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## **Brian Wansink- Retirement Reception 2024- Memory**

>> Brian Wansink: Hi, I am Brian Wansink I was the John Dyson Professor of Marketing over in the AG School, and the memory that I like best from Cornell is I love the whole ethos of the land grant nature of kind of doing research that is rigorous and relevant to make people's lives better. And you know that's a mission for I guess a lot of land grant schools around the country but I think Cornell does an exceptionally good job because it's not just I guess the state colleges that had the feeling but it seems to have purveyed a lot of other units too and I'm super grateful for that. In fact my oldest daughter is starting as a freshman at Cornell this fall of 2024, and I think one of the reasons that she was so drawn to Cornell was the fact that her value system is very oriented toward sort of research but also toward giving and being practical. So I'm grateful for that too, so thank you very much.