

In This Issue:



CALENDAR OF EVENTS



TOM MANCUSO '78 ON
WHERE INNOVATION IS



ALUMNI NOTES



Issue 22 – Spring 2009

R·I·T
E. PHILIP
SAUNDERS
COLLEGE OF BUSINESS

Dividends

Celebrating a Career of Distinction and Pride

{by Megan Cheever}

If you find yourself waking up in the morning, taking a good look in the mirror and proclaiming “HAVE MERCY! I’m better looking today than I was yesterday,” chances are you’ve had a class with marketing virtuoso, Dr. Philip Tyler.

Phil Tyler is a legend at the Saunders College for his teaching, his commitment to the RIT community, and for the inspirational life lessons he has passed on to his students. And while he retired from teaching last year, it is a safe bet that he will continue to teach outside of the “hallowed halls” for years to come.

Reflecting on his time in retirement so far, Phil says it has been “absolutely wonderful, I’m loving it.” He has finally had time to travel to see his children and grandchildren, as well as help out around the house – all exceedingly important things to Phil since they revolve around his pride and joy – his family.

Phil has great pride in his family and is honored to say that each member of his family is a graduate of RIT. Phil is a '65 graduate, his wife Carol is a '96 graduate, his son, Lance, obtained two degrees – one in '90 and the other in '92, and his daughter Kristin is also a '92 graduate. While RIT is now a family affair for the Tylers,

the University originally came into Phil’s life when he began looking at colleges for his undergraduate study.

The first thing that attracted Phil to RIT was the location. Having lived in Rochester his whole life, it was an easy decision to stay near his family and friends. He enrolled in the business school where he says he had “many good friends and teachers.” After graduation, he went on to further his education at Michigan State with the encouragement of RIT Professor Dr. Eugene Fram. He knew right away that he wanted to go into teaching, so he began his masters and Ph.D. program simultaneously, a difficult but rewarding decision.

After graduating, Phil was once again drawn to RIT and immediately returned to begin his career as a professor at the Saunders College of Business. A few years later Phil decided to practice his trade, so he left RIT to explore the world of marketing.

continued on page 2



Phil Tyler '65

{ CALENDAR OF EVENTS }

MAY

Imagine RIT: Innovation and Creativity Festival

Saturday, May 2, 2009

10:00 a.m. – 5:00 p.m.

RIT Campus

Mark your calendars, the second annual Imagine RIT: Innovation and Creativity Festival is just around the corner!

Last year, more than 17,000 visitors swarmed campus to check out more than 400 examples of student, faculty and staff innovation and creativity. The 2009 Imagine RIT Festival promises to be bigger and better. Check out interactive exhibits, world-class artistry and live musical and theatrical performances – plus carnival rides and inflatables for the kids. It's all free.

2009 Commencement

Friday, May 22 and Saturday, May 23, 2009

RIT Campus

RIT will welcome Ursula Burns, president of Xerox Corporation, as our Convocation speaker, on Friday. We will also welcome back our Golden Circle alumni from graduating years before 1958. This is a new tradition for RIT that will allow us to honor our longest living alumni.

The Saunders College Commencement ceremony will be held on Saturday from 8:30 – 10:30 a.m. in the Gordon Field House & Activities Center. All Saunders College alumni are invited to attend.

JUNE

11th Annual Saunders Golf Tournament

Monday, June 1, 2009

11:30 a.m. – 7:00 p.m.

Cobblestone Creek Country Club, Victor, NY

Women's Alumni Network Power Your Potential Conference

Friday, June 5, 2009

11:30 a.m. – 6:00 p.m.

Lowenthal, Building 12

A lifelong learning conference sponsored by the E. Philip Saunders College of Business Women's Alumni Network.

Featuring **Keynote Speaker: Maggie Brooks,**
Monroe County Executive.

To register for these events contact Donna Slavin,
dslavin@saunders.rit.edu or 475-2199.

He traveled the world, working in Jakarta, Indonesia, and then in marketing for R. T. French & Company. Phil loved the work there, and had a good experience. However, the stress and time away from the family took quite a toll on him. He called the dean of the business school at RIT and asked if he could come back and teach. Of course, the answer was yes and he stayed at RIT until his recent retirement.

When asked to identify the best lesson he learned as a teacher, he quickly answers "how important it is to really listen to the students." Then he adds, "also how important it is not to let students slide, but instead to push them to the limits and help them grow." When asked what he will miss most, the answer is "seeing the look in the students' eyes change to where they finally say 'I CAN do it.'" That philosophy has absolutely worked for him, and for those who have been lucky enough to go through a course with Phil. In fact, alumni and students often cite Phil as the person who changed their lives through his advice.

When asked about the best piece of advice he has received, he says it came at a very early age from two very important individuals – his parents. When Phil was in elementary school, he had an autograph book and asked both of his parents to sign it for him. His father had a wish for Phil, to become a "He-man" by being gentle, polite, and other characteristics that he thought made up a true "He-man". His mother had a poem for him that said, "If you can't be a tree, be a bush. If you can't be a river, be a stream. If you can't be a boulder, be a rock. And whatever you are, be the best that you can be at whatever you are."

Phil took that advice to heart and applied it not only to his life, but to the lives of family, friends, students and colleagues. His impact upon RIT has been tremendous, enough so that his former students have come together to create the Phil Tyler Endowed Scholarship to honor his teaching and to carry out his wish to continue to help students grow. And for this, and many other things, it is clear to all who know him, Phil Tyler has become not only the best he could be as a professor but also a true "He-man."

Dean's Message

Two years back when I first started meeting our alumni one of the first questions posed to me was, "What are you doing to teach kids about ethics?" I proudly paraded out our new mission statement adopted by the Saunders College faculty. It features ethics as a key learning outcome. Our commitment to enhancing the students capability to make ethical business decisions has only increased since then.

Today's headlines assault us daily with examples of unethical business practices. These include CEO greed (think John Thain and Kenneth Fuld), outright fraud (Bernie Madoff) and callous disregard for society (Peanut Corporation of America). Compared to two years ago, I suspect even more of you will want to know what your college is doing to promote a high standard of ethical behaviors and personal values.



Dr. Ashok Rao

During the academic year 2007-2008, efforts to promote ethics proceeded along several paths:

- In the Fall of 2007 a group of Saunders College student leaders created a Statement of Corporate Social Responsibility. You can see it on our web page by clicking on "Ethics" followed by the link to the statement. It captures the essence of globally responsible leadership.
- The Undergraduate Curriculum Committee moved to include a course on business ethics as a requirement for all Saunders students.
- The College began to build relations with the Rochester Business Ethics Association (RBEA).
- The College introduced a MBA Concentration in Environmentally Sustainable Management.

Towards the end of the academic year, we realized we needed to develop a more coherent approach to ethics education. Xerox has a reputation for world-class practices in deploying ethics. So, we invited Mr. Peter O'Dell, VP Service Supply Chain for Xerox, to describe the Xerox process. This led to the formation of a high level ethics steering committee consisting of myself, Senior Associate Dean Bill Dresnack, Professors Barbato and Oliver. This year's plans include:

- Deepening our relationship with the RBEA. Bill Dresnack is on the Judges Committee. For the first time RBEA sponsored a scholarship for our students and the College is honored to support their annual event by once again being a Gold Sponsor.
- Professor Barbato is expanding his research on ethics by surveying small business owners in Kosovo.
- During the Spring quarter two events focused on responsible leadership – Antonio Perez, CEO of Kodak, discussed issues related to Kodak's deployment of ethical values, and Carol Love, until recently CEO of Planned Parenthood, discussed ethical issues from the viewpoint of a non-profit organization.
- The faculty discussed the RIT Honor Code and using that as a baseline to develop a Saunders College Honor Code.

In the coming academic year we will continue deploying ethics education across the Saunders College. You'll see many of our activities on our webpages. And, we will continue to encourage our students to think of corporations, in addition to having their conventional focus on profits, as responsible for the planet and its people.

A handwritten signature in black ink that reads "Ashok Rao". The signature is written in a cursive style with a horizontal line underneath the name.

Ashok Rao

{ FEATURED ALUMNI }

{ Tom Mancuso '78 }

(By Marcia Morphy)

Bringing Old Buildings to Life: A Mancuso Family Tradition

A business closes down, nearly two thousand people lose their jobs, and an 850,000 square foot building is left standing in the dust. Three years later, a local family who owns several businesses in town gathers together and agrees, "This is bad for the community – and bad for us. What are we going to do about it?"



Tom Mancuso '78

"That has been our theme through history; my grandfather didn't ask who will come in to help us – but how we as a family could help to restore jobs and businesses to spur the local economy," says B. Thomas Mancuso, president of Mancuso Business Development Group in Batavia, N.Y.

Their plan was revolutionary. Ben Mancuso and his brothers purchased the former Massey-Ferguson plant in 1959 – now the Batavia Industrial Center – but were unable to find investors or a major company to move in. So Joseph Mancuso, Tom's father, divided the building into individual spaces, offering tenants business advice, shared office services, management advice and help in raising capital.

"One of the tenants was a chicken company and because of all the chickens, they started calling it, the incubator," Mancuso explains. "We were the world's first business incubator, a building where businesses are hatched and nurtured until they become strong and independent."

The nest has grown and the Batavia Industrial Center celebrates its 50th anniversary this year. Since 1959,

Mancuso Development has restored other once-struggling, aged buildings around New York state: Harrison Place in Lockport, Geneva Enterprise Development Center and High Falls Business Center in Rochester.

"Prior to graduation from RIT in 1978 with a degree in accounting, my father asked me to work for the family business and I said absolutely not," Mancuso says. Three years later he was in California, ready to start a management-training program at a bank, when he received a phone call from home.

"Dad told me he had sold the center and now was planning to fill other buildings, like he had done in Medina and Albion, using the same principles that worked at BIC. He was overworked, needed some help, and asked me to come back for one year. If things didn't work out, then I could return to California, no questions asked. That was April, 1981, and I'm still here."

It remains a family run company. Joseph died in April 2008, but today the company continues building redevelopment projects and acting as management and leasing agents for the four local business incubators. Additionally, Mancuso also works in commercial real estate, brokering sales and leases.

"Despite all the happy talk politically, there aren't a lot of resources available for small businesses. Yet more than half of the businesses in our communities have less than four employees, 75 to 80 percent have nine employees or less," Mancuso notes. "Little, little businesses – that's where the innovation is, that's where the growth is, and over time some really wonderful things happen."

Mancuso says the 150 year-old building at High Falls, with only 16,000 square feet, was the perfect example of converting a poorly performing building to their small business operation model. "We provided a la carte support services on the premises – a receptionist, administrative and clerical workers, shared copiers and faxes and office equipment and shared conference room," he says. "The advantage is to help smaller businesses have the capability, appearance and capacity of a larger business, plus room to grow." The formerly

vacant building is filled with companies that now provide jobs to many local people.

Mancuso lives in Batavia with his wife, Jinny, and their three children: Joseph, Jordan and Jenna. His company itself is "a little business," with only nine employees. He maintains that the most rewarding part of his job is to bring old buildings to life.

"It always seemed wasteful to my dad to tear something down, put it in a landfill, then use the Earth's resources to build something new," Mancuso says. "Buildings can become obsolete for their original use, but they are still good buildings with solid infrastructures. And there's the history, stability and the continuity of keeping them alive so you can see the same buildings your grandparents saw, as well as the new ones that come along with every generation.

"There's a nice thread there that weaves through all of our lives."

Being part of an entrepreneurial family, Mancuso is aware of the risks and challenges involved, but offers advice to RIT students who want to explore the possibilities of working independently.

"There has always been the practical career focus to teach people to work for someone else and that's OK when the job is there," Mancuso explains. "But when you hit an economy like this, you no longer have the security of your company. Your security is really yourself and that's the entrepreneurial mindset."

The Saunders College Family bids a sad farewell to Richard Rosett, dean emeritus of RIT's E. Philip Saunders College of Business. Rosett passed away April 4, 2009.

During his tenure as the College's dean, he established the RIT/USA *Today* Quality Cup Award, oversaw the launch of the Executive MBA program, and elevated the stature of the College to be included in the top 50 undergraduate business programs in *U.S. News & World Report's* annual college rankings. A memorial service will be held later this summer.

Contributions in his memory may be made to the Madelon and Richard Rosett College of Business Chair in Quality.

Checks may be made payable to: RIT, with "Rosett Chair" in the memo note and mailed to the RIT Office of Development 116 Lomb Memorial Drive Rochester, NY 14623. You may also make your gift online at www.rit.edu/makeagift.

Faculty, Staff & Campus Updates

Dr. Neil Hair received the Exemplary Online Faculty Award. The award recognizes outstanding faculty whose courses demonstrate extraordinary achievements in an online learning environment. Recipients of this award are nominated by students.

Dr. Erhan Mergen, presented a paper entitled "Statistical Process Control and Acceptance Charts," co-authored with Donald Holmes of Stochos, Inc., at the 60th North East Quality Council Conference, which took place October 14-15, 2008 in Marlborough, MA.

Dr. Delmonize Smith, Assistant Professor of Management and Sonya O'Neil, Graduate Advisor both of the Saunders College were selected for inclusion in the "Democrat and Chronicle's" special section titled "Rochester's Emerging African-American Leaders."

RIT will launch the Entrepreneurs Hall, a holistic entrepreneurship initiative that combines residential living, entrepreneurship courses, co-ops, business mentoring and 24/7 access to the RIT Student Business Development Lab for students accepted into the program. Entrepreneur's Hall will be part of Global Village, a new multi-use development breaking ground on the west side of the campus that is replacing the Riverknoll apartment complex. Programs for the Entrepreneurs Hall will launch in Fall 2009, with the residential facility at Global Village opening in Fall 2010. To learn more, visit eship.rit.edu/ent-hall.php.

To stay up-to-date with Saunders College news and announcements, make sure you're a part of RIT's Online Community. Join the OLC free by visiting www.rit.edu/mni/onlinecommunity.

Saunders Alumnus Wins International Award In Social Marketing

(by Donna Slavin, Saunders College of Business)

Receiving a distinguished international award was the happy consequence of a Saunders College alum's decision to pursue his graduate studies abroad.

In early 2007, Dionisios Favatas '01 made the difficult decision to leave a successful career at Monster Worldwide to pursue a Master's Degree in Strategic Marketing from Cranfield University, Cranfield School of Management in the United Kingdom.

Upon completion of his studies, Mr. Favatas was awarded the 2008 distinguished MRS Accredited Masters Prize for best research-based dissertation after a panel of judges agreed his research study was "... a well argued, innovative, challenging and bold dissertation ... that applied sophisticated concepts and methods to important new areas of social marketing."

The focus of his study, "An Application of the Theory of Planned Behavior in a Social Marketing Context: Dubplate Drama and Youth Perceptions towards Violence," establishes how social marketing plays a significant role in understanding and modifying the behaviors of urban youth as they relate to the committing of violent acts.

The award, presented at the Research Awards Dinner and Ceremony held in London last December, recognizes student excellence in research-based dissertation as part of an MRS Accredited Masters Program.

Favatas is employed as a senior strategist in digital marketing and advertising communications, working globally with clients such as T-Mobile, KPMG and AOL, among others. He is a member of the American Marketing Association and the Direct Marketing Association, and also recently completed his MSc in Strategic Marketing Summa Cum Laude.

Saunders College Spearheads Partnership with Mercy High School

(Peter Rosenthal, Saunders College of Business)

Lynn Garski has devoted many hours to working on initiatives to help advance two organizations she considers critical to the Rochester community: Our Lady of Mercy High School and the E. Philip Saunders College of Business.

A global alliance manager at EDS, an HP company, Garski is a member of both the Parents Association at Mercy High School and the Management Information Systems advisory board at the Saunders College. In her mind, bringing together representatives from both institutions to discuss ways the two could work together was only logical.

Mercy was founded in 1928 and today serves girls in grades 7 to 12. Mercy's curriculum is college-preparatory in nature, and for the Class of 2008, 99% of the students continued their education at the collegiate level.

Upon announcing the new affiliation, Mercy President Suzanne Johnston said, "RIT can provide exceptional and unprecedented opportunities for Mercy students and capitalize on (Mercy's) recent and significant growth in participation in business, finance and entrepreneurship courses and business-related extracurricular activities. We are proud that RIT is investing in our young women – the next generation of women leaders."

Collaborative activities are now underway and involve both students and faculty from Mercy and RIT. In the fall of 2008, about 20 Mercy students participated in RIT's Entrepreneurs Conference, and currently a small team of Saunders College MBA students, advised by Distinguished Lecturer of Management Information Systems Dr. A. James Baroody, is working with Mercy Principal Terry Quinn to develop a three- to five-year technology plan for the school.

"Mercy is a place where the girls are prepared to be anything but ordinary," Johnston said. And in the coming years, some of those extraordinary students just might call both Our Lady of Mercy High School and the E. Philip Saunders College of Business their alma mater.

Financial Management Association on Wall Street

[by Patricia Wollan, Saunders College of Business]

Initiative, hard work and creativity are the traits that make the Saunders College of Business Financial Management Association (SCB FMA) a thriving student club. The group's activities and achievements over the past few of years have helped it to grow, and many activities are planned for the upcoming months.

The SCB FMA has an active and well-attended speaker series, which has attracted numerous high profile business leaders, as well as student and faculty presenters. Notable speakers include E. Philip Saunders, Chairman, Griffith Energy; Frank Sklarsky, Executive VP/CFO, Eastman Kodak; Russell Olson, Former Director of Pension Investments, Eastman Kodak; and George Conboy, President, Brighton Securities. Their presentations address timely business issues, and include, "The Impact of Soaring Gas Prices on Different Types of Energy Companies" and "The Impact of The Current Financial Crisis on Investment Strategies."

In addition, students are gaining practical investment experience by managing the club's investment portfolio; valued at \$80,248.46 as of December 31, 2008. During the weekly portfolio meetings, groups of two or three students present their analysis of a stock, bond, mutual fund or ETF in a selected industry sector or investment class. The portfolio committee then votes on which investments to add or remove from the portfolio. The investment decisions are guided by the club's Investment Policy Statement, which was initiated and drafted by the students in 2007. Details of the SCB FMA investment portfolio can be found on the FMA website at <http://clubs.scb.rit.edu/fma/portfolio/>.

SCB FMA students have taken several interesting field trips. The most notable was their recent trip to New York City where they were hosted by senior executives at four very different organizations: W. L. Ross, a private equity fund manager; EuroConsult; a boutique investment bank specializing in M&A; International Textile Group, a global manufacturer of denim, wool, polyester and industrial fabrics; and Moody's bond rating agency. Plans are underway for this year's trip to Chicago, which promises to be another wonderful learning experience for our students.

SCB FMA members are always interested in meeting with and learning from RIT alumni. If you would like to volunteer as a guest speaker, attend a networking meeting, have dinner with the students when they visit Chicago this Fall or be informed about future presentations, please contact Patricia Wollan, SCB FMA Faculty Advisor, at pwollan@saunders.rit.edu. Better yet, come and see all the innovative and creative projects being showcased at this year's campus wide Innovation Festival on May 2, 2009, and be sure to stop by the SCB FMA financial innovation exhibit when you visit the Saunders College of Business.

{ CLASS NOTES }

1964

Bruehling, Sandy (Federation) '64 started Ameripro lending, where she is President and CEO. Sandy is specializing in reverse MTG's, FHA Loans and Real Estate. She has been a Real Estate Broker for the past 15 years in San Diego, CA.

1958

Frew, Ray D. '68 is COO of Paladin Business Services.

1975

DeRoche, Joan '75 is now Director of Global Sourcing at Chico's FAS.

1983

Andelstein, Brian '83 joined S + S Benefits and Organizational Development to drive new group health insurance and wellness plans to North East Ohio employer groups.

Andrews, Todd '83 is Vice President of Commercial Lending at Five Star Bank in Geneva, NY and is happy to say his son Trevor is currently a freshman at RIT.

1986

Warmerdam, Susan '86 is currently Manager of Administration at Came / Sweeney, a retained executive search firm in Chicago's north shore.

1994

Stanny, Carole, E. (DeVico) '94 was married on August 30, 2008. She is currently a Team Leader in the Income Tax Department of New York State Department of Tax and Finances in Rochester, NY.

1996

Burris, Martha J. MBA '96 was recently appointed the Director of University Studies at the Rochester Institute of Technology.

2002

Platzer, Adam '01 MBA '02 was recently named Development Officer Student Affairs at the Rochester Institute of Technology.

2006

Christner, Daniel '06 was named Assistant Director for Reunions & Affinity Groups at the Rochester Institute of Technology.

Jones, Michael '06 and his wife, Nicole would like to announce the birth of a beautiful baby girl, Grace Lynne! Mom, daughter and dad are doing fine!

Russert, Lindsay '06 and **Robert Bjorhus '04** are happy to announce their marriage on June 28, 2008 in Buffalo, New York. The attendants included: **Tom Burke '04**, **Casey Copps '06**, **Heather Kervin '06** and **Marie Peters '07** performed a reading. The couple currently resides in Philadelphia with their miniature schnauzer, Harold.

Class Agents

Have you contacted your Class Agent? If you would like to submit a class note for publication in the next issue of Dividends, or if you just want to say "hello" to an old classmate, send your Class Agent an email to let them know what you've been doing since graduation! To learn more about the Class Agent Network, and to learn how you can become a Class Agent, contact Megan Cheever at mcheever@saunders.rit.edu. To see the entire list of Class Agents, please visit the web at www.saunders.rit.edu/alumni



R·I·T
E. PHILIP
SAUNDERS
COLLEGE OF BUSINESS

Dividends

SURVEY

Please take a few moments to complete this important survey regarding Dividends. You can complete this survey and return to Megan C. Cheever, E. Philip Saunders College of Business, 107 Lomb Memorial Dr., Rochester, NY 14623 or take the survey online by visiting rit.edu/alumni/scb and clicking on "Dividends Survey."

1. What areas of Dividends do you enjoy the most? _____

2. What areas of Dividends do you enjoy the least? _____

3. What information would you like to see included in this publication? _____

4. How would you prefer to receive future issues of Dividends, print or electronic? _____

5. Would you be willing to be featured as a guest writer for a new alumni column in Dividends? _____

