

R·I·T

The University Magazine

Spring 2012

Reading, writing and playing

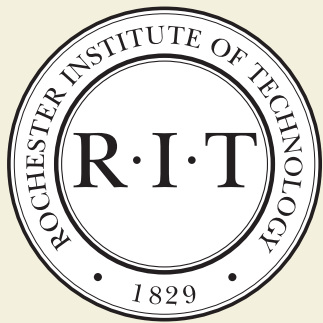
Games inspire students
to explore Brick City,
make connections
and succeed

(They just have to press play)



Alumni are conduits of life-saving donations

Momentum grows for RIT's new hockey arena



Measuring RIT by student success



From left to right: Luticha Doucette, the RIT Quidditch team celebrating second place and Adam Walker.

RIT: The University Magazine

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As we draw closer to the end of another academic year, I anticipate being asked about the “health” of the university. It is certainly easy to boast about our numbers—enrollment (an all-time high of 17,652), endowment (\$640 million), annual research funding (\$52 million), eight degree programs ranked in the top 10 nationally—to rattle off a few statistics.

Yet what better way to measure the health of the university than to recount success stories of our students from the past year. Our students make us proud in many ways. Here are a few examples:

Luticha Doucette, a fourth-year bioinformatics student, is the reigning Ms. Wheelchair New York 2011. She won second runner-up at the 40th annual Ms. Wheelchair America Pageant. Doucette also is developing a motorized wheelchair app for the Android phone. And she stays busy doing a research project on protein algorithms that determine the surface area of proteins.

Adam Walker won a fellowship through the Kauffman Foundation. The Kauffman Fellows program identifies, develops and networks the next generation of global leaders in the venture capital industry. Walker, a graduate student in our College of Liberal Arts, will serve as an apprentice with a venture capital firm. And he will continue as executive director of Kosovo Wind Gardens, leading students at RIT and American University in Kosovo on a clean energy venture. (See related story on page 16.)

Among the 5,000-plus Army ROTC cadets across the country, **Andrew Blair** is considered a leader. Blair ranked No. 5 on the Army ROTC Order of Merit list, a prestigious ranking of senior cadets from 273 universities across the nation. At RIT, Blair is also involved with research that is critical for a soldier's safety. He is part of a team that collects data about a soldier's exposure to explosive blasts that will assist with head injuries in the battlefield.

The classroom travels right along with **Sandy Nealon** as she manages her territory from New York to New Hampshire for Xerox Corp. She found a way to be both a successful online student (multidisciplinary studies) and manager of the company's technical solutions group, sometimes traveling more than 1,000 miles a week and maintaining a 3.5 GPA. For this, the Rochester Area Colleges Continuing Education Association recognized her as an Outstanding Adult Scholar.

Samuel Sandoval, an RIT/NTID information technology major, is CEO of DeafTechNews, a website that offers reviews on the latest technology important to deaf and hard-of-hearing individuals. He completed a co-op assignment with Cisco Systems, where he helped the company develop products that are more accessible to deaf individuals. This included RIT launching Rochester's first TelePresence Center in Lyndon Baines Johnson Hall.

We recently learned that 100 percent of 24 graduates taking the rigorous Physician Assistant National Certifying Exam passed the board test on the first try—a remarkable two consecutive years of 100 percent passing rate for our physician assistant students.

And yes, our students have fun: **The RIT Quidditch team** (the game of *Harry Potter* lore) finished in second place at a national competition in New York City.

That is our short list. With graduation approaching, we've just begun to scratch the surface of student success around campus.

Cordially Yours,

Bill Destler
President
www.rit.edu/president

R·I·T



**COACH SAID NEVER
TAKE A SHIFT OFF.
WE DIDN'T ASK
ANY QUESTIONS.**

From the opening faceoff to the final horn, RIT Tigers are bred to give their all. On every shift. No exceptions. "Build a new arena? No problem," we said. Yet while our men's and women's teams keep winning conference championships, we're having trouble with other fundamentals. Like say, construction for new seats, rows, aisles, sightlines, private boxes, and locker rooms for RIT's proposed state-of-the-art ice arena. You could say our tenacity deserves some applause. But what we really need is a hand. We'll make the goal if you assist. Visit RIT's Power Play campaign at rit.edu/powerplay.

**WE'D BUILD IT
OURSELVES IF
WE COULD**



6 The women's hockey team paid tribute to the Armed Forces as part of a fundraiser.



12 Alumni who work at the Rochester/Finger Lakes Eye & Tissue Bank are conduits of life-saving donations.

Departments

- 2 Letters
- 4 On Campus
- 22 Tiger Talk
- 34 Alumni Activities
- 38 Class Notes



Cover Undergraduates in the School of Interactive Games and Media explore campus to earn achievements in a new game called Just Press Play. Students are exploring the Center for Student Innovation, the Vignelli Center for Design Studies and Golisano Hall. Illustration by David Cowles for *The University Magazine*.



24 Students participate in a flash mob to earn an achievement in Just Press Play. Games are changing the way today's digital generation is educated. See how RIT is reaching these sophisticated students.

Other Features

- 3 Expert advice
Alumna Sandy Adams '92 offers her photography tips.
- 8 All in the family
Student's grandfather, great-grandfather set direction for RIT.
- 10 Breakaway
Momentum grows for RIT's new hockey arena.
- 16 Winds of change
Class assignment becomes solution in Kosovo.
- 33 Eugene Fram still means business
Anonymous donor honors former professor with \$3 million gift.

99 THINGS TO DO BEFORE YOU GRADUATE

On your RIT bucket list

In the winter issue, we ran a list of 99 things to do before you graduate. We asked readers to share what's on their lists. Here are some responses.

- ★ The last and most important thing to do before you graduate is the following: Go to the alumni office and...
 1. Leave your forwarding address.
 2. Commit to give a \$15 gift to RIT for each of the following five years.
 3. Commit to return to RIT for your fifth reunion.

4. Commit to the alumni office to be a volunteer for your class to help achieve 100 percent participation in the annual fund.

Fred W. Plank '62 (printing)

- ★ Figure out what imaging science is.
- Joe Pow, associate director,
Chester F. Carlson Center for Imaging Science

- ★ Get your picture taken "gowned-up" in the cleanroom!
- Robert E. Pearson, director,
microelectronic engineering programs

RIT football undefeated

Many readers contacted us about how to get No. 67—the RIT football T-shirt—on our list of 99 things to do before you graduate. To get "RIT Football, Undefeated Since 1978" sold by the Institute of Industrial Engineers RIT Student Chapter, contact Cassandra L. Schlott at kls9123@rit.edu.

Remembering a classmate

I was shocked and dismayed on reading about the death of Dave Page '66, a classmate and fraternity brother. I was one of those tiger handlers, a founding brother of Xi Zeta Chapter of Alpha Phi Omega. I have kept in touch with several members of our group over the years, although I hadn't spoken to Dave in a number of years. I knew he had retired from Duke and had some health issues, but it still comes as quite a shock to lose someone your age whom you knew well, even many years ago.

I recall one anecdote I will share with you. A number of us were at the zoo exercising Spirit in the building where he lived, and Roger Kramer '65 (photography) thought it would be fun to run down the hall and let Spirit chase him.

Well, Spirit did chase him and did catch him, by the heel of his sneaker. When we managed to get the sneaker out of his mouth, we found his teeth had gone all the way through the heel and almost touched. Had he caught Roger just an inch higher, it would have been his foot. We all had a good laugh, except Roger.

Robert Frank '65 (photo illustration)



We welcome letters on subjects covered in the magazine and of broad interest to our readers. We edit for space, clarity and style. Write to *The University Magazine*, University News Services, Rochester Institute of Technology, 132 Lomb Memorial Drive—Brown Hall, Rochester, NY 14623. E-mail can be sent to umagwww@rit.edu.

Expert Advice

with Sandy Adams '92

Picture-perfect photographs

Summer will be here before you know it, and that means vacation time. With vacation comes photos—and who doesn't love taking photos to show friends and family back

home? You don't have to be a professional photographer to capture strong images. Here are some travel/outdoor photography tips to get you started.



1. Keep things simple—too much information can clutter an image.
2. Take advantage of complementary colors. The jogger's red coat mixed with cherry blossoms in Washington, D.C., provide an extra punch.
3. Look for lines, shapes or patterns to add interest. The variation between light and dark in the photo of fog in Prince William Sound, Alaska, helps to create visual texture.
4. Change your point of view—stand up, sit down, move left, move right. I knelt to capture that eye-level stare in the photo of Gentoo penguins at Half Moon Island in Antarctica.
5. Include photos of local residents to show the flavor of the location.
6. Set the mood of your photos with weather and exposure. The serene photo of the bergy bit iceberg at Prince William Sound was created by the fog and the subdued lighting that muted the colors.



Sandy Adams '92 (photo illustration) is the owner/photographer of Outdoor-visions Photography in Washington, D.C. She specializes in anything outdoors, nature or man-made. Adams published her

first book, *Icebergs and Glaciers: Vanishing Beauties*, which is available through Blurb. You can see more of her work at www.outdoorvisionsphotography.com.

NOTEBOOK

Big Shot in Rochester

Photographing another historic Rochester landmark in grand fashion is the goal of this year's Big Shot.

Photographers and light painters will head to Seabreeze Amusement Park to make the nighttime photograph on May 3. Anyone is welcome to participate. Go to www.rit.edu/cias/bigshot/BS_2012.html.

'Science Guy' to speak

Bill Nye, scientist and beloved TV personality, is the keynote speaker for RIT's 127th commencement celebration. His address comes during Academic Convocation, which is at 3 p.m. May 25 in the Gordon Field House and Activities Center. Nye's TV show, *Bill Nye the Science Guy*, originally ran from 1992 to 1998.

Energy savings award

The New York State Energy Research and Development Authority recognized RIT with a High Performance Building plaque for energy-saving investments that will reduce energy costs by \$49,558 annually. With its high-efficiency equipment, the University Services Center saves more than 360,085 kilowatt-hours annually, or the equivalent to the amount of energy consumed by about 50 households.

RIT Dubai leader returns home

The president of RIT Dubai returned to his homeland late last year to serve as the deputy prime minister in the newly liberated country of Libya.

Mustafa Abushagur, who is also a professor of microsystems engineering, left his RIT post for an eight-month period to begin building a democracy in Libya.

Abushagur was a Libyan refugee and was on a "Most Wanted" list in Libya because he actively opposed the Moammar Gadhafi regime. The regime was toppled by rebels and Gadhafi was killed in October. For the first time in 32 years, Abushagur said he felt safe enough to return to his homeland. He visited with family and friends in the capital city of Tripoli this fall.

Abushagur joined RIT in 2002 and led the development of the world's first doctoral program in microsys-



Libya's Deputy Prime Minister Mustafa Abushagur speaks at a news conference in Tripoli. (Photo by Ismail Zetouni/Reuters)

**"RIT has graciously encouraged me to answer the call of my nation."
Mustafa Abushagur, new deputy prime minister of Libya**

tems engineering, while also conducting research in nanophotonics and micro-optical systems. He became founding president of RIT Dubai in 2008.

"RIT has graciously encouraged me to answer the call of my nation," Abushagur says.

IN THE NEWS

For more, go to rit.edu/news



"Kids negotiate harder than lawyers when they want to eat out. They always win."

(USA Today, Nov. 7)

Warren Sackler, associate professor of hospitality and tourism management, talks about the fast food industry's most important customer: kids.



"There are no indications I can point to that management did not attempt to find additional innovative products. But it just never worked."

(USA Today, Dec. 12)

Daniel Tesson, assistant professor of accounting and corporate governance expert in the E. Philip Saunders College of Business, talks about Eastman Kodak's fight for its future.

Record numbers celebrate King



Shanon Castle, a member of Garth Fagan Dance, leads a class for members of the RIT/NTID Dance Company. (Photo by A. Sue Weisler)

RIT has hosted some exciting speakers for its annual Expressions of King's Legacy Celebration—Alvin F. Poussaint, Nikki Giovanni, Orlando Patterson and T. Leon Williams. This year was no different.

On the 30th anniversary of the annual campus event, RIT welcomed Princeton University professor, activist, musician and philosopher Cornel West. He called Martin Luther King Jr. a “revolutionary Christian” who worked tirelessly to unite people for change and who wanted “young people to use their success for something

bigger than themselves.”

Nearly 2,500 people from campus and the local community attended the celebration, surpassing a previous record of 800 guests. Participants also listened to poet Joshua Bennett and saw an opening performance by Rochester's Garth Fagan Dance Company.

Prior to the celebration, Garth Fagan dancers led a master class for members of the RIT/NTID Dance Company in the Robert F. Panara Theatre.

Michelle Cometa '00

Semester change getting closer

A hallmark of RIT's academic experience is nearing its end. The long-standing quarter system will be replaced by semesters beginning in fall 2013.

Work continues on the redesign of the university's curricula. Each academic program is subject to evaluation and approval by the New York State Department of Education, a process scheduled to conclude by summer.

RIT President Bill Destler has cited multiple reasons for the change, including feedback from employers who suggest semesters will expand co-op opportunities for students. Destler also commits to no loss in academic rigor as a result of the new curricula.

According to Lynne Mazadoorian, director of institute advising, all students will meet one-on-one with

advisors, beginning this fall, to craft individual plans.

“I hope the campus community will keep an open mind as we're going through this process to realize that it is in the best interest of the students,” Mazadoorian says.

At the heart of this process is the university's pledge that no student graduate late or incur added expense as a result of the conversion.

To help make that happen, RIT has hired and trained 10 new advisors, and four more will be added to the staff this summer.

Paul Stella '03

To learn more

For details, go to www.rit.edu/conversion.

NOTEBOOK

Film premiere

More than 400 people on Jan. 30 attended the RIT premiere of *The Hammer*, a film based on the life of Matt Hamill, an RIT Hall of Fame wrestler and three-time NCAA Wrestling Division III national champion. Hamill '99 was the first deaf wrestler to become an NCAA champion. The film, which features campus scenes, is on sale nationwide.

Design recognition

RIT's industrial design program is getting national recognition. As part of the 13th edition of *DesignIntelligence's* publication of America's Best Architecture & Design Schools 2012, RIT's industrial design graduate program was ranked second on the list and the undergraduate program was ranked third.

Tops in business

The E. Philip Saunders College of Business is recognized by Super-Scholar in its first Smart Choice ranking of online MBA degree programs of 2012.

The Online Executive MBA program was awarded the No. 15 position. The ranking is a tool to help prospective business students make a smart choice about where to get their MBA.

About Students

INNOVATION



A trendy business cover-up

The laminated locker covers come in various designs and colors: football, bubble planet, cheetah, dance, colored smoke and floral. They are a mix between a sticker and a window cling—removable, reusable and leave no residue behind.

Welcome to UrLocker, created by company CEO Jason Shanley, a business management student in RIT's E. Philip Saunders College of Business. The company website, www.ItsUrLocker.com, also includes design covers for laptops and mini refrigerators, with future plans for tablets, reading devices and smart phones.

"The idea came a couple of summers ago when I thought all the lockers in high school and middle schools looked the same," says Shanley.

Shanley won first place for UrLocker in the Saunders Young Entrepreneurs Academy Regional "Bright Ideas" Competition last May—which earned him a four-year \$30,000 scholarship from the Saunders College to attend RIT and an opportunity to show his prototypes at Imagine RIT: Innovation and Creativity Festival. The 18-year-old entrepreneur earned enough college credits at Gananda (N.Y.) High School to enter RIT as a sophomore. Since then, fame has followed: Shanley and UrLocker were featured in a January episode of *BizKid\$*—a new TV series on PBS/WXXI that teaches kids about money. Go to <http://bit.ly/zAaycI> to see the episode.

Marcia Morphy



From left, hockey players Hannah Epstein, Morgan Scoyne, Megan Kobar, Lindsay Grigg and Jamie Parhar wore camouflage during their home games against Buffalo State College. (Photo by Lauren Rock)

Camouflage for a cause

Both the RIT men's basketball and women's hockey teams paid tribute to the United States military during Armed Forces weekend Jan. 20-21.

The men's basketball team wore special shirts with the names of local soldiers who lost their lives while serving their country. The women's hockey team wore camouflage jerseys that were later auctioned, with all proceeds going to the Wounded Warrior Project.

"I feel that is important for our student-athletes to appreciate what our Armed Forces have ultimately sacrificed for our freedom and what the military does for us,"

BY THE NUMBERS

ABOUT NTID

15,205

Total number of NTID-supported students to date.

1,547

Highest single-year enrollment figure, 2011-2012.



says Bob McVean, now in his 29th season as the head men's basketball coach at RIT.

The Tigers donated the shirts to the families of the deceased veterans and donated a monetary gift to the Veterans Outreach Center. The 23 game-worn women's hockey jerseys fetched \$8,609. Junior Kristina Moss had the highest selling jersey at \$3,000. Freshman Julie Hall's jersey sold for \$350. Every jersey sold for at least \$215. In addition, the Tigers sold 350 T-shirts. Overall, \$11,067 was raised.

"We wanted to do something (for our fundraiser) that really stood out in a national way," says head coach Scott McDonald, RIT's all-time leader in women's hockey wins. "We support our military and are grateful for how much they sacrifice for our freedom."

Joe Venniro

112

NTID students from Illinois this year, second only to students from New York.

379

NTID students from New York state this year.

53

Other countries from where 444 NTID students have come.

CAMPUS LIFE



Scottsville Veterinary Adoptions brought puppies to campus for a FreezeFest event on Feb. 3. Paulina Evoy, left, director of College Activities Board, and CAB member Avis Lyons, right, hold two of the shelter dogs. (Photo by A. Sue Weisler)

GETTING INVOLVED

RIT 'nerds' go on auction block

Self-proclaimed nerds auctioned off their brainpower and creative talents at the university's first Nerd Auction, hosted Jan. 20 by the fellows of RIT's Center for Student Innovation.

"The event was a great way to showcase our talents, as the fellows represent many of RIT's colleges," says Eliza Hammer, a fourth-year marketing major and lead fellow from Pennington, N.J.

In addition to auctioning off themselves, fellows sold items they made in their free time as well as services such as guitar lessons and a ride in a 1975 Corvette. Car enthusiast, entrepreneur and fellow Eric Irish auctioned off a spin in his sports car. His innovative skills were also in high demand. "The CEO of an innovative solutions company bid on me to build them an app prototype for a brainstorming aid," says Irish, a third-year information science and technology major from Trumansburg, N.Y. "I was also bought by a professor to do some work on his website."

The event raised \$500 and the money will go toward developing the fellows' projects. The group hopes to make the auction an annual event.

Kelly Sorensen

All in the family

Student's grandfather, great-grandfather set direction for RIT

When Erik Ellingson was searching for colleges, he did what every other student does—browsed the Internet and talked to his high school advisor. The Missoula, Mont., native knew he wanted to study photography, and RIT fit all of his requirements.

Erik, now a third-year photography major, can thank his grandfather and great-grandfather for that. Without them, both of whom were RIT presidents, the university wouldn't be what it is today. In fact, the university might not even be where it is today.

Erik's grandfather, Mark Ellingson, was RIT's fifth president, from 1936-1969. During his presidency, the Athenaeum and Mechanics Institute was renamed Rochester Institute of Technology and RIT began awarding degrees. Under Ellingson's direction, the university moved from downtown Rochester to today's location in Henrietta.

"He took a school that trained skilled workers and turned it into a modern university," says RIT archivist Becky Simmons.

Erik's great-grandfather was John Randall, who was the fourth president of RIT, from 1922 until 1936. "He came in as a military man and snapped things to attention," Simmons says. "He brought in the best educational consultants."

Randall's daughter, Marcia, married Mark Ellingson. Marcia Ellingson was a founder of the RIT Women's Council in 1955, which enhances the academic and campus life of women.

Erik didn't know all of that history when he applied to RIT. He had visited Rochester as a kid and knew he had a family connection to the university. But he was more interested in RIT because he



Student Erik Ellingson stands next to a portrait of his grandfather, Mark Ellingson, in The Wallace Center. Erik came to RIT to study photography. Both his grandfather and great-grandfather were presidents of RIT. (Photo by A. Sue Weisler)

"Now that I'm here I absolutely love it. I couldn't see being anywhere else."

Erik Ellingson

could get the education needed to become a commercial photographer, and he liked the idea of going to school in another state.

"It just worked that we have a good photography school," says Erik, who expects to graduate next May. "If we didn't, I probably wouldn't be here."

Erik says a few professors have asked him if there's a family con-

nection, and it was mentioned at the end of freshman orientation week. (His freshman year, he lived in Peterson Hall, adjacent to Ellingson Hall, named after his grandfather.)

He tries to visit a memorial garden dedicated to his grandmother near the residence halls once a week. Both Mark and Marcia Ellingson died in 1993.

Jon Ellingson, Erik's father, says his father would be delighted that Erik picked RIT because he picked the school that was right for him. Jon Ellingson grew up in Rochester but then moved west for college. He has visited his son several times at RIT. "I continue to be enormously impressed with the vitality of the university. It is an amazing place."

His son agrees.

"Now that I'm here I absolutely love it," Erik says. "I couldn't see being anywhere else."

Mindy Mozer

Match the president to his accomplishments



Carleton Gibson
1910-1916



James Barker
1916-1919



Royal Farnum
1919-1921



John Randall
1922-1936



Mark Ellingson
1936-1969



Paul Miller
1969-1979



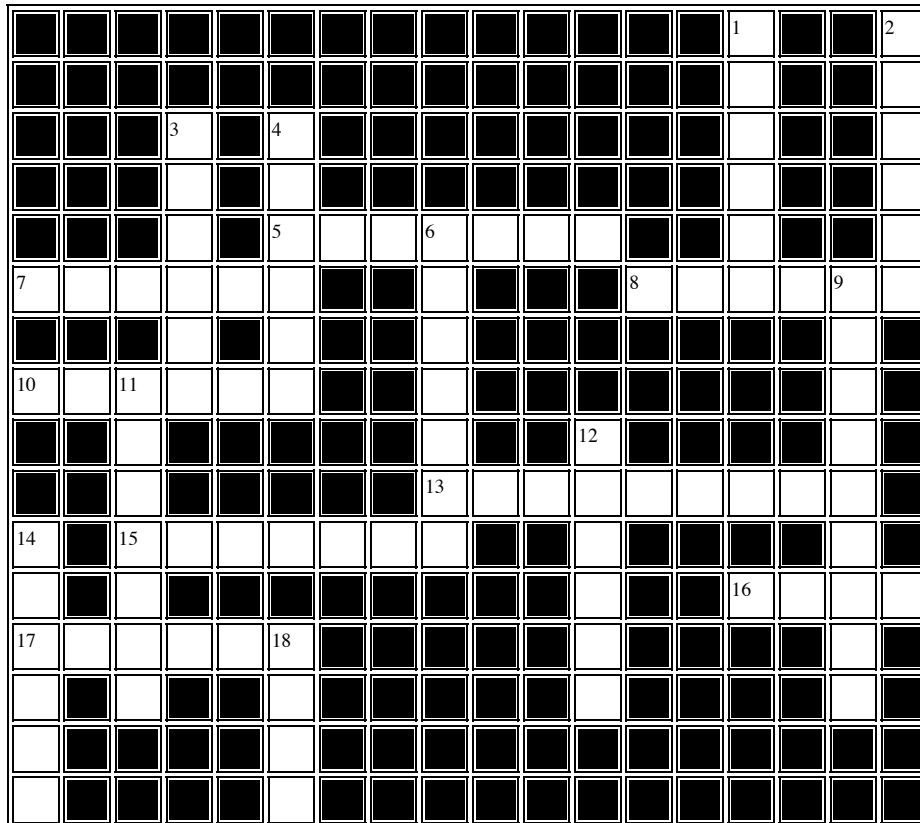
M. Richard Rose
1979-1992



Albert Simone
1992-2007



William W. Destler
2007-present



Across

5. He served as the undersecretary to the secretary of war for the United States before becoming president of RIT.
7. A school yearbook began being published during this president's tenure.
8. He emphasized technical training.
10. He appointed advisory groups for each department to work with the Rochester community to make coursework more relevant to industries' needs.
13. The Athenaeum and Mechanics Institute was renamed Rochester Institute of Technology during his tenure.
15. Under his tenure, the College of Health Sciences and Technology became RIT's ninth college.
16. He helped launch RIT's first Ph.D. program in imaging science.
17. He appointed the first provost.

Down

1. He left RIT to become assistant superintendent of the Rochester School District.
2. He introduced a budgeting procedure that focused on not spending more money than the university had available.
3. He started RIT's cooperative education program.
4. Fundraising efforts carried out during his term allowed the school to remain financially stable.
6. He started an innovation and creativity festival.
9. Under his direction, the university began planning for the Henrietta campus.
11. He introduced anecdotal behavior journals.
12. He spearheaded the addition of the Gordon Field House and Activities Center.
14. He approved RIT's move to Division I men's hockey.
18. During his tenure, Eisenhower College became a part of RIT.

After retirement

Three emeritus presidents are still very active.

Paul Miller, 95, lives in Montrose, Colo. After retiring from RIT, he returned to teaching. In 1993, he and his wife, Francena, moved to Missouri to be closer to family. He worked as an adjunct professor in rural sociology at the University of Missouri for 17 years. His wife died in 2010. He moved to Colorado last April, where his children, grandchildren and great-grandchildren now live. He continues to conduct seminars on civic culture and does some writing. "RIT will always be close to my heart," Miller says.

M. Richard Rose, 79, splits his time between Seneca Lake, N.Y., and Florida. After retiring, he served on many corporate boards and civic agencies. He has been active in an effort to develop a Veterans Cemetery on the site of the Sampson Naval Training Station on Seneca Lake. Rose says he enjoys spending time with his grandchildren, ages 6 to 22, and swims a mile nearly every day. "I miss walking around the campus and talking to students, faculty and staff, the people of RIT."

Albert Simone, 76, says his first order of business was to get organized because for the first time in 25 years, he and his wife, Carolie, were living in their own home on Keuka Lake, N.Y., instead of a university's. He is active on several boards, including the Greater Rochester Enterprise and Center for Governmental Research. He has received honorary doctorate degrees from Gallaudet University, Kanazawa Institute of Technology and St. John Fisher College. He spends time with family, golfing, fishing, playing the piano and writing a book. "So far, it's been a lot of work and a lot of fun, just like it was before I retired."

Answers to crossword puzzle

Across: 5. Randall, 7. Gibson, 8. Barker, 10. Farnum, 13. Ellingson, 15. Destler, 16. Rose, 17. Miller.
Down: 1. Barker, 2. Miller, 3. Gibson, 4. Farnum, 6. Destler, 9. Ellingson, 11. Randall, 12. Simone, 14. Simone, 18. Rose.

Breakaway

Momentum for RIT's new arena stems from a boyhood love of hockey

The origin of Gene Polisseni's passion for the sport of hockey was humble—to say the least.

Family members say he started skating as a teenager, using magazines as shin pads.

“He built a makeshift rink in the back of his sister's house and started a league there,” says his son, Gary.

A half century later, a lasting devotion to community-based hockey will be commemorated through the creation of a permanent venue at RIT.

In November, the university introduced the identity of its forthcoming arena as the Gene Polisseni Center. RIT President Bill Destler declared that the naming of the facility resulted from a \$4.5 million partnership between the Polisseni Foundation and RIT trustee B. Thomas Golisano, founder and chairman of Paychex Inc. and lifelong Polisseni friend.

Gene Polisseni founded the Polisseni Foundation with his wife, Wanda, and he served as vice president of marketing at Paychex until he died in 2001. Most of his professional life was devoted to helping build the payroll services company, but hockey always remained his personal outlet. He organized youth and adult amateur leagues throughout the area and he regularly attended professional hockey games.

“He just loved the sport,” recalls Gary Polisseni, a Polisseni Foundation board member. “It's fast-paced and physical. That's what he enjoyed most.”

Golisano, who spent eight years as owner of the National Hockey League's Buffalo Sa-

bres, remembers afternoons at Paychex headquarters when his friend would suit up in his Sabres gear in preparation for game night.

“Gene understood firsthand how sports could make a community feel about itself,” says Golisano, “and I am proud to help create a legacy dedicated to his passion for competition and camaraderie here at RIT.”

The \$4.5 million commitment is the most recent and most significant gift in support of Tiger Power Play—The Campaign for RIT Hockey, which puts the effort more than halfway to its \$15 million fundraising goal. Construction of the new arena is expected to cost between \$30 million and \$35 million, and RIT is developing a business plan for the facility's operation intended to cover the remaining expenses.

“This is an extraordinary partnership that provides a giant step toward our goal of creating the highest quality game-day experience for our players, students and the fans of RIT hockey throughout the local community,” says Destler. “The support of the Polisseni Foundation and our long-time benefactor and friend Tom Golisano heightens our resolve to make that a reality.”

Gary Polisseni says supporting the creation of the Gene Polisseni Center fits well with the foundation's mission of targeting quality-of-life issues related to education, human services and civic improvement—as well as his father's love of hockey.

“I think this would have been one of his favorite gifts. This one would have truly touched his heart.”

Paul Stella '03



Preliminary concept drawing of the hockey arena exterior and main entrance.



Key players

Several RIT alumni are among the key benefactors who are responsible for the growing momentum of Tiger Power Play—The Campaign for RIT Hockey.



Tom Golisano and Gene Polisseni

The Gene Polisseni Foundation joined RIT trustee B. Thomas Golisano in presenting the \$4.5 million commitment that resulted in the arena's name. Golisano calls it a fitting tribute to his late friend and business partner who saw hockey as a source of camaraderie among diverse members of the community.



Stephen and Vicki Schultz

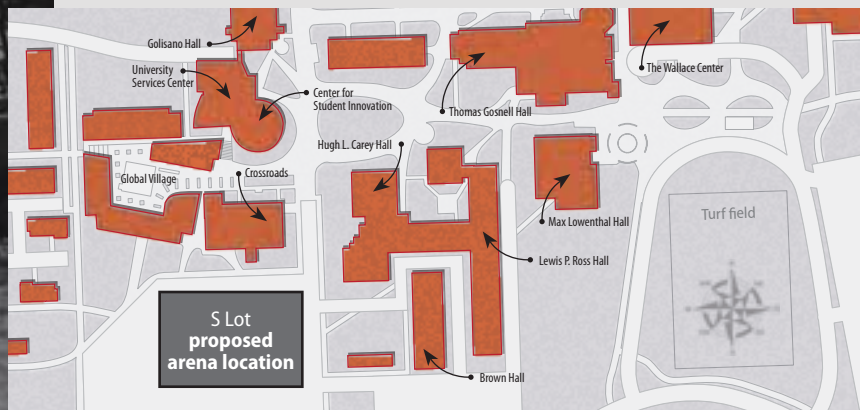
Stephen Schultz '89 (computer science), co-founder and chief technical officer at Pictometry, and his wife, Vicki Schultz '94, '99 (business administration, MBA), presented the campaign's opening gift of \$1 million in November 2010. Stephen Schultz is a former leader of the Corner Crew cheering section.



J.M. Allain

J.M. Allain '03 (multidisciplinary studies), president and CEO of Trans-Lux Corp., announced plans last April to donate a center-hung electronic scoreboard for the arena, valued at \$1 million. Having grown up in French Canada, Allain admits to having hockey "in my blood."

For more information on Tiger Power Play—
The Campaign for RIT Hockey, go to www.rit.edu/powerplay.




Gift

Mark Lohkamp Jr. greeted the donor's body with silent respect before getting to work. He located the saphenous vein that snaked up the body's leg from foot to groin and edged a swath of tissue around the long blood vessel. He removed the muscle protecting the vein and packaged it for processing at a nearby tissue bank. Another set of technicians would lift the vein from the muscle like a delicate thread and prepare it for use in someone else's body.

"Knowing that you can keep giving after you pass away is pretty rewarding," says Lohkamp '11 (biomedical sciences), Tissue Recovery Specialist III at the Rochester/Finger Lakes Eye & Tissue Bank.

The value of a blood vessel, a cornea, a tendon, or a heart valve lies in its use—a simple truth intrinsically understood by individuals who pledge to donate their organs, eyes or tissues when they die. Helping a stranger to see, walk—even breathe—after one's own



Left: Julie Burkett '11 removes the cornea from an eye globe. Only ocular tissue is processed at the Rochester/Finger Lakes Eye & Tissue Bank. All other recovered tissue is sent to partnering agencies.

Right: Using a slit lamp, Mark Lohkamp Jr. '11 evaluates a cornea for transplant.

Photos by A. Sue Weisler



givers

Alumni are conduits of life-saving donations

death is a powerful concept that resonates with Lohkamp and the other RIT alumni who work at the Rochester/Finger Lakes Eye & Tissue Bank. They are conduits of these peculiar posthumous gifts.



Nicholas Biondi

“It is a humbling experience, working with eye/tissue donors, and being able to help fulfill their wishes is something special,” says Nicholas Biondi, a senior in the biomedical science program in RIT’s new College of Health Sciences and Technology. “We are put in a unique position to be able to do our part to help them. It also provides me with great experiences.”

The bank

The Rochester/Finger Lakes Eye & Tissue Bank, which is an accredited member of the Eye Bank Association of America, serves 31 hospitals and health care facilities in the Finger Lakes, Southern Tier, central and northern New York regions as well as north central Pennsylvania.

The organization recovers, processes, preserves and distributes corneas and other tissue for transplant and research, says communications director Karen Guarino ’97 (public relations certificate program). Partnering organizations process other recovered tissue.

“We also fund local transplant-related research projects, educate the public about the needs for and benefits of donation, and provide

education for health care professionals involved in the donation process.”

The agency averages 300 calls a month. “We have to cover 24/7, 365 days a year so we have to make sure we have enough staff,” Guarino says. “You can’t anticipate when we’re going to be having a donor.”

RIT alumni and current students comprise nearly 40 percent of the entire staff of 12 full-time and 14 per-diem people. Seven of the 14 eye bank technicians and tissue recovery specialists, in particular, have RIT connections.

Guarino and education coordinator Patricia Moorehouse ’81 (career and human resources) also contribute to the organization’s communication and educational outreach.

Many of the recovery specialists at the eye and tissue bank knew Lohkamp from gross anatomy at RIT. The upper-level science class teaches students to relax in the presence of cadavers and to dissect upper extremities, backs and abdomens.

Julie Burkett ’11 (biomedical sciences) and Sarah Taber ’11 (biomedical sciences) were lab partners with Lohkamp.

“He talked about his job. I liked gross anatomy so I

figured I would like the job and that it would be a great opportunity,” Burkett says. “Sometimes it’s exhausting, but it’s good. It’s rewarding. It’s interesting. Every case is different, so you learn a lot about medicine and diseases.”

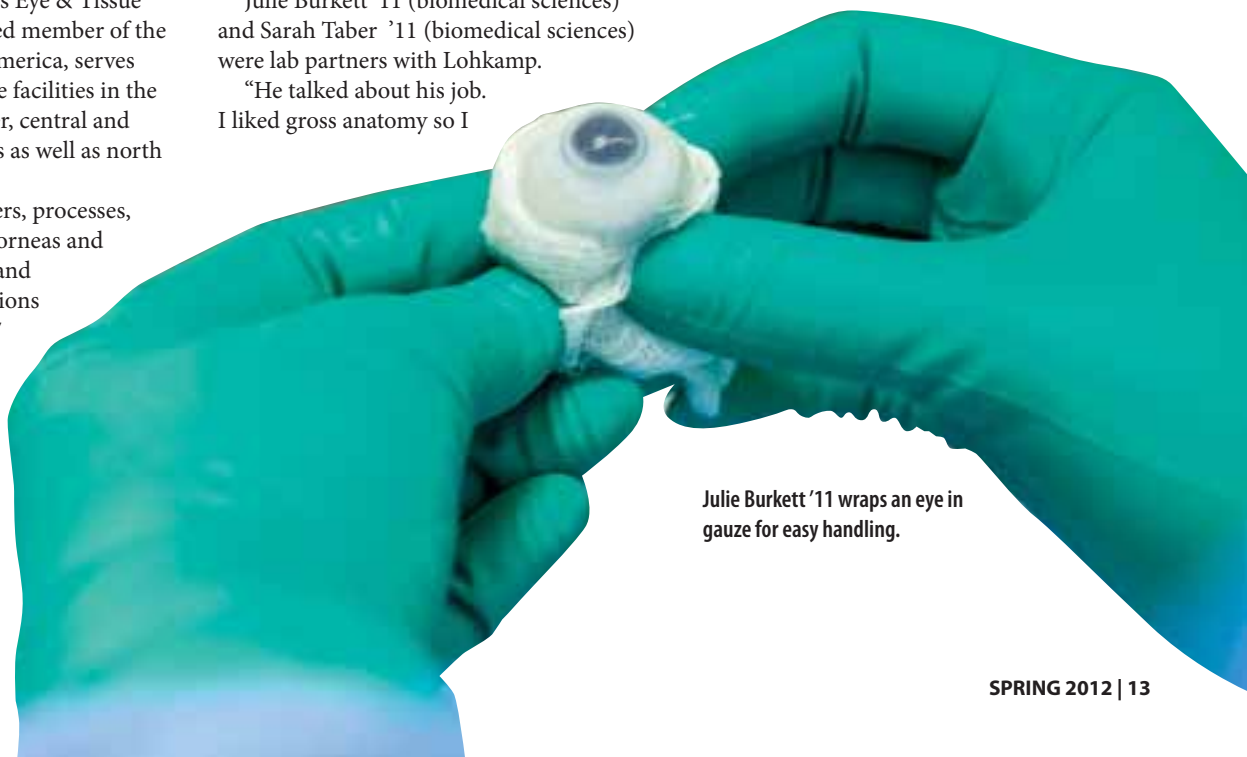
Taber says she has learned how to do chart reviews, talk to nurses about medical histories and how illnesses affect the body.

“On my cases, I get to see what drugs were administered and what effect they had or what medical measures were taken to preserve each person’s life,” she says. “I learn something new on every case about the human body and the way it functions.”

Burkett and Taber



Sarah Taber ’11



Julie Burkett ’11 wraps an eye in gauze for easy handling.

followed Lohkamp's path to the eye and tissue bank, taking per diem shifts as eye technicians in September.

"Ten weeks of gross anatomy broke it in for me," Burkett says. "Still, it's like meeting someone for the first time. You have to get over that. Then you realize you know what you're doing and you do it."

The agency hired Lohkamp in March 2010, during his third year at RIT, and promoted him last October as a full-time tissue recovery specialist III. Lohkamp is the team leader on tissue cases and supervises and trains other technicians.

Last December, Lohkamp was sent to a partnering tissue agency in Baltimore to learn how to perform heart and blood vessel recovery, making him one of the most flexible and cross-trained specialists on staff next to the clinical director, Tammi Sharpe.

Bankers' hours

Time works against the recovery specialist. "Ideally, corneas are recovered within 12 hours of a patient's death," Lohkamp says. "For other tissues we have up to 24 hours to recover."

Recovered eyes and tissue have a shelf life: corneas, for instance, need to be transplanted within 14 days, Sharpe adds.

Burkett and Taber, who each average about 35 hours per week, supplement their per diem work as referral specialists. When hospital staff notifies the eye bank of a death, the referral specialists screen potential donors and check the New York State Donate Life Registry or call out of state as necessary.

"We're the first in line, and then it continues after that," Burkett says.

If the referral specialist determines the deceased is suitable for eye and/or tissue donation, then Sharpe or another tissue bank coordinator contacts the next of kin to offer the option for donation, or in the case where the deceased is enrolled in the state's consent registry, to explain the donation process.

The recovery specialists have an hour to get to the office when the coordinator calls with a case. Eye specialists, who work individually, grab their pre-made kits—"a cooler on wheels," containing gowns, gloves, eye kit and disposable instruments, Lohkamp says. The tissue team, usually three to five specialists, meets at the office or at a local hospital, depending on how far they need to travel.

"For out-of-town donors, we have a driver



Above: A cornea rimmed with sclera, the white of the eye, is packaged and ready for transplant.



Left: Julie Burkett '11 prepares to process ocular tissue.

who comes to pick us up," Lohkamp says. "Cases in Ogdensburg, for example, are a four-hour drive, and tissue recovery takes anywhere from six to 12 hours to perform, and then you have a four-hour drive back."

Fatigue factors into the long shifts in a profession that demands perfection: fine-motor skills, hours of standing and extreme care to maintain a sterile field during recovery. Tissue recovery requires operating-room training—gowning, gloving and surgical scrubbing.

"We have to work through the night fairly frequently, and in order to perform the task at hand you need to stay sharp," says Biondi. "There is no margin for error."

Individual technicians are dispatched on eye donation cases once cleared to work solo. After reviewing the donor's medical charts and assessing the body, the technician surgically removes the corneas or the whole

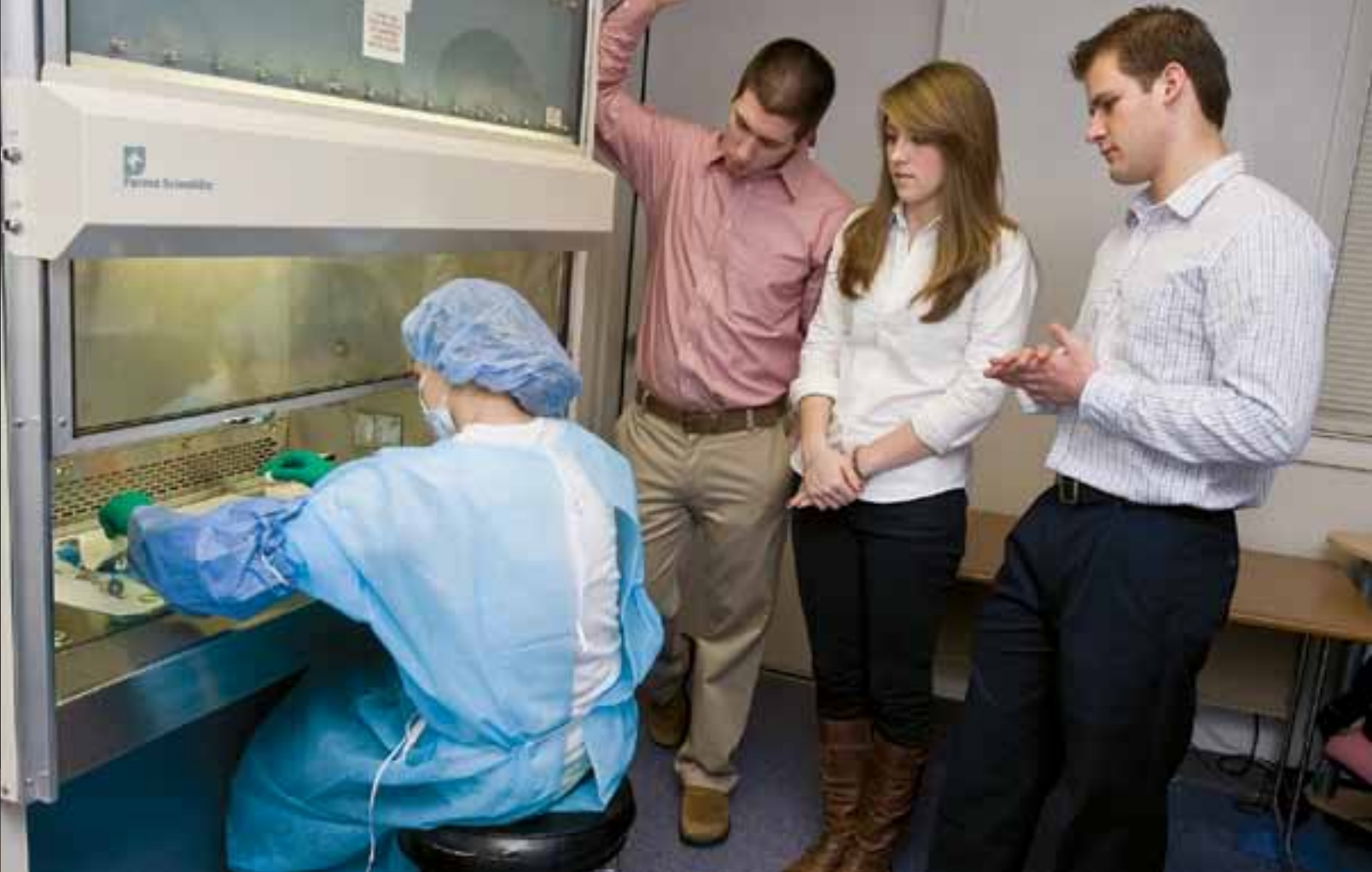
eye if the scleras—the whites of the eye—are requested. The specialist returns to the office to process the ocular tissue in the laboratory.

Corneas look like soft contact lenses. Eye technicians take care not to stretch or rip the delicate tissue that could restore vision and prevent blindness in another person. Less frequently, surgeons request sclera to reinforce the wall of the eye for patients with glaucoma.

"Prior to working here, I didn't even know you could receive corneal transplants," Burkett says. "I like that every case is different. You go through the charts and you learn about people. It's sad why you're learning about them, but you see the whole process through to donation. We'll even drop off corneas for surgeries as part of our jobs. It's a great gift to give people."

Specialists gravitate toward eye or tissue recovery for different reasons. Taber, who is cross-trained for tissue recovery, first trained as an eye bank technician, thinking the more common donation would yield more hours.

"I actually prefer eye donation over tissue donation because it is only me that goes on



Julie Burkett '11, left, dissects an eye during a training session as RIT student Nicholas Biondi, Sarah Taber '11 and Mark Lohkamp Jr. '11 look on. RIT alumni and current students make up nearly 40 percent of the staff at Rochester/Finger Lakes Eye & Tissue Bank.

the case instead of a team of four. I have to do the chart review myself, which gives me a better sense of the patient's background and what led them to the hospital."

Biondi likes the group dynamics of working in a team focusing on collecting bone and tissue.

"I prefer group-based activities to individual tasks, so that weighed heavily on my decision," Biondi says. "Also, since I had already taken gross anatomy, I was more familiar with the layout of tissues and tendons."

Helping others

Many of the recovery technicians aspire to go to medical school. Lohkamp is interested in orthopedics. "Doing the tissue recovery is applicable to what I want to do, considering the surgeons use a lot of the tendons we recover."

Taber will begin osteopathic medical school at Virginia Tech this fall with hopes of becoming a pediatric cardiologist.

Like Taber, Biondi and Burkett also express interest in pediatrics and are interviewing at

prospective medical schools.

"A lot of per diems use this job as a stepping stone to further their careers or their future education goals, such as going to nursing school, physician assistant school or becoming a medical doctor," says clinical director Sharpe. "There are other people who have made it a career; I started off as a per diem, just on weekends."

A significant number of people benefit from recovered eyes and tissues, Sharpe says. "It will surprise you." She pulls numbers from the agency's annual reports from 2008-2010: 874 people received corneas, 106 were given heart valves, 45 recipients benefited from blood vessels and 650 were given skin grafts, while 6,790 individuals received bone, pericardium, fascia and tendons.

"First priority for these donor gifts of corneas and tissues is given to our local surgeons and hospitals," Sharpe says. "If there is no immediate local need, only then are these gifts offered out beyond the Rochester region, out of state and then internationally. One eye donor can help two to four people.

One eye, tissue and bone donor can help up to 75 people."

The benefit extends to the staff at the Rochester/Finger Lakes Eye & Tissue Bank whose efforts make the donations possible. The nature of their work reflects back upon them.

"The best part of my job is knowing that I am actively making someone's life better," Taber says. "This experience has immersed me in the medical field and taught me that even after a patient has passed, they can still offer their help to others in need."

Susan Gawlowicz '95

Becoming a donor

People of all ages and medical histories are potential donors. The medical condition of the donor at the time of death will determine what organs and tissue can be donated. To learn more or to enroll in the New York State Donate Life Registry, go to www.donatelifenewyork.com. For information outside of New York, visit your state's department of health website.



Winds



*"I could feel the soot in the air
while I was out running. Every breath."*

— Adam Walker, RIT graduate student

Shpend Jusufi '11, the energy law manager for Kosovo Wind Gardens, looks over an aging coal-fired power plant in Kosovo. Kosovo Wind Gardens, a venture that plans to sell wind turbines, was formed by students to improve the pollution problem.

of change



Winds of change

Class assignment becomes solution for energy independence in Kosovo

Silicon Valley. The Big Apple. Singapore. It's location, location, location for young entrepreneurs striving for success.

So what would a team of RIT innovators find promising in dairy farms located in Kosovo?

The region in southeast Europe has been ravaged by wars and political instability for centuries. "It could take at least 10 years for Kosovo to stand on its own two feet," Joost Lagendijk, who oversees Kosovo policy in the European Parliament, told *The New York Times* in 2008. "Kosovo is a poor agricultural country where the energy supply is chaotic, the rule of law needs to be upheld and the economy is almost starting from scratch."

But a rebuilding nation—Kosovo declared independence as a sovereign nation in 2008—is "the ideal opportunity," say members of the RIT student-led team behind Kosovo Wind Gardens. Kosovo Wind Gardens is a venture that plans to construct and sell wind turbines to individual homes, businesses and farms in the vast rural areas of Kosovo. The small, 5-kilowatt turbines would provide energy independence, an option far better than the daily blackouts due to a poor and aging energy infrastructure, says Adam Walker, Kosovo Wind Gardens executive director.

"KWG was formed as a socially-conscious venture driven to make a difference," says Walker, a graduate student studying science, technology and public policy in the College of Liberal Arts. "Wind power is cleaner and cheaper. Our turbines have the capacity to offset energy costs, mitigate the effects of blackouts and generate income for our customers from the sale of excess electricity."

Kosovo Wind Gardens consists of six students representing four RIT colleges, a graduate student from the University of Rochester and two students at the American University in Kosovo, operated by RIT in the capital city of Pristina. The project gained traction in 2010 when Carl Lundgren, a professor of

manufacturing and mechanical engineering technology, traveled with a dozen RIT students to Pristina and met with American University in Kosovo students. The class assignment as part of the American University in Kosovo senior capstone project: Examine sustainability and alternative-energy solutions.

Air and water pollution is well documented in the Balkan region due to aging coal-fired power plants; 98 percent of Kosovo's electricity is produced from burning soft, wet lignite coal. Lung cancer and respiratory diseases are dramatic, and government officials are seeking reform and solutions.

"I could feel the soot in the air while I was out running. Every breath," says Walker on his nine-week stay in Kosovo this summer.

Making a difference

Kosovo Wind Gardens recognized that most farmers on the Kosovo electric grid are not getting enough energy and are dealing with daily blackouts. They resort to diesel generators to keep dairy milk refrigerated. The farmers are burdened by the high expense and maintenance of the generators.

Kosovo's energy regulations will allow KWG customers to tap into the national power grid and actually sell excess electricity powered by the turbines located on private lands. "This is attractive for our customers because they can sell electricity at a price higher than what they are charged from the national utility," says Walker.

By U.S. standards, the dairy farms are small in Kosovo with typically no more than two dozen cows.

Kosovo Wind Gardens is currently working with a Dutch manufacturing firm to build the first generation of wind turbines for the project. The turbines are smaller in stature compared to industrial-size turbines found in the U.S. (50 feet tall to produce 5 kilowatts vs. 375 feet high for 1,000 to 2,000 kilowatt turbines). The team's first wind turbines will be installed later this year.

"We feel we have found a niche product and solution," says Josh Turner, KWG technology director. "We can market this to Kosovars who understand the benefits. They will be the stakeholders."

Turner, a mechanical engineering technology major in the College of Applied Science and Technology, is also designing and developing a new wind turbine, targeted specifically for Kosovo and other developing markets around the globe. He is honing the blade technology in RIT's Rapid Prototyping Lab, located aptly in Global Village.

Kosovo Wind Gardens also has the opportunity with the Dutch firm to distribute the turbines in the U.S. for use by private-property owners. "This could potentially have legs in New York state or in the U.S. down the line," says Lundgren. Indeed, Kosovo Wind Gardens is now part of a larger parent company created by the team—Local Energy Technologies.

Entrepreneurship

Kosovo Wind Gardens' innovation and creativity led to it being internationally recognized in 2011 at the Dell Social Innovation Competition. KWG was awarded a top 15 finish among 1,400 projects representing 86 countries. The team wants to compete again this year and win the \$50,000 grand prize, once it can prove its social enterprise is successfully bringing change to Kosovo.

The KWG team sees and feels the excitement brewing in Kosovo. With an average age of 26 years old, Kosovo is home to the youngest population in Europe.

Daniel Driffill, Kosovo Wind Gardens' business manager and a management and finance major in the E. Philip Saunders College of Business, says you can feel a spirit of optimism and enterprise in the Balkan region. "Kosovo is the epicenter," he says.

Lundgren admires the team's passion and fortitude. "RIT students are particularly adept at seeing problems as opportunities," says Lundgren. "Barriers? These students see those as challenges they can overcome."

Bob Finnerty '07

Kosovar dairy farmer Zeqir Lalinovci faces daily electricity blackouts. He turned to RIT students for help, including Josh Turner (below), who is the technology director for Kosovo Wind Gardens. Turner is working on a mold for a wind turbine blade in an RIT lab. (Photos by Lum Citaku and A. Sue Weisler)

An international and multidisciplinary team

Kosovo Wind Gardens is a venture that includes students representing four RIT colleges, the University of Rochester and RIT's American University of Kosovo.

Lum Citaku '11, marketing manager. Citaku, of Pristina, Kosovo, graduated from American University in Kosovo last year with a degree in media graphic communications and management.

Daniel Drifill, business manager. Drifill, of Irondequoit, N.Y., is a fourth-year management and finance major in the E. Philip Saunders College of Business.

Shpend Jusufi '11, energy law manager. Shpend, of Presheva, Serbia, graduated from American University in Kosovo last year with a degree in public policy.

Matthew Munderville, project director. Munderville, of Guilderland, N.Y., is a recent University of Rochester graduate.

Manuel Sosa, sustainability manager. Sosa, of Caracas, Venezuela, is a second-year graduate student in sustainable engineering in the Kate Gleason College of Engineering.

Lindsay Tondryk, market analyst. Tondryk, of Honeoye Falls, N.Y., is a fourth-year international business and marketing major in the E. Philip Saunders College of Business.

Josh Turner, technology director. Turner, of Honeoye Falls, N.Y., is a fifth-year mechanical engineering technology major in the College of Applied Science and Technology.

Adam Walker, executive director. Walker, of Poughkeepsie, N.Y., is a second-year graduate student studying science, technology and public policy in the College of Liberal Arts. He earned bachelor's degrees in physics and philosophy from Carnegie Mellon University.

Walker recently won a fellowship through the Kauffman Foundation. The Kauffman Fellows program identifies, develops and networks the next generation of global leaders in the venture capital industry.

He will serve as an apprentice with a venture capital firm and receive executive mentoring.



The RIT/Kosovo Connection

The American University in Kosovo, one of RIT's three global campuses, was established in 2003 to support and foster economic development in the country after the conflict that saw the former Yugoslavia separated into several independent nations.

The university's first class of 57 students met in a temporary building that was made possible through financial donations by Kosovar Albanian émigrés.

"I think one of the most important, and possibly interesting, facts is that the university was funded from the donations of the Albanian diaspora," says James Myers, director of the RIT Center for Multidisciplinary Studies. "It has actually received very little support from the Kosovo or U.S. governments. Its endowment was really a reflection of the national trust of the Albanian Kosovars, who committed over \$3 million to establish the university."

Today, the university is thriving. It is housed in three buildings in a park-like campus in Pristina, the capital city, and there are more than 500 students enrolled in both undergraduate and graduate degree programs. Classes focus on business, economics, management, information technology, media and graphic communication and public policy.

With a population of more than 1.8 million people, in an area the size of Connecticut, Kosovo is a dichotomy. The literacy rate of its people is at nearly 90 percent, yet 45 percent of its labor force is unemployed. The majority of American University in Kosovo's graduates are employed.

"American University in Kosovo has been vital to the economic and political changes taking place in Kosovo. It

has educated many of the new political and economic leaders of the country," Myers says. "RIT should be very proud of helping launch this extraordinary institution."

Michelle Cometa '00

IMAGINE THIS

Saturday, May 5

Imagine RIT: Innovation



Scan with your smartphone app to see a video about the festival.



Premier Sponsor



A Day of Discovery

Imagine a drag race with electric vehicles. Imagine playing with motion-control technology to explore the solar system. Imagine sitting for a 3-D portrait while others line up to catch a glimpse of the workplace of the future.

These are the experiences that will be discovered by visitors to Imagine RIT: Innovation and Creativity Festival. The festival, now in its fifth year, will be held from 10 a.m. to 5 p.m. Saturday, May 5, on the RIT campus. It is free and open to the public, rain or shine.

"Imagine RIT always has something for everyone," says RIT President Bill Destler. "The collision of our left-brain assets in science, technology and entrepreneurship with our right-brain proficiency in the creative and design arts provides a dazzling spectacle that highlights the reasons this university is truly unique."

This year's festival promises to deliver new discoveries sparked by ingenuity among students, faculty and staff.

"The festival has established itself as both an RIT and Rochester 'must-experience' event," says Imagine RIT Chairman Barry Culhane.

"If you've never been to the festival, you will literally get to see and touch the ideas of the future. And if you have been to the festival in the past, you can explore new exhibits, presentations and live demonstrations that will stir your imagination."

Bob Finnerty '07





and Creativity Festival



If You Go

What: Imagine RIT: Innovation and Creativity Festival has become the university's signature event, a showcase that displays the ingenuity of students, faculty and staff.

When/where: 10 a.m. to 5 p.m. Saturday, May 5, on the RIT campus.

Admission: Free and open to the public, rain or shine.

Parking: Available on RIT's campus on a first-come, first-served basis. Parking is also available at Monroe Community College with a free shuttle service to RIT.

What you'll see: Nearly 400 interactive presentations, exhibits, hands-on demonstrations, research projects and live performances.

Plan your day: Build an itinerary of your favorite exhibits and live performances. Check out the entire festival program at www.rit.edu/imagine.

By the Numbers

- 107,000 ~ visitors since the festival began in 2008
- 32,000 ~ visitors last year
- 2,700 ~ exhibitors
- 600 ~ volunteers
- 550 ~ DNA necklaces produced for festival-goers with their own molecules
- 400 ~ exhibits, demonstrations and presentations

Photos by Elizabeth Lamark, John Myers, A. Sue Weisler and Matt Wittmeyer

Lorraine Justice

Lorraine Justice is the new dean of the College of Imaging Arts and Sciences. Justice was director of the School of Design at The Hong Kong Polytechnic University before coming to RIT in August 2011. She has worked in higher education for more than 20 years. This spring, The MIT Press will publish her book, *China's Design Revolution*, which is about design, culture and politics in China. Here are her thoughts on her career path, moving to Hong Kong and returning to the United States.

I worked in industry for about 10 years and also worked as a consultant and then decided to go back to school. I was frustrated with business and the way designers were being used—I should say not being used. The worth of the designer wasn't apparent back then and I thought I would like to do something more substantial and decided to get a master's degree.

Then right when I was graduating there were positions open at Ohio State in the design department, and they asked me to apply and that started my academic career. I ended up being there 10 years. I taught computing and design. I taught graphic design subjects. I helped put in their first computer lab in design.

After Ohio State I went to Georgia Tech to be the director of the design program. That program needed building, it needed to be strengthened and at that point I was interested in having the design programs in the United States stay strong, especially in universities. The art schools were doing OK but the design programs in universities were always struggling for support.

What's funny about that move is that I gave up tenure at Ohio State. At that time, the only people Georgia Tech seemed to be granting tenure to going in were astronauts. I was so nervous driving around campus. I was afraid I would hit an astronaut—take out a national figure!

I was there six years and we built that program to national standing and students won national awards. It was a good program. And then a headhunter called me about Hong Kong.

It was wild. I went to Hong Kong and they were interviewing six other people, all in different hotels. They offered the position to me that evening. And I remember calling my husband and saying I have been offered this job in Hong Kong. My husband and daughter were in shock.

It was euphoric. We just shipped our clothes, books and music and that was about it. It was like packing up the American dream and putting it in storage. Sold the house. Sold the cars. Gave a lot of stuff away. People were surprised: What is this middle-aged woman doing moving to another country?

I went over there thinking I would learn about the East and I really learned about the West. It showed me what linear thinkers we are and how we are not afraid of risk-taking. We are used to trying and failing until we succeed. Just that whole innovative type of thinking that we do, it's really in our culture.

Of course I knew about RIT. I knew it had a good name but I had no idea really that it had such depth and breadth of creative activities, from the arts to the sciences. I continue to be impressed. There are absolutely great people here. And people work very hard. They are dedicated. They are smart.

The first few months have been exciting. There's something really substantial about it for me. I can see where work needs to be done at the college. And we are setting about doing that as a group.



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and



Lorraine Justice in the Vignelli
Center for Design Studies.
(Photo by A. Sue Weisler)

Reading, writing & playing



For RIT freshmen, there has always been an Internet ramp onto the information highway. Amazon has never been just a river in South America, and websites and cell phones have always been around.

That's according to the Beloit College Mindset List for the Class of 2015. Each year the college looks at what shapes the lives of students entering college.

"This is the Internet generation," says Ron Nief, emeritus director of public affairs at Beloit College and an author of the Mindset List and the new book *The Mindset Lists of American History* with Beloit English and humanities professor Tom McBride. "From the moment they were able to pull themselves up to reach on top of a table, they have been hitting a keyboard. They have grown up with

this technology and its use is second nature to them."

Administrators at RIT understand how tech savvy today's college students are. And they are matching that deftness with an innovative approach.

Undergraduates in the School of Interactive Games and Media are playing a Web-based game outside of the classroom called Just Press Play to learn how to navigate college life.

The game is being watched nationally as something that could change the way students are educated.

Students from the E. Philip Saunders College of Business, College of Imaging Arts and Sciences and B. Thomas Golisano College of Computing and Information Sciences are de-

veloping StoreWorld, a Facebook game that aims to teach students the fundamentals of running a business.

And a new tool called BookBag allows faculty, students and staff to share information on a social bookmarking site designed specifically for the RIT community.

All three initiatives are examples of how RIT continues to be a leader in educating this digital generation, says Jeremy Haefner, senior vice president for Academic Affairs and provost.

"It is increasingly becoming clear that our students are becoming more and more sophisticated," Haefner says. "Games and technology are a way to open up new venues and to get kids to learn in new and exciting ways."



New game pushes students out of their comfort zones

First-year student Katie Tigie shows off the achievement cards she earned in Just Press Play. “I have so many upperclassman friends now. It’s a great way to meet older students,” she says. (Photo by A. Sue Weisler)

When Andrew Phelps became head of the School of Interactive Games and Media, he began to meet with the 10 percent of first-year students on the verge of dropping out of the program.

As a professor who worked with upper-level classes, he hadn’t had much interaction with students who had stopped attending classes. But as an administrator, he started thinking about why one group thrived and the other failed. The answer wasn’t intelligence.

“One of the things I noticed about the group in those senior classes is that they had already built networks of support,” Phelps says. “They had already figured out the system of being here. They knew how to survive

various kinds of things.”

The challenge became how could faculty, staff and administrators encourage these successful behaviors in low-performing students while at the same time reward high-achieving students, who wanted recognition for being what they called “awesome.”

The answer, not surprisingly from a group of game designers, was Just Press Play.

More than 400 undergraduates in the School of Interactive Games and Media in the B. Thomas Golisano College of Computing and Information Sciences are playing the Web-based game, which launched last fall with the help of a \$350,000 gift from Microsoft Corp.

The game is like a scavenger hunt where students earn achievements for everything

from finding a professor’s office to visiting a restaurant, exploring a new part of campus or attending a lecture. The game has nothing to do with grades or class credit and can be played by students during their entire career at RIT, and even after they graduate.

“What games tend to be really good at is giving you a big-picture view of things, how things fit together and the milestones along the way,” says Elizabeth Lawley, professor of interactive games and media and head of pro-





Students, faculty and staff in the School of Interactive Games and Media participate in a flash mob performing Michael Jackson's "Thriller" to earn an achievement in Just Press Play. (Photo by A. Sue Weisler)



duction for Just Press Play. "For our students, the dragon to be slain is graduating and getting the job is the pot of gold. But students don't always see what we see, which is that it's the things that happen along the journey that make them able to slay the dragon."

Just Press Play aims to change that by creating a roadmap for students that ties together their academic and social experiences and encourages attributes of successful stu-

dents in the program. Game producers hope to then share that roadmap with others so they can adapt it in a way that will engage their own students.

"We aren't doing this just because we want to do something fun with RIT," says Donald Brinkman, research program manager for Microsoft Research Connections. "We really see this as a platform, the creation of a unified game layer for education. We want to spread it in the coming years out to the general population of RIT, other universities, down into the high school systems, all the way down to kindergarten."

"That's why I say students at RIT are pioneers. If we can all work together, we can make this the beginning of a revolution in education."

Fitting in

Robert Massaro knows the importance of feeling a connection to the university outside of the classroom. During his first quarter as a freshman in game design, Massaro, who is from Albany, N.Y., says he had few friends, and his lack of engagement showed in the classroom.

But as he spent less time in his room and more in the computing lab, he started to make connections. Those friendships turned into study groups and then into social groups. His grades began to improve and now the second-year student hopes to have a 3.5 GPA

when he graduates.

"The first quarter was discouraging, with a large workload and very little down time. But once I met people and started to do things outside of the classroom, I felt like this is where I belong. Just Press Play will help other students with similar problems," says Massaro, who signed up for the game after it launched last fall.

The game has helped first-year students Jacob Burdecki and Katie Tigue. To earn achievements, they have visited the offices of faculty members, participated in a flash mob and ate off campus with a group of 12 or more friends. For that achievement, they had to upload a photo of the group at a restaurant.

"I have so many upperclassman friends now," says Tigue, who is from Long Island. "It's a great way to meet older students."

Phelps says the game rewards students for visiting faculty because they know students will likely go back and ask for help if they've been there once. But there's a little more to it than just stopping by a professor's office.

Students have to make Lawley laugh to win her achievement card, which has a code they can then enter into the online game. They have to dance for Elouise Oyzon's card. Oyzon is an associate professor in the school as well as the game's lead designer.

Burdecki, who is from Chesterland, Ohio, liked having to tell professor Keith Whittington the best rock and roll band that begins





Second-year student Robert Massaro, left, made connections by spending time in the computing lab with other students in the School of Interactive Games and Media. Here he is pictured with third-year student Bryan Gawinski, center, and first-year student Christopher Knepper, right. (Photo by A. Sue Weisler)

with the letter C. (Creedence Clearwater Revival is the answer to that one, according to Whittington.) After he answered the question, they talked about classic rock and music, and now Burdecki knows a teacher he'll have down the road.

"It's definitely made Golisano more of a home," Burdecki says about the School of Interactive Games and Media, which is in Golisano Hall.

That's the goal, say the game designers, who report that about 10 achievements are earned a day. Lawley offered another example that the game is working.

To earn the lecture achievement, many of the players attended the keynote speech presented by David Kidder '95 (industrial design), CEO of the Web service Clickable, who spoke at the entrepreneurs' conference in October. "A couple of them said, 'Yeah, I want the card but you know I'm really glad I came regardless of whether or not I get a card. That was a really interesting talk,'" Lawley says. "The game serves as a push, a nudge, to do something you might not have otherwise done."

Moving forward

Kurt Squire, an associate professor of educational communications and technology at the University of Wisconsin-Madison and a researcher of how games can change education, says Just Press Play is unique because it's built around activities that are proven to help students succeed. And those activities don't come across as "big brother."

"Pulling it all together in this way really is forward thinking," Squire says. "In general I've been impressed with the depth of thinking behind it. The design is clever and well thought out."

Squire says researchers are watching the game closely to see its impact on education, and he expects to see others copy it. "This approach is coming to a school near you."

He will be particularly interested to see what happens when students and alumni contribute their own challenges and players get a sense from their peers of what it takes to be successful.

Lawley says that will start this spring with early graduates from the Class of 2012. She often gets e-mail from graduates with sugges-

"That's why I say students at RIT are pioneers. If we can all work together, we can make this the beginning of a revolution in education."

Donald Brinkman, Microsoft Research Connections

tions for the curriculum. Just Press Play will be a way for alumni to stay connected to the school.

"They get out in the workplace and they realize that they are using this tool instead of that tool," Lawley says. "I want them to add an achievement into the game. What are the things that once you left here you said, 'Boy I am really glad I did that' or 'Wow, I had really wish I had done that.' Turn that into something you put into the game."

The game also will continue to get more sophisticated as activities across campus are rolled in, especially those involving RIT history and wellness. For example, game developers are working on a way for students

to earn an achievement by swiping a radio-frequency identification swipe card (RFID) on top of the campus rock-climbing wall and for eating healthy.

There will be achievements associated with library use—perhaps a “magic” book that relates to a class or a campus speaker that students earn an achievement for after it’s checked out and returned.

They also plan to add a way for students to share their accomplishments by using Facebook or their own Web pages and to make the game mobile friendly.

By the time Massaro, Burdecki and Tigue graduate, they’ll have a record of years of achievements that paint a picture of the activities each student values.

Already upperclassmen have embraced Just Press Play. At the end of the fall quarter, an achievement was offered for all players if 90 percent of freshmen in game design and development and new media interactive development passed their first programming

class. The goal was to give a reason for the upperclassmen to help the freshmen. And much to everyone’s amazement, it worked.

Thirty-five students attended a weekend study session organized by the upperclassmen, and the game design students earned the achievement. (New media students were very close and there was improvement over past years.)

Teaching peers and learning from peers are skills that will transfer to the workplace. Oyzon says the game in many ways will make sure students leave RIT both textbook- and real-world savvy.

“If they learn the strategy of turning challenges into games on a daily level, I think it puts things into a proper context for students,” says Oyzon.

“It’s all ephemeral and you make it what it can be. You try something new and if it doesn’t work out, you get more lives and try again. That’s a lesson that goes beyond the classroom.”

Mindy Mozer

How the game is played

Only students, faculty and staff in the School of Interactive Games and Media can participate in Just Press Play at this time. Achievements are broken into four quadrants: individual exploration, social exploration, individual mastery and social mastery. To learn more, go to play.rit.edu.

Here are some examples.



Gotta Catch 'Em All

Collect nine different faculty/staff cards.



I Laughed, I Cried, I Grew a Little

Attend any lecture from a specified list.



A Non-Trivial Pursuit

Take a Risk, live your Life, and avoid getting in Trouble. Attend one of the board game events.



The Last Supper

Have dinner at an off-campus restaurant with a group of 12 or more friends. Submit a photo of your group that shows where you’re eating.



Connect the Dots

Check in at two locations that tie the institute together. Begin to bridge the gap between Athenaeum and Mechanics Institute.



Elementary, My Dear Watson

Every lecture tells a story. And sometimes, that story yields a clue. Find a clue (in a professor’s lecture) and submit it.



Strength in Numbers

Attend at least one Interactive Games and Media event (party, town hall, etc.) each month for three consecutive months. Check in with your PlayPass.



Scan with your smartphone app to see a video of Just Press Play.

Microsoft and RIT

The \$350,000 gift from Microsoft Corp. for Just Press Play has no strings attached to it, says Donald Brinkman, research program manager with Microsoft Research Connections. There is no requirement to tie the game to Microsoft technology.

What’s in it for Microsoft? “I think there’s an opportunity for Microsoft to make a tremendous difference in education,” Brinkman says.

Why RIT? RIT is part of the Games for Learning Institute, a consortium of universities that explores how to make games both fun and educational, he says. Brinkman also is a fan of Andy Phelps’ research. He points to a past project in which Phelps, director of the School of Interactive Games and Media, published a paper describing an experiment that awarded experience points to students rather than grades. The experiment met with mixed results, but Phelps published a transparent account of both the positive and negative aspects. “Andy is fearless as a researcher. It got me excited to talk to him and thinking about ways we could support his work.”

Over the past 10 years, Microsoft has invested more than \$1 million in RIT for game design and development education. More than 100 graduates work for the company.





An example of the stylish avatars in the online retail game StoreWorld. Students in the College of Imaging Arts and Sciences designed all of the artwork, including the avatars, their outfits and the accessories.

StoreWorld Game teaches business concepts

David Schwartz purchased displays, clothing and décor and created his virtual store.

Soon customers began shopping. On this particular day, jeans were a big seller and Schwartz, an associate professor of interactive games and media, couldn't help but get a little excited when the stylish avatars bought his products.

Welcome to StoreWorld, an online retail game on Facebook that is designed to teach students the fundamentals of running a business.

The multi-disciplinary project involves students from the E. Philip Saunders College of Business, College of Imaging Arts and Sciences and B. Thomas Golisano College of Computing and Information Sciences.

"It is intended to introduce people to the importance of business and the excitement of business," says Ashok Rao, Saunders College dean.

The premise is that a player owns a clothing and accessories store and has to learn how to advertise, operate, manage and compete against other retail shops and their owners.

The game has built-in players with different fashion tastes. Store owners have to figure out what these characters, as well as other store owners, want to buy and how much they'll pay for the product. Players also can work in other people's stores and there's a plaza where owners can show off products to friends.

Players learn about advertising, price, location, product selection, customer service and the general costs of doing business.

CIAS students designed all of the artwork, including the avatars, their outfits and the accessories. Business students are working on the business concepts, which will include mini-games to teach players about specific business principles. Golisano College students are doing the programming.

The goal is to have a workable game for the Imagine RIT: Innovation and Creativity

Festival May 5 and to use it in introductory business classes next fall, Rao says. Schwartz, who works with the students as the game's producer, says the game could also be used as a recruitment tool for high school students.

"Eventually I want people to use it on their cell phones and play the game across campus and beyond campus," says Rao, adding that players will be able to invite friends to the game. "It's an interesting and exciting educational experience."

Mindy Mozer



Players in StoreWorld own a clothing and accessories store like the one above. They have to learn how to advertise, operate, manage and compete against other retail shops.

“The ability to link to other video-based resources is profound and the ability to share that resource is terrific.”

Michael Riordan, BookBag development team



BookBag

Sharing content now in the bag

RIT students no longer need to haul around overstuffed backpacks to show they are on top of their required class readings.

They now can use a tool called BookBag, which allows faculty, students and staff to share information on a social bookmarking site designed specifically for the RIT community.

“It’s a tool that will continue to push more active learning and content-centered conversations,” says Patricia Albanese, librarian emeritus and a member of the BookBag development team.

BookBag, which became available to the RIT campus last fall after more than a year of development, is another example of how RIT students are connecting with each other and to the campus outside of the classroom. About 600 people have tried it since its initial launch.

A professor or student can find a news story, article or publication online and add it to a class in BookBag so everyone in the class can click on it, read it and comment.

“There are other social bookmarking applications in higher education, but what is unique about BookBag is that it automatically knows course enrollment,” says Chandra McKenzie, assistant provost for academic affairs.

BookBag allows searching in the RIT libraries catalog to get real-time information about the availability of books.

This library connection also provides information about resources available at

libraries off-campus.

If students are at home, it points them to the closest library that has the book based on their ZIP code.

Michael Riordan, a member of the development team and lecturer in the School of Print Media, has been using it in his classes. He says, as an educator, it can be challenging getting up-to-date course materials, and this is a way to stay current.

The posting and commenting also allows students to interact with each other outside of the classroom.

For example, in his Digital Foundations course, where students learn about the fundamentals of imaging, type and production workflow, students posted stories about font licensing and justified typography. A posted link to an interactive website allowed students to play with the space between letters to learn about kerning.

“In the College of Imaging Arts and Sciences there are a lot of visual learners,” Riordan says. “The ability to link to other video-based resources is profound and the ability to share that resource is terrific.”

Mindy Mozer

To learn more

To use BookBag, RIT students can go to bookbag.rit.edu. Follow the “How to Use BookBag” information on the right side of the page. RIT community members who aren’t enrolled in classes can also use BookBag, in an area called “personal BookBag,” to store links to online articles or resources.



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A N D Y C O O N E Y ' 9 5 , ' 0 0

Director of Business Development, Colorcentric Corporation

BS (liberal arts) and MBA, and a former RIT lacrosse player. NRS member for three years and has supported the Men's Lacrosse Team and Saunders College for the past seven years. Currently serves on the NRS Executive Committee. His wife, Michelle A. Lacagnina, is also an RIT alum.



L E S L I E W I L S O N ' 8 9 , ' 9 2

Executive Sales Representative, Xerox Corporation

BS and MS in Hospitality and Tourism Management. NRS member for one year and has supported her RIT college program and other areas of RIT since 1992. Currently serves on the NRS Executive Committee. Her husband, Ernest Wilson, is an RIT alum.



M A R Y " P A T T Y " S P I N E L L I

Executive Director of Dining Services, Rochester Institute of Technology

RIT staff member for 17 years and currently in the masters program for human resources development. NRS member for 11 years and has supported a variety of programs and scholarships since 1998. Proud mother of an RIT alum with an '08 BS (economics) and an '09 MBA. Her husband and sister also have advanced degrees from RIT.



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BRICK CITY
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Plan to attend these signature events:

Presidents' Alumni Ball
 Friday, Oct. 19th at 6:00 p.m.

Nationally-known entertainment (to be announced this summer)
 Friday, Oct. 19th at 9:00 p.m.

Student Government Horton Distinguished Speaker
 (to be announced this summer)
 Saturday, Oct. 20th at 2:00 p.m.

Men's Hockey vs. Penn State
 at Blue Cross Arena
 Saturday, Oct. 20th at 7:05 p.m.



Don't forget about other Brick City traditions: Golden Circle Luncheon, Brick City 5K, Brick City BBQ, Pumpkin Chunkin and much more! The full list of weekend events will be available in July. Sign Up to attend events & purchase tickets online as soon as they are available! Reserve your hotel room now! Visit our website for a list of hotels with special rates.

Visit www.rit.edu/brickcity today!

Eugene Fram still means business

Eugene Fram started teaching at RIT's downtown campus in 1957 and has no regrets about working at the same university for 51 years.

"My vocation was my avocation," Fram says. "Getting up to go to work was a pleasure; the students always gave me a challenge but I gave them an equal one in return."

The J. Warren McClure Research Professor Emeritus of Marketing from the E. Philip Saunders College of Business calls himself an "outlier" who used different tools and approaches in his teaching methodology.

"I wanted students to go beyond memorization because that was easy for them to do," Fram explains. "So I used a different model based on Bloom's Taxonomy. It provides a listing of higher thinking levels, which are important for college students to acquire. My major signature was to give the students a statement or a situation and ask them to agree, disagree or sit in the middle. There was no right or wrong answer but the student reaction papers were limited to two to four pages, plus research sourced footnotes."

Today they call it "critical thinking," and it created a real buzz on campus last November when an anonymous donor—who attended "just one" of Fram's basic marketing courses in the 1970s—committed \$3 million to establish The Eugene Fram Endowed Chair in Critical Thinking at the Saunders College.

According to Fram, the donor received a low grade on one of his papers, and the professor remembers telling him, "I expected much more from you than this."

"The donor told me he took that statement to heart whenever he was challenged in his work or his personal life. He told me recently, 'I can still hear your words 35 years later.'"

So can Saunders College alumnus Paul Comstock '71 (retail management), chairman of Paul L. Comstock Co. Wealth Advisory Services of Houston, who delivered a retirement tribute to Fram in 2008.

"Perhaps the best one-liner for excellence I received from Dr. Fram, and that I have referred to repeatedly in my work, was that there would be only three grades—A, B or F. 'Business does not pay for C's and D's,' he said." Comstock says Fram left a three-way academic imprint: To provide an experience not just transfer information, to strive for excellence without compromise, and to give service to others.

"He didn't wait until the end of his career to give back," Comstock says about his mentor. "He didn't just build bridges, he built bridge builders and taught us by example."



Eugene Fram retired from RIT in 2008 after 51 years of teaching but he continues to have an impact.

In agreement is Mike McCarthy '79, '88 (business administration, MBA) who collaborated with Fram on a number of research studies as associate professor of marketing at Miami University in Oxford, Ohio.

"Gene Fram is the Cal Ripken of the academic world," McCarthy says. "He never had a textbook in his classes, so there was no assigned reading. It was project-based with data, discussion, presentations and making you work on things to figure them out. The ability to think critically is an important one and a skill that students have less experience with—so we met a challenge in his classroom."

Fram also dispatched a tidal wave of retail wisdom. Reporters from across the U.S.—*The Wall Street Journal*, *The New York Times*, *The Associated Press*, *The Boston Globe*, *The Washington Post*, *St. Louis Post-Dispatch*, *The Sacramento Bee*, *Money Morning* and CNN.com—have used Fram's marketing expertise. He has expounded on everything from mall space, eBay, scrapbooking, Black Friday tips and Christmas shopping frenzy to corporate governance, Enron, Wal-Mart, Kmart and Rochester fast-ferry strategies.

Saunders' challenge

In 2010, entrepreneur E. Philip Saunders committed \$5 million to the E. Philip Saunders College of Business and challenged alumni and friends to raise \$15 million in additional funds. More than \$5 million of the additional funds has been raised. The money will be used to expand the school's facilities by about 20,000 square feet, enhance technologies, create three endowed professorships and offer six graduate fellowships a year. To learn more about the challenge, go to saunders.rit.edu/challenge.

"You've got to keep your mind busy," says Fram, who moved to Los Altos, Calif., after his retirement to be closer to his two sons, Bruce and Steven, and their families.

"My life changed radically since leaving RIT," he says. "Within six weeks, I retired and moved my ill wife, Elinore, and myself across country to be near our sons. But I've never left my professional life. I've done some minor consulting with a commercial firm and a nonprofit organization, published the third edition of *Policy vs. Paper Clips* (his book on driving governance and management change), walk three miles a day, and attend classes and open lectures at Stanford.

"Yes," he says with a laugh. "I'm going back to school. I don't want to get rusty."

Marcia Morphy

✉ What are your memories of Eugene Fram? E-mail us at umagwww@rit.edu or write to *The University Magazine*, University News Services, Rochester Institute of Technology, 132 Lomb Memorial Drive—Brown Hall, Rochester, NY 14623. We will publish responses in the next magazine.

Regional Alumni Activities

Events are being planned in all cities. Check www.rit.edu/alumniactivities for details.

Atlanta

Alumni met with Paul Tymann, chairman of the computer science department, at Gordon Biersch in Midtown on Jan. 12.

Bay Area

Alumni got together at Fire House Brewery in East Palo Alto. Thanks to alumni host **Reid Williamson '08**.

Buffalo

Alumni and guests enjoyed a private reception at Pearl Street Brewery followed by a Sabres game on Dec. 9. Thanks to host **Tom Stumpf '89**.

Alumni and guests also cheered on the men's hockey team as they played Niagara University on Feb. 24.

Don't miss your opportunity to meet RIT's Vice President of Diversity and Inclusion Kevin McDonald on June 25 in Buffalo as part of RIT's AALANA Dinner and Dialogue event. Registration is now open.

Boston

Alumni and guests attended a pre-game alumni party at the Skellig Irish Pub in Waltham and cheered on the men's hockey team against the Bentley Falcons on Jan. 21.

Charlotte, N.C.

More than 40 alumni and friends enjoyed a day of NFL football as the Carolina Panthers took on the Atlanta Falcons on Dec. 11.

Chicago

Join the Chicago Alumni Chapter at Timothy O'Toole's Pub in downtown Chicago for a happy hour at 5:30 p.m. April 13. Alumni Relations will provide appetizers and a cash bar will be available.

Join fellow alumni and friends for an afternoon of fun at Top Golf at 1 p.m. April 15.

Colorado

Alumni, parents and guests attended a pre-game alumni reception at Glen Eagle Golf Club and cheered on the men's hockey team on Feb. 4 as they took on the Air Force Falcons in Colorado Springs.

Connecticut

More than 150 alumni, parents and guests attended pre-game alumni receptions and cheered on the men's hockey team on Dec. 3 at the University of Connecticut and Jan. 14 at Bridgeport against Sacred Heart.

Dallas

Join the Dallas Alumni Chapter for the third annual Sailing on Lake Lewisville on June 2. This promises to be a fun and entertaining afternoon with alumni and friends.

Detroit

Alumni, students, parents and friends enjoyed dinner at The Melting Pot on Dec. 15. Thanks to alumni host **Yolanda Lewczuk '00**.

Houston

Alumni and guests enjoyed an afternoon meet-and-greet at the Reserve 101 Lounge and an evening of Houston Aeros hockey on Jan. 22. Thanks to alumni host **Mark Biscone '99**.



Dan Christner '07, Mia Hodgins '11 and Jon Rodibaugh are your contacts in the Office of Alumni Relations for regional alumni activities. Contact them toll free at 1-866-RIT-ALUM.



Istanbul

Nearly 40 alumni and guests enjoyed brunch on the Bosphorus at Vogue Restaurant on Dec. 18. Special thanks to alumni host **Merve Evran '06**.

Japan

Alumni and guests enjoyed dinner at the Grand Prince Hotel in New Takanawa on Nov. 25 with Provost Jeremy Haefner and Andrés Carrano, director of the Toyota Production Systems Lab at RIT.

New York City

Nearly 100 alumni in the area attended a special event called Navigating the News with RIT. Attendees heard from graduates who are industry leaders as they shared their stories, discussed current events and focused on the future of technology in media and entertainment. Special thanks to speakers **Kathleen Anderson '94**, **Becky Brubaker '93**, **Tom Curley '77** and **Katie Linendoll '05** and moderator **William Snyder '81**. Turn to page 45 to read more.

The Alumni Association board of directors and the New York City Alumni Chapter hosted an evening of networking Jan. 28 at Connelly's Pub, where attendees cheered on the men's hockey team vs. Mercyhurst on a live feed from Ritter Arena.

Pittsburgh

More than 50 alumni, parents and guests attended a pre-game alumni party and cheered on the men's hockey team on Dec. 17 at Robert Morris University. Special thanks to alumni host **Al Mature '74**.

Rochester

On Dec. 3, a sold-out group of alumni and their children enjoyed a Culinary Kids Cooking Class at the Pittsford Wegmans.

More than 40 alumni and guests enjoyed a performance of *Billy Elliot* at the Auditorium Theatre on Dec. 9.

Alumni and their families enjoyed dinner in the RITz and saw the men's and women's basketball teams play Vassar College and the No. 1 ranked women's hockey team take on Buffalo State as part of the annual Tiger Sports Night event. Special thanks to alumni hosts **Donna Bell '83**, **Draga Haboian '84** and **Bary Siegel '66, '68, '75, '90**.

Nearly 100 alumni joined the RIT and Rochester communities for the annual Expressions of King's Legacy Celebration at RIT for keynote speaker Cornel West.

A sold-out group of more than 150 alumni and their families enjoyed the fourth annual father-daughter dance

on Feb. 11. Special thanks to all of our volunteers.

Alumni enjoyed a week of family events during February break including laser tag at LaserQuest on Feb. 20, snow tubing at PolarWave on Feb. 22, and rock climbing at Rock Ventures on Feb. 24.

A sold-out group of alumni traveled to Toronto for a Broadway production of *War Horse* on Feb. 22.

Alumni enjoyed a night of indoor soccer at Blue Cross Arena with the Rochester Lancers on Feb. 23.

A group of snow-loving alumni and guests enjoyed a day at Hunt Hollow ski club on Feb. 25. Thanks to alumni hosts **Terry Palis '77**, **Alina Palis '79**, **Tony Kocienski '78** and **Frank Lucas '75**.

Alumni enjoyed a beer tasting at Roc Brewing Co., a local brewery owned by **Chris Spinelli '08, '09** and **Jon Mervine '07**, on Feb. 29. Special thanks to alumni hosts **Stacy Kurtz '05, '07**; **Terry Palis '77**; and **Alina Palis '79**.

Alumni and guests enjoyed dinner and a movie at The Little Theatre on March 12. Special thanks to alumni hosts **Terry Palis '77**, **Alina Palis '79**, **Rita Haschmann '79**, **Tony Kocienski '78** and **Fran Versace '08, '09**.

Upcoming activities: April 6, *Jersey Boys* theater event; May 3, the 27th

RIT Big Shot at Seabreeze Amusement Park; May 5, AALANA alumni-student mixer; May 13, Mother's Day brunch; May 18, *South Pacific* theater event; June 2, Laps & Lunch at Watkins Glen International; and June 30, Rochester Red Wings baseball game. For more information and to register, go to rit.edu/alumni/Rochester.

Syracuse

More than 120 alumni and guests from the Syracuse alumni chapter attended a pre-game reception and cheered on the Syracuse Orange men's basketball team, which played the University of Connecticut on Feb. 11.

Vermont

More than 100 alumni, parents and guests attended pre-game alumni receptions and cheered on the men's hockey team on Dec. 29 and 30 at the University of Vermont. Alumni saw the Tigers beat No. 11 Ferris State and No. 16 Lake Superior State en route to winning the Catamount Cup.

Washington, D.C.

An evening of NHL hockey is planned for March 27 as the Washington Capitals host the Buffalo Sabres. A pre-game reception begins at 5:30 p.m.

Wisconsin

More than 50 alumni and guests from Wisconsin and Illinois attended a pre-game alumni reception and cheered on the men's hockey team on Jan. 7 at the University of Wisconsin's Kohl Center in Madison.



College Alumni Programs

The ways to stay engaged with RIT keep growing. In addition to regional activities for all alumni, your alma mater also supports special programming designed for you and fellow graduates of your department and college. Check out upcoming events posted to your college's alumni Web page. Go to www.rit.edu/alumni/groups and click on your college.

Distinguished Alumni Awards

Each year, senior leaders select one graduate from each college who represents the best of RIT. This year, with the addition of the College of Health Sciences and Technology and the establishment of the Center for Multidisciplinary Studies as an independent academic entity, RIT will honor 10 distinguished alumni who stand out among the nearly 110,000 accomplished graduates.

President Bill Destler and the leaders of RIT's colleges and centers will present the Distinguished Alumni Awards on April 13. For more about the 2012 Distinguished Alumni, go to www.rit.edu/alumni/recognition.

B. Thomas Golisano College of Computing and Information Sciences

As vice president and chief information officer of Enterprise Business Solutions, **John Barbano '77** is a member of the Johnson & Johnson Senior IT Leadership Team, leading the IT teams that support corporate functions at Johnson & Johnson, and sits on the corporate group operating committee. He is also responsible for the Johnson & Johnson IT Council in the regions of Europe, the Middle East and Africa.



John Barbano

Barbano recognizes that technology and trends in the computing industry continue to change. However, the skills he learned while at RIT—communicating well, teamwork, collaboration, presentations skills and time management—proved timeless and are still critical in his success.

Says Barbano, "If there is one thing you can take from college, it would be how to work effectively with a diverse spectrum of people, and that will take you a long way in business and in life."

Center for Multidisciplinary Studies

Brad Kruchten '88 earned his master's degree in statistics and quality management through the Center for Multidisciplinary Studies. His favorite thing about his RIT education was the breadth of courses and opportunities available, and he appreciates that his education always focused on the application of



Brad Kruchten

science, rather than just the theory. The hands-on learning experience made it easier to apply his knowledge in the workplace.

Kruchten has enjoyed a successful career at Eastman Kodak Co., serving as senior vice president since 2009.

He is the president of Graphics and Entertainment & Commercial Films Business, which includes Prepress, Entertainment Imaging, Commercial Film and Global Consumables Manufacturing.

Today, Kruchten remains actively engaged with RIT. Kruchten says he is impressed with the co-op program for students, noting that it is beneficial to give students the opportunity for multiple work experiences—including international opportunities—so they better understand the career specialization they ultimately pursue and making them more marketable when they graduate.

College of Applied Science and Technology

His good friend and fellow alumnus, John Siy '82, '97, once told **Ed Gentile '84, '88**, "Forget about getting your MBA. Go get another degree, in packaging this time—the opportunities are endless and you'll



Ed Gentile

never look back." Heeding his friend's advice, Gentile did just that while embracing a new passion along with a new career.

After getting a degree in business marketing in 1984, Gentile earned his bachelor's degree in packaging science in 1988. His first position out of RIT was at McDonald Douglas Corp., where he had worked on co-op. Currently a business

development executive at Perfecseal North America, he oversees sales, development and service of flexible and rigid sterile packaging products used in the health care industry. He daily applies what he terms "the great, solid technical skills I learned at RIT"

Gentile's advice to students is based on his own RIT success. "Get to know your classmates and professors. They will help you, not only while you're at RIT but also in the future," he says. "And don't ever limit yourself."

College of Health Sciences and Technology

Chrysa Charno '03, '09 has a passion for people and brings that to work with her every day as a physician assistant at Vega Aesthetic & Reconstructive Surgery in Pittsford, N.Y. Many of her patients are undergo-



Chrysa Charno

ing reconstructive surgery due to breast cancer, and she enjoys being able to guide them through the difficult situations they face.

Inspired by her mother's example of bridging the health care and business worlds, Charno returned to RIT for her MBA and became one of the first physician assistant graduates to get the degree. She has spearheaded an

alumni-funded endowed scholarship for physician assistant students and continues to support RIT's physician assistant program.

She has been the featured speaker at RIT's annual PA Day celebrations on campus and regularly offers to help students in her on-going role as a preceptor and adjunct clinical faculty member.

Charno is the president of the Association of Plastic Surgery Physician Assistants and was recently named leader of the month by the American Academy of Physician Assistants.

She credits much of her success to the team-oriented approach to problem solving and leadership that she learned at RIT.

College of Imaging Arts and Sciences

With an associate degree in applied science and a Bachelor of Fine Arts in professional photographic illustration from RIT, **Kwaku Alston '93, '94** says that RIT prepared him for



Kwaku Alston

his career in photography by giving him the discipline to compete. He remembers sitting in Webb Auditorium and being told to look to his left and to his right and understand that these are the people who might someday hire him: A major key to success in business is relationships. Many of those same classmates went on to pursue careers as photo editors and art producers—and many remain his close friends and professional peers.

Alston encourages today's RIT photography students to follow their dreams as well as their hearts, to have the courage to show their work and to have faith in their ability to succeed. He also believes it is important to live a balanced life, making time for family and friends, which are—"the most important things in life," he says. Alston encourages professional equilibrium, balancing the artistic side of photography with the business side and to remember that everyone makes mistakes. "With as many accolades as I have, there are just as many mistakes that I've made. It's all part of the process."

College of Liberal Arts

Entering RIT as a fine arts major, **Cheryl B. Rosenblum '91** struggled to find her place within her department. She had enjoyed fine art in secondary school and it seemed natural to study it in college, but she soon realized that it was not for her and made the leap from fine arts to economics.

She thanks her economics academic advisor for guiding her through a program that led to a fulfilling career, and also credits her academic advisor in fine arts for supporting her as she made the switch.

In the economics department, Rosenblum cultivated a passion for research and a curiosity about environmental issues and their impact on the



Cheryl Rosenblum

economy. In graduate school, she researched the economic costs of oil spills and became an expert on energy policy.

She then worked in transportation policy and became a government infrastructure expert.

Now, as director of strategic development for CNA Insurance, she examines government preparedness for disaster response and prevention in relation to the impact of climate change.

She cites her strong research ability, learned at RIT, as the foundation for her continued success.

College of Science

When he was 11 years old, **Daniel Mendelson '88** found personal and professional inspiration in his grandmother's end-of-life hospice care. Before entering medical school,



Daniel Mendelson

Mendelson sought an undergraduate major that he was passionate about. He found that passion in his freshman organic chemistry class with former RIT professor Robert Gilman. Then he enrolled in the physician scientist graduate program at the University of Rochester. After earning a master's degree in biophysics and a medical doctorate, he went on to specialize in geriatrics and palliative care. He says he now strives to be the same kind of mentor that inspired him as he trains the next generation of doctors and health care workers.

Mendelson co-founded the Geriatric Fracture Center at Highland Hospital in Rochester and he lectures worldwide on topics related to fragility fractures.

He is the founder of the Palliative Care Consultation Service at Highland Hospital and helped establish the Palliative Care Consultation Service at Strong Memorial Hospital, also in Rochester.

Mendelson is the medical director of Monroe Community Hospital, the Highlands at Brighton, Visiting Nurse Service of Rochester and Monroe County and the Baird Nursing Home.

E. Philip Saunders College of Business

Donald Truesdale '87, a partner at Goldman Sachs, spent his first two years at RIT taking an overload of classes and managing a McDonald's full time.



Donald Truesdale

He then spent six months each at IBM and Xerox on co-op, took an overload of classes every quarter and still graduated in four years.

Two years later he began an MBA at the Wharton School of Business where, Truesdale admits, the experience wasn't nearly as challenging. "Wharton was more of a 'college' experience than RIT—and RIT was more like a 'job' experience (the RIT experience) much more in retrospect."

Truesdale shows his appreciation for RIT in many ways: funding scholarships, serving as a trustee and coaching current students who are as hardworking

as he was. "The positive side is that RIT pushes you very hard and makes you apply your skill; the downside is that the kids are tired. They work a lot."

RIT students aren't the only young people to benefit from Truesdale's coaching.

He combines his personal passion for sports and his desire to support children by volunteering with Harlem RBI, a New York City organization for inner-city youth.

Kate Gleason College of Engineering

Brad Fluke EE '84 leveraged his RIT degree into a 25-year career in mixed-signal semiconductors. He credits the co-op program with providing a key



Brad Fluke

first step. Currently CEO of Javelin Semiconductor, Fluke co-founded the company in 2007 to develop revolutionary CMOS cellular power amplifier (PA) technology. Javelin's PAs are found in cell phones worldwide, including Samsung's.

Fluke admits that the entrepreneurial side of business is what excites him. "I enjoy the challenge of penetrating a new market by pulling together the right team and defining and developing a new product that provides real value to the customer."

He is generous, both as a mentor and as a contributor to his community, supporting several charities and serving on advisory boards for the KGCOE and the University of Texas School of Social Work. He also serves on the board of LifeWorks, an Austin, Texas, organization that helps homeless teens.

Fluke advises that staying focused is necessary, but that being able to embrace new opportunities is essential to long-term growth. "I think it's important to be willing to take chances that lead to new opportunities, but most importantly, professional and personal success comes from believing in what you are doing."

National Technical Institute for the Deaf

Jerry Nelson SVP '69, '74 believes in challenging the status quo in constructive ways—a talent he developed during his years at RIT/NTID while earning a bachelor's degree in mechanical engineering technology.



Jerry Nelson

Along with helping lead the effort that created the NTID student congress and being elected its first president, Nelson was editor of *The Transcript*, an underground NTID student newspaper.

He represented the college at the first NTID-Gallaudet debate and even worked as a Zamboni driver at RIT's Ritter Arena. After graduation, he was elected to the first NTID Alumni Board, served as an alumni member of the NTID National Advisory Group and participated in numerous alumni functions across the country.

Nelson currently is involved in alumni fundraising efforts for construction of Sebastian and Lenore Rosica Hall.

He is the director of large accounts for Purple VRS, a video relay service company. He handles accounts for national corporate and deaf-owned businesses and RIT/NTID.

Class Notes

Key to abbreviations

CAST College of Applied Science and Technology

CCE College of Continuing Education (now CMS)

CHST College of Health Sciences and Technology

CIAS College of Imaging Arts and Sciences

CLA College of Liberal Arts

CMS Center for Multidisciplinary Studies

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"

1951

Victor Del Rosso '51 (KGCOE) was inducted into the 2011 Packaging Hall of Fame on Sept. 26 in Las Vegas, receiving the highest honor a packaging professional can receive in his or her career.

1952

Jerilyn Wright '52 (GAP) of Wilmington, N.Y., was presented with the 5th Annual Photography Masters Cup Nominee title in the category of nature at a prestigious Nomination and Winners Photo Show. The live online ceremony webcast was held in October and was attended by photography fans from 83 countries.

Edith Lunt Small '52 (FAA) says a collection of her artwork is now available in a 112-page, hardcover book at Shop One2 at RIT, The Gallery Store at the Memorial Art Gallery and online at mag.rochester.edu/maggallerystore.

1962

Brian Shapiro '62 (FAA) exhibited his paintings at the Chassidic Art Institute in Brooklyn in November. The theme of his show was the Midrash and other Jewish theme art.

1963

David Haberstich '63 (GAP) is curator of photography for the National Museum of American History at the Smithsonian Institution. He recently curated a small exhibition of photo-

graphs for the museum called "Gift of the Artist: Photographers as Donors," which highlights recent acquisitions. He is currently writing a book about the Scurlock Photographic Studio in Washington, D.C., and is preparing exhibition proposals for the Washington County Museum of Fine Arts in Hagerstown, Md., and the Smithsonian's new National Museum of African American History and Culture.

1966

Alfredo DiLascia '66 (GAP) writes that after 15 years in business, Alfredo's Gallery, in Suffield, Conn., closed at the end of September. It had been DiLascia's dream to open a gallery concentrating on the art of still photography. That dream was realized in Amherst, Mass., in 1996. The dream was further enhanced by the fact that his business partner was his daughter, Christi Blad. The gallery operated in Amherst for 8 ½ years, then moved to Northampton, Mass., and finally to Suffield. In 1997, DiLascia and well-known photographer and gallery owner Les Campbell founded the Pioneer Valley Photographic Artists that now has a membership of about 65 photographers.

Charles Fass '66 (GAP) is owner of Mister Illusion Magic Productions in Roseville, Calif. He recently was employed at Surewest Telecommunications as service/sales. "I am active now with two businesses, which were hobbies up until my retirement. One business is my own magic entertainment business called Mister Illusion Magic Productions. I am a comedy magician entertaining children, adults and senior citizens. My other business is being an eBay trading assistant for people who do not want to or do not know how to list items for auction sales on eBay." www.misterillusion.com.

1967

Leo "Vince" Soderholm '67 (COS) recently retired. "After working for five years in a clinical laboratory, I relocated to the College of Veterinary Medicine at Cornell University, where I was involved in many technical aspects of equine nutrition research, and for the last 20 years, equine upper airway diseases and their treatment by helping develop new treatment methods along with our equine surgeons. I have co-authored many equine articles."

1968



William Linthicum '68 (FAA) exhibited a solo show at the NEST Gallery in Geneva, Switzerland's Old Town; nine pieces in a group show in Epesses (Swiss wine country);

and a piece in the Salon d'Automne in Paris (juried show). "Professor Stewart Ross—wherever you are—thanks for being a great painting teacher. I'm living my dream."

Gene DePrez '62, '68 (FAA) was awarded the Chairman's Award for



Excellence in Economic Development by the International Economic Development Council for his outstanding dedication to economic development. The honor was presented at an awards ceremony in September during the council's annual conference in Charlotte, N.C. As founding partner of Global Innovation Partners, DePrez provides insight from his experience in both the public and private sectors to establish connections and bring resources together. DePrez now focuses much of his time advising economic development organizations, universities and science parks. Read more at www.rit.edu/news/story.php?id=48766.

1969

Robert Hogner '69 (COS) retired from Florida International University in Miami, Fla., after 35 years as a professor. He joined Panorama Service Expeditions as director of university relations. www.panoramaserVICexp.org.

1973

Michael Marcian '73 (GAP) was featured in The Capital's HometownAnnapolis.com. The article shares how he is living his longtime dream of being a printer and farmer. Marcian is the chief executive officer and chairman of the board for Corporate Press in Lanham. When he is not there, he is in his work boots running the All Seasons Farm with his wife, Carolyn. He balanced both fields long enough to be given the Printing Industries of America's 2011 Lewis Memorial Lifetime Achievement Award.

Michael Rothman Havelin '71, '73 (GAP) has e-published two genealogical mysteries, *Ben Bones and The Deadly Descendants* and *Ben Bones and The Search for Paneta's Crown*. He is also the author of two photo how-to books, *Photography for*

Writers and *The Practical Manual of Captive Animal Photography*, and publisher of the now defunct photography magazine *Shooter's Rag*.

1974

John O'Brien '74 (SCB) has recently retired. He was employed at FNS as a materials specialist. "I am now enjoying the life of a 'retired gentleman' after 38 years in the shipping and warehousing industry."

John Lloyd '74 (SCB) is president and CEO of MANTEC Inc., based in York, Pa. He was invited to join Gov. Tom Corbett's Council on Manufacturing for Pennsylvania.

Mary Christopher '74 (NTID) won the theme contest for Deaf Women of Massachusetts (DWMass) in March 2011. Her submission, "In Mind, Body, Spirit: Deaf Women Stand Together," will be featured at the 2012 Conference in Sturbridge, Mass., on Oct. 19-21. She was the speaker for the Class of 2011 graduation ceremony at The Learning Center of the Deaf in Framingham on June 17.

1975

John Genese '75 (CLA) accepted a position at MINI of Manhattan, 67 Wall St., New York, as motoring adviser.

1976

Thomas Fecteau '76 (SCB) writes, "After being involved in local area



auto racing on and off for many years, I returned to driving at the age of 57 and won my first qualifying event and finished fourth in season points at Spencer Speedway in Williamston, N.Y."

Michael Pollio '76 (GAP) is involved in local events, creating graphic design



and photography for the Eastern Shore of Virginia's Onancock Noel Night. This photo was taken on Onancock Creek during Onancock's first-ever Santa arrives by boat, accompanied by kayak reindeer. This photograph was published in 2011 *Chesapeake Bay Magazine*—winter edition, *Eastern Shore Newspaper* and *Virginia is for Lovers* publication.

Stephen Richards '76 (GAP) writes, "Richards Graphic Communications Inc., a premier family owned and operated business that specializes in offset as well as digital printing, has received the

2011 Small Business of the Year Award, sponsored by Loyola University. The award honors and recognizes family businesses that demonstrate a strong commitment to business, family and community and display innovative business practices and growth strategies."

1977

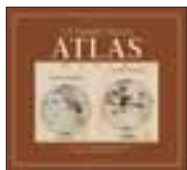
Marc Viggiano '77 (KGOE) is president and CEO of Saab Sensis Corp. Viggiano will lead the new subsidiary in strategic growth in the North American defense, civil security and air traffic management markets.

Michael Joniec '77 (GAP) is set to begin his 33rd year as an adjunct instructor in photography at Community College of Philadelphia (CCP). He exhibited recent photos in the annual Faculty Print Exhibition at CCP. He is continuing with commercial photography for advertising activities and is celebrating his 29th year self-employed in commercial photography. www.joniecinc.com.

1978

Elaine Cohen '77, '78 (FAA) is the CFO of Advocates On Call, a home companion and advocacy agency that employs 30 people. She started the business three years ago when she could not find help for her father in Boynton Beach, Fla.

Daniel Mills '78 (FAA) recently accepted a position at Bates College in Lewiston, Maine, as museum of art director, lecturer in the humanities. He recently was employed at



Bucknell University as director, Samek Art Gallery. Also, Brooklyn Artist's Alliance is representing a limited edition version of his *U.S. Future States Atlas*, which has been acquired by a number of institutions including the British Library, Library of Congress, UCLA and Harvard University. www.dan-mills.net.

Lawrence Fox '78 (GAP) has started a new photography business, High Impact Imaging. The business specializes in corporate, event and wedding photography. www.highimpactimaging.com.

Deborah Hall '77, '78 (GAP) was featured in several publications, including in an article in the *Oregonian*,



"Artistic Inspiration in the Columbia River Basin." <http://bit.ly/nDPEiM>. She wrote the article shortly after her three-month sabbatical trip documenting the Columbia River. Her new work was featured in a solo show at the Tom Myott Gallery in May and then in the faculty

exhibit at Skidmore College last fall. Her work was included in the "Resolution of the Arts and Sciences" exhibit and lecture series at the Schick Gallery and also at Riverfront Studios in Schuylerville. It is currently on display at 677 Prime in Albany through April.

1979

Robert Dodenhoff '79 (SCB), has published *The Man Test* (Sourcebooks



Inc., Chicago, Ill. Copyright 2001). *The Man Test* is a guide containing the information every man should learn and master, from career and employment to domestic skills. The book is available at bookstores nationwide and at amazon.com.

1980

Daniel Watts '80 (CAST) was recently promoted to vice president of operations and development at News Patterns in Manchester, N.H.

Brian Wells '80 (CAST) is the associate CIO of Health, Technology and Research Computing at Penn Medicine Information Services. Penn Medicine was recognized for the second year in a row at the InformationWeek 500 Innovator Conference as the No. 1 organization for best innovation in the category of customer intimacy and 80th overall. The award submission focused on using technology to accelerate and increase the pace of recruiting candidates for a clinical trial initiative for the UPHS Infertility Clinic.

1982

Judith Krimski '81, '82 (FAA), principal of Krimski Design & Communications, was recently selected



to join the Board of Visitors of Hearth. Hearth is a national nonprofit organization focused on providing housing and outreach services for homeless elders. In addition, she was chosen as one of 20 featured artists to participate in The Giving Tree Project. For details, go to www.reachoutandread.org/givingtree.

1983

Daniel Taylor '81, '83 (FAA) writes, "Taylor Design recently received two awards from design publications. The

Keep America Beautiful annual review, called 'My World Tomorrow,' was selected as one of 30 gold award winners in *Graphis'* 100 Best Annual Reports 2011. Also, the Sarah Lawrence College alumni magazine was selected for inclusion in the 2012 HOW International Design Awards annual. Taylor Design is a graphic and interactive design studio in Stamford, Conn., owned by Dan Taylor and Nora Vaivads-Taylor '83 (CIAS)."

Matthew Huck '81, '83 (GAP) accepted a position at ASML in Veldhoven, The Netherlands, as program manager. "This international assignment takes my wife, Sharon, and I to Europe for 18 months or more."

John Tepas '80, '83 (KGOE) was named vice president of engineering for Behr America in Troy, Mich.

1984

Brian O'Shaughnessy '81, '84 (COS) was elected to the board of trustees for the Licensing Executives Society (USA and Canada), Inc. He was installed at the society's annual meeting in San Diego.

1985

Roy Hartmann '85 (CCE) completed a certificate in pharmacy technician vocational training and on Dec. 28 passed the national pharmacy technician certification exam.

1986

Adam Barone '86 (CAST) was named to the Board of Directors for Compeer Inc., a worldwide program based in



Rochester. Compeer develops, delivers and supports model programs that inspire and engage communities through the power of volunteer friends and mentors.

1987

Christopher Zastawny '87 (COS) opened a second office, Zastawny Chiropractic in Spencerport, N.Y., and hired two additional chiropractors. His first office is in Hilton, N.Y.

Barbara Grunbaum '87 (GAP) completed an hour-long documentary, *Life in a War Zone: Montgomery County during the Civil War*. This high-definition video combines contemporary video, historical photos, voices from the past (through letters, diary entries and news-

paper articles) and a musical soundtrack to give viewers a sense of what it was like to live in Montgomery County, Md., during the Civil War. Both the DVD and the accompanying audio CD are for sale at www.heritagemontgomery.org.

1988

David Pierce '88 (NTID) married Robin Lee Byers-O'Rourke on Oct. 29, after being together for 19.5 years. They live in Seguin and San Antonio, Texas.

Michael Sciotti '88 (CLA) has been named the Syracuse Litigation—Labor and Employment Lawyer of the Year. *Best Lawyers*, a peer-reviewed publication, designates lawyers of the year in high-profile specialties in large legal communities.



1989

David Smith '89 (CLA) was the chairman of the 2011 "A Night to Shine" gala, the annual fundraiser for Suneel's Light, a local nonprofit foundation that raises funds for genetic research of Duchenne Muscular Dystrophy. Smith is a partner at Feuerstein & Smith LLP in Buffalo.

Paul Maples '89 (GAP) spent time in New Zealand doing motion control camera work for *The Hobbit*, the first of two movies coming out in late 2012.

1990

Edward Leicht '90 (KGOE) has been working at ITT as an engineering supervisor in Rochester. On Nov. 1, the company split and the new name is ITT Exelis. He's still in the same position.

1991

Udit Minocha '91 (COS) received a Ph.D. in microbiology from Purdue University in December.

Lauren Bullock '91 (GAP) produced the feature film *Jeremy Fink and the Meaning of Life*, starring Mira Sorvino, Joe Pantoliano and Michael Urie. The film, based on a popular children's book, is in memory of Bullock's two nieces, who were killed in a car accident near Darien Lake in 2009. Bullock continues to teach middle school drama and computers in Westport, Conn. www.jeremyfink.net.

Paul Finkelstein '91 (GAP) received the Outstanding Service Award at the annual convention for Florida professional photographers for helping current and future photographers. He volunteers his time with the Professional Photographer's Guild of the Palm Beaches, a growing team of photographers who educate, plan and recruit other photographers to upgrade their talents and continually raise the bar.

1992

Joy Parker Champlin '91, '92 (GAP) along with **Brian Steblen '89 (CAST)** and **Mike Champlin '90 (GAP)**, have formed DeBergerac Productions Inc., a full-service video production and media restoration company. Incorporated in 2010, DeBergerac Productions in Fairport, N.Y., has worked with clients such as Eastman Kodak, Frontier Communications, George Eastman House and The Strong's National Museum of Play. www.debergeracproductions.com.

Brett Sahler '92 (CAST), co-owner of



MergeLeft Reps Inc., along with **Patricia Scott '91 (CIAS)**, partnered with chef **Matthew Shields** to release an iPad cooking app, **Matt's**

Pantry, which is available at www.mattspantry.com. This was an aside to their normal work as agents for commercial photographers.

Kevin Richards '92 (GAP) writes, "Richards Graphic Communications Inc., a premier family owned and operated business that specializes in offset as well as digital printing, has received the 2011 Small Business of the Year Award, sponsored by Loyola University. The award honors and recognizes family businesses that demonstrate a strong commitment to business, family and community and display innovative business practices and growth strategies."

1993

Bridget Novak Hooser '93 (KGCOE) and **Brian Hooser** are proud to announce the birth of a baby girl, **McKenna Margaret**. She was born on Nov. 11, 2010, in Munich, Germany. Alexandra, 8, and Zachary, 5, are thrilled to have a little sister.

Christine Panzer '93 (CAST) and **Todd Fancher** are happy to announce their marriage on Sept. 18 at the Daisy Flour Mill in Rochester. They live in Rochester.



1995

Jon Bloomfield '95 (CAST) accepted a position at Daugherty Business Solutions in Atlanta, Ga., as manager. He was employed at Deloitte Consulting as manager. Bloomfield started a seasonal farm-

ing business that includes a corn maze and Christmas tree sales. The farm is in Sugar Valley, Ga.

Brad Tuckman '95 (CIAS) is president of KSC Kreate, which has started the production of its first feature film, *Finding Joy*. The KSC Kreate Films division is led by **Shona Tuckman '90 (FAA)**. KSC Kreate is a creative agency in Florida that specializes in visual content creation and digital asset management. To read more, go to www.rit.edu/news/story.php?id=48679.

1996

Dale Davis '96 (KGCOE) was recently promoted to senior counsel, intellectual property for GE Energy's thermal business. His role includes ownership for all IP matters. He is also an accomplished GE inventor,



holding three patents related to the reduction of carbon emissions and power plant efficiency.

1997

Russell Schwartzbeck '97 (SCB) and **Alexa Schwartzbeck '97 (SCB)** welcomed a baby boy, **Andrew**, on Oct. 5, 2010. They also have a 5-year-old daughter, **Elisabeth**.

Joan Moorehead '97 (CAST) has been named a "woman to watch" by the Rochester Democrat and Chronicle. She is an admissions counselor at Monroe Community College in Rochester. She devotes her



time to helping youths become successful members of the community.

Jane Norden Falter '97 (CAST) achieved her ACRW by the Academy of Résumé Writers, a well-respected program that produces outstanding résumé writers. www.janefalter.com.

1998

Dana Marlowe '96 (NTID), '98 (CLA) and **Preston Blay '96 (KGCOE)** are



proud to announce the birth of a baby

boy, **Riley Fisher Blay**. He was born on Nov. 11 in Silver Spring, Md. Big brother **Micah**, 3, was ecstatic.

William Ward '98 (CAST) retired from Siemens HealthCare Diagnostics in Brookfield, Conn.

1999

Matthew Stenberg '99 (CAST) and **Kristy Stenberg** are proud to announce



the adoption of a girl, **Kathleen Marian**. **Kathleen** was born on Oct. 15 in Florida.

Tracy Weber '99 (CAST) was named the 2011 Swan Valley High School Distinguished Alumna. She is CEO and founder of Kaleidoscope Learning Circle LLC, which helps individuals and teams develop self-



awareness and leadership skills through partnering with horses. **Weber** received the volunteer leadership award from the Professional Association of Therapeutic Horsemanship International at the 2011 PATH International Conference.

2000

Gerald Kehoe '92, '92 (CCE), '00 (CAST) has retired after 33 years at Eastman Kodak Co.

Jeremy De Lyser '00 (CAST) passed the NCEES Professional Engineering Exam in April 2011 and has earned a professional engineering license in New York state.

Philip Livingston '00 (CLA) has self-published *Obdurate Odyssey*, the story of Livonia, N.Y., resident **Joe Yantachka** who built his own canoe, paddled inland waterways to Florida's Gulf coast, then hiked the Appalachian Trail home.



Joseph Werner '00 (CAST) and his wife, **Heather**, are proud to announce the birth of a baby girl, **Allison Marie**. She was born on Sept. 6 in Rochester. She joins big sister **Lilliana**, 3.

Daniel Price '00 (CAST) and **Jamie Hoover** are happy to announce their marriage on Dec. 21 in Rochester. They

live in Henrietta, N.Y.

Edward Shanshala '85, '85, '87 (COS), '00 (CAST) was interviewed on Littleton, N.H., Channel 2 television about his successful implementation of integrated clinical pharmacy services and an on-site pharmacy at Ammonoosuc Community Health Services, a federally qualified health center where he is the CEO. See the interview at <http://bit.ly/AsotxB>.

2001

Mary Hogan Jacob '01 (KGCOE) and **Brian Jacob '01 (KGCOE)** are proud to announce the birth of a baby boy, **Braden Patrick**, on June 10 in Manassas, Va. Big sister **Kaylin** is 4 and big brother **Kyle** is 2.

Michael Attebery '01 (CIAS) writes, "Seattle On Ice, my third novel, is currently the No. 8 Action/Adventure title on Kindle. Amazon has also marked down the retail price, so the book is free." <http://amzn.to/umxx3u>.

2002

Paul Gomez '01 (CAST), '02 (GCCIS) accepted a position at FNC Consulting



in New York as senior associate. He was employed at Hildebrandt Baker Robbins as manager. Also, **Gomez** and **Elizabeth Girolamo** are happy to announce their marriage on May 14 at St. Patrick's Church in Yorktown Heights, N.Y. They live in Brooklyn. Included in the wedding party were one of the "Best Men" **Todd Roeder '07 (CAST)**, and groomsman **Ross Karchner**. Also in attendance were **Sean McVey '02 (GCCIS)**, **Alex Chadis '04 (GCCIS)** and **Justin Seger '06 (CAST)**.

Christine Holtz '02 (CIAS) was promoted to professor of media arts, photography at Robert Morris University, Pittsburgh, Pa., last fall.

2003

Wayne Didas '03 (KGCOE) accepted a position at Monroe Litho Inc. in Rochester as vice president, business development. **Didas** also will serve as a member of Monroe Litho's executive team, focusing on profitable growth.



It's much more than a donation; it's my legacy.

“I hope that my gift will help RIT receive the recognition it deserves as a top university in the U.S.” — Janet Sansone, member, RIT Board of Trustees

Janet Sansone first became familiar with RIT as Director, Worldwide College and University Relations at General Electric Corporation. “RIT was a key school for GE because we knew we could get graduates who could hit the ground running!” Later, when her career brought her to Rochester as head of Human Resources at the former Rochester Telephone Corp., the tables were turned and she was recruited by RIT to join the Board of Trustees. After several years on the board, she wanted to make a gift that was substantial enough to demonstrate her great respect for the university. A planned gift made that possible.

“RIT has not compromised its standards in student selection, academic excellence, or leadership expectations. As a result, the university just keeps getting better every year,” Janet asserts.

Helping RIT be recognized as a great university is Janet's legacy.



For more information about how you can include RIT in your estate plans, contact Robert Constantine, Director of Planned Giving for a confidential conversation. Call 1-800-477-0376 or email robert.constantine@rit.edu.

To learn more about planned giving at RIT, visit www.rit.planyourlegacy.org

Planned Giving
at RIT



R·I·T

Thomas Naeger '03 (GCCIS) and Victoria Naeger are happy to announce



their marriage on Sept. 2 at St. Gregory the Great in Williamsville, N.Y. They live in Tonawanda, N.Y. **Robert Ruff '02** (GCCIS) was a member of the wedding party. Also in attendance were **Eric Kuzniar '94** (CAST), **Mark Komar '96** (CAST), **Bob Komar '72** (KGCOE) and Greg Moss, associate director of recreation and facilities for RIT.

Denise Herold Southern '03 (SCB) and



Garret Southern were married in April 2011. They live in South Florida.

Victor Silva '02, '03 (SCB) is now director, media and technology marketing solutions at comScore in San Francisco, Calif.

Anthony Nally '03 (CAST) received a master's degree in business administration from the University of Florida on Dec. 4.

John Tomac '03 (CIAS) was one of several cancer survivors profiled in the



July issue of *Runner's World*. The feature, which he also illustrated, chronicled his journey from being diagnosed with a rare

form of leukemia in 2009 to finishing the New York City Marathon in under three hours one year later. Tomac re-inspired illustrations on the revamped www.cascadebreweryco.com.au website and helped the site capture a CyberLion for illustration and design at the Cannes International Creativity Festival.

Adam Lindsay '03 (GCCIS) writes that as part of a local Web development team, Rochester-js, Adam Lindsay and David Moffitt won first place in the design category of the international Node.js Knockout competition. The contest invites Web developers and designers from around the world to compete against each other to create Web apps using the Node.js computer programming language. The Rochester team's winning entry was an acronym creation game called Acronode (play it online at www.acronode.com).

2004

Patrick Applegate '04 (CAST) accepted a position with the U.S. Air Force in Barksdale Air Force Base as weapons and tactics flight commander. He was employed at Minot Air Force Base as chief of aircrew training. "In December 2010, I graduated from the prestigious U.S. Air Force Weapons School as a B-52H weapons officer and selected in December 2011 as a finalist for the Robbie Risner Award, honoring the most outstanding weapons officer from the previous year."

Stacey Price Spivak '04 (CIAS) and Izar Spivak are happy to announce their marriage on April 30, 2011, in Cincinnati, where they live. Eleven RIT alumni attended the wedding, three of whom were in the bridal party.

Stephanie Maksymiw '04 (COS) accepted a position at SRC Inc. in North Syracuse, N.Y., as a quality assurance specialist. She was employed at Tessa Plastics as a quality technician.

Aiyana Appling '04 (CIAS) writes, "For over a decade, family and friends have come to me for advice and recommendations regarding travel. In October 2010, I decided to devote my passion for travel into a business where people would get out and experience the world with confidence. Therefore, it is a privilege to introduce Gardner-Mathews Travel Concierge LLC."

Tuwanner Cleveland '04 (CLA) accepted a position at the Erie County Legislature as legislative assistant. Cleveland has had the opportunity to participate in intergovernmental affairs and community relations in the new position.

2005

Calvert J. Waller III '02, '05 (CIAS) is manager of animation/lead modeler for Oneida Nation's Four Directions Productions, which debuted its second animated short, a centuries-old legend brought to life through animation, at the Syracuse International Film Festival in October. www.OneidaIndianNation.com.

Sarah Connors '05 (SCB) accepted a position at Winter, Wyman as staffing manager in June. www.winterwyman.com.

Gretchen Sprehe '05, '05 (COS) accepted a position at the National Geospatial-Intelligence Agency in Washington, D.C., as an image analyst. She was employed at the Pentagon as a watch officer. "I went on a year-long rotation at the National Military Command Center to get a better feel for how NGA plays into the greater whole of the Department of Defense. It was an amazing experience."

David Moszak '98, '05 (CAST) accepted a position with ICG Commerce as a packaging sourcing project manager. ICG Commerce partners with Fortune 500 companies to identify and implement cost-savings programs.

Matt LaFever '98, '05 (CAST) and John H. Azulay III are happy to announce



their marriage on Sept. 23 at the Sapphire Estate on Lake Massapoag in Sharon, Mass. LaFever is a registered nurse at Massachusetts General Hospital in Boston. They live on the South Shore where they look forward to their next exciting role of parenthood.

2006

Jeffrey Barker '06 (CAST), '06 (CLA) and wife, Jennifer, are proud to



announce the birth of a baby boy, Jace Jeffrey Barker. He was born on Oct. 2 in Rochester. He joins sister Jillian, 3. Barker recently left his bartending position at Applebee's to open his own bar/restaurant, Jeffrey's Bar in Henrietta, N.Y. www.jeffreysbar.com.

John Kitchura '06 (KGCOE) is an associate in the litigation department and a member of the patent law and intellectual property groups of Proskauer Rose LLP. He is in Proskauer's Boston office. His practice focuses on patent and trademark prosecution, patent validity and infringement analysis, intellectual property due diligence in corporate transactions and intellectual property portfolio management and development for clients ranging from start-ups to publicly traded companies.

2007

Steven Kumpf '05 (KGCOE), '07 (SCB) was honored among 65 technologists with Boeing's annual "Special Invention Award," highlighting the best of innovations that have demonstrated true value to the company and the future of aerospace. This year, 20 inventions, most of whom have been granted or are awaiting U.S. patents, are included in the list.

David Moffitt '07 (CIAS) writes that as part of a local Web development team, Rochester-js, David Moffitt and Adam Lindsay won first place in the design category of the international Node.js Knockout competition. The contest invites Web developers and designers from around the world to compete against each other to create Web apps using the Node.js computer programming language. The Rochester team's

winning entry was an acronym creation game called Acronode (play it online at www.acronode.com).

Michelle Nicholson '06 (CIAS), '07 (SCB) and **David Blonski '07**



(KGCOE) are happy to announce their marriage on July 23 at Belhurst Castle in Geneva, N.Y. They live in Palo Alto, Calif. Bridesmaids were **Lindsey Brady '06** (CIAS) and **Leigh Bryson '08** (COS) and attendees were tennis coach Ann Nealon, **Rod Razavi '05** (GCCIS), **Adam Deputit '07** (GCCIS), **Joe Schember '08** (CIAS), **Ashley Thompson '07** (CIAS), **Jose Plaza '07** (SCB), **Dan Territo '07** (SCB), **Josh Dennis '06**, **Justin Dickinson '05** (GCCIS), and **Stephanie Keating '06** (CIAS).

Ryan Larcom '07, '07 (KGCOE) and **Melissa Zaczek Larcom '06** (KGCOE)



are happy to announce their marriage on Oct. 1 in Buffalo. They live in Indianapolis. Wedding party attendees included **Pamela Snyder '05** (KGCOE), **Jamie Duke '06** (COS), **Bryan Zaczek '10** (CIAS) and **Joaquin Pelaez '07** (KGCOE).

Patrick Best '07 (CLA) has recently released a book, *9 Deadly Sins That*



Destroy Social Security Disability Claims, designed to help disabled individuals navigate the complexities of the Social Security

Disability process. Best is the lead Social Security disability attorney of the northeast Pennsylvania-based law firm, MHK Attorneys. To get a free copy, go to www.pasocialsecurityattorneys.com/order-ssd#.

Helena Fruscio '07 (CIAS) was appointed creative economy industry director by Massachusetts Secretary of Housing and Economic Development Greg Bialecki. Fruscio will help advance the state's \$1 billion creative economy industry. Fruscio is a member of the Massachusetts Economic Development Planning Council and the Massachusetts Creative Economy Council.

Kristin Semmler-Frace '07 (CAST), '07 (SCB) is happy to announce her



marriage to Robert Frace on Oct. 9, 2010, in Spencerport, N.Y. They live in Brockport, N.Y.

Kristen Madar Mayer '07 (CIAS) and Justin Mayer '04 (CIAS) are happy to



announce their marriage on Sept. 3 at Germonds Presbyterian Church in New City, N.Y. They currently reside in Montclair, N.J. Guests included **Erin Snyder Bowman '07 (CIAS), Rob Bowman '08 (CAST), Kara Slezak Hodecker '07 (CIAS), Eric Hodecker '08 (KGCOE), Katie Nemmer '07 (CIAS), Nikki Perry '07 (CIAS), Joe Schmitt '07 (CIAS), Rachel Diesel '08 (CIAS) and Eric Madar '12 (CIAS).**

Kyle Martel '07 (SCB) and Alan Krzywicki '07 (KGCOE) are happy to announce their engagement. They met playing intramural volleyball at RIT in 2006. They moved to Alexandria, Va., in the fall of 2007.

Karen Izbinski '07 (CAST) is owner of Quarter Bound Press, a new-media design and publishing firm based in Chapel Hill, N.C. Izbinski is editor-in-chief and publisher at Quarter Bound Press. She has developed books, manuals, online help systems and other technical artifacts for Northrop Grumman, Xerox, Eastman Kodak, Nissan North America, Royal Bank of Canada and Novartis Pharmaceuticals. One of her recent publications, *Seeing Through Savernake*, by Margaret H. Wharton, can be found at Barnes & Noble @ RIT and on Amazon.

Christina Pfandl '07 (COS) and Pat Stephens '08 are happy to announce



their marriage on Sept. 24 at The Boathouse in Lake George, N.Y. The couple, who met at RIT in 2004, lives in Essex Junction, Vt.

Maria Cummings Infield '99 (SCB), '07 (CIAS) accepted a position at Monroe Litho Inc. in Rochester as an account executive. She will be focusing on enhancing the company's sales and service entity within the upstate and western New York area.

2008

Pedro Santos '08 (SCB) was listed as one of *Forbes* magazine's 30 under 30 outstanding people in the energy sector in 2011 for his discovery of innovative technology to lower costs in the natural gas supply chain.



Santos is founder and president of OsComp Systems, a company that has won prizes for the project, which reduces by more than 30 percent the operating and capital costs to compress natural gas.

Devin Kerr '08 (CIAS) and Dawn Orlandella are happy to announce their



marriage on Oct. 8 in Syracuse. They live in Liverpool, N.Y.

Karabo Legwaila '08 (CIAS) is a dynamics specialist for Oneida Nation's Four Directions Productions, which debuted its second animated short, a centuries-old legend brought to life through animation, at the Syracuse International Film Festival in October. www.OneidaIndianNation.com.

Abhijit Sarkar '08 (COS) received a Ph.D. in applied automation and computer science from University of Nantes, France, on Nov. 28. His area of work continues to be color science. In December, he returned to the U.S. to join ColorModules, a technology startup based in Stamford, Conn., as a color scientist and the director of research and development.

Nicole Jarrett Alvarado '08 (CIAS) and David Alvarado are happy to announce



their marriage on Oct. 22 in Sainte Genevieve, Mo. They live in Baltimore.

Ashley Vickers Hannan '08 (CIAS) and Brian T. Hannan '08 (GCCIS) are



happy to announce their elopement on July 23, which took place on the beach on Anna Maria Island, Fla. They live in Boca Raton, Fla. Brian works for StopZilla, an antispyware software company. www.StopZilla.com.

Gregory Ventura '08 (SCB) started his own business, SNAPpod NY photo booth rentals, last July. SNAPpod NY serves western New York with photo booth rentals for weddings, birthdays, corporate parties, or most any event. www.snappodny.com.

2009

Justin Baum '09 (CLA) recently returned from a year-long deployment to Kandahar, Afghanistan, earning



the Bronze Star Medal. While there, he served as a military police platoon leader and a senior police mentor for an Afghan National police station.

"As a criminal justice graduate, I was able to apply the theories and practices learned at RIT to the Afghan Police and successfully set the framework for building an effective police force."

Shalini Saycocie '09 (CIAS) and Chad Carbone '08 (CIAS) are excited to



announce their elopement on Dec. 11, in Tabernash, Colo. They celebrated with friends and family in Warwick, R.I., upon their return. They live in Brooklyn.

Julie Zepke Krug '09 (CIAS) and Ken Krug '10 (GCCIS) are happy to



announce their marriage on Aug. 6 in Glastonbury, Conn. They live in Chili,

N.Y. Bridesmaid **Pam Wacławski '10 (CIAS)**, groomsmen **Sam Yurick '10 (GCCIS)** and guest **Karen Smith '11 (KGCOE)** participated in the celebration. **Tiffany Backhus '09 (CIAS)** photographed the day's events.

Angelo Di Nardi '09 (GCCIS) writes that his previous employer Aapture was acquired by Google on Nov. 10. He is now a member of the Chrome team and working to enhance the Web browsing experience.

Jennifer Greene '09 (CIAS) and Casey Rathbone '10 (GCCIS) are happy to



announce their marriage on Oct. 7 in Austin, Texas. Alumni **Patrick Goodell '06 (SCB)** and **Rob Hudson '09 (KGCOE)** were groomsmen. Alumna **Amber Schinas '08 (CIAS)** was the maid of honor and alumna **Sarah Seltzer** was a bridesmaid. They live in Portland, Ore.

Amber Cutter '09 (CAST) and Ben Liset are proud to announce the birth of a baby boy, Ezra Thomas Liset. He was born on Aug. 14 in Chicago.

2010

Anton Ali '08 (CIAS), '10 (SCB) and Samantha Mooney '09 (SCB) are happy to announce their engagement. The wedding will take place in the fall.

Dean Ganskop '06, '10 (GCCIS) and Megan Ganskop are proud to announce the birth of a baby girl, Sydney Therese. She was born on Oct. 27 in Rochester.

Melissa Sanborn Moore '03, '10 (CIAS) and Richard Moore '07 (CAST) are happy to announce their marriage on



May 28 at St. Peter's Church in Rome, N.Y. They live in Verona, N.Y.

Brian Seplow '10 (CIAS) is a digital wide-format press operator at Mac Specialties LTD in Oceanside, N.Y. He is in charge of printing promotional products, such as basketball backboards, rally fans and pompoms.

Steven Tippin '10 (CIAS) and his wife, Kate, are proud to announce the birth of a baby girl, Grace Marion Tippin. She was born on Sept. 19. Tippin has set up a glass studio in Wellesley, Ontario, and is making glass full time.

Graduates on tap to be successful brewers



Chris Spinelli, left, and Jon Mervine have turned their passion for brewing beer into a business. (Photo by A. Sue Weisler)

Patty Spinelli got tired of her son, Chris, and his friend, Jon Mervine, wasting the day away on her living room couch. So she bought a home brewing kit to give them something to do.

That was in 2009 and now Chris Spinelli '08, '09 (economics, MBA) and Mervine '07 (economics) are making a name for their Roc Brewing Co. in downtown Rochester. Their beer is sold in more than 15 Rochester bars and restaurants and their microbrewery attracts crowds of several hundred on weekend nights.

The men also are beginning to get national recognition. Last fall, they were named one of two winners of the Samuel Adams Brewing the American Dream Experienceship Award—an impressive feat for a brewery that will celebrate its first anniversary in June.

Mervine and Chris Spinelli have been friends since they met in business classes at RIT in 2005. After graduating, Mervine became an investment broker and Spinelli worked as a financial analyst.

Within a month after that first attempt with the kit, the friends were brewing two to three batches a weekend, taking over the kitchen, basement, living room and garage of the Spinelli home.

The challenge then became what to do with the beer, now made from their own recipes. Each batch resulted in about 65 glasses. They gave it away to friends and family, who praised their brewing skills. Their weekend hobby also was getting costly, and Patty Spinelli wanted her kitchen back.

“We were ambitious and young and thought right away we could do this,” says Chris Spinelli. “By the time we were into our 20th to 30th batch, we were committed to starting a company out of it.”

They researched the legal side of opening a brewery, wrote a business plan, found investors, established an advisory board and rented a building with floor-to-ceiling windows at 56 S. Union St. in Rochester. Spinelli quit his job in August 2010. Mervine, the brew master, or

“mad scientist” as Spinelli likes to call him, followed six months later.

Mervine has come up with more than 50 beers, including seasonal varieties such as the Belgium Pumpkin Spiced Ale and the Chicory Cherry Porter. Their house pale ale is called Union 56, named after the brewery’s address. Each batch of Union 56 is brewed with a different blend of hops to give it a unique taste.

“How many things can you be passionate about in life?” asks Mervine. “When I came across brewing, I knew this was it.”

The Samuel Adams award is helping the men share their passion with others. In the fall, the men attended the Great American Brewing Festival in Denver. Samuel Adams brewers also are coaching them as part of a mentoring program.

They continue to get advice from Spinelli’s parents. Financial backer Patty Spinelli is director of dining services and a former director of human resources at RIT. Bob Spinelli '86 (MBA) teaches business courses as an adjunct professor at Rochester-area colleges, including RIT.

They hope to eventually can or bottle the beer but in the meantime will focus on growing the number of customers who visit the tasting room, which is open on Thursday, Friday and Saturday evenings and by appointment. Last year, they produced nearly 300 barrels of beer. This year, the brewers want to double that.

Patty Spinelli says the men were well prepared to start their own business because of their education. From her perspective, they are already successful—and she no longer has to worry about them sitting around doing nothing.

“You don’t want to look back and have regrets,” she says. “They are young entrepreneurs with good degrees who understand the risks. This is their opportunity to pursue a dream.”

Mindy Mozer

Candy Speight '10 (CAST) became founder and CEO of Order Your Steps,



based in Springdale, Md. Speight retired from Xerox as field service manager on Dec. 30 after 32 years. She started her professional

organizing business in September.

Matthew Syska '10 (KGOE) received a Master of Science degree in industrial and systems engineering from the University of Southern California in December.

2011

Fredrick Redd '11 (SCB) has been selected and listed in the Marquis *Who's Who in the World 2012* publication among noteworthy individuals from more than 200 nations, territories and principalities who have made significant contributions to their fields, to society and to the world.

Nathan Polselli '11 (GCCIS), '11 (CLA) represented the Rochester business community at GITEX (Gulf Information Technology Exhibition) in Dubai. As solutions architect at iVEDiX, a business intelligence company, he engaged in some hot-topic conversations with leaders from throughout the Middle East, Asia and Africa. The consulting start-up company is in Pittsford.

Nicolas Sawicky '11 (CMS) and **Rianna Baroody '11 (CLA)** are happy to announce their engagement. The wedding will be this summer in Philadelphia. They are both attending graduate school in Rochester and continue to be involved with their respective Greek organizations, Phi Kappa Psi and Alpha Xi Delta.

Raymond Toenniessen '11 (SCB) was recently promoted to director of operations and development from director of veteran outreach programs at Syracuse University. A former Army officer, he has served at the platoon, company and battalion levels. In 2008, he deployed to Iraq, where he was responsible for the logistical activity for the entire central region of the country. Under Toenniessen's leadership, his unit successfully redeployed to Iraq in 2009. He was awarded a Bronze Star for his service.



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Alumni Updates

N.Y.C. alumni navigate the news



Becky Brubaker '93, left, Tom Curley '77 and Katie Linendoll '05 were panelists at "Navigating the News with RIT," an event for alumni in New York City. The three news media leaders talked about the future of technology in media and entertainment. More than 7,000 alumni live in the New York City area. (Photos by A. Sue Weisler)

In an age where information is delivered in an instant, journalists can't make mistakes.

"Everything depends on credibility," says Tom Curley '77, president and CEO of The Associated Press. "If you have credibility, you can charge a premium."

Curley, who in January announced plans to retire, was a panelist at "Navigating the News with RIT," an event for alumni Jan. 26 at the New York Yacht Club in New York City.

Other participants included Becky Brubaker '93, vice president for operations for the Tribune Co., and Katie Linendoll '05, a technology expert for CNN and the CBS *Early Show*. William Snyder '81, four-time Pulitzer prize-winning photojournalist and program chair for photojournalism, moderated the event. Kathleen Anderson '94, president of the Alumni Association, welcomed participants.

Linendoll says getting it right is critical but not all that's needed in today's world.

"You have to be a personality, have a brand, to have people listen to you," she says. "Everybody is a journalist. With all of this content out there, you really have to separate yourself."

Linendoll says there is an old and new guard in terms of how fast technology is used. The new

guard cuts through the layers and implements ideas instead of talking about them.

But staying on the cutting edge can be a challenge, Brubaker says. "My running joke is I'm so young to be so old."

RIT Trustee Arthur Gosnell, chairman and CEO of Stonehurst Capital Inc., sponsored the event. More than 7,000 alumni live in the New York City area. To learn about alumni activities in your city, go to www.rit.edu/alumniactivities.

Mindy Mozer



Becky Brubaker '93 talks with James Watters, center, senior vice president of finance and administration, and RIT trustee Arthur Gosnell.

Alumni

- 1934**
Helen Rowe Dakin '34 (GAP),
Aug. 25, 2011
- 1935**
Earl W. Mahuson '35 (KGCOE),
Oct. 5, 2011
Onolee Serles '35 (SCB), Nov. 13, 2011
- 1937**
Elizabeth Appleyard Hall '37 (SCB),
Oct. 18, 2011
- 1938**
Harold W. Knight '38 (KGCOE),
Oct. 9, 2011
- 1940**
Esther Spafford Bennett '40 (SCB),
Oct. 26, 2011
Helen Gaskin Kapff '40 (FAA),
Oct. 23, 2011
Richard V. Ryon '40 (KGCOE),
Nov. 25, 2011
- 1941**
Richard G. Smith '41 (KGCOE),
Sept. 24, 2011
John W. Ryan '41 (COS), Oct. 9, 2011
- 1942**
Ruth Thomas Root '42 (GAP),
Sept. 28, 2011
- 1943**
Robert M. Wilson '43 (GAP),
Nov. 29, 2011
- 1944**
Inez Hobson Smith '44 (SCB),
Nov. 24, 2011
- 1947**
Eleanor Roberts Nientimp '47 (COS),
Sept. 26, 2011
Robert G. McKinney '47 (COS),
Oct. 26, 2011
Clayton J. Bittker '47 (CCE),
Nov. 6, 2011
- 1948**
Nancy Tolsma Bell '48 (SCB),
Oct. 19, 2011
- 1949**
John P. Silsby '49 (COS), Oct. 23, 2011
Lloyd V. Reynolds Jr. '49 (CCE),
Oct. 17, 2011
Dorothy L. Frost '49 (SCB),
Sept. 15, 2011
Robert C. Gleason '49 (GAP),
Oct. 8, 2011
Harry E. Redington '49 (CCE),
Nov. 14, 2011
- 1950**
Norwood J. Barris '50 (FAA),
Sept. 5, 2011
Leonard E. Gilmore '50 (KGCOE),
Sept. 12, 2011
Richard C. Savage '50 (KGCOE),
Sept. 18, 2011
John J. Hanss '50 (KGCOE),
Sept. 30, 2011
- 1951**
M. Robert Erway '51 (SCB),
Nov. 23, 2011
- Robert E. Boyd '51 (KGCOE),
Nov. 2, 2011
Richard E. Vowles '51 (GAP),
Dec. 27, 2011
- 1952**
Robert E. Landers '52 (GAP),
Oct. 8, 2011
Charles W. Ewanow '52 (KGCOE),
Dec. 18, 2011
- 1953**
Dale C. Petschke '53 (GAP),
Oct. 16, 2011
- 1954**
Edward C. Ross '54 (KGCOE),
Aug. 25, 2011
August L. Dewilde '54 (CCE),
Oct. 25, 2011
- 1955**
Joyce Paul Frielinghaus '55 (SCB),
Nov. 7, 2011
William F. Regan III '55 (KGCOE),
Nov. 6, 2011
Robert J. Styles '55 (CCE),
Oct. 28, 2011
George F. Vogt '55 (CCE),
Nov. 19, 2011
- 1957**
Irma Heath Rumbutis '57 (KGCOE),
Oct. 20, 2011
George C. Bartholomay '57 (CCE),
Aug. 26, 2011
- 1958**
Joanne Burton Gunther '58 (SCB),
Sept. 6, 2011
Herbert W. Brigham Jr. '58 (CCE),
Dec. 9, 2011
- 1959**
Thomas C. Montrois '59 (CCE),
Nov. 1, 2011
Harry C. Ormiston '59 (KGCOE),
Dec. 7, 2011
Ivan L. Town '59 (SCB), Dec. 28, 2011
Robert S. Kowalski '59 (KGCOE), Dec.
25, 2011
Bruce Woodhams '59 (KGCOE), Oct.
22, 2011
Donald F. Feil '59 (CCE), Oct. 10, 2011
John R. Delcour '59 (CCE), Nov. 5,
2011
Rev. H Raymond Gelineau '59 (GAP),
Sept. 12, 2011
- 1960**
Francis Catrine '60 (CCE),
Sept. 14, 2011
Joseph V. Cianciotto '60 (CCE),
Oct. 12, 2011
Richard H. Collins '60 (CCE),
Nov. 5, 2011
Albert G. Luke '60 (CCE),
Aug. 27, 2011
- 1961**
Thomas B. Miller '61 (CCE),
Jan. 1, 2012
- 1962**
John A. Witzel '62 (GAP),
Dec. 26, 2011
Lawrence Albertson '62 (GAP),
Dec. 10, 2011
- 1963**
Joan Best '63 (FAA), Dec. 31, 2011
George A. Sluman '63 (CCE),
Dec. 27, 2011
- 1964**
Louise Ash Long '64 (SCB),
Dec. 8, 2011
James R. Maid '64 (CCE),
Oct. 31, 2011
- 1965**
John S. Snyder Jr. '65 (KGCOE),
Aug. 24, 2011
Joseph A. Fornarola '65 (CCE),
Dec. 26, 2011
C. Odell Evans '65 (KGCOE),
Sept. 13, 2011
- 1966**
Harold J. O'Rourke '66 (GAP),
March 10, 2010
Charles A. Arnold Jr. '66 (FAA),
Oct. 17, 2011
Robert M. Masci '66 (KGCOE),
Oct. 22, 2011
Bruce A. Snow '66 (KGCOE),
Sept. 27, 2011
Eugene T. Murphy '66 (CCE),
Aug. 27, 2011
Ruth Terwilliger '66 (CCE),
Sept. 26, 2011
- 1967**
James F. Krupnick '67 (SCB),
Nov. 21, 2011
Frank P. Denton '67 (CCE),
Dec. 8, 2011
Ian R. Buchanan '67 (CCE),
Oct. 12, 2011
William G. Miller '67 (KGCOE),
Sept. 19, 2011
- 1968**
William Penderleith '68 (SCB),
Nov. 12, 2011
Ralph G. Henderberg '68 (CCE),
Sept. 28, 2011
John C. Bechtel '68 (GAP), '70 (GAP),
'72 (GAP), Dec. 26, 2011
William F. Alvut '68 (FAA), Oct. 10,
2011
Richard J. Kraft '68 (CCE), Oct. 30,
2011
Paul F. Yager '68 (CCE), Dec. 4, 2011
- 1969**
Anthony J. Saitta '69 (CCE),
Oct. 30, 2011
John C. Rockas '69 (SCB),
Nov. 21, 2011
Herman F. Puchol '69 (CCE),
Sept. 19, 2011
Robert W. Madrid '69 (CCE),
Dec. 18, 2011
Richard E. Corbett '69 (CCE),
Sept. 21, 2011
Robert W. Vogt '69 (CCE),
Sept. 3, 2011
- 1971**
Paul Wiley Dantz '71 (CCE),
Jan. 2, 2012
- 1973**
Raymond B. Jason '73 (SCB),
Oct. 6, 2011
Beverly A. Melton '73 (CCE),
Oct. 4, 2011
Carl R. Vogt '73 (GAP), Sept. 23, 2011
- 1974**
James C. Flanagan '74 (CCE),
Dec. 27, 2011
Merle E. Kinkead Jr. '74 (CCE),
Dec. 1, 2011
- 1975**
William S. Samuels IV '75 (SCB),
Dec. 8, 2011
Robert Kayser '75 (CAST),
Sept. 7, 2011
Anthony D. Maugiri Jr. '75 (SCB),
Dec. 12, 2011
- 1976**
Alfred R. Servati '76 (CCE),
Aug. 24, 2011
Donald Bruce Keep '76 (SCB),
Aug. 25, 2011
- 1977**
Kevin Charles Bosner '77 (SCB),
Oct. 2, 2011
Judy Sylvester Wallin '77 (NTID),
Dec. 9, 2011
Robert Polisseni '77 (CCE),
Nov. 2, 2011
- 1978**
Barbara Sheerin Vazan '78 (CCE), '82
(CCE), Dec. 9, 2011
- 1979**
Charles E. Johnson '79 (CCE),
Sept. 7, 2011
Richard Nicholas Halas '79 (KGCOE),
Dec. 5, 2011
Trina McCandless '79 (FAA), '79
(FAA), Aug. 25, 2011
Evan R. Phillips '79 (CCE), '82
(KGCOE), Sept. 28, 2011
Marnie Farella Eydtt '79 (CLA),
Dec. 18, 2011
Donna Kersting Fielding '79 (CCE),
Oct. 14, 2011
Becky Fuller Drury '79 (NTID),
Nov. 28, 2011
- 1980**
June Diane Yeager '80 (CCE),
Dec. 11, 2011
Lawrence William Adamski '80 (CCE),
Dec. 10, 2011
Charles H. Mathewson '80 (CCE),
Dec. 4, 2011
- 1981**
Donna Breiner Scheid '81 (CCE), '83
(CCE), '86 (SCB), Oct. 17, 2011
Cynthia Wright Sweet '81 (SCB),
Nov. 18, 2011
John Joseph Sherlock '81 (FAA),
Oct. 21, 2011
Sherry Clark Wilson '81 (FAA),
Dec. 7, 2011
- 1982**
John J. Dietrich '82 (CCE),
Nov. 27, 2011
John E. Fess Jr. '82 (CCE),
Sept. 28, 2011
Joseph Alan Bennett '82 (SCB),
Sept. 17, 2011
- 1983**
Ken C. Gehle '83 (GAP), '85 (GAP),
Jan. 18, 2010
John Eugene Main '83 (SCB),
Dec. 4, 2011
Alton Frederick Johnson '83 (CAST),
Nov. 21, 2011
Ronald Joannis '83 (COS), Oct. 8, 2011
- 1984**
Peter E. Osterling '84 (CAST),
Dec. 15, 2011
Mary E. Schmidt '84 (CCE),
Dec. 7, 2011

1985

William Albert Forsythe '85 (CCE),
Dec. 22, 2011

1986

Robert R. Landwehr '86 (NTID),
Aug. 30, 2011
Frederic Lovejoy Hoyle '86 (GAP), '02
(GCCIS), Oct. 26, 2011

1987

John D. Keller '87 (CCE),
Dec. 25, 2011
Carole C. Pluta '87 (SCB), Nov. 1, 2011

1988

Carl Andrew Swanson '88 (CCE),
Nov. 3, 2011

1990

Kimberly Donaldson Ansari '90
(SCB), Nov. 17, 2011
Veronica F. Pullyblank '90 (CCE), '90
(CCE), '92 (SCB), Sept. 27, 2011

1991

Andrew F. Baxter '91 (CAST),
Oct. 24, 2011

1992

Richard W. Hammill '92 (CAST),
Sept. 16, 2011

1994

Jay S. Grzenda '94 (CAST),
Oct. 17, 2011

1995

Dorothy T. Java '95 (COS),
Sept. 9, 2011
Isabel Chicquor '95 (CIAS),
Oct. 29, 2011

1998

Cody Blake Bartlett '98 (SCB),
Nov. 18, 2011

2003

Ryan L. Jones '03 (GCCIS),
Oct. 19, 2011

2006

Hawlet Mohammed '06 (COS),
Sept. 19, 2011

2007

Robert J. Fain '07 (CLA), Sept. 9, 2011

Faculty and Staff

Claudia Potter, cook with dining
services, Oct. 20, 2011

Donna Scheid, assistant director of
executive education programs in the
E. Philip Saunders College of Business,
Oct. 17, 2011

Claudia Stata, senior producer and
business manager at Educational
Technology Center, Feb. 3, 2012

Norman A. Williams, professor and
program coordinator of the graduate art
education program and chairperson of
the foundation program in the College
of Fine and Applied Arts, Jan. 6, 2012

BOOKS

Books recently published by the RIT Cary Graphic Arts Press.

What Is Reading For?

Robert Bringhurst



This succinct and thoughtful essay is the text of a talk commissioned for a symposium titled, "The Future of Reading," which was held at RIT in

June 2010. Written and designed by Robert Bringhurst, this limited edition is carefully crafted and letterpress printed. Bringhurst is a major Canadian poet and one of the world's foremost authorities on typographic history and practice.

What Our Lettering Needs

Rick Cusick



This book is an account of Hermann Zapf's contributions to the artistry and success of Hallmark Cards, an experience that is

now fully blended into the company's rich heritage. Since the late '70s, designer Rick Cusick has provided most of what has been written about the Hallmark/Zapf association. This beautifully illustrated book is a tribute to Zapf's own philosophy that the artist's challenge is "to ensure, despite technology and mass production, that beauty is never lost."

Colleagues

Anne C. Coon and John Retallack



The RIT Cary Graphic Arts Press presents *Colleagues*, a visually stunning collection of portraits by John Retallack

with a companion poem, "Enter the Eyes" by Anne C. Coon. Retallack's photographs reveal his subjects at rest, at play and in unguarded moments, while Coon's poem reflects metaphorically on the transformation that takes place when those accustomed to lecturing and performing are caught by the camera's lens.

RIT Cary Graphic Arts Press and its co-imprint, RIT Press, are scholarly publishing enterprises at RIT. Originally focusing on publishing works in the graphic arts field, the Press has expanded into subjects related to the RIT curriculum. To place an order, call 585-475-6766 or go to carypress.rit.edu.

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To receive event invitations, stay connected online:
rit.edu/alumni/onlinecommunity



No. 1, March 2012

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1970–1973

‘Super’ coach started with Tigers

Former RIT football head coach Tom Coughlin won his second Super Bowl in four years Feb. 5, after his New York Giants defeated the New England Patriots.



Tom Coughlin

Coughlin coached the RIT football team for four seasons, from 1970-1973, leading the Tigers to a 16-15-2 record in his first coaching gig.

He left RIT following the 1973 season to become the quarterbacks coach at his alma mater, Syracuse University.

Coughlin spent the next seven seasons with the Orange before heading to Boston College, the NFL as wide receivers coach, back to Boston College

as head coach and then back to the NFL.

He signed with the New York Giants in 2004 to become the team's 17th head coach. Coughlin won his first Super Bowl as head coach in 2007 when the Giants beat the Patriots 17-14.

The RIT football program ended after the 1977 season but made national news before and after the Super Bowl as the place where Coughlin formed his coaching philosophy.

“When I see him on TV, he hasn’t changed at all,” former RIT Tiger Mark McCabe ’75 (criminal justice) told *The New York Times*. McCabe played linebacker and defensive end for Coughlin.

“I’ll bet if the Giants heard all the things he said and did to us, they’d think it sounded real familiar.”



The RIT football team, above, in 1971. New York Giants coach Tom Coughlin, bottom left, ran the football program at RIT from 1970 to 1973. Below, Coughlin is second from the right.



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The banner features a vibrant orange and yellow background with a central graphic of overlapping circles and a cloud-like shape containing the event title. Below the title are three small photographs: the first shows two people in orange shirts working at a table; the second shows a person in a white shirt looking at a tablet; the third shows a woman in an orange shirt holding a large, reflective sphere. At the bottom right, there is a small photo of a crowded outdoor event area with white tents.