





Above: Engineering student Shyamal Ruparel helps assemble UC's new loaner bicycles. Read more on page 8.

On the cover: UC alum John Riggi is a writer, co-executive producer and director for NBC's "30 Rock." Riggi shares what he has learned from a career that's taken him from stand-up comedian to a writer working on TV shows like "The Larry Sanders Show" and "Will and Grace." See story on page 12.

Opposite: Working on "30 Rock," John Riggi says he's still entranced by his day job. "I walk on the set in the morning and see the guys setting lights up, the actors walking in with their coffee, and think about how it's all going to turn into something. We're like magicians."

cover design/Dawn High cover photo/Jonathan Saunders

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University of Cincinnati President Gregory Williams "UC Magazine" is the official university magazine, mailed to donors, alumni supporters, full-time faculty and staff.

Published three times a year by University Relations Vice president Greg Vehr Associate vice president Greg Hand, A&S '74 AHC asst. vice president Richard Puff

Partially funded by the University of Cincinnati Foundation Foundation president Michael Carroll Board chairman Steve Wilson, A&S '66, MBA '68, HonDoc'06

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Vol. 40 No. 1





UNIVERSITY OF CINCINNATI MAGAZINE

August 2010

What I Know Now

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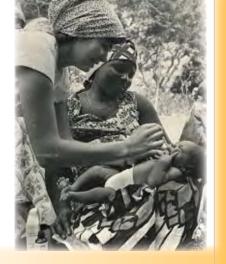


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In Focus: 'Glee'-ful



Ann Moore, Nur '56

AS INTERVIEWED BY JOHN BACH

Practical inventor influenced American culture

nn Moore didn't set out to change the way parents bond with their be And she certainly didn't expect to become one of the most influential inventors in history. But her invention of the Snugli — the original has free soft baby carrier — in the mid-'60s accomplished both. Moore's chas been honored with permanent placement in the Smithsonian Institute and recognized by the Wall Street Journal as one of the most important inventions of the 20th century.

Her idea grew from a basic desire to experience the same calm closeness with her newborn daughter that she had witnessed African mothers enjoy while serving as a Peace Corps nurse in Togo. In 1964, while living in Denver, she and her mother stitched together a pouch for baby Mandela (named after Nelson Mandela) based upon the simple fabric slings used to carry African babies. Moore was able to cook, run errands and even ride her bike, all while bonding with her infant. Moms who saw the two of them out asked where they could buy one, and soon a cottage industry was born.

Moore's invention earned a patent in 1969. She and her husband, Mike, ran the successful business until 1985 when they sold the Snugli rights to Gerry Baby Products (later purchased by Evenflo). Disappointed by the changes the company made to mass-market the product, Moore returned to her sewing table and introduced a new soft baby carrier, the Weego, in 1999 — just in time to tote her grandchildren.

- → I grew up on a farm in Ohio. Farm life is wonderful for kids to grow up in because you have a very natural interpretation of your environment. You are so close to the earth. We had to sort of make our own recreation, and I think that is good for your brain. On a farm, when you don't have something right at your hands, you have to create your own solution.
- ♦ After graduating from UC, I went to Columbia University and taught pediatric nursing. The Peace Corps was just getting started, and we had this wonderful two-year experience in Togo doing preventative health.

- In some ways, their humanness in Togo much more advanced than ours. For exampelderly are all part of the family until they And when a sick child would come to the pital, the mother would bring all the sibli and they would all sleep on the floor with sick baby. That was "rooming in," and we have that in very many places in the U.S.
- ♦ We noticed that the babies were so mucemotionally secure and centered. We all fe was because of always being carried and breastfed. Babies didn't just sleep all the t and when they were awake, they were ver much a part of the moving world because were on their mothers' backs as they moviust seemed that there was much more in peace within the kids.
- ♦ Nobody carried their babies in America. always put them in those plastic infant se There is no human warmth through that all plastic and hard. So we went to the fab store and started working on the Snugli. It to the grocery store, and people would sa my gosh, where can I get one of those?"
- ♦ Mother had gone back to Ohio, and she make one, and we would mail it out. Who mother needed more helpers, she turned her friends who were beautiful seamstres and they started helping make the Snugli were all produced in Ohio. At one time, I we had about 125 cottage workers. They beautiful product.
- ◆ I never really thought of myself as an in tor but a problem solver. I can remember our kids were in Snuglis. Mealtime in the





ning was always sort of a fussy time. To be able to carry them and fix dinner and have them calm and quiet was such a help. So a secondary byproduct is the mother or father has their hands free.

- ♦ We didn't do any advertising. It was just one parent telling another parent. That's how we started. It was lots of hard work, but, oh my gosh, it has all been such a joy.
- ♦ In the original Snugli, you had to take a seam ripper and rip out the tucks and darts as the baby grew. Today we have buckles and sliders because none of the young moms know how to sew anymore.
- Now there are so many kinds of baby carriers, which is fabulous because the more parents can get in touch and have that closeness with their babies, the better the world will be. I think when kids have a lot of their needs satisfied in their early years, they grow up to be much more loving adults.
- ♦ We are all one big happy family when you get down to the mainstream of folks. There are many ways to solve a problem. I think it is so great to be open to all the different ways in life that people live and find their goodness.

Soon after the Moores sold Snugli, a friend approached them about designing a backpack for patients who depend on oxygen tanks to breathe. Like Snugli, that practical invention birthed a successful family business called Air Lift. Twentyfour years later, Air Lift, based out of Evergreen, Colo., offers a broad line of soft-sided oxygen carriers, equipment accessories and home-health professional bags. Anne's role these days, she says, is as a cheerleader.

She and Mike recently moved into their "totally green" sustainable adobe-style home in the foothills west of Denver, where they enjoy serving as a host family for foreign visitors for the U.S. Department of State.





Ann Moore created the original Snugli baby carrier 46 years ago so she could remain active and still be physically close with her daughter, Mandela (above). Her inspiration came from watching mothers in West Africa while in the Peace Corps (opposite page, top). The same concept held true when she reinvented the product under the Weego name in '99 (opposite page, bottom).



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