can ruin the experience for the kids. Rutgers' Youth Sports Research Council, part of the Department of Exercise Science and Sports Studies, has two programs that train parents and coaches to set good examples. Many municipal recreation departments in New Jersey require the training.

5:00 P.M. / TEA TIME

A cup of tea is a civilized way to wind down the afternoon. But green tea or coffee combined with exercise helps you beat skin cancer, the most common form of cancer, with a million new cases annually. The Susan Lehman Cullman Laboratory for Cancer Research, part of Rutgers' Ernest Mario School of Pharmacy, has demonstrated that this combination promoted the destruction of precancerous cells in mice.

6:00 P.M. / COCKTAIL HOUR(S)

When work is particularly stressful, happy hour may seem to extend from the minute you get home until you nod off on the couch. The Rutgers Center of Alcohol Studies helps people understand when and why they may have a drinking problem—and how to treat it. New research efforts are focused on intervention strategies for high school and college students.

7:00 P.M. / HOW DOES YOUR GARDEN GROW?

Few things beat tending the garden to conclude a spring or summer day. Still, it can be frustrating when your thumb is anything but green. For the horticulturally challenged, the Rutgers Master Gardener program (njaes.rutgers.edu/mastergardeners)—part of the New Jersey Agricultural Experiment Station—has volunteers in 18 counties manning the phones during the day to offer horticulture tips to solve your problems.

8:00 P.M. / OUR DAILY BREAD

These days, you're hard pressed to channel surf and not find a Mason Gross School of the Arts grad featured on a prime-time show. The list includes James Tupper MGS'A96 (Jack on ABC's *Men in Trees*); Calista Flockhart MGS'A88 (Kitty on ABC's *Brothers and Sisters*); and Tim DeKay MGS'A90 (David in HBO's *Tell Me You Love Me*).

9:00 P.M. / THE YOUNG AND THE RESTLESS

The years of being a teenager can be vexing and confusing, with few answers coming from watching reality shows or trolling MySpace.com profiles. Fortunately, many Rutgers alumni have successful, award-winning careers as authors of inspiring novels for young adult readers. Robin Friedman DC'90, Bob Krech RC'78, David Lubar RC'76, and Eric Luper RC'92 develop plots around those gnarly issues concerning young people.

10:00 P.M. / PEACE AND QUIET

For those living on a busy New Jersey thoroughfare, the roar of the road could keep a hibernating bear up at night. The Rutgers Asphalt Pavement Laboratory has the cure. Housed at the Center for Advanced Infrastructure and Technology, its pavement resource program found that mixing asphalt with the rubber from recycled tires quiets traffic. So it no longer will sound like you are in the infield of the Indianapolis 500.

11:00 P.M. / THE DATING GAME

Visiting matchmaking websites, once about as appealing as filing your taxes, has never been more popular. Helen Fisher, a biological anthropologist at Rutgers and expert in the science of human attraction, contributed research that helped launch Match.com. She also lent a hand to its new offshoot, Chemistry.com, which features a personality-assessment-and-matching system that, it claims, matches two people more effectively than they can themselves.



12:00 A.M. / MIDNIGHT SNACK

Do you have serious trouble stopping yourself from a midnight raid on the Häagen-Dazs? You are not alone. The Rutgers Eating Disorders Clinic, part of the Graduate School of Applied and Professional Psychology, aims to better understand the prevention and treatment of anorexia, bulimia, and binge eating. It trains students to be counselors and offers treatment services and online support.

1:00 A.M. / CRIME NEVER SLEEPS

With the economy sputtering these days, the subject of terrorism isn't uppermost on people's minds. There is an exception: the Rutgers Center for the Study of Public Security—consisting of faculty participation from the School of Criminal Justice, the Center for Global Change and Governance, the School of Law—Newark, and the College of Nursing—evaluates New Jersey's vulnerability and measures security preparedness.

2:00 A.M. / DELIVERING THE GOODS

The common sight of store shelves brimming with merchandise doesn't happen by magic. All night, and day, producers are shipping goods as efficiently as possible. Many have turned to Rutgers Business School's Center for Supply Chain Management, which conducts supply chain research and offers tips to companies, big and small, on how to keep items moving along—right into your expectant hands.

3:00 A.M. / SLEEP, MY PRETTY

Are you among those unfortunate souls who climb into bed only to find yourself awake a few hours later? Joseph V. Martin, a professor of biology, and Alex Roche, an associate professor of chemistry, are hunting for a solution to insomnia. The pair is investigating the role that thyroid hormones play in sleep regulation and why sleep medications aren't the answer for everyone.

4:00 A.M. / THE NIGHT SHIFT

Have you ever been forced to spend the night in the hospital? You gained quick insight into what nurses working the overnight shift go through, didn't you? Rutgers' College of Nursing offers a superior education and incentives at a time when staffing is undergoing serious challenges.

5:00 A.M. / GONE FISHIN'

Who wants to get up at the crack of dawn to meet the fishing charter only to come back empty-handed later, fishing reputation in ruin? Check in with theCOOLroom.org, Rutgers' Institute of Marine and Coastal Sciences website that answers all things ocean-related. COOL, or the Coastal Ocean Observation Lab, gleans information from an undersea node, U.S. and Chinese government satellites, coastal radar, and a 230-foot meteorological tower at the Rutgers Marine Field Station in Tuckerton.

— By Bill Glavin