

RIT

The University Magazine

Spring 2010

A photograph of three women in historical costumes, likely from the 17th or 18th century. The woman on the right is in the foreground, wearing a white long-sleeved blouse with green and white striped cuffs and a green skirt, pointing her finger. The woman in the middle is wearing a peach-colored dress with a white collar. The woman on the left is wearing a red and white striped dress with a white collar. They are all smiling and looking towards the right.

Curtain going up

NTID celebrates 40 years of performing arts

RIT adopts semester calendar: [Learn more](#)

Imagine RIT: Innovation and Creativity Festival May 1



RIT: The University Magazine

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Six pillars for success at RIT

We are in the home stretch of the 2009-2010 academic year and I see no slowing down for RIT, by all measures a university with a steep upward trajectory.

I've had the pleasure of visiting with alumni in 15 cities since September. Learning about the success of our graduates always reinvigorates me. Indeed, many of our alumni are leaders in their fields and have forged exciting careers. (You can meet a few of them in a special feature starting on page 21.)

Conversations with alumni, students, faculty and staff have helped me crystallize my vision for the university. I believe RIT's future rests with six pillars of success. RIT will become:

- **A creative and innovative university:** We want students to experience the adrenaline rush that comes when they solve a problem or create a new product or service.

- **A renowned career-focused, teaching university:** Students must always come first. We will stay true to our heritage as RIT remains committed to career focus and experiential learning, with our cooperative education program among the nation's elite. That said, RIT will move from the current quarter system to a semester-based academic calendar starting in Fall 2013. We see many reasons why this will positively impact the quality of the education experience for students (Story, FAQs, page 2).

- **A respected research and scholarship university:** Consider how quickly we've advanced in this arena. We received a record \$58.4 million in sponsored research funding during fiscal year 2009, a 20 percent increase from the previous year. We have set a goal of \$100 million by 2013.

- **A great student experience university:** The needs of future students will drive RIT. We seek to create a holistic experience that is enjoyed by students and remembered by alumni for life. One recent example of this was a group of students who led a project to build a Habitat for Humanity House in a Rochester neighborhood. The home was built with a "green" design, making it more energy efficient (see page 29).

- **An international university:** We have set goals to increase the total number of international students studying at RIT, as well as increasing the number of RIT students partaking in study-abroad programs and who study at our international sites. Later this year, we will open Global Village, a \$54.5 million retail marketplace and housing complex on campus that will bear a resemblance to the street-side cafés of Europe.

- **A sustainable university:** RIT seeks to become a world leader in sustainability education, research and practice. We're on our way! We recently achieved the pinnacle in recognition for sustainable construction and design with a new building that is among the world's "greenest" (see page 29).

So this is where RIT plans to go. What will it take to get there? What have I left out? I can always use your feedback. Feel free to send ideas and suggestions to bill.destler@rit.edu. As you can see, there is little time to catch your breath around this magnificent university.

Bill Destler
President
www.rit.edu/president



President Destler at last year's Imagine RIT: Innovation and Creativity Festival. (Photo by Max Schulte '97)

P.S. Please accept my invitation to join us from 9 a.m. to 5 p.m. on Saturday, May 1, for the third annual Imagine RIT: Innovation and Creativity Festival. The festival drew more than 25,000 visitors last year. It is a spectacle you need to experience to fully appreciate the RIT of today. The free festival will feature hundreds of exhibits and activities showcasing the best of technology, art, science and more from our students, faculty and staff. I'll see you May 1, rain or shine.



37 Fathers, daughters and tigers enjoyed a new tradition. (Photo by Ken Huth '88)



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Cover

Performing in the January 2010 production of 'Little Women' are, from left, second-year student Morgan Breese of Jacksonville, Ill; first-year student Jayne Spaeth of Sacramento, Calif., and (in green) fourth-year student Beth Applebaum of Trenton, N.J. (Photo by A. Sue Weisler '93)



6 The new Campus Center has opened in the space formerly occupied by the Woodward Swimming Pool. The three-story facility features a dramatic entrance off the Quarter Mile across from Clark Gym.

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Quarter system gives way to semesters

Beginning in fall of 2013, RIT will convert from its traditional quarter system to a semester-based calendar, President Bill Destler announced on Feb. 10.

During this transition, it will be RIT's top priority to protect all students from any harm during the change from quarters to semesters, Destler pledged. Students will not lose progress toward earning their degree, nor incur any financial burden associated with the change, he stated.

Destler cites the diminishing number of colleges and universities operating under a quarter-based academic calendar as one reason for the change. Two decades ago, 25 percent of higher education institutions in the United States used the quarter system. However, it is estimated that number will decline below 10 percent in 2012. All colleges in the Rochester area are on semester calendars.

"RIT is in an increasingly isolated position that clearly complicates our interactions with other institutions in such areas as credit transfer, student exchange and study-abroad opportunities," says Destler.

The semester system will be based on a flexible "5x3" model, meaning most students will take five 3-credit courses per semester. Currently, students typically take four 4-credit courses during each of the fall, winter and spring quarters. In the new system, fall semester will get underway in late August, allowing for an extended holiday break from late December through much of January. Spring semester will conclude in late May, as it does under the current calendar.

Following are answers to some of the most frequently raised questions about the decision.

Question: Why is RIT changing its calendar system?

Answer: The RIT community has been discussing a possible calendar change over the last two years. These discussions have involved students, faculty and staff and have included many open forums and different

proposed calendar options including alternative quarter calendars.

As a result of these discussions, a number of reasons have surfaced for making the change. Of these, the most important by far are those that have the potential to positively impact the quality of the educational experience that our students receive. These include:

- Semester calendars are currently in use at almost all other colleges and universities, and the adoption of a semester calendar at RIT will greatly facilitate our interactions with other institutions in such areas as credit transfer, student exchange, and study abroad opportunities for students.

- There is a potential for improved student retention and graduation rates. Because semesters are five weeks longer than quarters, entering freshmen will have a longer period to adjust to college before final exams. In addition, all students will have greater opportunities to recover from illnesses and other interruptions in their studies. Finally, the elimination of the winter quarter disrupted by the holiday break should help students because the rate of course failures is the highest during this period.

- The proposed calendar will allow for the offering of an optional January "mini-semester" for students who want to shorten their time to degree, earn some extra money, or work intensively on student projects.

- A semester calendar will allow the scheduling of winter and spring breaks at times similar to those adopted by other institutions. Our students would then have a better chance to see old friends and to participate in cross-institutional education and public service programs that are increasingly offered during these break periods.



President Destler announced in February that RIT will begin using a semester-based calendar beginning in 2013.

Question: Won't a change to the semester system result in a loss in the academic rigor?

Answer: The total instructional/lab hours taken by a typical student per week and per year will remain the same and the content of our degree programs will remain essentially the same. Most of the colleges and universities thought to be especially rigorous in their academic programs are on the semester system.

Question: What about the co-op program?

Answer: RIT remains committed to co-op experiences as a key feature of our students' education. RIT has already been contacted by co-op employers who are pleased with the change because almost all other co-op schools are now on semester systems. Overall, the co-op experience will not change.

Question: What will happen to students enrolled at the time of the change?

Answer: Student input will be solicited at all stages of the process to ensure that no student is harmed as a result of the transition. During the year prior to the change, students will be advised as to how their work under the quarter system will be matched to work under the semester system.

To learn more about the change, go to www.rit.edu/president. Feedback on RIT's conversion to semesters may be sent to President Destler at destler@rit.edu.

Conference covers technology and future of reading

The past decade has brought texting, tweeting, e-readers, Google Books and digital libraries into a parallel universe with the millennia-old printed media. What will survive?

"Reading is a cornerstone of modern civilization but is currently in technological turmoil," says Charles Bigelow, Melbert B. Cary Jr. Distinguished Professor at RIT's School of Print Media. "Changes in the technical forms and social aspects of reading will soon affect many of our most treasured social institutions including education, publishing, politics and commerce."

Those changes are the focus of RIT's Future of Reading, a three-day event taking place June 9-12 across the campus. Keynote speakers are Margaret Atwood, award-winning author of more than 40 books, and *Wired* editor-in-chief Chris Anderson.

The event is co-sponsored by the School of Print Media and Cary Graphic Arts Press, and will feature presentations by experts in writing systems, content creation, vision and cognition, typography, visual media and display technology.

"The aim of the conference is to foresee where new modes of reading will take us," says David Pankow, curator of RIT's Cary Graphic Arts Collection. "Will technology and new media spell the end of traditional reading?"

The Future of Reading conference will offer point-counterpoint discussions focusing on three central themes: Reading and Writing, Media and Technology, and Science and the Art of Literacy. Notable guest speakers include Johanna Drucker of UCLA Information Studies, Amit Ray of RIT Literary and Cultural Studies, N. Katherine Hayles '66 of Duke University, Denis Pelli of New York University, Kris Holmes of Bigelow & Holmes typography, and author and linguist Robert Bringhurst.

The event is expected to attract 500 national and international participants in the fields of publishing, graphic design and typography, digital humanities, library science and media technology.

Marcia Morphy

For more information visit <http://futureofreading.cias.rit.edu/> or contact Amelia Hugill-Fontanel, assistant curator, Cary Graphic Arts Collection, at 585 475-4213 or ahfwml@rit.edu.

Baja is back!



The 2010 Baja SAE Rochester Wet World Challenge motors its way back to RIT June 10-12 for one of the biggest Baja car competitions of the season. The international design challenge, run by the Society of Automotive Engineers (SAE), rallies engineering and engineering technology students from colleges and universities all over the world. The event is open to the public with the set up and static events taking place June 10 and 11 at the Gordon Field House on campus. The dynamic events, including the endurance components, take place June 12 and 13 at Hogback Hill MX, in Palmyra, N. Y. More information is online at: www.rit.edu/cast/mmetps/bajasae/index.html

Online graphic design archive launched

A "Who's Who" of 20th century graphic designers featuring designer archives that have been assembled at RIT is now available on the Internet.

Administrated by Cary Graphic Arts Collection in RIT's Wallace Center, the online portal documents an important repository of primary resource material in graphic design.

Creation of the Web portal was facilitated by numerous RIT faculty and staff. They include Vignelli Distinguished Professor Roger Remington and Associate Professor Bruce Meader, faculty members at RIT's School of Design in the College of Imaging Arts and Sciences; Chandra McKenzie, associate provost and RIT Libraries director; and Kari Horowicz, library liaison for the College of Imaging Arts and Sciences.

Also involved with the project was David Pankow, curator of RIT's Cary Graphic Arts Collection.

"The Cary Graphic Design Archive is a collection of important archives of designers, not all of whom were born in the United States but who have spent major portions of their careers working here," he explains. "Collections started to be deposited at RIT in 1984 through the vision of Roger Remington, beginning with a very important archive of Lester Beall, a significant designer in the 1950s and 1960s."

The Web site includes a timeline, historical information about modern design movements, biographies of designers represented and sample images of their work.

"We hope to announce to the world our great and wonderful resources through this Web site," says Pankow. "It will show other

designers out there that we are serious about caring for these materials, promoting and taking care of them and making them available to scholars and students."

Marcia Morphy

To access the Cary Graphic Design Archive, go to <http://library.rit.edu/gda/>.



"Running Water" (1937)
by Lester Beall



A steady stream of students, staff and faculty patronize RIT's new Ctrl Alt Deli, in the Golisano College of Computing and Information Sciences.

'Nerdiest' eatery opens on campus

RIT's new Ctrl Alt Deli (pronounced "Control Alt Deli") has a name that any computer geek could love – and, fortunately, RIT has no shortage of them.

The deli's moniker pays tribute to the so-called "three finger salute" (the personal-computer keyboard combination – Control+Alt+Delete – used to reboot a computer).

It has been described as "the nerdiest deli" in America. Not many menus begin this way: C:\>dir Design_Your_Own_Sandwich

The eatery – featuring "Mega Byte" and "Half Byte" sandwiches – is located in the atrium of the B. Thomas Golisano College of Computing and Information Sciences. That means the 2,363 students majoring in computer science, information technology, interactive games and media, networking, systems administration, and software engineering help ensure a steady flow of customers.

Michael Chin, a first-year computer science major from the Bronx, N.Y., came up with the award-winning name.

"I thought, how can I infuse something about computers that is easily recognizable and that everyone would know, and include something about the deli with it? Then I glanced at my keyboard, and the rest was history," Chin recounts.

An announcement about the deli, "tweeted," fittingly enough, on Twitter, drew instant response.

"This might be the nerdiest deli in the United States," mused Kayla Zerby '05 (professional and technical communication), tweeting from Newport Beach, Calif. "Yeah, I want mayo. No, wait. Ctrl+Z. Mustard."

"At first, I thought, 'You've got to be kidding,'" adds Zerby, who recently relocated to New York City. "But it quickly switched to, 'This is genius! Talk about knowing your customers!'"

Mike Saffran '08

Notebook

B.S. program in Environmental Sustainability launched

RIT's bachelor of science degree program in Environmental Sustainability, Health and Safety reflects the need for organizations to become more sustainable and socially responsible in their activities, products and services.

"The environmental management program, launched in 1991 as the first of its kind in the nation, has evolved from focusing on pollution control, to minimizing material, energy and environmental resource use, and now, by this move, to pursuing environmental sustainability," says John Morelli, chairperson of the Department of Civil Engineering Technology, Environmental Management and Safety.

Four new courses are being developed for the degree, three of which will focus on sustainability and social responsibility, including a new comprehensive capstone course.

Print alumnus gives \$100,000 to Cary Graphic Arts Press

Brooks Bower '74 (printing) has pledged \$100,000 to establish "The Bower Family Publications Fund" to help support RIT's scholarly publishing enterprises -- Cary Graphic Arts Press and its new imprint, RIT Press.

Bower is chairman and chief executive officer of Papercone Corp., an envelope-manufacturing firm in Louisville, Ky. The fund will provide \$50,000 over two years that may be used by RIT Press for its immediate publication needs and the remaining \$50,000 will create a permanent endowment to ensure that "The Bower Family Endowed Publications Fund" will exist at RIT in perpetuity.

Former GM executive heads Green Transportation Center

Matt Fronk, a long-time leader of General Motors' research initiatives in fuel cells, is the new director of RIT's Center for Sustainable Mobility.

Fronk directs research programs in hydrogen fuel technology, fuel cell development, alternative fuels and hybrid vehicle systems. Fronk is also involved in research efforts related to RIT's Golisano Institute for Sustainability.

Fronk spent more than 30 years at General Motors in a wide variety of engineering and leadership positions. Most recently he served as director of GM's Fuel Cell Research Laboratory in Honeoye Falls, N.Y.

In Memoriam

Phillip Batchelor, lecturer in the Department of Manufacturing and Mechanical Engineering/Packaging Science, died Nov. 19, 2009. He came to RIT in 1994 after working at Xerox Corp. as advance development mechanical design engineer and software development manager. . . . Michelle Dermody, lab technician in the biological and medical sciences department in the College of Science for more than 10 years, died Oct. 13, 2009.

. . . Marcia B. Dugan, who worked at NTID from 1980 to 1995 as director of public affairs and as special assistant to the NTID director, died Feb. 7, 2010, after a battle with leukemia. She was 78. . . . Virginia Eisenhart, a long-time supporter of RIT, died Dec. 15, 2009. Mrs. Eisenhart and her husband, Richard (chairman emeritus of the RIT Board of Trustees), were instrumental in establishing the Eisenhart Awards for Outstanding Teaching and the Richard and Virginia Eisenhart Provost's Award for Excellence in Teaching.

They also have been generous supporters of numerous other programs at the university including the Eisenhart Memorial Scholarship. . . . Robert Gilman, professor emeritus in the College of Science, died Feb. 2, 2010. His career at RIT spanned 30 years. He served as head of the chemistry department and was the first recipient of the Eisenhart Award for Distinguished Young Teachers in 1966. He retired from RIT in 1994. . . . Bochiwe Hara-Kaonga, assistant professor in the School of Biological and Medical Sciences, died Jan. 28, 2010. . . . Shirley B. Masseth, an RIT employee for more than 25 years, died Jan. 5, 2010. She worked in the Food Service Department for many years, and at NTID.

Prior to retiring, she worked for the Project Lead the Way program.

Rwandan lake contains potential for catastrophe

A sleeping giant rests at the bottom of Lake Kivu bordering Rwanda and the Republic of Congo. Scientists can't say for sure if it will slumber for another 1,000 years or someday explode without warning.

A dangerous level of carbon dioxide and methane gas haunts the freshwater lake system in a region prone to volcanic and seismic activity. Compounding the precarious situation is the presence of approximately 2 million people, many of them refugees, living along the north end of the lake.

Anthony Vodacek, associate professor at RIT's Chester F. Carlson Center for Imaging Science, worked closely with the Rwandan Ministry of Education to organize a January meeting of international researchers interested in this situation.



Anthony Vodacek

"Rwandan universities suffered greatly in the 1994 genocide and there are few Rwandan scientists performing significant work on the lake or within the rift system," he notes.

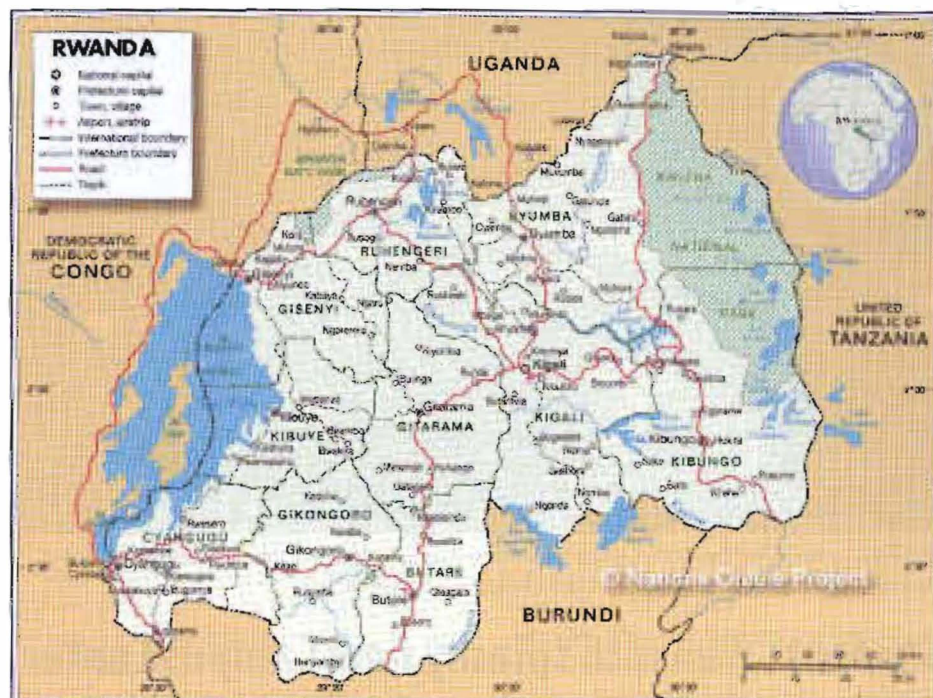
Vodacek is working with Cindy Ebinger, an expert in East African Rift tectonics at the University of Rochester, and Robert Hecky, an expert in limnology – the study of lake systems – at University of Minnesota-Duluth. Core samples Hecky took in the 1970s initially brought the safety of Lake Kivu under question.

"Most scientists are fairly in agreement that the lake is pretty stable; it's not as if its going to come bursting out tomorrow," Vodacek says. "But in such a tectonically and volcanically active area, you can't tell what's going to happen."

One of the problems is that the 1,600-foot-deep lake never breathes. The tropical climate helps stagnate the layers of the lake, which never mix or turn over. In contrast, fluctuating temperatures in colder climates help circulate lake water and prevent gas build up.

Close calls occurred in 2008 when an earthquake occurred near the lake and in 2002 when a volcanic eruption destroyed parts of Goma in the Democratic Republic of Congo, only 11 miles north of Lake Kivu.

Vodacek likens the contained pressure in the lake to a bottle of carbonated soda or champagne. "In the lake, you have the carbon dioxide on the bottom and 300 meters of water on top of that, which is the cap," he says. "That's the pressure that holds it. The gas is



Lake Kivu, on the western border of Rwanda, could pose a threat to millions of people residing nearby.

dissolved in water."

When the cap is removed, bubbles form and rise to the surface. More bubbles form and create a column that drags the water and the gas up to the surface in a chain reaction.

"The question is, and what's really unknown, is how explosive is that?" Vodacek says.

Through his own research, Vodacek plans to simulate the circulation of Lake Kivu. Modeling the circulation patterns above the layers of carbon dioxide and methane will help determine the energy required to disrupt the gas and cause Lake Kivu to explode.

Susan Gawlowicz '95

Numerous milestones accomplished during Michael Morley's tenure

Michael P. Morley '69 (business administration), who led RIT as chair of the Board of Trustees from 2005 to 2009, died Nov. 19, 2009. Mr. Morley, of Pittsford, N.Y., was 66.



Michael P. Morley '69

Mr. Morley spent his career at Eastman Kodak Co., where he climbed the ranks before retiring in 2004 as chief administration officer and executive vice president.

During his time as board chair, RIT completed a successful \$309 million fundraising campaign; developed and implemented a strategic plan to guide the university through 2015; and greatly expanded the campus.

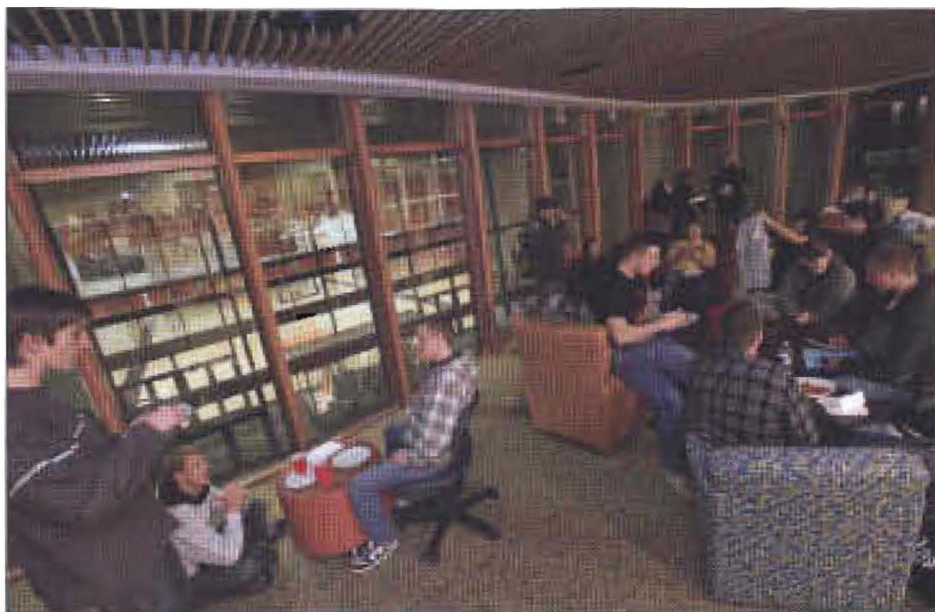
"Mike was a great colleague and friend,"

says Donald Boyce '67 (business administration), the new board chair. "If RIT follows the strategic plan that was developed under Mike Morley's leadership, RIT will not only continue to provide an excellent education for students, but it will also rise even further in stature. Mike will be disappointed if we rest on our laurels."

In a 2009 interview, Mr. Morley credited RIT with providing him "the skills and confidence that have been so important to my success. My time with RIT has been an exciting adventure. RIT continues to grow in size and scope. It is amazing to see how far the university has come in such a short period."

Mr. Morley and his wife, Jean, were married more than 45 years. He is also survived by three grown children and three grandchildren.

Bob Finnerty '07



The lounge on the second floor of the Campus Center features an open gathering area for students with bay windows overlooking RIT's Quarter Mile and a view of the entrance to Clark Gym.

Students dive into splashy new Campus Center

The new Campus Center has opened its doors after nearly three years of planning and construction. It's destined to become the beating heart of the campus community – a space where students can connect, socialize and study.

"From the beginning we knew that we wanted to create an inviting atmosphere that was completely student centered," says Heath Boice-Pardee, associate vice president for student affairs. "This is a gathering place for our students that encourages positive interaction – much like a town square – and connects several aspects of student life together in ways that have never been done before."

The 30,000-plus square-foot area across from Clark Gymnasium, with access from inside the Student Alumni Union, is characterized by a curved window wall, comfortable seating areas and a fountain with an interesting back story.

As visitors enter the Campus Center, they encounter open spaces and winding staircases leading to the building's occupants. The facility's main level is home to the Welcome Center, Student Government, the Leadership Institute and Community Service Center and the RIT Women's Center. It also includes three general-use conference rooms and a large student club resource area that integrates all aspects of club organization, administration and finance. Tenants on the lower level include the Center for Campus Life, *Reporter* magazine, the College Activities Board, Global Union and AALANA (African American, Latino American, and Native

American) Collegiate Association.

The upper floor features a student lounge in the glass bay overlooking the Quarter Mile. It also houses offices for Orientation and the First-Year Enrichment Program, in addition to offices for the Off Campus and Apartment Student Association. The upper level also has two connected multi-purpose rooms for student events and a sizable reading room complete with working fireplace for quiet study.

"The multi-purpose room has been named the Bamboo Room because it has amazing bamboo wood flooring throughout, which gives it an upscale feel," says Boice-Pardee. "It's fun to see the students, faculty and staff embracing this project and making it their own."

Although the \$10 million facility has taken the place of the Woodward Pool area, the pool has not been forgotten. One of the more unusual features inside the Campus Center is

the cascading fountain that was created using concrete seating that once overlooked the swimming pool.

"So many faculty and staff have told me that they have fond memories of sitting on the bleachers and watching their children compete in swim meets or participating in swimming lessons," says Boice-Pardee. "All of those people are elated that the space is being used in a new and different way to serve our university community. In fact, we're brainstorming ways to make that fountain area more than just a beautiful area. For example, money that is being tossed into the fountain will be donated to charity – and we are thinking of fun and wacky ways to draw more attention to this area – perhaps something involving rubber ducks and inner tubes."

Students played an integral role in the creation and functionality of the space and so far, they seem pleased with the outcome.

"At most universities, the student union is the core of campus life and activity," explains Matt Danna, Student Government president. "Previous Student Government administrations saw that this was really lacking in our student union. They advocated for more club space and resources, meeting rooms and new offices related to student life. From the student input came the new Campus Center. What was once Woodward Pool, hosting countless swim meets and events, is now a center for student engagement. With an influx of club membership, new major student organizations, and increasing size of the student body, this construction provided students the foundation they needed for future growth of the institute."

It's evidence that RIT remains dedicated to its primary customers – students.

"Some folks have suggested that the detail and intricate finish work in the Campus Center would have been more appropriate for an administrative building," says Boice-Pardee. "But it's been clear from the beginning that we wanted to give students the top-rate facility that they deserve. And I think we have."

Vienna Carvalho with John Follaco



Students enjoy the Campus Center reading room, which features a working fireplace.



The unique fountain incorporated concrete bleachers that once overlooked the former Woodward Pool.

Faculty Essay

The Auto Bailout: How much did it really cost?

By Thomas D. Hopkins

During the past year, the federal government's Troubled Asset Relief Program (TARP) distributed to the U.S. auto industry more than \$80 billion of taxpayer funds – some \$800 per American taxpaying family. General Motors alone received more than \$50 billion; the rest went to Chrysler and to GMAC, the company that finances these two manufacturers' sales operations. The funding included both loans and equity investments.

As a result, the federal government now is a major stockholder in each of the three firms, owning in particular more than 60 percent of GM.

It is not easy to comprehend the sheer size of such government financial transactions. One way to get some perspective involves relating the \$80 billion cash bailout to the number of vehicles being produced.

Suppose by January 2011 all three firms are back on track, able from then on to make ends meet without further subsidies – but not prosperous enough to pay back the \$80 billion. Suppose, more specifically, that GM regains its 2008 market share of 22 percent while Chrysler (which has been harder hit) achieves a 10 percent market share. In that event, the bailout would have amounted to a per vehicle subsidy of roughly \$12,000 for GM and \$7,500 for Chrysler on every car and light truck they produced during 2009 and 2010.

These amounts per vehicle overstate the subsidy if the firms' recovery proves to

reprivatize the auto industry, restoring private ownership of the three firms. But virtually no one expects that all of the taxpayer funds ever will be repaid. For reprivatization to occur in a way that protects at least a portion of the taxpayers' investment will require a thoughtful exit plan. Unfortunately, no such plan yet exists.

The auto bailout has been a sobering experience whose adverse consequences cannot be corrected easily. Auto producers whose products American consumers find most appealing have been notably missing from the roster of bailout recipients. Our subsidies instead have gone to the poor performers, firms whose past management decisions proved faulty.

As a result, the bailout has created moral hazard problems, inadvertently handicapping the progress of stronger, non-subsidized producers. The problems extend beyond just the auto industry, as favored status for any one company necessarily complicates prospects for non-subsidized rivals.

Consider the case of GMAC, a firm that provides financing services to both GM and Chrysler (supporting transactions with their dealers and customers). GMAC enjoys taxpayer help well beyond the amounts disbursed through TARP. GMAC is subsidized by the Federal Deposit Insurance Corp. (FDIC). The FDIC agreed to guarantee repayment of some \$7.5 billion of GMAC's private indebtedness. Such government guarantees

TARP is not the only source of taxpayer support that has been directed to the auto industry. The "Cash for Clunkers" program provided nearly \$3 billion in rebates to consumers who purchased more fuel-efficient vehicles. However, this substantial taxpayer cost appears to have provided only a modest assist to auto producers, mostly benefiting individuals who were going to purchase vehicles even without the subsidy. One estimate puts at just 18 percent the share of subsidized sales that reasonably can be regarded as attributable to the rebates.

In sum, the auto bailout is a story of the government's directing large amounts of money to particular firms in one manufacturing industry in hopes of averting even greater economic distresses than were encountered during the recession. It is unclear whether the net effects in the long run will be positive and whether the consequences of the "no bailout" alternative would have been worse. These key questions were not asked at the outset, and answers remain elusive.



Thomas D. Hopkins

Thomas D. Hopkins is professor of economics at RIT. He served as dean of RIT's Saunders College of Business from 1998 to 2005.

Hopkins held senior management positions in two White House agencies during the Ford, Carter and Reagan Administrations. His research on business

burdens of government regulation has been sponsored by the Organization for Economic Cooperation & Development (OECD) in Paris and the U.S. Small Business Administration (SBA).

He has testified on regulatory policy issues before committees of the U.S. Senate and House and Canada's House of Commons. He co-authored a 2001 SBA report, "The Impact of Regulatory Costs on Small Firms," as well as National Research Council reports on marine transportation, the Exxon Valdez oil spill, and trucking/rail/barge transportation.

"The bailout has created moral hazard problems, inadvertently handicapping the progress of stronger, non-subsidized producers"

Thomas D. Hopkins, professor of economics

be more robust. But many, including the government's own watchdog agency (the U.S. Government Accountability Office) question whether either GM or Chrysler can survive at all in the long term. World auto production capability exceeds world consumer demand. High quality products and rigorous cost controls are essential for survival, and neither firm has an impressive record on these dimensions.

If the firms do manage to survive, most expect that the government eventually will

are not available to most private firms. Moreover, GMAC operates a taxpayer-assisted bank – Ally Bank – that competes directly with private banks that have no access to government-provided equity.

Such government guarantees do not translate into an immediate call on taxpayer funds, but neither are they without cost. Should default occur, the taxpayer would be hit twice – once as GMAC shareholder with declining equity value, and again as guarantor of GMAC debt.

Greek Memories

Note: The story "Brothers and Sisters" in the Winter 2009-10 issue of *The University Magazine* featured a number of photos from the RIT Archives. Readers responded, providing identifications and additional information. (The article and images can be seen online at www.rit.edu/magazine.)

Several readers called with information about the teeter-totter, a fund-raiser that has been sponsored by a number of organizations over the years. Scott Dingman '89 (photo illustration) of Raleigh, N.C., recalled that it was set up along the Quarter Mile between Clark Gym and the Woodward Swimming Pool by Tau Epsilon Phi (his fraternity) and Alpha Sigma Alpha during his years at RIT. Dingman was able to identify some of the people in the photo. From left are Chris Webber (standing), unknown student, Jim Mount, Tom Schade, unknown, Chris Marks (wearing a hat), Al Savagno, Daphne Demas, unknown, Dingman (turned away), Greg Rense (mustache), Tom Boechia, and two others he could not name.

"Our fraternity raised thousands of dollars for charity," says Dingman, who recently has been reconnecting with his former brothers through Facebook.

I received the latest issue of *The University Magazine* and wanted to tell you how I appreciate your publishing photos from bygone eras.

The photo of the three women doing high kicks was printed in the *Technilla* '52 yearbook. The caption reads "One! Two! Three! Up we go as Kappa Sig and Phi Up kick off the classroom dust at the annual Loafers Leap in the Powers Hotel." The ladies are, from left, Carole Pfeiffer, Nan Hart and Laura Thompson. The legs belong to, from left, Mary Ingersoll, Sally Scott and Doty Kenyon, all '54 (retail management)



except Doty, who was '53 (retail management). All were members of Phi Upsilon Phi, sister sorority to Kappa Sig.

The fellows in the "Who will be Cinderella?" photo, also from the '52 *Technilla*, are, from left, Joe Cornacchia '52 (printing), Joe McKenna '52 (printing), and an unknown person, all members of Kappa Sigma Kappa.

The photo of a group of men holding hearts was printed in *Technilla* '51 and captioned "Pledges warble sweetheart advertising," promoting the annual Sweetheart Ball sponsored by Kappa Sigma Kappa.

Lastly, not in the "Brothers and Sisters" article, but on page 34, an item in the Planned Giving spread about the Muntz sisters needs correcting. It is not "Irma" Muntz

but "Irene." She, her two sisters, brother and mother were my summer neighbors on Conesus Lake for many years. Irene was the consumer adviser for many years at Rochester Gas & Electric. You might say she was the Martha Stewart of RG&E, teaching cooking classes and experimenting with and creating recipes for customers.

The early '50s were full of social events and being a much smaller institute back then, we knew almost all our fellow classmates. It was also a very serious time, educationally, as you can see from our manner of dress and demeanor. I would hope the present-day students realize what a special education they are receiving at this very prestigious school. Kay Conlon '52 (photography) Avon, N.Y.

I especially enjoyed the winter 2009-10 edition of *The University Magazine*. The "Brothers and sisters" article contained pictures most familiar to me but I couldn't identify any of the students. I was president of Gamma Phi Fraternity (then a local frat) who, along with their sister sorority, Alpha Psi, conducted the single largest social event at RIT (excluding spring weekend). Harvest Moon Ball featured big-name bands and



vocalists.
Jesse Maffuid '55 (mechanical engineering)
Cambridge, Md.

I just received the winter issue and can identify some of the pictures from the archives. In the Cinderella photo, the middle person is Robert Spinney (aka "Archie") and this was a social of Kappa Sigma Kappa fraternity in 1950 or 1951. The men holding hearts are Kappa Sigma Kappa pledges before the Sweetheart Ball in February 1951.

I was the editor of *SPRINT* and first editor of the *RIT Reporter*. RIT was a great basis for future study: B.S. 1953 in graphic arts management from University of Houston, master's in theology and pastoral counseling 1960 from Virginia Theological Seminary, and M.S. 1981 in adult learning and development from N.C. A.&T. State University. I continue to learn from life and work and hope to visit the campus before I die. Some contrast from



downtown Rochester 1950-52!
Nelson Hodgkins '52 (publishing and printing)
Pilot Mountain, N.C.

The photo labeled as "From *Technila* 1983, members of the Phi Epsilon Kappa make fun of winter" is mislabeled. I was the photo editor of that year's *Technila* and I took that photo out at Mendon Ponds Park. They are my sorority sisters from Alpha Xi Delta.
Debra L. Rothenberg '84 (photo illustration)
New York City

Greek Games

My friend Alicia DeBusk posted a message on my Facebook page saying that she had a surprise for me. Through my mind I was thinking my birthday is not until August and it was too soon to celebrate the holidays, so I met with her in person. She handed me *The University Magazine* and told me go to the end. I remembered Matthew Bezaire was telling me the same thing earlier.

My jaw dropped and a sweet memory rushed through my mind. I was thrilled to come across this picture. Alpha Sigma

Theta sorority and Sigma Nu fraternity were partnered in a competition for the RIT Greek Weekend in 2003. We were racing against time doing various obstacles and at one point of the game we formed a human pyramid faster than the other teams. Through wonderful teamwork and quick strategy, we celebrated our success.

I immediately sent out the link to the article to other people in the photo through Facebook. The people in the picture were Dmitri Gadaev, Christopher Samp, Jeff Pratt, Eric Shuping, Arthur Pinkhasov, Jason Ricci, Alan Fagin, Jessica Freeman, Lindsey Buchko and Silvia Lopez.

I look at this picture thinking how fortunate I was being a Greek member, which has made a huge impact with my education at RIT. Yeah, go Greek!

Christopher Samp '06, '08 (science, technology and public policy)
Rochester Hills, Mich.

Letters can be sent to *The University Magazine*, University News Services, Rochester Institute of Technology, 132 Lomb Memorial Drive - Bldg. 86, Rochester, NY 14623. E-mail can be sent to umagwww@rit.edu.

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www.rit.edu/summer

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About Students

'Pink Rink' event raises \$21,248 to fight cancer

RIT hockey players and fans traded orange apparel for pink on Jan. 30 and in the process raised \$21,248 to fight cancer. Zeta Tau Alpha sorority teamed up with the RIT men's and women's hockey teams for the event. An auction of team members' pink Tiger jerseys raised \$9,248 for Rochester General Hospital's Lipson Cancer Center. Zeta Tau Alpha also raised more than \$12,000 from T-shirt sales. Those sales benefited the Susan G. Komen Cancer Foundation.

"Being a part of 'Make The Rink Pink' was such a fun and exciting experience," says Amy Perazzo, president of Zeta Tau Alpha. "We were so happy with the turnout and pumped to see everybody decked out in pink!"

The fundraiser, drawing more than 3,000 fans for both games, also served as an example of the partnership between RIT and Rochester General Health System. The institutions created a strategic alliance in 2008.

Racquetball 'team' has one member

RIT/NTID freshman Kyle Gahagan loves racquetball so much he's representing RIT at several collegiate racquetball tournaments—even though he's the only one on his team.

Gahagan, a biomedical science major from Parkton, Md., registers for the tournaments, pays for his hotel and meals and drives back and forth to competitions in New Jersey, Pennsylvania and Albany. He'll do this until the racquetball season ends in May. Gahagan



Fans in RIT's Corner Crew donned pink T-shirts during Men's and Women's Hockey games on Jan. 30, helping to raise more than \$21,000 for the fight against cancer. (Photo by Oylan Heuer)

won most of his matches in conferences in the fall, and made it to the quarterfinals in one tournament. It may seem that racquetball is always foremost on his mind – and it usually is – but Gahagan insists school and homework are a greater priority. "All I do is study and play racquetball," he says.

Student creates homework help Web site

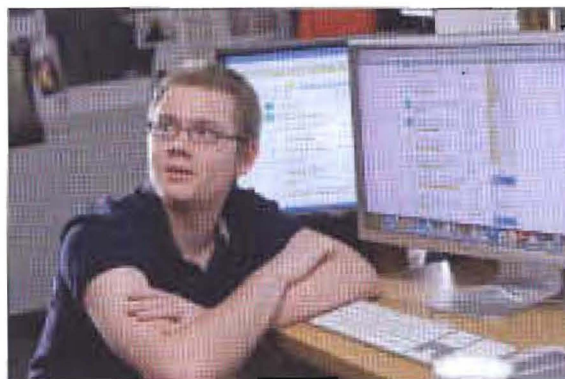
Tutorii.com, a free Web site developed by second-year RIT software engineering student Eric Koslow, provides assistance with complex high school and college-level work. Koslow stresses that Tutorii is not a site that users should expect to visit, find an easy solution and move on. Instead, Tutorii

is designed to help users understand the nature of the problem so they can determine an answer and learn the process behind it.

"I really hope that Tutorii can grow and develop," says Koslow. "It's only going to be as good as the number of people who use it."



Kyle Gahagan: sole member of the racquetball team

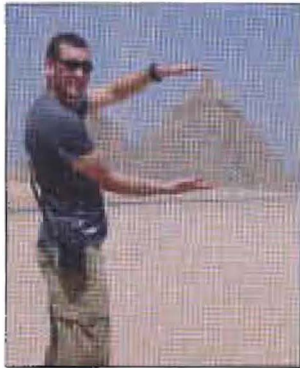


Eric Koslow: started Tutorii.com to help students with school work

Top prize for student researcher

Dwight Cooke, a graduate student in the Kate Gleason College of Engineering, won the top award in the graduate research paper category at the American Indian Science and Engineering Society Conference held recently in Portland, Ore.

Cooke's paper, "Modeling the Intrusion of a Gas Diffusion Layer into Flow Channels of a Proton Exchange Membrane Fuel Cell," details how the gas diffusion layer material deforms while it is compressed in an operating fuel cell, he explains.



Nicholas Seaver in Egypt.

Game for visually impaired child wins student design award

RIT students designed and built an interactive game for a visually impaired 9-year-old that won first place in the 2009 Institute of Electrical and Electronics Engineers Student Design Awards contest.

The team was awarded \$5,000 for the hand-held device. Students incorporated an LCD display, tactile feedback motors, stereo speakers and a simple user interface to build a model that was both fun and focused on a 9-year-old's sensory development.

A local physician contacted RIT to design and build the game, says Jesse Muszynski, a sixth-year electrical engineering student and member of the RIT IEEE student chapter.

Air Force ROTC cadets participate in cultural skills program

Two Air Force ROTC students from RIT participated in the Cultural and Language Immersion Professional Development Program offered by the U.S. Air Force.

Nicholas Seaver spent several weeks in Egypt and Orion Kellogg traveled to the Czech Republic. The program focused on

learning the languages and developing cross-cultural skills.

"This was the best trip of my life so far," says Seaver, a fourth-year international studies major.

"Not only did I make huge strides in my Arabic language abilities, but I also had experiences that I never dreamed I would have."

Students present green vehicle research in Malaysia

Two undergraduates from the College of Applied Science and Technology presented their green vehicle design paper at the 2009 Small Engine Technology Conference in November in Penang, Malaysia.

Their paper was one of only 10 international student papers and only two from the United States accepted at the international event.

Anson Wong and Sakhawat Hossain presented "Inspiring a College Campus to Design, Create and Build Green Small Engine Vehicles" at the conference sponsored by the Society of Automotive Engineers and Japan Society of Automotive Engineers.

The students' paper is about the RIT teams that built alternative energy vehicles for the Green Vehicle Challenge event, part of the 2009 Imagine RIT: Innovation and Creativity Festival held last May.

Burdick earns Empire 8 Runner of the Year

Senior Jared Burdick from Manlius, N.Y., was named Empire 8 Runner of the Year after finishing first in the Empire 8 Men's Cross Country Championship. Throughout the 2009 season, Burdick proved to be a top competitor in the Empire 8, finishing in the top-six five different times. He recorded a season-best time of 24:44 at the Genesee Invitational on Oct. 3.

In addition, he was named Empire 8 Runner of the Week five times, RIT Male Athlete of the Week two times, and RACA Male Athlete of the Week for the week ending Oct. 18.

Frisicano earns 2009 NSCAA East Region third team honors

Junior defender Sarah Friscano of the RIT women's soccer team was named to the 2009 National Soccer Coaches Association of America (NSCAA) East Region third team. Friscano becomes the first Tiger since Carol Rivers in 2001 to receive this prestigious honor. Friscano, who also earned 2009 All-Empire 8 first team honors, has started every game since her freshman year in 2007. She also was an All-Empire 8 honorable mention selection in 2008.

Dietz earns CoSIDA/ESPN The Magazine Academic All-District honors

Junior midfielder and co-captain Bret Dietz of the RIT men's soccer team was named to the 2009 CoSIDA/ESPN The Magazine Academic All-District I Men's Soccer Team. Selections are made based on a combination of academic and athletic excellence. Dietz, a civil engineering technology major from Harrisburg, Pa., was a first team all-district selection with a 3.84 GPA. He was a second team all-district selection in 2008.

Project wins prize from American Packaging

A packaging redesign for Chex Mix created by a team of students won first place in a challenge sponsored by the American Packaging Corp. Valerie Nadeau and Jessica Pirrello, both packaging science graduate students, joined Elizabeth Francis, a visual media undergrad, and Andrew Maruska and Jessica Billow, both graphic design majors, to develop the winning Chex Mix design. Each received \$200 from American Packaging Co.

Projects were judged on creative graphic design, packaging innovation, sustainability, shelf presence and space utilization, along with solutions for minimizing handling through distribution and costs to produce the product.

American Packaging and General Mills representatives will review taped presentations by the students to determine how some of their ideas might be incorporated into consumer products.

IMAGINE RIT

INNOVATION + CREATIVITY FESTIVAL

FREE! 10 A.M. TO 5 P.M., SATURDAY, MAY 1, RIT CAMPUS

Innovation key to American success

The Imagine RIT: Innovation and Creativity Festival is designed to show what can be accomplished when smart, talented people with diverse strengths work together to solve complex societal problems.

The festival, which takes place from 10 a.m. until 5 p.m. Saturday, May 1 on the RIT campus, is free and open to the public. Visitors will experience hundreds of interactive exhibits and live performances that are suitable for people of all ages.

"We feel it's important that today's young people embrace innovation and creativity," says RIT President Bill Destler. "Their desire to be different is an innate American characteristic. It is our hope that the Imagine RIT: Innovation and Creativity Festival will inspire them to channel that passion in constructive ways that will benefit society."



RIT President Bill Destler



Where else can you touch an idea? Join us at the Imagine RIT: Innovation and Creativity Festival on May 1. Hundreds of examples of RIT student, faculty and staff innovation and creativity will be on display. Check out cutting-edge technology, groundbreaking research and world-class artistry. Plus, enjoy interactive exhibits, demonstrations and live performances. It's all free and open to the public, rain or shine.



Imagine RIT has something for everyone. Exhibits range from sophisticated, to old-fashioned festival fare. Learn about medical informatics and then climb a rock wall. Watch your child operate a robot, then delve into finger painting. Experience a day of learning, entertainment and fun.



RIT

Where: RIT campus, Jefferson Road

When: 10 a.m. to 5 p.m., Saturday, May 1

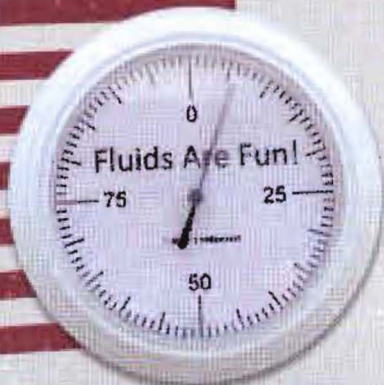
Admission: Free

Parking: Available on RIT's campus on a first come first serve basis. Parking is also available at MCC with a free shuttle service to RIT.

What you'll see: Hundreds of interactive presentations, exhibitions, hands-on demonstrations, research projects and live performances.

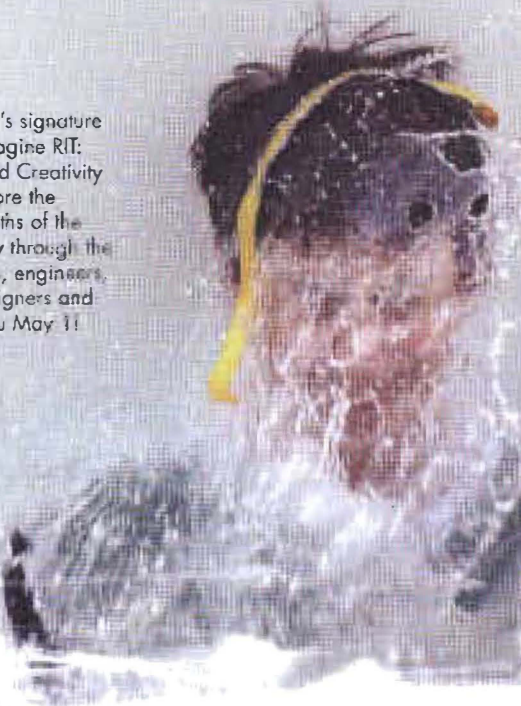
Plan your day: Build an itinerary of your favorite exhibits and check out the entire festival program by visiting www.rit.edu/imagine.

A DAY OF FREE FUN FOR EVERYONE!



It's Back!

Don't miss RIT's signature event: The Imagine RIT: Innovation and Creativity Festival! Explore the diverse strengths of the RIT community through the work of artists, engineers, scientists, designers and more. See you May 11!



Enjoy live performances throughout the day. A wide variety of musical performances, plays, poetry readings and other shows will take place on stages across campus.



Witness a concrete canoe float. RIT's concrete canoe team will have its vessel on display. Also, be sure to check out our student designed and constructed Formula race car.



Learn about the technology that helps create award-winning films. Go inside RIT's world-class film and animation studios and witness how the magic happens.



WHAT WILL WE THINK OF NEXT?



Alexander Rosenberg (shaping glass piece), artist in residence, works with graduate student Steve Tippin (kneeling) in the SAC glass facility. In back is Professor Robin Cass.

Hand-crafting the **future**

School for American Crafts moves into state-of-the-art studios

ON THE 25TH ANNIVERSARY OF THE SCHOOL FOR AMERICAN CRAFTSMEN, founder Aileen Webb offered the following advice:

“The one thing we can’t do is become content with ourselves. We can’t be static. We must move and change with the world. The older people may dislike what the younger people are doing, but that’s too bad. It’s part of life. Move in the vanguard of what the world is pushing you toward. If you do that, I think the school and the graduates of the school will be a tremendous force throughout this country . . .”

Today, as the School for American Crafts celebrates its 60th anniversary, the school’s reputation for quality programs and faculty, combined with the caliber of its students and alumni, make it a force among the top craft schools in the country.

Originally established at Dartmouth in 1943, the school moved to Alfred University. In 1950, RIT President Mark Ellingson persuaded Mrs. Vanderbilt Webb to bring the school to RIT.

In the current academic year, the school marks another milestone with the opening of a new, state-of-the-art facility. RIT Trustee Richard Sands, chairman of the board of Constellation Brands Inc., and members of his family donated \$2 million toward the renovations. Now called the Sands Family Studios, the 14,000-square-foot area includes expanded studio spaces inside the James E. Booth Building and an addition on the building’s west side. The new facilities include 16 kilns, two glass-blowing furnaces and a work-yard area that students can use for iron pours, welding and raku firing.

“Over the years, I have honed my own skills as a wood craftsman,” says Richard Sands. “My family and I are very proud to support the new studios that aim to guide students to discover the intricacies and joy of creating with their hands.”

The school offers graduate and undergraduate study in metals and jewelry design, ceramics and ceramic sculpture, glass and glass sculpture, and woodworking and furniture design.

“I’ve taught around the world and have seen some stellar facilities, particularly in Japan and Australia,” says Michael Rogers, professor of glass at RIT. “Our facility is now truly of international standards. The school

has always been distinguished and historically significant. And now the contemporary facilities match the reputation of our programs.”

RIT has a longstanding reputation for its fine arts offerings, including the crafts programs. *U.S. News & World Report’s* 2009 edition of *America’s Best Graduate Schools* ranked RIT near the top in numerous fine arts categories. The glass art program was rated second in the nation.

Some of the school’s faculty forerunners including Frans Wildenhain (ceramics), Hans Christensen (metals), Albert Paley (metals), Wendell Castle (wood), and Bill Keyser (wood) shaped the school’s curriculum in the early years.

Richard Hirsch ’71 (MFA), ceramics professor, was one of the last students to study



Richard Hirsch ’71

with Wildenhain.

“After I graduated from RIT, I taught at Boston University until 1987. RIT Dean Robert Johnson asked me to come back to teach continued on the next page



Professor Richard Hirsch, center, leads a ceramics critique. Michael Rogers, professor of glass, is at right.

"When I came to RIT, I found my passion working with metals. There is a lot of humanism in my sculpture. I'm taking my own emotional outlook on my life and transferring that into my art."

Ben Wilson, fourth-year metals student

continued from previous page

and fill Wildenhain's role. This was a great honor for me."

Hirsch says the programs have evolved to reflect changes in the mediums.

"In 1971, the ceramics students were either making pottery or vessels. Today there is a huge spectrum of work from functional pottery to vessels to figurative sculpture to installations. And there is a new interest in mixed media throughout the school. With the new facility we are able to accommodate more interaction and collaboration among artists."

Ben Wilson, a fourth-year metals student and native of Watertown, Conn., spends a lot of time in the new forge area working on his sculptures. He credits his metals professors, Juan-Carlos Caballero-Perez '94, '01 (metalcrafts and jewelry, MFA) and Len Urso, for his success at RIT. Last year, Wilson won a \$15,000 scholarship from an endowment established at RIT by Tiffany & Co. Foundation.

"It's gratifying to be recognized for my work," says Wilson. "When I came to RIT, I found my passion working with metals."



Gail Fredell '80 now makes her home in Asheville, N.C., where she maintains her furniture studio business.

There is a lot of humanism in my sculpture. I'm taking my own emotional outlook on my life and transferring that into my art."

Wilson, who transferred to RIT from the University of New Hampshire as a biology major, aspires to run his own studio someday.

"It probably would be easier for me to find a job in the medical field as a physician assistant than a job in the arts. I know I will have to work hard. I know I will have to be really hungry to start my own studio."

It's that hunger that has led to accolades for Gail Fredell '80 (MFA). Fredell and one of her classmates, Wendy Maruyama, were the first two women in the country to earn MFAs in woodworking.

"It's not that women weren't already making furniture and taking classes, it's just that Wendy and I happened to be at RIT at the right time when the university started giving master of fine arts degrees in woodworking," says Fredell.

Fredell attended U.C. Berkeley for architecture as an undergraduate. Before coming to RIT, she worked in residential remodel design and construction, becoming a licensed general contractor along the way.

"I always encourage undergraduate students to work in their field of interest during summer breaks and following graduation and to learn from the mistakes and wisdom of seasoned makers. If, after that, they still think this is the career for them, then graduate school can be very beneficial to furthering one's knowledge, skills and aesthetic voice. I have boundless gratitude for the graduate study opportunity I had at RIT. I was very fortunate."

Fredell's career has included teaching at the California College of Arts and Rhode Island School of Design and at workshop programs nationwide. She was director of



Ben Wilson works in the forge area in the new Sands Family Studios.

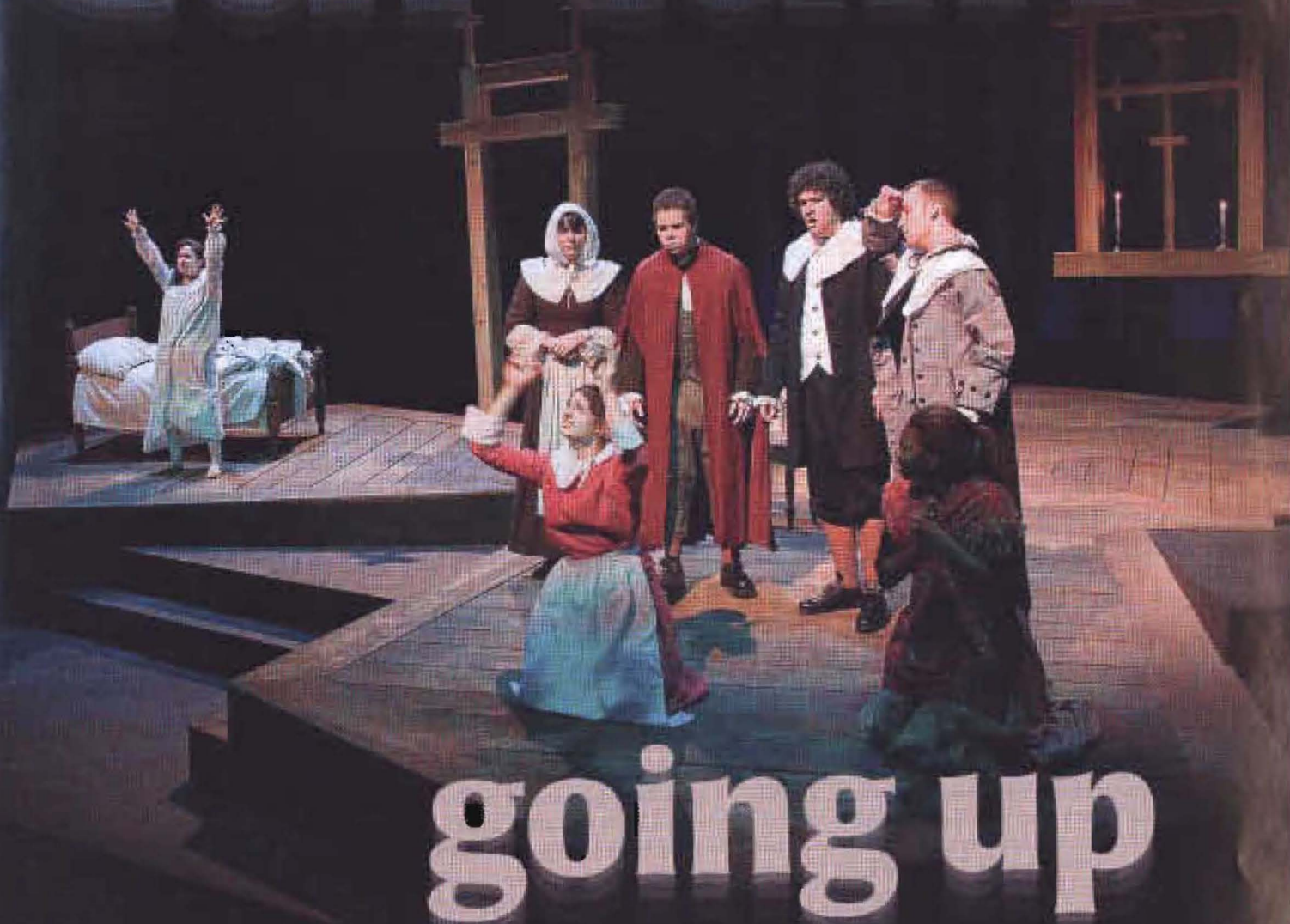
the furniture program at Anderson Ranch Arts Center in Snowmass Village, Colo., from 1993 through 2001. She now lives in Asheville, N.C., and maintains her furniture studio business and works as director of programs and development for the Furniture Society.

Her work is in the permanent collections of the San Francisco Museum of Modern Art and the Oakland Museum. Fredell's major commissions have included benches for the AIDS Memorial Grove in Golden Gate Park and 110 chairs and an altar for Stanford University Memorial Chapel.

"Furniture making can be a difficult career path," she says, "but the challenges are matched by the ever-present opportunities for personal growth, artistic expression and membership in a great community of generous and creative people."

Kelly Downs

Curtain



going up

Performing arts at NTID provide extraordinary experiences for students and audiences

For 40 years, the National Technical Institute for the Deaf has literally set the stage for thousands of students to participate in theater arts.

Dance productions, original plays, poetry, musicals and Shakespeare are all performed in front of appreciative and entertained audiences. The words on stage are spoken in sign language at the same time another actor – often in the background – voices what is being signed, so hearing audience members as well as those knowing sign language can follow along.

This production of Arthur Miller's 'The Crucible' was staged in February 2006.

"NTID is one of a handful of places in the entire world that produce this form of theater," says Jim Orr, the theater's community relations and production manager and an integral member of NTID's Theater Department since 1984. "I think we're one of the best kept secrets around, but we do want everyone to know about us."

NTID offers students a comprehensive choice of theater courses, design, history, dance and movement. A shop behind the Robert F. Panara Theatre is where you'll find students busy cutting, sawing, nailing and painting wood as they earn college credits while building sets for the productions.

"On an annual basis, we serve an average of more than 500 NTID students who take a class or are involved in a show either on stage or backstage," Orr says. "These are credit-bearing classes."

Some of the students take the courses to complete a certificate program. Others take them as electives, and some students transfer their credits to the School of Film and Animation in RIT's College of Imaging Arts and Sciences.

The theater is open to the entire RIT family – whether deaf or hearing – as well as the greater Rochester community and interns from colleges across the country. But there is a strong following for the shows at NTID among deaf audience members because sign language is used.

"We level a lot of playing fields," Orr says. "Having a show where they plunk an interpreter on the side of the stage or a show where they have a little captioning box makes it accessible, but it's not direct accessibility. It's not a deaf person's language or experience. Doing what we do, with signing actors, expert translation with simultaneous voicing by other actors in the background is a huge door opener. To me, theater is a deep-seated universal experience. The first people on earth were communicating through storytelling. To have this as a human experience, this deep connection, we can open up that door for our deaf students. It's a tremendous experience."

Most stage productions rely on backstage crew members to communicate through headsets. At NTID, cueing systems are done on video. The crew on each side of the stage, in the production booth and the stage manager – who is responsible to give cues for lights, sound, set and costume changes and actor entrances – can all be deaf and communicate with each other.

The theater also allows deaf audiences to share experiences from popular culture, such as jokes about current events.

"This way, everyone is on par with modern

culture," Orr says. "But beyond that, it's the whole sense of, 'I can do this. Not only can I do this, I can excel at this.' Many of our students have always wanted to be an actor or dancer but have never had either the encouragement or the confidence to give it a shot. Once they're here and find out they can do something beautifully and people applaud, that's an enormous impact for their self-esteem."

The Early Years

NTID Theater's origins go back to 1967, a year before the first NTID students set foot on campus. That is when NTID Founding Director D. Robert Frisina asked for funding to build the Lyndon Baines Johnson Building for NTID, including plans for a full theater as opposed to an auditorium. Frisina wanted the theater designed to bring deaf and hearing people together with productions intended to enhance literature classes while providing self-confidence to students.

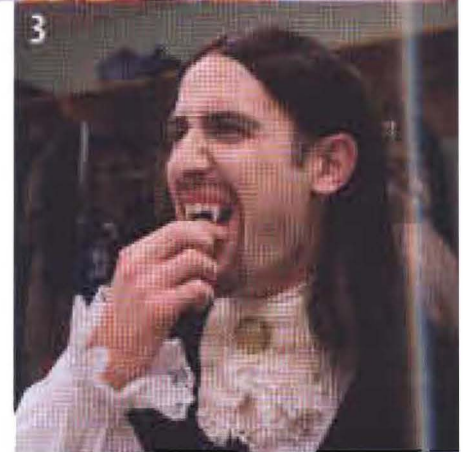
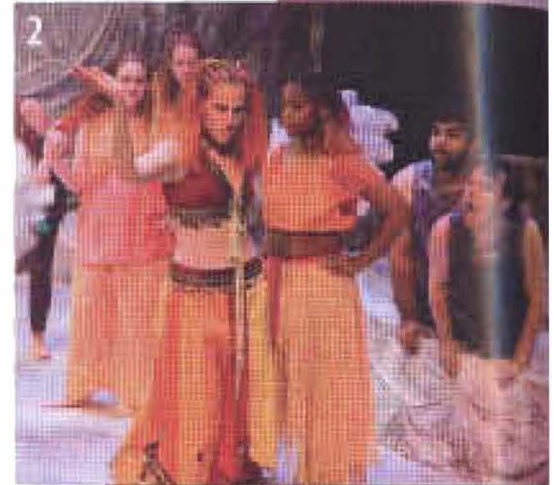
The first person Frisina hired for NTID's faculty was Robert F. Panara, an educator who had helped start the National Theatre of the Deaf. At NTID, Panara established the NTID English Department and organized the NTID Drama Club. NTID's Performing Arts program began as an extracurricular activity, but evolved into an academic program of merit, according to *From Dream to Reality*, a history of NTID written by NTID Professor Harry Lang.

Panara, who turns 90 in July, recalls about 200 students participating in the earliest years of NTID Theater. It began after a nationally known deaf actor, Bernard Bragg, paid a visit to campus.

"The opportunity to 'break a leg' happened in the fall of 1969 when we invited my old friend, Bernard Bragg, of the National Theatre of the Deaf to do a presentation for our students," Panara says. "Naturally I grabbed the chance to also have Bragg lead a workshop on dramatics and on the side, do an interview with me in RIT's newly established TV studio. The workshop proved so popular that we decided to have some students take part in Bragg's performance the next evening in Ingle Auditorium. Bragg used up the first half to show his artistry in mime and dramatic monologues and our students went on stage the second half to rise and shine with improvised skits and pantomimes."

The popularity of those shows led to a discussion about forming a drama club the next quarter.

"That was realized one windy, freezing night in January 1969, when we trudged through the snow to meet in Webb Auditori-



um," Panara says. "After three hours of debate, a vote was held to establish the NTID Drama Club. Membership was open to all, the dues being \$5 per year." The Drama Club, called the Masquers, is still a popular activity today.

Students Guy Wonder, Charles Baird, Fred Gravatt and Kevin Nolan were among the Drama Club's first officers. To help commemorate the 40th anniversary of NTID Theater, Nolan '71 (business administration) returned to campus last fall with a supporting role in *Equus*.

"I'm thrilled to be coming back for the play," Nolan said. "It's special to me because it's the 40th anniversary. It's nice to be back one more time. And I'm so happy to see that NTID Theater is going well and it has a strong program. It makes me feel good."

1. *Pinnocchio*, May 2006.
2. *Lysistrata*, December 2005.
3. *The Passion of Dracula*, October 2005.
4. *Bell in Hell*, April 2008.
5. *Equus*, November 2009.
6. *The Wall*, 1975, the first original play created by NTID students.



Immediate Ovations

Within months of its creation, half of the NTID students had joined the Drama Club, Panara says. The club continued to present a complete show each quarter in the school year.

"This activity not only provided students with opportunities to express themselves and be creative, but also to develop confidence, self-pride and a better understanding and appreciation of literary works including plays, stories and poems," Panara says.

Then called the Experimental Educational Theater, the NTID theater program was one of the first programs to use television to tape auditions and productions.

In the fall of 1974, the I.B.J. Building opened, along with its new theater, later named to honor Panara.

"The 'home of our own' became official when the curtains opened to show the first scene of Shakespeare's *The Taming of the Shrew* and the beginning of a new era of big stage productions," Panara says.

Bonnie Meath-Lang, NTID's artistic director, says those early days were groundbreaking in deaf theater. And NTID Performing Arts became a hub of deaf literature and poetry.

"Basically it was a place where a new art form was being introduced to the greater community," she says. "It was before a lot of the research on American Sign Language was published. People were becoming aware of the creative possibilities for both ASL and visual theater."

Patrick Graybill, who has acted profession-

ally, taught for several years at NTID and still translates some productions. He says watching his students gain confidence and blossom into leaders is what foremost comes to mind when he thinks of NTID Theater.

Graybill says there is a common misconception about theater classes: that students spend the time playing around instead of working. "In fact, theater is an excellent discipline to train students to improve their command of English and American Sign Language, to learn to set up their daily schedule of responsibilities, to become leaders and to learn how to do research work. Many of our graduates eventually became not only actors or directors, but leaders in their area of expertise. They are role models for our future deaf and hard-of-hearing children."

Since the Robert F. Panara Theatre opened, the 466-seat venue remains the focal point for NTID theater programs. More than 200 performances have been produced there. Notable deaf performers including Bernard Bragg, Howie Seago, Phyllis Frelich, Linda Bove, Camille Ieter and Michael Thomas have graced the Panara stage.

But the productions weren't limited to the Panara Theatre. In past years, students performed off Broadway in New York City. A touring theatrical group called Sunshine

Too! – with deaf and hearing students – took the NTID Theater on the road for 20 years as they performed at schools throughout the U.S. and other countries. Dancers from NTID have also performed at out-of-town festivals and the Kennedy Center in Washington, D.C.

Beth Ann Bull Crouch was a member of Sunshine Too! for two years. She first got the acting bug when she came to NTID in 1985 and joined the theater. Soon after, she was cast in a national McDonald's commercial featuring only sign language.

"My main reason to join the theater was to gain experiences and to improve my ASL," she says. "... And to have fun! After one production, I wanted to do more."

Her tours with Sunshine Too! created lasting memories. "I remember how much the students and even adults always had big smiles on their faces while watching us perform," she says.

Selling the Shows

Years ago, it was common to sell out Panara Theatre. Decades ago, entertainment options such as captioned movies – either at home or at a theater – weren't as common for deaf audiences. Live performances in sign language were a unique entertainment option.

"The deaf community is somewhat different today," Orr says. "Now with the Internet and videogames and captioned movies and access to so many more popular culture avenues, deaf people have a lot more choices."

Deciding what shows to produce each year is a thought-out process. Students and audiences are surveyed and directors spend a lot of time reading scripts they'd like to produce. The educational goals, number of people in the cast, gender breakdown, nontraditional castings and the cost to produce the play are all factored. And the shows must offer a balance. You can't always have shows that are heavy dramas, silly comedies or that appeal to children.

"We want to have a variety," Orr says.

"We don't judge the success of the show by the number of people who sit in the audience. If it was only about drawing audience members, we would do a big name play or musical every single time. But that doesn't necessarily serve our students."

For last year's production of *Alice in Wonderland*, 180 people auditioned for about 20 roles. Still, about 100 students were involved with the production, including stage managers, lighting crew and set design and building.

"Live theater attendance is a challenge for everyone. We've always had good houses. And we still do very, very well," Orr says. "Now we attract a wider audience than we did in the past. In the glory days of huge budgets, we were attracting a lot more students in a shorter amount of time. Now, the shows are spread out more, and we're getting a lot more people from the community and out of state. There are more and more hearing people who enjoy this form of theater."

Six productions are now scheduled each year. Course work, not only in performing arts, but in other classes at NTID/RIT, is often connected to specific productions.

While the Panara Theatre seats 466 people, a classroom lab, Room 1510 in the Lyndon Baines Johnson Building, is where other plays are offered, with up to 75 audience members.

"The lab is a more intimate, black box theater where productions are held by students who have directed their own shows or are written by the students," Orr said. Those shows are almost always sold out.

There are students from every major at RIT involved in NTID Theater. The experience gives students the opportunity to interact with other students from different majors, and different years on campus.

"Everything we do is about the education of our students," Orr says. "We want to give our students a wide variety of experience and exposure. Sometimes theater is done on

NTID performing arts by the Numbers

500+: The number of students who participate in NTID Theater each year. This includes classes, workshops, tours and productions.

95: Performing Arts students and interns who have gone on to work in professional theater and film, including Broadway, national touring companies, the National Theatre of the Deaf, Garth Fagan Dance, and Deaf West Theatre. Students have also appeared in television commercials and productions.

80: The percentage of NTID Performing Arts students who are deaf or hard of hearing. Theater classes are open to hearing students who also participate as voice actors and stage crew. Many students learn sign language and forge friendships through NTID Theater.

1976: The year Andrew Lloyd Weber and Tim Rice's popular musical *Joseph and the Amazing Technicolor Dreamcoat* was performed on the NTID stage. It was the American premiere of the musical.

200+: Plays and performances produced by NTID Performing Arts in its 40-year history. Several have won awards, such as the 2002 Off-Off-Broadway Review Award for Excellence for *The Emperor Jones*.

25: Theater classes offered in acting, stagecraft, sign/mime, dance, theater history and translation.

4,000-7,500: Annual audience members at NTID productions in the past 10 years, not counting touring productions.

9: Number of students who received Performing Arts Scholarships for creativity last year.

a large scale, sometimes it is done on a small scale. But the quality is always on a high level. Because we are one of the only theaters in the world doing this type of thing, the quality of our productions is much higher than many college programs that have majors in theater. I think we blow people away. We're on a level similar to regional theaters. We have a real commitment to quality. The abilities that our students have, the commitment our students make to us and the craft are an unexpected gift. If you've grown up your entire life communicating visually – and theater is all about visual communication – the people who come and are involved in the theater have a commitment that is very professional. These are people who are very serious about what they want to do."

Nearly 100 NTID students have gone on to work professionally in theater or film after graduation.

"One of the things I'm most proud of – even though we have no theater major, when you look at people who are deaf who have worked professionally, the overwhelming majority are our students," Orr says.

Theater experiences touch everyone differently.

"I love the possibilities of igniting the creative spark in students, to help them find

a 'family' here at RIT," says Luane Haggerty Davis, an instructor in NTID's Theater Department. "Our students have a natural hunger to do theater, poetry and storytelling. Once we engage them, great things happen. I truly believe we have some of the

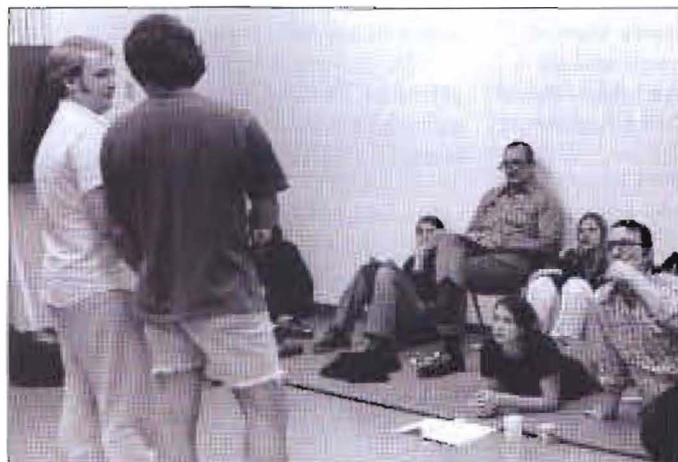
most talented students in the world right here and that our productions rival any other college theater department."

She says she's seen positive changes that a theater experience can have on parents, as well.

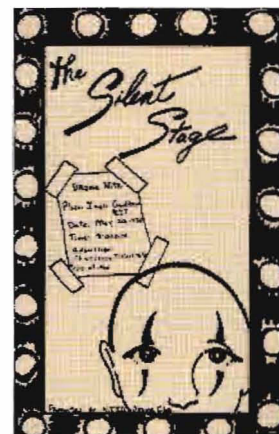
"I was standing beside a parent backstage during a production of *West Side Story*. She turned to me and said, 'You know, when my daughter was little I had a hard time really believing that she could succeed in life, really grow up to be independent. I went ahead and acted as though I believed it but it wasn't until right now, watching her interact with everyone backstage, not needing any help, seeing her be so confident and mature. Right now is the first moment I truly believed.'"

Greg Livadas

For more information and upcoming shows, visit www.rit.edu/ntid/theatre



NTID's first faculty member was Robert Panara, seated, center. He organized the college's drama club, the Masquers, still a popular activity today.



The program from 'The Silent Stage,' produced in 1970.

Labors *of* Love

When RIT grads pursue their passions, the results are amazing. On the following pages, you'll meet eight alumni who are following their hearts to extraordinary careers.



Patricia A. Moore '74



Rick Kittles '89



Jeffrey Culver '82



David Kidder '95



Elan Lee '98



Steve Yucknut '89



Virginia 'Ginny' Clark
'06, '08



Keith Major '84

Patricia Moore: Design for life



AFTER GRADUATING FROM RIT in 1974, Patricia A. Moore (industrial design) went to work in the New York City office of Raymond Loewy, one of the most prominent designers of the 20th century.

It was a wonderful opportunity, but she admits to being something of a malcontent. She repeatedly questioned why products were being designed without consideration for people of different abilities. Could someone with arthritis operate that switch? Could someone in a wheelchair reach that handle? Could an older person open that door?

"Very quickly, I became known as the one who was looking after the disenfranchised," says Moore, now an internationally renowned authority on inclusive design.

Moore's sensitivity to the needs of people of all ages and abilities led to an extraordinary experiment. At age 26, she transformed herself into a range of women over the age of 80. The disguises involved more than makeup and clothing: She altered her body with prosthetics that blurred her vision, reduced her ability to hear and limited her motion. She relied on canes, walkers and a wheelchair. Her portrayals included the homeless and wealthy matrons, elders who were quite fit and those who struggled with illness and the effects of time.

From 1979 to 1982, she was in the roles about every third day for as much as 20 hours at a time. The experiment took her to 116 cities in 14 states and two Canadian provinces. She says that as time went on, the project took on a life of its own. She sometimes had difficulty getting back to her "real" life.

"It was very rigorous," Moore says. The makeup damaged her skin, and a severe mugging at the hands of a gang of youths left her with serious, permanent injuries.

Ultimately, the undertaking set the stage for her life's work. "My whole life is about applying that experience."

It's important work. Moore notes that more than 13 percent of Americans are over age 65 and that percentage continues to grow. In addition, one in three Americans has a cognitive or physical condition that requires compensatory means to accomplish daily activities.

"As a force for creation and change, designers need to step back, analyze our mission, and retake our role as responsible providers



At age 26, Patricia A. Moore '74 went undercover disguised as a woman in her 80s to learn first-hand about the obstacles faced by older people. Her findings changed her life.

"Very quickly, I became known as the one who was looking after the disenfranchised."

Patricia A. Moore '74

for the quality of life of consumers," says Moore. "The need for 'humanism' in design has never been more critical."

Moore notes that ageism persists, along with other forms of prejudice against people with differing needs (she rejects the label "disabled").

"The compartmentalization of people – that really gets my Irish up," she says.

Moore expanded her education with advanced studies in biomechanics at New York University's Medical School & Rusk Institute and earned graduate degrees in psychology and counseling and in human development (social gerontology) from Columbia University.

Now president of MooreDesign Associates in Phoenix, Moore has worked in the areas of communication design, product development, environmental design, package design,

transportation design, market analysis and product positioning. Her long list of clients includes AT&T, Boeing, Corning Glass, General Electric, Herman Miller, Johnson & Johnson, Kimberly Clark, NASA, Marriott, Procter & Gamble, Seoul (Korea) Design City Project, 3M and many others.

"We're currently designing the light rail vehicles for Cincinnati, Phoenix and Honolulu," she says. "We're also helping to create physical rehabilitation environments for the soldiers returning from war with injuries that require that they relearn the skills for everyday living with special technologies and prosthetics."

She is an adjunct professor of industrial design at Arizona State University and has lectured at universities worldwide. She was named by *ID Magazine* as one of The 40 Most Socially Conscious Designers in the world and ABC *World News* featured Moore as one of 50 Americans Defining the New Millennium.

The work keeps her on the go.

"I fly 200 days of the year," she says. "I've been doing that since 1980. It's a lifestyle, not a choice. I need to go where the action is."

She's traveled many miles from her home in Buffalo, but she's never lost touch with her roots. Moore attributes her interest in the

disenfranchised and older people to being raised with grandparents at home.

She chose RIT "because I knew I couldn't be too far away from my family." Initially, she planned a major in medical illustration. But early in her studies, Leland Smith, a professor in the new industrial design program, saw Moore working on a metal sculpture. "He asked me if I knew what industrial design was and gave me a stack of *ID Magazines*."

She decided to make a change. Smith and professors Toby Thompson and Craig McArt became her mentors. She could not have foreseen where her decision would lead, but she knew one thing: "I just loved it."

That is just as true today.

Kathy Lindsley

Moore is the author of *Disguised: A True Story* (1985), *The Business of Aging* (2010) and *Ouch! Why Bad Design Hurts* (upcoming).



Patricia A. Moore '74

Jeffrey Culver: Providing security in an uncertain world

THE PROTECTION OF U.S. EMBASSIES and diplomats serving in foreign nations, and the security of U.S. businesses and citizens operating overseas are central security concerns for American policymakers – particularly given the current global threat environment.

A key actor in the government's effort to protect U.S. foreign operations is Jeffrey Culver '82 (criminal justice), who has spent more than two decades as a special agent and senior law enforcement executive with the U.S. Department of State's Diplomatic Security Service (DSS).

In October 2009, U.S. Secretary of State Hillary Rodham Clinton appointed him to one of the department's top law enforcement posts as principal deputy assistant Secretary of State for the Bureau of Diplomatic Security and director of the Diplomatic Security Service. In this position, Culver manages security operations at U.S. embassies and diplomatic missions abroad and 28 field and resident offices domestically; oversees protective operations for senior U.S. diplomats including the Secretary of State; and directs efforts to enhance security and support for U.S. businesses and citizens operating in foreign nations through the DSOversseas Security Advisory Council.

"The Diplomatic Security Service is unique among law enforcement agencies because, on top of our security and enforcement responsibilities, we also have key protection and diplomatic functions supporting U.S. foreign policy goals," notes Culver. "Our officers have to function as both policing agents and diplomats, which requires specialized skills and a keen understanding of the nations they are working in."

Culver also serves as one of Secretary Clinton's

key security advisers, assisting in managing and implementing the department's anti-terrorism and disaster preparedness initiatives around the world. For example, nearly 50 Diplomatic Security agents were deployed to Haiti following the earthquake that ravaged the country in January, to provide security assistance to U.S. Consular Affairs personnel and Haitian officials.

Culver's long career in the U.S. Foreign Service began in 1987. Over the years he has served as a regional security officer at U.S. embassies in Tel Aviv, Israel; Nairobi, Kenya; Dar es Salaam, Tanzania; Abu Dhabi, United Arab Emirates; and New Delhi, India. He has also held posts as director of the Diplomatic Security Office of Antiterrorism Assistance and as chief of the Diplomatic Security Criminal Investigations division.

"I have always had a passion for law enforcement, even prior to enrolling at RIT," he says. "I joined the Diplomatic Security Service because I was looking for a challenge and wanted to make the world a better place."

As director, Culver is focused on improving the overall preparedness and training of special agents while also advancing Diplomatic Security's ability to manage security operations, often in hostile environments such as Afghanistan, Iraq and Yemen. Given the continued threat of terrorist attacks on U.S. targets overseas, Culver also believes that Diplomatic Security Service's responsibilities



Jeffrey Culver '82

will continue to increase over the coming years, in support of the United States' overall security goals.

"The DSS is currently working in conflict environments and taking on roles we would not have been asked to do 10 years ago," notes Culver. "This requires management to take a broader look at our operations and how they fit into U.S. military and intelligence goals, to better protect our nation as a whole."

Culver also argues that DSS and its agents are up to the task, in part because of the experiences they face on the job every day.

"Diplomatic Security special agents are often the first line of defense in protecting the safety and lives of thousands of Americans living in unstable countries across the globe," he concludes. "DSS can be referred to as a 'baptism by fire,' and I believe this gives our agents and managers the ability to provide the security support our nation currently needs."

Will Dube '09

Steve Yucknut: Global responsibility at KraftFoods

YOU'VE SCOOPED FROM the Breyers Ice Cream package, the familiar box with rounded corners and tight-fitting cover.

Steve Yucknut '89 (packaging science) designed that package, which replaced the folded paper cartons that once were the standard package for bricks of ice cream. He also helped design the equipment that makes it.

Now he has a bigger challenge. Much bigger. As vice president for sustainability at KraftFoods Inc. since 2007,



Steve Yucknut '89

Yucknut is responsible for building sustainability into the business strategy of the world's second largest food company.

"We're looking to make a lasting difference," says Yucknut. "We're incorporating sustainability into our business decisions, to help guide our thinking and our actions. We're making it part of our recipe for success."

In truth, says Yucknut, who has worked for the company since 1987, "Kraft has been doing a good job with sustainability for a long time." But under the

leadership of CEO Irene Rosenfeld, who took the helm in 2006, the company began looking at doing more to incorporate sustainability into all business decisions.

"The idea right from the get-go was this is all about meaningful change," says Yucknut. The stakes are high: to ensure the long-term health of the company and the planet.

It turns out that sustainability is good business.

"Customers want to do business with partners who support sustainability," says Yucknut. "Consumers want to buy products continued on the next page

continued from the previous page from companies that 'get it.' And employees want to work for companies that respect and preserve the world around them. Everyone is realizing we can minimize the impact on the environment, help society and increase revenue and profit."

KraftFoods – and Yucknut – are focusing efforts in six areas: agricultural commodities; packaging; energy; water; waste; and transportation/distribution. Starting with 2005 as a base, the company has established some aggressive goals to be achieved by 2011:

- Reduce plant energy usage by 25 percent
- Reduce plant energy-related carbon dioxide emissions by 25 percent
- Reduce plant water consumption by 15 percent
- Reduce plant waste by 15 percent
- Eliminate 150 million pounds of packaging material

"We're doing real well in all areas," says Yucknut. "It's really heartening to see the positive support. Sustainability has become everybody's job."

Here's one of the efforts he's involved in: In February, 2009, KraftFoods and other industry, government and non-governmental organizations joined with the Bill & Melinda Gates Foundation to pledge a total of \$90 million over five years to boost the incomes of cocoa and cashew farmers in Africa. The projects aim to strengthen the long-term viability of the West African cocoa and cashew industries.

With the potential of improving the livelihoods of 200,000 cashew farmers and 250,000 in cocoa production, "It's win-win. We're helping people help themselves," says Yucknut. Plus, there's an opportunity to improve the supply chain, which benefits KraftFoods.

Yucknut says his background in operations was key in his being chosen as the company's first VP for sustainability. Prior to taking on that job, he was senior director of manufacturing business development and engineering.

His 23-year career with KraftFoods has included work as an engineer/scientist across a variety of divisions and product lines. He holds five patents. He also earned an MBA in operations management from DePaul University.

He started at KraftFoods with a co-op job in research and development for Post Cereals.

"The RIT co-op program made all the difference in the world," says Yucknut, who has a deep appreciation for RIT's balance of classroom teaching and hands-on experience. "The education I got was second to none."

Kathy Lindsley

Rick Kittles: Finding his roots in DNA research



RICK KITTLES '89 (BIOLOGY) HAS devoted his career to the study of genetics. But early on, the subject held very little interest for him.

"It seemed too abstract," says Kittles. "It didn't seem very relevant to me."

Then, during his first year in grad school, he read a scientific paper on human mtDNA variation. The article explored mtDNA variation around the world and indicated that all human beings descended from one female who lived in Africa around 200,000 years ago – the "African Eve."

"That got me really excited about genetics," says Kittles, associate professor in the Section of Genetic Medicine of the Department of Medicine at the University of Chicago. Kittles' research focuses on the role of genetic background in disease, particularly looking at health disparities related to race. His current research involves study of genetic changes related to prostate cancer. The connections are complex and intriguing.

"I'll be busy for a long time," he says. "This is a lifetime worth of work."

Kittles began his career as a high school science teacher. But working in public schools wasn't completely satisfying. "I wanted to teach, to mentor, but I also wanted to have my own research to pursue."

He was in a biology master's degree program at State University of New York at Brockport in 1991 and earned a Ph.D. in biology from George Washington University (1998). Kittles worked with the New York African Burial Ground Project in New York City, gathering DNA samples from the remains and comparing them with samples from a DNA database to determine where in Africa the individuals had come from.

In 1998, Kittles became an assistant profes-

tracing their roots.

"That really came out of my interest in finding my own African connections," says Kittles. By comparing his own DNA to samples in a database, he learned that his ancestors came from Nigeria, Senegal and Germany. He found that many others were interested in this.

"I hope it has been helpful to people," he says. "For many African Americans, information about where their ancestors came from has been lost. There's a richness in knowing that. It's one piece of who we are."

Kittles' work in this area has received significant media attention. Notably, he was featured in BBC films *Motherland: A Genetic Journey* (2003) and *Motherland – Moving On* (2004). He has also appeared in the PBS series *African American Lives* and *African American Lives 2* and CBS' *60 Minutes*.

His interest in African American issues was evident at RIT, where he served as president of the Black Awareness Coordinating Committee. Kittles was instrumental in bring-



Rick Kittles '89

"For many African Americans, information about where their ancestors came from has been lost. There's a richness in knowing that."

Rick Kittles '89

sor of microbiology at Howard University. He also served as director of the African American Hereditary Prostate Cancer Study Network at the university's National Human Genome Center and co-directed the molecular genetics unit of Howard University's National Human Genome Center.

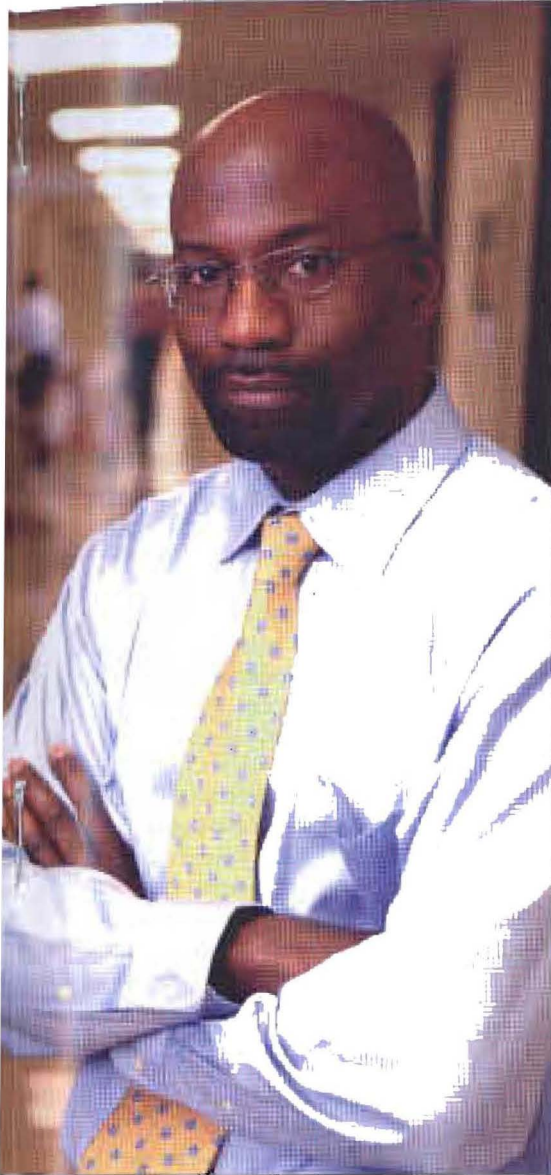
In 2003, while continuing his work at Howard, Kittles co-founded African Ancestry Inc. (www.AfricanAncestry.com), a genetic testing service available to individuals interested in

ing the controversial Nation of Islam leader Louis Farrakhan to campus.

"I remember being at odds with the administration at times," Kittles recalls. He also co-hosted a late-night radio show, *The Unique Beat*, on WITR with Phil Thorne '90 (film and video), and served as business director of WITR.

For Kittles, who considered attending Howard University, RIT turned out to be the right choice.

Ginny Clark: Shining bright at Constellation



(Photo by Dan Dry)

YOU MIGHT WONDER IF VIRGINIA "Ginny" Clark has had time to breathe in the past decade.

In addition to earning bachelor's and master's degrees from RIT ('06, '08, hospitality and service management), she has served as vice president for Community Affairs at Constellation Brands Inc., an international producer and distributor of premium wines, beers and spirits with annual sales totaling \$3.77 billion. Clark oversaw two major community projects connected to Constellation: construction of the \$13.5 million Constellation Brands Marvin Sands Performing Arts Center (known as CMAC) and construction of the \$7.5 million New York Wine and Culinary Center (NYWCC), both in her hometown of Canandaigua, N.Y.

"Both broke ground in the same week, and both opened on time and on budget nine months later, in June 2006," says Clark, who now serves as executive director for CMAC and a board member for NYWCC.

In 2007, Constellation president and CEO Robert Sands asked Clark to spearhead building of the company's new global headquarters in Victor, N.Y. At the same time, she worked with Constellation Board Chairman Richard Sands on a \$7 million campaign to expand the Canandaigua YMCA. She's also been involved in fundraising for Finger Lakes Community College Foundation, the Greater Canandaigua Family YMCA and Mercy Flight Central.

"It was Marvin Sands who gave me my start," Clark says. In 1998, she went to Richard Sands with a proposal to operate a travel department within the company. "My goal was to save \$250,000 in the first year," Clark says. Sands connected her with a top company financial officer, and "We saved a half million dollars in the first nine months."

The rapidly growing company changed its name to Constellation Brands in 2000. Clark went from the travel department into public and government relations and then into her current job. She now also works with Richard

and Robert Sands on philanthropic activities on behalf of the Sands family as well as the company.

"I love doing that. You can see the immediate results in the community," says Clark. Often, she helps find and work with partners to further leverage the impact of each project.

"It's bringing the

public and private sectors together for the betterment of our community that allows everyone to succeed."

A case in point is the New York Wine and Culinary Center. In 2004, after acquiring Robert Mondavi Corp., Constellation



Virginia 'Ginny' Clark '06, '08

"I used a lot of my professional experience in school."

Virginia Clark Ridder '06, '08

"I wouldn't have changed anything. RIT was a great experience, and I'm not just saying that for this interview. I was challenged. I was nurtured."

He tries to do the same with his own students. "I try to inspire my students that their life's work should be for more than financial gain," he says. Pursuing work that you love is much more satisfying, Kittles has learned from experience.

"When you get to do exactly what you want to do, I think that's a blessing. Not many people can do that."

Kathy Lindsley

For more information about Kittles' work, visit <http://genemed.bsd.uchicago.edu/~kittleslab/>.

For all of this and more, Clark was honored by the Canandaigua Chamber of Commerce and the Business and Professional Women's Club as 2009 Athena Award recipient. The prestigious award is given annually to a woman who demonstrates excellence, creativity and initiative in their profession; contributes to the community; and assists women in realizing leadership potential.

Clark's career began in the 1970s, when she returned to Canandaigua after graduating from Herkimer County (N.Y.) Community College and opened a travel agency. What was then Canandaigua Wine Company became her first major client – although company founder Marvin Sands told her only four people in the company traveled frequently.

became the world's largest winemaker. Robert Sands was impressed with Robert Mondavi's role in making California's Napa Valley a world-renowned wine and culinary region and major tourist destination. Determined to support New York's wine industry in a similar manner, Sands came up with the idea for the NYWCC. The New York Wine & Grape Foundation signed on, and Rochester-based Wegmans Food Markets became a partner, bringing together industry, agricultural and culinary aspects of the project.

"The final prong was hospitality education," says Clark, and RIT became the fourth founding partner.

That's when Clark met Francis Domoy, continued on the next page

continued from the previous page

director of RIT's School of Hospitality and Service Management. "There was an immediate connection," she says. "I had always wanted to go back to school. It was Fran who really opened that door."

Balancing a demanding job, numerous outside activities, family and school was challenging, she admits, but she earned her bachelor's and continued for a master's degree, using her work on CMAC as her thesis project.

"I used a lot of my professional experience in school," Clark says. "The coursework made me really think about redoing the business plan for CMAC, and looking at it beyond just the construction."

The outdoor venue (formerly Finger Lakes Performing Arts Center) had often incurred operating deficits. Constellation, as a supporting partner, typically made up the differences. Under the new business plan, and with Clark as executive director, the facility is now successful and brings in top performing artists from across the country.

"RIT gave me much more confidence in myself," she says, "and a much broader way of thinking."

Domoy, who continues to work with Clark in connection with the New York Wine and Culinary Center, calls her a community asset.

"Her ability to bring people together to focus on social and economic issues is staggering," he says. "Ginny has a great passion for efforts that strengthen the fabric of the community."

Clark credits her family with helping her reach her goals. Husband Rob Clark "is my biggest fan." Her daughter, Shaunna Bailey, a lawyer in Washington, D.C., graduated from law school when Clark received her master's from RIT.

"I promised Shaunna that I would go back to school, and she held me to it," Clark says. The close family network includes Clark's parents, who live in Florida; stepdaughter Shannon Coyne and her husband, John, and their daughter, Sara Kate (10 months) in Atlanta; and stepdaughter Allison Clark in Grand Cayman. Shortly after Clark won the Athena, the family gathered for a celebratory reunion.

The sense of family extends into her work. She loves her job in great part because of the people she works with – from the Sands brothers and her Constellation colleagues to community partners and elected officials.

"I think if you have passion, and surround yourself with good people, you can accomplish great things," says Clark. "At the end of the day, it's all about the people you work with and the relationships you develop."

Kathy Lindsley

Elan Lee: Alternate reality superhero



YOU'RE WATCHING A TV SHOW. The lead character picks up the phone and punches in a number.

And your cell phone rings. She's calling you and now you're part of the story – not just a viewer.

This will happen in the very near future – and Elan Lee '98 (computer science) is in the forefront of this coming "convergence of entertainment."

"Imagine the best movie, the best book, the best TV show you've ever seen," says Lee. "They're all a series of scenes. The question is, how do you use your life as part of a storytelling mechanism? We use computers, cell phones, e-mail, social media, Web sites – the things we all use every day – to tell the story."

Developing entertainment experiences has been Lee's passion since his days at RIT.

"I got an amazing internship with Industrial Lights & Magic," he says. During his stint with the Academy Award-winning special effects production company, Lee worked on the 1999 George Lucas film *Star Wars Episode I: The Phantom Menace*.

He discovered that he "loved making beautiful images" much more than writing computer code. "When I graduated, I knew I wanted to go big and bold."

ILM offered him a full-time job, but then he met "a very clever recruiter from Microsoft" who suggested that Lee might want to try something new. And at Microsoft, "They had this crazy new thing called Xbox."

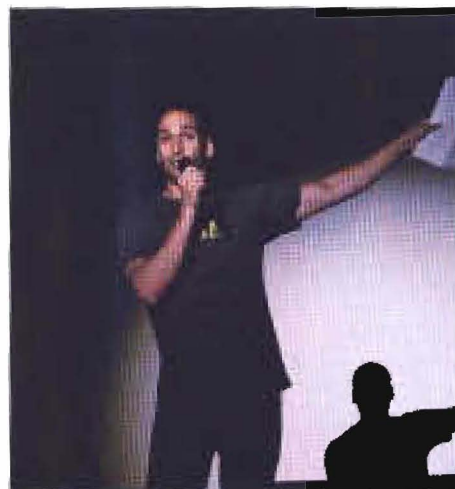
Lee became lead game designer for the 2001 Xbox launch, which featured six games. "Then one day Stephen Spielberg walked into my office, because Microsoft is a cool place where that kind of thing happens."

Lee had been working with Jordan Weisman, creative director for Xbox. They were assigned to make a video game based on *A.I., Artificial Intelligence*, Spielberg's 2001 sci-fi tale.

"But the movie didn't seem to lend itself to a game," says Lee. So they came up with another idea – create a "game" where the action takes place in the real world. Thus was born *The Beast*, considered the world's first alternate reality game.

It's complicated, but here's the gist: In the fine print on *A.I.* movie posters, they listed "Jeanine Salla, sentient machine therapist." People who happened to notice this intriguing bit of information could find her Web site. There they discovered a murder victim, Jeanine's friend who had died under mysterious circumstances.

"And on and on it went," says Lee. People



Elan Lee '98

who followed the clues could eventually unravel the mystery, told through thousands of Web pages. *The Beast* ultimately attracted 2 million followers over six months.

"It was a huge amount of work, but really fun," says Lee.

And the game proved to be a marvelous promotional vehicle. Lee left Microsoft in 2003 to co-found 42 Entertainment. The company gained acclaim for *I Love Bees*, an alternate reality game that served as a highly successful viral marketing campaign for the 2004 release of the video game *Halo 2*.

In 2006, Lee co-founded EDOC Laundry, which produced alternate reality games in which consumers could follow clues hidden within clothing. He is currently chief designer for Fourth Wall Studios, an entertainment production company he co-founded in 2007.

Once again, he's looking to create something truly original. Among the current projects are two TV shows that hopefully will be on the air in fall 2010. While they can be enjoyed by viewers in the traditional manner, "they have the capability of reaching out and allowing people to connect in a variety of ways," says Lee.

He admits a certain amazement that there is money to be made in this – "I am having way too much fun." The key, he believes, is to keep moving beyond what's cool at the moment to imagine what's coming next. He has a theory as to why he's good at this.

"What I like to do is to make people feel like superheroes. For the next 10 seconds, you're unbelievable," he says. "It's so easy for me to infuse my games with this feeling, because my whole life, that's what I've wanted. I've wanted to be a superhero."

Kathy Lindsley

To learn more, visit www.fourthwallstudios.com.

Keith Major: Model assignments

IN ONE MEMORABLE SEGMENT OF *America's Next Top Model*, each contestant paints her face with a color – blue, yellow, orange, purple, green.

Keith Major '84 (photo illustration) makes them look fabulous.

No wonder Tyra Banks, star of the Bravo TV series, asked him to do the shoot and be a guest judge.

"Tyra is somebody I shot early on," says Major. "She's been great to me." The photographer and the supermodel have worked together on a number of projects, including an *Ebony* magazine cover in 2008.

Major has photographed celebrities in the entertainment and fashion industries: Sean P Diddy Combs, Patti LaBelle, Wynton Marsalis, Beyoncé, Spike Lee and Kim Cattrall, to name a few. He's done work for publications such as *Seventeen*, *Essence*, *Allure*, *USAWeekend* and many others.

It sounds glamorous. In reality, being a successful commercial photographer is a lot of hard work, perhaps never more so than now. These are difficult times for the industry, says Major. Print media is undergoing major changes. Once-plentiful work for CD packaging has all but dried up.

Still, he says, "I love what I do, as difficult as some days may be. Having the opportunity to create beautiful images is a thrill."

Major, a native of New York City, became interested in photography in grade school. "I had always been interested in the visual arts, starting from very early on," he says. That led to art classes available through the city school system at Brooklyn Museum and Pratt Institute. "One year, all of the art classes were full, so I got into a photography class. I was about 12. By fourth or fifth grade, I knew I wanted to be a photographer."

And when it came time for college, he knew where he wanted to go. "RIT was the

"It's easy to fall into the trap of copying the photographers you admire, and doing the kind of work that you've seen and like. But the most exciting young photographers I've seen are doing things that haven't been seen before."

Keith Major '84

place to be if you wanted to be a photographer," says Major. "RIT gave me a great technical foundation."

Returning to New York after graduation, he became an assistant to Anthony Barboza, a prominent photographer in the African American market. He also worked for Gamma One, a pioneering fine-art photography studio, where Major worked with several other RIT grads.

At the same time, he began shooting for himself on the side. Today, he operates his own studio in Manhattan. "I'm living my dream come true," he says.

He's also beginning to learn about video to expand his skill set – and he recommends that young photographers do the same. "It's useful to be able to shoot for TV, movies, new media and all things Web," he says. "You need to be versatile."

Even more important is the need for pho-

tographers starting their careers to develop a clear idea of how to distinguish themselves, he says. "It's easy to fall into the trap of copying the photographers you admire, and doing the kind of work that you've seen and like. But the most exciting young photographers I've seen are doing things that haven't been seen before," he says.

"Be unique and do your own work. When you're young, that's how you get noticed."

And when the opportunities come, be ready, do good work and relish it. He says he really liked working on *America's Next Top Model*.

"I chose this profession because I enjoy it. There's always a certain amount of fun."

Kathy Lindsley

To learn more about Keith Major, visit <http://keithmajor.com/>



Keith Major '84

(Photo by Ryle Watson)

David Kidder: Taking risks pays off



BIG, BRIGHT IDEAS COME TO DAVID S. Kidder in a seemingly endless torrent.

A self-described “serial entrepreneur,” Kidder ’95 (industrial design) is co-founder and CEO of Clickable, an online software service that simplifies advertising on Google, Yahoo! and Microsoft. Founded in 2007, Clickable has grown to more than 120 employees.

He’s also creator and co-author of the two-time *New York Times* best-selling book series, *The Intellectual Devotional*. Printed in more than 12 languages, each of the books comprises 365 one-page topics.

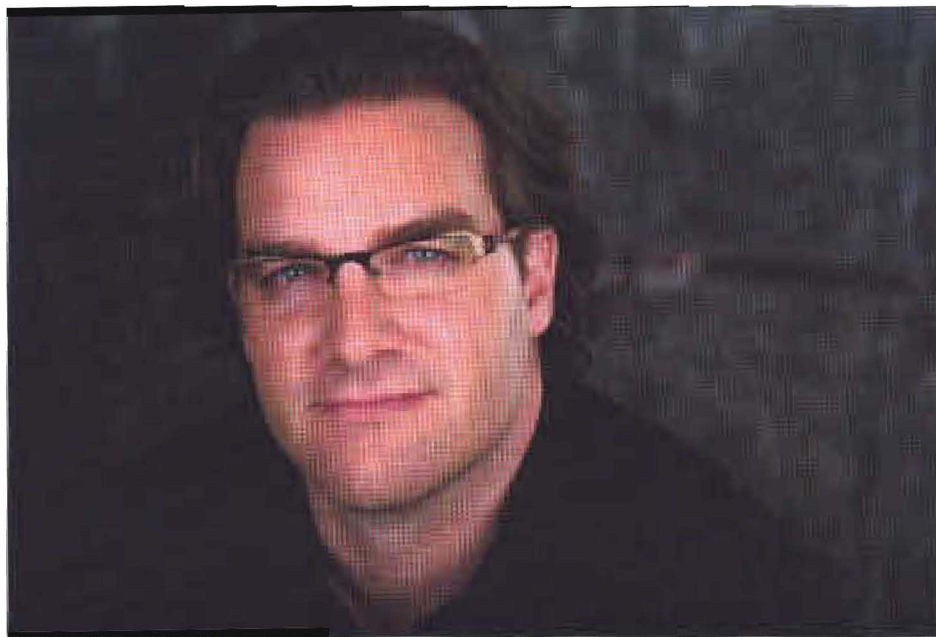
Kidder’s latest project expands on his interest in “philanthro-capitalism.” GoodAdds.org, launched in December 2009, is a “cause marketing platform” aimed at helping to end extreme poverty by providing free online advertising for philanthropic organizations. The idea is to get companies to donate their unsold online advertising space and make it available to nonprofits to place ads for causes such as sponsorship of water wells, buying malaria nets and inoculating children. He’s attracted launch partners including GE, NBC, Google and Soros Foundation-funded Millennium Promise.

“It’s a matter of scale,” explains Kidder. “Only a small percentage of people who see the ads will click on them, and a smaller percentage will actually take action. But there are over 2.7 trillion online ads placed every year – and growing 10 percent each year – with over 50 percent going unsold. Utilizing just 1 percent of this inventory each year could change a continent.”

Kidder’s interest in “cause marketing” extends from his experience with TED, a non-profit organization that brings together people from technology, entertainment and design. Through the annual TED conferences, he’s become connected with many gifted entrepreneurs and executives from many fields, all working to do good. “There’s an amazing network of people supporting this,” he says.

A native of Guilderland, N.Y., near Albany, Kidder came to RIT partly to play lacrosse. RIT’s hands-on culture and practical approach to education suited him perfectly. “I could study design very close to technology,” he says. “The skills transferred well and immediately to the real world. What I learned at RIT has been part of everything I’ve ever done since.”

After leaving RIT in 1995, he lived in Mexico City, where he taught industrial design at a university. Back in Rochester, he founded Net-X, (a Web authoring and Internet adver-



David Kidder '95

tising services startup later acquired by Target Vision). He moved to New York City and lived through the dot-com boom.

Then he “got lost” traveling in Africa, India, China, Nepal, Tibet and elsewhere, ultimately visiting more than 20 countries.

Upon returning, Kidder married, had two sons, now ages 4 and 2 – and started another business. It’s been full speed ahead ever since. Prior to Clickable, Kidder co-founded Smart-

you in creation.”

As for what kinds of ideas will be successful, Kidder has very clear ideas.

“You must build painkillers and not vitamins.” He explains that people take painkillers because they need them; vitamins are elective. “Innovations are more likely to succeed if they solve real market problems; success is far more assured if you solve a painful market problem affecting thousands

“As a student, you need to decide what kind of inspired, vibrating light you will be in the world.”

David Kidder '95

Ray Network, a mobile advertising delivery pioneer acquired by LifeMinders.

“What guides me is, number one, the responsibility to take risks,” says Kidder. “I think that in general, students from America have a very myopic view of their place in the world. We have won humanity’s lottery.”

Even in tough times, things are better in America than almost anywhere else in the world. Opportunities exist here that are simply not accessible by a wider group of people. Because of this, Kidder postulates, “We have a responsibility to take personal risks.

“Number two, the markets will only reward those who invent. You have to create unique and proprietary value. As a student, you need to decide what kind of inspired, vibrating light you will be in the world. You need to be highly vibrating, with powerful ideas that will reward you and those that join

of people economically, but also as it relates to time and complexity.

“Build companies and ideas that solve massive problems,” advises Kidder. “You need to be in huge marketplaces with big pain.”

His efforts haven’t gone unnoticed. Kidder received *ID Magazine*’s International Design Award and Ernst and Young’s Entrepreneur of the Year Award in 2008. He is frequently asked to speak at universities and organizations including the graduate business schools at Stanford, Columbia and NYU.

He’s packed plenty into his 36 years. The question is, how does he do it all?

“I don’t sleep more than five hours a night,” he quips. “That helps.”

Kathy Lindsley

To learn more about Kidder’s work, visit www.clickable.com; www.GoodAdds.org; and www.theintellectualdevotional.com.



Sustainable Shelter

The solutions to the world's energy shortage and greenhouse gas emissions could be close to home.

In February, RIT students completed construction of the first RIT-sponsored Habitat for Humanity home, a dwelling designed to be environmentally friendly on a budget.

The idea originated with President Bill Desler, who issued the challenge to the members of the Habitat for Humanity club. They joined forces with RIT's Engineers for a Sustainable World student chapter, and many volunteers from all corners of campus joined weekend work parties to build the house in Rochester. Construction began in November.

"Our primary goal was to focus on repeatable features that were not super extravagant and to reduce the energy cost of the home owner," says Alex Ship, a sixth-year mechanical engineering B.S./M.S. student from Needham, Mass. "We focused on any aspect or any feature that would pay for itself in the first 10

years. There are features that we could have done like geothermal heating where it's really efficient and quote-unquote green. But for a project like this where you have low capital in the beginning, you can't spend half your budget on the heating system."

The students decided to incorporate elements including a ventilation delivery system designed to minimize heat loss, a 95 percent energy-efficient furnace, an air-lock entry system, tankless water heater, soy-based foam insulation, pipe insulation, natural lighting, a roof allowing adequate summer shade and solar panels.

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One house in an older Rochester neighborhood may seem like a small step on the road to a sustainable future. But it's a step in the right direction: The construction, operation and maintenance of buildings are responsible for as much as half of global greenhouse emissions. According to the U.S. Department of Energy, buildings account for 36 percent of total U.S. energy use and 65 percent of total electricity use.

Interest in sustainable construction has

increased noticeably in the past decade, says Mark C. Coleman, co-manager, RIT Clean Energy Incubator and senior program manager, Golisano Institute for Sustainability. "Sharp and swift energy cost increases have caused people to look more closely at sustainable building. Consumers are looking for homes that are more energy efficient, cleaner and require less maintenance."

And more programs and choices are available. Many builders of new homes offer

an Energy Star home option, which features energy-efficient heating and cooling systems, appliances and other products.

Some states offer incentive programs to help owners of older homes pay for upgrades that improve energy efficiency. The Obama administration's proposed Home Star program – widely known as "cash for caulkers" – is also drawing attention to the need to make homes more energy efficient. The program would offer subsidies for the purchase of services, like roof insulation, as well as products, like efficient windows and furnaces. A second part of the program proposes incentives tied to overall reductions in a home's energy usage.

Beyond saving money on energy costs, corporations and organizations such as universities have other incentives for pursuing sustainable building practices, Coleman says. The public and shareholders are increasingly concerned about companies' carbon footprints. Plus, says Coleman, "Industries project that what is voluntary now may become regulatory in the future."

The federal government and growing number of states and cities already require that new public buildings meet the U.S. Green Building Council's LEED or other standards. LEED (Leadership in Energy and Environmental Design) certification provides third-party verification that a building's design incorporates strategies aimed at improving performance across categories including site selection, water efficiency, energy and atmosphere, materials and resources, indoor environmental quality, and innovation and design process.

RIT has made a commitment that all new buildings on campus be constructed to LEED standards. The University Services Center and Center for Student Innovation, which opened last summer, received LEED Platinum certification, the highest designation. In 2008, the College of Applied Science and Technology building was designated LEED Gold, second-highest level of certification.

In addition to the LEED certification program for buildings, the U.S. Green Building Council also has developed standards for certification of professionals such as contractors, architects and designers. It's becoming an increasingly important credential.

"A growing number of alumni are earning certification," says Nancy Chwiecko, associate professor, interior design. The department is currently offering its first course in LEED certification for interior designers. "Many employers are looking for this," she says.



RIT's place in the sun

Considering Rochester's reputation for cloudy days and long winters, RIT embarked on a somewhat surprising experiment three decades ago.

Energy House, a nine-room, 2,000-square-foot model home, was constructed on campus as a joint project of RIT, Rochester Gas & Electric Corp. and the Rochester Home Builders Association. The structure was designed to rely on the sun for as much as 65 percent of its heating needs – even in winter – thanks to 39 solar panels and a heat pump system.

The project originated with RG&E-funded research by mechanical engineering professor Paul Wojciechowski. Numerous energy-saving features were incorporated, including extra insulation in the basement, walls and roof, energy-conserving adaptations for the fireplace; a ventilation system instead of air conditioning; and minimal windows facing north, east and west. The glass-walled southern exposure bathed the interior with light.

"It was a delightful place to live," recalls Jasper Shealy, professor emeritus, industrial engineering. Shealy, his wife, their two young children and dog lived in Energy House from 1978 to 1981. "We were the first, last and only family to live there," says Shealy. "We were very comfortable in the house."

Shealy says the experience had a direct influence on the home they bought in suburban Rochester in 1981. "We wound up reducing energy consumption by 50 percent due to the lessons learned from Energy House." Those improvements included improved insulation, a vapor barrier between the attic and living areas, reducing air infiltration around windows and doors and other relatively simple measures. "You don't have to do anything exotic to make a significant difference," Shealy notes.

After the Shealys moved out, Energy House was converted into office space. Ultimately, the structure was torn down to make room for student apartments.



President Bill Destler and his wife, Rebecca Johnson, were on hand for the wall-raising celebration when construction on the RIT-sponsored Habitat for Humanity home began in November.

Chwiecko recalls first hearing the term “sustainability” in 1992. “Early on, it was a buzzword.” Many of the principles are not new, she points out: minimizing waste, use of long-lasting materials, avoiding products that might cause pollution either in production, use or disposal are factors designers are trained to take into consideration. She adds that there’s no such thing as 100 percent

sustainable. “You look for the best choice, not the perfect choice. And budget is always a factor.”

“We believe that good design is sustainable design,” says Chwiecko. “We incorporate sustainability into all our courses. It’s part of what students learn naturally.”

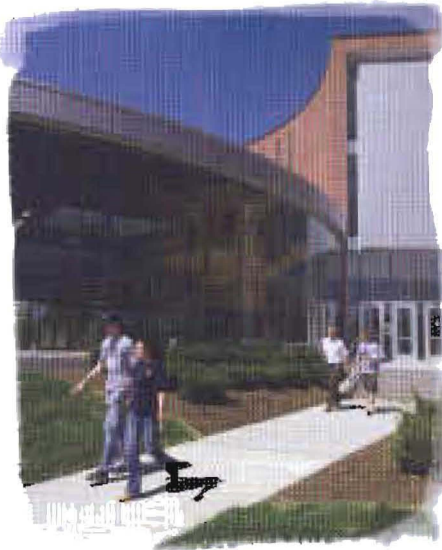
Ellen Schott, a senior interior design major from Canandaigua, N.Y., says Chwiecko’s course in specifications taught her to keep sustainability in mind when choosing materials. “For one thing,” she says, “I look for companies that are considering recycling.”

Shawn O’Hara, a senior interior design major from Rochester says, “I was pleasantly surprised to see how well sustainability and green design was incorporated into the program at RIT.”

McKenzie Fisk, a senior interior design major from Scottsville, N.Y., says that viewpoint extends beyond her department. With an academic focus in environmental studies, she is taking classes in several RIT colleges. “Everyone is thinking about sustainability.”

In fact, RIT offers a growing number of sustainability-related academic options, including Ph.D. degree programs in sustainability, computing and information sciences (environmental informatics focus), and microsystems engineering (alternative energy or energy efficiency). For more information on these and other aspects of “Sustainability at RIT,” visit www.rit.edu/sustainability.

Now that “sustainability” has entered the popular lexicon, students are also learning that concern for the environment needs to be



RIT’s University Services Center and Center for Student Innovation received LEED Platinum certification.

tempered with a healthy dose of skepticism.

“There are a lot of claims,” says Charles Lewis, professor, interior design, and an architect. “We use the term ‘green-washing.’ Things that are trendy actually can be wasteful. You need to look for good design that will hold up for years, even generations.”

Look around, says Lewis. You see buildings sitting empty, old buildings being torn down to make room for new construction. Even if the new buildings are more energy efficient – more sustainable – there’s still a huge cost in land and resources.

Alex Bitterman, also a trained architect and an associate professor of graphic design, offers this definition: “Sustainability means leaving the world a better place than we found it. And that’s a challenge,” says Bitterman.

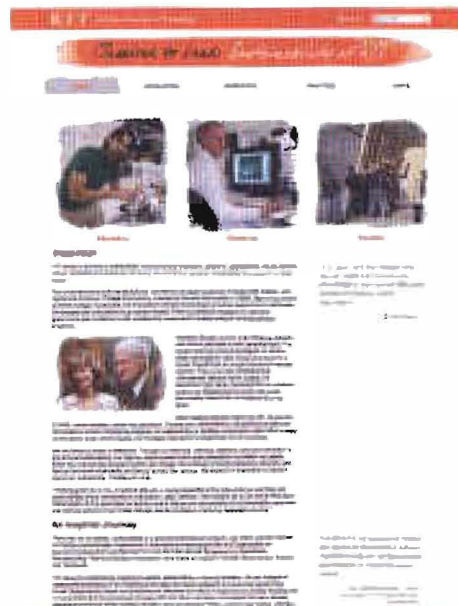
“Can we continue doing what we’re doing? The answer is no.”

Bitterman says that meaningful change will come only when consumers embrace a new way of thinking about the way we use resources.

Think about compact florescent light bulbs, for example. They may last longer and use less energy than conventional electric bulbs, but they are more difficult to manufacture and recycle and contain reasonably significant amounts of mercury and other heavy metals.

“Which is better?” asks Bitterman. “The answer, perhaps, is not to need to use so much artificial light.”

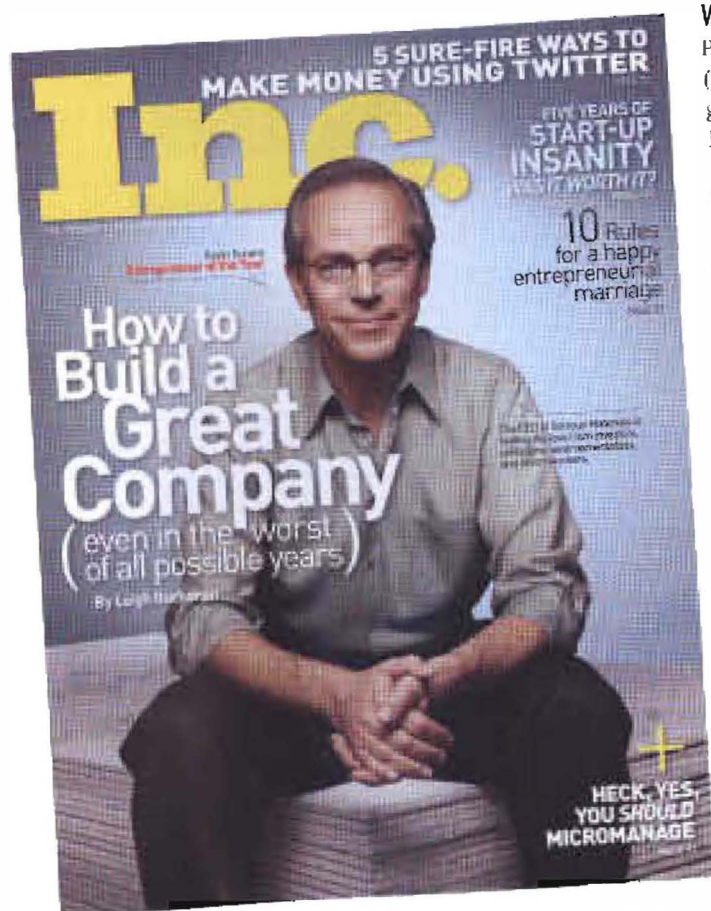
Kathy Lindsley



Sustainability is a major focus at RIT. The university’s comprehensive and interdisciplinary commitment is spearheaded by President Bill Destler. To learn more about programs, projects and research in this area, visit the “Sustainability at RIT” Web site: www.rit.edu/sustainability.

High hopes for clean technology

Innovators are finding opportunities in the business of building a greener, more sustainable future. RIT alumni are among them. Here are some examples.



Kevin Surace '85 was named Entrepreneur of the Year by *Inc.* magazine for his work in building Serious Materials, a manufacturer of environmentally friendly drywall and windows.

Windows and walls

Perhaps you saw Kevin Surace '85 (electrical engineering technology) on the cover of *Inc.* magazine's December 2009 issue.

Surace is the magazine's Entrepreneur of the Year. "Kevin Surace is on a Roll," the cover story proclaims. "His vision: To build the most innovative company ever, make billions of dollars, and save a complacent world from the perils of global warming. By selling windows and drywall, Kevin Surace just might pull it off."

Surace, president and CEO of Serious Materials, says the recognition came as a big surprise. "It's the Academy Award for growing companies," he commented. "It's truly a testament to the team that is behind me. And this kind of exposure helps raise awareness of what we're doing."

The *Inc.* magazine recognition marks the culmination of an extraordinary year for Surace and his company,

which is headquartered in Sunnyvale, Calif. The company's EcoRock drywall material was awarded *Popular Science's* Green Tech Grand award. It also was named best new product by *Popular Mechanics* and received *The Wall Street Journal's* Technology Innovation award in the environmental category. The World Economic Forum (WEF) announced that Serious Materials has been named to the 2010 class of Technology Pioneers, a group of 26 companies that WEF believes "represent the most innovative start-ups from around the globe that will have a critical impact on the future of business and society."

Serious Materials purchased and reopened a Chicago window factory, saving jobs and

attracting the attention of President Barack Obama, who praised the company during a news conference in 2009. Additional jobs were saved when the company reopened another closed-down window factory in Pennsylvania.

Surace, a member of RIT's Board of Trustees, joined Serious Materials in 2002.

Find out more about Serious Materials online at www.seriousmaterials.com.

Winning big in Vegas

The "green tech revolution" was everywhere in evidence at the 2010 International Consumer Electronics Show (CES), which took place in January in Las Vegas.

And among the many competitors, PICOwatt, the first product of Rochester-based Tenrehte Technologies Inc., won the Best of CES Award in the Green Tech category.

"It's huge for us to receive this independent validation of our product and technology," says CEO Jennifer Indovina '06, '07 (electrical engineering, MBA). Tenrehte, founded in 2009, is developing wireless products for smart-grid applications. Other RIT grads involved include Jennifer's dad, Mark Indovina '82, '87, chief operating officer; Carlos Barrios '06, senior engineer; and staff engineers Steven Boggs '86 and Robert Morasse '85 (all electrical engineering).

PICOwatt is a "smart plug" that allows remote energy monitoring and control for a variety of appliances. Consumers would plug PICOwatt into a standard outlet, then plug an appliance such as the dishwasher or refrigerator into the PICOwatt. Using a computer or cell phone, consumers can monitor usage, or the appliance can be turned off when electrical rates are highest, or when the rates are lower.

Today this allows for significant savings in areas where variable electricity pricing is in effect, including California and Florida. Under a federal initiative, a "smart grid" system is under development, so variable pricing will

likely affect most of the nation in the future.

"Our aim," says CEO Indovina, "is to improve people's lives through wireless technology, empowering consumers to take a more active role in the grid, eliminate wasted energy costs, and reduce their carbon footprint."

To learn more, visit www.tenrehte.com.

Riding the wind

The wind has powered boats and mills and dreams for thousands of years.

Today, the wind is providing a growing portion of the world's energy needs.

And someday soon, you might have your own wind turbine in the backyard.

WindTamer Corp., a young company in Geneseo, N.Y., is one of the companies building equipment to harness the wind for homes, farms, businesses and municipalities.

William Schmitz '85 (mechanical engineering) was so impressed with the technology that he left the position of chief operating officer at Ultralife Corp. to become president of WindTamer in November 2009. During his tenure as COO from 2002 to 2009, Ultralife's annual revenues increased from \$32.5 million to \$254 million. Schmitz previously was vice president of manufacturing and general manager, Primary Batteries, at Ultralife. Prior to joining Ultralife in 1999, he was director of new product development for Bausch & Lomb's Global Eyewear business, which included the Ray-Ban brand.

WindTamer was founded in 2001 by CEO Gerald Brock, who discovered a way to increase the speed of wind through a turbine. He received the first patent on his technology in 2003. The company asserts that its device can produce more than double the power of traditional wind turbines. Schmitz describes the WindTamer as more like a jet engine than a propeller.

WindTamers certainly look different – like a giant bullhorn or some enormous white blossom with a green center. Schmitz hopes that within a year, more than 400 units will be generating electricity for happy customers. Since the company began selling them in late 2009, several have been installed in Western New York.

"New is exciting," he says. "We have a chance to make a difference in a big way. The possibilities are endless."

Visit www.windtamerturbines.com for more information.



Carlos Barrios '06, left, and Jennifer Indovina '06, '07 at the Tenrehte display at the CES Show in Las Vegas.



Bill Schmitz '85 with one of the smaller WindTamer generators, on a truck at the plant in Geneseo.



Make your mark on the future.

Bill Harris '49 was known as "One Shot Bill" as he seldom had to take a picture twice. He learned from his time at RIT and during his distinguished career, to **study** his subject carefully before the shoot. He also designed and built several custom cameras to **ensure** he always captured the perfect picture. Bill attributed his many successes to RIT and underscored his belief in RIT's School of Photography, today known as the School of Photographic Arts and Sciences (SPAS), by leaving a significant bequest.



Bill's estate gift will fund construction of the second stage renovation of SPAS facilities. This renovation project features a new School Gallery, **presenting** both traditional photographic



installations and displays of moving images. Additionally, selected works from Harris's photographic archives and equipment will be

available to future generations of RIT students and faculty as a study collection, located in RIT Archives, Wallace Library.

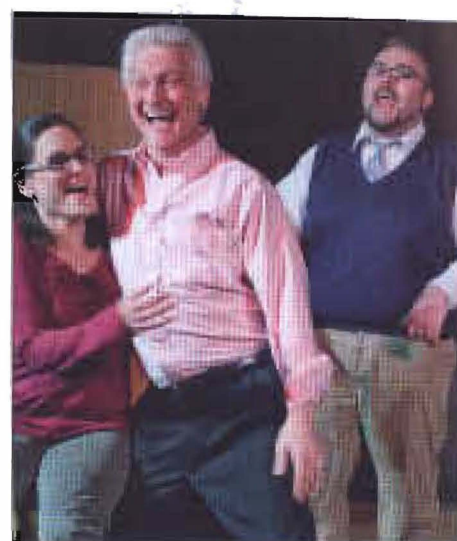
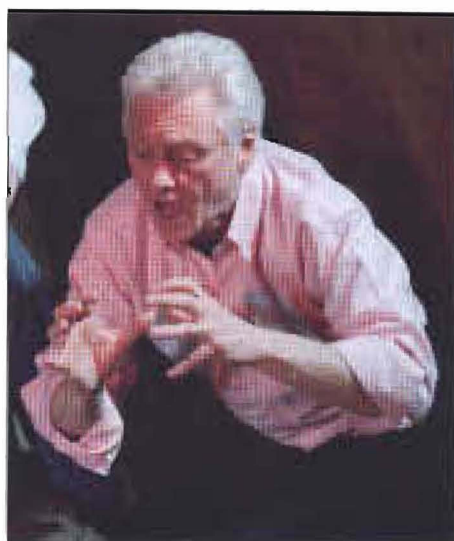
Bill's thoughtful legacy will make an important difference in the lives of our students. If you have any questions about how you can make a difference at RIT through a bequest or other planned gift, please contact Leila Rice, Director of Planned Giving at 1-800-477-0376 or leila.rice@rit.edu for a confidential conversation.

Visit us online at www.rit.planyourlegacy.org

Planned Giving
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R·I·T



Roger Dube (pink shirt) performs with other members of the Village Idiots Improv Comedy troupe, including his wife, Jeri (photo at right). (Photos by Rigoberto Perdomo)

Away from the lab, scientist plays for laughs

On the job at RIT, Roger Dube is a research professor in the Chester F. Carlson Center for Imaging Science.

On his own time, he's a Village Idiot – and proud of it.

The physicist is a member of Rochester's Village Idiots Improv Comedy troupe.

He says his wife, Jeri, is responsible. "Jeri has been involved in acting most of her life," says Dube, "and because of her, I've done some acting as well." Both were members of a theater group in Tucson in the 1980s, and Roger had a role in a West Coast soap opera for a time. When they moved to Rochester in 2008 after 15 years in Boca Raton, Fla., Jeri auditioned for Village Idiots as a way of meeting people and getting to know their new town.

Dube went along just to watch, but the director asked him to fill in for a scene and both ended up joining the group – along with their son, Jordan, now a college student in Florida.

Improvisational comedy is quite different from conventional acting, Dube explains. "There are no lines to memorize. You don't know what's coming and you don't know how you're going to react," he says. "A lot of improv is audience-driven. There's no way to rehearse, but there are techniques you can practice."

To that end, the group "rehearses" several times a week. "A successful improv troupe re-

lies on trust between the players. You have to become comfortable with the other people."

Village Idiots comprises about 30 members, but only four to six are on stage at any one time. A performance consists of a series of sketches and typically the audience scores the players after each skit. (Their performance space in Rochester's Village Gate

sources of clean energy. He recently received a \$79,000 grant from the National Science Foundation to explore a novel approach using laser light to convert methane gas into liquid methanol.

Methane, a significant contributor to global warming, has many natural and man-made sources, including cattle, wetlands,

"It's very stimulating. It really encourages new ways of thinking. It can also be very demanding, but it's tremendously rewarding when the audience enjoys the show."

Roger Dube

Square complex in Rochester seats about 50.) There's no stage in the conventional sense, but music and lighting are important aspects of each performance and members of the troupe take a hand in behind-the-scenes duties.

"It's very stimulating," says Dube. "It really encourages new ways of thinking. It can also be very demanding, but it's tremendously rewarding when the audience enjoys the show."

He believes improv has much in common with teaching. "As a professor, you have to learn how to engage your audience. You have to use the creative side of your mind. Likewise, in improv you have to listen. You have to pay attention. You have to focus."

Offstage, Dube is focusing on finding

coal mining and natural gas and petroleum production.

"Successful photo-catalysis of methane would theoretically produce clean fuels and remove methane gas that otherwise would simply be released into the atmosphere," Dube says. "If successful, the technology could have broad impact in other fields of chemistry."

Michelle Cometa and Kathy Lindsley

For more information about Village Idiots Improv, including upcoming shows, visit www.improvvip.com/Show-Descriptions.html.

To learn more about Roger Dube's research activities, visit www.cis.rit.edu/user/18.

Regional Alumni Activities

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

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

Albany

Recent activities: The Albany Alumni Chapter enjoyed an evening with RIT President Bill Destler on March 2.

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

Atlanta

Recent activities: Alumni and friends enjoyed an NHL game between the Atlanta Thrashers and Buffalo Sabres with a pre-game reception in the Center Club on Jan. 14. Thanks to host Karen Betts '82.

Coming up April 24: Wine tasting and reception at Chateau Elan. For more information, visit www.rit.edu/alumni/atlanta.

Austin/San Antonio

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

Boston

Recent activities: On Dec. 5, alumni and friends enjoyed a pre-game reception at the Hogan Center and cheered on the RIT Men's Hockey team as they took on the Holy Cross Crusaders.

Coming up May 6: Join us for the Business of Beet event at Kinsale Pub.

May 29: Alumni will gather for a Boston Red Sox game. For more information, visit www.rit.edu/alumni/Boston.

Buffalo

Recent activities: On Dec. 7, the Buffalo Alumni Chapter watched the Buffalo Sabres take on the New Jersey Devils. The group also enjoyed a pre-game reception at Pearl Street Grill and Brewery. Thanks to host Tom Stumpf '89.

Alumni and friends gathered to watch the Buffalo Bills take on the Indianapolis Colts on Jan. 3.

Coming up June 27: Join alumni and friends aboard the Vineyard Express. This train excursion from Lockport, N.Y., makes stops at Spring Lake Winery and Medina Railroad Museum. For more information, visit www.rit.edu/alumni/buffalo.

Central Florida

Coming up April 14: The Central Florida Alumni Chapter is hosting a reception in Orlando.

April 15: An alumni reception will be held in Tampa. Please check the Web site for details on these events.

Charlotte

Coming up in April: Bowling at StrikeCity.

June: Whitewater rafting at the U.S. National Whitewater Center. Please check the Web site for details.

Chicago

Recent activities: On Jan. 21, alumni and friends gathered for a night of laughter and improv comedy at The Second City.

Coming up in early May: Join alumni and guests for a private reception with RIT President Bill Destler. Please check the Web site for details.



Cincinnati alumni enjoyed an evening at the Cincinnati Art Museum.

Cincinnati

Recent activities: Alumni and guests participated in the 44th Annual Cincinnati St. Patrick's Day Parade on March 13. Thanks to host John Johnson '05.

Cleveland-Akron

Coming up: Plans are underway for an alumni event this spring/summer. Check the Web site for more.

Colorado

Coming up in April: Plans are underway for a night of bowling at Dave and Busters in Westminster, Colo. Please check the Web site for more details.

Connecticut

Recent activities: Alumni, family and friends rooted for the RIT Men's Hockey team as they took on the UConn Huskies on Jan. 16. Attendees enjoyed a pre-game reception at the UConn Alumni Center.

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

Corporate Chapters

Recent activities: The Cisco Alumni Chapter enjoyed a luncheon with RIT President Bill Destler on Jan. 12. Thanks to our host, Bob Dimicco '84.

The Xerox Alumni Chapter enjoyed a group happy hour at MacGregors on Jan. 21. Thanks to our host, Chris Paliouras-Pierce '92, '96.

A group of RIT alumni at PAETEC enjoyed lunch on Jan. 28. Thanks to our host, Scott Telle '02.

Coming up: Plans are underway for alumni events this spring/summer. If you are interested in planning an RIT alumni event where you work, please contact Jon Rodibaugh at 585-475-4485.

Dallas/Fort Worth

Recent activities: Alumni enjoyed a night of hometown hockey as the Dallas Stars took on the Phoenix Coyotes on Jan. 31.

Coming up April 24: The Annual Potluck Picnic for Dallas area alumni will take place.

May 16: John Cody '64 will host an alumni reception and performance of *Madame Butterfly* at the Margot and Bill Winspear Opera House. Check the Web site for details on these events.

Detroit

Recent activities: The Detroit Alumni Chapter enjoyed Holiday Nights at Greenfield Village Super with

Santa at the Henry Ford Museum on Dec. 5. Thank you to our host, Yolanda Lewczuk '00.

Houston

Recent activities: Alumni enjoyed a night at Houston's Livestock Show and Rodeo, including a Rascal Flatts concert on March 10.

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

Long Island

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

Los Angeles

Recent activities: The Los Angeles Alumni Chapter enjoyed an evening with RIT President Bill Destler at the Petersen Automotive Museum on Jan. 13.

On March 13, alumni and guests enjoyed a whale watch with Harbor Breeze Cruises followed by refreshments at the Yard House Restaurant.

Mumbai

Coming up: Plans are underway for alumni events this spring. Please check the Web site for more details at www.rit.edu/alumni/mumbai.

Northern New Jersey

Coming up April 14: Join alumni and guests for an evening with President Bill Destler at the Charthouse Restaurant in Weehawken, N.J. For more information, visit www.rit.edu/alumni/northern_new_jersey.

New York City

Recent activities: The New York City Alumni Chapter enjoyed a reception with RIT President Bill Destler at Rouge Tomato on Nov. 19.

RIT alumni, friends and hockey fans enjoyed a pre-game reception at The Thayer Hotel prior to the big game vs. the Army Black Knights on Feb. 13.

Philadelphia

Recent activities: Aviva Dubrow '91 hosted a wine and cheese tour of Philadelphia March 6.

Coming up May 12: Plans are underway for an alumni reception. Check the Web site for details.

Phoenix

Recent activities: Alumni enjoyed a night connecting with current honors students and special guest Harvey Palmer, dean of the Kate Gleason College of Engineering, on March 4.

Coming up: Plans are underway for an alumni event in the summer. Check the Web site for details.

Pittsburgh

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

Raleigh-Durham

Recent activities: The Raleigh-Durham Alumni Chapter enjoyed a pre-game reception at the RBC Center and cheered on the Carolina Hurricanes as they took on the Buffalo Sabres on Feb. 11. Special thanks to our hosts, Mike '98 and Sue '98 Pail



Los Angeles alumni and guests enjoyed a reception with President Destler at the Petersen Automotive Museum.

On Feb. 27, alumni and guests enjoyed a pre-game reception at Deac 'N Dive, followed by the Wake Forest vs. UNC basketball game at the LJV Coliseum. Thanks to our host, David Page '66.

Coming up June 6: Join us for an alumni event at Big Boss Brewing Company. For more information, visit www.rit.edu/alumni/raleigh_durham.

Rochester

Recent activities: Alumni and guests enjoyed a Christmas Story at Geva Theatre on Dec. 6.

Alumni and guests enjoyed a day trip to the Corning Museum of Glass as part of our Senior Citizen Alumni Program on Dec. 9.

More than 30 alumni and guests enjoyed a fun evening of food and drink at Murphy's Law in Rochester's East End on Jan. 21. Special thanks to our hosts, Kristy Mooney-Graves '00 and Stacy Kurtz '05, '07.

A sold-out group of more than 200 alumni and family enjoyed the second annual Father-Daughter Dance on Feb. 13. Special thanks to Rochester City School No. 28-Henry Hudson for participating as well as our volunteers, Adrienne Davis '94, Shirley Murphy '81, '95, Chris Jackson '96 and Chris Paliouras-Pierce '92, '96.

A group of snow-loving alumni and guests enjoyed a day at Hunt Hollow ski club on Feb. 20.

Alumni and guests enjoyed an evening at The Little Theatre on Feb. 22. Thanks to our hosts, Terry '77 and Alina '79 Palis.

Alumni and guests enjoyed *Riverdance* on March 2 and *Grease!* on March 20 at the Auditorium Theatre. **Coming up:** Registration is now open for the following events. To register, visit www.rit.edu/alumni/rochester. Stay tuned for more great alumni events.

April 10 - Young Chefs Academy

April 14 - Custom Brewcrafters tour and tasting

April 24 - *Wicked* at Auditorium Theatre

May 1 - Imagine RIT

Innovation and Creativity Festival

May 9 - RIT Alumni Mother's Day Brunch

June 3 - Networking reception at Lovin' Cup

June 19 - Rochester Red Wings Baseball

July 14 - Rohrbach's Brewery tour and tasting

Aug. 7 - White water rafting trip on the Salmon River

San Diego

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

San Francisco/San Jose

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

Seattle

Coming up April 15: Mike '92 and Lisa '93 Woods will host a tour and reception at Red Hook Brewery.

Southern Florida

Recent activities: RIT President Bill Destler met with alumni in the Ft. Lauderdale area on March 25.

Southern Tier

Recent activities: Alumni and friends enjoyed a pre-game reception and an exciting game of RIT Men's Basketball as the RIT Tigers took on the Ithaca Bombers on Jan. 19.

Coming up: Plans are underway for a wine tour this fall. Please check the Web site for details.

Syracuse

Coming up in June: Plans are underway for a cruise on Skaneateles Lake. Check the Web site for details.

Utica/Rome

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

Washington, D.C.

Recent activities: Alumni enjoyed a reception at Clyde's of Gallery Place on Jan. 29 with a live streaming of a Men's RIT Hockey game.

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

Daddies, daughters dress up and dance



Wade Stiell '97 dances with his daughter, Nadia. (Photo by Ken Huth '88)

To see more photos of this event, visit www.huthphoto.com

Corsages and boutonnieres, fancy dresses and painted nails - and lots of dancing: All the key ingredients combined for the second annual Father Daughter Dance on Feb. 13.

Fathers and daughters (and family members) donned their best suits and dresses to share in the fun with more than 200 attendees at the RIT Inn and Conference Center.

Those in attendance observed some great dance moves from unsuspecting fathers and enjoyed seeing the smiling faces of many little girls and young women. RITchie the Tiger was there to join in the festivities and show the group the proper technique for the Hokey Pokey.

The group dined on mozzarella sticks, chicken fingers and lots of cookies and candy. They left with smiles on their faces and lots of flavored lip gloss.

The Office of Alumni Relations thanks host Michael Domenech '98-'99 and Ken Huth '88 for the dazzling pictures of the event.

Sue Rague

College Alumni Programs

Connect with your college! The ways to stay engaged with RIT keep growing. In addition to regional activities for all alumni, your college also supports 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, and check in with your college's Alumni Relations contact. We love to hear from you!

Stay connected!

College of Applied Science and Technology

www.rit.edu/alumni/cast

Catherine Bement '89

585-475-4975

catherine.bement@rit.edu

College of Imaging Arts and Sciences

www.rit.edu/alumni/cias

Ron Goldberg '99, '00

585-475-3112

ron.goldberg@rit.edu

College of Liberal Arts

www.rit.edu/alumni/cola

Jennifer Hinton

585-475-4283

jennifer.hinton@rit.edu

College of Science

www.rit.edu/alumni/cos

Jennifer Hinton

585-475-4283

jennifer.hinton@rit.edu

B. Thomas Golisano College of Computing and Information Sciences

www.rit.edu/alumni/gccis

Tandra Miller

585-475-6908

tandra.miller@rit.edu

Kate Gleason College of Engineering

www.rit.edu/alumni/kgcoe

Jasmine DiSalvo

585-475-5045

jasdar@rit.edu

National Technical Institute for the Deaf

www.rit.edu/alumni/ntid

Matthew Driscoll SVP '90, '94

585-286-4579 (VP)

matthew.driscoll@ntid.rit.edu

E. Philip Saunders College of Business

www.rit.edu/alumni/scb

Melissa Miranda

585-475-2354

mamdar@rit.edu

Find CAST alumni on campus and online

Find CAST on Facebook! Log in to Facebook and search for "Rochester Institute of Technology - College of Applied Science and Technology" to become a fan and keep up with what's happening in CAST.

The annual CAST Hockey Night was great fun. Special thanks to Verizon Wireless for their generous support, Army ROTC for all their help in managing logistics and the Student Environmental Action League (SEAL) for running the used cell phone collection.

At press time, finishing touches were being made for the 25th anniversary RITz Dinner, which took place March 27. Upwards of 300 alumni and friends of the School of Hospitality and Service Management were expected to turn out for the festive evening. Check out photos and more on Facebook.

CIAS goes on the road

More than 140 alumni attended the Photo Plus alumni reception in New York City at Connolly's restaurant. This annual gathering continues to be the signature event for SPAS in the fall. This year, Interim Dean Frank Cost '87 and School of Photographic Arts and Sciences (SPAS) chair Therese Mulligan shared updates on developments within the college and SPAS.

In January, 50 alumni came into Manhattan to ring in the new year at the Playwright Inn and Tavern, mixing and mingling as Interim Dean Cost shared news about the School for American Crafts (SAC) expansion, the Vignelli Center for Design Studies, and the potential for a master's program in sustainable architecture.

In March, CIAS staff along with Cost and several faculty traveled to Chicago to host the first all-CIAS alumni reception there. The event took place at the Elephant and Castle Restaurant and had a great turnout, mixing alumni from Chicagoland and those attending the College Art Association conference.

There are more events coming up, including the first CIAS Boston alumni reception



President Bill Destler and LeChase Construction Services President Bill Goodrich hosted a reception and tour of RIT for alumni who work at LeChase.

on April 16 and a reception at the Print On-Demand show in Philadelphia on April 21. Register for these and other CIAS activities at www.rit.edu/alumni/cias.

CLA hosts three events in Rochester

2009 ended with two gatherings. The "25 Show" featuring 25 years of *Signatures* magazine took place at RIT's Gallery r on Park Avenue. Commemorative chapbooks are still available. Contact Jennifer Hinton to have one mailed to you. And RIT students and faculty kicked off the season on a musical note with the annual Music for the Holidays program in Ingle Auditorium.

Kicking off 2010, alumni from CLA and NTID enjoyed a coffee and dessert reception that featured a literary interpretation presented by Tina Lent preceding the NTID production of *Sleeping Beauty*.

CLA alumni enjoyed an evening of networking at the Northfield Food and Drink where Dean Robert Ulin shared news of faculty and student achievements and his vision for the college.

While you're online, get LinkedIn: Join the "Rochester Institute of Technology - College of Liberal Arts Alumni" group. Become a fan of the "RIT College of Liberal Arts Alumni" on Facebook, too!

COS alumni and faculty stay connected

Alumni reconnected with each other and Sophia Maggelakis, interim dean; Laura Tubbs, interim associate dean; Tom Frederick, biological sciences and Jeff Pelz, Center for Imaging Science at the COS Rochester Reception. In February, COS alumni, faculty, friends and family enjoyed a tailgate party at the RITz and cheered the Men's Hockey team on during a thrilling game against Canisius.

Upcoming events include a Young Alumni/COSSAB "Happy Hour" later this spring, the fourth annual Center for Imaging Science alumni gathering in Washington, D.C., on April 18 and a reception in Boston to be held in conjunction with the 240th



At the opening of Professor Bill Dubois' 'Bed Pan Elegance' exhibit in Philadelphia are, from left, Jeannine Pearce '76, Dubois, and Alida Fish '76.



Jacquie Mozrall '87, department head, Industrial and Systems Engineering, congratulates Professor Richard Reeve on his induction into the Industrial and Systems Engineering Academy.



Enjoying the NTID Alumni Community Holiday Party are, from left, Laura Barnard SVP '95, '01, Kimberly Richards '05, Ursula Seefeld SVP '81, Laurie Monahan SVP '87, '90, and Diana Robert.

American Chemical Society National Meeting & Exposition.

While you're online, get LinkedIn: Join the "Rochester Institute of Technology - College of Science Alumni" group. Become a fan of the "RIT College of Science Alumni" on Facebook, too!

GCCIS alumni are all about the games

The fall 2009 Dean's Lecture Series featured speakers from Vicarious Visions, developers of Guitar Hero for Nintendo platforms as well as acclaimed Action/RPG Marvel Ultimate Alliance 2 for PlayStation 3 and Xbox 360. Guha Bala, president, and Karthik Bala, CEO and chief creative officer, delivered a captivating lecture on "Video Games: Innovating in a Maturing Industry" to 150 attendees. If you missed this standing-room-only address, watch it online at www.gccis.rit.edu/node/264.

Golisano College young and young-at-heart alumni bowled the night away at Rochester's Bowl-A-Roll on Jan. 23. In February, Professor Paul Tymann and Computer Science alumni carried on tradition with the third annual Computer Science Networking Happy Hour, trying out a hot new venue, Anchor Bar in Rochester. The College Hockey Night followed later in the month.

Spring brings two more installments in the Dean's Lecture Series. Distinguished Alumnus Crowell Chambers '88 (computer science), director of client management services for Lexmark International's Printing Solutions and Services Division (PSS&SD) in North America, will speak on April 9; and on April 30 Walter Bender, executive director, Sugar Labs, and senior research scientist, MIT, will address students and alumni. Visit www.rit.edu/alumni/gccis to register for these lectures and more.

KGCOE showcases alumni and faculty

The 2009-2010 Dean's Alumni Speaker Series featured presentations by: Jeffrey Benck '88, Anthony Capobianco '07, Joharn Dem-

mel '80, '83, Bradley Fluke '84, Gregory Kacprzyński '97, '00, Richard Repka '80, '83, and Bernard Schroeder '77, '80.

Industrial and Systems Engineering celebrated the program's 40th Anniversary during Brick City Homecoming. More than 75 alumni, family, friends, faculty, and staff came out to celebrate the milestone. In conjunction with the celebration, Professor N. Richard Reeve was inducted as the first member of the ISE Academy.

The college has hosted several events: KGCOE Retired and Emeritus Faculty participated in a tour of the renovations to the Student Alumni Union this past November; the Department of Electrical and Microelectronic Engineering hosted an alumni reception, including a tour of the facilities; and Mark Kempinski and Marilyn Houck hosted Rochester area alumni for the Fourth Annual KGCOE Hockey Night.

NTID alumni keep the season bright

More than 35 Rochester-area alumni and guests attended the 2009 NTID Holiday Alumni Reception on Dec. 5 at Rustic Village's Entertainment Center, and more than 20 attended the RIT/NTID Alumni Chapter Holiday Brunch in Connecticut at Hawthorne's Inn near Hartford, Conn. Many thanks to the following individuals who provided assistance in helping make these

receptions a success: Laura Barnard SVP '95, '01 and Tom Rankin '73, for co-chairing the Holiday Committee; and Jeff Nardoza SVP '80, '83, '85 and Mo Nardoza SVP '83, '85, and Alexandra McGee SVP '73, '76 for welcoming alumni and guests at the registration table during the Holiday Brunch in Connecticut.

Several exciting alumni events are scheduled from mid-April to July in the following locations: Boston; St. Louis, Mo.; Detroit; Washington, D.C.; Orlando, Fla.; and Philadelphia. For details and to register, visit www.rit.edu/alumni/ntid. We hope to see you there!

SCB welcomes Alumni Relations rep

The E. Philip Saunders College of Business welcomes Melissa Miranda, the new associate director of Alumni Relations. Melissa comes to the Saunders College from RIT's Division of Development and Alumni Relations, where she served as a prospect researcher for two years. A native of New York City and a graduate of SUNY Buffalo, Melissa is currently working toward her MBA, with concentrations in management and public policy, at the Saunders College. Melissa plans to dedicate herself to engaging Saunders College alumni across the globe and welcomes all Saunders College alumni to reach out to her with any questions, comments, or just to chat.

Distinguished Alumni for 2010 are named

These remarkable individuals will be honored for their personal and professional accomplishments and for their dedication to RIT on April 9:

Michael A. Murphy '84, College of Applied Science and Technology; Stephen R. Whittaker '68, College of Imaging Arts and Sciences; Irene S. Jacobs '78, College of Liberal Arts; Philip J. Reiner '78, '80, College of Science; Crowell Phillip Chambers '88, B. Thomas Golisano College of Computing and Information Sciences; Holly M. Hillberg '92, Kate Gleason College of Engineering; Sharon L. Applegate '79, National Technical Institute for the Deaf; Jay J. Levine '76 and Stephanie Maltz Levine '75, E. Philip Saunders College of Business.

For more information about this year's honorees, to see the roster of past Distinguished Alumni, and to learn about other alumni recognition programs, visit www.rit.edu/alumni/recognition.

Class Notes

Key to abbreviations

CAST College of Applied Science and Technology

CCE College of Continuing Education (now CAST)

CIAS College of Imaging Arts and Sciences

COLA College of Liberal Arts

SCB E. Philip Saunders College of Business

KGCCE Kate Gleason College of Engineering

COS College of Science

FAA Fine and Applied Arts (now CIAS)

GAP Graphic Arts and Photography (now CIAS)

GCCIS B. Thomas Golisano College of Computing and Information Sciences

NTID National Technical Institute for the Deaf

SVP NTID "Summer Vestibule Program"

1950

Eugene Penler '50 (GAP) and students Krishna C. Madaparthi '13 (GCCIS),



right, and Breanna Shartzler '13 (GCCIS) happened to meet recently at the 390th Memorial Museum in Tucson, Ariz. Their mutual love of aircraft and RIT created an instant bond between Penler and Madaparthi. Penler served in the U.S. Air Force as a bombardier aboard a B-29 during World War II. The museum contains the restored B-17G, "I'll Be Around."

1955

Donald Nagel '55 (FAA) was represented in the Blue Ridge Mountains Art Association's National Juried Show with two pastels, *Amicola Falls* and *Marshscape No. 8*. Two works by Joyce Nagel '56 (CIAS) were also included: a pastel, *Taking Off*, and oil, *Mom's Moment*, which won a merit award. The show featured 130 pieces from 25 states selected from 500 entries.

1957

Michael Blain '56, '57 (GAP) was honored by State of Israel Bonds for a lifetime of service at its annual tribute luncheon Nov. 15, 2009, at Congregation Shaarey Tefilla in Carmel, Ind. He

received The Star of David Award given in recognition of those who, in the spirit of King David, have demonstrated devotion to the land and people of Israel, true leadership and generosity.

1964

Kevin Gilson '64 (GAP) is a member of the early music quintet *Carpenter Arion*



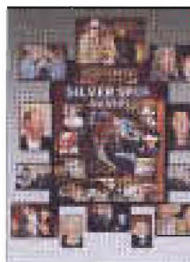
and recently performed at the Walters Art Museum as part of their holiday open house. The group also performed for students and senior citizens at Glenelg Country School. The quintet recently celebrated 30 years of public performances. Kevin is a founding member.

Donald Kingston '64 (SCB) was elected to the *Duck (K.C.) Town* Council in his first run for public office.



Don will serve as the mayor pro tempore of the town.

David Spindel '64 (GAP) was commissioned to create a cover for the Silver



Spur Awards in Burbank, Calif. David also signed a contract with Simon & Schuster for a book that will contain numerous photos of John Lennon

taken at the last recording session of Lennon's *Double Fantasy* album in 1980.

1965

Fred Buja '65 (KGCCE) received his second U.S. patent to measure temperature and pressure as a combined thermal-mechanical strain imposed on a thermocouple bead. The patent-pending sensing technology application measures physiological respiration rate and vascular blood pressure-pulse rate without a pressurized cuff, with the sensor array to be attached to a watch for 24/7 wireless monitoring and alarm.

1968

Jan Detanna '68 (FAA) sings lead in his doo-wop group, *Deke and The Blazers*. The group has been touring across

the U.S. as part of The Ultimate Doo-Wop Show produced by Canterbury Productions, appearing with the legends of doo-wop that they grew up listening to years ago. They also perform background harmonies for Cleve Duncan, original lead singer of The Penguins, and the song, *Earth Angel*. The tour has made stops in Los Angeles, Detroit, San Diego, and Seattle, to name a few. They recorded their first CD, *Doo-Wop Straight from the Heart*, early in 2009.

Stephen Whittaker '68 (GAP) has been elected an active member of the



Supreme Council, Ancient Accepted Scottish Rite of Free Masonry for the Northern Masonic Jurisdiction of the U.S.

Stephen is classified as a 33rd degree free mason. The awarding of the 33rd designation is a national honorarium that recognizes service, leadership, dedication and commitment to the principles of brotherly love and care among fellow men.

1970

Janice Fox-Ford Sterling '63, '70 (FAA) was a member of the 2009 National Design Policy Summit (www.design-policy.org) on Nov. 2, 2009. This is the second meeting of the group, which includes members of professional design associations, design educational bodies and design-related federal government agencies. One of the summit goals is to establish an American Design Council with a presence in government and the creation of a Secretary of American Design and Innovation position.

1971

George McGee '71 (SCB) visited Stephen Omondi Okongo of Kenya in

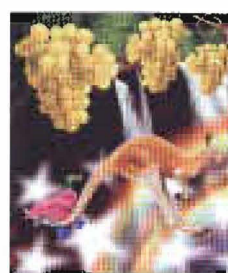


the fall. Stephen (pictured here) was orphaned as a teenager and George began to sponsor Stephen five years ago. To read more, go to www.rit.edu/news/?v=47219.

John Peelle '71 (GAP) moved to Phoenix, Ariz., in 1976 and opened his own photo studio in the Scottsdale Air Park. His clients have included almost all the major advertising agencies, many design studios and many corporate clients including Forever Living Products, Best Western International and Pointe Resorts, just to name a few. peellephoto.com/index.html

1973

Jane Wattenberg '73 (GAP) photo-



illustrated a version of *The Duck and the Kangaroo*, written by 19th century writer and painter Edward Lear. This love song between two

unlikely friends is published by Greenwillow/HarperCollins Books. Wattenberg is the author/illustrator of many eye-popping photo-collage books for children. *The New York Times* squawked, "Yowza!" for her hip-hop adaptation of *Henny-Penny*. Her *Never Cry Wolf* is howls of fun. Her accordion novel for babies, *Mrs. Mustard's Baby Faces*, is celebrating its 20th year in print.

1974

Joyce Greenberg Goode '74 (FAA) has been elected president of the San Francisco Quilters Guild.

Thomas Pearce '74 (SCB) recently started his own business, Pearce Corrugated Consulting, in Three Rivers, Mich. Thomas previously was employed at Smurfit Stone Container as director of engineering. "I was able to take my RIT education and 35 years' experience in the corrugated industry and start my own business. As a management consultant, I am helping the future managers in our industry."

William Zarycranski '72, '74 (GAP) recently became director, biopharmaceuticals, at Ieva Pharmaceuticals USA in Horsham, Pa. Zarycranski was previously associate director, scientific affairs, within the Clinical Pharmacology Services Group at Pharmanet. In his new role, Zarycranski conducts Phase I clinical pharmacology and bioequivalence trials to support innovative and generic business units.

1975

William Truran '75 (GAP) is an adjunct professor at William Paterson University. He has produced a new book called *Digital Imaging: from Capture to Production*. He writes, "Now I am teaching both studio lighting and digital imaging at night and run a photo studio during the day. That means fun from early morning to late at night!"

Patrick White '84, '75 (SCB) founded publicly traded Document Security Systems Inc. (DSS) in 2002 and serves as chief executive officer and a director. In 2008 and 2009, Document Security Systems was named to the Technology Fast 500 published by Deloitte LLP for the fastest-growing technology companies in the U.S. White currently sits on the board of several technology

Work means play for toy company engineers

Some serious play is taking place at Fisher-Price Toys Inc. in East Aurora, N.Y., and two RIT engineering graduates are among the most serious players.

For Tim Trapp '04 (mechanical engineering) and Brian Argauer '07 (computer engineering), each day involves not only developing the newest toys, but playing with them – all in the service of the company's primary consumers: children.

"In my role as product development engineer, I follow the product through the whole lifecycle, turning design intent into reality," Trapp told an audience of engineering honors students during a visit to campus. "And seeing a toy you helped design and build on the shelves in local stores is great fun."

Trapp joined Fisher-Price in 2004. He is part of the company's Baby Gear team that develops products such as baby monitors, high chairs, swings and entertainers.

Behind the playfulness, Fisher-Price is all business, says Argauer, who is part of a team that develops toys for infants. He handles things such as creating schematics, programming the desired functionality and incorporating music.

"We even have professional musicians on staff, many with music degrees and in bands," he says. "There's a lot more to it than just putting audio on a chip."

A project team could consist of mechanical, electrical and audio engineers working side-by-side with design and marketing professionals. In many instances, the engineers use the latest in rapid prototyping, a three-dimensional printing process where individual parts are made on site to be used as part of a demonstration model.

All the toys need components that not only work well but can withstand dropping or throwing. All toys are tested throughout the development process and during production, Argauer explains. He says that some of the most effective testing is done by parents and young children, who act as volunteers at the Fisher-Price Child Re-



Engineering grads Tim Trapp '04 (center) and Brian Argauer '07 (right) joined Harvey Palmer, dean, for a presentation to a group of engineering honors students.

search Center.

"We have a drop test from table tops, even bite tests," says Trapp. And he knows firsthand how important – and fun – the tests can be. As a pre-schooler in the 1980s, he was a toy tester, speeding around with a toy lawn mower.

As part of their visit, Trapp and Argauer called upon Kate Gleason College of Engineering honors students to help put a new toy through its paces. The students received one of the newest Fisher-Price toys, the Color Flash Laptop, to re-engineer.

Playing with toys knows no age. For the college students with their first Color Flash Laptop, the connection between fun and work begins with the technology.

Michelle Cometa

companies and is a frequent speaker at industry functions. DSS has 80 employees and manufacturing plants in San Francisco and Rochester.

1976

Michael Gendron '76 (SCB) was the keynote speaker at the annual Ohio Statewide Conference on Entrepreneurship and Ethics in November.

Stan Godwin '76 (GAP) retired from Texas A&M University-Commerce after 30 years of teaching. "I was the photography coordinator and interim head of the art department. I moved back to my childhood home on Cape Cod, Mass., where I operate Stan Godwin Photography Workshops (www.stangodwin.com) and work as

a consultant with the Photo Imaging Education Association, a sub group of PMA. My old friends should find me on Facebook!"

Dale Romano Grogan '76 (GAP) and husband, James, own two stores in



historical Wickford, R.I., "The World Store" and "Nautical Impressions: Gifts for Sailors and Landlubbers Alike."

1977

Chingho Lu '77 (SCB) writes, "I am on a mission to help people experience wellness and build wealth for their life purposes. Please visit my blog at www.chingholu.com/nopalea."



Richard Malone '77 (GAP) is the new president and chief executive officer of the YMCA of Metropolitan Chicago. As CEO he is responsible for the leadership and management of the organization – one of the largest nonprofits in the city – and will oversee its \$84 million operating budget. Malone is the for-

mer senior vice president of Tribune Co.'s Interactive group, a multimarket Internet business.

Robert Whiteside '77 (FAA) is a creative arts therapist at the Jewish Home of Rochester. Bob is also a 2003 graduate of the Nazareth College of Rochester Post Graduate Art Therapy Certification Program, an exhibiting and studio artist, and adjunct professor of the Visual and Performing Arts Department of Monroe Community College.

1978

Daniel Mills '78 (FAA) writes, "Just back from China for the opening of a solo show at the Tianjin Academy of Fine Arts Museum, and from being a visiting artist there. A great experience!"

David Pieramico '78 (SCB) was recently promoted to senior adjunct fac-

ulty in the accelerated learning program at Medaille College in Rochester. "I currently teach finance classes in both the bachelor's and master's business administration degree programs, as well as in the master's of organizational leadership degree program."

Eugene Rusiecki SVP '71, '75 (NTID), '78 (CAST) was employed at Siemens Energy & Automation as senior systems engineer. "I am currently a job seeker. Looking to do the same line of work, as an automation and controls engineer. Contact me if you know of a referral who is looking to fill a position."

1979

Clifford Townsend '79 (GAP) writes, "While everyone was flitting about



the RIT campus for our 30th reunion in October, my wife, Karen, and I decided to cheer on the RIT Cycling Club at the Eastern Collegiate Cycling Championships in Vermont. Here is a picture of me and my freshman, **Greg Townsend (CIAS)**, at the Dual Slalom event. Cheers!"

1980

James Coe '80 (CCE) writes "After a successful 23-year career in the U.S. Army, which ended in an untimely wound, I settled in Lake Placid, N.Y. Currently, I am the front-office supervisor and concierge for the No. 1 resort in the Adirondacks, The High Peaks Resort. I thank RIT for the education that put me where I am!"

Michael Graff '80 (GAP) was named president and CEO of Sandy Alexander, a graphic communications company in Clifton, N.J., has been an industry leader for many years and employs a significant number of RIT alumni. Mike is very proud of his degree from RIT and speaks of his school often.

1982

Nancy Letavish '80, '82 (SCB) recently married **John T. Magerowski '80**



(KGCOE). John found Nancy through

RIT's Alumni Online Community after being out of touch for more than 15 years!

1983

James Meadows '83 (CCE) is a training team manager with ADT Security Services in Kansas City, Miss. He is also a freelance corporate writer and an Assemblies of God ordained minister. He recently completed a MBA degree with the University of Phoenix. Prior degrees are an A.A.S. in chemical technology with Broome Community College and an M.Div. in pastoral counseling with the Assemblies of God Theological Seminary.

Daniel Taylor '81, '83 (FAA) and **Nora Vaivads-Taylor '83 (CIAS)** have moved their design studio, Taylor Design, to 247 Main Street in Stamford, Conn. Founded in 1992, Taylor Design (www.taylorltdesign.com) develops branding, print and interactive communications for corporations and institutions, including MasterCard Worldwide, Thomson Reuters, FedEx, Sarah Lawrence College and Cleveland Institute of Art.

1984

William Abraham '84 (CAST) completed the 100-mile Pelotonia Charity Bike Ride supporting cancer research performed at The Ohio State University Comprehensive Cancer Center—James Cancer Hospital and Solove Research Institute.

1985

Brad Hankin '85 (GAP) accepted a position as operations manager at Two C Pack Systems in Nashua, N.H., where he is responsible for managing all facets of manufacturing for a mid-sized folding carton facility. The operation produces "just in time" high-end and upscale novelty consumer packages. The facility operates the largest geothermal system in New England and is the only packaging company in the U.S. to have this environmentally preferable system. Two C Pack is also 100 percent wind powered.

Donna Hartnett '85 (CAST) currently works part-time with her husband, Andrew Radack, in the law firm of Radack & Hartnett in Silver Creek, N.Y. Donna also works part-time for Ivoclar Vivadent Inc. in Amherst, N.Y., as director of QA/regulatory affairs and assistant corporate counsel.

1986

Jonathan Bannister '86 (FAA), in keeping with his life-long interest in Japanese martial arts and culture (RIT Aikido Club), is currently executive director and marketing communications manager for the Pacific Northwest Budo Association in Seattle, Wash., which raises funds and provides grants and scholarships for cooperative arts education in Washington State. Bannister (Ph.D./Ma.D.Sc., University of Asian

Martial Arts Studies) was inducted into the U.S. Martial Arts Hall of Fame and the USA Martial Arts Hall of Fame, and further honored by the City of Seattle whose mayor named Oct. 18, 2009 "Dr. Jonathan Bannister Day" in recognition of Bannister's successful efforts to build bridges of friendship and understanding between the peoples of Japan and the United States.

Jack Van Antwerp '86 (GAP) was promoted to director of photography at *The Wall Street Journal*. This



past year has seen many changes for WSJ including becoming the largest newspaper in the U.S. Last year, WSJ took several

photo awards including second place Photos of the Year for best use of photography online (second to *National Geographic*, which took first) and first place NPPA award for best domestic news photo story.

William Wright '86 (GAP) has been elected as the chairman of the board of Wright of Thomasville Inc. He will also hold the position of chief marketing officer for the company.

1987

Anne Olsen-Williams '87 (COS) was married in August 2009 to Joseph M. Chavez. They live in Englewood, Colo., where she works for Dishnetwork.

John Rice '85, '87 (GAP) accepted a position as general manager at TheTeaTable.com in Ft. Collins, Colo. "For the first time in my life, I'm not working in the field of photography, but have taken over operations of a long-time client. It was the right thing at the right time."

David Smith '87 (KGCOE) is managing director of Accenture Global Talent &



Organization Performance in Hartford, Conn. The practice is a group of skilled professionals who provide human resources, talent

management and learning solutions enabling clients to improve the performance of their people, their organization and their business.

1988

Cavit Habib '88 (KGCOE) is CEO and shareholder of ISS Facilities Services in Turkey. "I employ 22,000 people and I run five different companies providing cleaning, maintenance, security, catering, landscaping and pest control services all around the country."

1989

James Joy '89 (CAST) was promoted to director of quality and regulatory compliance at Lucid Inc. in Rochester and is responsible for approvals and compliance of Lucid's medical devices with worldwide regulatory agencies.

1990

Cindy Dunne '85, '90 (SCB) is a recruiting clerk at U.S. Census Bureau in Winston-Salem, N.C. "I encourage anyone who wants to learn more about the government or the area they live in, or who wants a job with flexible hours for a temporary length of time, to sign-up for the job skills test to find out where their skills can best be used. Check the www.census.gov Web site for more details. I enjoy keeping busy at a time in my life when many people are fully retired."

1992

Scott Curry '92 (CAST) announces the birth of a daughter, **Elsie Jazzlyn**.

Jennifer Mohney Gogos '92 (FAA) and husband, George, announce the birth



of their daughter, **Alexandra Maria**, on Sept. 1, 2009. Alexandra joins big brother Adam, 2½, at home in Amherst, N.Y.

Terry Myers '92 (GAP) was recently promoted to press manager for RR Donnelley's Jefferson City, Mo., division, which images approximately 1 million Kodak plates annually.

Kathi Vokes '92 (COLA) and **Brian Vokes** announce the birth of a daughter, **Jordan Elizabeth**, on Aug. 10, 2009, in Mons, Belgium.

1993

Michael Larson '93 (COLA) is an attorney and founder of the Law Office of Michael J. Larson P.C. in New York City. Michael previously was employed at United States Army Judge Advocate General Corps as CPT, Judge Advocate. "The timing was right to start a private practice. We handle cases in the areas of civil litigation, criminal law, real estate, family law and immigration. [Michael@mlarsonlaw.com](mailto:mlarsonlaw.com)"

1994

Ianice Cifelli '94 (CAST) is the chapter leader of the Western New York Chapter of the Vasculitis Foundation. "We are a support group that meets throughout the year to discuss various issues that affect us. I plan to have medical professionals attend as guest speakers in the future. If any alumni have or

Hockey will highlight RIT's annual fall festival again this year

Brick City Homecoming and Family Weekend's newest tradition is here to stay. After a wildly successful debut last year, RIT Men's Hockey will continue to be a featured part of the weekend - which will now be scheduled to coincide with the first Men's Hockey home game each fall.

This year's Brick City Weekend will take place Oct. 15-17. The hockey game will be held at 7:05 p.m. Saturday, Oct. 16, at downtown Rochester's Blue Cross Arena. Last year's game, which drew more than 7,000 orange-clad fans, received a tremendously positive response from alumni, students, and parents alike.

"Inside the arena, the atmosphere was absolutely electric," says Taylor Osmonson, a second-year hospitality and service

management major. "It was amazing to feel that many people united, rallying around their hockey team."

Many alumni, like Cindy Rosenshein '90 (packaging science), have been waiting a long time for a homecoming weekend that featured a sporting event. Rosenshein proposed the idea as a final project in a public speaking class more than 20 years ago.

"Brick City Homecoming and Family Weekend far surpassed all of the ideas and suggestions that we used in that presentation," says Rosenshein. "It was a



Enjoying the first Brick City Weekend hockey game are, from left, Michele Oursler Bedri '92, Jennifer Ladieu '94, Karen McLaughlin '91, RITchie, Cindy Rosenshein '90 and Jane Corson Fernandez '91.

great way to catch up with old friends, get introduced to new ones and see all the amazing changes that the school has gone through."

The Men's Hockey program is excited about the prospect of Tigers fans packing the largest sports arena in Rochester.

"We are very excited to be a part of Brick City Homecoming and Family Weekend again," says Wayne Wilson, Men's Hockey coach. "Last year's experience exceeded all of our expectations. The environment for our game was unbelievable and our team is proud to be a part of this special weekend."

John Follaco

For more information about the weekend, go to www.rit.edu/brickcity.

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know anyone who has one of these rare diseases, please feel free to contact me! Even if you don't live in the WNY area. I'm happy to speak with anyone about their vasculitis journey. WNYvasculitis@gmail.com"

Erin Malone '94 (CIAS) writes, "My first book was recently published by O'Reilly Media. *Designing Social Interfaces: Principles, Practices and Patterns for the User Experience* presents a family of social Web design principles and interaction

patterns, capturing user-experience best practices and emerging social Web customs for Web 2.0 practitioners. The book is primarily geared to interactive designers and developers."

Michael Mogilski '94 (SCB) was promoted to manager, Medical Office



Administration. In May 2009, he's responsible for all operations of the medical facility including internal medicine, specialties, pediatrics, OB/GYN, radiology, laboratory and pharmacy.

1995

Seth Gitner '95 (CIAS) and Angela Gitner announce the birth of a daughter, Sadye Annabell Gitner, on Sept. 20, 2008, in Roanoke, Va. They are now living in their new home in Manlius, N.Y. Seth, who specializes in multimedia storytelling for the Web, has left daily newspaper photojournalism to become a tenure-track assistant professor of newspaper and online journalism at the S.I. Newhouse School for Public Communications at Syracuse University.

1996

Karen Rybarezyk Braun '96 (COS) is a color scientist at Xerox Corp. in Binghamton, N.Y. She served as general co-chair for the IS&T/SID 17th Color Imaging Conference in Albuquerque, N.M. Nov. 10-14, 2009. www.imaging.org/ist/conferences/cic/

Erin Esposito '96 (COLA) was named executive director of Advocacy Services for Abused Deaf Victims (ASADV), a non-profit agency providing support for deaf and hard of hearing adults and their children who are or have been victims of domestic violence and/or sexual assault.

1997

Michael Sivigny '97 (CAST) brought great pride to the Merrimack River Rowing Association when he captured the Head of the Charles Regatta in Boston. Michael's long-term goal is rowing in the 2012 Olympics in London. Michael, who is single, jokes and says he's living "The transient-rowing lifestyle."

Dieter Steigerwald '97 (SCB) has been admitted to the partnership in the audit department at Fust Charles Chambers LLP, a certified public accounting firm in Syracuse, N.Y. His primary responsibilities include providing accounting and consulting services to manufacturing and commercial concerns, service companies and health care entities.

Timothy Wood '97 (CIAS) is graphics coordinator of the east coast at Fresco System USA Inc. in Telford, Pa. "After the birth of our daughter, Quinn, I worked as a freelance graphic designer to spend more time at home. Now that she is older, I needed to transition back into a full-time position. I now preflight art for a packaging company that produces over 80 percent of all coffee packaging in the country. Clients include Green Mountain Coffee Roasters, Eight O'Clock Coffee, White Coffee and many more."

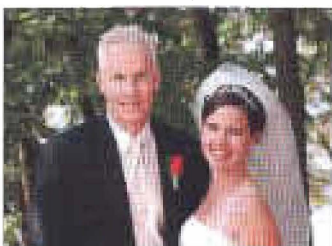
1998

Alice Merchant '98 (CIAS) is a systems program manager at Splash in New York City. "Splash is an international design and production agency and an independent provider of marketing management systems. I am looking forward to contributing to the growth of the New York City division."

1999

Brian Fregonese '99 (KGCOE) and his wife, **Nissa Anderson Fregonese '00 (KGCOE)**, announce the birth of a daughter, Gina Paige, on Oct. 21, 2009, in Fond du Lac, Wis. Mom, baby, Dad, and 5-year-old sister Alyssa are all doing fine.

Elizabeth Nida '99 (CIAS) and **Carl Oberl** were married Sept. 19, 2009, in



Minneapolis. They reside in Rochester, Minn. Carl works in management at IBM and Elizabeth is a senior staff photographer at the *Post-Bulletin*.

Derek Punaro '99 (CAST) was recently elected to the board of directors and treasurer of the Central Terminal Restoration Corp. The CTRC was founded in 1997 to oversee the stabilization and restoration of the Central

Terminal in Buffalo as a mixed-use facility, offering space for public events, light industry, cultural/educational space, office operations, condominiums, retail shopping and dining and access to passenger and light rail train services.

Nicolas Rubio '01, '99 (SCB) and **Angela Incerti** were married Dec.



3, 2009, at the Preciosissima Sangre Church with reception at the Tamanaco Intercontinental Hotel in Caracas, Venezuela. Angela and Nicolas spent their honeymoon on a cruise from Miami to Haiti, Colombia, Panama, Costa Rica and Key West. They also stayed a few days in South Florida. They reside in Caracas.

2000

Chundandeep Bhandari '00 (SCB) writes, "My training and education at RIT helped to convert my business in New Delhi, India, into a multi-national organization. In April 2009, acting as vice chairman and CEO of my family-owned business, BIC Logistics Ltd. entered into a joint venture with Australian logistics giant Toll Global Logistics."

Brandy Tyson-Flyn Donough '00 (CIAS) is president and CEO of United Lithographers Inc. in Spokane, Wash., after the unexpected passing of her father. While in the United Kingdom, she was a project manager for Black Pig, an advertising agency, until 2007 when she and her husband, Cameron, had a son. "Quite a change from the past two years as a stay-at-home mom, but I love a good challenge!" Currently, they are relocating from North Pole, Alaska, back to Spokane.

Evan Thomas '00 (KGCOE) received a master's degree in electrical engineering from Worcester Polytechnic Institute in May 2007.

Chad Waters '00 (CAST) and wife, **Bernadette Waters**, announce the birth of a son, **Owen Alexander**, on Sept. 9, 2009, in Meadowbrook, Pa.

2001

Melinda "Mindy" Cole Class '03, '01 (COLA) and **Clipsen Class '01 (CAST)** announce the birth of a son, **Ronan Cole**, on April 20, 2009, in Rochester. He was welcomed home by big sister Bronwyn.

2002

Jennifer Dashnau '03 (SCB), '02 (COS) and **Michael J. Brown** were married



on Oct. 17, 2009, at the Hotel Fiesole in Skippack, Pa. Following the wedding and honeymoon in Australia, the couple returned to the Philadelphia area where Jennifer is employed as a process engineer in Recombinant Vaccine Technology and Engineering at Merck & Co. and Michael serves as business administrator for Detweiler Family Medicine and Integrative Chiropractic Center.

Jillian Knight '02 (KGCOE) was recently promoted to assistant store manager from service desk supervisor at The Home Depot. "I have been with Home Depot over seven years and love the challenges that I get to solve on a daily basis."

Mark Rozum '02 (GCCIS) recently became an applications engineer at Vivisimo Inc. in Pittsburgh. Mark had been employed at Consolidated Communications as lead Web developer. According to Mark, "Vivisimo is a leader in enterprise search technology."

Ryan Testa '06, '02 (CIAS) recently became an iGen program manager for New England for Xerox Corp. in Boston.

2003

Kimberly Bonarski '03 (COLA) and **Timothy Bonarski '04 (CAST)** announce the birth of a son, **Tyler Timothy**, on Sept. 1, 2009, in New Haven, Conn. "Tyler is a happy, healthy little boy, and so far a great sleeper!" they write.

Carl Gause Jr. '03 (COLA) and **Crystal Gause** announce the birth of their son, **Joshua David Gause**, on June 1, 2009.



Kevin Giles '03 (CAST) is project manager for the Pike Company and earned his Leadership in Energy and Environmental Design (LEED) Accreditation from the Green Building Certification Institute in September 2009.

Bergio Guevara '04 (KGCOE), '03 (CIAS) recently went to work for Arryx Inc. in Chicago. "I was laid off from Microvision in January 2009 due to downsizing, but luckily landed a new job from my first interview. I started working for Arryx at the end of April. I am the primary engineer in their research group responsible for optical/mechanical and optical design."

Rebecca May '03 (CAST) and **Jason Stryker '08 (CAST)** were married on



Aug. 29, 2009, at Nazareth Chapel in Rochester. The reception was at Frontier Field Stadium where they threw out the first pitch and guests enjoyed a baseball game. Attendants included **Kristina Mamon '01, '06 (CIAS)**, **Jennifer Miazga '03 (CIAS)** and **Paul Diedrich '03 (KGCOE)**. They currently reside in Rochester and are both employed at RIT.

2004

Christopher Banner '04 (GCCIS) and **Amanda Griffin '04 (CIAS)** were married on Aug. 15, 2008, in Boston. They currently reside in Billerica, Mass.

Tu Wanner Cleveland '04 (COLA) is volunteering as a MSW at True Bethel Charities, a ministry of the True Bethel Baptist Church in Buffalo.

Laurie Jerome '04 (CIAS) and **Mark Hedberg '04 (GCCIS)** were mar-



ried on June 20, 2009, at the Webster (N.Y.) Arboretum. The couple met while attending RIT. Many RIT alumni were present for the ceremony, including best man **Rob Heller '08 (CIAS)**, groomsmen **Josh Coon '98 (CIAS)**, **Leah Coon '02, '05 (CIAS)**, **Jesse Silverstein '08 (GCCIS)**, **Maureen Wood '05 (COS)**, **Adam Blair '05 (CIAS)**, **Melissa Dawn Keith '04 (CIAS)**, **Nicole Campbell '05 (CIAS)**, **Christopher Daley '06 (COS)**, **Eileen Shannon '03, '05 (COLA)** and many other family and friends. Following the ceremony, the couple enjoyed a honeymoon in Antigua. They currently reside in their Webster, N.Y., home with their two cats. Laurie works as a graphic designer for Barbour Design and Mark is a Web developer at Crosman Corp.

Scott Kanzelmeyer '04 (GCCIS) was promoted in October 2009 to systems engineer IV for The Boeing Co.

Marisa Santiago '04 (SCB) and **Patrick Kieliszek '03 (GCCIS)** were married on March 14, 2009. The two met while members of RIT's Computer Science House and they wed in the Davis Planetarium of the Maryland Science Center. **James Kieliszek '03 (GCCIS)**, **Melissa Kellogg Ferrier '03 (SCB)**, and **Aaron Halterman '05 (KGCOE)** served in their bridal party. Also in attendance were many of their friends from RIT and CSH, a dinosaur, and their dog, Einstein. They currently live in New Jersey where Patrick is pursuing a degree in physics and Marisa is a sales manager for DC Comics.

Evelyn Sizemore '04 (CIAS) graduated cum laude, SCAD Combined Honors Scholarship (2007-2009) and received a bachelor of fine arts in graphic design from Savannah College of Art and Design on Aug. 27, 2009.

Scott Streiker '04 (CIAS) recently became manager, Electron Microscopy Lab, at California Animal Health and Food Safety Lab in Davis, Calif. Scott previously was employed at University of Dayton Research Institute as associate research electron microscopist. "This change is a welcome and yet daunting career advancement opportunity," he writes.

2005

Amy Brate Cham '05 (CAST) writes, "Last spring, I left the world of Web



development and Internet marketing to start Paper Swan Photography, which offers wedding and event photography services. Paper Swan is a joint venture with my husband, Matthew Cham, and represents the fulfillment of a long-time personal dream. You can see our work at www.paperswanphotography.com."

Shaun Farrell '05 (GCCIS) and **Jennifer Kilmer** were married on Nov. 6, 2009,



in Geneva, New York. They currently reside in Washington, D.C.

Anna Leung '05 (COLA) launched RIT Green to provide economic empowerment to human trafficking survivors through employment. RIT Green

producers receive fair wages, health care, education and daycare for their children. Products are made in India, Cambodia, and Nepal. RIT Green provides social justice through commerce. Fifteen percent of all profits are reinvested to support a non-profit combating modern day slavery. "Who knew buying a product could do so much? We specialize in customize bags, retail and fundraising items," she writes. Visit www.RITgreen.com.

Michael Maeder '05 (KGCOE) was promoted to test officer at the U.S. Army Aberdeen Test Center in Aberdeen Proving Ground, Md. "This exciting opportunity allows me to manage and direct testing of systems in a variety of applications for vehicles and soldiers from a first-hand perspective."

Ryan Pancoast '05 (CIAS) was recently hired to illustrate the ad campaign for



The Neil Simon Plays. Two of Simon's most popular plays, *Brighton Beach Memoirs* and *Broadway Bound*, are returning to Broadway and will be playing at the Nederlander Theatre in the fall.

Steve Shapiro '05 (GCCIS) and **Melanie Ciufu '07, '08 (COB, CIAS)**



were married on Aug. 8, 2009, at St. Louis Church in Pittsford, N.Y. Melanie was a member of Zeta Tau Alpha and Steve was a member of Phi Sigma Kappa while at RIT. Melanie is currently working toward her Ph. D. at Henley Business School in England and Steve is the founder and CEO of Digshy.com in Rochester. They honeymooned in Riviera Maya, Mexico.

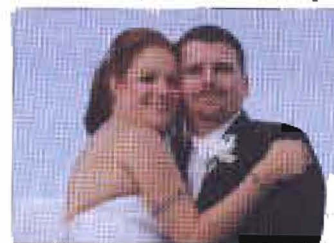
2006

Mayank Agrawal '06 (KGCOE) was promoted to an associate consultant position at a Boston-based international management consulting firm. With more than three years of industry and strategy consulting experience, he has worked across a range of industries including aviation, health care and life sciences, manufacturing, media and entertainment, private equity/venture capital, and social sector. He has gained experience in North America, Central America, South America, Europe and the Middle East. As part of a voluntary initiative for empowerment of women, he recently spent two months in India setting up a school for girls in a small village in Uttar Pradesh.

Sarah Atlee '06 (CIAS) is one of 12 fellows chosen for a new contemporary art program for arts writers and curators. Structured unlike any program in the nation, the Oklahoma Art Writing and Curatorial Fellowship encourages new writing that is informed, articulate and inspired and engages audiences in contemporary art. Atlee is an artist and blogger at www.sarahatlee.com.

Andrew Badera '06 (GCCIS) was recently retained as CTO at Measure & Manage LLC in Teaneck, N.J. "This is a unique, challenging opportunity to lead a development team in rapidly prototyping and launching a completely new product in the collaborative business intelligence and business process management space," he writes.

Jeffrey Barker '06 (CAST), '06 (COLA) and **Leannier Dey** were married on Aug.



29, 2009, in Lewiston, N.Y. They currently reside in Scottsville, N.Y. **Kevin Kray '06 (GCCIS)** was the best man. **Adam Mattina '06 (GCCIS)** and **Caitlin Fields '07 (CIAS)** were also in attendance.

Michael Carvelli '06 (CAST) became a certified project management professional and achieved a Lean Six Sigma Green Belt. He is assigned as the battalion engineer for the 3rd BN, 75th Ranger Regiment in Fort Benning, Ga. He hopes to complete his professional engineer exam in October 2010.

Francis Cavalier '06 (CAST) and **Eileen Cavalier** announce the birth of a son, **Rory James**, on July 2, 2009, in Rochester. Rory joins his older brother **Owen**, who was born July 10, 2007. Frank is an engineer with Trident Precision Manufacturing in Webster and Eileen is the controller for the Arc of Monroe County. They were married in 2006.

Gi Chen '06 (CAST) is finishing his D.D.S. degree at New York University in 2010 and starting residency at Long Island College Hospital in Brooklyn.

Erhardt Graeff '07 (COLA), '06 (GCCIS), is a research assistant on The GoodPlay Project at Harvard Graduate School of Education's Project Zero. "My work at Project Zero will focus on studying the ethics of youth digital media usage." Erhardt also researches social media with the Web Ecology Project and is a founding trustee of The Awesome Foundation for Arts and Sciences, funding "ridiculously awesome" ideas.

Eric Hunn '06 (CIAS) is a Marvel Motion Comics competition finalist. His motion comic *The Worst Part About Getting Your Memories Back* was voted community choice. Eric resides in Marlboro, Mass., with his wife, **Kristen**.

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He teaches animation classes at Mount Holyoke College and is also an artist and animator for Tom Snyder Productions, Watertown, Mass. Eric does freelance illustration, animation and video editing.

Minwoo Kim '06 (COS) is pursuing a doctor of medicine degree at the Ben-Gurion University/Columbia University Medical Center in Israel.

Tham Nguyen '06 (CAST) is an application specialist at Apple Inc. in Cupertino, Calif. "With nothing left to lose when laid off in February of 2008, I chose to shoot for the stars and applied for a position at Apple in California. I was accepted and relocated to California within a month of my application."

Lori Wielinski '06 (SCB) and **Chris Tiede '05, '06 (KGCOE, SCB)** were



married on Aug. 1, 2009, in Buffalo. They currently reside in Bellevue, Ky.

2007

Cynthia Gray '88, '90, '91 (CCE), '07 (SCB) was recently named managing director, RIT & Rochester General Health Systems Alliance. She previously was assistant vice president, Government and Community Relations, at RGL.

Ryan Jimmerson SVP '99, '02 (NTID), '04, '07 (CAST) and **Jennifer Peuv**



Jimmerson '04 (GCCIS) announce the birth of a son, Maxwell An Jimmerson, on May 6, 2009, in Gillette, Wyo. Ryan is working as a mechanical engineer doing data analysis for Cloud Peak Energy, the third largest mining company in the world. Jenni is a stay-home mom and designing various collage cards at home for a few clients.

Ralph Smith '07 (CIAS) has two photos in the first edition for Grey Sparrow Press book, *In the Silence of this Room*, which he describes as "a cross-cultural collection of poetry, narrative, and photos that grapple with some of the most pressing issues of the world: war, poverty, health care, environment, family, beauty, and lastly—the ever-present need to connect—love."

2008

Robert Beatty '08 (GCCIS) has been employed for two years at Atlantic Records in New York and works in the Digital Media Department.

Lori Duprey '07 (CAST), '08 (CIAS) writes "These last few months, I have found myself busily launching my new business, Light Link Photography and Design Studio, in Rochester. The goal is a one-stop resource for quality, creative photography and graphic design for people and businesses. Our services and portfolio are available online at lightandinkstudio.com."

Christopher Rowoth '08 (CAST) is an associate packaging technologist in the Packaging Research and Development Department for Hemz North America in Pittsburgh, Pa.

Jennifer Russell '08 (CAST) writes, "I am proud to announce that I am now the owner of Rochester's First Pole Dance Fitness Studio, X-Pole Pole Dance Fitness. The grand opening was Jan. 2, 2010. The studio is at 1000 Turk Hill Road, Fairport. I encourage you to visit the Web site, www.xpolese.com, for more information."

2009

Bradford Evans '09 (GCCIS) recently became a software engineer at UPS Logistics Technologies in Towson, Md. "I was looking for my first salaried position, and found the perfect fit."

Julie Zepke '09 (CIAS) is a product designer at Skooba Design in Rochester. Julie has found her niche in softgoods, designing laptop bags, briefcases and backpacks for the Skooba brand as well as pro-grade camera bags for Tenba. She joins fellow alumni **Bryan Hammer '06 (CIAS)** and **Kevin Berliner '08 (CIAS)** on the design staff at Skooba.

In Memoriam

1933

John F. Sill '33 (KGCOE), Nov. 2, 2009

1941

Harold A. Bentley '41 (COS), Oct. 31, 2009

Bion F. Paver '41 (CIAS), Sept. 29, 2009

Wesley G. Woodman '41 (KGCOE), Nov. 28, 2009

1949

Edward W. Ingalls '49 (CIAS), Nov. 24, 2009

John A. Parker '49 (CIAS), Oct. 21, 2009

1950

Richard J. Rudman '50 (KGCOE), Sept. 16, 2009

Robert J. Weber '50 (KGCOE), Sept. 4, 2009

1952

Carl G. Zollo '52 (CIAS), Nov. 6, 2009

1954

Stacey Grosswirth '54 (CAST), Nov. 18, 2009

Kenneth R. Hood '54 (CAST), Nov. 3, 2009

1958

Arthur H. Richards '58 (COS), Nov. 26, 2009

1959

John C. Lathrop '59 (KGCOE), Nov. 15, 2009

1963

William C. Wieck '63 (CIAS), May 27, 2007

1966

Arthur P. Eberts '66 (CAST), Dec. 4, 2008

1967

John A. Barrett '67 (CAST), Nov. 18, 2009

1968

Philip Fraga '66, '68 (CIAS), Dec. 25, 2009

1969

William Lagerway '69 (CIAS), Dec. 14, 2009

Michael P. Morley '69 (SCB), Nov. 19, 2009

1973

John D. Anderson SVP '73, '75 (NTID), Nov. 30, 2009

1977

Peter Alex Jr. '77 (CIAS), Oct. 19, 2009

David W. Varney SVP '74, '77 (NTID), Nov. 15, 2009

1982

Benjamin L. Kramer '81, '82 (CIAS), Aug. 16, 2009

Thomas A. McCracken '82 (CIAS), April 6, 2009

1983

Patrick R. Herndon SVP '83, '88 (NTID), Sept. 3, 2009

1984

Mark T. Byrne '84 (CAST), Nov. 7, 2009

1985

Brian H. Smith SVP '74, '85 (NTID), Nov. 15, 2009

1986

Christine D. Sevilla '86 (CAST), Nov. 30, 2009

2005

Steven M. Neary '05 (GCCIS), Oct. 14, 2009

Kevin Wratni '05 (CAST), Feb. 7, 2010

RIT Announces Alumni Today 2010 Directory

RIT will be offering an alumni print directory, modeled by and for its alumni. This is an opportunity to share the exciting milestones of your life. It's also a way to reach out and contact or be contacted by those you may have lost touch with. Submit a photo of where a story—it's all about you!

Correspondence from Harris Gohmert, LLC, our partner coordinating this publication, will be sent to alumni beginning in May. It is important that every alumnus take just a few minutes to confirm their contact information.

Attention Alumni!

We need to hear from you – only verified information will be included in the publication.

Show your Tiger pride and reserve a copy of this special collector's edition album.

www.rit.edu/alumni

1940

Flights of fancy

Jeannette Klute '40 (photography) carved her own path in the workplace and became a pioneer in the field of color photography as an art form.

Soon after joining Eastman Kodak Co., she was transferred to the research lab and eventually started working in the field, taking some of the earliest color photographs in the world. Her work has been exhibited at Rochester's George Eastman House and at the Royal Festival Hall in London.

She is best known for her nature photography such as this image of a luna moth. Klute died Aug. 3, 2009, at her home in Honeoye, N.Y. Her archive was recently donated to the RIT Archives and will become a permanent part of RIT's history.

To learn more about the RIT Archives, visit <http://library.rit.edu/collections/rit-archives.html>



Jeannette Klute '40



No. 1 April 2010

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Andrew N. Brownman '86, '88 RIT Trustee

Former RIT Trustee, Executive Director, RIT

NRS member since 2002. RIT Trustee since 2003. Former chair and current member of the National Technical Institute for the Deaf National Advisory Group and winner of the RIT Distinguished Alumni Award in 2007. Longtime NTID donor, supporting a wide variety of NTID Funds.

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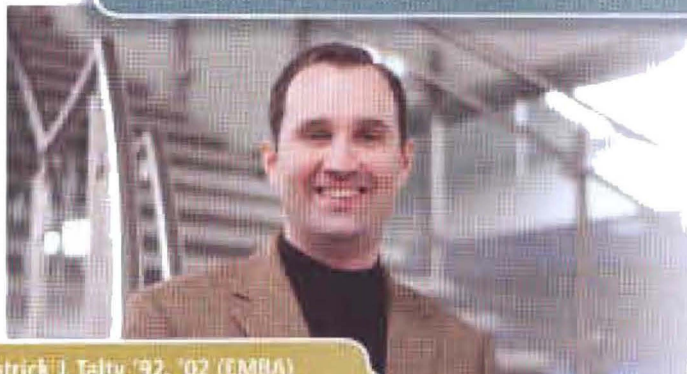
AM



E. Cassandra Jordan

Director, Student Support Center, RIT

Ph.D. in Education, RIT's first female Ph.D. recipient. 25 years with RIT doing for almost a long. She and her children endowed the Isaac L. Jordan, Sr. Endowed Scholarship in honor of her late husband, the first female RIT's Commissioner for Promoting Pluralism. She now supports this scholarship annually.



Patrick J. Talty '92, '02 (EMBA)

Senior Director of Operations, RIT's Office of the President

NRS member since 2003. Adjunct professor in the E. Philip Saunders College of Business. Serves on the NRS Executive Committee and Alumni Association Board. Among other areas, supports Imagine RIT: Innovation + Creativity Festival.

NRS

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SAVE THE DATE! **SATURDAY, MAY 1, 2010**

WHAT WILL WE THINK OF NEXT?
R·I·T

Free and open to the public