Potassium chloride continued from page 1

“IT looks like fish-tank gravel,” says Josh Goldwasser, associate professor of environmental management and safety in CAST, who says the tint comes from oxidized-iron deposits. An advantage, he points out, is workers can see where it is applied, avoiding over-spraying that wastes money and could harm the environment. Though it melts ice slower than rock salt, he adds, it lasts longer, so it’s less likely to be needed.

The color, which some people say resembles RIT’s bricks, has led to at least one misconception. “I heard through some acquaintances that its nickname is ‘brick sauce’ because of its color it leaves behind as it melts ice and snow,” Vercauteren says. “They thought the color was coming from the bricks, but it’s not.”

Nonetheless, to paraphrase a line from a Frank Zappa song, “Don’t you eat that redbrick-brown snow?”

Got the winter blues?

Illuminate your life with a trip to Gallery on Park. Avenue to view the juried RIT student exhibition, “Inspired by Light.”

The show, which runs through Feb. 22, features 55 works of contemporary art, crafts and design. Regular gallery hours are 3 to 7 p.m., Thursday to Sunday. For more information on this show, call 242-9470 or visit www.gallery.org.

Fender-bender prevention tips

Of all the reported motor vehicle accidents occurring last year, more than half occurred during the winter months.

The majority of accidents were caused by motorists driving too fast for the conditions.

Other contributing factors in winter accidents include backing up unseen, improper inattention/distraction, failure to yield right-of-way, unsafe lane changes and driver inexperience.

Statistics show that during the winter months, there is little distinction between individual days of the week in terms of accident occurrences. For more information about safe winter driving, contact Phil Pintar, RIT’s campus safety department, at 5-7848 or pincat@rit.edu. Information is also available online: www.independent529plan.org.

$400K grant continued from page 2

CEMA has new partnerships with Siemens Dematic Corp., Glenbrook Technologies Inc. and Matric Microwave Corp. to provide industry training and applied research in electronics packaging.

CEMA is providing surface mount technology and advanced packaging process training for employees of Siemens and REDCOM Laboratories Inc. REDCOM is also funding plastic packaging delamination research and development of a lead-free research consortia.

A partnership is under development with City University of New York for a project to develop a compact photonic explorer—a pill-sized device that, when swallowed, captures images from inside the human body. The device requires 12-millimeter circuit boards made by CEMA.

CEMA is in the second year of a two-year grant, the Consortium for Optoelectronics Packaging Education, from the Society of Manufacturing Engineers for development of undergraduate courses in optoelectronic packaging.

Web standards continued from page 1

from the vice president of enrollment management and career services and the chief information officer. Division vice presidents and deans are responsible for ensuring the accuracy and upkeep of their division’s Web presence.

The University Publications office and ITS are authorized to monitor and review RIT’s official Web pages for accuracy of information and compliance with the Web standards. A review will be done twice a year to ensure sites are in compliance. Units or individuals responsible for pages not meeting RIT standards will be asked to comply, or be referred to the Web Advisory Committee. ITS is authorized to remove any pages that fail to meet the standards from the RIT network.

Mike Cahill, a 1972 graduate of RIT’s business administration program, returned to RIT in November to head the men’s and women’s swimming and diving programs. Cahill assumed the position after the sudden death of Wendy VanderWoods. “We are very fortunate to have Mike on our staff,” says Janet Jones-Brown, athletic director. “He came in under adverse conditions and has the program going in the right direction.”

Cahill brings more than 30 years of coaching knowledge to RIT after serving as the head varsity and junior varsity coach of the boys and girls teams at West Iroquois High School from 1972 to 2003. While at West Iroquois he was considered industry consultant to the imaging industry and technology business strategy.

The McGhee Professorship was established in 1968 through an endowment by the Master Photo Dealers’ and Finishes’ Association. It honors the memory of James McGhee, former vice president of U.S. sales and advertising at Eastman Kodak Co.

McGhee was known for being an innovating force in the field of photography during his 45-year association with Kodak.

Lessons from the master

Potassium chloride continued from page 1

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A team of RIT researchers led by Bruce Smith, Intel Professor of Microelectronic Engineering, developed the ability to produce optical image resolution at the smallest ever level. The breakthrough optical nanolithography technique uses a prototype 193-nanometer immersion “microstepper” tool developed at RIT to produce images for semiconductors down to 38 nanometers. The advancement means microelectronic devices that previously required extreme ultraviolet or near X-ray wavelengths can now be produced with optics and light much closer to the ultraviolet, allowing for more rapid and cost-effective development of smaller, more powerful and more affordable microelectronic devices, Smith says. “These results will have significant impact on the direction of the research, development and manufacturing of semiconductors devices,” says Smith, who is also associate dean in the Kate Gleason College of Engineering. The process is an enhanced method of creating circuit patterns on computer chips by exposing a light-sensitive layer, called photoresist, through a layer of water. The process is actually based on 125-year-old science developed for applications in microscopy, Smith says. By taking advantage of the unique optical properties of water at ultraviolet wavelengths, resolution nearly 1/20th the wavelength of visible light (and 1/1,000th the width of a human hair) is possible. The resulting higher resolution allows for smaller features in micro- and nano-devices. Since water is an existing component of water production, the process is not complicated. RIT received funding for the research from the National Science Foundation.

SPAS students to bring Ellis Island to life

For 12 million immigrants, Ellis Island became the first stop on the road to the American dream. A century later, students from the School of Photographic Arts and Sciences will be on site to retrace the courageous journey of those ancestors. On Feb. 22, the registry room inside the Ellis Island Immigration Museum will provide the backdrop to “The Hope and the Fear,” a photographic recreation celebrating the process. “This portrayal of the past will be captured through the technology of today. Students will use a state-of-the-art digital camera system and rely mostly on natural lighting,” says Douglas Ford Rea, photography professor and the project’s faculty supervisor. “The facilities at Ellis Island still look remarkably similar to how they appeared all those years ago, and the costumes will closely resemble the styles of that era.”

This is the latest in a series of recreations conducted by RIT photographers. Last year, students from Rea’s Advanced Digital Photography class re-created the trial of Susan B. Anthony at the Ontario County Courthouse in Canandaigua—the original site of that historic case. In 2002, students produced a tribute to women in flight at the National Warplane Museum in Rochester, N.Y.

The facilities at Ellis Island reopened to the public in 1990 following a five-year, $352 million renovation project. The RIT photo assignment will honor its significance as a gateway to millions of American immigrants.

Winter with a grain of “salt”

It’s the burning question on campus this winter, but it has nothing to do with student retention, the quarter system or the wind chill factor on the Quarter Mile:

Just what is that reddish-brown stuff on campus walkways?

Potassium chloride, an inorganic chemical fertilizer, says Randy Vercanener, manager of environmental services for Facilities Management Services. It has several advantages over sodium chloride, or traditional road salt, he says.

Although more expensive, it’s less harmful to concrete and plants but still an effective ice-melter.

“The alleyway is an existing component of wafer fabrication, discovered he says. So, next year’s batch will be composed of representatives from each RIT division, responsible for or have approval of the originating department. They are responsible for or have approval of the originating department. They are responsible for or have approval of the originating department.

Committee to enforce new Web guidelines

RIT’s Web Advisory Committee has drafted new Web standards, a document that will serve as a guideline for Web pages across the university. The new standards can be found at www.rit.edu/webstandards.

The accuracy of information—and its presentation—published on the Web plays a critical role in maintaining the strong image and integrity of RIT, says Jeremy Trumble, University Web services manager and webmaster.

“The updated Web standards are meant to assure users some level of consistency in navigation while allowing RIT departments to express themselves through design or ‘look and feel,’” Trumble says.

The Web Advisory Committee, comprised of representatives from each RIT division, is responsible for or have approval of the originating department. They are responsible for or have approval of the originating department. They are responsible for or have approval of the originating department.
Comedian signs books, Feb. 19

Author, columnist and comedian Steve Hofstetter will be at RIT’s Campus Center Café at 7 p.m. for a book-signing on Thursday, Feb. 19. Hofstetter is the author of Student Body Shots: A Sarcastic Look At The Best 4-6 Years of Your Life. Hofstetter, a well-read columnist and a voice of the Columbia Lions, graduated with the prestigious Guggenheim Prize for Outstanding Promise in Journalism and Media. After spending a summer writing for Maxim, ESPN and Sports Illustrated for Kids, Hofstetter turned his columns, “Observational Humor,” into his first book. The column is syndicated in eight states and Student Body Shots is a 5-star title on Amazon.com.

Since he began touring, Hofstetter has appeared on NBC’s Ed and Law and Order, and has been featured by The New York Times. Hofstetter, a well-read columnist and a voice of the Columbia Lions, graduated with the prestigious Guggenheim Prize for Outstanding Promise in Journalism and Media. After spending a summer writing for Maxim, ESPN and Sports Illustrated for Kids, Hofstetter turned his columns, “Observational Humor,” into his first book. The column is syndicated in eight states and Student Body Shots is a 5-star title on Amazon.com.

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The publication process can seem quite mysterious, even daunting, to many first-time authors. And yet, scholars and institutions matter more than ever before at RIT. So what resources are available on campus to help faculty with the transition of projects into books, articles and textbooks?

That question prompted the first-ever RIT workshop on the publishing process Jan. 30 in the College of Liberal Arts. Called Pressed to Publish; Or Publication to Press, the workshop featured several RIT editors and professionals knowledgeable presses as well as RIT faculty who shared their experiences in the publishing world. More than 70 people from across RIT registered for the all-day event, co-sponsored by the Provost’s Office and COALA.

RIT Assistant Provost Lynn Wildl launched the workshop in the morning by welcoming editors from a variety of publishing houses, as well as Stephen Jacobs, from RIT’s information technology department, to discuss non-academic publishing opportunities.

The editors took RIT faculty “behind the scenes,” discussing how authors might develop a manuscript, how to respond effectively to readers’ reports, and how/why presses “list-build,” or methodically acquire manuscripts in certain sub-fields. The panel session aimed to demystify the entire process of publishing, offering faculty an “inside view” of what is often an opaque and confusing process.

We found these simple, but important, pieces of advice most valuable to conference participants:

• Attend major academic conferences to show off your work and plan to spend time in the book displays, talking to editors. Don’t hesitate to bring a project summary or prospectus and request an appointment with an editor.

• Browse through publishing house book lists and plan your project to “fit” with like publications.

• Know your purpose for publishing, research various commercial and university publishers, and be selective when sending your proposal to multiple presses. Send your proposal to the three to five presses you think would be the best place for your project.

• Be sure to represent yourself as you would to your publisher. Make sure your monograph is marketable. Write a strong synopsis to which you will send your manuscript. Do not shop manuscripts to multiple editors because while a proposal is just that, a manuscript represents a higher level of commitment.

• Consider whether your monograph is marketable to a broad audience as a full book project. Because publishing houses are under economic constraints more than ever, your project should attract readers outside your field.

The common message: Faculty should enjoy their scholarship and use Institute resources as well as outside grant opportunities to find the time and energy to bring ideas to publication.

A special afternoon session focused exclusively on the preparation of a manuscript proposal. The provost’s office distributed packets with tips on books to read about crafting a solid proposal as well as the basics of dealing with editors.

Perhaps the most beneficial part of the workshop were individual meetings between faculty and editors. Faculty used these appointments to pitch manuscript ideas, ask in-depth questions, and gather more information about publishing with a certain press. At the end of the day, editors were quite excited about certain “hits” from RIT faculty. Likewise, faculty were thrilled with the interest the editors showed in their projects, as well as advice they gave about developing and marketing works-in-progress.

Editors and faculty had not only made good contacts, they began to form a network of scholars and friends.

Newman is assistant professor of history, and Hermens is assistant professor of linguistics and literature, in the College of Liberal Arts.

**Information security update**

Upcoming Web site to help educate employees

Simply put, without information RIT couldn’t exist.

Information security is not a merely a dilemma for Information Technology Services or divisions or colleges, but one that should concern the entire RIT community.

Jim Moore, RIT’s information security officer, has a vision that every member of the RIT community who has access to campus information be informed about and able to respond appropriately to threats whether they be hacking in cyberspace or resulting from simple human error.

Moore has initiated the assistance of Rita Cronise to serve in a temporary position as information security awareness coordinator.

In the coming months, Moore and Cronise will be working with advisors and coordinators from every college and division on a campaign to “inform RIT” about effective ways to safeguard information.

The emphasis of the initial briefings, cascade training sessions and awareness posters will be on establishing minimum standards for classifying, storing, remotely accessing and handling RIT’s sensitive and confidential data as well as recognizing and reporting incidents if security breaches do occur.

“A new information security is not someone else’s problem—not just the domain of technical experts alone—everyone should share ownership of their community,” says Moore.

A Web site devoted to information security will be launched in the next few weeks.}

**RIT joins other universities in 529 Plan**

A new savings plan being offered by RIT will allow families to lock in tomorrow’s tuition at less than today’s price. RIT is participating in an Independent 529 Plan, a new pre-paid college tuition plan tailored for private colleges.

“We see this plan as part of our ongoing efforts to make higher education accessible to more families,” says Verna Haen, RIT’s financial aid director. “For purchasers, the effectiveness of the Independent 529 Plan is not dependent on the performance of the stock or bond markets. Rather, contributors are actually pre-purchasing tuition, in part or in whole, at less than today’s prices.”

Families have been attracted to 529 plans because of the tax-free savings. Benefits are also transferable to other family members and refunds are available if a child receives a scholarship or decides not to attend college. But unlike the popular state-sponsored 529 plans, the Independent 529 Plan has no investment risk or management fees.

“Regardless of whether a student attends RIT or another one of the other 200 private institutions in our consortium, the Independent 529 Plan represents a way for parents to contribute and pay for private college without worrying about either investment risk or tuition inflation,” says Haen.

The plan enables a parent to make a pre-tax contribution to a 529 plan ahead of time. This column presents opinions and ideas on issues relevant to higher education. We hope “Viewpoints” inspires discussion among the RIT community.

To suggest an idea for the column, e-mail newsevents@rit.edu.

Rita Cronise
Professor sits on distinguished panel Roundtable focuses on offshore outsourcing, impact on U.S.

Ron Hira, assistant professor of public policy at RIT, recently published a paper in the journal The World Economy. The paper explores whether a weakened economy, erosion of security awareness and its implications for the high-tech workforce in the United States. The event was sponsored by the U.S. Council of Foreign Relations.

The roundtable—part of the series, Innovation and American Primacy— took place Feb. 4 in New York City. It considered how government policy promotes or hinders technological innovation at a time when U.S. firms are exporting work to cut costs. The roundtable discussed trends in overseas outsourcing and potential consequences, such as a weakened economy, erosion of U.S.’s global stature, and threats to American security, among other issues.

“...There is more attention to offshore outsourcing now due to media coverage and persistent unemployment problem,” Hira says. “I think people are beginning to realize that without information RIT couldn’t exist. The current political climate and the upcoming presidential election, there is more scrutiny. Policymakers are now seeing the movement of white collar jobs overseas as a foreign policy issue because of the security implications.

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