

"Above all, effective teaching is the primary obligation of the USMA faculty." - USMA Faculty Manual

**The Center for Faculty Excellence
9th Annual**

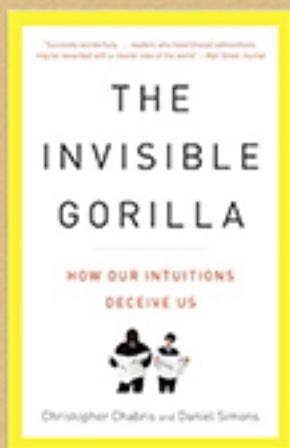
Academic Luncheon

Monday, 14 MAY 1130 hours at the West Point Club

**Christopher Chabris, Keynote Speaker,
Co-Author of "The Invisible Gorilla:
How Our Intuitions Deceive Us"**



Christopher Chabris is an Assistant Professor of Psychology at Union College. In 2004 he was the co-recipient of an Ig Nobel Prize for his now-landmark experiment "Gorillas in Our Midst," which demonstrated that when subjects focused their attention on one thing, they often failed to notice something as conspicuous as a woman in a gorilla suit. His new book "The Invisible Gorilla," based largely on that experiment and reactions to it, explores how the human mind is more fallible than we tend to believe. Chabris received a Ph.D. from Harvard in 1999.



**The winner of the 2012 Apgar Award
will also be announced at
the Academic Luncheon.**



**BG Trainor & BG Martin
will award MTP certificates to the graduates.**

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Luncheon cost is \$12.00

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representative on the CFE
Advisory Committee (see list)
to sign up and pay.**

Cash is preferred.