

Rochester Institute of Technology

Dividends

Alumni Magazine

Fall 2009/ Winter 2010

E. PHILIP
SAUNDERS
COLLEGE OF BUSINESS

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Dean's Message

Dr. Ashok Rao, Dean, E. Philip Saunders College of Business

It's been an exciting year at the Saunders College of Business as we continue to Innovate, Connect and Succeed. We initiated several new activities involving students, faculty and alumni. And, we are being more broadly recognized. The *Princeton Review* listed us as one of the best graduate business programs. The mean GMAT scores of our incoming class continue to rise, from 545 to 590 in just two years. The Princeton Review also listed us as a great school of undergraduate education, in particular for accounting. We have steadily risen in the *US News and World Report* rankings for undergraduate business. This year we were ranked 57 – up from 83 two years back. But even more important than ranking for a career-focused school: 95% of last year's class are employed or in graduate school.

So, what's new this year? It's difficult to write about the many new activities and accomplishments in a compressed piece such as this. These will give you an idea and I'll write about others in later issues:

Last year I wrote about a new sequence of courses for freshmen to introduce them to innovation, detailed in a feature story in this issue of *Dividends*. Over the year student teams came up with an idea to solve a specific issue and then developed it into a business plan. One freshman team won third prize in a pan-RIT business plan competition. Their idea - provide organic food through vending machines.

We've increased our emphasis on business ethics. Last year the Institute for Ethics and Corporate Social Responsibility sponsored two CEO talks on campus, several faculty took part in activities of the Rochester Business Ethics Association, and we made Business Ethics a required

course for all undergraduate students. It is already a part of several courses in our graduate program. The Association awarded a scholarship to 4th year accounting major, Neil DeMoney. Another of our students, Kaity Werner, received awards from the greater Rochester community as a Student Standout for Volunteer Work. She has also been a leader in constructing a "green" Habitat for Humanity house.

We had a very successful recruiting year. Four new faculty and two visitors joined us:

- Adriana Boveda-Lambie comes from the University of Rhode Island. She is an experienced marketer having worked for many years with Alcatel. Her area of specialty is direct marketing, advertising and e-commerce.
- Raj Murthy graduated from Southern Illinois University and also specializes in marketing. His most recent experience in business was as a consultant with B-Reality. He specializes in consumer behavior and eBusiness.
- Joy Oguntebi graduated from Michigan. Her specialty is in organizational learning, knowledge management and virtual teams.
- Mike Palanski graduated from SUNY Binghamton. His previous experience includes retail establishments and online banks. His area of specialization is business ethics and responsible leadership.
- Xanthe Matychak is a visiting lecturer with a background in the fine arts. She is creating an innovative course in Design Thinking to encourage students to think creatively by exercising both their right and left brains.
- Emerson Fullwood is a Minett professor. He has years of experience at Xerox, retiring last year as a Corporate Vice President. Prior to that he led Xerox's marketing efforts globally and in North America.

Three professors were recognized for

their accomplishments and were awarded endowed term chairs. John Ettlie was selected to be the Forman Chair for Research. He is widely known as an expert in the Management of Technology Innovation. Recently, he has begun to focus on Service Innovation. Ashok Robin was named the Rosett Chair for Research. His work is in Finance and he has published in some of the most prestigious journals in the field. His recent research has been in mergers and acquisitions, and entrepreneurial finance. And Dan Tessoni was awarded the Forman Chair for Teaching Excellence. He has been writing cases dealing with mergers and acquisitions. He has also been holding seminars aimed at enhancing the teaching skills of our faculty.

Two professors were awarded Zutes Fellows for being prolific publishers. Khondkar Karim over the last three years has published five papers and made eleven professional presentations in Accounting, and Zhi Tang published ten papers in Entrepreneurship and International Business.

This fall we bid farewell to Francis "Bud" Kearns. Bud has been at the Saunders College for twenty-four years. Many of you will remember him as a superb instructor who could make the arcane topic of accounting meaningful. He won Institute awards for his teaching and also chaired the Teaching Awards Committee. Bud was always accessible to students as a mentor and career advisor who found them jobs and co-op opportunities.

Other happenings – Future Business Leaders Experience, Executive Leaders Network, Entrepreneurs Conference, Alumni Student Advising Program, Women's Conference, Online EMBA, New Venture Mentoring Group, Disney... Be sure to read this section in the next issue. Or you can visit us in Rochester or come to a Dean's reception in your town to learn more about them. ¶

Biz 1-2-3



pg 4

New Look

The Saunders College of Business is pleased to introduce the inaugural edition of our new *Dividends* Magazine.

For years, as many of you know, *Dividends* came to you in the form of a quarterly printed newsletter; however, times do change and our alumni population continues to evolve. So, in an effort to be more responsive to this changing dynamic, the College has decided to adopt a blended format, i.e., an annual magazine to be published in late fall, followed by the quarterly *Dividends* Online, which will be sent to you via e-mail, and can be found at <http://saunders.rit.edu/alumni/dividends.php>.

The *Dividends* staff urges readers to visit the *Dividends* website for Saunders' College updates. The staff would also like to hear any questions, suggestions or opinions about *Dividends* that our alumni have, and encourages alumni to email them to mmiranda@saunders.rit.edu.

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The Business of Entrepreneurship

Photo by PEGGY TIRRELL

By PETER ROSENTHAL

The freshman sequence. Business 1-2-3. The first-year experience. While it may go by many names, it has only one mission—to provide students at E. Philip Saunders College of Business the collaborative opportunity to create a new business early on in their college careers.

Starting as a pilot in the 2007-08 academic year, today the program is an integral component of the curriculum for first-year business students. It brings together design, business and technology in a way that is possible only at a university like RIT.

The freshman sequence is made up of three courses—“Business 1: Ideas & Creativity” in the fall quarter, “Business 2: Business Plan Development” in the winter quarter, and “Business 3: Commercialization” in the spring quarter. Whereas the pilot included only a fraction of the freshman class, for the past two years the sequence has been a requirement for all first-year students.

Throughout the year, students work in teams of three to five to: 1) originate and test a business concept, 2) perform financial analyses and create a business plan, and 3) determine how to market their product.

“We want students to get engaged with business in their first year,” says Dean Ashok Rao of the Saunders College. “This initiative exposes all students to innovation and learning about the busi-

ness environment.”

Lecturer John Ward, who has taught courses in the sequence for the past three years, says, “This is a chance for students to apply some of their learning in a real-life situation to a real business opportunity. They immediately begin to integrate across the business functions.”

According to distinguished lecturer Brian O’Neil, immediately immersing students in the different areas of business, such as operations, accounting, finance, and marketing, prepares them to ultimately decide on a career. “It helps them understand what they like and what they don’t like.”

Each fall quarter teams of students compete using a computer simulation in which they act as different companies in the same industry and make financial decisions on a quarterly basis. For example, each company must decide how much money to invest in research and development, how many units to produce and what they will charge for their product.

Students then begin working with teammates to develop a real business idea. This year’s freshmen came up with a laundry service, an Apple iPhone application that creates matching outfits from an individual’s wardrobe, designer t-shirts, a food-delivery service and a bicycle-rental service.

Second-year accounting student Tully

Garrett from Brooklyn, who went through the program during the 2008-09 academic year, worked with three teammates on the concept of a residential cleaning company. During the first quarter, he says, “We were given paper and asked to brainstorm. We came up with about five ideas each, and we began to see which ones were credible and which ones didn’t make sense.”

Through a formal review process and employing input from students, O’Neil says, “We’re continuously improving the sequence.” This year the creativity and brainstorming aspects of the curriculum were enhanced with more structure and a more-detailed emphasis on the idea-generation process.

In weeks four and five of the 2009 fall quarter, lecturer Xanthe Matychak—who recently created a new Saunders College course called “Design-thinking and Concept Development”—worked with students to show them the importance of design. “Innovation is about human beings,” she explains. “We need to start by looking at human problems.”

Focusing on the user experience and employing right-brain thinking enables the integration of business and technology with design—which in turn leads to products that are user-centered and solve real problems, she says.

Through what Matychak called “design boot camp,” she challenged students with a three-tiered approach: to

identify and define problems, map out problem spaces or barriers that stand in the way of a person and his or her solution to a problem, and pinpoint 60 different, possible approaches to a solution.

“Generating many ideas versus one or two increases the chances of finding something remarkable,” she notes. “That is how businesses make themselves special.”

At the end of the fall quarter, each team makes the first of three presentations to a panel of judges, which is intended to simulate a board of venture capitalists. For the winter and spring presentations, some of those judges are real venture capitalists and entrepreneurs. One judge during 2008-09 was Saunders College namesake, serial entrepreneur E. Philip Saunders.

“After quarter one, they pitch their ideas to the board,” says Ward. “In the second quarter, they come back to the venture board and say, ‘We’re going to give you a much more significant pitch,’” including what the financials look like along with a business plan.

“During the third quarter, the team will try to prototype its work or put together a Web site (to promote its service).”

Ward says it is then up to the professors and judges to encourage teams to “take it to another level.” In May 2009, one team that participated in the RIT Business Plan contest came in third place among undergraduate submissions. Students from eight different colleges had submitted plans in the contest’s undergraduate and graduate categories.

Su Lu, a second-year student from Pittsburgh who is majoring in new media marketing and economics, was a member of that third-place team. The idea Lu and her teammates pitched was a vending machine called BumbleBee that provides fruits, vegetables, yogurt and other healthy snacks in contrast to the selections of candy, chips and cookies typical of most vending machines.

Lu says her team came a long way over the course of the school year. “Coming into this, in Business 1, none of us knew about business plans. We [started out with] research in the [RIT] Student Life Center. We did a



Photo by Peggy Tirrell

survey and asked students how many times they came to the gym, if they would be willing to purchase [healthy snacks], and how likely they would be to purchase. In the winter, we had to figure out the financials for the business. Then, in Business 3 we looked at the broader aspects of the market, like Internet marketing and online entrepreneurship.”

In addition to the challenges of starting a business, Lu says her team needed to learn how to work together. “We each had different personalities and did things differently; we had different styles of getting things done.”

Lu says her team came up with a set of guidelines regarding when they would meet and how they would work together. “We talked when there were disagreements, and we worked them out before presentations.”

Students say the skills they develop in the freshman sequence benefit them in their other courses. Jon Federico, a third-year international business and marketing major from Dansville, NY says when it came time to develop a marketing plan in one of his courses, he was one of the few students who had the experience of developing a formal plan.

Another change made to the program since the pilot year involved the makeup of the teams. Whereas professors assigned students to teams during the first two years, this year students created their own teams.

Among the outcomes of the freshman sequence is an improvement in first-year retention. Prior to the pilot in 2007-08, the percentage of freshmen that returned for their second year at the Saunders College was 87 percent—rising to 94 percent today. Dean Rao credits the Business 1-2-3 program for some of that growth. “It has significantly increased the students’ interest in business. They can see the relevance, and they see how their ideas can be made real.”

While not every student team will pursue its ideas after the sequence ends, O’Neil says he encourages students to participate in the RIT Business Plan contest and hopes some do have the passion to continue with their research and planning.

Second-year marketing major Nicky Colligan from Watertown, NY is currently piloting an idea her team came up with last year. Called EzKart, the business is a grocery-delivery service for RIT students who live on campus.

Colligan says a definite advantage for this year’s freshmen is the opportunity to utilize the services of RIT’s new Center for Student Innovation, which bills itself as a “hub, connecting facilities, companies, technologies, and innovators across campus and across the world.” Closer to home, the Center’s services are intended to help students from different disciplines collaborate with each other.

Colligan concurs with her peers that what she learned in the freshman sequence has benefited her in other courses. “An example from EzKart helped me understand my financial accounting class better,” she says, adding that the experience also helped her decide on a major. “It gave us an idea of what we might be doing with the majors we choose. Business 3 was all about marketing our ideas, getting our name out there, how we were going to get noticed. Business 3 helped me decide I wanted to do marketing.”

Students who determine they want to further pursue entrepreneurship can tap into the resources of the Center for Student Innovation, as well as participate in programs of RIT’s Albert J. Simone Center for Innovation & Entrepreneurship and its student incubator Venture Creations.

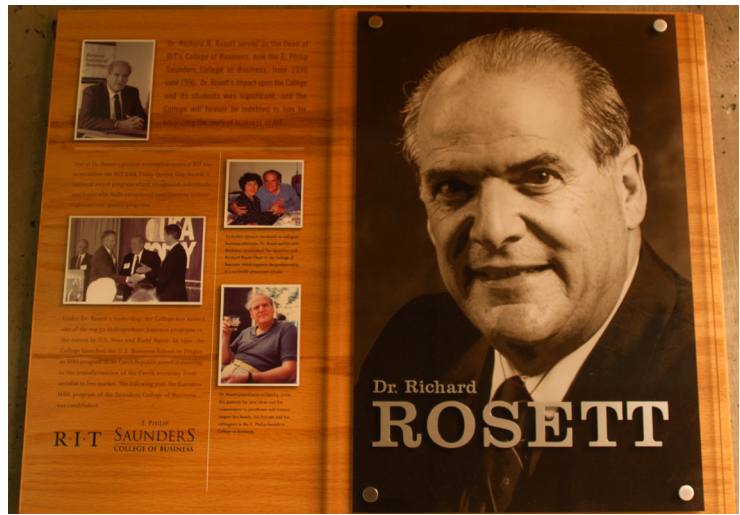
Regardless of what path freshmen students ultimately select, O’Neil says Business 1-2-3 epitomizes RIT’s philosophy of experiential learning. “I’ve always thought you learn best by doing. We’re allowing students to get a pretty good working knowledge of what business entails. This is an active environment to understand what business is all about.” ¶

Richard Rosett Memorial

On April 4, 2009 the E. Phillip Saunders College of Business marked the passing of one of its most dynamic and beloved leaders, Dr. Richard Rosett who served as dean of the Saunders College from 1990 to 1996. During his tenure as dean, the College was named one of the top 50 undergraduate business programs in the nation by US News and World Report. In 1991, the College launched the U.S. Business School in Prague, an MBA program in the Czech Republic aimed at assisting in the transformation of the Czech economy from socialist to free market. The following year, the Executive MBA program of the Saunders College of Business was established.

One of Dr. Rosett's greatest accomplishments at RIT was to establish the RIT/USA Today Quality Cup Award, a national award program which recognized individuals and teams who made exceptional contributions to their organizations' quality programs. And, to further advance excellence in collegiate business education, Dr. Rosett and his wife, Madelon established The Madelon and Richard Rosett Chair in the College of Business, which supports the professorship of a nationally prominent scholar. The current Rosett Chair is Ashok Robin, professor of finance.

As a tribute to Dr. Rosett's visionary leadership, the Saunders College of Business created and presented to his family the Richard Rosett Memorial Plaque at a private service in his honor on July 12, 2009. The plaque is a wonderful compilation of some of the best memories from Dr. Rosett's stay with the Saunders College. The plaque is located in the main atrium of the college, directly above the steps leading to the dean's office. ¶



Rosett memorial plaque in the atrium of the Saunders College

Dean's Alumni Receptions

During September and October 2009 the E. Philip Saunders College of Business and Dean Ash Rao held four alumni receptions. The receptions took place in Boston, Buffalo, Albany and Syracuse. These "Dean's Receptions" provided alumni with a great opportunity to reconnect, network, and catch up on all the latest goings on at their alma mater. Dean Rao provided a brief PowerPoint presentation, which included all the latest facts & figures for the College and RIT, as well as his vision for the College. Further, the dean's presentation was usually followed by a lively Q&A session as alums asked questions, and shared stories of their college experiences. And, at the Boston reception history was made when Dan Tessoni, a member of the College's accounting faculty visited briefly with the alumni present, and then withdrew to the next room to teach an online Executive MBA course.

Upcoming Dean's Alumni Receptions include Rochester in March, New York City in April, Buffalo in September, Albany and Syracuse in October, and Philadelphia in November. For more information please see the Event Calendar on the Saunders College website: <http://saunders.rit.edu/news/events.php> or email Donna Slavin at dslavin@saunders.rit.edu. ¶



Dean Rao and Karen Cegelski, Saunders College assistant director of development greet alumni at the Albany reception, October 20, 2009.

Attendees included: **Boston** - Caren Friedman ('87), Caleb Barlow ('99), Rich Suter ('79 MBA), Jim Salzano ('87), Tim Pruszyński ('04 MBA), Katie Banchick ('02 MBA), Sari Rapkin ('76), Don Nowill ('84), Andy Kamensky ('06) Dan Arscott ('07), Roger Miller ('02 MBA), Kelly Stone ('98), Lauren Termini ('08) and Ron Mooney ('04 MBA); **Buffalo** - Rick Dean ('84 MBA), John Lynch ('91 MS), Jeffrey Mau ('92), Paul Michaels ('68), Steve ('78 MBA) and Eileen Nosek, Angel Resto ('08), Rollin Shoemaker ('60) and Tom Stumpf ('89); **Albany** - Megan Baldwin ('07 MBA), Jim Cole ('79), John D'Agati ('83), Steve Trimarchi ('06), Joe Turo ('76), Mike Greenberg ('08), Frank Paladino ('01), Allen Boxbaum ('94 MBA), Jim Huerter ('81) and Dennis Trimarchi ('79); **Syracuse** - David Ayoub ('86), Gene Chappell ('70), Antonio Delbrocco ('05), Ernie Goldacker ('68), Dieter Steigerwald ('97), Jeff Spencer ('88), Terry Manning ('75), Jim Trombino ('85), Todd Delaney ('96), Ryan Trombino ('01), Eric McPartlin ('80) and Michael Luton ('81).



A Woman of Many Hats

By KAREN CEGELSKI

“Whenever I talk to recent college graduates or people choosing a degree program or their first job, I think that people often put themselves into a mold,” says Wendy Cebula '93, president of Vistaprint North America. “Aspirations are good, but often career paths are what you can’t imagine, or plan for.” Cebula’s quick ascent wasn’t part of any master plan. At RIT, she didn’t picture herself eventually running the business unit of a company like Vistaprint - which perhaps for her has proven to be an advantage.

A native of Montdale in northeastern Pennsylvania, Cebula was the first of her family to attend college. Similar to everything she has done since graduation, Cebula was decisive in her selection process—she applied to only one school: RIT. The experiences and education Cebula attained on campus hold a special place in her heart and she credits majoring in finance to helping her career progression, especially in her current role. However she may never have reached her current position if a member of the economics department hadn’t encouraged her to pursue a Ph.D. in economics.

Following graduation from RIT, Cebula enrolled at Boston College. However, it didn’t take long for her to discover that teaching was not her real passion. While the challenge of the

academic environment was enjoyable, Cebula realized that she was more of a “results driven” person, and withdrew from the Ph.D. program.

After leaving the program, Cebula worked on the marketing analytics and management teams at Partners First, a direct to consumer financial services company in Boston. She then served as director of database marketing and analysis at MotherNature.com, an online provider of personal health care products.

In 2000, Cebula joined Boston-based Vistaprint, then a small supplier of graphic design services, providing marketing products and materials to small businesses. Her first of several roles with the company was in the business analytics and marketing unit, followed by positions in capabilities development and managing the company’s call center operations. Soon after, Cebula was promoted to chief information officer—this position was a great showcase for her management and implementation skills. While she may not have been the most versed in programming, Cebula was able to push the Capabilities Development team to work together to build proprietary technology to drive the company’s hyper-growth. “Here, the capabilities development department focuses not just on the software, but on pricing, integration, delivery and implementation, as well,” she said. Soon after showing a high level of productivity in this role, Cebula

was promoted to chief operating officer, where she also oversaw the company’s manufacturing facilities.

One lasting lesson that Cebula’s father taught her was that no matter what job she had, to always be the best at that job. With the number of hats she has worn within Vistaprint, Cebula credited her love of learning and reading as two facets of her knack for responsibility adoption. “I’m a big fan of hiring the best people that you can who are experts in their domain, and just giving them the direction and leadership to do their thing.”

These experiences across the organization gave her a firm grip on the company’s global operations. They also prepared her—at the age of 37—for her current role as the president of Vistaprint’s North American business unit. When she joined Vistaprint, they had a total of 30 employees. Today—nearly 10 years later—the company has over 1,850 employees across the globe, and averages more than 54,000 online orders each day.

“In each of my roles I have had to work collaboratively, cross-functionally and in a hands-on fashion. My experience at RIT on team projects and in my co-ops was very helpful in preparing me for working in highly collaborative, results-oriented environments.” ¶

PowerYour Potential: Women's Leadership Conference



By LUZ RAMIREZ

On Friday, June 5 the Women's Alumnae Network at E. Philip Saunders College of Business launched its first women's leadership conference, Power Your Potential.

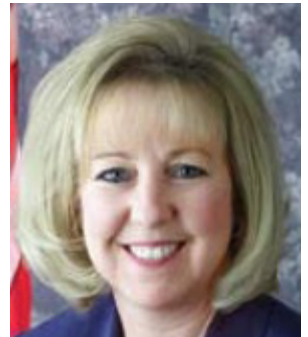
This year's theme, "Get Focused on the Things That Matter," drew more than 60 business women from the Rochester community. The half-day conference kicked off with a luncheon and a keynote address by Monroe County Executive Maggie Brooks, who shared her career struggles and surviving in the political arena - an arena largely dominated by men.

The conference continued with a panel discussion featuring Lauren Dixon, chief executive officer of Dixon Schwabl; Susan Holliday '85 MBA, president and publisher of *Rochester Business Journal*; and Christine Whitman, president and chief executive officer of Complemar Partners, Inc. The moderator was Suzanne Clarridge '84 MBA, president and chief executive officer of My Brands Inc. Panelists shared their perspectives on today's business environment and provided valuable advice on

how to weather the current economic crisis. The audience was encouraged to ask questions—giving them an opportunity to receive feedback in an informal forum.

After the panel discussion, participants attended three of six career-focused workshops—ranging from, "Personal Branding in Cyberspace-The Age of Web 3.0," to "How NOT To Get Cut Breaking the Glass Ceiling." The conference concluded with a networking reception which offered attendees time to interact and continue the dialogue with each other as well as the presenters. Please save the date—the 2nd Women's Leadership Conference is scheduled for June 10, 2010. For more information please contact Donna Slavin at dslavin@saunders.rit.edu. ¶

Hon. Maggie Brooks



Conference panelists, from left, Lauren Dixon, Suzanne Clarridge, Susan Holliday and Christine Whitman.



Embodying the Community

Photo by A. SUE WEISLER

By PETER ROSENTHAL

While he earned his degrees from the E. Philip Saunders College of Business for his efforts *inside* the classroom, it is readily apparent Brett Daly '03, '05 MBA would largely credit what happened *outside* the classroom for not only solidifying his connections with the Saunders College but also his appreciation for contributing to his community.

After earning his BS degree in marketing, Daly was awarded an assistantship at RIT's Printing Industry Center. While there, he pursued his MBA degree part-time and completed a cooperative education assignment at Xerox Corporation, one of the printing center's partners.

Currently, he is a marketing analyst at BCC Software, where he completed one of his undergraduate co-ops. The company's location on John Street, bordering the RIT campus, is symbolic of his continuing ties with the institute and the Saunders College.

Daly cites Debbie Kingsbury, who formerly worked in student relations and development at the Saunders College and now is an assistant dean in the College of Imaging Arts & Sciences, for helping spark his interest in the community.

"Debbie encouraged me to get involved in the College early on," he says, "and that's had a lasting effect. It enhanced my education at RIT, and my continued involvement after gradua-

tion has enriched me professionally as well."

Daly was a member of RIT's American Marketing Association and the Lowenthal Service Group at the Saunders College. "I truly enjoyed my time at RIT," he says. "The faculty, staff and fellow students were great."

Since graduating, Daly has been an executive board member of the Saunders Recent Alumni Network, served on panels for students exploring career options and participated in several Saunders College community initiatives.

For the past three years, he has participated in a program in which he partners for a day with a current Saunders College student to teach children at Rochester's Kodak Park School No. 41. He and his Saunders College student partners have led lessons in business and economics, facilitated hands-on activities and introduced different career options. "Being able to teach and really connect with the students is very rewarding," he says.

Daly also has joined others from the Saunders College in working with older students at the School of Business, Finance and Entrepreneurship at Edison. During 2006-07, he made weekly visits to a Virtual Enterprise class where he tutored and mentored 10th-, 11th- and 12th-graders, helping them prepare for a trade fair and competition in New York City.

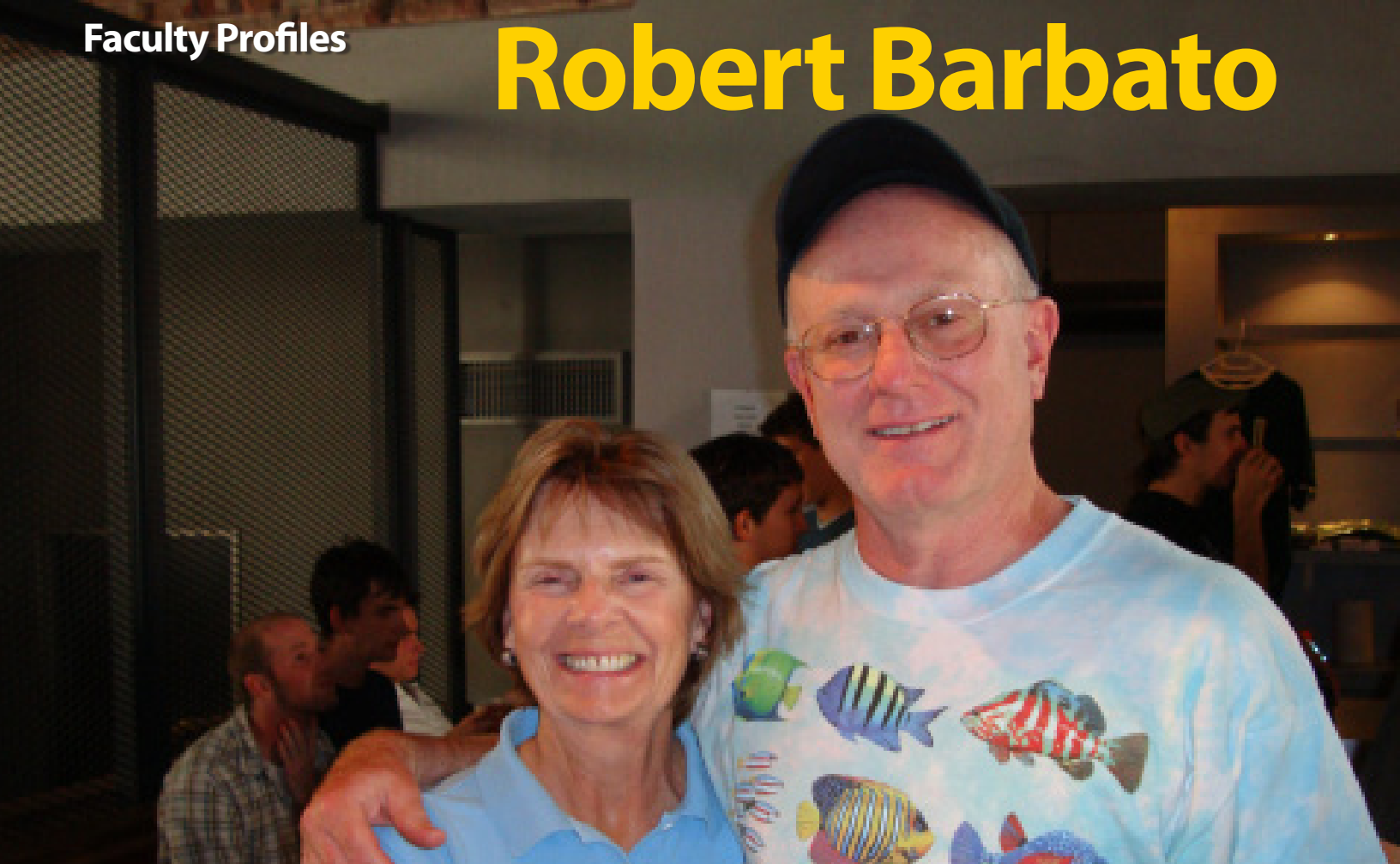
After attending graduation ceremonies at Edison at the end of that year, he and the other Saunders College volunteers at Edison were recognized by the Rochester Area Administrators of

Volunteer Services organization.

For the past two years, he has assisted students in a career banking class at Edison taught by Saunders College alumna Judy Withers '98 MS Finance. Students worked with Daly on a marketing plan for the branch of Progressive Federal Credit Union located on the Edison campus. During 2008-09, after working on two grant applications, Daly helped students redesign the credit union's layout and set up a security system.

Daly credits his employer with enabling him to pursue his community and volunteer interests. Initially hired by BCC in competitive analysis, he has played many roles for the small but growing business. Among those roles are leading search engine optimization (SEO) efforts, performing marketing research, planning trade shows, and undertaking public relations activities. "I enjoy executing marketing campaigns and evaluating their success," he says. "The tactics and results always change with the times and business environment."

Donna Slavin, assistant director of special events and programs at the Saunders College, says, "I have known Brett since he was a freshman and enjoyed working with him throughout his years on campus. Now, as an alum, he has remained involved, and I am pleased to continue our friendship. Brett has been one of the college's strongest supporters, first as a student and now as a member of our alumni network." ¶



Barbato, right, with wife Linda

By LUZ RAMIREZ

For more than 30 years Professor Bob Barbato has taught management in the Saunders College of Business. Shortly after graduating from Michigan State University, he came to RIT to pursue his life-long dream of teaching. Currently, Barbato teaches courses in management, business ethics, organizational behavior and entrepreneurship. The Saunders College of Business has always felt like a second home to him. “This college allows me to work with great students and has given me an amazing career,” he says.

One of the greatest benefits of working at the Saunders College has been the travel opportunities Barbato has been able to take advantage of. He has had the opportunity to teach and lecture in Kosovo, Dubai, Saudi Arabia, the Czech Republic, Hungary, South Korea, Ethiopia and Great Britain, allowing him to meet and work with students from all over the world.

The most memorable of these students was a young Ethiopian man named Abel. “He wanted an MBA but had

no money, no visa, and no sponsor to bring him to the United States,” Barbato recalls. With help from Barbato and RIT, Abel was able to attend RIT and complete his MBA. “Watching him graduate and knowing I helped him was one of the greatest moments of my life.” Abel is now an accountant in Virginia, where he lives with his wife and two children. “My wife, Linda and our two daughters, Lauren and Lisa think of them as part of our family,” says Barbato.

Barbato received the Eisenhart Award for Outstanding Teaching in 2005 for his dedication to the students of the Saunders College of Business. “Being presented with the Eisenhart Award with all my friends, family, colleagues and students close by felt good because I knew everyone was having fun.”

Barbato’s teaching style focuses more on the depth of issues rather than their breadth. He believes that students need to gain experience so that they can become effective leaders. “I believe that everyone needs a leader.” He emphasizes ethical behavior to all his students. “I try to explain to my students that they need to have a positive impact on the people

around them.”

In the future, Barbato looks forward to teaching in the Saunders College of Business. “I want to continue to work with RIT students for as long as I possibly can.” ¶



Entrepreneurs Conference

On October 9, 2009 the E. Phillip Saunders College of Business in conjunction with the Albert J. Simone Center for Innovation & Entrepreneurship hosted the sixth annual RIT Entrepreneurs Conference. Over 600 alumni, students and faculty attended the conference. The event featured 35 speakers whose topics included: Social Media, Intellectual Property, Starting a Business, Sustainability, and Locating Your First Customers.

The University was pleased to have Elan Lee, an alumnus of RIT's computer science program, as its keynote speaker. Mr. Lee, a serial video gaming and entertainment entrepreneur is considered among the world's foremost pioneers of the "alternate reality game" genre. Lee spoke on his entrepreneurship in the alternate reality game space and his participation in the development of the Community Game—"Picture the Impossible." His passionate presentation was an inspiration to the many young entrepreneurs present.

Many of RIT's unique talents were



Elan Lee speaking in the Golisano Auditorium

showcased throughout the conference. Several presentations focused on the subjects of virtual media, sustainability and design. "Innovative products and services are important, but our conference helps people understand how to create businesses

from these innovations," says Richard DeMartino, associate professor of management in RIT's E. Philip Saunders College of Business.

Throughout the conference, RIT students had the opportunity to network with alumni entrepreneurs who provided them with helpful information and advice. These students benefited greatly from interacting with experienced professionals.

The RIT Entrepreneurship Conference, now in its seventh year is one of many entrepreneurship programs offered and promoted by RIT and

the Saunders College of Business. These include: the annual RIT Business Plan Contest, two annual Entrepreneurship BootCamps, and a Speaker Series. One of the more unique programs associated with RIT's Entrepreneurship Initiative is the Student Business Lab Program (AKA, the Student Incubator). This program allows students to gain course or co-op credit for advancing their business concept or working on a team advancing a business concept. For more information about these initiatives, log on to the Simone Center web site at <http://simonecenter.rit.edu/> or contact Dr. Richard DeMartino at Richard.DeMartino@rit.edu. ¶

"Funding for Entrepreneurs" panelists, seated from left, Richard Glaser, Paul Kaiser, Deb LaBudde and Carl Sassano.



Celebrating Saunders Scholars

On May 6, 2009 the E. Philip Saunders College of Business hosted the first annual Celebrating Saunders Scholars reception. This event was created to recognize and thank the many donors who over the years have helped create over 50 individual scholarships for Saunders College students. The scholarship recipients had the opportunity to thank their scholarship namesakes for their dedication and support in helping them to succeed and achieve their goals. Phil Saunders, Donald Zrebiec and M&T Bank were among the scholarship founders at the event. The E. Philip Saunders College of Business looks forward to honoring the next class of scholarship recipients and their donors at the 2nd edition of Celebrating Saunders Scholars, scheduled for spring 2010. ¶

Scholarship recipients attending included: *Benjamin Lewis, Dhaval Meghpara, Douglas Smith, Maria Elizabeth Del Valle, Hui Zhao, Jaime Eustace, Jake Torcello, Jerome Bright, John Federico, Kat Springate, Michelle DeFiore, Nadia Pasczynik, Nyshma Abreu-Mercado, Paul Nebbia, Stephanie Kulis, Tiffany Johnson, Casey Wing and Tyler Russell*



Phil Saunders flanked by the very first Saunders Scholars, Casey Wing '11 and Paul Nebbia '11.



M&T Scholar, Maria Elizabeth DelValle (center), joined by M&T representatives, Betsy Donnelly (left) and Sarah Ridder (right).

Charles Brown '79



Skipper Brown Hoists the Cruise de Great Lakes Adventure

By MARCIA MORPHY

Charlie Brown says “I fell in love with her the first time I saw her”—a 40-foot sailboat with a 13.5-foot beam and 5-foot draft named *Rhapsody*. “I call it a mid-life purchase, but actually it was our family’s third sailboat,” he says about the Sabre 402 yachting vessel that was built in 1999 and commissioned a year later. “My wife, Renee, and I got bigger boats as our family grew, and we would spend summers with our two sons sailing around Lake Ontario and the Thousand Island region of the St. Lawrence River.”

Although *Rhapsody*’s homeport is the Rochester Yacht Club, she’s currently winterized in Brown’s native home of Waukegan, Ill., after spending an eventful summer cruising

Lake Ontario, Lake Erie, Lake Huron, Lake Superior and Lake Michigan.

Why? Because “Skipper” Brown literally went off the deep end last winter by suggesting to the woman he has been married to for 37 years and sailed together with since high school—“To go on an ultimate adventure: Sail around the world. But Renee’s answer was, ‘I’ll fly out and meet you at any port,’ and that’s when I realized I had to come up with a more negotiable plan,” Brown says with a laugh.

“Last winter she agreed to take two years and sail the Great Lakes with me.”

“Renee was most concerned if something were to happen to me

during the cruise, so in May 2008, she qualified with her U.S. Sailing Bareboat Certification,” Brown explains. “So we ended up being full working partners, sharing crew responsibilities from stem to stern and from top to bottom.”

Brown ’79 MBA knows enough about responsibilities, having completed a successful 33-year career run at Eastman Kodak Co., where he served as chief administrative officer and senior vice president. He currently is executive director of Rochester Area Colleges’ Center for Excellence in Math and Science, and is a member of the RIT Board of Trustees and chairman of the Education Committee.

With his social networking skills, he created the SV *Rhapsody* Blog, which allowed family, friends and seafaring



Rhapsody underway, Lake Superior

acquaintances to follow the couple's Great Lakes itinerary.

"Everything was planned way ahead, but there were some delays due to the Rochester weather that set us back," Brown says. "A bigger challenge was having enough provisions and that was Renee's territory. She created a local food bank that was stored in the stern sleeping berth, which we called the garage, and each item—from crackers and pasta to cereal and cookies—was recorded in the inventory log.

"I'm convinced that Renee would have served General Eisenhower well as the logistics officer for the D-Day invasion."

Rhapsody left Rochester on June 13 and arrived in Waukegan on Sept. 2, a total of 82 days. "These included 68 days on-board and 14 days on-leave during my mother's illness and subsequent death on Aug. 7," Brown recalls. "We covered a total of 1,728 nautical miles and saw some beautiful sea and landscapes illuminated by the special lighting effects of sunrise or sunset"—many of which were captured with a small 7 mega pixel Canon zoom camera that Brown positioned at the helm for easy access.

Luckily there were no mechanical



A toast at the end of this year's journey, Waukegan, IL

problems on board, but the couple did encounter some worrisome moments—from dealing with fog and avoiding severe lines of thunderstorms to their infamous Bell Cove incident in the North Channel of Lake Huron.

"I made a mistake as a skipper and we almost lost Rhapsody on the rocks of Bell Cove because the winds shifted and almost pinned us against the shoreline,"

Brown recalls. "Luckily I had deployed an extra anchor. And two nearby boats—who were anchored in better positions—came to our rescue to help turn Rhapsody's stern around."

Nevertheless, Brown would "love to do the whole thing again," and as he says in one of his final blog posts: "It wasn't the destinations that made this adventure great nor was it the journey along the way. Rather it has been the people that have been part of it with us that made this 'Great Adventure' great." ¶



Underway in the cold fog, Lake Superior



PHIL TYLER, '65, is currently Associate Professor Emeritus, Marketing, for the Saunders College of Business. Tyler spends time joining his wife visiting their grandchildren in Chesapeake, Virginia and White Plains, N.Y. Some highlights in Tyler's background include being Product Manager, Condiments at R.T. French; spending a year in Jakarta, Indonesia as a marketing consultant with Inter-Continental Hotels; and teaching in the Saunders College MBA program.

1. What did you want to be when you were a kid?

A veterinarian.

2. If you had a theme song, what would it be? Baby

Elephant Walk by Henry Mancini.

3. What is the one thing you learned in business school

that you'll never forget? Really care about the people around you and give everything your best.

4. What's on your iPod? I find myself being very happy in

my iPodless state. :-)

5. If you could have three people, living or dead, over

to dinner? My father, Ronald Reagan and Thomas Alva Edison.

6. Why did you choose RIT? The applied education and the fact it just keeps on getting better every year.

7. Who is your personal hero and why? My wife. She is my hero and I am so glad she is my wife.

8. What is/was your favorite college course? Doctoral level microeconomics at Michigan State.

9. What advice would you give to yourself 10 years ago? Enjoy every day for what it is.

10. If you could have one super power what would it be? Fly "faster than a speeding bullet".

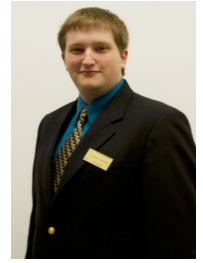
10 QUESTIONS



JODY J. ALLISON, BS '91, Undergraduate Accounting, is currently the Enterprise Risk Management Manager for Paychex.

- 1. What did you want to be when you were a kid?** An Accountant...they had all the money.
- 2. If you had a theme song, what would it be?** Don't Worry...Be Happy.
- 3. What is the one thing you learned in business school that you'll never forget?** I learned to value of business/professional network and to base my decisions on sound information using the tools provided in my classes.
- 4. What's on your iPod?** High School Musical Tunes
- 5. If you could have three people, living or dead, over to dinner?** Jack Welch, Vince Lombardi and Shakespeare.
- 6. Why did you choose RIT?** Sound reputation/Dad attended classes there and had a very positive experience.
- 7. Who is your personal hero and why?** My husband, he is the rock of my family. My daughter she is so kind and considerate of others and looks at life with a fresh sense of humor. My son for fighting to be the best he can be everyday.
- 8. What is/was your favorite college course?** Organizational Behavior.
- 9. What advice would you give to yourself 10 years ago?** Network even more than you think is enough.
- 10. If you could have one super power what would it be?** I already have one!

DAVID KOSTER, BS '10, is currently pursuing a degree in New Media Marketing. Koster is the current Student Government Senator for the Saunders' College.



- 1. What did you want to be when you were a kid?** An architect because of my Lego obsession.
- 2. If you had a theme song, what would it be?** Don't Stop Me Now by Queen.
- 3. What is the one thing you learned in business school that you'll never forget?** That a teacher like Phil Tyler can bring an entire room to tears with his stories and lessons.
- 4. What's on your iPod?** Anything with instruments.
- 5. If you could have three people, living or dead, over to dinner?** George Washington, Barack Obama and Bill Murray.
- 6. Why did you choose RIT?** The New Media Marketing.
- 7. Who is your personal hero and why?** My dad because he oozes confidence while still being calm and gentle.
- 8. What is/was your favorite college course?** Professional Selling with professor Phil Tyler because he didn't just teach business, he taught life.
- 9. What advice would you give to yourself 10 years ago?** Don't take things so seriously, step outside the box more often, have more fun.
- 10. If you could have one super power what would it be?** Flying.

Call them pioneers—29 students who made up the first-ever Executive MBA (EMBA) class at the E. Philip Saunders College of Business.

“It didn’t bother me that this was the first class,” says Anne Morton ’95 EMBA, who was one of only seven women in her cohort and today is a Washington, DC-based sourcing executive for consultant Booz Allen Hamilton. “I liked what I saw in terms of curriculum and what we would learn, and I don’t ever remember being hesitant about it.”

In 1993, Morton was a full-time business owner who also happened to be the mayor of Honeoye Falls, New York when she began what was then a two-year EMBA program. (The program has since been changed to 15 months.)

One of her accounting professors was Daniel Tesson, who recalls her as an “exemplary student, always very dedicated.”

Morton spent time at Eastman Kodak Company and Rochester Area Foundation before founding a project-management company in the late 1980s. She decided to wind down her business after six years in order to focus more on her family, her schooling at the Saunders College and what was officially only a part-time career in politics.

That political career had its beginnings in the 1980s as an avocation. After spending time on the planning board and as a member of the board of trustees in Honeoye Falls, Morton was elected mayor in 1991 and re-elected twice before stepping down after two and one-half terms and nearly 20 years of public service.

During her time as mayor, in addition to taking on committee roles at the state level, she served as chairperson of an Environmental Protection Agency Federal Advisory Committee whose members came from small communities throughout the country and were charged with providing legislative and other advice to the EPA.

Upon earning her EMBA degree, Morton initially continued to devote her time to her mayoral and state- and federal-committee work before returning to corporate America, accepting a position in procurement with Xerox Corporation in 1997. Her role was

Anne Morton ’95

By PETER ROSENTHAL



Mixing Business and Politics

Anne Morton, left, celebrates with one of her constituents and friends, Ebba McArt, at a reception

leading a global team that managed the spending of hundreds of millions of dollars on information-technology equipment, software and services. “It was something I hadn’t done before,” says Morton. “I liked it a lot, and that’s how I became involved in purchasing and contracting.”

From Xerox in Rochester, Morton moved on to what would be the first of two turns with Booz Allen Hamilton in Washington. There she led the creation of a global sourcing strategy and organization. Despite a work schedule that required worldwide travel, she decided to take advantage of an opportunity she heard about back in Rochester.

At the Saunders College, Tesson was in the process of developing a new course called “Crisis in Accounting: Myth or Reality?”

“It was a graduate seminar around the significant business failures that were happening at the time,” says Tesson, referring to accounting irregularities and/or collapses at companies such as Adelphia, Enron, Tyco, and WorldCom. “As part of our ongoing relationship with EMBA alumni, we offered the opportunity for them to attend as our guests, and a number of them took us up on the offer.”

One of those alumni was Morton. However, it was not until the first night of class that Tesson found out that

Morton intended to fly back and forth from Washington to Rochester for each week’s Tuesday session. “She got on an airplane, fully participated in class, and flew back,” says Tesson. “It was quite humbling to me that someone would go to those lengths.”

Morton credits Booz Allen Hamilton for supporting her mid-week excursion to Rochester. “The class was on [the accounting legislation of] Sarbanes-Oxley, which was a relevant topic for me at the time,” she says.

She would later serve as a principal at a company called Acquisition Solutions, developing and leading a strategic sourcing program in the Federal acquisition environment before returning to Booz Allen Hamilton, where today she is responsible for a nearly-\$1 billion portfolio of products.

Outside of her work life, Morton enjoys the company of her family, which includes her husband, two children, and three grandchildren. “I also like to camp and hike and try to get to the mountains as much as possible to escape from the chaotic life of DC,” she says.

As for what is up next, Morton says at some point she might like to return to consulting, in particular helping small businesses. Clearly, she has much to offer. ¶

Neil Hair

What does a Brit, a bartender, and an avatar have in common? A closet full of black clothing.

No, this isn't a riddle, but rather a somewhat unique characterization of Saunders College of Business assistant professor Neil Hair, who has helped bring Saunders College faculty and students into the internet age. Professor Hair has dedicated his life to teaching technology and communication on the internet. He regularly teaches Internet Marketing and Business-to-Business e-Marketing courses.

Professor Hair uses technology heavily throughout his courses. In 2007, he taught the university's first "Second Life" class along with Susan Barnes, a member of the Communications faculty in the College of Liberal Arts. For the uninitiated, Second Life is a virtual world, accessible via the internet, that enables users, called Residents, to interact with each other in a wide variety of ways through "Avatars."

In this class, students were taught lessons about business in virtual worlds through the use of Second Life. Last year, this technology (Adobe Connect) allowed Hair to teach a class while he was present in the delivery room for his daughter's birth!

"I enjoy teaching at the Saunders College because it allows me to use technology in all areas of my life,"

he says. Hair uses social networks to keep in touch with former students and for market research. He has created a group called "Neil's Lab Rats," which allowed him to receive 300 responses to a 50 question survey about perceptions of the value of online networks in just 48 hours.



By LUZ RAMIREZ

Hair uses his love of the internet and technology in his collaborative research with several large companies. This past summer, Hair worked with CISCO Systems on research exploring how social media is used as a collaborative tool. His findings, presented at the CISCO CIO Summit received rave reviews. Hair's research, blogging and heavy use of social media has earned him a spot on the "Top 50 Business Education Bloggers" list, and Associate Degree's list of the "100 Best Twitter Feeds for Savvy Business Students."

His experience with large companies allows Hair to teach his students vital lessons. He advises students to take as many courses as possible with an experiential learning component. This allows students to gain real world experience while enhancing their college portfolios.

Hair sees himself continuing to integrate technology within his work at the

Saunders college. He also aspires to open a business within Second Life. Hair's love of technology, strong dedication to his students and colorful methods of teaching has made him one of the Saunders College's most vital (and colorful!) assets. Follow his movements on www.neilhair.com, and his twitter feed, [neilhair](#). ¶

College News

Oct. 14—The Dow Jones Industrial Average, one of the most watched barometers of the financial world, closed above 10,000 points for the first time in more than a year.

The “rally” continued as 10 students from RIT’s Financial Management Association spent the next two days in the heart of Chicago’s financial district visiting the corporate executive suites of the Chicago Mercantile Exchange Group, Boeing Corp., Crown Imports LLC and Walton Street Capital LLC.

“This was an amazing opportunity for our students to see the inner workings and cultures of four very different types of business entities: a major options and futures trading exchange, a major manufacturing corporation, a distribution and marketing company structured as a joint venture, and a private equity firm specializing in real estate,” explains Patricia Wollan, FMA faculty advisor and assistant professor of finance in RIT’s E. Philip Saunders College of Business.

The students were well aware of the volatility of the market—especially since they manage a “real money” investment portfolio with a current market value of \$100,000. “There’s still a lot of uncertainty in today’s economy—staff cuts, production setbacks, lack of investors—and that’s something all of these companies face,” says Andrew Van Aken, president of the 44-member university club—comprised of students who major in diverse disciplines ranging from finance to biology to applied math.

“For a company like Boeing, a lot of people can’t afford to purchase a \$400 million plane during a recession; Crown Imports, as a higher class beer company (Corona Extra) is faced with consumers cutting back on consumption or purchasing less-expensive brands.”

Seeing the big open outcry markets in action at CME Group, located in the former Chicago Board of Trade building, was a real eye-opener. “I was in awe at the opportunity to be on the trading floor because it’s a one-of-a-kind environment that you see only on the news, not firsthand,” says Mark Overacker, an RIT finance and economics senior who is pursuing a career as a floor trader. “I was ready to set up a tent and move in.”

FMA Students Earn ‘Business Class’ Lessons in Chicago



By **MARCIA MORPHY**

A tent would be a mere blip on the radar screen because the world’s largest trading floor could easily fit a Boeing 747 airplane nose-to-tail in its 116,000 square feet of space. But that’s not all that was impressive. “CME executive chairman Terry Duffy had just returned from a trip to Asia, wasn’t feeling well, but still came in to see us,” Overacker says. “I find that amazing for someone who is at the helm—taking time to address us individually and offering career advice.”

The executives at Crown Imports also extended the welcome mat—taking time to make personal connections with each of the students in addition to providing details of their business operations and creative advertising campaigns.

RIT facilitators of the trip included accounting professor Daniel Tessonni from the Saunders College and Jare Allocco Allen, assistant controller in the division of finance and administration.

“The Chicago trip is a reminder of how challenging the business environment remains,” Tessonni says. “Last year we visited New York firms and learned of difficulties caused by lack of liquidity in the market; this year the challenges centered more on dealing with

the uncertainty in the regulatory arena regarding rules that will ultimately govern our financial markets.”

Or as Overacker observes, “In 2008, firms were looking to get out of their positions to sell for the best price they could get; in 2009, they are looking for the right time to put their money back into play—to take advantage of all the deals.”

This phenomenon was very much in evidence at Walton Street Capital. “The real estate market has taken such a severe beating and their executives noted that this crisis has left many promising real estate investment opportunities in its wake,” Wollan explains.

Summing up the Chicago experience, international student Vanya Kovacheva ’09 MBA from Bulgaria says, “Uniformly everyone in the industry has suffered during the past year, but those with solid investment strategies, fresh ideas and a loyal customer base seemed better equipped to weather the tough times.” ¶

Sandy Weill



Sandy Weill speaking to the Saunders College Executive Leaders Network

On Dec 8, 2009, the Saunders College hosted the legendary Wall Street dealmaker Sandy Weill—banker, financier, philanthropist and former chief executive officer and chairman of Citigroup. During his visit, Mr. Weill spoke to RIT students, alumni and local business leaders.

The son of Jewish immigrants from Poland, Weill attended Cornell University, graduating in the mid-1950s. Upon graduation, and with no job prospects Weill decided to try his luck on Wall Street, eventually rising from a \$35-per-week runner for Bear Stearns to chairman and CEO of The Travelers Group, where in 1998 he convinced Citicorp's John Reed to agree to a merger of the two institutions, forming Citigroup. Less than two years later, Weill took over as chairman and CEO of Citigroup. Under Weill's leadership Citigroup's assets grew to \$1.2 trillion, and in 2002 he was named Chief Executive of the Year, by *Chief Executive* magazine.

Weill was in Rochester at the invitation of Phil Saunders, and spent the morning at the college fielding questions from RIT students—many of whom represented the Financial Management Association (FMA), the student-run club focused on finance and investing. “It is exciting for our students, faculty and alumni to meet people of Sandy Weill's stature and

reputation,” said Ashok Rao, dean of the Saunders College. “His is a real-life Horatio Alger story. His keys to success were hustle and hard work. That message resonated strongly with the Saunders College community.”

Later in the day, Weill was the featured speaker at a luncheon attended by members of the Saunders College Executive Leaders Network, an association of senior executives—RIT alumni and friends—within the upstate New York region. In both sessions, Weill eschewed prepared remarks in favor of an informal question and answer format—and he fielded questions on a broad array of topics, mostly related to the recent financial meltdown, its causes, and the government's response to the crisis. Clearly, he

felt that the government played a major role in averting a complete market collapse, but he cautioned against the government overreacting to the crisis, setting up regulatory barriers that could severely dampen business innovation and growth, as well as the country's global competitiveness. To the students, he credited his success to teamwork, hard work, hiring people smarter than you, an ability to communicate, and a strong personal support network, which for Weill is his wife of 54 years, Joan. ¶



Sandy Weill, 2nd from left, joined by Gunther Buerman, Phil Saunders and Joseph Bucci

Meet the

Dean's Advisory Council

The Dean's Advisory Council is the senior volunteer leadership organization for the Saunders College of Business. The Council offers an independent, external business perspective in providing advice, guidance and review to the Dean of the Saunders College in key operational and strategic areas. Objectives for the Council reflect current needs of the College.

Gary L. Albanese, '70 BS
Vice President
First Niagara Risk Management

Joanne E. Braeunle, '96 EMBA

Peter C. Browne, '64 BS
President
Price, Raffle & Browne, Inc.

Ronald A. Cocquyt, '72 BS
Vice President
Wilmorite, Inc.

Scott J. Condron, '87 BS
Managing Director
BlackRock Solutions

Diane C. Creel
President & CEO
Ecovation, Inc

Bal Dixit, '74 MBA
Chairman of the Board
Newtex Industries, Inc.

James W. Fulmer, '79 MBA
Chairman, President & CEO
Bank of Castile

James A. Goff, '91 MBA
Chief Executive Officer
Landsman Development Corp.

Brigitte Gueldenpfennig, '81 MBA
Vice President of
Finance and Personnel
REDCOM Laboratories, Inc.

Dawn Habermas
National Employee
Relations Manager
Paychex, Inc.

Richard H. Hawks, Jr., '73 BS
Sr. Vice President
Canandaigua National Bank & Trust

Peter O' Dell
Vice President
Service Supply Chain
Xerox Corporation

Peter Parts, '98 EMBA
President
Peter Parts Electronics Inc.

John J. Perrotti, '82 BS
President & CEO
Gleason Corporation

James A. Ramsey, '86 BS
V.P. of Finance and Controller
USSG Central Sales Operation
Xerox Corporation

Kamal Sarbadhikari
CEO
SensiVida Medical Systems

Russell K. Schwartzbeck, '97 BS
Managing Director
Northwestern Mutual
Life Insurance Co.

Braden R. Smith, '96 BS
Vice President – Private Client Group
National City Bank

John T. Smith, '73 BS
President, Co-CEO
Brite Computers

William A. Steenburgh, '83 MBA
Senior V.P., Xerox Services
Xerox Coporation

Donald S. Sweet
Sustainable Intelligence, LLC

William H. Thompson, '68 BS
President & CEO
Wi3 Inc.

Jerome H. Underwood, '01 MBA
Chief Information Officer
Rochester City School District

Anthony R. Vasile, '65 BS, '75 MBA
President
Maven Technologies

Kathleen R. Whelehan, '76 MBA
Senior Vice President
United Way of Greater Rochester

Class Notes

1950s

Vidler, Edward '50 writes "I would like to contact a few classmates from the RIT Retailing Class of 1950. People ask me how I've lived so long! Come on over and visit me in East Aurora and look over our Store, I'm the Old Geezer in the Red Apron with the Yo Yo. www.vidlers5and10.com."

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

1960s

Kingston, Donald P. '64 retired as the Vice President of Kelly Services in 2007. In his first run for public office in 2009, he was elected to the Duck Town Council in the Town of Duck, NC. He was elected and will serve as the Mayor Pro Tempore of the Town.

1970s

Camiolo, Thomas A. '71, '72 and Ronni Gilder Camiolo '73, '74 visited China for three weeks on their 32nd wedding anniversary.

Gulack, Stephen N. '75 is a Motor Coach Operator for Star Travel & Tours in Ontario, NY. "I have gone to work for a small, locally owned full-service travel agency and bus tour company. Hope to see more RIT alumni on board!"

1980s

Levine, David M. '80 was recently promoted to Sales Director from Financial Services Representative at MetLife in Rochester and is actively involved in recruiting, training and mentoring new financial services candidates.

Bower, Leonard E. '82 MBA earned his Leadership in Energy and Environmental Design (LEED) accreditation from the Green Building Certification Institute. LEED accredited professionals have a thorough understanding of green buildings and the LEED green building rating system.

Hill, Scott A. '82, '84 is Property Manager at Uniland Development Company and was honored by the Institute of Real Estate Management (IREM) Rochester-Western New York Chapter 58 with the 2008 President's Award. The award recognizes service to the organization and promoting excellence in the field of property management.

Meet the Class Agents

Have you contacted your Class Agent? If you would like to submit a class note for publication in the next issue of *Dividends*, or if you just want to say "hello" to an old classmate, send your Class Agent an email to let them know what you've been doing since graduation! To learn more about the Class Agent Network, and to learn how you can become a Class Agent, contact Melissa Miranda at mmiranda@saunders.rit.edu.

Saunders College of Business Class Agents:

1961	Donald H. Naylor ddnaylor@rochester.rr.com Judi Hinchliffe-Sturge jsviptours@aol.com
1973	Donald P. Wilson dwilson@npnewspapers.com Susan Jane Foley, MBA Susan.foley@comcast.net
1976	Mary C. Dunay mcdunay@att.net
1977	Joseph Olzowy joseph.m.olszowy@us.army.mil
1978	Michael G. Mino, MBA mmino@propertyboss.com
1979	Susan Jane Foley, MBA Susan.foley@comcast.net
1984	John Robert Brown john@brownrecruitinggoup.com
1992	Ed Carroll ejcarrol@yahoo.com
1995	Todd Delaney todddeleaney@yahoo.com
1996	Marty Burris marty.burris@rit.edu Ladan Madresehee madresl@hotmail.com
1998	Karen Eisenberg Karen_eisenberg@urmc.rochester.edu
1999	Duane W. Shearer duane_shearer@yahoo.com
2000	Jason Schwingle j_r_schwingle@hotmail.com
2002	Kristin A. Metz kristinmetz@hotmail.com
2003	Herman Lee hermanator@alum.rit.edu
2004	Porsche Haag Porsche_haag@yahoo.com

Class Notes

1990s

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

Palczewski, Todd R. '92 was promoted to Project Manager from Sales and Marketing Analyst at Rosina Food Products Inc., Buffalo.

Wagner, Robert G. '93 MBA is Director of Worldwide Corporate Industry Analyst Relations for Xerox Corp.

Johnson, Fredrick '94 MBA writes, "I have 20 years' experience with Eastman Kodak and Carestream Health working in finance, accounting and auditing; managed budgets in excess of \$250 million; 10 years' experience in community economic development and responsible for \$3 million in investments in the Southwest. I was honored with the Rochester Business Journal's "40 under 40" Award, Dr. Samuel McCree Service Award, and Kappa Alpha Psi Service Award. I am currently Senior Pastor for the First Genesis Baptist Church and CEO for the First Genesis Development Corp. in Rochester."

Bork, Lisa '95 MBA debuted "For Better, For Murder: A Broken Vows Mystery" set on U.S. Route 20 in New York's Finger Lakes region. Lisa is a member of The Authors Guild, Mystery Writers of America, Sisters in Crime, The Guppies, and the

Thursday Evening Literary Society. Lisa resides in Western New York with her husband, children and family dog. For more information, go to www.LisaBork.com"

Kelsey, Kimberly '97, '05 (CAST) is Marketing and Planning Manager at Finger Lakes Health in Geneva, NY. She previously was Associate Director of Alumni Relations at RIT.

Bruce, Alan R. '97 (CIAS), '98 MBA was promoted to Director of Information Technology Solutions from Publishing Systems Manager at Gannett Wisconsin Media in Appleton, WI.

The Saunders College would like to congratulate **Ellen Brenner-Boutillier '99** MBA; **Bernadette Durman '83, '90** MBA and **Christine A. Peters '91** for being chosen as 2010 ATHENA Award finalists. The award, given by Women's Council (Rochester, NY), honors the achievements of exceptional women leaders.

2000s

Fazzio, Sherri '99, '01 was assigned to a position with A Co. 9th PSYOP BN (U.S. Army) in Camp Victory, Iraq, as IIA deputy OIC. Sherri previously was assigned to C Co. 9th PSYOP BN, Ft. Bragg, NC, as the TPDD commander. "Just wanted to let all my friends and sisters at RIT know that I am currently deployed to Iraq in a unique job and I am doing well. I miss everyone and wish I could attend ZTA's 20-year reunion. I will be home early next year and will hopefully be promotable at that time, also. I think of you all often—a lot of time here to think back on the great memories of RIT."

Iacovissi, Joseph C. '01 and Melanie Iacovissi announce the birth of a son, Joseph Amato, on February 24, 2009, in Rome (NY) Memorial Hospital.

Oravsky, Thomas E. '01, '01 (GCCIS) was promoted to Lead Systems Architect at American College of

Physician Executives in Tampa, FL.

Gandhi, Mitul '02 MBA was featured on NBC news. When Mitul and his wife couldn't find reliable information online about a good daycare for their son, they started their own Web site. Based in Jacksonville Beach, FL, they are hoping to make www.topdaycarecenters.com a first stop for parents.

Plain, Heidi L. '02 and Nathaniel Langdon '02 (KGCOE) were married on October 11, 2008, at Esperanza Mansion in Bluff Point, NY. Meghan Sweeney '01 (CIAS) served as maid of honor while Shawn Jackson '04 (KGCOE) acted as groomsman. Following the wedding, the couple returned to Austin, TX, where Nate is currently employed as an Engineer for Freescale Semiconductor and Heidi works as a Senior Web Developer for the Texas Higher Education Coordinating Board.

Bardia, Sandeep '03 MBA is Managing Director at Bardia Consulting and writes "I am running a strategy consulting, corporate finance advisory and contract research firm based in New Delhi, India."

Herold, Denise L. '03 is a Marketing Manager at National Healing Corp. in Boca Raton, FL. Denise is responsible for strategic marketing and communication functions for region-specific wound healing centers in the United States.

Szymanski, Amber N. '03 and Kevin Powell are happy to announce their marriage on July 26, 2008 in Portland, NY, where they currently reside.

Dowse Dowd, Nicole K. '04 is the Founder and President of Green Baby Shoppe Inc. (www.GreenBabyShoppe.com), which specializes in natural products for baby and mom.

Jones, Michael D. '06 MBA and his wife, Nicole, announce the birth of a daughter, Grace Lynne. "Mom, daugh-

Class Notes

ter, and dad are doing fine!”

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

Gibson, Ryan T. '05 (KGC OE), '07 MBA is a Design Engineer for Boeing Corp. in the Commercial Aircraft Division in Seattle. He has been featured twice within Boeing for recognition in diversity and is a co-speaker of Deaf Awareness to all the company sites in the Puget Sound area.

Rowley, Joseph L. '08 plans to travel,

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

Wagner, Jason A. SVP '02, '05 (NTID), '08 works in Tech Support for Sorenson Communications Inc. in Salt Lake City, UT.

Cavanaugh, Todd M. '09 MBA is Executive Director at BASIC College Ministries. “I’ve decided to spend this time, when I’m young and single, to serve in a non-profit to help college stu-

dents understand their spirituality and make the most out of their time in college.” Todd won the 2009 RIT Business Plan Contest, along with Rachel Aquilina '08 (COS).

New Associate Director of Alumni Relations



On January 4, 2010, the Saunders College welcomed Melissa Miranda as the new associate director of alumni relations. Melissa comes to the College from RIT’s Division of Development and Alumni Relations, where she served as prospect researcher for two years. In her new role, Melissa will be responsible for recruiting and engaging alumni for meaningful involvement in the College’s many events, programs, and initiatives. “Students benefit immensely from their interaction with alumni, who in turn gain professional and personal benefits from giving back to their alma mater,” says Melissa. “With so much happening at the College, there are many opportunities for alumni to become involved in some way.”

A native of New York City, Melissa attended SUNY at Buffalo, earning a BA in English and History, and an MA in History. She finds RIT, and the Saunders College in particular, a dynamic place to be—so much so that she enrolled in the College’s MBA program last spring. Reflecting on her student experience thus far, Melissa states, “I am most satisfied with the quality of instruction at the Saunders College. My professors have made even the most difficult and abstract concepts accessible to students, and I’ve found myself really

applying the things I learn to my work and life.”

Melissa’s predecessor, Megan Cheever, recently accepted a position in the Alumni Chapters program at RIT. During her three-year tenure with the College, Megan was instrumental in establishing a strong presence for the Saunders College within the fast-growing social networking sphere, and in expanding connections with alumni across the country.

Melissa can be reached by email at mmiranda@saunders.rit.edu, or by telephone at 585-475-2354. Melissa welcomes “all Saunders College alumni to reach out to me with any questions, comments, or even just to chat.”

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Upcoming Events

Mark your calendars for these exciting Saunders College and RIT events:

March 5	Sharpen the Saw (EMBA Event)
March 9	Rochester Dean's Reception
March 23	Dionisios Favatas Endowed Alumni Lecture and Seminar Series
April 22	Herbert W. Vanden Brul Entrepreneurial Award Luncheon
Late April	New York City Dean's Reception
April 30	Innovation Hall of Fame Inaugural Induction Ceremony
May 1	Imagine RIT: Innovation + Creativity Festival
May 22	Saunders College of Business Commencement Ceremony
June 10	Power Your Potential: 2nd Annual Women's Conference
June 28	12th Annual Alumni Golf Tournament

For more information on Saunders College events, please see our Web site: <http://saunders.rit.edu/news/events.php> or email Donna Slavin at dslavin@saunders.rit.edu

For information on RIT Alumni Chapter events across the country, please see the RIT Alumni Relations Web site: <https://www.rit.edu/alumni/>