

R·I·T

The University Magazine

Winter 2009–10



Social lights

RIT grads shine in the new world of social media



RIT: The University Magazine

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The place for ideas is open for business (and innovation and creativity)

In one area, you'll find RIT students working on vehicles harnessing alternative fuel. In another space, students create software content for children's educational games in developing nations around the globe. In yet another area, crafty students develop a sensor and software program to lock and unlock their dorm room doors from remote locations.



President Bill Destler and Web entrepreneur Steve Shapiro '04 at the grand opening of RIT's Center for Student Innovation.

Welcome to our new Center for Student Innovation. The 10,000-square-foot space, dedicated this fall, will serve as a nexus of creativity and technology, a hub where teams of students from all corners of the university can develop and showcase innovative and entrepreneurial projects.

Every freshman – our largest class in RIT history – toured the Innovation Center this fall. We want to instill the entrepreneurial spirit right from the start of their college experience.

We also introduced our students to Steve Shapiro, a 2004 graduate of RIT's information technology program and current MBA student.

Shapiro is the creator of *digsby*, a product he developed and launched from Venture Creations, RIT's high-tech business incubator.

Digsby is a free, downloadable program that allows users to link their various e-mail accounts, social-networking sites and instant-messenger clients, creating easy management of all programs through a single desktop widget. Launched in March 2008, *digsby* has found its way into the *Wall Street Journal*, *Laptop* magazine, and *PC Magazine*, which listed it among the "Best Free Software of 2009." *Digsby* has grown to more than 1.5 million users managing more than 4 million accounts and exchanging more than 25 million instant messages every day.

Steve tells me he took advantage of all RIT had to offer, from an entrepreneurship class to office space at Venture Creations, and even hiring co-op students as employees. And this was all before we had the new center.

In many ways, the center is for the next generation. It is important that we, at RIT, create the new jobs, start the new economy, on our own. We can't wait around for someone else to do it. The center will help youth think about ideas for 20 years down the line. It will be a signature structure that brings RIT closer to the vision of becoming a global leader in innovation and creativity.

We urge you to stop by and pay the students a visit – but be prepared to bring ideas!

Bill Destler
President
www.rit.edu/president



25 Elvis rocked at the President's Alumni Ball. (Photo by Ken Huth '88)



12 Professor Bill Dubois makes adjustments to the Big Shot photo after the shoot. (Photo by Steffan Larsson)

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Ashley Hennigan '07, left, and Rachel Pikus '06 are helping RIT connect with alumni and prospective students through social media channels. Story, page 20. (Photo by A. Sue Weisler '93)



14 With the start of the academic year, RIT's 30 fraternities and sororities gear up for community service and social activities. One of the first items of business: rush week. (Photo by A. Sue Weisler)

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Scholarship program aids Rochester City School District grads

Rochester City School District grads who meet certain requirements will have the opportunity to study at RIT tuition-free starting in fall of 2010.

"This program recognizes the importance of strengthening RIT's support of and relationship with the Rochester City School District and the Rochester community," says RIT President Bill Destler. He and his wife, Rebecca Johnson, are among a number of individuals who are providing financial support for this initiative. "This is an opportunity for city students to have aspirations of attending a world-class university, and for RIT to attract the best and brightest from the area's largest school district."

The scholarship support, when combined with federal and state grants, equals full tuition at RIT, which is \$28,866 this year. The scholarship is renewable annually for participants in good academic standing.

"This is fantastic opportunity for our students and a phenomenal show of support

by RIT for the college-going culture we are developing among our students," says Rochester Superintendent of Schools Jean-Claude Brizard. "We are very grateful to Dr. Destler and the entire RIT community for their generosity. This scholarship program reinforces our message that college is an attainable goal for each of our students."

To be eligible, students must:

- Attend Rochester City School District for three years of high school and reside in the district for those three years
- Be accepted by RIT to the freshmen class for full-time enrollment in any of the university's baccalaureate programs
- Enter directly from high school in their graduation year and submit the Free Application for Federal Student Aid (FAFSA)



At the news conference announcing the scholarship program are, from left, Rochester Superintendent of Schools Jean-Claude Brizard, RIT President Bill Destler and RIT Senior Vice President James Miller.

- Come from families with income levels below \$60,000.

Bob Finnerty '07

CBS News veteran Bob Schieffer will address Class of 2010

School wasn't a priority for Bob Schieffer during his college years at Texas Christian



Bob Schieffer

University. Instead, he focused most of his attention on a reporting job at a local radio station.

"In reality, college life for me ended the day I went to work," Schieffer writes in his 2003 best-selling book, *This Just In: What I Couldn't Tell*

You on TV. "My great regret is that I never gave college a chance and it took many years for me to realize what I had missed."

Schieffer will take another swing at college life next spring when he serves as the keynote presenter for RIT's 125th commencement. He will deliver his address during Academic

Convocation at 3 p.m. Friday, May 21, in the Gordon Field House and Activities Center.

A news reporter for more than 50 years, Schieffer recently celebrated his 40th anniversary at CBS News. He has served as moderator of *Face the Nation*, CBS News' Sunday public affairs broadcast, since 1991, and he is also CBS News' chief Washington correspondent, a post he has held since 1982. He has been honored with virtually every award in broadcast journalism.

Schieffer has agreed to serve as RIT's commencement speaker at the invitation of Timothy Busch, executive vice president and co-chief operating officer of Nexstar Broadcasting Group, which owns local CBS affiliate WROC-TV (Channel 8). Barry Culhane, executive assistant to President Bill Destler, also played a key role in securing Schieffer's visit.

Paul Stella '03

Median starting salaries for grads is \$51,000

Attractive salaries are among the rewards enjoyed by RIT alumni, based on the results of a study that determined the median starting salary and mid-career salary for graduates from U.S. colleges and universities.

According to the most recent PayScale College Salary Report, the median starting salary for a recent RIT graduate is \$51,000. In addition, the mid-career median salary, which represents individuals with an average of 15 years of work experience who have completed no more than a bachelor's degree, is \$82,500 for RIT alumni.

PayScale Inc., a Seattle-based compensation analysis firm, surveyed employers in order to incorporate salary information into its data.

For more information on the survey, visit www.payscale.com/best-colleges.

Paul Stella '03

NTID leader Hurwitz will become Gallaudet president

T. Alan Hurwitz, president of RIT's National Technical Institute for the Deaf, has been selected to become the next president of Gallaudet University in Washington, D.C.

Hurwitz will become the 10th president in Gallaudet's 145-year history on Jan. 1. James J. DeCaro, who served as dean of NTID for 14 years including two years as interim director and CEO, has been named interim president of NTID and interim vice president and dean of RIT.

Hurwitz came to NTID in 1970 after working as an engineer and computer programmer for McDonnell-Douglas. He taught and served in various administrative positions and has headed NTID since 2003.

"It is with mixed emotions I accept this new challenge," Hurwitz says. "I look forward to helping Gallaudet continue to serve its students in an environment that fosters the



T. Alan Hurwitz

James DeCaro

best educational opportunities for them. Yet I am saddened to be leaving Rochester, the home my wife, Vicki, and I have known for the past 40 years."

RIT President Bill Destler also expressed mixed feelings about Hurwitz' decision. "It has been my distinct pleasure to work with Alan and I have nothing but the highest of

respect for him as a colleague and friend."

DeCaro joined NTID as an engineering technology faculty member in 1971 and currently serves as a senior research professor. He is director of NTID's Postsecondary Education Network-International, a multinational collaborative network of colleges and universities serving deaf students. PEN-International is funded by grants from the Nippon Foundation of Japan.

DeCaro is also director of the NTID Center on Access Technology.

DeCaro has agreed to be interim president of NTID for one year and will then return to his responsibilities at PEN-International and the NTID Center on Access Technology. A search committee will help conduct a national search for NTID's next president.

Greg Livadas

RIT wrestler subject of movie filmed here

A movie based on the life of Matt Hamill '99 (electromechanical technology), the RIT/NTID champion wrestler who has gained fame in the Ultimate Fighting Championship, is in production.

Filming of Hamill took place this fall at RIT and other locations in the Rochester area. The movie was written and is being produced by Eben Kostbar and Joseph McKelheer of Film Harvest, an independent production company.

Hamill won three NCAA Division III national wrestling championships. He was a three-time All-American, New York State Champion and RIT Invitational Champion. He achieved a career record of 89-3 and was undefeated in his senior year. He also holds the all-time RIT record for the most tournament wins (71) and was inducted into the RIT Sports Hall of Fame.

Kostbar says he was inspired by Hamill's story as a deaf wrestling champion and accomplished UFC fighter. He contacted Hamill four years ago and arranged for an interview.

The title role is played by Russell Harvard, a deaf actor from Texas. RIT/NTID graduate Michael Spady '06 (applied science and technology) also has a leading role.

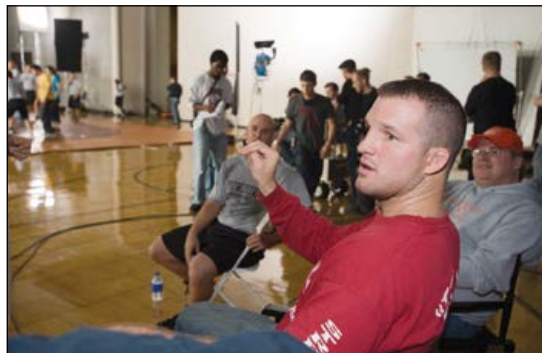
"Most people don't have exposure to the deaf community at all," McKelheer says. "We've met a lot of wonderful people who were sup-

portive and embraced us. The culture itself was eye-opening for us. We knew going in we were going to be learning about the deaf community. There was a huge learning curve to get it right."

Kostbar has even taken several sign language courses and both Kostbar and McKelheer say they continually have asked for advice from the deaf community. But they say the movie won't be about whether a mainstreamed or residential school is better, or whether it is better to use sign language or be oral.

"What the story is really about is that Matt Hamill doesn't have any boundaries, whether it's wrestling or being hearing or deaf," McKelheer says. "He never wanted to be defined by a culture. It's about overcoming obstacles. His deafness wasn't a disability."

Greg Livadas



Matt Hamill '99 returned to RIT this fall to observe filming of a movie based on his life.

Contest offers school groups a chance to get published

RIT's School of Print Media is sponsoring a contest for high school students and their teachers. The goal of the competition is to encourage high school teachers, regardless of discipline, to use the latest self-publishing technologies to work with students in creating a high-quality printed publication.

The Young Professionals in Publishing Competition is open to high school students from across North America. The deadline for submissions is March 15, 2010.

The contest's grand prize is publication of 3,000 copies of the students' work in the form of a 16-page magazine. There is no entry fee.

The content of the publication will be created by student teams advised by a teacher or other school official. Some examples of possible projects are a literary magazine, a club cookbook to be used for a fundraiser, an art book, a sports magazine.

RIT's School of Print Media will provide the template for the magazine and its faculty will be available to offer advice. RIT faculty will judge the entries.

Finalists will be chosen on the basis of originality of concept, quality of images and graphics, aesthetics and the quality of the writing. Up to 10 finalists will be selected and each finalist will be awarded 25 full-color copies of the publication. The grand prize-winner will be selected from the finalists.

To learn more about the competition, visit cias.rit.edu/printmedia/contest.

Kelly Downs

RIT aids New York's green hospitality certification program

The New York State Department of Environmental Conservation has launched an initiative to certify lodging establishments as "green" for their use of environmentally friendly and sustainable practices.



Anahita Williamson

Forty-three hotels and inns are the first to participate in the certification process, including the RIT Inn and Conference Center in Henrietta.

The Green Lodging Certification program combines environ-

mentally sound business practices with financially feasible solutions. Candidates will be evaluated in energy efficiency, environmental management, pollution prevention and resource conservation.

Green credentials will be certified by the Audubon GreenLeaf program. Based on environmental performance, a hotel could be assigned one to five green leaves.

The New York State Pollution Prevention Institute, housed at RIT, will conduct the program in conjunction with the partnership, providing technical assistance and site visits. The institute provides direct assistance to state businesses and organizations to green their operations and enhance their bottom line.

"The Green Lodging Certification program will assist hotels and motels in reducing their environmental footprint, decrease overhead costs and improve their overall competitiveness," says Anahita Williamson, director of the Pollution Prevention Institute.

The certification program is part of a larger initiative to support and market sustainable tourism throughout New York. The New York State Green Hospitality and Tourism Partnership, a combination of state agencies, business associations and academia, worked together to initiate the certification program.

Earlier this year, the partnership helped launch the "Green Restaurant Certification" process.

Will Dube '09

For more information about green hotel certification visit www.dec.ny.gov/chemical/58045.html. To access the Department of Environmental Conservation's "Greening Your Business" Web page, visit www.dec.ny.gov/chemical/52717.html.

Notebook

Dec. 15 deadline for publishing award nominations

RIT is seeking names of potential recipients for the Isaiah Thomas Award in Publishing, which recognizes outstanding contributions to the publishing industry. RIT's School of Print Media will honor the award recipient next April.

Nomination forms are available at cias.rit.edu/printmedia, cias.rit.edu/itap or by calling Lisa DeRomanis in the School of Print Media at 585-475-2728.

The award is named in tribute to an early leader of the American printing industry.

RIT recognized for support to veterans

RIT is on the 2010 Military Friendly Schools List, which honors colleges, universities and trade schools that recruit students with military experience and provide academic programs and integral support systems for veterans.

More than 300 RIT students are currently receiving veterans' benefits, one of the highest numbers in the Rochester area. Support services at RIT include benefit counseling, assistance with admission, credit transfer help, support with student financial aid, enrollment certification, tutorial support and problem resolution advocacy.

More information about RIT and NTID programs for veterans can be found at www.rit.edu/emcs/ptgrad/veterans.php3.

RIT expands connections with Torvec

Rochester automotive technology company Torvec Inc. has named RIT President Bill Destler to its board of directors. The company, established in 1996, has more than 300 worldwide patents and inventions such as the IsoTorque differential, the infinitely variable transmission, CV joint, hydraulic pump/motor and full terrain vehicle technology.

RIT and Torvec have also signed a memorandum of understanding to create the Safety and Efficiency in Automobiles Laboratory at RIT. Torvec and RIT will share access to technology, personnel, and facilities and will partner on joint research and development projects for the global automotive and energy sectors.

Destler serves on the boards of several other Rochester organizations, including Rochester General Health System, Greater Rochester Enterprise, Rochester Business Alliance and High Tech of Rochester.

NSF funds disaster response research

Improving disaster response is one of the goals of the Information Products Laboratory for Emergency Response, a partnership between RIT and the University at Buffalo. The collaboration will foster research to improve disaster mitigation planning, real-time response and recovery efforts, and to create potential business opportunities for industry.

The incubator, funded with \$600,000 from the National Science Foundation, will focus on technology, policy and business-development and bring together university researchers, private sector service and product providers and emergency response decision makers.

Two dual-degree engineering programs launched

New programs focusing on industrial and systems engineering and sustainable engineering are underway in the Kate Gleason College of Engineering. The programs will allow undergraduate students to obtain their undergraduate degree in industrial engineering and their graduate degree in sustainable engineering in an integrated manner, as well as an accelerated time frame.

RIT's multidisciplinary graduate programs in sustainable engineering engage faculty and coursework from across many different disciplines including industrial and systems engineering, mechanical engineering, public policy, business and management, science and engineering technology.

Film and animation student wins Princess Grace Award

Lindsay Berkebile, a fourth-year film and animation student, is one of only two undergraduate students from across the country to win a 2009 Princess Grace Award in the film category.

The Princess Grace Foundation-USA gives annual awards to aspiring artists in theater, dance and film from across the country. Berkebile was among those honored at a black-tie event in New York City attended by HSH Prince Albert II of Monaco.

"Making films is something I would be doing no matter what," says Berkebile. "It's a way for me to express myself. Filmmaking is the only medium that captures my talent in using the technical side of my brain and the artistic side. I'm a people person, and I love directing my crew. Filmmaking is a collaboration and I get to work with some of the brightest minds I've ever met."

As part of her award, Berkebile receives a scholarship for the making of her senior thesis film, the story of a baker who lives in a make-believe world and creates fantastical cakes. The film's format will be live action using stop-motion animation and pixilation effects.

Among Berkebile's submissions to the Princess Grace Foundation selection committee was *Life by the 7's*, an experimental pixilation/animation film that she produced centering on the subjects of food, weight and



Lindsay Berkebile, left, with jewelry designer Alex Soldier, at the Princess Grace Awards ceremony.

anorexia. She also submitted *Harold Please*, a live-action film about a recluse whose only connection to the outside world is what he sees through his window.

"To me, describing an emotion with words seems inadequate," says Berkebile. "But to express an emotion visually, I'm able to reach a wider audience. It's powerful."

Since 2000, the Princess Grace Foundation

has recognized RIT student filmmakers eight times with Princess Grace Awards or honorarias. In addition to the awards, the Princess Grace Foundation-USA also gives each nominating organization monies toward its fundraising efforts. In this case, RIT's School of Film and Animation is a recipient.

Kelly Downs

In Memoriam

Tom Castellano, professor of criminal justice and former department chairperson, died Sept. 9, 2009. The former director of the Center for the Study of Crime, Delinquency and Corrections at Southern Illinois University, Mr. Castellano joined the RIT faculty in 2003.

... **Wayne McKusick**, co-founder of the RIT Athenaeum, died Aug. 9, 2009, at age 91. After retiring as director of administration, Kodak Research Laboratories, Mr. McKusick joined forces in 1987 with Dorothy Wadsworth, Abe Hollander and Mark Blazey to start the program now known as Osher Lifelong Learning Institute. . . . **Richard Rosett**, dean emeritus of RIT's E. Philip Saunders College of Business, died April 4, 2009. Dr. Rosett, who served as dean for six years, retired in 1996 after 30 years in academic administration. He remained a member of the Saunders College Dean's Advisory Council.

Four decades of food for thought

It's been 39 years since a young co-op student took the reins during a food crisis on the RIT campus.



James Bingham '70

James Bingham '70, '92 (food management, service management) was only two weeks into his co-op when the entire management team of Grace Watson dining hall simultaneously quit.

What ensued were three hectic weeks of scrambling to keep students fed, led by Bingham himself. When a new manager was hired, Bingham accepted the full-time position of assistant manager, handling all production planning for Grace Watson Dining Hall Dining.

Bingham retired this fall as director of RIT Dining Services, a position he's held for 28 years.

The RIT food services system looks very

little like it did when Bingham started in 1970. There are now 12 departments with everything from dining halls, convenience stores and coffee shops that serve more than 12,000 people each day.

Thousands of student employees have punched in and out over the years, and at any given time, 800 RIT students are getting their paychecks from Dining Services. The director manages an annual budget of \$22 million.

Bingham has been involved in many RIT organizations, including the RIT Hospitality Alumni Society. In 1992, he received the Sarah Margaret Gillam Award from the School of Hospitality and Service Management, which is the highest award given to an alumnus of his program.

Bingham says he's proud of the changes he's helped to make at RIT. "RIT means a lot to me," says Bingham. "Great things have come out of this institution, and I'm proud to have kept the stomachs full so the faculty can fill up the minds."

Zach Myrow

In the 1950s, RIT's reputation already spanned the globe

How nice to see the picture of Shibani Basu (From the Archives Fall 2009)!

I knew if I looked deep enough in my nostalgia trunk, I would find it. The photograph of Shibani is from 1958 (not 1960). It was taken by *Rochester Times-Union* staff photographer Peter B. Hickey. It appeared in the *Times-Union* of Tuesday, Oct. 7, 1958. It was part of a full-page feature – “From the Entire World . . . They Come Here to Learn” – on international students at RIT. (The article states that RIT had 60 international students out of a total student population of 2,200.)

An article profiling Shibani also appeared in the Oct. 24, 1958, issue of *RIT Reporter*, the student newspaper.

As is evident from the *Reporter* profile, Shibani was an older student when she came to RIT, and already had an accomplished academic and employment background. She came to RIT under the auspices of the printing firm for which she worked in Calcutta.

Shibani and I were dorm-mates in Frances Baker Hall, the wonderful old Third Ward house that held 16-20 students and served as the annex to the main women's dormitory,

“Shibani asked me if I could possibly switch phone duty with her. She wanted to go see and hear the young candidate who was making an appearance at, I think, the War Memorial. . . . Shibani went to see John F. Kennedy, shortly before he was elected president.”

Sandra Meek Greenberg '62

Kate Gleason Hall. As such, we were required to take turns at evening telephone duty for the dorm – I know, I know, one of those quaint, and unlamented, customs from the dark-ages days of the past.

One evening Shibani asked me if I could possibly switch phone duty with her. She wanted to go see and hear the young candidate who was making an appearance at, I think, the War Memorial. So I took the phone duty and Shibani went to see John F. Kennedy, shortly before he was elected president.

I still have the sari she gave me. I remember her fondly and think of her often.

Sandra Meek Greenberg '62 (photo illustration)
Crofton, Md.



Several friends were able to identify Shibani Basu '62 (printing), whose photo appeared in the 'From the Archives' page in the Fall 2009 issue of *RIT: The University Magazine*.

I can tell you something about the photo of Ms. Shibani Basu. The picture was taken in the Linotype-Intertype Composition Lab on the second floor of the Clark Building on the old downtown campus. The second floor housed the School of Printing.

The typesetting machine she is sitting at is a high base Model 5 Linotype. I taught Linotype-Intertype Machine Composition starting in 1965 until the 1970s. This was the way type was set before the digital technology of today.

Emery Schneider, professor emeritus
School of Printing Management and Sciences
Hendersonville, N.C.

Shibani Basu was in one or two of my marketing classes during the time she was at RIT. She was a mature and able student who sought to maximize the opportunity she had to study abroad. We corresponded for some years after she left RIT, but I lost touch with her in recent decades.

Eugene Fram, professor emeritus
E. Philip Saunders College of Business
Palo Alto, Calif.

Your *University Magazine* came in this afternoon's mail and as usual I started going through it from the back page.

Such a surprise greeted me when I saw an old friend seated at a Mergenthaler Linotype hot-metal typesetting machine – probably in the typesetting lab where Monotype, Intertype, and hand setting via a California case were part of the hardware.

Shibani, I believe, was the only female in our class (printing, 1962). She was older than the Korean War veterans who attended along with mostly high school graduates and a few others from industry, e.g. Don Gilmore, John Loudis, Paul Touhey et al.

Conversations between Shibani and me were few and far between.

Shibani was a very serious student and I wasn't. There were a few, however, beyond “Hello” and “How are you,” probably about Calcutta and The Bronx.

Thank you for causing me to recall some of the times at RIT.

John L. Sweeney '62 (printing)
Palmer, Pa.

We welcome letters on subjects covered in the magazine and of broad interest to our readers, as long as they are respectful and not insulting to any individual or group. We publish as many as we can, subject to space limitations. We edit for space, clarity, and style. Write to *The University Magazine*, University News Services, Rochester Institute of Technology, 132 Lomb Memorial Drive – Bldg. 86, Rochester, NY 14623. E-mail can be sent to umagwww@rit.edu.



An artist's rendering of the future Global Village complex, slated for a fall 2010 opening. It is adjacent to the Center for Student Innovation (circular building at right).

Campus growth takes on global aspect

The ongoing campus expansion remains a source of pride and amazement for members of the RIT community, particularly alumni who return after an extended absence to explore the numerous changes. More recent additions, and those still in the development stages, are having a dynamic impact on the evolving campus landscape – emphasizing the university's expanding commitment to innovation, creativity and global reach.

On Sept. 25, RIT formally unveiled its Center for Student Innovation, a 10,000-square-foot circular glass facility that accompanies the new three-story University Services Center. The Center for Student Innovation will help spawn new technologies, innovative products and services, for-profit businesses and other enterprises.

Meanwhile, the Sands Family Studios, new home of the School for American Crafts, has opened in a 32,000-square-foot addition to the Booth Building. It's adjacent to the site of the future Vignelli Design Center, which is slated for completion by this time next year.

Next door to the Student Alumni Union, the former Woodward Pool location is being transformed into the new Campus Center. About 30,000 square feet will soon accommodate a variety of student-centered activities. On the SAU's west side, the former bookstore location has been transformed into an electronics store called Digital Den, Bytes

on the Run convenience store and Artesano Bakery & Cafe.

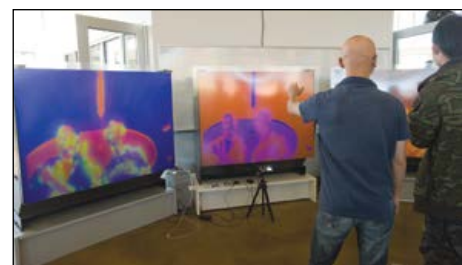
Perhaps no project is more highly anticipated than the \$54.5 million Global Village, a retail marketplace and housing complex. Now under construction on the west side of campus between the Crossroads building and the Center for Student Innovation, the complex is scheduled to open in fall 2010.

"As we reflect upon RIT's strategic plan, only one word was added to our vision statement – global," explains James Watters, RIT's senior vice president for finance and administration. "In order for our students to be successful in this global society, it is necessary to provide them with global experience and global study. This campus enhancement was created for that reason."

The housing component for this project will replace the aging and outdated Riverknoll apartment complex.

But not all the changes on campus involve additional bricks and mortar. During this academic year, the university will begin implementing a new system to better identify campus facilities. New signage and mapping will become a primary consideration as RIT institutes a consistent use of names for its facilities, weaning the campus from its use of numbers as the primary identifiers.

David Mullaney, Student Government's representative to RIT's Campus Building



Imaging science master's student Hung-Hsin Wu, left, a co-op in the Center for Student Innovation, talks to a visitor about his exhibit for the grand opening celebration. The exhibit uses image processing techniques implemented by Wu to separate moving objects from the background. Additional effects were applied to live video making for a "fun house" experience. During the celebration, the screens also displayed super-high-res photographs taken by imaging science doctoral candidate Brandon May on a recent Adirondack expedition. Both Wu and May work in the research program of CSI Research Professor Mitchell Rosen.

Identity Committee, took that conversation a step further. He suggested that each academic "building" be renamed a "hall" – a designation previously reserved for the residential facilities. That change becomes official next fall.

"Now there's a chance to start making this campus feel warmer," states Mullaney, "a little bit more academic and collegiate in nature."

Paul Stella '03

Nail the interview, get the job

Top tips from human resources experts

Whether you're beginning your career or seeking to make a change after many years in the workforce, the process of landing the position you want can be challenging.

And never more so than now, with national unemployment hovering close to 10 percent.

"These are desperate times for some people," says Katherine Carcaci '95 (applied arts and sciences), manager of staff recruiting, Human Resources Department, RIT. "The reality is that there is a lot of competition for every job." Carcaci says it is not unusual for RIT to receive 50 to 100 resumes within 24 hours of posting a position online.

"Personally, I feel that looking for a position and selling yourself are the most difficult jobs in the world," says Mary Turcotte '08 (M.S., human resource development), human resources director, L-3 Global Communications Solutions, Victor, N.Y.

It's important to make the most of every opportunity, says Kate Burns '07 (M.S., human resource development), human resources manager, RIT Inn & Conference Center. "Do your research. Learn about the company and really understand the job you are applying for – and why you're the best candidate."

Preparation is the key to success in the job market. Burns, Carcaci and Turcotte shared

some thoughts and advice about the process to help job candidates maximize their opportunities.

Cover letters

"Do take the time to write a decent cover letter specific to the job you're applying for," says Carcaci. "This is the opportunity to talk about how your skills fit the job. A well-written cover letter can catch the attention of the manager."

"But arrogance can be a turn-off," says Turcotte. "Be careful about sounding like you know it all – in your cover letter and at the interview."

Be sure your spelling and grammar are perfect. Show your letter and resume to others – especially people outside your immediate circle – to get input.

Keep it short: two pages or less, says Carcaci. Don't try to squeeze more in by using a smaller size type font!

Resumes

Choose a format that is easy to read. Be concise. Remember that the person reviewing applications will probably scan the resume quickly.

List information in reverse chronological order, with the most recent and most pertinent items first. If you're a recent graduate, emphasize your education. If you've been out in the workforce for some time, emphasize your experience and accomplishments. Leave out very early or unrelated experience.

Use discretion when considering flashy colors, unorthodox presentation and gimmicks. Such treatments can make your resume stand out, but can also backfire.

Burns notes that some organizations use their own application form. If so, it should be filled out completely, even if the same infor-

mation is on your resume.

Be absolutely truthful! "At my company, we perform post-offer background checks," says Turcotte. "If we discover discrepancies, the employment offer could be rescinded."

Phone interviews

Carcaci says that many organizations, including RIT, now use phone interviews as a screening tool. Many candidates are eliminated at this point.

"They can be very difficult for some people," she says. "It's a good idea to practice."

When the interview is scheduled, find out who will be calling, and if it will be one-on-one or a conference call with several people asking questions.

Avoid using a cell phone. Audio quality may be poor, and you don't want to risk losing the signal or having the battery go dead.

Plan to be in a quiet place with no distractions such as children, TV or pets.

Answer each question directly and thoroughly but don't ramble. Emphasize your skills and how they fit the job.

Dress for success

What should you wear to the personal interview? Professional business attire is the appropriate choice – even if you know that workers dress more casually on the job.

"You want the employer to see you down the road, see your potential," says Burns. "Dress for the job you'd like to have in the future."

A carefully groomed appearance – clothes, haircut, manicure – helps you make a good first impression and demonstrate that you are respectful and serious about the interview. Even students attending a job fair on campus should consider this, Carcaci says.

How you look also can make a difference



Katherine Carcaci '08



Mary Turcotte '08

in the way you feel, says Turcotte. If you know you look great, you'll feel more confident.

At the interview

This is a critical point in the hiring process – for the employer and the candidate.

When the interview is scheduled, ask if it will be one-on-one or a group interview. Find out what to expect so you can allow plenty of time if someone is running late or if a tour of the facility is offered. You don't want to be in a rush to leave.

Before the interview, prepare yourself by visiting the organization's Web site. Google the manager, read up on the company and the job. Find out as much as you can about the organization and the culture.

Think about your skills and strengths and be ready to talk about them and how they fit the position. A review of past performance evaluations can refresh your memory on accomplishments.

Be able to explain why you are interested in a particular position and how you will fit in. "That makes people stand out," says Burns.

On the day of the interview, allow time for traffic, parking and finding the interview location. "Arrive early," advises Carcaci. "Give yourself a buffer."

Turn off your cell phone.

Bring any materials related to the job you're applying for, including copies of your



Kate Burns, left, human resources manager at the RIT Inn & Conference Center, chats with Irena Deretic '09 (M.S., human resources development). Deretic, a graduate of RIT's American College of Management and Technology in Croatia, is working as an intern at the inn – an excellent way to gain experience.

cover letter and resume. You should be ready to provide references at this point, with full contact information.

As for the conversation, be ready for anything. "Questions vary as widely as the stars in the sky," says Turcotte.

Candidates should expect "behavior-based questions" that demonstrate not just what you've done, but also about how you did it. You might be asked how you handled a challenge, how you accomplished a goal.

"I might ask 'Tell me about a time when you had to sell something,'" Turcotte says.

Take your time to answer thoughtfully. If you need a moment to think, that's OK. Keep in mind that your answer will show the employer how you think.

For some reason, many candidates draw blank when it's time for them to ask questions. You should be prepared to ask questions about the job, the organization, the work environment. And it's OK to ask about salary and benefits.

"Just don't make that the first question," says Burns.

After the interview

Follow up with a thank-you note very shortly after the interview. Make it personal and mention specific, positive things about the visit that will help the interviewer remember you and see you as the outstanding candidate.

Career changes

A person who has lost his or her job may consider looking for employment outside of his or her usual field. Meanwhile, employers likely have many candidates with specific experience and education.

Would a smart manager even consider hiring someone from a different field?

It's possible, says Burns.

"If someone is changing fields or professions – and they are willing to start at entry level – they should say that they fully expect to be paid the going rate for the entry-level position," says Burns.

The candidate faces the difficult job of convincing the employer that they're not just settling for any job and will leave as soon as something better comes along. That will be even more difficult if someone applies for a lower-level job in the same industry.

"My advice to someone in this situation is to be upfront with the employer by anticipating the employer will have seen these kind of red flags and address them in the interview or even in a cover letter," says Burns.

Kathy Lindsley

Career assistance

RIT alumni can access the Office of Cooperative Education and Career Services for free services including one-on-one career counseling, group sessions, online job postings, career fairs, on-campus interviews with employers, resume forwarding, databases of alumni career volunteers and other resources. Visit www.rit.edu/alumni/careers/ or call 585-475-2301.

Hockey captain found the right school for the wrong reason

Missy Hall, a fourth-year industrial and systems engineering student from Chesterland, Ohio, is a captain for the 2009-10 nationally ranked RIT women's hockey team. She has helped lead the Tigers to a sparkling 62-14-4 mark over the past three seasons, along with a berth in the 2007 NCAA Tournament. Last season, the Tigers were ranked as high as No. 2 in the nation, the highest ranking in program history. Hall tallied 19 points on seven goals and 12 assists last season, and has 48 points in 80 career contests.

Her achievements include ECAC West All Academic Team Winter 2008 and 2009, RIT Student Government Scholarship Award Spring 2009, and American Women's Hockey Coaches Association National Scholar Athlete for winter 2008.

She lists her top off-ice achievements as co-ops with the quality engineering team at Harris Corp. in Rochester and with the store maintenance division of Wegmans Food Markets in Rochester.

Hall holds a grade point average of 3.71.

Why did you choose RIT?

I love telling this story because I came to RIT for the wrong reasons, but it ended up being the perfect school for me. I decided on this school for hockey first and academics second. I didn't even know that I was in a five-year major until I arrived on campus. I got very lucky, but I don't recommend anyone else following the same procedure.

What was your experience with athletics before RIT?

I played six years of varsity women's hockey for Gilmour Academy, a prep school in Ohio. It was a brand-new program when I was in seventh grade and they needed players. I also participated in varsity soccer and tennis while in school.

What's the best part of being a student athlete?

For one thing the free T-shirts. But more important, I have met a lot of great people, the chance to represent the school and continue to play the game I love.



Missy Hall, women's hockey team captain, is a fourth-year industrial and systems engineering major.



How does being an athlete affect being a student?

As an athlete, I have more responsibility and incentive to do well in school and I always have to think about how I present myself because I am representing the program.

What is your greatest sports moment at RIT?

I hope that my greatest moments are still to come! So far some of my favorite highlights have been our overtime win, in front of a packed house, against our biggest rival, SUNY Plattsburgh; my game-winning goal against D1 Robert Morris; and defeating Amherst and Middlebury, two of our toughest opponents, in the same weekend.

What is your greatest academic accomplishment at RIT?

My greatest academic achievement so far was receiving the American Women's Hockey Coaches Association National Scholar Athlete Award during my sophomore year. It was an honor that I was not striving for, but something I earned through hard work.

What are you looking forward to this year?

On the ice, I am looking forward to achieving something that no one on this team has ever done before. In school, I am looking forward to taking classes that will directly benefit me in the real world.

How have your co-op experiences prepared you for life after college?

Co-op showed me that I am pursuing the right degree and I have been exposed to the company I would like to work for when I graduate.

What's your advice for freshmen?

On the ice, we all make mistakes. It's a part of the game, learn from them, but start with a clean slate every shift. Off the ice, work hard in school, take classes that you enjoy and everything else will fall into place.

Who is your favorite pro athlete?

To support my home of Cleveland, my favorite athlete is LeBron James. I know he isn't a hockey player, but he's doing great things for the city and his

hard work is inspiring.

Favorite professional sports teams?

Cleveland Cavs, Pittsburgh Penguins and Detroit Redwings.

How will the women's hockey team do this season?

It's been four years in the making, but my expectation is that we win it all.

If the men and women were to play each other, who would win?

I wish I could say the women would win, but on our best day we could not challenge them. I give the men's program a lot of credit; they work very hard and have come a long way in the short time they have been D1. I hope our transition will be as smooth.

Joe Venniro

Tiger Sports Online:

For highlights of all RIT teams and athletes and to see schedules of games, visit www.ritathletics.com.



As part of the alliance, RIT is offering a new course, *Surgical Photography*, that allows third-year and fourth-year biomedical photography students to get experience in Rochester General operating rooms while providing surgeons with images for medical records. The new course is co-taught by Michael Peres, program chair of biomedical photographic communications at RIT, and Dr. Ralph Pennino, above left, chief of the plastic and reconstructive surgery department at Rochester General. (Photo by Michael Peres)

RIT-Rochester General alliance provides opportunities for both

RIT students are now allowed to observe surgeries at Rochester General Hospital as part of class projects. Rochester General physicians and RIT faculty are writing research grant proposals to submit to the National Institutes of Health. And both institutions are coordinating plans related to the H1N1 flu.

These are examples of collaboration between RIT and Rochester General Health System announced in December 2008.

Since the outset of the alliance, RIT President Bill Destler has emphasized: "Biomedical science is fast becoming a kind of information science in which our expertise can play an increasingly important role. This alliance will create tremendous opportunities for our students, faculty and staff, as well as the Greater Rochester community."

RGHS President and CEO Mark Clement already is seeing the health system tap into RIT's resources and innovation, building on his organization's leading-edge health care services. "We strongly believe that this partnership will better serve our patients,

enhance student education at RIT, and ultimately better serve our community," he says.

A steering committee has identified a strategic consulting firm to lead the two organizations in developing a clear vision, goals, and objectives to help produce measurable results.

"By creating a strategic plan, we will have two strong organizations blending cultures in a meaningful way," says Jeremy Haefner, RIT's provost and senior vice president, and co-chair of the steering committee. "Working with RGHS presents RIT with a living laboratory for our students, faculty and staff."

Here is a sampling of some of the achievements that have occurred to date:

- Research dollars have been funneled to RIT and RGHS via the federal American Recovery and Reinvestment Act. A portion of the funds will be used to enhance the scientific skills of RIT faculty now working with the Rochester General Research Institute.
- The establishment of a phone line for student health referrals, which makes access

easier for students looking for physicians. The number is 585-922-7480.

- Joint vaccine research in the area related to ear, eyes, nose and throat infections.
- The development of a radio-frequency identification system to monitor hospital staff for compliance with hand washing hygiene.
- The creation of a bachelor of science/master of science degree program in physician assistant studies awaits final approval from New York state. RGHS has agreed to help with the start of the program by expanding its participation in the on-site, clinical internship-training phase of the curriculum.
- The development of a physician assistant residency training program in surgery, designed for post-graduate physician assistants.
- A new course offered to biomedical photographic communications students. The class allows students to get hands-on photography experience in Rochester General operating rooms.
- Creation of a new bachelor's degree program in exercise science. The program is currently under review with anticipation of accepting first-year students into this program in fall 2010.
- The use of C-Print technology at Rochester General. The medical transcription department at the hospital will train personnel who can be deployed to assist deaf and hard of hearing patients.
- The creation of co-op opportunities for information technology students to assist RGHS with IT needs.

A joint Web site showcases the alliance achievements, as well as serves as a tool to connect students, faculty and staff from both organizations. Visit www.rit.edu/rghs/

Bob Finnerty '07

Alumna to serve as partners' liaison

Cindee Gray '07 (executive MBA) has been appointed managing director of the of the



Cindee Gray '07

RIT-RGHS Alliance. Gray, formerly assistant vice president for Government and Community Relations, has been with RIT for 23 years. In her new role, she serves both organizations and works with the joint steering committee.

Gray is responsible for project management, community outreach, communications, a budget and will also work with a national strategic consulting firm.



Big time in D.C.

25th 'painting with light' photo draws hundreds to the National Mall



At top, participants celebrate in the National Museum of the American Indian after the shoot. Above, volunteers aim their lights. More than 800 people turned out. (Photos by Rigoberto Perdomo)

Despite the relentless rain in Washington, D.C., on Sept. 26, more than 800 points of light shone brightly on the Smithsonian's National Museum of the American Indian to make RIT's 25th Big Shot photograph.

A feature story about the project published that morning on the front page of the *Washington Post* "Style" section motivated families from the D.C. area to turn out. Armed with flashlights, they joined museum members and hundreds from the RIT community in illuminating the unique curvilinear architecture, texture and color of the museum.

The Big Shot process requires large numbers of volunteers to continuously paint the subject area with hand-held lights while RIT photographers make an extended exposure. Covered in garbage bags to shield themselves from the rain and perched on 15-foot scaf-



folding, RIT photographers Bill DuBois and Dawn Tower DuBois '83, '93 (biomedical photography, printing technology) took aim once RIT photography professor/Big Shot organizer Michael Peres '82, '91 (biomedical photography, instructional technology) placed the 10 lighting teams around the museum's perimeter, out of view of the cameras. The weather presented some challenges.

"The adrenalin was flowing and the issues before us were literally in our faces," says Bill DuBois, RIT chair of visual media and one of the Big Shot organizers. "The rain was much stronger than we anticipated. We had our cameras, tripods and computers protected from the elements as best we could, but one of our computers shut down because the mouse was too wet and a second computer also succumbed to the wetness."

Several volunteers from RIT and the museum served as models, taking stationary positions in the foreground to offer a sense of scale. Four images were shot. The third image was no good because a spectator appeared in a window of the museum. The fourth exposure, 20 seconds at f16, was the keeper.

The event drew in rookie volunteers such as RIT President Bill Destler and RIT Provost Jeremy Haefner as well as Big Shot veterans including Staffan Larsson, who traveled from

Sweden, and Kevin Sheldon '02 (management information systems). A resident of the area, Sheldon works in finance at AOL and is the leader of RIT's D.C. Alumni chapter.

"The photograph came out beautifully," says Sheldon, who has helped light six Big Shots. "It was another successful chapter in the history of the Big Shot. The events are always memorable and a lot of fun. It gave me a chance to catch up with friends from RIT. I think this Big Shot was unique because of the subject of the photograph and the reception afterward that celebrated Native American culture."

RIT's 25th Big Shot coincided with the fifth anniversary of the opening of the Smithsonian's National Museum of the American Indian. As part of the post-shoot reception at the museum, Jason Younker (Coquille Indian Tribe), assistant to the provost for Native American relations and RIT assistant professor of anthropology, offered a Native American blessing. Two RIT students from the College of Imaging Arts and Sciences, Kyleen James (Passamaquoddy Indian Tribe) and Leah Shenandoah (Oneida Iroquois Wolf Clan) each presented the museum with a piece of their artwork. The program culminated with Shenandoah singing with her mother, Joanne Shenandoah, a Gram-

Top left and right: The scene before the Big Shot began. Bottom left: Bill and Dawn Tower Dubois man the cameras. Bottom center: Michael Peres directs the lighting teams. (Photos by Rigoberto Perdomo) Bottom right: The final version of the 25th Big Shot.

my-award winning singer, songwriter and performer.

Those connections helped make this Big Shot especially meaningful, says Destler.

"We are proud to be sharing our 25th Big Shot with this national landmark that is a cultural embassy to Native Americans everywhere."

Kelly Downs

Bring all the Big Shots home

Working with RIT's Open Publishing Lab, Big Shot organizers Bill DuBois, Dawn Tower DuBois and Michael Peres have produced a commemorative coffee table book. The full-color, landscape-format book features all 25 nighttime photographs and a series of essays from volunteers who've participated in numerous Big Shots. The book is available for purchase at www.rit.edu/bigshot.



Brothers and sisters

Greeks contribute to life at RIT and enjoy lifelong rewards

Stephen DeVay's most memorable RIT moment didn't come in a classroom. It didn't come at a party, a sporting event or a club meeting, either.

It didn't even take place on campus.

Instead, it happened at 8 o'clock on a Saturday morning – mere hours after most of his classmates hopped into bed. But DeVay and his Sigma Alpha Mu fraternity brothers were wide awake. They had work to do.

Less than a week earlier, a few of DeVay's brothers – who were living in an off-campus house – were approached by a neighbor. Her daughter's family had been struck by tragedy. The neighbor knew the students were members of an RIT fraternity and had seen how active they were in the community. Now, she was the one who needed help.

Her daughter's family had gone to Disney World. While they were away, a pipe broke in their house and 44,000 gallons of water rushed through it. The entire house became infested with mold. Upon their return, her son-in-law entered the house and saw the devastation. He was inside for only 15 minutes, but the damage was done. In a three-year period, he went to the hospital 14 times for respiratory problems.

Local charities came to the rescue, raising money for the family to build a new house. A week before the family was set to

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Very little information is available about many of the historic photos accompanying this story. We'd love to find out more. If you have information to share, please contact *The University Magazine* at umagwww@rit.edu, or call 585-475-7616.



A: The 2005 annual mud-tug fund-raiser, a popular rite of autumn. (Photo by Jen Moon '07)
 B: Students ride the teeter-totter in 1987. (RIT Archives)
 C: From *Techmila* 1983, members of Phi Epsilon Kappa make fun of winter. (RIT Archives)
 D: The year is 1991; trike riding looks like fun. (RIT Archives)
 E: Who will be Cinderella? (RIT Archives)
 F: President Richard Rose makes a contribution to the Sigma Pi 1984 Quarters collection. (RIT Archives)
 G: Colorful signs compete for attention during rush week 2009. (Photo by A. Sue Weisler '93)
 H: Co-eds prepare for an event at the Powers Hotel downtown. (RIT Archives)
 I: A group of unidentified students participate in a Greek event. (RIT Archives)
 J: Stephen DeVay of Sigma Alpha Mu; the 2009 Pole Sit raised \$2,000 for the Make-A-Wish Foundation.



"I'm a firm believer that leaders aren't born, they're made."

Stephen DeVay, Sigma Alpha Mu

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move, the woman's son-in-law had to go back to the hospital. All of the money they had saved for the move had to be used on medical expenses.

That's where DeVay and the brothers of Sigma Alpha Mu stepped in. They moved the family into their new home.

"When we heard their story all of us immediately said, 'We're doing this.' I've never felt so good about anything I had done in my life," DeVay said. "The looks on the faces of those kids . . . they were just so excited to have a bedroom again. And we helped to make it happen."

It's not the scene most envision when they think about Greek life at a college or university – largely thanks to the hit movie *Animal House*. But community service, social networking and leadership development have become ingrained into the Greek experience at RIT.

Making a difference

Greeks in RIT's 30 fraternities and sororities logged 11,452 community-service hours and raised more than \$32,000 for charity last year.

"Once people start getting involved in community service, most really find that they enjoy doing it," says Jessica Wayman, a third-year physician assistant major and a member of Delta Phi Epsilon. "We're involved in a lot of different projects and get to help so many different aspects of our community."

Wayman is in charge of identifying and organizing community service activities for her chapter. There is no shortage of opportunities to get involved in, and Wayman says it's not difficult to round up volunteers.

"Not only are we helping people, but we're doing it with friends. It's never a chore," she says.

DeVay says his chapter averages about 1,000 community service hours a year. Sigma Alpha Mu's signature community service event, Pole Sit, takes place each fall. A 40-foot telephone pole, affixed with a crow's nest, is set up on RIT's Quarter Mile. For four consecutive days, a brother is stationed in the crow's nest 24 hours a day – usually for a two-hour shift. Passers-by are encouraged to donate into a makeshift "wishing well." This year, pole sit generated more than \$2,000 for the Make-A-Wish Foundation.

Most chapters have a charity associated with their national organization that they raise money for each year. But other opportunities arise at the discretion of each chapter.

A place to call home

Neither DeVay nor Wayman ever considered "Going Greek" before arriving at RIT. But early in their academic careers, both realized that joining the Greek community would provide the connection to RIT that they were searching for.

"It gave me the sense of community that I hadn't been able to find anywhere else. Whether it's out cleaning a highway, in front of the television watching movies or piling into a car to go bowling, we do things together," Wayman says. "It's the best choice I've made other than deciding to come here."

When DeVay was approached by a resident assistant about the possibility of joining Sigma Alpha Mu, he had

Harvest Moon Ball, top left, has faded into memory. But Triangle Fraternity's bed push fund-raiser event, top right, is going strong. This photo is from spring 2009. (Photo by Eric Drummond)



“Not only are we helping people, but we’re doing it with friends. It’s never a chore.”

Jessica Wayman, Delta Phi Epsilon

two words to say: “Absolutely not.” But the temptation of free chicken wings lured him to a recruitment event. He had a blast.

“I had the frat boy stereotype and the popped collar look in my head,” DeVay says. “But I started to see that they all had a genuine interest in who I was and what my story was. I noticed that they all had that same interest in each other, too, and that they cared about each other.

“Up until this point, I had really been struggling with finding a group of friends at RIT. I was actually considering a transfer. But at that event, I got the vibe that I had been missing. I got a sense that these were people I could connect with.”

This sense of community isn’t new. It’s something Greeks at RIT have experienced throughout the years.

“Honestly, the experience kept me in school,” says Scott Ernst ’93, (mechanical engineering technology) and member of Phi Delta Theta. “When things weren’t going great for me academically, I had a great network of people to help me out. In turn, I have helped others and I feel the whole cycle can perpetuate itself indefinitely.”

Many, but not all, of RIT’s nearly 700 Greek students (roughly five percent of the RIT student body) live together. Some chapters occupy floors in the residence halls on the east side of campus. Six other chapters – Alpha Epsilon Pi, Delta Phi Epsilon, Phi Kappa Tau, Triangle Fraternity, Alpha Xi Delta, Phi Kappa Psi – live in freestanding houses on the west side of campus, next to the Crossroads complex. The houses are known as Greek Circle, or “the mansions” to many in the Greek community.

“I love living in the house,” Wayman says. “People won-

der how you can get work done living in a sorority house. I laugh. I had so much trouble living in the dorms. There is little accountability. People could run by your door at 2 a.m. screaming. In the house, we’re accountable to each other. Everyone is respectful of one another.”

Others live in off-campus apartments or houses.

Growing leaders

“I was very shy in high school,” Wayman says. “Mega-shy, actually. I wouldn’t be who I am today if I didn’t join a sorority.”

Wayman’s grade-point average hovers around a 3.5, she is a member of the Physician Assistant Student Association, serves as her sorority’s house manager and is president of the Order of Omega, an honor society for Greeks that enrolls members who excel academically, are involved on campus and demonstrate strong character.

“I’m a firm believer that leaders aren’t born, they’re made,” says DeVay, president of RIT’s Greek Council.

RIT Greeks have the opportunity to attend various leadership conferences and workshops – some on campus, others in cities across the country. DeVay has twice been flown to Texas by his national chapter to help plan its leadership initiative.

Alumni point to their Greek experience as being instrumental in their professional success.

“The leadership skills that the experience provided me gave me great opportunities professionally,” says Chris Wagner ’94 (social work), an alumnus of the National Technical Institute for the Deaf who was the founding commander of Sigma Nu. “I moved into management level positions almost immediately after my RIT days.”

At center, the men in hats are members of Sigma Theta Gamma. The year is unknown. Top left, a fraternity that’s all heart. Top right: Jessica Wayman of Delta Phi Epsilon.



Greek life today: Signs on the Student Alumni Union, left, and Greek Circle, home of six of RIT's fraternities and sororities.

Wagner is vice president of marketing for CSDVRS, a private, non-profit organization that provides social and human services programs and communications services.

Brianna Lombardoizzi '07, a graphic media major and Delta Phi Epsilon member, enjoyed her experience so much that she decided to make it a career. Lombardoizzi is now the coordinator of fraternity and sorority affairs at Austin Peay State University in Tennessee.

"Being Greek at RIT has truly made me the person I am today, in so many ways," she says. "I gained valuable experience leading groups to a common goal. Achieving that goal wasn't always easy and it was the challenges I faced that truly helped to define my leadership."

Busting stereotypes

"I hate when people say I pay for my friends," says DeVay.

Those "people" are referring to the dues students pay their chapter. The dues, which average roughly \$700 a year, mostly go toward insurance coverage. When events like Pole Sit take place, students have coverage should an accident occur.

"It just really irks me when people say that. They say they won't join a fraternity because they're not willing to pay for their friends. I don't pay for my friends. In fact, being in a fraternity is actually making me money. I've received a \$1,000 scholarship from my national chapter in each of the past two years."

That's just one of the many stereotypes facing Greeks across the country. The most prominent? That Greek life is about one thing and one thing only: parties.

At RIT, student conduct cases have declined sharply in the six years that Jessica Berner has been on campus. Berner, RIT's assistant director for campus life/fraternity and sorority life, says that, nationally, Greeks experienced a spike in conduct cases about 15 years ago. She believes that short stretch of time, unfortunately, still influences people's perceptions today.

"Being Greek at RIT has truly made me the person I am today, in so many ways."

Brianna Lombardoizzi '07, Delta Phi Epsilon

"If you're involved, you definitely see it," says Berner. "You see how people are looking at you differently. What those people don't see

are all the positives that come out of the experience."

It's a perception that Greeks – both past and present – continue to fight.

"Clearly, the party is not the only aspect of Greek life. The support network, the lifelong relationships, the service and charity to community and many other positive aspects are probably not as visible to the critics," says Ernst. "If it was just one big booze party, how would the critics explain us still getting together 15, 20 and more years later – sharing our families, standing up in each other's weddings, traveling on vacations together, getting each other jobs, volunteering our time with the active members, etc?"

Those things, Greeks insist, are what the experience is about.

John Follaco

You can support Greek life at RIT

The importance of fraternities and sororities on the RIT campus is well known to Greek alumni, as are the unique funding needs of these organizations.

Earlier in 2009, RIT established a new fund to support Greek life on campus. For the first time in the university's history, alumni and other supporters of Greek life can direct gifts to Greek organizations for leadership training, travel expenses, purchase of books, scholarships, programming and capital needs.

To make a gift in support of Greek life, please visit www.rit.edu/development/giving/greekgiving.php, or contact Adam Platzer at asprar@rit.edu.

Two alumni honored for outstanding service

Allen Casey '70, '73 (electrical engineering) is RIT's Outstanding Alumnus and Victoria Ann Decker Griffith '93 (food marketing and distribution) is Volunteer of the Year. The awards were presented at the President's Alumni Ball, part of the 12th annual Brick City Homecoming and Family Weekend in October.

Casey was part of the first freshman class on the "new" Henrietta campus in 1968. In 1973, he began his career in consulting engineering, working for firms in Buffalo, New Orleans, and Portland, Maine, before returning to Rochester.

Casey partnered with University of Rochester graduate Joe Straub and RIT grads Ron Mead '81 (mechanical engineering technology) and Bill Liberto '82 (mechanical engineering) to form M/E Engineering P.C. in 1991. The firm presently has more than 180 employees, including 40 RIT grads, in offices in Rochester, Buffalo, Syracuse and Albany.

In 1998, M/E Engineering established a scholarship fund to honor RIT and show appreciation of the outstanding graduates the company hires. The M/E Engineering Scholarship is awarded to mechanical and electrical engineering students in the KGCOE or CAST. In addition, M/E and Casey personally have provided matching contributions to employee donations to RIT's "Powered by the Future" campaign in 2003 and the recent "S.O.S." scholarship campaign.

Casey has been a member of RIT's Nathaniel Rochester Society since 1992, serving on many committees, and he and his wife,



From left are Rebecca Johnson, wife of President Bill Destler; Allen Casey '70, '73; Victoria Griffith '93; and Destler.

Diane, have chaired NRS for last three years. In 2004, he was honored as the KGCOE Distinguished Alumnus. Casey also serves on the Monroe Community College Foundation Board and is a member of the New York State Board for Professional Engineering and Land Surveying.

Griffith has more than 20 years of experience in the hospitality and service industry, including 11 years with Clyde's Restaurant Group, owner of 13 restaurants in the Washington, D.C., area. As director of quality assurance, she developed and manages all health and safety programs for the company.

While a student, Griffith was active in the Newman Parish Club and a member of Zeta Tau Alpha sorority. She continues as an active member and supporter of Zeta Tau Alpha and has been honored numerous times by the organization. Griffith is a member of RIT's Alumni Association Board of Directors and recently hosted the first NRS event in Washington. She has been active on the NRS Executive Committee, reunion planning, admissions receptions and summer send offs programs, a career mentor speaker, and regional chapter leader since 2000.

Griffith has earned the credential of Certified Food Safety Professional given by the National Environmental Health Association and is presently vice president of the National Capital Area Environmental Health Association. She is winner of the NEHA National Merit Award (2007); FDA Best Practices, Reducing the Risk Factors, Handwashing Competition (2007); and RIT's Sarah Margaret Gilliam Award (2000).

Griffith and her husband, Michael, reside in northern Virginia.

The Outstanding Alumni Award, established by the Office of the President in 1952, is the highest honor the institute can bestow upon an alumnus/a. The award recognizes graduates who have served RIT through their dedication, loyalty and leadership. The Volunteer of the Year award is presented to an individual who exhibits dedication to the RIT community by being active and involved in institute life while also contributing significantly to his/her community, state, or nation.

An advertisement for the RIT Alumni Association. The top half shows a large crowd of people at a homecoming event, many holding up signs that spell out 'TIGER'. The RIT Alumni Association logo is in the top right corner. Below the photo, there is text: 'Over 7,500 RIT fans packed the Blue Cross Arena for Brick City Homecoming. You can be a fan year-round! Network with over 100,000 of your fellow alumni online and relive the memories.' Below this text are three social media icons: Facebook (facebook.com/RIT_Alumni), Twitter (twitter.com/RIT_Alumni), and LinkedIn (linkedin.com). At the bottom, the text 'Are You a Fan?' is written in large, bold, white letters.

Social lights

RIT grads show how
Facebook, Twitter, blogs
and the full range of online
media are being used to
promote the university's
mission and serve the
business world

Consumer-generated media. Web 2.0. Social media. A conversation.

👍 an unbelievable number of people like this.

🗨️ read the story below

These are phrases that describe the realm of new media encompassing – but not limited to – popular online applications such as Facebook, Twitter, YouTube and LinkedIn, along with activities such as blogging and podcasting.

The explosive growth of social media has left even “power users” trying to figure it all out: How do they harness its vast potential?

RIT alumni – on and off campus – are among those jumping in and using new channels to connect with new (and established) audiences in innovative ways.

Admissions: Online and face-to-face

Ashley Hennigan '07 (fine art studio) reaches out to prospective RIT students in both new and traditional ways. An admissions counselor for RIT's Office of Undergraduate Admissions, Hennigan uses social media to connect with newly accepted students – including those still on the fence about whether or not to attend the university – and she spends about half her time on the road.

While making tried-and-true face-to-face connections with would-be RIT students in New York City and Long Island, she simultaneously uses Facebook and Twitter to connect with students anytime, anyplace. And, on occasion, she helps resolve problems.

“I've been able to triage problems via Twitter,” Hennigan recounts. “A student posted,

‘Oh no, RIT never received my deposit’ – and I caught it the second he posted it and ran over to finance.”

Due largely to Hennigan's efforts, RIT was recently recognized by bluefuego.com (a Web site devoted to helping colleges and universities use Web-based tools in admissions and marketing) as one of the most “conversational” college admissions “tweeps” (Twitter-speak for people and organizations using the microblogging application).

Hennigan notes that many Twitter “followers” of RIT Admissions are older than traditional pre-college or college-aged students (something true of Twitter users generally) – making the use of multiple social-media channels crucial for connecting with incoming students.

The always-connected Hennigan – an artist by trade, originally from Saratoga Springs, N.Y., and now studying in RIT's communication and media technologies graduate program – hopes to see student experiences enhanced through social media by offering easier, quicker and more enjoyable interactions and value-added offerings.

“I would like to see us – at RIT – being even



Ashley Hennigan '07 (left) and Rachel Pikus '06

According to Nielsen Online, Facebook is the fourth most popular Web site in the United States and Twitter's popularity has grown 1,500 percent in the past year. iStrategyLabs reports that users ages 55 and up comprise Facebook's fastest growing-demographic.

more connected in these spaces,” she says, predicting growth in real-time applications aggregated and accessible from a single source.

Her advice: Stay in touch with the ever-changing social-media landscape by following such sites as Mashable.com (self-described as “the world's largest blog focused exclusively on Web 2.0 and social media news”), and become familiar with applications' privacy settings.

“I think interactive social media is definitely here for the long haul,” she adds. “Personally, I can't get away from it – I'm attached to my iPhone.”

Alumni Relations: Staying connected

While RIT Admissions uses social media to target arriving students, the focus of an RIT employee across campus is on those who've departed Brick City: alumni.

A primary task of Rachel Pikus '06 (professional and technical communication) – an e-communications specialist in RIT's alumni relations office – is engaging RIT alumni through Facebook, Twitter, LinkedIn and YouTube.

"I try to put myself – as an alum – in 'alumni-outside-of-the-university' shoes," says Pikus, a Buffalo native who joined alumni relations in January 2009. "What would interest me? What would I want to know about what's going on at my alma mater?"

In those shoes, Pikus has gone an extra step by creating a tutorial and training colleagues about using social media on the job. She offers simple but important tips: Show enthusiasm, be honest and respond quickly to

other users.

Before joining alumni relations, Pikus honed her social-media skills as a Web content manager and communications assistant at George Eastman House in Rochester. She is currently pursuing a master's in information technology at RIT.

She believes next-generation mobile technologies are the next big thing.

"My main focus right now, for this year, is to develop a system to communicate with alumni via their mobile devices," Pikus says.

"With RIT grads especially, many are more comfortable communicating via Web and e-mail – so, I think electronically is a great way to broaden our reach to the more than 100,00 alumni," she adds. "We want people to connect and benefit from communicating with RIT and their fellow classmates. My main goal is to keep alumni informed that your relationship with RIT doesn't stop when you graduate."

But while social media and mobile technologies are vital tools, even she needs an occasional break. After spending most of her workday "connected," Pikus enjoys using traditional communication vehicles – such as the magazine you're holding.

"The combination of all of them – even print – is really important," she says.

Predicting that social media's "big hitters" – Facebook, Twitter, YouTube and LinkedIn – are here to stay, Pikus offers advice to anyone hesitant about using social media: "Social networking is just an offshoot of your real social network, your real people who you talk to, real people who you communicate with. It's nothing to be intimidated by."

Fifty-five to 65-year-old females represent the fastest growing segment of Facebook users (socialnomics.net)

Kodak blogger is a 'woman to watch'

When Jenny Cisney '99 (computer graphics design) was named chief blogger for Eastman Kodak Co. in 2008, she likely became one of the first – if not the first person – to hold that title with a major U.S. corporation.

"Yes, it really says 'chief blogger' on my business cards," remarks Cisney, whose full title is chief blogger and social media manager. She's one of four RIT grads – Tina Clark '98 (interactive media design), Tom Hoehn '82 (graphic communications) and Joel Rosen '00 (computer graphics design) are the others



Jenny Cisney '99 is Kodak's chief blogger.

– actively involved with Kodak's brand communications, including the company Web site and new-media initiatives.

Cisney, who has been with Kodak for more than a decade, uses social media similarly on and off the job.

"Personally, I use social media to share my experiences and stay in touch with friends and family. Our goals for Kodak aren't very different from those. It's a great way to share with customers what is going on in the company and hear what they have to say."

Originally from Orrstown, Pa., Cisney this year was named by *Advertising Age* magazine one of its "Women to Watch." Blogging personally since 2000, the corporate world's first chief blogger advises, "Be transparent and open in what you do, participate frequently, listen and respond."

Grads make it easy to share and share alike

To a great extent, social media is all about sharing – sharing content, ideas, opinions and updates with friends and followers, customers and prospects. Two RIT alums have made it easier.

Created by a team led by Steve Shapiro '05

It took Facebook only nine months to reach twice as many consumers as radio reached in 38 years, says Web site Socialnomics (socialnomics.net)

New news is good news

A lot has changed since I joined RIT University News in November 1999. A decade ago, my job centered primarily around digging for news and writing news releases – printed on letterhead and "snail mailed" in envelopes (how quaint) – along with news stories for *News & Events* (our former twice-monthly, four-page printed newsletter).

Early in 2006, I became the department's first manager of new media. Today, a normal day is spent blogging, "tweeting," uploading and downloading.

In addition to posting occasional Twitter updates (twitter.com/RITNEWS), I also write regularly on the RIT News blog (www.thetigerbeat.com), record and produce podcasts (www.rit.edu/news/podcasts and Apple iTunes), update our Facebook fan page and Facebook group, and oversee our Web site (www.rit.edu/news) and *News & Events Daily*, our 1-year-old daily electronic newsletter that replaced the printed edition.

For both of the latter, I add same-day "RIT In the News" news clips. A decade ago, we waited for actual clips – cut from real newspapers – to arrive via U.S. mail a few weeks to a few months after they had appeared in print.

In fact, about the only things that have stayed the same are these: RIT still has lots of great people, plenty of good news to share, and, now, more ways to share it – immediately.

And RIT, my alma mater, is a place where I'm truly proud to work, live and breathe.

Mike Saffran '08

(information technology), digsbys.com facilitates the managing of multiple instant-message, e-mail and social-network tools via a single online interface. Part



digsby

of an entrepreneurship class project, digsbys recently surpassed 1.5 million users and has nearly 62,000 Twitter “followers” and more than 23,000 Facebook “fans.”

“The goal was to create a product that helps people save time doing the things they do most online,” says Shapiro, who grew up in Brooklyn and is president of digsbys parent company, dotSyntax LLC, based in RIT’s high-tech business incubator, Venture Creations.

Meanwhile, in McLean, Va., at a subsidiary of Clearspring Technologies, Justin Thorp ’06 (information technology) is the community manager for AddThis LLC (addthis.com), which created a Web-sharing “button” currently used on more than 400,000 sites (including www.rit.edu/news).

“It’s a little button that makes it easy for users to share content on the Web,” explains Thorp, originally from Lansing, Mich. “With just a click, they can share to Facebook, MySpace or over 150 services in 50 languages.”

Described as an upstart “giant” in online sharing, AddThis was recently featured prominently in an article in *The New York Times*.

But promoting sociability through technology is only part of his job.

“I say that I make and keep friends for a living,” says Thorp, whose responsibilities include



Justin Thorp ’06, community manager for AddThis LLC

Tweet smarts

RIT University News (Twitter name: RITNEWS) recently conducted Twitter-style interviews with RIT social-media experts Stephen Jacobs (Twitter name: itprofjacobs), associate professor of interactive games and media, and Neil Hair (Twitter name: NeilHair), assistant professor of marketing, about the present and future of social media.

Hair recently made Systemic Marketing’s

list of “Top Marketing Professors on Twitter,” ranking number 27 with more than 600 “followers.” That leaves room for growth – topping the list is Christopher Penn (Twitter name: CSPenn), an adjunct professor at the University of San Francisco, who has more than 14,000 followers. (See the complete list at digs.by/1rs.)

In the true spirit of “tweeting,” each question and response is 140 characters or fewer.



RITNEWS Is social-media, especially Facebook, Twitter and YouTube, here for the long haul—say another 20-plus years?



itprofjacobs @RITNEWS I don’t even know if I’m here for the next 20+ years. So far, five years is an eternity in social media



NeilHair @RITNEWS If you’re not registered as an individual or a company across these channels by the end of 2009, it’s too late.



RITNEWS What’s your prediction for the “next big thing” in social media?



itprofjacobs @RITNEWS Alternate Reality Games that are played online, across media and in the real world. Check out Rochester’s ARG at picturetheimpossible.com



NeilHair @RITNEWS Managing one’s personal brand in digital channels.



RITNEWS Can you give any social-media “best practices” advice for individuals or organizations?



itprofjacobs @RITNEWS Don’t put anything online that you’d be uncomfortable with your mother or boss seeing now or your grandchildren seeing later.



NeilHair @RITNEWS Listen first, then engage. Finally, think about branding and your image – in that order.



RITNEWS In your opinion, what is the most effective social-media tool for reaching an audience?



NeilHair @RITNEWS My money is on Twitter, but it depends on your objectives, entirely. Horses for courses!



RITNEWS Do you have a favorite social-media tool?



NeilHair @RITNEWS Yes, talking face-to-face – which will, after a time, follow online encounters with interesting people (“Tweetups,” as an example).



RIT NEWS

Name RIT NEWS
Location Henrietta, NY
Web <http://www.rit.edu>
Bio RIT University News is the news and public relations division of Rochester Institute of Technology.

100 following **1,008** followers

continued from the previous page

marketing, customer outreach and support, and business development. "I'm one of the warm smiling public faces of the company."

Keep on truckin' (and tweeting)

As part of his job as communications manager for the American Trucking Associations (an advocacy group, based in Arlington, Va., that represents more than 37,000 trucking companies), Brandon Borgna '06 (professional and technical communication) writes for three separate blogs, including BizCentral.org, and he "tweets" on Twitter.

While an RIT student, Borgna, on a co-op with RIT University News, blogged on The Tiger Beat Blog (thetigerbeat.com) – one of the first and only higher-education news blogs focused on giving the "inside scoop," rather than a more traditional, straightforward news presentation.

"There's a huge shift towards all things digital and I can't begin to express how thankful

I am to have an education from a tech-centric school like RIT and wonderful exposure to new and social media while working at University News," Borgna says. "I've gone to a few social-media training luncheons at the U.S. Chamber of Commerce, which made me realize that I'm so far ahead of most PR folk around here, and having that background is probably my biggest competitive advantage."

Jumping in. Figuring it out. Earning a living and having fun. It's what RIT grads are bred for. (And you can "tweet" us on that.)

Mike Saffran '08

According to the Web site Socialnomics (socialnomics.net), if Facebook were a country, it would be the world's fourth largest

WEB EXTRAS:

Hear an RIT News podcast interview with Ashley Hennigan and Rachel Pikus, "Studio 86: Getting Social," at www.rit.edu/news/podcasts

Read an *Inside Higher Ed* Q&A with Mike Saffran, associate director for new media, RIT University News, on how RIT University News uses new media at www.rit.edu/news/utilities/pdf/2009/2009_06_19_HigherEdNews_Saffran.pdf

Read *The New York Times* article, "Share the Moment and Spread the Wealth," mentioning AddThis, at www.nytimes.com/2009/09/27/business/27ping.html

Follow RIT and some of the people featured in this article:

RIT

Facebook Fan Page: www.facebook.com/pages/Rochester-NY/Rochester-Institute-of-Technology/12355161929

Social Media at RIT directory: www.rit.edu/social_media.php

RIT News

Twitter: twitter.com/RITNEWS

Facebook Fan Page: www.facebook.com/RITNews

YouTube: www.youtube.com/user/RITUniversityNews

Blog: www.thetigerbeat.com/blog

Brandon Borgna

Twitter: twitter.com/TruckingMatters

Blog: www.truckline.com/truckingmatters and www.bizcentral.org

Jenny Cisney

Twitter: twitter.com/kodakCB

Blog: jennycisney.1000words.kodak.com

Kodak social-media directory:

<http://www.kodak.com/US/en/corp/ourCompany/index.jhtml>

Neil Hair

Twitter: twitter.com/NeilHair

Personal Web page: www.neilhair.com

Ashley Hennigan

Twitter (RIT Undergraduate Admissions): twitter.com/RITAdmissions

Twitter (Ashley Hennigan): twitter.com/ROctoNYC

Blog: ashleyshannon.wordpress.com

LinkedIn: www.linkedin.com/in/ahennigan

Stephen Jacobs

Twitter: itprofjacobs

Rachel Pikus

Facebook Fan Page (RIT Alumni Relations): www.facebook.com/RIT.Alumni

Twitter (RIT Alumni Relations): twitter.com/RIT_Alumni

Mike Saffran

Twitter (RIT News): twitter.com/RITNEWS

Twitter (Mike Saffran): twitter.com/MikeSaffran

Steve Shapiro

Facebook Fan Page (digsby): www.facebook.com/digsby

Twitter (digsby): twitter.com/digsby

YouTube (digsby): www.youtube.com/godigsby

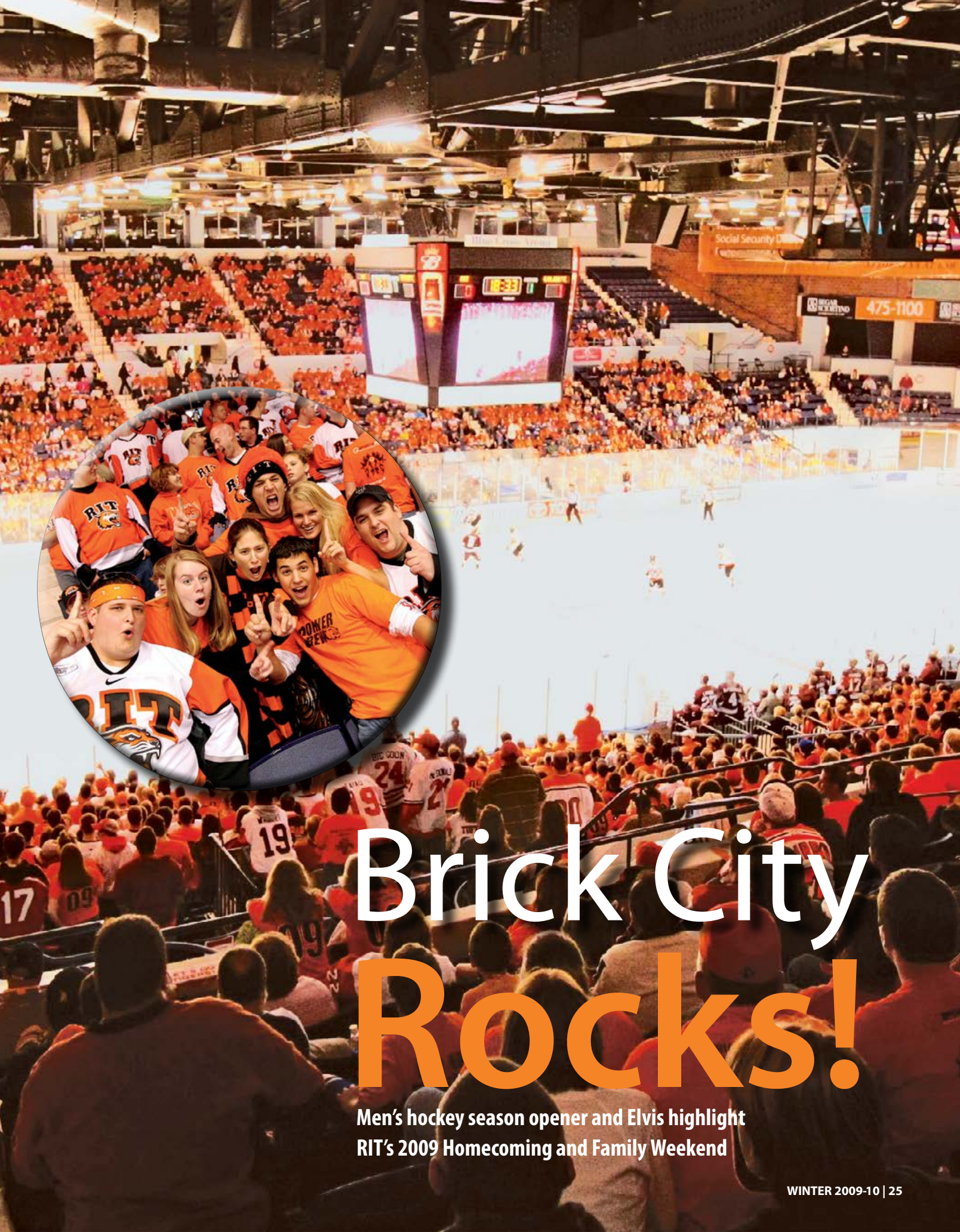
Justin Thorp

Twitter: twitter.com/thorpus

Blog: drinkingoatmealstout.com

Get connected

RIT has created a social media directory that lists of more than 50 on-campus organizations using social media, plus quick links to the groups' Facebook, Twitter and YouTube pages. To connect to the directory, visit www.rit.edu and click on "follow us!"



Brick City Rocks!

Men's hockey season opener and Elvis highlight
RIT's 2009 Homecoming and Family Weekend

Since its beginnings a dozen years ago, RIT's annual fall gathering has grown bigger and better each year.

For 2009, even the name expanded. Brick City Homecoming and Family Weekend is clearly a celebration for anyone connected to RIT.

The list of activities filled a 20-page program. A few figures paint a picture of an outstanding occasion:



- Weekend attendance totaled 14,714, an all-time high.
- For the first time, Brick City Weekend included the Tigers men's hockey home opener, which drew 7,421 people to downtown Rochester's Blue Cross Arena. The Tigers lost to Colgate 3-2, but not for any lack of fan spirit.
 - Before the game, 4,000 orange shirts were handed out to fans.
 - The President's Alumni Ball had a record attendance of 730 – and Elvis was in the building.
 - Comedian Jim Gaffigan appeared before a sold-out audience of 6,000 in the Gordon Field House.
 - Some 950 people consumed 346.5 pounds of pulled pork, 41.25 gallons of barbecue beans and 42 gallons of macaroni salad at the Brick City BBQ catered by Dinosaur Bar-B-Que.

- The weekend included the fifth annual 5K Fun Run & Walk, with 165 finishers.

Once again next year, Brick City Homecoming and Family Weekend will include the men's hockey home opener – and a whole weekend's worth of fun and activities. Mark your calendar for Oct. 15–17, 2010. **To see more photos of this year's Brick City Weekend, go to www.rit.edu/BrickCity.**



Above: Before the hockey game, hundreds of Tigers fans — including President Destler — gathered to tailgate near the Blue Cross Arena in downtown Rochester. (This photo and photos previous page by Ken Huth '88)

Circular photo above: Stanley Witmeyer '36, emeritus faculty member and department director, chats with RITchie at the Golden Circle Luncheon. (Photo by Brady Dillsworth)



Left: Kaylim Blanchette, a first-year manufacturing systems integration major, and his mother, Karen, attended a presentation hosted by RIT's North Star Center. (Photo by ETC Photography)
Above: Comedian Jim Gaffigan appeared before a sold-out crowd. (Photo by Emily McKean).

Below, tribute artist Ryan Pelton wowed the crowd as the many faces of Elvis at the President's Alumni Ball. Left, Rachel August and Len Parker '76, '78 enjoyed the casino games at the ball. (Photos by Ken Huth '88)



The Year in Review: RIT by the numbers

Your support fueled progress in a challenging year

To RIT's valued alumni and friends:

A year ago, I had some sobering news to share with you on how RIT was handling the global financial crisis.

To the campus community, I proposed that we would make protecting the quality of our educational programs and protecting the students, faculty, and staff our highest priorities as we navigated these uncharted waters. I am pleased to report that, working together, we have, to date, accomplished these goals to move the university forward. Fall enrollment is strong as a result of efforts in recruiting and retaining students at RIT. We have moved additional funds to financial aid to ensure that those students who are facing special economic hardships as a result of the current economic crisis are able to complete their programs. We have also, unlike many other colleges and universities, managed the crisis to date without any layoffs of faculty or staff. Indeed, we were able to provide modest salary increments to our lowest-paid employees.

Here are more specific highlights:

- We have nearly 17,000 students, an all-time high. RIT is now among the top dozen largest private universities in terms of undergraduate enrollment.
- Applications for fall admission to our undergraduate programs grew last year to almost 16,000, and applications to our graduate programs grew by 14 percent to almost 5,000. The freshmen class of about 2,650 is the largest and most diverse in our history.
- Private gifts last fiscal year totaled more than \$25 million, despite the tough economy that made fundraising more difficult than ever. This includes the successful "S.O.S. – Supporting Our Students" \$1 million matching gift scholarship challenge.
- Sponsored research activity grew by 20 percent last year to almost \$60 million (see page 32 for more on research).
- Federal funding for the National Technical Institute for the Deaf increased to \$68 million last year, and enrollment is at an all-time high of about 1,450 students.

Alumni Engagement

During fiscal year 2009 (which ended June 30), 25,657 alumni participated in 489 alumni events around the country. Reflecting the change in how our young alumni connect, this includes the first "virtual" homecoming activities during Brick City Homecoming and Family Weekend, and some of the Facebook and Twitter activities over the last year.

In addition, we had more than 1,400 alumni volunteers helping with everything from Brick City Weekend and Imagine RIT activities on campus, to chapter events in their home regions, to assistance with degree programs and college operations throughout the year. As a flagship alumni event, Brick City Weekend in October welcomed more than 2,000 alumni and guests back to campus. Meanwhile, our primary avenue for outreach, the RIT Online Community, numbers more than 24,000 members. To stay informed about opportunities and benefits for alumni, visit the Web site for the Office of Alumni Relations at www.rit.edu.

The Fund for RIT

Thank you to the more than 12,000 RIT alumni and friends who supported the university through the record-breaking Fund for RIT campaign last year. For the first time in RIT's history, our annual appeal surpassed total gifts of \$4 million. This unprecedented Fund for RIT campaign included 6,827 total alumni donors and an impressive 1,256 student donors – our future alumni are already making an impact! Giving to the Fund for RIT continues to be an important measure of RIT's overall health. In fiscal year 2009, total giving to the Fund for RIT surpassed our goal of \$3.8 million by more than 6 percent in a very tough economy. We are immensely grateful to those who continued to support RIT despite the challenges faced in the past year.

All of these gifts, combined with support from corporations, foundations, and many other loyal donors, totaled \$25,148,725 in overall philanthropic support to RIT.

RIT General Endowment

The period of Fiscal Year 2008-09 saw an unprecedented decline in the capital market, and RIT was not exempt from the fallout. However, previous to the worldwide financial crisis, RIT adopted a very defensive posture regarding asset allocation. At the close of the 2008-09 fiscal year, RIT's endowment totaled \$530.4 million, reflecting a drop from \$671.5 million. Although this 19.1 percent drop is substantial, many colleges and universities suffered losses as high as 30 percent.

Significantly, many contributors stepped up to make gifts to our endowed funds, especially scholarship funds. These will begin to return significant benefits as the recession lifts.

We will continue to focus efforts on RIT's endowment growth, as we still lag considerably behind peer universities such as Rensselaer (\$793 million); Carnegie Mellon (\$1.068 billion); Case Western (\$1.766 billion); University of Rochester (\$1.731 billion); and Cornell (\$5.385 billion). When you consider the endowment per student for each of these universities, as compared to RIT with almost 17,000 students, the impact of endowment returns is clear.

In closing, I am certain that if we can continue to make progress during the years ahead, RIT will quickly secure its place among the nation's finest universities, public or private. And we will have accomplished that goal for the best of reasons – we will have worked for the benefit of our students, our alumni, our community, our nation, and the world – and perhaps had some fun along the way. Here's to another great year for RIT! Thanks again for your continued support.



Bill Destler
President

President Destler addressed these and other topics in his annual Opening Day Address to the RIT community. To view the complete text, visit www.rit.edu/president.

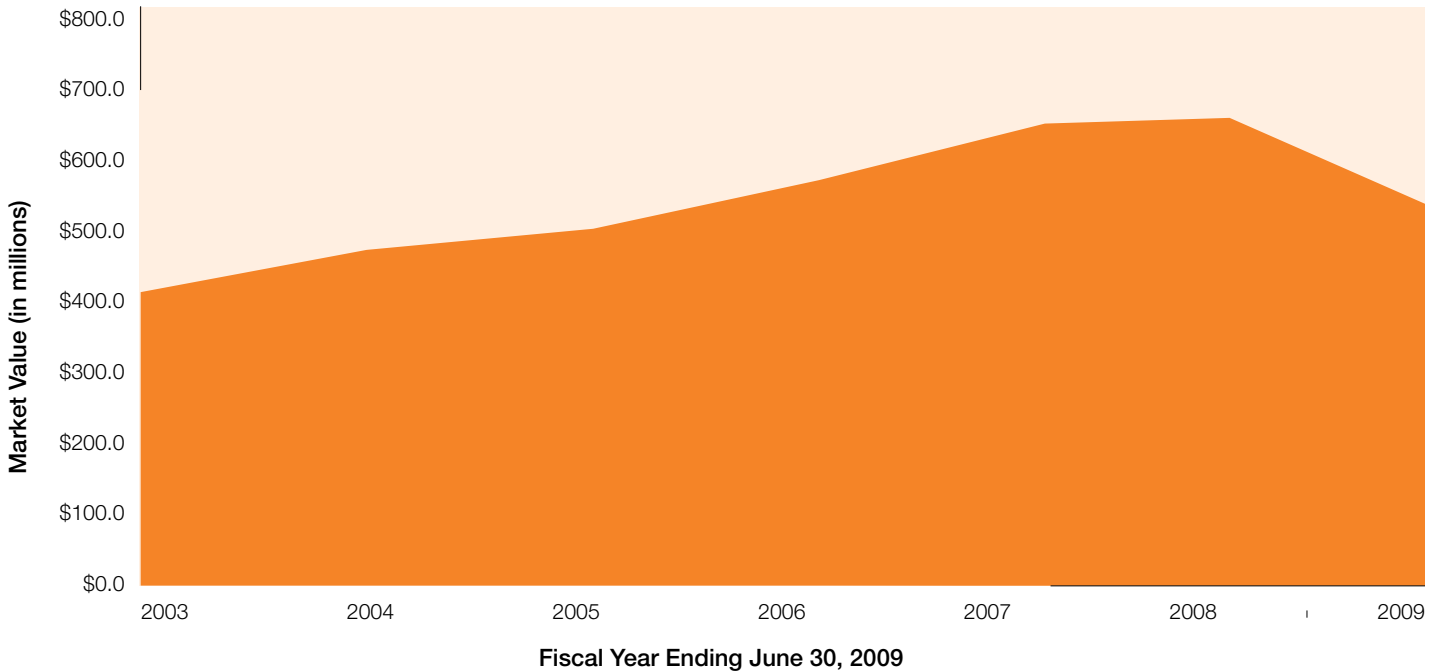
Budget and Endowment

▶ **A Balanced Budget**

The integrity of the university’s fiscal management is reflected in a balanced budget.

Total Revenue	\$591,750,865	Total Expenditures	\$591,750,865
Tuition and Fees	57.2%	Instructional	23.3%
Government Appropriations	0.2%	Academic Service	3.4%
Unrestricted Endowment Earnings	1.7%	Student Affairs	2.8%
Other Sources	3.5%	National Technical Institute for the Deaf	13.9%
Restricted and Other Sponsored Projects	8.0%	Restricted and Other Sponsored Projects	8.0%
Unrestricted Gifts	0.1%	Institutional Support	11.3%
Student Aid	3.5%	Facilities Management Services	2.7%
National Technical Institute for the Deaf	13.9%	Debt Service - Educational Plant	1.9%
Auxiliary Enterprises	11.4%	Student Aid	20.8%
Student Government	0.5%	Auxiliary Enterprises	11.4%
		Student Government	0.5%
Total Revenue	100%	Total Expenditures	100%

▶ **RIT Endowment**



The period of Fiscal Year 2008-09 saw an unprecedented decline in the capital market. Previous to the worldwide financial crisis, RIT adopted a very defensive posture regarding asset allocation. Although RIT’s endowment decrease of 19.1 percent is substantial, many colleges and universities suffered losses as high as 30 percent.

The Year in Review: RIT by the numbers

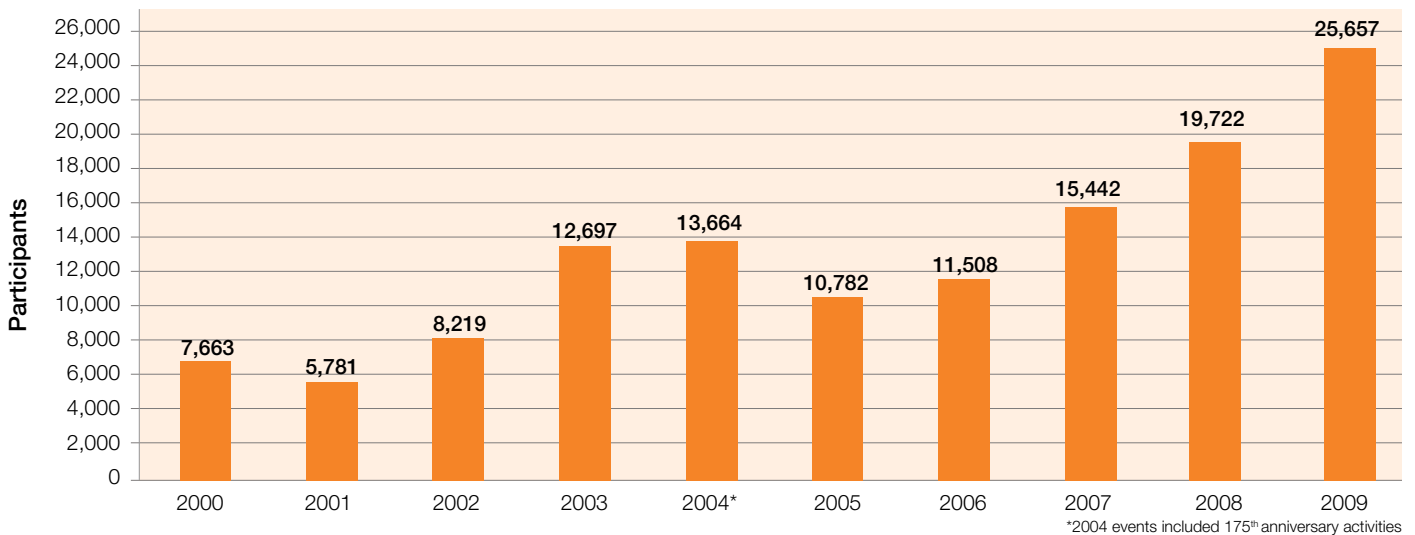
Alumni

► RIT Alumni Chapter Populations

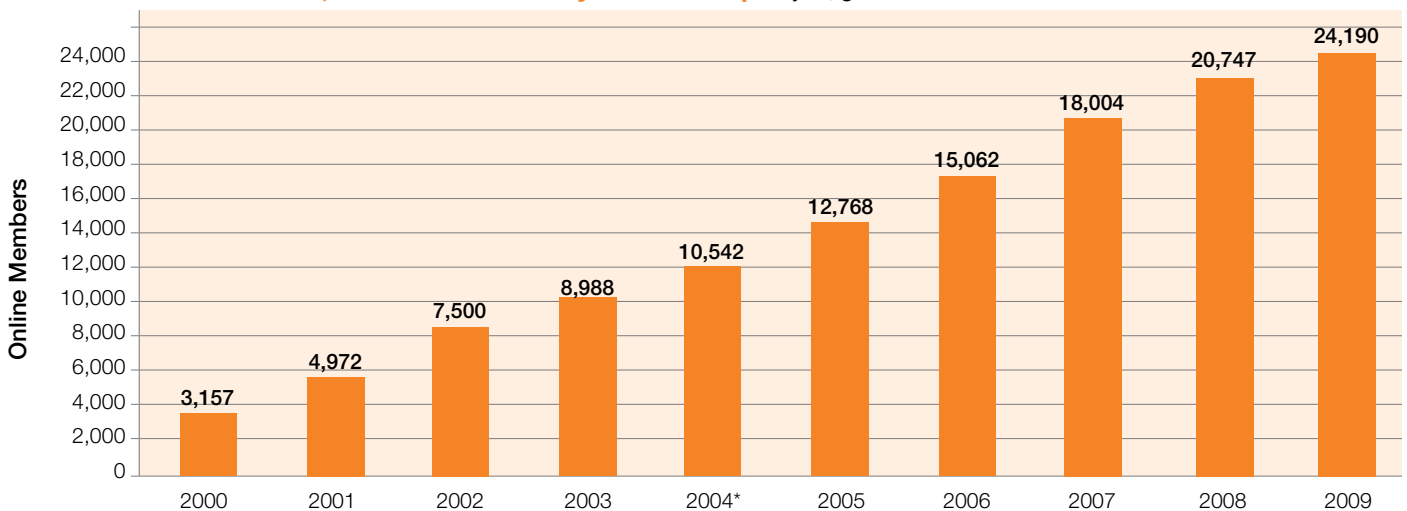
With a total of 103,915 alumni, RIT has alumni chapters across the U.S. The Office of Alumni Relations anticipates developing additional chapters during the coming years. See pages 36-37 to find out more about chapter activities.

Albany, N.Y.	2,036	Cincinnati	541	Long Island	1,109	Rochester	32,279
Atlanta	1,181	Cleveland/Akron	676	New York City	6,840	San Diego	983
Austin/San Antonio	624	Colorado	1,075	New Jersey (Northern)	120	San Fran./San Jose	1,627
Boston	4,046	Connecticut	2,087	New Jersey (Southern)	699	Seattle	783
Buffalo	3,015	Dallas	731	Philadelphia	2,411	South Florida	1,234
Central Florida	2,587	Detroit	684	Phoenix	984	Syracuse	2,875
Charlotte, N.C.	839	Houston	471	Pittsburgh	711	Utica/Rome	729
Chicago	1,434	Los Angeles	1,201	Raleigh-Durham	1056	Washington, D.C.	4,358

► Total Number of Event Participants



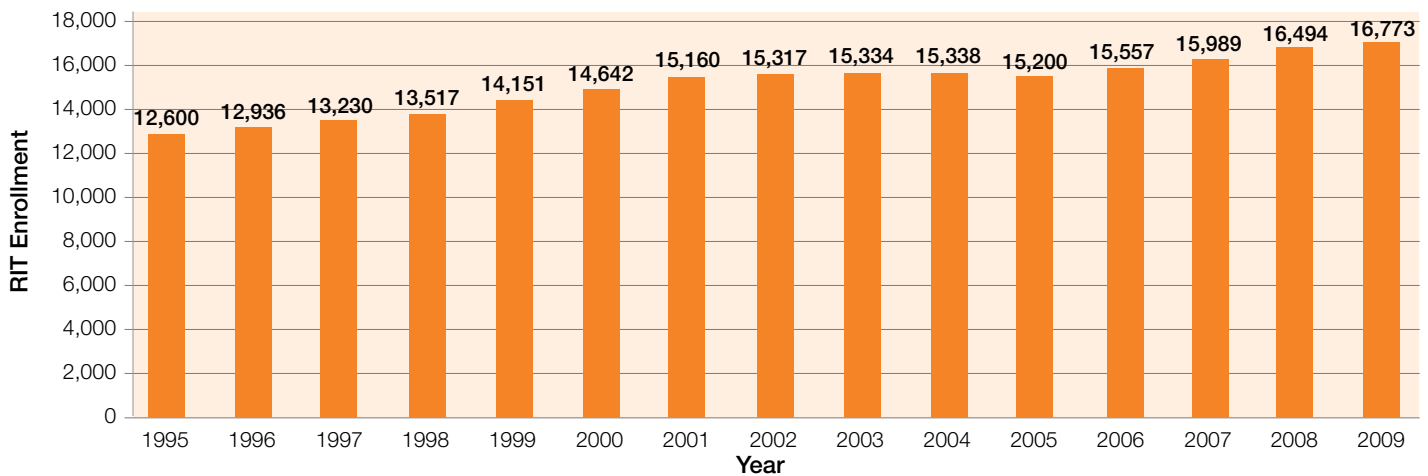
► Online Community Membership To join, go to www.alumniconnections.com/rit/



Enrollment

Enrollment History

- ▶ Fall enrollment at RIT in 2009 reached 16,773 students, an increase of 1.7% over fall 2008. Undergraduate enrollment totaled 14,045; graduate enrollment totaled 2,728. The table below shows RIT enrollment growth over time. Current enrollment reflects 37% growth since 1994.



Applications

Applications for admission to RIT continue to rise with freshmen and graduate student applications setting all-time records. Total applications to RIT in the past year number 22,176—an increase of 3 percent over the prior year.

Number of Applications Received		Change from 2008	
Freshman	13,793	+312	+2%
Transfer	3,477	-216	-6%
Graduate	4,906	+561	+13%
Totals	22,176	+657	+3%

Enrollment Distribution among RIT's Eight Colleges

College of Applied Science and Technology*	25%
E. Philip Saunders College of Business	7%
B. Thomas Golisano College of Computing and Information Sciences	18%
Kate Gleason College of Engineering	15%
College of Imaging Arts and Sciences	14%
College of Liberal Arts	4%
National Technical Institute for the Deaf (NTID programs only)**	6%
College of Science	9%

* CAST enrollment includes 1,021 students enrolled in Kosovo and Croatia.

** 511 additional deaf and hard of hearing students are cross-registered and pursuing degrees in other colleges of RIT with NTID support

Enrollment Facts

- 82% of students are enrolled full-time; 18% study part-time
- 84% are undergraduates; 16% are graduate students
- RIT students represent all 50 states and 100 countries
- RIT's full-time undergraduate enrollment now ranks RIT among the dozen largest private universities in the United States
- International enrollment in Rochester exceeds 1,500 students

The Year in Review: RIT by the numbers

► More than \$58 million secured for RIT research initiatives

RIT received a record of \$58.4 million in sponsored research funding during fiscal year 2009, a 20 percent increase over the previous year. The university received \$51.4 million in new research grants and contracts, \$3 million in gifts supporting research, and \$4 million in support of research at RIT's National Technical Institute for the Deaf.

In the past five years, the number of individuals writing research proposals has increased by nearly 30 percent, while the number of proposals has grown by 50 percent.

The largest sponsor of research at RIT is the federal government, which accounts for \$36.7 million of awards received during fiscal year 2009. Agencies within the defense and intelligence community funded new awards worth \$14.5 million collectively.

Additional support has resulted from the university's Corporate Research and Development program, which completed its second full year. The Corporate R&D program is designed to encourage collaboration with industry by putting applied research needs before RIT graduate students. Industry partners include Carestream Health Inc., Harris Corp., Lenel Systems International, Ortho Clinical Diagnostics (subsidiary of Johnson & Johnson) and PAETEC.

For more information, visit the Scholarship and Research at RIT Web site, www.rit.edu/research.

► FY09 Research Awards by College

Golisano College of Computing and Information Sciences **\$2,667,048**

College of Applied Science Science and Technology **\$1,713,855**

College of Imaging Arts and Sciences **\$3,985,636**

College of Liberal Arts **\$1,244,956**

College of Science **\$8,949,075**

Saunders College of Business **\$182,170**

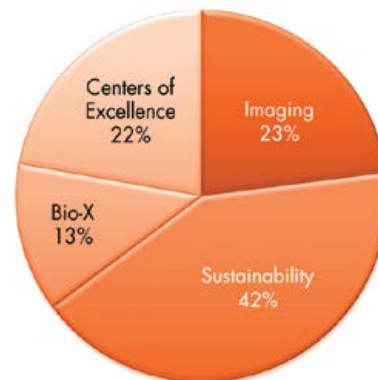
Kate Gleason College of Engineering **\$6,499,018**

National Technical Institute for the Deaf **\$8,245,572**

Golisano Institute for Sustainability **\$18,744,152**

University-wide units **\$6,174,805**

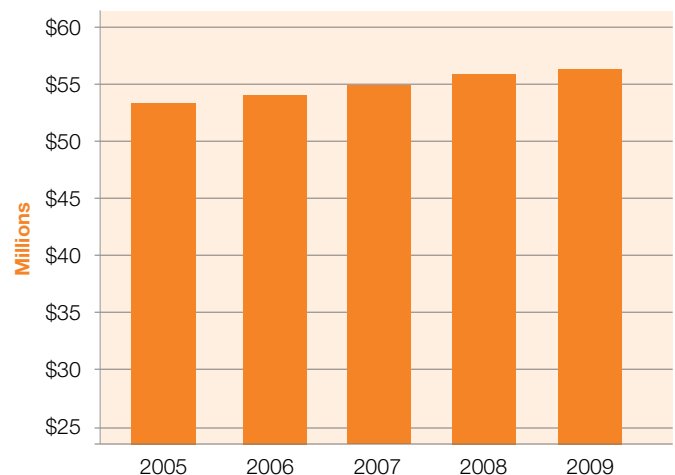
► Awards by Research Area



► Awards by Funding Source Type



► Value of Awards Received





Back to the garden

Remembering Woodstock – and Dan Garson '72

Dan Garson '72 (photography) was a 17-year-old Connecticut high school kid when he saw an advertisement for an outdoor music festival in 1969.

He contacted the organizers and received credentials to photograph the Woodstock

Music and Art Fair for his school newspaper. He shot some 300 images, but only a handful were published.

Until now. The 40th anniversary of the legendary happening on Yasgur's Farm is being commemorated with an elaborate, \$650 compilation, *Woodstock Experience*. Garson's photos were selected for the edition by the noted

Dan Garson '72

British company, Genesis Publications. His images were also featured in "Woodstock at 40: The Rise of Music Journalism," an exhibit this fall at the Newseum in Washington, D.C.

Sadly, the photographer did not live to

see the book or museum display, or hear the many accolades his work is receiving. Daniel Garson died of melanoma in 1991 at age 40.

After graduating from RIT, Garson moved to Toronto to study film production and cinematography at Ryerson University. He stayed in the city and founded Fabulous Footage, which produced film for movie companies and TV. Brad LeMee first saw the Woodstock photos when he was a young photographer working for Garson.

The two became good friends and LeMee never forgot the extraordinary photos, which show the many now-famous musicians but also capture the essence of the experience shared by 400,000 young people.

It occurred to LeMee that the 40-year anniversary of Woodstock might present the opportunity for the

photos to at last see the light of day. He got in touch with the Gladys and Harry Garson, who now live in Massachusetts. They had held on to their late son's legacy through the passage of years and family moves.

LeMee contacted several publishers on behalf of the family, ultimately scoring a home run with Genesis. The publisher decided to devote one of the two volumes comprising *Woodstock Experience* to Garson's photos. The other volume includes stories from Woodstock organizer Michael Lang and more than 60 performers, as well as photos by official photographer Henry Ditz. The set also features a drawer full of festival artwork by Peter Max and Shephard Fairey and, a vinyl record with performances by Santana and Jefferson Airplane, and an actual event ticket. Only 1,000 sets are being sold. For more information, see www.genesis-publications.com.

LeMee's efforts didn't end with finding a publisher. "There were some real technical challenges in creating digital files for over 220 selected images," he explains.

The images were in a variety of formats and many had deteriorated. "There were original black-and-white 35mm negatives encrusted with mold from being in a damp environment for decades," says LeMee. "The original 35mm Ektachrome slides were badly faded and the colors had shifted dramatically. Then there were the images which now only exist as original and vintage prints with the negatives nowhere to be found.

"It was a big project," says LeMee. "But Dan's photographs are American cultural history and there is no better way in the world to showcase these important images than in the pages of a Genesis publication.

"Dan was a true artist," adds LeMee, who is happy to have helped bring his friend's lost work to light. "I wish he was around to tell the story."

Kathy Lindsley



'Woodstock Sky' by Dan Garson '72. Brad LeMee, who restored the image, explains that the original negative is lost and a 4x5 inter-neg had been cropped. After scanning and cleaning, he 'stretched' the image to its original format.

Thank You

to the more than 250 alumni, alumnae, parents, faculty, staff and friends who have displayed their lifelong commitment to RIT through the Ellingson Society. The Ellingson Society, named for Mark and Marcia Ellingson, fifth president and first lady of RIT, honors those individuals and families who have informed us of their planned gift that will, eventually, provide support for RIT's greatest needs such as scholarships, student research and endowment. Over the decades, these thoughtful gifts, whether large or small, have had an enduring impact on learning at Rochester Institute of Technology. The Ellingson Society celebrates all members and the lasting legacy they have created at RIT.

College of Applied Science and Technology

Daniel Philip Carter '04
William M. Dempsey '93
Susan L. Murad '01
Kenneth Arthur '79 and
Margaret '77, '81 Reek
Joseph A. '77 and
Deidre Smialowski

College Of Continuing Education

Reno M. '58, '68 and
Janet Antonietti P'95
Donald N. '67 and Jeris Boyce
Karl H. '63 and Sally Brust
Earl W. '50 and Correne Fuller
Jean Marie Graupman '82, '84
Jon K. Hromi '90
Carl Frederick '51 and Margaret Miller
Mr. David E. and Marjorie Perlman

College of Liberal Arts

Heather R. Castleman '93
Joshua L. Weinberg '89

College of Science

Anonymous
Willard W. '51 and Marianne Arnold
Nancy K. Davis '65

Catherine A. Dougherty '80, '83, '89
Francis Drago
Len and Nancy '76 Fein
Cataldo A. Maggiulli '51
Richard J. '60 and Beatrice '75 Schantz
John P. Silsby '49
Mr. and Mrs. D. Carl Yackel, P.E.

Fine and Applied Arts

Prof. Anna N. Ballarian '31
Dr. Bernard Bernstein '63
Marlene Kron Duerr '39
Joyce Greenberg Goode '74 and
Dr. Merton Goode
Ruth M. Gundry '32
Amy L. Johnson '92
Miss Marie E. Martel '51
Carl and Gail Wiseman '76 Rockburne
Robert E. '79, '81 and Erika Schott
Edith and Gordon Small

Faculty/Staff

Anonymous
Loma M. Allen*
Dr. Donald D. and Linda Baker
Lisa Cauda
Dr. Jack and Barbara Clarcq
Drs. Barry Culhane, '01, P'02 and
Christine Licata

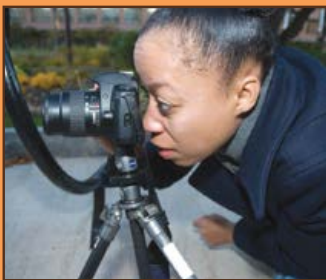
Heather C. Engel
Dr. Paul H.* and Margaret* Ferber
C. Harold* and Sarah* Gaffin
John P. Gleason*
Warren R. Goldmann
Dr. Howard N. Harrison
Dr. John D. Hromi*
Aaron W. Kelstone
Dr. Stanley D. McKenzie
Dr. Paul A.* and Francena* Miller
Leila C. Rice
Dr. M. Richard* and Clarice Rose
Eleanor D. Rosenfield
Dr. Fred W.* and Jo Anne Smith
P'85, P'01
Dr. Patricia Sorce
Miles F.* and Donna Kay Southworth P'86
Dr. James Watters
Thomas C.* and Margaret* Upson

Friends

Anonymous (3)
Mary Allen
Robert J. and Patricia Andraszek
Burton S. August
Jacqueline Barnes
Bruce B. Bates
Bernard Bragg

Perry W. Branch, Jr.
Nancy and Joe Briggs
Carl and Mary Ella Buckland
Ann L. Burr
Catherine B. Carlson
Estelle H. Carver
John P. and Betsy M. Carver
Joseph P. and Janet Clayton
William J. Connors, Jr.
Mrs. Nancy A. Cronig
Kreag and Katherine Donovan
James C. and Dancy Duffus
Richard H. and Virginia Eisenhart
Robert I. Elder
Harold S. and Joan Feinbloom
Morton Fiske
Margaret Mary Foxx
Valerie Freund
Sharon A. Garelick
Shirley Gegenheimer
Dr. Robert P. and Mary Gulick
William B. Hale, II
E. Pauline Handy
Monica R. Hayden
Jay T. Holmes
Frank M. Hutchins
Richard J. and Debbie Huxley
Jane H. Johnson
Robert Johnson

* Denotes former or retired



William A. Harris '49 graduated with a degree in photography. He spent his entire career either behind the camera or designing and building new photographic equipment. Through his estate, Bill has recognized RIT as an integral part of his educational and professional life by providing support for a new state-of-the-art gallery for the School of Photographic Arts and Sciences.



Irma Muntz '26 earned her degree in food administration from Mechanics Institute. Through Irma and her sister Edna's estate, they created an endowed scholarship fund for students enrolled in the College of Science and Technology's Hospitality and Food Administration program. Irma and Edna's thoughtful legacy provides financial assistance to those who otherwise may not be able to attend RIT.

R·I·T

Arthur E. Lowenthal
 Thomas C. McDermott
 Ann M. Mulligan
 Evaline B. Neff
 Mr. and Mrs. John S. Parke
 Ronald T. and Sue Ellen Rau
 Janet F. Sansone
 Mrs. Max Saltzman (Dr. Barbara Fish)
 Ruth B. Richardson
 Judy B. von Bucher
 Robert D. Wayland-Smith
 Christine and Steven Whitman
 Thomas C. Wilmot
 Andrew N. Wilson
 Robert B. and Mary Alice Wolf
 Eileen M. Wurzer

Graphic Arts and Photography

Anonymous
 Abdon D. Ackad, Jr. '75
 Miss Jean Marie Baronas
 Diane E. Blazy and
 Robert D. Eighmie
 Norman B. Biggart '49
 Joseph M. Cornacchia '55, P'91
 Lynne L. Damianos '79, '81
 Charles E. '62 and Lorraine Decker
 William M. Drumm '50
 Donald J. Forst '62
 Cory Martin Funk '85

Bruce R. '62 and Nora James
 Richard A. Justino '62
 Gerald S. Kleiman '70
 Capt. Edwin Howard Krauss '57
 Nicholas J. Levay, Jr. '86
 Donald E. Preston '49
 Robert J. '66 and
 Mary-Dianne Older '65 Roperi
 Robert G. Speck '44
 Norman M. Stern '64
 William H. '62 and Linda Turri P'93
 James R. Williams, Jr. '64, P'90
 Dr. Richard D. Zakia '56

**Kate Gleason College
 of Engineering**

Anthony J. '48 and Katherine Amorese
 Robert E. Boyd '51
 Kenneth W. Christian '49
 Peter S. '60 and Virginia Clark
 Victor '51 and Kay Del Rosso P'79
 Mr. Gary R. Gay '73
 Robert W. Greeley '51
 John L. Hill '30
 B.J. '87 and Lynda Samuel '87 Hull
 Richard K. Judd '61
 Clifford A. Martin '39
 Carl R. Patrickson '74
 Robert C. Soanes '49
 Martin L. '42 and Suzanne Suter

Marc C. Tarplee '87
 Mr. Frederick T. Tucker '63
 Mary Lynn Vickers '01
 Charles E. '59 and Andrea Volpe

Parents

Colby H. and Jean Chandler P'78
 Jack A. and Norma Erdle P'68
 Julian M. and Margie Fitch
 P'77, P'82
 Gerald L. and Deanne Gitner P'95
 Dr. Thomas D. Hopkins P'97
 John D. and Elizabeth Hostutler
 P'85, P'88
 Dr. Bartram H. Levenson P'85
 Dr. Judy C. Loveless P'06
 Ernest Roesner P'02
 Ronald A. and JoAnn White P'88
 William A. Whiteside, Jr. P'85, P'86

**E. Philip Saunders College
 of Business**

Anonymous
 Robert J. and Christina '87 Brinkman
 Mibb and Peter Browne
 William A. '64 and
 Anne Sevier-Buckingham
 Marjorie B. Burdick '43
 Kimberly A. Conti '90 and
 Daniel M. DeGroot

Terrance R. Doherty '70
 Jean E. Gillings '50
 Margaret J. Harris
 Richard H. Hawks, Jr. '73
 Brian Howard '78 and Linda Hall
 Barr P. '59 and Sonia '52 Ingle
 Richard L. Irland '60, '62
 Charles A. '67 and Joan Kiner
 Janice P. Layne '78
 Lawrence T. '70 and Cindy Lovejoy
 Martin H. and Dianne '76 Lustig
 Lois G. Martin '36
 Timothy P. '78, '80 and Sarah Moag
 Dr. Robert S. '83 and Carol Menchel
 Donald H. '61 and Dorothy Naylor P'87
 Angelica "Angel" Pilato, Ph.D. '64
 Richard A. Pilon '61
 Bud and Joan Rusitzky
 Ray J. Schlapfer '58
 Paul J. Sigas '68
 Robert J. '86 and Mary Spinelli P'08
 Dr. John W. '59 Paul and Patricia P. Smith
 Wallace J. '40 and Bethyne Wagner
 Robert G. Witmeyer '69, '71, '76
 Roger N. Wolf '64
 James M. '79, '80 and Janice York

P denotes Parent

To learn how you can provide for RIT's future contact Leila Rice, Director of Planned Giving, at 800-477-0376 or Leila.Rice@rit.edu or visit us online at www.rit.planyourlegacy.org



Planned Giving at RIT



As RIT's fifth president, Mark Ellingson, along with his wife, Marcia, not only had the forethought to move RIT to its current location in Henrietta, N.Y., they also demonstrated their belief in RIT's future by funding charitable trusts that provided for family members and eventually the general purposes of RIT. Their important gifts of time, talent and treasure are a vital component of what RIT is today and will have an enduring impact on RIT for generations to come.



Al Davis '41, "Mr. RIT", was a devoted alumnus, staff member and cheerleader. His planned gifts support numerous areas throughout the campus including, Margaret's House, named in honor of his wife, Margaret Davis, faculty excellence and international students. Al's support of RIT is witnessed everyday by countless members of the RIT community.



A group of Rochester and Syracuse area alumni get ready to brave the rapids on the Salmon River Aug. 2.



Alumni and guests had a beautiful day of sailing on Lake Ontario with Wild Hearts Charters.



Alumni enjoyed a cruise of the Three Rivers in Pittsburgh on Oct. 3.

Regional Alumni Activities

Jennifer Ashbaugh and Megan Cheever are your contacts in the Office of Alumni Relations for regional alumni activities. Don't hesitate to contact them toll free at 1-866-RIT-ALUM.

To learn more about the events listed below, go to www.rit.edu/alumniactivities. You can register for events through our secure Web site.

Albany

Recent activities: On Aug. 11, RIT alumni, parents and incoming students from the Albany area enjoyed a send-off reception at the Desmond Hotel.

Coming up Jan. 16: Join alumni and friends for a reception and game at the Times Union Center as the River Rats take on the Bridgeport Sound Tigers. For more information, visit www.rit.edu/alumni/albany.

Atlanta

Coming up Jan. 14: Join RIT alumni, family and friends at Philips Arena to watch as the Atlanta Thrashers take on the Buffalo Sabres. For more information, visit www.rit.edu/alumni/atlanta.

Austin/San Antonio

Coming up: Plans are underway for an alumni event this winter. Please check the Web site for details.

Boston

Recent activities: The Boston alumni chapter cheered for the Red Sox on Aug. 12 and Aug. 28.

Coming up Dec. 5: The RIT Men's Hockey team will play Holy Cross in Worcester, Ma., with an alumni reception prior to the game. For more information and to register, visit www.rit.edu/alumni/boston.

Buffalo

Recent activities: The Buffalo Alumni Chapter held two career services workshops at the Millennium Hotel on Nov. 21. Thanks to **Tom Stumpf '89**.

Coming up: Registration is now open for the following events. To register, visit www.rit.edu/alumni/buffalo.

Dec. 7: Join fellow alumni, family and friends to watch the Buffalo Sabres take on the New Jersey Devils. A pre-game reception is planned at Pearl Street Grill & Brewery. Check the Web site for more information and registration.

Jan. 3: Alumni will gather to watch the Buffalo Bills take on the Indianapolis Colts.

Central Florida

Coming up: Plans are underway for events in Tampa and Orlando this winter. Check the Web site for info.

Charlotte

Coming up: Plans are underway for an alumni event this winter. Please check the Web site for details.

Chicago

Recent activities: On Aug. 26, alumni, family and friends gathered at Wrigley Field as the Chicago Cubs played the Washington Nationals. The group also enjoyed a pre-game reception in the stadium.

Coming up Jan. 21: Join fellow alumni and friends for a laugh as RIT visits Second City for a night of improv comedy. For more information or to register, visit www.rit.edu/alumni/chicago.

Cincinnati

Recent activities: Alumni and guests enjoyed a docent-led tour followed by a private reception at the Cincinnati Art Museum on Oct. 24. Thank you to host **John Johnson '05**.

Coming up: Plans are underway for an alumni event this winter. Please check the Web site for details.

Cleveland-Akron

Coming up: Plans are underway for an alumni event this winter. Please check the Web site for details.

Colorado

Recent activities: The Colorado Alumni Chapter enjoyed an Oktoberfest celebration in Denver at The Great Divide brewery on Oct. 22 with hosts **David Belden '04** and **Jennifer Wicus '04**.

On Oct. 24, alumni cheered for our RIT Tigers as the men's hockey team took on Air Force in Colorado Springs.

Coming up: Plans are underway for an alumni event this spring. Please check the Web site for details.

Connecticut

Coming up Jan. 16: The RIT Men's Hockey team will be in Storrs, Conn., to play the UConn Huskies. Join us for a pre-game reception at the UConn Alumni Center. To register, visit www.rit.edu/alumni/boston.

If you are interested in becoming a chapter volunteer, please contact **Jennifer Ashbaugh** at jennifer.ashbaugh@rit.edu or at 585-475-7953.

Corporate Chapters

Recent activities: The Boeing Alumni Chapter enjoyed lunch with RIT President **Bill Destler** on Oct. 28. Thanks to our host, **Lawrence Litchfield '08**.

Coming up: Plans are underway for alumni events this winter. If you are interested in planning a corpo-

rate alumni event where you work, please contact **Jon Rodibaugh** at 585-475-4485.

Dallas/Fort Worth

Recent activities: RIT alumni and guests enjoyed an evening of baseball as the Texas Rangers took on the Boston Red Sox.

Coming up: Plans are underway for an alumni event in the spring at The Sixth Floor Museum at Dealey Plaza as well as our annual potluck picnic. Please check the Web site for more details.

Detroit

Recent activities: Alumni participated in a day of community service with The Miracle League of Michigan on Sept. 26. Special thanks to host **Yolanda Lewczuk '00**.

Coming up: Plans are underway for an event at the Henry Ford Museum in December. Please check the Web site for more details.

Houston

Coming up: Plans are underway for an alumni event this spring. Please check the Web site for details.

Long Island

If you are interested in becoming a chapter volunteer, please contact **Jennifer Ashbaugh** at jennifer.ashbaugh@rit.edu or at 585-475-7953.

Los Angeles

Recent activities: On Aug. 22, RIT alumni and guests cheered for the LA Dodgers as they took on the Chicago Cubs. Thank you to our host, **Eric Senna '91**.

Coming up: Plans are underway for an alumni event this winter. Please check the Web site for details.

Mumbai

Recent activities: On Sept. 14, RIT alumni and guests enjoyed dinner at Taj Lands End. Thank you to our hosts, **Jvalant Sampat '04** and **Ashutosh Agarwal '01**.

Alumni and guests also gathered at Olives Bar & Kitchen on Oct. 1. Thanks to our host, **Poorvi Shah '94**. **Coming up:** Plans are underway for alumni events this winter. Please check the Web site for more details.

New Jersey

If you are interested in becoming a chapter volunteer, please contact **Jennifer Ashbaugh** at jennifer.ashbaugh@rit.edu or at 585-475-7953.



Cinnati alumni enjoyed a pre-game reception at GameDay Cafe and then cheered on the Reds in August.



The Chicago Chapter enjoyed a party on the patio at Wrigley Field prior to the Cubs game Aug. 26.



Interim CIAS Dean Frank Cost '87 (center) celebrated with Ira Edelman '09 and Amanda Hill '09 at the Big Shot reception in D.C.

New York City

Recent activities: A sold-out group of alumni, family and friends gathered for the U.S. Open Tennis Championships on Sept. 13. Thank you to host **Mike Larson '93**.

Alumni and guests attended the show, *Video Games Live*, at the Beacon Theatre on Oct. 25. **Coming up Feb. 13:** The RIT Men's Hockey team will be in West Point, N.Y., to play the Army Black Knights. Join us for a pre-game reception at the Thayer Hotel. To register, visit www.rit.edu/alumni/NYC.

Philadelphia

Recent activities: On Nov. 12, alumni enjoyed a wine and cheese tour on the streets of Philadelphia. Many thanks to **Aviva Dubrow '90** for hosting this event.

Coming up: Plans are underway for an alumni event this winter. Please check the Web site for more details.

Phoenix

Recent activities: Alumni came together at Dave & Busters on Oct. 15 for a reception as well as a night of bowling. Many thanks to our host, **Rob Grow '88**.

Coming up: If you are interested in becoming a chapter volunteer, please contact **Megan Cheever** at mccrar@rit.edu or at 585-475-7638.

Pittsburgh

Recent activities: The Pittsburgh Alumni Chapter enjoyed lunch and a river cruise aboard the Miss Pittsburgh Water Limo on Oct. 2. Thank you to host **Al Mature '74**.

Coming up: Plans are underway for an alumni event this winter. Please check the Web site for details.

Raleigh-Durham

Recent activities: The Raleigh-Durham Alumni Chapter enjoyed a tour of "Chocolate: The Exhibit," followed by a wine and chocolate tasting at the North Carolina Museum of Natural Sciences on Sept. 20.

On Sept. 25, alumni and guests cheered for the Carolina Hurricanes as they played the Atlanta Thrashers. Thanks to our hosts, **Mike '98** and **Sue '98 Pail**.

Coming up Feb. 11: Carolina Hurricanes vs. Buffalo Sabres pre-game reception and hockey game. To register, visit www.rit.edu/alumni/Raleigh_Durham.

Rochester

Recent activities: Alumni and guests enjoyed a performance of *3 Mo' Divas* at Geva Theatre on Aug. 7. Thanks to our host, **Tonya Brooks '08**.

A dedicated group of alumni and friends volunteered at the Ronald McDonald House and Foodlink on Sept. 12. Special thanks to everyone who spent their Saturday helping our community.

Alumni and guests attending Brick City Home-

coming and Family Weekend enjoyed a performance of *The Color Purple* at the Auditorium Theatre on Oct. 8. Alumni and guests also enjoyed a tailgate party prior to the RIT vs. Colgate hockey game at Blue Cross Arena on Oct. 10. Thanks to all the alumni and fans for their Tiger Pride!

Alumni and their families enjoyed the corn maze and many other family activities at Long Acre Farms on Oct. 17 as part of RIT's Alumni Family Series.

A sold-out group of 60 alumni and guests enjoyed a scenic trip aboard the Finger Lakes Railway on Oct. 24. Thanks to our hosts, **Fran Versace '08, '09** and **Rita Haschmann '79**.

Alumni and guests enjoyed a magical performance by David Copperfield at the Auditorium Theatre on Oct. 25.

More than 30 alumni and guests enjoyed a performance of *Born Yesterday* at the Shaw Festival in Niagara-on-the-Lake as part of our Senior Citizen Alumni Program on Oct. 28.

Alumni enjoyed an evening of networking at the Strathallan Bar & Grill on Nov. 5. Special thanks to our hosts, **Loretta Lamb '78** and **Kristy Mooney-Graves '00**.

Alumni and their families enjoyed a day at the Young Chefs Academy on Nov. 7 as part of RIT's Alumni Family Series.

A sold-out group of alumni enjoyed a cooking class at the New York Wine & Culinary Center on Nov. 9. Thanks to our hosts, **Shirley Murphy '81, '95** and **Sharyn Duffy '87**.

Alumni and guests enjoyed a performance of *Chicago* at the Auditorium Theatre on Nov. 14.

Coming up: Registration is now open for the following events. To register, visit www.rit.edu/alumni/rochester. Stay tuned for more great alumni events and look for our Rochester mailing in January, 2010!

Dec. 6 – *A Christmas Story* at Geva Theatre

Dec. 9 – Corning Museum of Glass Day Trip

Feb. 13 – Father/Daughter Valentine's Dance

May 9 – Mother's Day Brunch

San Diego

Coming up: Plans are underway for an alumni event this winter. Please check the Web site for details.

San Francisco/San Jose

Recent activities: Alumni and guests enjoyed Oktoberfest Napa Valley at the Napa Valley Expo Oct. 17.

Coming up: Plans are underway for an alumni event this winter. Please check the Web site for details.

Seattle

Recent activities: RIT alumni and guests watched as the Seattle Mariners took on the New York Yankees on Aug. 16.

Alumni enjoyed an evening with RIT President **Bill Destler** at Ray's Boathouse on Oct. 28.

Coming up: Plans are underway for an alumni event this spring at Red Hook Brewery. Please check the Web site for more details.

Southern Florida

Recent activities: Alumni came together to help their local community at the annual ROCS Day (Reaching Out for Community Service) event on Sept. 26 at Carling Kitchen in Delray Beach. Many Thanks to **Paul Finkelstein '91** for hosting this event for RIT.

Coming up: Plans are underway for an alumni event this spring. Please check the Web site for details.

Southern Tier

Coming up Jan. 19: The RIT Men's Basketball team will be in Ithaca to play the Ithaca Bombers. Join your fellow alumni for a pre-game reception and the game. For more information or to register, visit www.rit.edu/alumni/ithaca.

Syracuse

Recent activities: On Aug. 15, alumni and guests attended a picnic on the patio at Alliance Bank Stadium then cheered for the Syracuse Chiefs.

Alumni gathered at Empire Brewery for an Oktoberfest celebration on Oct. 22. Many thanks to **Sheila Sarratore '05** and **Matt Chabot '07** for hosting this event for RIT.

Coming up: Plans are underway for an alumni event this winter. Please check the Web site for details.

Utica/Rome

Recent activities: Alumni enjoyed a tour of the famed Saranac Brewery on Nov. 6 as well as a reception afterwards.

Coming up Jan. 29: The RIT Men's Basketball team will be in Utica to play the Utica College Pioneers. Join us for a pre-game reception and the game that night. For more information or to register, visit www.rit.edu/alumni/utica.

Washington, D.C.

Recent activities: The RIT "Big Shot" took place at the National Museum of the American Indian on Sept. 26 (see page 12). More than 800 volunteers joined us for the 25th Big Shot.

Coming up: Plans are underway for an alumni event this winter. Please check the Web site for details.

College Alumni Programs

Connect with your college! The ways to stay engaged with RIT keep growing. In addition to regional activities for all alumni, your college also supports programming designed especially for you and fellow graduates of your department and college. Be sure to check out upcoming events online and contact your college's Alumni Relations representative with any ideas. We look forward to hearing from you!

Stay connected!

College of Applied Science and Technology

www.rit.edu/alumni/cast

Catherine Bement '89

585.475.4975

catherine.bement@rit.edu

College of Imaging Arts and Sciences

www.rit.edu/alumni/cias

Ron Goldberg, '99, '00

585.475.3112

ron.goldberg@rit.edu

College of Liberal Arts

www.rit.edu/alumni/cola

Jennifer Hinton

585.475.4283

jennifer.hinton@rit.edu

College of Science

www.rit.edu/alumni/cos

Jennifer Hinton

585.475.4283

jennifer.hinton@rit.edu

B. Thomas Golisano College of Computing and Information Sciences

www.rit.edu/alumni/gccis

Tandra Miller

585.475.6908

tandra.miller@rit.edu

Kate Gleason College of Engineering

www.rit.edu/alumni/kgcoe

Jasmine DiSalvo

585.475.5045

jasdar@rit.edu

National Technical Institute for the Deaf

www.rit.edu/alumni/ntid

Matthew Driscoll SVP '90, '94

585.286.4579 (VP)

matthew.driscoll@ntid.rit.edu

Saunders College of Business

www.rit.edu/alumni/scb

Donna Slavin

585.475.2199

dslavin@saunders.rit.edu

CIAS is big in D.C.

In September, the 25th Big Shot took place in Washington, D.C., at the Smithsonian's National Museum of the American Indian. The photo event was followed by a reception attended by more than 400 people affiliated with RIT and the museum, highlighting the fifth anniversary of the museum and celebrating 22 years of Big Shot leadership by Professors **Michael Peres**, **Bill Dubois** and **Dawn Tower Dubois**. (See more about the event on page 12.)

Also in September, **Pat Sorce**, chair of the School of Print Media, welcomed 82 alumni, faculty, staff and students to the Print '09 reception in Chicago. The reception gave everyone a chance to meet old friends and build some new relationships.

Many events are coming up including the CIAS NYC Alumni Reception on Jan. 10 and the first CIAS Chicago alumni reception on Feb. 12, 2010.

Meet the Golisano College Ambassadors

The B. Thomas Golisano College of Computing and Information Sciences is proud to introduce the Golisano College Ambassadors program. This program recruits high caliber student volunteers to represent the college. This group will assist with alumni and donor relations efforts, as well as serve as an advisory group for Director of Alumni Relations **Tandra Miller** and Dean **Jorge Díaz-Herrera**.

The Ambassadors have diverse backgrounds and interests; however, what they have in common is their love for RIT, an enthusiasm for technology, and concern for their community. When you meet them at events, at your place of work while they're on co-op, or right here on campus, share your experiences with them. They'll be sure to update you on the latest Golisano College news as well.

Adviser: Tandra Miller

Ambassadors: Andrew Bona '11 (software engineering), Michael Dumont '09 (computer science), Michael Hall '11 (computer science), James Loomis '12 (computer science), Andrew Martz '11 (game design and develop-



From left are James Loomis, Michael Dumont, Andrew Martz, Adam Sass, Marina Sofi, and Andrew Bona, some of the new Golisano College Ambassadors.

ment), Lorin Petersen '11 (game design and development), Adam Sass '12 (networking, security and systems administration) Marina Sofi '10 (business administration - information systems), Alaina Somers '10 (software engineering).

NTID alumni make great gatherings happen

Without the hands-on help of many NTID alumni volunteers, the following events would not have been as successful as they were. Thank you!

More than 50 alumni and guests from across the nation gathered on July 31 at The Art Gallery Grille in Washington, D.C., during the 18th Biennial TDI Conference. **Nick Vera SVP '99, '03** greeted alumni and friends at the registration table, including **Atheel Mary SVP '78, '83, '84**, **Rocco Saccente SVP '96, '00**, **Rob Rice '94, '97**, **Chris Knigga SVP '89, '93**, and **Steve '82** and **Linda SVP '77, '82 Koopman**.

Alumna and senior employment adviser **Kathleen Dollinger-Meyer SVP '75**, and Assistant Director of the NTID Center on Employment **Karen Downs** presented the professional development workshop, "Getting Ahead in Your Career," to NTID alumni in August at Dave & Buster's, outside of Chicago. **Sam SVP '97, '04** and **Julie SVP '96, '00, '02 Russotto**, **Dana Murray SVP '74, '77** and **Lisa Louise Roth SVP '82, '85** were among those who sharpened their career advancement skills.

More than 65 Rochester-area alumni attended a picnic in September at Brighton



From left, Gary and Jeanne Behm and Vicki Hurwitz joined in the fun at the NTID picnic.

Town Park, including **Patty Starr SVP '75**, **Mary Olijnyk SVP '74 '77** and **Tracy Willard SVP '78, '86**, raising more than \$300 for the NTID Alumni Association Endowed Scholarship Fund.

Thanks to picnic committee volunteers: chairperson **Frank SVP '86, '90, '07** and **Arlene SVP '86, '89, '93 Sankey**, **Howard Mann '74, '84**, **Ted Lord SVP '70, '73**, **Gregory Doskos SVP '85, '89**, **Marylark Box SVP '75, '77, '84**, **Tom Rankin '73**, **Bev Buscemi** and **Ursula Hershey Seefeld SVP '81**.

During Brick City Homecoming and Family Weekend, the NTID Alumni Association Board of Directors met to formulate plans and goals. (For more about the NTID Alumni Association Board, visit www.ntid.rit.edu/alumni/alumni_association.php.)

That same weekend, more than 40 alumni, faculty and staff, including the third-place winner of the CBS reality show *Amazing Race*, **Luke Adams SVP '03, '08**, participated in the RIT/NTID Alumni Golf Tournament at Wild Wood Country Club in Rush, N.Y. Chairperson **Mark Pfuntner SVP '84, '89, '97** and volunteers **Dino Laury SVP '82, '87, '91**, **Troy Olivier SVP '85, '88, '01**, **Korrie Sherry**, and **Lesanne Pfuntner** made the tournament a success.

In late October, more than 20 master of science in secondary education alumni attended a reception at the Uno Chicago Grill hosted by **Gerry Bateman**, director of the MSSE Program. And in November, American Sign Language Interpreting Education alumni joined **Linda Siple '82, '79**, professor of ASLIE & Interpreting Education, at "Building M," a.k.a. MacGregor's Grill & Tap Room.

Puttin' on the RITz – times 25

The Hospitality and Service Management (HSM) Department will hold its annual RITz dinner March 27, 2010, at the Rochester Radisson Hotel. But this dinner will be a little different: It's the 25th anniversary of the annual black-tie event showcasing student

talents in culinary and hospitality areas.

From the start in 1986, the annual RITz dinner has been planned and run by students. From its early days in HSM's Henry's Restaurant (30 students and 100 guests), the annual spring-quarter celebration has grown to 300-plus guests at venues such as Oak Hill Country Club and Rochester Riverside Convention Center.

The Hospitality and Service Management Department extends an early invitation to all HSM alumni, especially those who participated in previous RITz dinners. Even if you cannot attend, please contact the department to share your RITz stories and experiences. Contact Rick Lagiewski, faculty adviser, at rxlisl@rit.edu.

Saunders College is on the move!

Earlier this year, **Harold Gutierrez '99**, manager of finance for Red Bull North America Inc., was the featured guest speaker at the 2009 Dionisios Favatas '01 Endowed Alumni Lecture and Seminar Series. And in late spring, Saunders Honors Program students traveled to Boston and met with **Jim Salzano '87**, executive VP and CFO, Clarks Companies, and **Sari Rapkin '76**, partner, PricewaterhouseCoopers.

In June, Saunders College hosted the inaugural Executive Leaders Network luncheon, attended by 60 alumni business leaders from throughout Upstate New York. **William A. Niskanen**, chairman emeritus and distinguished senior economist at the Cato Institute, was the guest speaker. Also in June, the college celebrated its alumni volunteers at its annual Friends Reception, recognizing them for their support as board members, student mentors, guest speakers, and so much more.

In September, the college launched a new 17-month online executive MBA program

featuring an international trip that allows students to experience the inner workings of an international corporation as well as explore the effects of culture and foreign policies on management functions.

This fall, Dean **Ashok Rao** hosted alumni networking receptions in Boston, Syracuse, Albany and Buffalo.

Coming up, the second Executive Leaders Network luncheon will feature **Sandy Weill**, former chairman & CEO, Citigroup Inc., and more dean's receptions for alumni are planned for New York City and Rochester. Following a successful inaugural event this past June, the second Power Your Potential women's conference will be held in late spring of 2010.

Two colleges welcome one director of alumni relations

The College of Liberal Arts and the College of Science welcome **Jennifer Hinton**, the new director of Alumni Relations for both colleges. Jenn comes to us from the Golisano College of Computing and Information Sciences, where she has been senior academic adviser in the School of Informatics for the past two years. Prior to that, she served on the New Student Orientation Program team, as community enrichment coordinator, and adviser



Jennifer Hinton

to Up 'til Dawn, a student-run organization that raises funds for St. Jude Children's Research Hospital. In addition to her administrative roles, she also has teaching experience as an adjunct instructor for First Year Experience (FYE) and in the College of Applied Science and Technology.

Golisano College kept the cup!



Kathleen Anderson '94 presents the cup to Wiley McKinzie, vice dean of GCCIS.

More than 2,500 alumni and their guests showed up for another fabulous Brick City Homecoming and Family Weekend in October. And for the second year in a row, Golisano College alumni drew the most alumni per capita to the President's Alumni Ball on Friday night, taking the prize in the second College Alumni Cup Challenge.

View the cup in the atrium of the Golisano College of Computing and Information Sciences – and make plans to help your college win the cup next year!

Class Notes

Key to abbreviations

CAST College of Applied Science and Technology

CCE College of Continuing Education (now CAST)

CIAS College of Imaging Arts and Sciences

COLA College of Liberal Arts

SCB E. Philip Saunders College of Business

KGCOE Kate Gleason College of Engineering

COS College of Science

FAA Fine and Applied Arts (now CIAS)

GAP Graphic Arts and Photography (now CIAS)

GCCIS B. Thomas Golisano College of Computing and Information Sciences

NTID National Technical Institute for the Deaf

SVP NTID "Summer Vestibule Program"

1950

Edward Vidler '50 (SCB) writes, "Route 20A, a scenic route across New York state, has a new attraction. Now paved with RED BRICK just as it was in 1930 when R.S. Vidler founded Vidler's 5 & 10 in East Aurora, N.Y. There will be a larger-than-life-size statue sitting on the roof called 'Vidler On The Roof.' The fact that it resembles an RIT Class of '50 graduate is no coincidence."

1953

James Forney '53 (GAP) writes, "Both my wife and I are still in excellent health and lead very active lives including quite a bit of travel. Recent trips include the Caribbean and Central America. In July, we went to Svalbard to board what they call an "expedition" ship (small—135 passengers) and go ashore twice a day in Zodiacs in search of polar bears and walrus. I was elected to the International board of governors of the Circumnavigators Club and about six months ago and started editing a new e-mail newsletter for members around the world."

1956

Joyce Tilley Nagel '56 (FAA) exhibited her 19x33-inch pastel, *Maasai Mamas #2*, at the Pastel Society of America's 37th annual open juried exhibition at the National Arts Club in New York City during September 2009.

1958

Frederick Moss '58 (GAP) recently retired as vice president of Galvanic Printing Co. and president of Flexi Printing plate Co. after 50 years. He was recognized by Printing Industries Alliance at its 2008 Franklin Event with the prestigious John Peter Zenger Medal for his work with his church in building houses for the disadvantaged in Reynosa, Mexico, as well as ongoing

work in New Orleans after Hurricane Katrina. In addition, Fred developed a program for inner city children to design and sell Christmas cards and helps retrain former jail inmates.

Kathryn Knuth Olsen '58 (SCB) and **Alfred Olsen Jr., '58 (CIAS)** celebrated their 50th wedding anniversary the weekend of Aug. 8-9, 2009, at their summer home in Wells, N.Y. Attending were their children and spouses: **Alfred Olsen III '83 (SCB)**; **Kathleen Olsen Weintraub '84 (CIAS)** and husband **TI Weintraub '84 (CIAS)**; **Anne Marie Olsen Williams '87 (GCCIS)** and Joseph Chavez; and **Judy Olsen Trenchard '91 (CIAS)** and Charles Trenchard.

1960

Richard Corcoran '60 (KGCOE) and his wife, Roberta, celebrated their 50th wedding anniversary in Golden, Colo., on Aug. 22, 2009.

1961

Wesley Bicknell '61 (GAP) and **Barbara Shannon Bicknell '58 (CIAS)** celebrated their 50th wedding anniversary on Aug. 22, 2009. When they married, Wes was a student and Barbara was production manager in the RIT Food Service. They retired from the CIA at the end of 1990. They volunteer for hospice, babysit their great-granddaughter and enjoy their church, family and friends.

1962



John Sweeney '62 (GAP) and his daughters had a wonderful time at a wedding reception on the New Jersey shore, May 2008.

1966

James Rasmussen '66 (GAP) is co-owner of Vintage Vogue Apparel in Independence, Mo. Jim previously was employed at Hallmark Cards Inc. as senior graphic arts/quality engineer. "After working at Hallmark for 36 years, I retired in August 2009. I started at Hallmark one week after graduation in 1966, transferred to Georgia Pacific, Hopper Paper Div., for seven years, until Hallmark asked if I would consider returning to Kansas City 30 years ago. I am now providing more time to our vintage clothing store. Check us out at www.vintagevoguekc.com"

1968

William Linthicum '68 (FAA) spent four weeks in summer 2009 in the



Alfred & Trafford Klots Artist Residency Program at the Château in Rochefort-en-Terre, Brittany, France. The residency is jointly sponsored by the Maryland Institute College of Art and the Department of Culture, Morbihan, France. Linthicum won the silver medal in Art'Air, Geneva, and the gold medal in "Concours des Meilleurs Talents," Galerie Terre-des-Arts, Paris. He has two solo exhibitions scheduled for 2009-10 in Switzerland.

Stephen Whittaker '68 (GAP) has been selected the 2009 recipient of the John



Peter Zenger Medal by the Printing Industry Alliance. This honor, conferred by peer vote, recognizes exemplary performance in charity, activism, community affairs or military service. Stephen has been employed at Monroe Litho of Rochester for 26 years where he currently serves as the vice president of quality management/sustainability initiatives. Since 1991, he has also served RIT as an adjunct professor in the School of Print Media. He served in the U.S. Army during 1969 and 1970 as a classified printing specialist in South Vietnam.

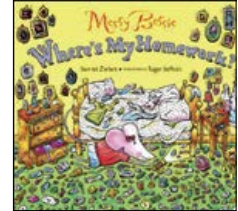
1969

Ronald Mix '69 (GAP) Academy Award nominee and Rochester filmmaker, received a Classic Telly Award for a film he produced for the University of Rochester in a competition sponsored by the Telly Award organization in celebration of its 30th Anniversary. Mix submitted *All By Myself, the Rochester Parapodium: An Alternative for the Paraplegic Child*, about an orthopedic device that allows children born with spinal defects to stand, sit and move unassisted. The film, which Mix produced in 1984, chronicled the changes the device offered in the life of a child born with spina bifida. Ron is the owner of Ron Mix Images, offering video production services to businesses, schools and other enterprises. For more information e-mail miximages@rochester.rr.com.

1970

Heather Thorton Brown '70 (GAP) retired in August 2008 after 14 years in the financial services industry. "I live on an acre of land in the midst of a farm next door to a family of 250 cows. The adjacent field boasts three woolly sheep who visit me frequently. I will be assisting with the shearing next spring, but have decided not to include this in my resume. Rather I prefer to call this a 'learning experience.'"

Roger Demuth '70 (FAA) is an associate professor of illustration at Syracuse University. Check out www.demuthdesign.com.



1975

Stephen Gulack '75 (SCB) is a motor coach operator for Star Travel & Tours in Ontario, N.Y. "I have gone to work for a small, locally owned full-service travel agency and bus tour company. Hope to see more RIT alumni on board!"

Cheryl "Sherrrie" Smith Norton '75 (FAA) started her own company,

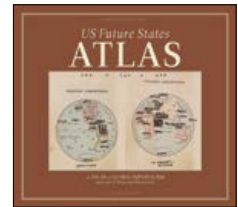


Corinthian Builders, in Stamford, Conn. "Having worked in the construction industry for a number of years, I have launched my own design

and construction consultation company. Current projects include initial pool design, kitchen and bath redesign and renovations. Check out www.corinthian-builders.com."

1978

Dan Mills '78 (FAA) published a book, *U.S. Future States Atlas*, (Perceval Press,



www.percevalpress.com). His 2009 solo shows include "U.S. Future States: An Atlas of

Global Imperialism" at Sherry Frumkin Gallery in Santa Monica, and "Meditations on Empire" at the Tianjin Academy of Fine Arts Museum, China.

Mark McCabe: Cracking corruption, counterfeiting

If you passed Mark McCabe in an airport – where he spends a considerable amount of time – you’d likely take him for a successful businessman with a lot on his mind.

Which is, in fact, true. What you would not suspect is that McCabe’s business involves international intrigue, protecting the lives of corporate executives and cracking international counterfeiting operations, among other things.

“Corporations come to us with problems and we find ways to resolve them,” says McCabe ’75 (criminal justice).

“We” refers to the 84-plus employees and an extensive network of resources that make up McCabe Associates, the private investigation and security consulting firm founded by McCabe in 1992. Company headquarters are a nondescript building in suburban Rochester, but the firm has offices in New York City and Miami as well as Brazil, Argentina, Colombia, Paraguay and Uruguay. These offices provide services to clients from Canada to the tip of South America.

These days, McCabe spends more than half of his time in South America, often in the infamous Tri-Border region of Brazil, Argentina and Paraguay. That area alone is a focal point for an estimated \$12 billion a year in illegal activities including counterfeit goods, trademark fraud, smuggling, money laundering and – according to the U.S. government – funding of global terrorism.

For security reasons, he’s not comfortable talking about all the specifics of his business, but he was willing to outline his company’s role in cracking international counterfeiting organizations. The counterfeiting of trademark goods costs corporations in excess of \$600 billion a year, according to the International Anti-Counterfeiting Coalition.

“Brand owners come to us for help, we access and develop an action plan to target and raid individuals and organized crime syndicates involved in the trade. We do all the investigative work ourselves,” says McCabe. “Once our plan is ready, we take our case to federal prosecutors, get search warrants, obtain armed police or military and execute the raids. Our objective is to knock out the organized crime networks involved by seizing and destroying the counterfeit product and filing criminal and civil actions so they lose money and are forced out of the business.”

Is the work dangerous? “Probably,” says McCabe. “But you’re paid well and surely never bored. You gauge your risk and adjust accordingly,” says the long-time law enforcement professional.

Before starting his own firm, McCabe was chief criminal investigator for the Monroe County (N.Y.) District Attorney’s Office, where he headed a team of 15 investigators. The direction of his private investigation firm came naturally. At the District Attorney’s Office, “We had been doing work with corporations, on internal fraud and corruption matters and they told me of the need for someone the companies could trust and had my skill set,” he says. “It sort of spiraled from there.”

McCabe first went to Latin America on behalf of Bausch & Lomb to investigate allegations of business irregularities reported by *Busi-*



Mark McCabe '75 has carved an unusual career as a private investigator.

ness Week magazine. The company contracted McCabe to access the situation and report findings to top management. Once working in the region, he was also asked to look into the counterfeiting of B&L’s Ray Ban sunglasses. Since then, McCabe has seized in excess of \$150 million in counterfeit goods for Fortune 500 companies including B&L, Motorola, Nokia, Sony, Canon, Samsung and others.

“Companies take their brand image seriously. They turn to private investigators when local law enforcement can’t, or won’t, crack down on counterfeiters.”

Mark McCabe '75, McCabe Associates

“Companies take their brand image seriously,” McCabe notes. “They turn to private investigators when local law enforcement can’t, or

won’t, crack down on counterfeiters.” McCabe’s team, which includes veterans of the FBI, CIA, DEA, U.S. Customs, U.S. military and other agencies, does surveillance, checks public records, manages networks of informants – basic investigation work that leads to discovery and seizure of bogus goods and apprehension of criminals involved.

“Brand protection is about 20 percent of our business in the Americas. The rest involves protecting the corporation assets,” says McCabe. Other important but seemingly less exciting services provided by the company include internal fraud investigations, computer forensics, forensic accounting, electronic countermeasures (checking for eavesdropping devices), security assessments and background checks.

“It’s a very high-tech field these days,” says McCabe, who regularly hires RIT students for co-op positions.

A native of Gasport, N.Y., McCabe was recruited to play football by former RIT coach Tom Coughlin, who now coaches the New York Giants, 2008 Super Bowl champions.

“Football helped me through college, gave me motivation and self confidence. The RIT criminal justice degree gave me the knowledge and determination I needed to get the job with the Monroe County District Attorney’s Office, and laid the foundation that helped me accelerate to the position of chief criminal investigator,” he says.

“I didn’t realize it at the time, but those years at RIT sure paid off!”

Kathy Lindsley

Go on a Tiger Hunting Spree!



1980

Thomas Curley '80 (GAP) is director of marketing communications at Kaleidescape, Inc. in Sunnyvale, Calif. He was previously director of marketing-lab solutions at Fujifilm USA Inc. "After 30 years in the imaging industry, I am now involved in the custom electronics industry for home theater systems."

David Levine '80 (SCB) was recently promoted to sales director from financial services representative at MetLife in Rochester and is actively involved in recruiting, training and mentoring new financial services candidates.

1982

Leonard Bower '82 (SCB) earned his Leadership in Energy and



Environmental Design (LEED) accreditation from the Green Building Certification Institute. LEED accredited profes-

sionals have a thorough understanding of green buildings and the LEED green building rating system.

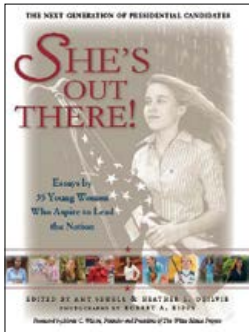
Stephen Fletcher '80, '82 (GAP) is the North Carolina photographic archivist at the University of North Carolina at Chapel Hill and is serving as chair of the Visual Materials Section of the Society of American Archivists through mid-August 2010.

Lisa Moberly '82 (GAP) has been promoted to vice president and assistant corporate secretary for BB&T's Legal Department.

1983

Walter Richter '83 (CAST) writes, "Congratulations to No. 1 son, Jonathan, on your start of an exciting RIT education. May you enjoy the experience like mom and I did over 25 years ago. We are very proud of your accomplishments!"

Robert Ripps '81, '83 (GAP) was photographer of *She's Out There! Essays*



by 35 Young Women Who Aspire to Lead The Nation. He traveled around the country over nine months to take photos under predominantly natural

lighting in local settings that reflect each woman's commitment to public service or express their agendas for the future of this country. For more about the book, visit shesoutthere.org.

1985

Thomas Filley '84, '85 (GAP) is director of business development



at AdaQuest in Bellevue, Wash., Previously, Thomas was employed at The Versatile Company as vice president of business development.

He is now leading the sales and marketing efforts of AdaQuest, an Inc. 500 company that provides localization management services to customers around the globe.

1989

Dean Burrows '89, '95 (KGCOE) is president of Nixon Gear in Syracuse, N.Y. He previously was vice president of operations at Marietta Corp. Dean lives in Syracuse with his wife, Lia, and children Alex, Chris, and Meaghan.

Jessica Santelli '89 (FAA) is the author of *Follow the Trail: A Young Person's Guide to the Great Outdoors* and *When I Grow Up: A Young Person's Guide to Interesting and Unusual Occupations*. An accomplished graphic designer and painter, Jessica is an associate professor at the Center for Art and Design at the College of Saint Rose, where she teaches graphic design.

1990

Joseph Dominski '90 (KGCOE) is pleased to announce the launch of TheJDASite.com. The Web site provides potential clients with additional information and highlights the latest offerings.

1991

Timothy O'Donnell '91 (FAA) writes, "Rockport Publishers has published my first book, *Sketchbook: Conceptual Drawings From the World's Most Influential Designers.*"



Rodney Zulkosky '91 (COLA) is a project manager for Alpha Iron Works in Rochester and is running for Hamlin (N.Y.) Town Council. He has been endorsed by the Democrat, Independent and Working Families Parties.

1992

Ian Chandley '92 (SCB) is a project manager at Barnett Ltd. in Montego Bay, Jamaica. He was previously site manager at West Indies Home Contractors, a large Jamaican construction company. "I am also working toward an M.S. in international construction management from the University of Bath in the U.K. with expected graduation by July 2011. Bath's distance learning program has opened up an exciting new world of educational possibilities! I get the benefit of learning with and from students located all over the world, whether they are located in Malta, Thailand or Vancouver."

Todd Palczewski '92 (SCB) was promoted to project manager from sales and marketing analyst at Rosina Food Products Inc., Buffalo.

Kevin Shea '92 (GAP) writes, "In June 2009, I enrolled in the paralegal studies program at Fairleigh Dickinson University in Madison, N.J., and expect to graduate in December 2009. I am currently changing careers after over a decade as a crime reporter and am hoping to work in law enforcement on any government level or in criminal law."

1993

Ignacio Espinosa de los Monteros '93 (KGCOE) is director of product



management at Robert Bosch GmbH, South Florida. He was previously a senior product manager in the North American Residential

HVAC division of United Technologies Corp.

David Filiatrault '93 (CAST) is vice president of operations technology at CustomInk.com in McLean, Va.. He previously was director, design and development, at Fannie Mae. "I left typical corporate culture IT job for a company with a startup vibe, but with the benefits of actual profits and a proven market—custom T-shirts and other decorated apparel that customers design online using their browser. Check out www.customink.com."

K. A. Siddiky '92, '93 (COS) was promoted to manager and senior auditor at Canada Post Corp. in Ottawa.

1994

Paul Hobbs '94 (CAST) received a master of civil engineering degree in structural engineering from Norwich University on June 12, 2009, and was honored as valedictorian of his structural class.

Fredrick Johnson '94 (SCB) writes, "I have 20 years' experience with Eastman Kodak and Carestream Health working in finance, accounting and auditing;

managed budgets in excess of \$250 million; 10 years' experience in community economic development and responsible for \$3 million in investments in the Southwest. I was honored with the *Rochester Business Journal's* "40 under 40" Award, Dr. Samuel McCree Service Award, and Kappa Alpha Psi Service Award. I am currently senior pastor for the First Genesis Baptist Church and CEO for the First Genesis Development Corp. in Rochester."

1995

Keith Hensel '95 (CIAS) is design director at Gabardine in Westport, Conn. "I joined forces with a friend and former colleague to form Gabardine, a creative marketing agency. Our work is woven



through online and off-line communications, like a continuous thread that helps strengthen the fabric of our clients' brands."

Joanmarie Orlowski '95 (CIAS) and **Christopher Orlowski '96 (KGCOE)** announce the birth of a son, Matthew Stanley, on Aug. 16, 2009, in Boston. He joins big brothers Mitchell and Andrew.

1997

Kimberly Kelsey '97 (SCB), '05 (CAST) is marketing and planning manager at Finger Lakes Health in Geneva, N.Y. She previously was associate director, Alumni Relations, at RIT.

Edgar Marmen '97 (CIAS) is a television producer at Hasbro.

Albert Quackenbush '97 (CIAS) and Kymberli Patrici were married on Feb. 10, 2007, in Long Beach, Calif. They reside in Los Alamitos, Calif. Their daughter, Riley Grace, was born on Jan. 11, 2009. Albert is the senior publications specialist with DENSO Sales California Inc. in Long Beach, where he designs technical publications for the company, an auto parts manufacturer. He is also involved in photography, Web site QA testing, and illustration. He and his wife also started Webbed Foot Photography two years ago, specializing in weddings and portraits in the Los Angeles area. Visit www.webbedfootphotography.com.

Johnathon Schmuck '97 (CIAS) is the author of *The Joy of Coldworking*, released in May 2009. It is a comprehensive text dealing with all the aspects of grinding, smoothing and polishing glass surfaces for the production of art objects.

Nikhila Sridhar '97 (CAST) is NGO partnership director at We Flap in Chennai, India. "After 9 wonderful years in Calgary, Canada, my family and I have moved back to India. It is wonderful to be back with family and friends after being away for so many

Politics provides path to public service

Dave Marion's passion for politics developed while he was in high school as he became frustrated with the seeming lack of focus government officials placed on representing the people they were elected to serve.

"This was during the Clinton administration and I came to believe that elected officials in both parties were too busy with scandals and 'getting' the other side, as opposed to addressing the serious issues America faced," says Marion '05 (professional and technical communications).

Instead of becoming disillusioned with the process, Marion developed a strong interest in government, infused with a determination to make the system better and more responsive to the people. He is now working to achieve that goal from the inside as district director for Congressman Eric Massa (D-Corning, N.Y.).

In that role, Marion directs all operations in Massa's three regional offices in New York's 29th Congressional district, which stretches from Rochester to Corning and is one of the largest in the nation. Marion's responsibilities include directing Massa's community relations and constituent services efforts, while developing and coordinating legislative and budget priorities with the congressman and his Washington, D.C., staff.

Marion also serves as Massa's chief district representative, working closely with local elected officials, business and labor leaders and representatives of state and federal agencies to assist communities and



Congressman Eric Massa, left, and Dave Marion '05.

citizens in the region.

"Congressman Massa shares my belief that an elected official has the responsibility to listen to the people living and working within their districts and to always be willing to tackle the tough problems we face as a nation today," Marion says. "Our office works very diligently to both address the needs of the citizens of the 29th district and to develop public policies that will assist our nation in meeting the many economic, security and social challenges we face."

Marion first met Massa in 2005, when he called his campaign to inquire about possible volunteer opportunities. By the end of that

election, which Massa narrowly lost, Marion was serving as the campaign's Monroe County coordinator as well as overseeing all county coordinators within the district. When Massa decided to run again in 2008, Marion came on board as campaign manager and was named district director in early 2009.

"I feel truly blessed that I have been able to turn my interest in government and public policy into a rewarding and fulfilling career," Marion says. "I hope that the path that I took will serve as an example for current students at RIT and anyone else looking for a way to help people and improve our society."

Will Dube '09

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years. I have also been working with my brother for the last few months on a new Internet-based initiative called 'We Flap.' Please log in to our Web site, www.weflap.org.

1998

Erin Maher '98 (CIAS), '04 (GCCIS) and Sheamus Moran were married on July 25, 2009, in Baltimore and now reside in Nottingham, Md. Maid of honor was Erin's little sister, **Alice Zetina '99 (CIAS)**. The ceremony was officiated by **Sean Stanley '01 (CIAS)**, **Erich Buehner '98 (CIAS)** and **Renee Gascon Bassett '98 (CAST)** were in attendance.

William Stoltz '98 (CAST) received an MBA from the William E. Simon Graduate School of Business at the University of Rochester on June 14, 2009.

Elizabeth Stone SVP '93, '98 (COLA) was sworn in as a commissioner for the Mayor's Commission on People with Disabilities in Washington, D.C., on June 15, 2009.

1999

Magdalena Chmielinski-Laforge SVP '96, '99 (NTID) and Louis Laforge announce the birth of a daughter, Olivia Bella Laforge, on Nov. 21, 2008, in Toronto.

2000

Dori Lowenstein Karanikis '00 (CIAS) and **Andrew Karanikis '99 (CAST)** announce the birth of a daughter, Alexa Rose, on July 17, 2009, in Stamford, Conn.

Sarah McCarron '00 (COS) and husband, Michael, announce the birth of a son, Donovan Cole, on Feb. 23, 2009, in Attleboro, Mass.

2001

Jennifer Paine Bushnell '01 (COS) is a systems analyst at Heinz North America in Pittsburgh. She was previously a systems analyst at Procter & Gamble.

Sherri Fazzio '99, '01 (SCB) was assigned to a position with A Co. 9th

PSYOP BN (U.S. Army) in Camp Victory, Iraq, as IIA deputy OIC. Sherri previously was assigned to C Co. 9th PSYOP BN, Ft. Bragg, N.C., as the TPDD commander. "Just wanted to let all my friends and sisters at RIT know that I am currently deployed to Iraq in a unique job and I am doing well. I miss everyone and wish I could attend ZTA's 20-year reunion. I will be home early next year and will hopefully be promotable at that time, also. I think of you all often—a lot of time here to think back on the great memories of RIT."

Jennifer Guy Hunt '01 (CIAS) was named vice president at The Jacobs

Press. Previously, she was director of operations. Jennifer's responsibilities include management of staff scheduling, product quality control and estimating as well as identifying and implementing technology upgrades.



Jennifer continues receiving education certifications in graphic communications management and production management from the National Institute of Printing Leadership.

2002

Nicholas Roussos '02 (GCCIS) and Maria Leonidou were married Feb. 21, 2009, in Nicosia, Cyprus, where they currently reside. Nicholas was promoted to manager from assistant manager at Pricewaterhouse Coopers. He joined the firm in 2003 and qualified as a chartered accountant in 2005.

2003

Sandeep Bardia '03 (SCB) is managing director at Bardia Consulting and writes "I am running a strategy consulting, corporate finance advisory and contract research firm based in New Delhi, India."

Justin Drawbaugh SVP '98, '01 (NTID), '03 (GCCIS) and wife, **Loree Ann Perry Drawbaugh SVP '93, '98 (NTID)** announce the birth of a son,

Angelo James, "AJ," on Jan. 19, 2009, in Harrisburg, Pa.

Matthew Huber '03 (CIAS) was promoted to enterprise premedia print



specialist from marketing production specialist at JCPenney Media LP in Plano, Texas.

2004

Brad Conrad '04 (COS) received a Ph.D. in physics from University of Maryland College Park on April 20, 2009. His thesis was titled *Interface Effects on Nanoelectronics*.

Kevin Foster '04 (GCCIS) was recently promoted to network administrator from server administrator at York (Maine) Hospital. He will be the lead IT resource in the \$10 million surgery center expansion project currently under construction as well as playing a key role in the implementation of a new health information system, physician practice EMR, perinatal monitoring system, and emergency department physician documentation program.

Amanda Keller-Finbar '04 (COS) and Erik Finbar announce the birth of a daughter, Kendall Kathleen Finbar, on May 24, 2009, in West Seneca, N.Y.

Amy Cooper Niggel '04 (COS) and **Michael Niggel '03 (CIAS)** announce the birth of a daughter, Claire Grace, on June 10, 2009, in Burlington, Vt. "Everyone in our family is enjoying falling in love with our new little girl. Mom, dad, big brother and the new little one all stopped in at RIT over the 4th of July holiday weekend to pick up baby's first RIT shirt at the new bookstore!"

Roman Yampolskiy '04 (GCCIS) and Yana Feygin were married on Dec. 11, 2008, in City Hall, Louisville, Ky., where they currently reside.

2005

Erik Dean '03, '05 (GCCIS) writes, "I am currently employed at the United States Military Academy in the Information Technology Operations Center in the position of lead developer and IT specialist. We specialize in information security/information assurance and information security education. Past accomplishments: presented at BlackHat USA 2008 in Las Vegas on research being done in the field of visualization of unknown binary artifacts; assisted in instruction of United States Military Academy cadets, which lead to their third straight victory in the annual Cyber Defense Exercise, which was later featured on the front page of *The New York Times* in May of 2009 and also featured in *Time Magazine Online* in June of 2009."

Ryan Gibson '05 (KGCOE), '07 (SCB) is a design engineer for Boeing Corp. in the Commercial Aircraft Division

in Seattle. He has been featured twice within Boeing for recognition in diversity and is a co-speaker of Deaf Awareness to all the company sites in the Puget Sound area.

Kim Grimes '05 (CIAS) and **David McKenzie '06 (GCCIS)** were married



on Aug. 8, 2009, in Norfolk, Conn. They currently reside in Waterbury, Conn. They met at RIT while working for Campus Safety in 2003 and started dating in 2005. Two friends from RIT were in attendance; **Andrea Norton** (now Waterman) and **John Waterman '06 (CIAS)**. Kim and David honeymooned in The Netherlands and Belgium to visit Kim's family. Kim received a master of science degree in education from the University of Bridgeport on Aug. 17, 2008.

David La Spina '01, '05 (CIAS) received a MFA degree in photography from Yale University on May 25, 2009.

Joanne Lehr '05 (CAST) is assistant director of international outreach for



RIT's Office of Graduate Enrollment Services. Here she is enjoying dinner with two of RIT's Kazakh alumni during a recent recruiting trip.

Mian Sheng Lim SVP '00, '05 (CIAS), known as **Leon Lim**, a Malaysian deaf artist, hopes to showcase his work at the prestigious Central Academy of Fine Arts (Cafa) Museum in Beijing. His work, "Silent Story," comprises a collection of four projected moving-image displays. Leon has also been invited to exhibit his work in Russia and Italy. Leon is pursuing an MFA degree in interactive communication at New York University.

2006

Erica Binotto '06 (CIAS) and **Travis Thomas '09 (CAST, GCCIS)** were



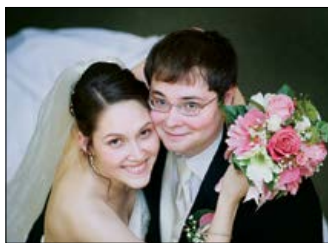
married on Oct. 12, 2008, at the Castle on the Hudson in Tarrytown, N.Y. They honeymooned in Maui, Hawaii, and currently reside in King of Prussia, Pa. Travis works as a systems engineer for Lockheed Martin; Erica is a medical illustrator for Certified Medical Illustrations.

Lauren Bouchard '06 (KGCOE) and **Kurt Chapman '05 (GCCIS)**



were married on May 16, 2009, in Ogdensburg, N.Y. They currently reside in Raleigh/Durham, N.C. RIT alumni in the bridal party included **Marcy Dutcher '06 (KGCOE)**, **Brendan Quinn '04 (GCCIS)** and **Jesse Dubois '05 (GCCIS)**. Other alumni in attendance included **Matthew Kaufman '05 (GCCIS)**, **Jason Burns '05 (GCCIS)**, **Bryan Shapess '04 (GCCIS)**, **Steve Holl '05 (GCCIS)**, **Jasmine Vasquez '07 (CAST)**, **Nathan St. Denny '07 (SCB)**, **Eric Schreiber '05 (GCCIS)**, **Diane Palmer '06 (GCCIS)**, **John Palmer '06 (GCCIS)**, **Lena Morehouse**, **Lynette DiBenedetto '09 (COLA)** and **Chad Maheu '02 (GCCIS)**.

Heather Brazeur '06 (COS) and **Steven Renner '08 (COS)** were married



on July 3, 2009, in Salem, N.H. They currently reside in Nashua, N.H. RIT alumni in the bridal party included Heather's brother, **Jeremiah Brazeur '04 (GCCIS)**; sister-in-law, **Jennifer Brazeur '04 (COS), '04 (GCCIS)**; Steven's cousins, **David Keppel '09 (COLA)** and **John Keppel '01 (CAST)**; and **Amar Boghani '07 (GCCIS)**. Other alumni who attended the ceremony included **Patrick Borden '06 (GCCIS)**, **Jared Berman '08 (KGCOE)**, **David Campbell '04 (GCCIS)**, **Kevin Twitty '05 (CAST)**, **Shaena Twitty '06 (CAST)**, and **Kevin Foster '04 (GCCIS)**.

Sarah Doherty '06 (CIAS) is community marketing manager at Mozilla Corp. in Mountain View, Calif. Sarah previously was employed at Adobe Systems as an education marketing specialist.

Nichole Bolding Jones '06 (CIAS) and husband, Chris Jones, announce the birth of a son, Christopher Roger, on May 4, 2009, in Arlington Va.

Jennifer Rubley Schwartz SVP '00, '06 (COLA) and husband, David, welcomed

a daughter, Amelia, born on June 6, 2008. David and Jennifer were married on Oct. 20, 2006.

Erin Wells '06 (COS) and **Christian Heine '06 (COS)** were married on Oct.



18, 2008, in Marlton, N.J. They reside in Audubon, N.J.

2007

Trisha Sliker Byler '07 (COS) had the fastest female time in the 2009 Chase Corporate Challenge, hosted in May at RIT!

Jigish Choksi '07 (SCB), who worked at Crossroads on the RIT campus, will spend some time touring the United States before returning home to India.

Jessica Mills Juart '07 (CIAS) is comp counselor (designer) at cabedge.com in Nashville, Tenn. Jessi previously was employed at Designkitchen. "Following my hubby to a much warmer climate found me in need of a new job. I'm very excited to have landed a position at one of the top Web design firms in Nashville!"

Heather Lessard '07 (CAST) is the operations manager and events coordinator for Murphy's Law; a new mega pub in the Alexander-East Avenue downtown area of Rochester.

Zachary Panitzke '07 (GCCIS) is a database technology software engineer at the MITRE Corp. in McLean, Va.

Ricky Sangers SVP '04, '07 (NTID) became the Corpus Christi Army Depot's first and only certified MasterCam CAD/CAM programmer on May 28, 2009.

2008

Lauren Cure '08 (CIAS) and **Daniel Keiffer '06 (CAST)** were married June



13, 2009, in the bride's hometown of Rockaway, N.J. The two met at RIT through their associations with Greek organizations: Daniel is a member of Phi Sigma Kappa and Laura is a member of Zeta Tau Alpha. They currently live and work in Rochester, where Daniel is a project manager for FRA Engineering P.C., a consulting engineer-

ing firm, and Laura is an advertising director for Simco Services, an insurance brokerage firm.

Krystal Girardn '06, '08 (GCCIS) and **William Nickerson '06** (GCCIS) were married on Aug. 16, 2009, in Portsmouth, N.H. They currently reside in Dover, N.H. The wedding party included **Christopher Stabb '07** (GCCIS). Also in attendance was **Matthew Spinapolice '06** (GCCIS).

Danielle Meadows '08 (COS) began pursuing a Ph.D. in human genetics at McGill University in Montreal in September 2009.

Joseph Rowley '08 (SCB) plans to travel, hike, hitch and blog throughout



New Zealand for the next six months or so. He recently completed the Sierra High Route. Read about his experiences at www.epicadventurer.com.

2009

Todd Cavanaugh '09 (SCB) is executive director at BASIC College Ministries. "I've decided to spend this time, when I'm young and single, to serve in a non-profit to help college students understand their spirituality and make the most out of their time in college." Todd won the 2009 RIT Business Plan Contest, along with **Rachel Aquilina '08** (COS).

Sarah Clark SVP '03, '09 (NTID) is a web designer for the Pittsburgh Camerata, a professional chamber choir where she will be signing for the group as they sing. Sarah is also a dancer and performed at the Interborough Repertory Theater in New York City for its Deaf Theater Festival in 2008.

Matthew Dana '09 (COLA) and **Stephanie Dana** announce the birth of a son, **Ryan Matthew**, on July 5, 2009, in Rochester. "We're thrilled to welcome our first child! Ryan is happy, healthy, and really darn cute." Matthew was promoted to marketing communications Web manager from marketing communications Web developer at RIT's National Technical Institute for the Deaf.

Michael Johnsen '09 (COLA) visited his brother aboard the Navy ship USS Iwo Jima LHD-7 for a Tiger Cruise, a 7-10 day cruise on an aircraft carrier.

In Memoriam

1929

John J. Jacobus '29 (KGCOE), March 11, 2009

1930

John L. Hill '30 (KGCOE), Aug. 30, 2009

1931

Dorothy Millham Petri '31 (CIAS), April 14, 2009

George M. Zieres '31 (CIAS), May 25, 2006

1933

Louis Terk Copeland '33, (SCB), June 3, 2009

1934

Ruth A. Ford '34 (CAST), May 7, 2008

1936

Hester A. Mercer '36 (CIAS), July 25, 2009

1941

Norman Zempel '41 (CAST), June 11, 2009

1943

Sanford J. Hartman '43 (KGCOE), May 15, 2009

Donald L. Stevenson '43 (CAST), Sept. 9, 2009

1949

Robert R. Blessing '49 (KGCOE), June 9, 2009

1950

John Canonico '50 (CIAS), June 9, 2009

1951

Quintin W. Decker '51 (COS), Sept. 2, 2009

James T. Starken '51 (SCB), April 30, 2009

1952

Robert F. Rice '52 (CAST), June 14, 6007

1959

Frank J. Kowalski, Jr. '59 (KGCOE), Aug. 11, 2009

Alvin W. Schoon '59 (CIAS), July 24, 2008

Herbert O. Schuffenhauer '59 (CIAS), Aug. 4, 2009

1960

Ralph D. Allen '60 (CAST), May 11, 2009

1965

Lance R. Sperring '65 (SCB), Feb. 29, 2009

1971

John W. Levesque '71 (CAST), May 14, 2009

Bruce J. Weyneth '71 (SCB), Aug. 13, 2009

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Alumni Updates

1972

Lance L. Morien '72 (COS), May 24, 2009

1973

Alan J. Fish '73 (CIAS), Aug. 25, 2009
George M. Karras '73 (COS), May 31, 2009

1974

Marlon B. Evans '74 (CIAS), July 28, 2009

1975

Ray R. Pickering '75 (COLA), April 5, 2008

1976

Brooke P. Schlegel, Jr. '76 (COS), Aug. 28, 2009

1977

David Cronister '77 (GAP), June 2009

1978

James F. Alliet '78 (SCB), June 19, 2009

William Joseph Tyson '78 (NTID),
June 22, 2009

Michael Shannon Williams '78
(CAST), July 30, 2009

1979

Peggy M. Miller '79 (SCB), Aug. 31, 2009

Thomas F. Ogilia '79 (COS), May 25, 2009

Terry Toole '79 (CAST), July 14, 2009

1980

Miriam Sellers Lapham '80 (CIAS),
Aug. 26, 2009

Kevin J. Mulholland '80 (CAST), '78
(NTID), July 4, 2009

1981

John J. Peters '81 (KGCOE), Sept. 20, 2009

1982

Thomas W. Lam '82 (NTID), April 15, 2009

1987

Mark George Buffum '87 (KGCOE),
May 22, 2009

1992

Beth Singer Thompson '92 (CIAS),
May 10, 2009

1996

Paul Allen Ferno '96 (KGCOE), May 30, 2009

1997

Jodi Lisa Kleper Strada '97 (CAST),
Sept. 3, 2009

1998

Amity J. Leitner Graham SVP '91;'95
(NTID), '98 (CAST), Aug. 22, 2009

2003

Samuel A. Street '03 (KGCOE), May 15, 2009

2007

Brendan J. Ryan '07 (COS), May 23, 2009

2008

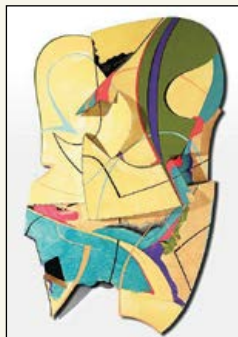
Jessie V. Mazzocchi '08 (CIAS), Aug. 13, 2009

William Keyser crafts a new direction

He says he doesn't throw much away; he even enjoys digging through dumpsters at the local recycling center to collect used building materials, broken bikes, rusted metal – anything that looks useful and interesting to his artwork.



William Keyser '61, '06



'Gouldian Cartouche,' acrylic on chrome steel. Collection of Dr. & Mrs. Jack Clarcq. (Photo by John Peters)

William Keyser '61, '06 (MFA furniture design, MFA painting) integrates these cast-off found objects in his three-dimensional sculpture and painting designs – many like those on view earlier this year in his solo exhibition at RIT's Dyer Arts Center.

"My home and artist studio is on overflow with boxes of scraps I've collected," he says with a laugh. "I look at the debris around the shop and say to myself, 'Hey, that could be a piece of sculpture.' I find inspiration in architecture, junkyards, yoga, calligraphy and in the last piece I did."

Woodworking and furniture design were Keyser's passion during his 35 years of teaching at RIT's School for American Crafts. Known as a working artist, his career span included a yard-long list of commissions in designing furniture and sculpture for residential, corporate, ecclesiastical and public art installations.

The scope of Keyser's artistry remains emblematic at RIT. In 1992 he was commissioned to build a credenza and desk, conference table and wall treatments for incoming RIT President Albert Simone, who retired in 2005. The same office furniture now serves RIT President Bill Destler. Keyser also designed several altar ensembles for Campus Ministries, as well as a black walnut cross that hangs in the Schmitt Interfaith Chapel.

"Catholics prefer a cross with a corpus or what's known as a crucifix, while most Protestant denominations eliminate the body and prefer it to be just a cross, so I ended up designing the piece with a very abstract image so people can choose to see what they want to see – or not."

His modus operandi changed after he retired from RIT in 1997 and came back to school to study painting.

"Furniture – especially my ecclesiastic work designing altars, pulpits, and objects for sanctuaries in many churches in the Rochester area – is what I have been noted for," Keyser says. "So this is my first initial foray into painting and sculpture; it's sort of my coming out."

The spontaneity of creating abstract paintings and free-standing sculptures is what drives him to work in solitary bliss for six- to-10-hour intervals at his studio – a 2,000- square-foot building behind his residence in Victor, N.Y.

"This work is not about me; I'm just the conduit," he says. "You might call it serendipity; I prefer to think it's the spirit at work."

Timothy Engström, professor of philosophy at RIT's College of Liberal Arts, says Keyser's continued success is built on blurring the boundaries while retaining the perceptions. "The best art presumes a way of seeing and then makes us reflect on just such habits; it poses challenges and offers new opportunities to think about the very nature of perception. William Keyser's work performs this service with great clarity and economy."

Keyser says creativity is the precursor to furniture design, while it remains a constant with painting and sculpture. "With furniture everything is premeditated, and once the designs are approved by the clients there are none, if any, changes made during the process of building it," he explains. "With painting I don't start with an idea and if I do I feel very free to change it along the way – something I never could do with furniture."

"I feel a joy working both ways. I try hard to surprise myself, to have fun and to go where I've never been before."

Marcia Morphy

For more stories about and for alumni, visit the Alumni News Web page at www.rit.edu/news/alumni.

The Greek games



Photo by Alex Shukoff '84

Turn back the clock to fall 2003, when members of RIT's fraternity and sororities turned out on a glorious October day to compete in a variety of fun activities. This group seems to be celebrating a victory, or maybe just the sheer joy of youth and friendship.

If you have additional information about this event, we'd love to share it with other readers. Send comments to *The University Magazine*, University News Services, Rochester Institute of Technology, 132 Lomb Memorial Drive – Bldg. 86, Rochester, NY 14623. E-mail can be sent to umagwww@rit.edu.



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