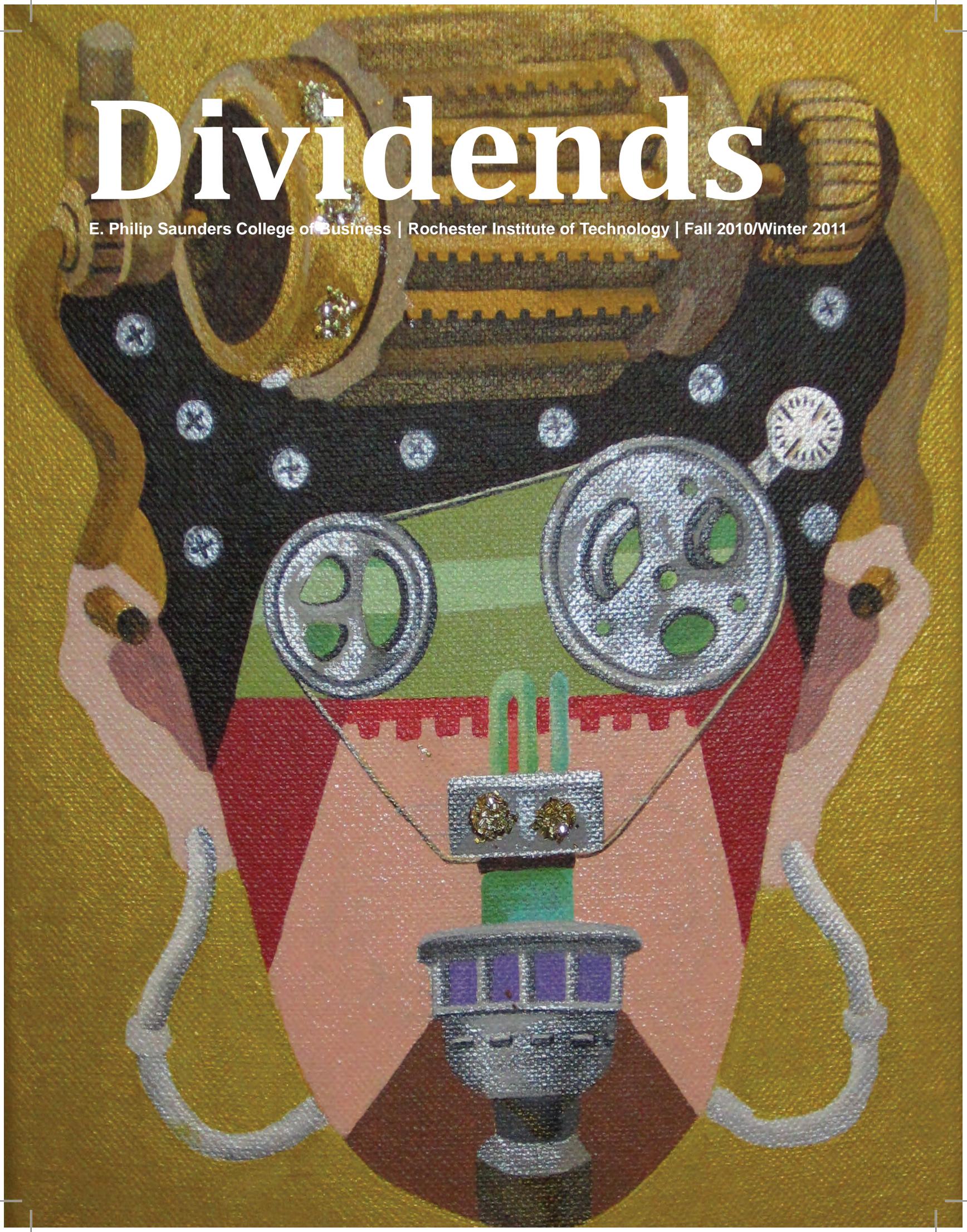


Dividends

E. Philip Saunders College of Business | Rochester Institute of Technology | Fall 2010/Winter 2011



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COVER From the series *Transformed Man (1-8)* by 2nd year MFA graduate student Seulgi Cho.

Below: Entrance to Lowenthal Hall. (Photo by Peggy Tirrell)



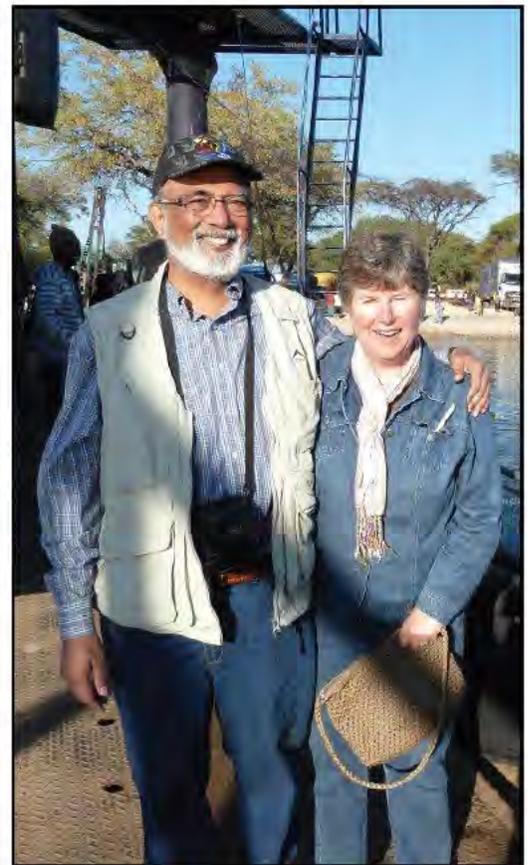
A NOTE FROM DEAN ASH RAO

Greetings, alumni! The Saunders College of Business has had much to celebrate lately. From our very favorable rankings, to the addition of four extremely talented faculty members, to the major announcement that Phil Saunders has committed an additional \$5 million to the College (see below), your alma mater continues to flourish and receive the recognition it merits.

My vision is for the Saunders College to become a global leader in business education and innovation by focusing on technology invention and commercialization, entrepreneurship, and transnational business issues such as workforce diversity, cross-border integration, and international finance and marketing. As the College strives toward these goals, I will be looking to alumni more and more for their support and involvement. Connect with our students, volunteer in one of our many programs, attend an alumni event and share your feedback, help open the doors for co-ops and internships at your company, and most importantly, serve as a champion for RIT and the Saunders College of Business. I guarantee you will be rewarded with pride for your alma mater and joy in its steady growth.

Finally, in the spirit of the holiday season, I'd like to take a moment to thank everyone in the Saunders College of Business community—alumni, students, staff, faculty, families, and friends alike—who have contributed to the success of our institution. The names are too numerous to mention individually, but you will find examples of their hard work and dedication in the following pages. Thank you and happy reading!

Dr. Ash Rao, Dean



Dean Rao and his wife, Janis Gogan, on a ferry on the Zambezi River in June 2010. The Zambezi forms part of the border between Zimbabwe and Botswana.

Phil Saunders Commits \$5 Million, Issues Alumni Challenge

The E. Philip Saunders College of Business continues to advance its reputation as a national leader in undergraduate, graduate and executive business education. In early October, Phil Saunders announced his commitment of \$5 million to the college—to help expand the school's facilities, enhance technologies, create three endowed professorships (Product Innovation, Service Innovation, Financial Innovation) and offer six graduate fellowships per year for exceptional students. He challenged alumni and friends to raise \$15 million in additional funds over the next six years in support of the college's endeavors. "Educational opportunities are key to advancing America's leadership in the global economy," said Saunders. "This additional gift to the Saunders College of Business will enhance the development of RIT since my original gift. The business college continues to achieve national recognition and it is my goal to further energize RIT's position as a center for entrepreneurship and innovation." - *Marcia Morphy*



Phil Saunders and Dean Rao at the press conference announcing Saunders' gift and ensuing challenge to alumni and friends of the Saunders College. (Photo by A. Sue Weisler '93)

participate

IN THE SAUNDERS CHALLENGE

Each and every gift matters. Give yours today by visiting rit.edu/makeagift and entering "SCB Challenge" in the comments box or calling 585-475-4189.

Thank you for your support of the Saunders College.

Recent Rankings

The Saunders College continues to be ranked among the top business schools in the world in surveys conducted by the national and international media.



The Saunders College was named among the best graduate business schools in the 2010 edition of *The Princeton Review's* "Best 301 Business Schools." According to the *Review*, graduate schools were selected "based on our opinion of their academic programs and offerings, as well as our review of institutional data...We also strongly consider the candid opinions of students attending the schools who rate and report on their campus experiences."



The Saunders College is again ranked among the top business schools in the nation by *U.S. News & World Report*. The Saunders College is tied for #67 in the 2011 rankings. Undergraduate business programs are ranked based on a peer assessment survey of deans and senior faculty members. Accreditation by the Association to Advance Collegiate Schools of Business (AACSB) is required for inclusion in the survey.

Saunders in the News

The following gives brief overviews of recent national and international coverage of the Saunders College.



"Yes Virginia, Santa Claus is on Facebook," Nov. 3, 2010, interviews Saunders Professor Neil Hair for a TV segment.



"The leased life: Why own anything?" Jan. 24, 2010, quotes Dr. Sandra Rothenberg regarding reducing consumption as a part of sustainability.



"J.C. Penney's CEO may receive \$11M in compensation this year," March 22, 2010, quoted Dr. Eugene Fram, professor emeritus.



"When is self-plagiarism okay?" Sept. 9, 2010, quotes Dr. Bob Barbato on the issue and his experience of being accused of plagiarizing his own work.



"Incubator Nation: Where Great Ideas Are Born," May 1, 2010, selected the Entrepreneurs Hall, a live-and-learn community at RIT in conjunction with the Simone Center for Entrepreneurship, as one of 20 Coolest Business Incubators. Entrepreneurs Hall is one of only two incubators housed at a university mentioned in the article.

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Power Your Potential

2nd Annual Women's Leadership Conference inspires women in business

On June 10, 2010 the Saunders College and the Rochester Women's Network co-sponsored Power Your Potential: The 2nd Annual Women's Leadership Conference at RIT. Keynote speaker Kitty Van Bortel, president and CEO of the Van Bortel Group gave an empowering talk, highlighting how she overcame the many hurdles she faced early in her career in automobile sales. Kitty now owns the top-selling Subaru dealership in the nation. Other speakers included Jennifer Cisney '99 (CIAS), chief blogger for Kodak; Denise Williams '03 EMBA, owner of D. M. Williams Funeral Home; and Dr. Mary-Beth Cooper, RIT's senior vice president of student affairs. The next women's conference is scheduled for June 2011. For more information, please contact Donna Slavin at dslavin@saunders.rit.edu or 585-475-2199.



At left: Gail Van Belzen '80 MBA and Suzanne Clarridge '84 MBA. Middle: Women business owners and conference speakers (left to right) Donna Reeves-Collins, Denise Williams '03 EMBA, Suzanne Clarridge '84 MBA, Susan Butler and Laurie Broccolo. Right: Keynote speaker Kitty VanBortel with her daughter and a friend.

Entrepreneurs Conference

Annual event brings 'serious' sustainability entrepreneur to RIT

The Saunders College hosted the 2010 RIT Entrepreneurs Conference on October 15, 2010. According to Dr. Richard DeMartino, director of RIT's Simone Center for Innovation and Entrepreneurship, RIT places great emphasis on sustainability, entrepreneurship and developing and commercializing innovative products and services to help promote growth in the community. The conference provides informative workshop sessions and opportunities to network with some of the region's most successful business leaders, entrepreneurs and top notch academics.

Kevin Surace, chairman and CEO of Serious Materials, a green building materials manufacturer, delivered the conference's keynote address on sustainability. Introducing Surace, DeMartino said, "If you had told me last year that our keynote speaker would be *Inc. Magazine's* Entrepreneur of the Year, who is also an alum and RIT trustee with a daughter at the Saunders College, quite frankly, I wouldn't have believed you. And if then I learned that this entrepreneur was in the sustainability/clean energy space, I would have laughed, because this is one of the strategic areas of RIT."

Surace graduated in 1985 with a degree in electrical engineering technology. A serial entrepreneur, Surace says going green has to be economical. He also believes in implementing energy efficiency into the built environment, bringing green jobs and manufacturing back to the U.S.—and innovation back to industries that have lost it. "Kevin Surace has a huge passion for addressing our global concern for the climate changes in our environment and how we can reduce harmful emissions," says DeMartino.

Surace urged the audience to look towards the future. "You've got to think about 2030, 2040, 2050 when these climate change issues really, really magnify. I would certainly like my kids and grandkids to say, 'At least when he knew, he tried to do something. He didn't ignore it. He tried to do something.'"

The conference offered panel discussions exploring different aspects of the entrepreneurial journey, including Legal Issues: Incorporation and Intellectual Property, Social Media and the Entrepreneurial Venture, Marketing New Ventures, and Do You Have the Right Stuff: What Does it Take to Start a Business. Stay tuned for more info on next year's conference. - *Marcia Morphy*



Photo by A. Sue Weisler '93

"Doing what is right is always good. You should build your companies to do that. Don't be afraid to change everything we know."

-Kevin Surace '85 (CAST)

SIX MEN AND A CANOE TAKE THE ARCTIC PLUNGE

Phil Saunders and ‘Sugar Creek Bears’ paddle the Yukon in 1,000-mile marathon

By Marcia Morphy

What was he thinking?

You have to sign your life away before your start—and the waiver reads: “Even if you are a prepared expert, you may die.”

The warnings didn’t stop Philip Saunders, 73, from paddling down the mighty Yukon in a 1,000-mile canoe race with five close friends this past July to help raise \$10,000 for autism research.

Armed with a GPS satellite tracking device, Saunders and his team, the Sugar Creek Bears, took part in the Yukon Canoe and Kayak Race, the world’s longest paddle event. They came in at a very respectable 4th place out of nine teams that started—finishing in seven days, 11 hours, 17 minutes and 20 seconds.

The avid outdoorsmen endured drenched gear, shared rations, paddling 18 hours straight in strong currents and inclement weather conditions, and sleep deprivation during their six hours on land in makeshift wilderness camp sites—complete with breathtaking scenery, roaming bears, moose and sheep, annoying flies and mosquitoes.

Saunders—the benefactor of RIT’s E. Philip Saunders College of Business and entrepreneur/philanthropist in ventures such as Truckstops of America, Griffith Energy, Bristol Harbour Resort and Genesee Regional Bank—says his competitive Arctic adventure with Tom Wyble, Tom Mayer, Tom Stern, Gerhard Munger and Rob Gunther, ended with “a euphoric feeling of accomplishment as a team.”

“It was Gerhard’s idea to do the Yukon race; he said we needed a bigger challenge than the 90-mile Adirondack Canoe Classic which I’ve done for the past five years,” Saunders explains.

But instead of paddling in a three-day race from Old Forge to Saranac Lake in a two man guide boat, the Yukon trip, which is along the river portion of the Yukon gold rush, would involve six men in a heavy 280 pound wooden voyageur-style canoe.

They had constant daylight because the sun never sets this close to the Arctic Circle, plus there was the added mileage difference and averaging 120 to 150 miles a day to complete the Yukon race from Whitehorse, Canada, to Dalton Highway northwest of Fairbanks, Alaska—in eight days time. “We were all in good shape and all of us are outdoors people, hunters and fisherman but you never know what can happen,” Saunders says. “Four boats dropped out of the race on the fourth day due to the rain and strong headwinds. But we made it to a town named Dawson, got a motel room and dried out. That sort of revived us all.”

Like the calm before the storm, the Sugar Creek Bears adopted a small stuffed bear they found on shore, a precursor mascot for paddling through the Five Fingers Rapids.

“They are certainly scary when you approach them because you’ve got five granite columns sticking up in the river and you’ve got to go between the shore and the first column and it’s not much wider than 20 to 30 feet,” Saunders explains. “If you hit one of them, the boat is gone and the race is over.”



Tom Mayer, Tom Wyble, Tom Stern, Phil Saunders, Gerhard Munger and Rob Gunther compete in the Yukon 1000 Canoe and Kayak Race.

“THERE WAS NO MUTINY ON BOARD. THINGS GOT A LITTLE DISAGREEABLE BUT WE EVENTUALLY GOT INTO A RHYTHM—THE PHYSICAL SIDE YOU CAN TRAIN FOR, THE MENTAL SIDE YOU CAN’T.”

Saunders believes the arduous voyage became a lesson in teambuilding and endurance. “We were always wet, had to deal with everything from shoals and rough currents to a raging forest fire that produced heavy fog—making it difficult to see landmarks with our GPS,” Saunders recalls.

Needless to say, the Sugar Creek Bears struck gold in the Yukon. Not only did they reach the finish line in the longest boat race in the world, but also took pride in a record-breaking personal triumph for their fearless captain.

“I was the oldest person who has ever completed the race—by a long shot,” Saunders says. “I knew I could do it, and I did.”

Carry Joanis '11 MBA *Port-au-Prince, Haiti*



When Carry Joanis hands you his business card, the first thing you notice is the texture. Joanis, blind as a result of glaucoma he contracted at the age of twelve, realized the irony of giving his business card to blind professionals—they would have to ask someone else to read it to them. “That doesn’t make sense! RIT says innovation. If we are doing true innovation, it shouldn’t be just words on paper,” says Joanis. So, the Fulbright scholar with concentrations in finance and entrepreneurship got a card that is both Braille and print.

Joanis calls becoming blind a new chapter in his life. “Haiti does not have a good system for blind or deaf students. My parents have the understanding that if you’re not fully integrated in your community you won’t be an independent person and you won’t be really productive.” At their urging he completed his secondary education in a mainstream school with nothing specialized for blind students. His parents had his textbooks recorded onto tapes and hired a scribe to assist him with things like homework and searching the Internet.

“My parents had a lot of expectations. So I tend to raise the expectations for myself also. Things should be done as well as someone who’s sighted could do it. No giving excuses.”

Joanis is the first completely blind MBA candidate in the Saunders College, but his blindness becomes the least remarkable thing about him. He received a degree in Business Administration from Haiti’s Adventist University and then worked in his family’s business for five years. “It was interesting, but I needed something else. I needed to fly by myself.”

At RIT, he is excelling in the classroom and the challenges he encounters as a blind student don’t easily deter him. When he was awarded a Fulbright scholarship, the program placed him with RIT and the University of Denver. “The U.S. doesn’t have very good testing administration for people with visual impairment. We use Braille and tactile. The GMAT is a computer-based test. Each time the quantitative section would throw me off—graphs and things like that. It does not take into account whether you are blind or not.” Joanis struggled to earn the standard score for admittance to an MBA program, but “RIT was pleased with my other

credentials (official transcripts, personal experience), so they opened the door.”

Before he came to Rochester, Joanis attended the Colorado Center for the Blind, an independent living skills program in Denver. Both Joanis and the Colorado Center firmly align with the National Federation of the Blind’s philosophy, which states that, “with proper training and opportunity, blind people can compete on terms of equality with their sighted peers.” Joanis did not find other programs for the blind compelling. “I didn’t need something where people would hold my hand. I needed something that would make me really independent.”

The Colorado Center for the Blind program is rigorous by any standards, with courses in classic cooking, home management, martial arts, computers, outdoor activities including rock climbing, white water rafting, skiing, skydiving, canoeing, fishing and camping. Joanis’ younger brother was skeptical; could he really ski? “I told him, you know what, if it’s not true, I want to see for myself.”

Joanis lived in an apartment in Denver and traveled to campus daily using the city’s rail and bus systems. He took five classes, where failure in one meant you did not graduate. Joanis earned a yellow belt in martial arts, crafted a jewelry box in woodworking, and prepared a mini meal for fifteen for his cooking class and a graduation meal for sixty, doing his own shopping and no outside help in the kitchen.

And in addition to all of that: “I like skiing, by the way,” he confides. “Downhill, I don’t like cross-country. I find downhill more fun.” Joanis credits the program with showing him, “you are blind but it cannot stop you or limit you. It should not stop you or limit you. If you believe in yourself and you think you can achieve your potential, you can do it.”

Joanis spent a month and a half getting acclimated to RIT before classes started by learning the paths and bus routes he would take from his apartment in Colony Manor to campus. RIT has historically had very few legally blind students and Joanis says it is not set up well for the blind—not because he’s not accepted, but because there’s a big difference between educating a blind person and educating a deaf person. “NTID’s great, but it’s not a good fit for me because I’m not deaf,” Joanis quips. “My needs are different.”

As there is not a large blind community, RIT lacks equipment like a Braille embosser and a specialist in adaptive technology to truly satisfy the needs of a blind student. Joanis estimates that as a blind student he works about three times more than a normal student, but quickly points out,

“Of course I don’t sit around and cross my fingers and feel sorry for myself, because I know what I’m getting from RIT as far as education is concerned. So I make it work in order to succeed like everyone else.”

He uses any obstacles he encounters to educate the RIT community: “I work with staff, sit down with professors and disability services, and say, ‘this is an opportunity. This is what I’d need. This is what can help.’”

Joanis is also realistic with himself. When he recognized that his computer’s adaptive technology (it’s equipped with



Opposite page: Carry Joanis on campus in the Eastman Kodak Quad. Above: Joanis’ Braille and print business card.

text to speech software) was not advanced enough to help him function as a sighted person in Financial Modeling and Analysis, a course that was mainly spreadsheet work, Joanis reasoned, “I want to be able to do this. But I don’t want to be able to do this with somebody sitting by my side. So, I decided maybe that’s not a course I need to take right now.”

In general, Joanis believes he is quite competitive. “I don’t find challenges because I am blind. I might find weaknesses because maybe this is not something that’s my forte. But not because I’m blind and sit around and do nothing.”

When the fast track marketing course he took over the summer met for the first time, the first words out of Professor Neil Hair’s mouth gave Joanis pause: “You’re going to hate me because this is going to be really tough,” Dr. Hair said.

The class met twice a week, with four papers and a consultancy project to be delivered in five weeks. “Some people walked out!” Joanis exclaims. “I’m thinking, Carry, this is your chance. Are you going to do this or not?”

“It was hard. I did a lot of work with the papers and the consultancy project. Working in a team for the consultancy project was very fulfilling. We put together a marketing plan for a local business in Rochester. It was one of the highlights of my MBA experience. I aced the class at the end.”

Joanis does not let his visual impairment define him, but his background has helped shape his ambitions. Short term, Joanis wants to work as a product/brand manager for a company that specializes in adaptive technology, and long term, he wants to operate his own business. “The world is always amazed by someone who is blind who achieves something,” Joanis muses. “I can be a successful entrepreneur; my blindness doesn’t have anything to do with it.”

Joanis is a world away from Haiti in the Saunders College, but the problems plaguing the nation are not far from his mind. Joanis’ family was devastated by the earthquake that struck Haiti last January. He lost his older brother and several other relatives. “On a whole,” Joanis says, “the country wasn’t in good shape to begin with, so the earthquake made it that much harder for Haitians to live on a daily basis.” While Joanis would like to work in the United States initially after completing his MBA, “if I have the opportunity to do something in Haiti or here that would contribute to and benefit Haiti, that would be something I would like to do.”

Joanis recognizes the misconceptions and stereotypes about a blind person. “People think, ‘I don’t think you’re up to it.’” Interact with Joanis, however, and you’ll see what so many people in the Saunders College see: “A phenomenal student, who refuses to let his disability impact his life—or his learning,” says Dr. Hair. - *Fredyne Yust*

Kaity Werner '11

Averill Park, NY

Kaity Werner enjoys being the background person who makes things happen, but the fourth year marketing major with a minor in communication and a concentration in American Sign Language is often at the forefront. As a member of the Lowenthal Service Group, a volunteer service organization focused on helping students become active leaders and professionals in business, she is an ambassador for the Saunders College in events on and off campus. "Kaity epitomizes all that we would want to convey as a business school to our constituents and others," says Peter Rosenthal, Lowenthal co-advisor and adjunct professor.

Building a legacy

One of the endeavors closest to Werner's heart is Habitat for Humanity. She has served for three years on the club's E-Board and spends many Saturday mornings helping to build houses in the Greater Rochester area.

Werner's initiative has helped spearhead two unique projects. In March of 2008, she led a group of sixteen to Mobile, Alabama on an unconventional spring break trip. The students collaborated with the Mobile affiliate of Habitat for Humanity to work on a house over the course of the week.

Another opportunity came when Dean Rao introduced her to President Destler at the end of her freshman year. When Dr. Destler told her to come talk with him in the fall about an idea he had, "I didn't think he actually had anything spectacular—I was thinking a small fundraiser. But he said, 'I'd like to build a house. Do you think we can make that happen?'"

With support from the College and the Office of Development, RIT's Habitat raised \$75,000 and teamed with Flower City Habitat for Humanity and Engineers for a Sustainable World to construct the first RIT-sponsored sustainable home, with Werner co-leading the project. Constructed for a resident in the JOSANA neighborhood, part of Rochester's "Crescent of Poverty," the home incorporated technology, innovation and sustainable practices. "It was the most exciting thing that I could have imagined doing at college."

And while some seniors might be grappling with a case of senioritis, Werner is continuing to make an impact. She is not an official Habitat E-Board member this year, but explains, "I'm taking a step back. I'm helping to train everyone to get their feet on the ground for when I graduate—to make the club sustainable."

Doing good and doing well

The Saunders College has challenged Werner to approach business from an ethics and social responsibility perspective. Design Thinking and User Experience, a pilot honors course, used design-thinking to discover and develop ideas for products and services to help the community. Werner loved the class (it's now offered in the Saunders College) and the concept of developing something for the greater good.

Werner is also gaining valuable research experience. Her work with Professor Sandra Rothenberg into the factors that impact whether or not a company will make green printing choices is helping to distinguish her from her peers. What stands out about Werner, notes Professor Rothenberg, is "she's the type of student that genuinely cares about being a successful business person but also her role as a citizen, and how you can balance the two."

Werner plans to pursue a master's in Higher Education and Student Affairs Administration after she graduates. Serving as Director of Organizational Recognition in the Cabinet for Student Government last year and overseeing RIT's more than 225 clubs provided insight into the interactive managerial role she wants to pursue in a college setting: combining her business, communication and leadership background to facilitate student-servicing activities and work directly with students.

Werner realizes the time and commitment a director of campus life or dean of students puts in: "It's the perfect balance in my eyes of behind the scenes work, interaction and networking, decision making and problem solving." If her accomplishments are any indication for the future, Kaity Werner is a successful Saunders alumna in the making, and perhaps will return to her alma mater. "I would love to work at a place like RIT someday," says Werner. - *Fredyne Yust*



Kaity Werner on site at RIT's sustainable home project. (Photo by A. Sue Weisler '93)

"RIT is perfect for me because you have all the student life benefits of a big campus, but all the academic benefits of a small campus—the interaction with professors and the accountability."

Saunders Expands Executive Education Offering with Online EMBA Program

Are you looking to earn an Executive MBA? The Saunders online Executive MBA program is ideal for creative, innovative individuals who have gained their experience in the workforce and not just the classroom.

If you reside outside of the Rochester area, the online component allows you to work beyond the conventional school framework. Online education is flexible and interactive. The Saunders online EMBA will help you master executive skills and accelerate your career.

We have over 50 students currently enrolled in the program, and the first class of five students graduated at the end of the fall 2010 quarter! Learn more at www.embaonline.rit.edu.



Online EMBA students from Class 1 and 2 on a trip to Prague in October. From left: Merci Martin, Reuben Adriano, Angel Fernandez-Ruiz, Rob Manzel, Kevin Sweeney, Larry Steuck, Rick Everett, Michael Laba, Saunders lecturer John Ward, Evan Winegard and Kevin O'Neil.



Pictured from left to right are Class 6 members (front center) Ursala Garnett; (middle row) Scott Strother, Wilson Sanchez, Karamjit Singh, Mecca Baker, Man Au-Yeung, Julie Jackson-Forsberg; (back row) Robert Weitzman, Yerou Johnson, Phillip Burris and Ross Voorhees.



The view from Entrepreneurs Hall overlooking the plaza of Global Village.

ENTREPRENEURS HALL

Creating something spectacular in a live-and-learn community

The Entrepreneurs Hall, established in the fall of 2009 in conjunction with the Simone Center for Entrepreneurship and under the direction of Saunders associate professor Richard DeMartino, is a holistic entrepreneurship program that allows a select group of students from a diverse portfolio of technology, design and business programs to experience entrepreneurship at its fullest.

The program combines a residential community in Global Village, cohort entrepreneurship courses, unique entrepreneurial co-ops, business and general academic mentoring and 24/7 access to the student incubator.

Students completing the program receive a minor in entrepreneurship and have the opportunity to gain course credit for maturing a business concept. The Entrepreneurs Hall and its mix of students allow its members to utilize their peers to form connections with others from different majors and create that perfect blend of skills for a dynamic team. By tapping into RIT's education resources and expertise, outstanding alumni who have an entrepreneurial passion and a nurturing environment outside of the classroom, the Entrepreneurs Hall program produces students who will graduate with the valuable skills to build and sustain new businesses.

The Entrepreneurs Hall is a finalist for the 2011 United States Association for Small Business and Entrepreneurship (USASBE) Emerging Entrepreneurship Program award. The USASBE is the largest independent professional academic organization in the world dedicated to advancing the discipline of entrepreneurship. The purpose of the USASBE Entrepreneurship Education Awards is to identify, recognize, celebrate and publicize excellence in entrepreneurship education in all forms and at all levels.

“The quotes on my office door are my philosophy: *‘Speak your mind, even when your voice shakes’* (Maggie Kuhn, founder of the Grey Panthers); *‘I wanted to change the world. But I found that the only thing one can be sure of changing is oneself’* (Aldous Huxley); *‘When choosing between two evils, I always like to try the one I’ve never tried before’* (Mae West).”

Sandra Rothenberg Associate Professor of Management and Director, Institute for Ethics and Corporate Social Responsibility

As the Director of the Institute for Ethics and Corporate Social Responsibility, Professor Sandra Rothenberg is focused on supporting research, education and the community by promoting dialogue in the classroom and the community about the importance of ethics in decision-making and the relationship between business and society.

Rothenberg is in her first year heading the Institute for Ethics and Corporate Social Responsibility. Her own research focuses on ethics, corporate social responsibility and sustainability. As an undergraduate engineer, Rothenberg noticed how engineers were so focused on developing new technologies, they often did not put much thought into how these technologies might be used or what the ethical or social implications might be. Later, while getting her master’s in Technology and Policy, she became intrigued with organizational behavior and how organizations impact how people make decisions. “I learned that often there are really good people who get stuck in uncomfortable or difficult situations that might not lead them to make the best choice.”

Rothenberg situates ethics within the broader concept of social responsibility, which relates to the organization as a whole. Ethics is an aspect of your decision-making, specifically, how to make decisions when different moral obligations are in conflict. As one example, Rothenberg points out that, “sometimes the ethical choice won’t be the most sustainable choice.”

Rothenberg would like to use the institute to continue a college-wide effort to build on the ethics component of the Saunders mission. “I’d like people to feel comfortable coming to the Institute. I’d like to be able to support faculty who want to do research, or want to do something innovative in the classroom.” Rothenberg notes that many faculty members in the College are doing work in the area of ethics, corporate social responsibility and sustainability and highlights some of this work on the Institute website.

Being ethical is not always as easy as it sounds. “One of the big problems with ethics or making the right decision is that often the people making the decisions are removed from the people affected by the decisions. And that’s particularly true in a global market,” Rothenberg articulates. In order to understand the global implica-



Professor Rothenberg with President Bill Clinton and her father, Martin Rothenberg.

tions of what you do, and to make an educated decision, you need to “bring yourself closer to whoever these stakeholders are. It means really understanding your employees’ concerns or the impact of your products when they are being disposed of.”

Rothenberg encourages people to ask, “‘Who’s your best self?’ Then, think of the type of company where all the employees feel they can be their best self. What a different environment that is from one in which you feel like you’re constantly compromising your values.”

“This may sound sort of soft and mushy,” Rothenberg says somewhat apologetically, “but in the end, it’s about who you want to be. It’s about when you go home, are you going to feel good about telling your kids about what you did?” Of course, if you look at the quotes on her door, you get the feeling that she would also add that sometimes it’s okay to feel good when you are a little bad. - *Fredyne Yust*

The Institute for Ethics and Corporate Social Responsibility: Questions for the Director

Can a company profit from being socially responsible?

Yes! There are a lot of links between being socially responsible, being good, and doing well: retaining employees, retaining customers, avoiding litigation, reducing risk, reducing waste. The research concludes that on average, at the very worst it's a wash. Being good isn't going to hurt you. Our research has found that there are specific factors that enhance that positive relationship. Firms that don't innovate a lot or are in an industry where there's not a lot of differentiation can actually have a stronger positive effect of doing good. In a way, this can be a very strong means to differentiate yourself. This is one way you can pull ahead.

What would your advice be to a company that doesn't have the resources?

Figure out what your bottom line is, figure out what lines you will absolutely not cross, and make sure that you're constantly aware. With business ethics award winners you'll find that talking about ethics is a normal part of their every day experience. Sometimes you'll have to make a decision that maybe isn't the best, but it's not crossing that line, and at least you thought about it.

How do you work to incorporate ethics into your daily life?

You practice, and you make it easy for others to practice. Since I've taken this position, I've definitely become more aware. I was actually just talking with a director of ethics and compliance at a company, and we agreed that you have to practice being ethical. It's about speaking up. It's about when you see something wrong, overcoming that nervousness that you're going to get in trouble. And learning how to do it in a politically savvy way that minimizes the negative effects of speaking up. Once you start practicing, try using a joke or talking with someone after a meeting, and you'll find maybe it's not so bad. I try to make it easy for colleagues and students to speak up. There's nothing better after you take a chance at a meeting, for someone to come up afterwards and say, "That was great. Even if I don't agree, I was really glad you said something. We're really lucky to have someone like you in our organization."

How the Institute can help YOU

Post job or co-op opportunities related to business ethics, corporate social responsibility & sustainability on the Institute's Jobs Board.

Submit a question to Ask the Professor and have it answered by a Saunders faculty member with input from a business expert in the field.

Take advantage of the Institute's resources to help your company become more ethical and socially responsible (links, vignettes, training materials to encourage dialogue about ethics and social responsibility).

Share your own experiences relating to ethics and corporate social responsibility. We are always looking to highlight alumni in positions supporting ethics and corporate social responsibility to make students aware of the viable career paths they can pursue while still being ethical and socially responsible.

FOR MORE INFO VISIT
<http://centers.scb.rit.edu/ethics>

FACULTY MEMBER EXHIBITS ART IN



Left to right: Xanthe Matychak, Andrea Handy and Michelle Harris work on "River Memoir." (Photo by A. Sue Weisler '93)

Xanthe Matychak '08 MFA (CIAS), design lecturer for the Saunders College, exhibited at the World Maker Faire in New York City in September, with colleagues Michelle Harris (B. Thomas Golisano College of Computing and Information Sciences) and Andrea Handy '89 (CIAS), '91 MFA (CIAS) (First-Year Enrichment instructor). Their collaborative project, called "River Memoir," was an interactive art exhibit that captured stories from visitors at the fair and wove them into "tactile and virtual rivers." The "tactile river" was a long piece of knitwear knit live at the event on a vintage knitting machine, and the "virtual river" was created from live Twitter input. World Maker Faire is an annual event that showcases the skills of do-it-yourselfers and was covered this year by many major media outlets, including "The Martha Stewart Show" and *The New York Times*.

Matychak teaches a new general education course called "Design-thinking and Concept Development." The course attracts students from all over campus, including engineers and designers. "But I especially like working with Saunders students," says Matychak, "because it gives me the opportunity to teach a synthesis of skills, to teach my business students to work with their hands making prototypes and props for consumer research. It's an exciting approach to new product development."

“The Saunders College has a global mission. If you are engaged in this mission, the entire college has to be global—that means multilingual, overseas research and consulting, and multicultural classroom experiences.”

John Ettlíe *Professor and Benjamin Forman Chair for Research*

Walking into John Ettlíe’s office is like walking into the stacks of the library. From among the shelved and piled books comes Ettlíe’s voice, “This office is a little bit like Indiana Jones. There’s a lot of history here.” Ettlíe, the Saunders College Benjamin Forman Chair for Research, is an intellectual leader focused on propelling the Saunders College into the global arena. His study into the management of technological innovation has afforded him the opportunity to conduct research and present worldwide. “RIT has been hiding its light under a basket for too long,” says Ettlíe. “One of our ultimate goals here in the Saunders College is to put RIT on the global map.”

A graduate of Northwestern University, Ettlíe earned his Ph.D. in 1975 and has held appointments since then at the University of Illinois at Chicago, De Paul University, the Industrial Technology Institute and the University of Michigan Business School. When he came to the Saunders College in 1999, he was looking for a new university home where he could concentrate on his specialty, not an MBA factory with little personal connection. “There was clearly an opportunity to have a big impact here,” Ettlíe says. “I was not looking for a place to have impact. I was just looking for a place to do my own thing among good colleagues, and I met good people here.”

As an academic entrepreneur, Ettlíe cherishes the freedom



“If you say you have a global business school, then your faculty has to be global,” says Professor Ettlíe, pictured in San Sebastián, Spain, where he was invited to be the keynote speaker at the launching of a new graduate business school.

he has in the Saunders College to write grant proposals and pursue an active research agenda. “If you don’t stay on the edge of your field,” Ettlíe maintains, “you can’t do anything else. Your hands are tied.” Saunders students reap the benefits of a research agenda. Ettlíe and his colleagues bring research data not yet published into the classroom, making it “the full academic experience. It’s not just limited to what you can read in a book or in a journal and then pass on to your students.”

Ettlíe has noticed big changes in the Saunders student. “We have one of the most challenging graduate level classroom situations of any that I’ve seen,” Ettlíe matter-of-factly states. “You walk into the classroom now and you’ve got one person from everywhere—fast-track, no work experience, mature students, returning students, full time, part-time students, Indian men, Chinese women, South American men, Northeastern women. We have the most heterogeneous classrooms you can possibly imagine. That’s a tremendous challenge, but it’s also a tremendous opportunity,” he concludes. “It’s like the Epcot classroom. You don’t have to go to India; you don’t have to go to China. We’ve got it right now, right here. And if it’s structured properly with the right class materials to exploit that diversity, now you’re really talking about a global business school. They learn from us and we learn from them.”

One thing students undoubtedly learn from Ettlíe is his unorthodox approach to finding a job. “Don’t look for a job,” Ettlíe counters when he is asked for advice on how to find a job. “What you need to look for is a company that you can fall in love with and they can fall in love with you.” And although even he admits it’s a little eccentric, he also advocates dream interpretation and training your subconscious. Ettlíe’s reasoning, however, is sound. In order to understand what company might be a good fit for you, you need to have an understanding of yourself. That clarity, Ettlíe believes, can be gleaned by practicing dream interpretation. It will provide you with insight into yourself, and those around you, to help you find a company home where the culture and you mix.

Having found a company home with the Saunders College, Ettlíe is eager to build on this solid new base: “Where is the next fire engine we can chase?” he asks. His global attentiveness will see him travel to no fewer than four countries in the next six months to research and lecture. And while Ettlíe may not have set out to have an impact, he has. “I have a big agenda. I didn’t come here to sit in my office and read books. I came here to change the world as we see it at RIT.” - *Fredyne Yust*



Sally Haigh Joins the Saunders College

On May 24, 2010 Sally Haigh joined RIT as assistant director of development for the Saunders College. Her main goal is to advance the mission of the Saunders College by building and stewarding relationships with its current and future supporters. She also manages the Executive Leaders Network Program for the College and the Alumni Advisory Board Development Committee. An alumna of SUNY Brockport, Sally has extensive marketing, sales, and development experience. Past posts include the American Heart Association, Rochester Region, where as Corporate Events Director she oversaw the Heart Walk, and PAETEC, where she served as Field Marketing Manager. Born in Texas and raised in Georgia and Palmyra, NY, Sally has lived in the Czech Republic, where she taught English, and in South Africa (she speaks Czech and Afrikaans). Sally, an avid sports fan, is in the midst of connecting with Saunders College alumni across the country, and has been doing a great job so far! She can be reached at shaigh@saunders.rit.edu or 585-475-4189.

Faculty & Staff Notes

In a team venture, professors **John Angelis**, **Richard DeMartino**, **Joseph C. Miller** and **Raj Murthy** published research into business growth and entrepreneurship (United States Association for Small Business and Entrepreneurship—"Intentionality to Reality: A Study of How Small Businesses Begin Their Road to Growth," January 13, 2011; INFORMS—"Intentionality of Growth: How Strategic Intent Affects Growth Tactics," November 8, 2010; The Ewing Marion Kauffman Foundation—"See How They Grow: Studying Small Venture Growth Through a Qualitative Lens," October 26, 2010) with more to come!

Robert Barbato, professor of management, received the 2010 Best Empirical Research Award presented by the Small Business Institute. Dr. Barbato was cited for his analysis of small business development and entrepreneurship in Kosovo.

Eugene Fram, professor emeritus, and **Bruce Oliver**, professor of accounting, were published in the September/October 2010 issue of *Nonprofit World*. Their article, "Want to Avoid Fraud? Look to Your Board" (Vol. 28, No. 5) garnered an endorsement from RIT President Emeritus Al Simone: "I enjoyed—and certainly related to—the article. It should be required reading for every nonprofit, large and small."

Neil Hair, assistant professor of marketing, was recently cited in *Master Degree Online.com*, a guide to masters and other graduate programs. Dr. Hair's blog, titled "The Musings of a Professor of Marketing," was ranked #39 on its list of the top graduate blogs by university personnel. At left: Dr. Hair and daughter Lillian, who did not inherit her dad's



trademark dark clothing fashion sense.

Sean Hansen, assistant professor of management information systems, joins the faculty of the Saunders College. Dr. Hansen earned a Ph.D. from Case Western Reserve University's Weatherhead School of Management.

The Saunders College welcomes new faculty member **Manlu Liu**, assistant professor of management information systems and accounting. Dr. Liu earned a Ph.D. from the University of Arizona.



Erhan Mergen, professor of decision sciences, has published "Assessment of Acceptance Sampling Plans Using Posterior Distribution for a Dependent Process" with S. Deligonul, in the *Journal of Applied Statistics* (Vol. 37, No.2, February 2010) and "Building an Acceptance Chart Around the Process Mean" with D.S. Holmes, in the 2010 Northeast Decision Sciences Institute Meeting Proceedings, (Alexandria, VA, March 26-28, 2010).

Associate professor **Vic Perotti** currently leads the Digital Business initiative at RIT. His presentation, *A Future Internet of Choice, Clouds, Contracts*, was a hit at the 2010 Imagine RIT festival.



Ashok Robin, professor of finance, has created a financial software application, *QTfin Analyst 20a*, that is being sold on Intel and Apple IP app stores. "Now people can use the software instead of sitting through my lecture!" Dr. Robin says.

Qiang Wu, assistant professor of accounting, joins the Saunders College. Dr. Wu earned a Ph.D. from Rensselaer Polytechnic Institute's Lally School of

Management and Technology.

Hao Zhang, assistant professor of finance, is a new member of the Saunders College faculty. Dr. Zhang earned a Ph.D. from the University at Buffalo's School of Management.

Renee DeMott '08, returns to the Saunders College as an academic advisor from the University of Rochester, where she advised students in the engineering program. Renee works with undergraduate students.

Julie Harrison '03 MS (CAST) joins the Saunders College as an academic advisor. Julie works with undergraduate students and came to the Saunders College from RIT's Student Employment Office, where she served as assistant director.

Heather (Andersen) Krakehl '07 MBA, assistant director for graduate recruitment and admissions, is traveling the country, recruiting students for RIT's MBA and MS programs. She is also currently enjoying life as a newlywed.

Peter Rosenthal, assistant director of undergraduate recruiting and marketing, is in his sixth year as advisor for the Lowenthal Service Group, a student organization at the Saunders College. He encourages alumni, especially those who participated in Lowenthal as students, to get in touch with him about joint volunteer opportunities with students (pjrbbu@rit.edu/585-475-2294).

Deb Spencer '05 MS (CAST), student services manager, was honored with an RIT Staff Excellence Award in October for exemplifying RIT's core values and going above and beyond to help others "with a smile and warm regard." She has worked at RIT for 11 years, most recently in the Human Resources Department.

Matthew Anthony '08

MAKING A SPLASH IN SECOND LIFE

Saunders Grad Takes Business Model into the Virtual World



What would you say if your son told you he was selling turtles in Second Life? First, Matthew Anthony had to assure his mother he wasn't shipping live turtles around the world. Then he had to convince her that the virtual world he was venturing into was more than just a hobby: it was a livelihood.

Two years after graduating with a degree in Management Information Systems, Anthony is an online game designer and co-founder of Third Nature Studios, a company focused on business in the virtual world.

Anthony is at home in the virtual world. He was beta testing virtual worlds in 1995 as an eight-year-old; and, as a senior at RIT he collaborated with professors Neil Hair (E. Philip Saunders College of Business) and Susan Barnes (College of Liberal Arts) to create an online advertising class in the virtual marketplace of Second Life, the Internet's largest user-created, 3-D virtual world community. It was the first course at an accredited university taught about Second Life, not just in Second Life. Anthony's career path into virtual worlds was validated by the experience. "Their class really made it legitimate—that virtual worlds were a possible thing and a viable situation for me."

Anthony and business partner Nick Brittain brainstormed for a product they believed could be profitable. "Second Life is very similar to the physical world in many aspects. You have your own persona called your avatar. You can dress up, you can make it look like whatever you want it to. We said, why not have interactive pets?" They settled on turtles.

The original goal was to have 200 turtles in Second Life, generating an estimated \$50 a month on the side. It ended up being significantly more. Mypetable.com was profitable five days after launch, and today petable turtles are one of Second Life's leading artificial intelligence pets. We're talking tens of thousands of turtles.

Second Life is dominated by micro-transactions. It costs about fifty cents a month to feed a turtle and turtle acces-

sories run around fifty cents a pop. Anthony and Brittain employ two people who are paid in Second Life with a discount on turtle food, so it's not surprising to learn that with a low overhead, their expenses are paid off in the first two days profit each month.

Primarily responsible for the business side of Third Nature Studios, Anthony was confident their unconventional business model could result in a profitable product. A massive server crash in their second week lost them 50% of their player base. "At that point, I thought it was over," remembers Anthony. "We gave free food for turtles for a week and created a 'crash turtle' making light of the situation. We worked through it and were able to restore our image with our customers." Once he saw they were consistently generating enough revenue to match what he was making working nine-to-five at an ad agency on Madison Avenue, he quit to focus on turtles full time.

Second Life has 60,000 active users compared to Facebook's five million, but the numbers don't have Anthony worried. "People have been saying Second Life is doomed for years now. I tend to disagree. Universities are hopping on the bandwagon—the University of Washington actually offers a Certificate in Virtual Worlds. Non-profits and the government are using virtual worlds. They're not going anywhere. Which virtual world it is might change—Second Life itself might not last forever—but virtual worlds are integrating more and more into our lives." Chances are, whatever virtual world exists, you'll find Matthew Anthony doing business in it. - *Fredyne Yust*



Top left: Cosmic turtles. Above: Matthew Anthony (far right) with Second Life co-founder Philip Rosendale and a Second Life staffer.

Jerry Elman '84 MBA

Gaining Mileage in Vehicle Repair: Jerry Elman Earns Female Friendly Seal of Approval

Imagine a car repair shop that has a “Ladies Appreciation Day”—where your car gets pampered with an oil change or N.Y.S. inspection while its owner gets a therapeutic chair massage or skin care advice from Mary Kay services.

From day one, Jerry Elman, president of Schoen Place Auto in East Rochester, determined his company goal was to be considered the most trusted car shop in Rochester—known for its ethics, competence, fair pricing and relationship-based customer service.

“Everyone can brag or make claims about their services but we know for a fact that we’ve made a difference to our customers,” says Elman, who earned a B.S. in electrical engineering in 1977, and an MBA in 1984, from RIT.

It may be surprising that Elman is in the import and domestic car repair business after working the majority of his career at Eastman Kodak.

“I worked at Kodak for 26 years and my last position was as an engineering manager,” says Elman, who lives in Pittsford with his wife Janet. “I was always the reformer in the corporate world—and some may have considered me either the change agent or a lunatic—because I always believed in an innovative approach. I knew it was time to leave Kodak but didn’t want to leave Rochester. We raised our two children (David and Sandi) here and it’s home.”

Elman started looking at several area businesses for sale, and then in April 2007, purchased Schoen Place Auto, which had been selling, trading and repairing cars since 1971. After one year, Elman decided to concentrate the business on car repairs only, and also changed the business location—moving it from Pittsford to its 5,000-square-foot home in East Rochester.

“Both of my parents were Holocaust survivors so I was raised to understand and be sensitive to how people are discriminated against or treated poorly because of their sex, color, or religion, and that’s just wrong,” Elman believes. “The car repair industry has a bad reputation so my business focus was to target consumer groups who are often taken advantage of, mainly women and senior citizens.”



Jerry Elman in his shop in East Rochester. (Photo by A. Sue Weisler '93)

And Elman has done exactly that. Schoen Place Auto, which employs five, is the proud recipient of the 2010 Rochester Business Ethics Award in the Small Business category. The company has also been certified as “female friendly” by two different female consumer websites, AskPatty.com and WomenCertified.com.

And while doing business ethically can be less than lucrative dollar-wise, at least in the short term, Elman says he never gives customers the “hard sell” for repairs they don’t necessarily need. “I want them to trust me; I want them coming back.”

Some of his customer base comes from networking within the Rochester community at Rochester Women’s Network and the National Association of Women Business Owners.

“Those are the two groups who helped me the most on building female-customer trust in my business,” Elman says.

“And would you believe I was invited to be, and am now, the only male member of Rochester Women’s Network,” he adds with a smile. “And I am one of three male members of NAWBO. At first it felt strange, but now I’m just one of the group.” - Marcia Morphy

Saunders Alumni Recognized for Service

Susan Holliday '85 MBA named Outstanding Alumna; Andrew Brenneman '88 Volunteer of the Year



Susan Holliday

Susan Holliday has been honored by RIT as Outstanding Alumna of the Year and Andrew Brenneman was named Volunteer of the Year. The Outstanding Alumni Award, established by the Office of the President in 1952, is the highest honor the institute can bestow upon a graduate. The Volunteer of the Year award is presented to an individual who exhibits dedication to the RIT community.

Holliday, a 1985 graduate in business administration who lives in Mendon, NY, switched careers after spending 10 years in the field of agricultural finance when she purchased the *Rochester Business Journal* in 1988. Holliday was asked to join the RIT Board of Trustees in 1998 and serves as chair of the conflicts of interest committee. She also serves on the endowment and university relations committees, committee on trustees and executive committee of the board. In 2000, Holliday received the Distinguished Alumna award from the the Saunders College in recognition of her business accomplishments and dedication to the university.

In addition to her involvement with RIT, Holliday serves on the boards of Financial Institutions, Inc., Complemar Partners, Inc., the Rochester Business Alliance, University of Rochester Medical Center and the United Way of Greater Rochester. She is vice-chairman of the Finger Lakes Health Systems Agency's 2020 Performance Commission.



Andrew Brenneman

Andrew Brenneman, of Leesburg, VA, received a bachelor's degree in business management in 1988 from the Saunders College and an associate's degree in accounting in 1986 from NTID.

He is currently a senior national account executive with Sprint Nextel based in Reston, VA. Brenneman began his career with Sprint as an account manager and was promoted to national account executive and to senior national account executive. He is a four-time recipient of Sprint's President's Club Award, given to the top one percent sales performers companywide.

Brenneman is a past member of the Advisory Board of Visual Language Interpreting, Inc., and served on the alumni campaign leadership committee for NTID. He is the first deaf alumnus to serve on the RIT Board of Trustees, working on the diversity and university relations committees. He is also chair of the RIT building and grounds committee and just completed his term as the chair of the NTID National Advisory Group but still serves on the committee.

Executive Leaders Network

Launched in 2009, the Executive Leaders Network (ELN) is designed for senior executives in the upstate New York region. The networking series provides a forum to facilitate networking, promote idea-sharing and offer long-term help to enhance the regional economy.

Christopher J. Kearney, chairman, president and chief executive officer of SPX Corp., was the keynote speaker for the Executive Leaders Network Luncheon on July 22, 2010. Kearney has transformed SPX from a domestic automotive supplier to a global, multi-industry manufacturer operating in more than 35 countries.

On Nov. 3, 2010, James Carlson (pictured to the far right), CEO of Amerigroup, spoke at the ELN luncheon. Mr. Carlson shared how he has secured Amerigroup's position as a leading voice for providing affordable healthcare to seniors, people with disabilities, and the financially vulnerable since he took the helm in 2003.

Bill McNabb, CEO of Vanguard, is scheduled to speak in the new year.



Kearney during his presentation to the ELN in July. (Photo by A. Sue Weisler '93)



Photo by A. Sue Weisler '93

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 Albanese '70
First Niagara Risk
Management

Santokh Badesha
Xerox Corporation

Joanne Braeunle '96 EMBA
Executive Management
Consultant

Peter Browne '64
Price Raffle & Browne

Suzanne Clarridge '84 MBA
My Brands, Inc.

Ronald Cocquyt '72
Wilmorite, Inc.

Scott Condron '87
BlackRock Solutions

Diane C. Creel
Ecovation, Inc. (Retired)

**Bal Dixit '74 MBA, RIT
Trustee**
Newtex Industries, Inc.

James Fulmer '79 MBA
Bank of Castile

Emerson Fullwood
Xerox Corporation (Retired)
Executive in Residence, SCB

James Goff '91 MBA
Landsman Development
Corporation

**Brigitte Gueldenpfennig
'81 MBA**
REDCOM Laboratories, Inc.

Dawn Habermas
Paychex, Inc.

Richard Hawks, Jr. '73
Canandaigua National Bank
& Trust

Cheryl Keck '96, '99 MBA
DATROSE

Peter O'Dell
Xerox Corporation

Peter Parts '98 EMBA
Peter Parts Electronics, Inc.

John Perrotti '82
Gleason Corporation

James Ramsey '86
Xerox Corporation

Russell Schwartzbeck '97
Northwestern Mutual
Financial Network

John Smith '73
Brite Computers

**William Steenburgh '83
MBA**
Xerox Corporation

Donald Sweet
Sustainable Intelligence, LLC

William Thompson '68
Wi3 Inc.

**Jerome Underwood '01
MBA**
Rochester City School District

**Kathleen Whelehan '76
MBA**
United Way of Greater
Rochester



Rochester.

Using curriculum provided by Junior Achievement, pairs of volunteers teach kindergarten through sixth-grade students at Kodak Park School No. 41 about business, economics and careers. Each pair is made up of a professional and collegiate partner who are matched based on industry/career and academic major, respectively.

More than 70 different Saunders College students and 60 different business professionals, including nearly 30 Saunders College alumni, have participated once or multiple times.

"I remember career days when I was in elementary school, and there were lawyers, doctors and firefighters but never any marketers or accountants," says Michelle Franchi '07, '10 MBA. A product marketing manager at Eastman Kodak Company, Franchi has participated each year of the program, first as a student and then as a professional. "I think there is a big opportunity to expose students, at a young age, to how careers in business can be challenging and fulfilling."

Other companies represented by alumni include Corning Tropel, JetBlue, Lenel Systems International, Toshiba Business Solutions and Wegmans.

"I really like the college student-business professional approach because it models great collaboration," says School No. 41 teacher Karen Bernard. "I think it is good for kids to see a college student coming back into the schools." In fact, one participating student, third-year accounting major Kayla Turnipseed, is a School No. 41 alumna.

Bernard says she thinks it is important that young people see positive role models who demonstrate teamwork. "It is part of being a successful working adult." - Peter Rosenthal



Students, Alumni Prove it's Never too Early to Teach Business

For the past five years, students and alumni of the Saunders College of Business, along with other selected business professionals, have teamed to participate in a unique, day-long program in the City of

Above: Third-year student Kayla Turnipseed teaches fourth graders at her alma mater, School No. 41. Left: Michelle Franchi '07, '10 MBA works with students.

Karen Davis '84

Helping Students Follow in her Footsteps



A self-described Navy brat, Karen Davis did not stay in one place early on, moving with her parents and five siblings each time her father was reassigned. She journeyed from Maryland to Alaska to California to Virginia to Michigan and, ultimately, to Rochester.

However, while the first part of her life may be characterized by migration, Davis' adult years stand in stark

contrast. She has spent her entire career in banking and financial services in Rochester, including the past 21 years at ESL Federal Credit Union, where she is a vice president responsible for sales and operations of the branch network.

Upon graduating from high school, Davis initially pursued jewelry design, photography and drawing at the State University of New York at Oswego before deciding to switch gears and begin what would turn into a 14-year run at Community Savings Bank, which would later become Rochester Community Savings Bank. In what would foreshadow her own commitment to helping young people pursue their educations and careers, Davis says, "A trainer named Harriet Rifkin took an interest in me and my career. She became my mentor and encouraged me to establish a banking career and go back to school for business."

Taking nighttime and sometimes Saturday morning classes at the Saunders College of Business as a part-time student, Davis completed her studies in four years. "The experience taught me that setting attainable goals was worth the effort," she says. "I would not be where I am today without putting forth extra effort in all that I do."

Davis has subsequently worked to demonstrate to others, including Saunders College third-year accounting students Eli Rodgers and Kayla Turnipseed, the importance of secondary and higher education. Since 2007, when they were students at the School of Business, Finance and Entrepreneurship at Edison, a high school in Rochester, both Rodgers and Turnipseed have worked at ESL full-time during summers and part-time during the school year.

Davis met the two through a program at Edison called the National Academy Foundation (NAF), which operates school-within-a-school academies of Finance, Information Technology, and Hospitality and Tourism in the Rochester City School District.

"NAF follows a 'small learning community' format with well-developed school-to-career curriculum added to core classes," says Davis, who recently marked 10 years as the vol-

unteer chair of the district's NAF community advisory board. "The NAF program also provides value to students in the form of paid summer internships, conferences and workshops, and mentorship opportunities."

Rodgers and Turnipseed credit Davis with expanding their networks and opening up their minds to the possibilities of the future.

"She's been a real mentor to me, helping to navigate through my personal and professional life," says Rodgers, who decided to focus on schoolwork full-time this past summer and work part-time at ESL. "If she can't help me through something directly, she will immediately introduce me to someone who can."

Turnipseed, who last summer completed a full-time cooperative education assignment at PricewaterhouseCoopers while working part-time at ESL, says, "When I first started at ESL, Karen made sure to sit with me to discuss options and share information that helped me in making choices for college. She made efforts to introduce interns to each other. She very easily finds ways to relate to students, which makes it a lot easier for us to ask her questions or for help with anything."

While Davis clearly enjoys talking about the former NAF students she has worked closely with and the paths they have chosen in life, she is also a proud mother of two. Her son Brendan, a graduate of Drexel University, is a biomedical engineer with Merck, and daughter Lindsay recently completed her studies at the Syracuse University School of Architecture.

In 2007, Davis was honored with the Mother of the Year Award from the March of Dimes for her mentoring activities. She was also inducted into the Rush-Henrietta High School Hall of Fame that year, and was nominated for the Rochester Women's Council Athena Award for outstanding women leaders.

Going forward, there are a few safe bets for Davis. While she may travel, she will always return to Rochester, and she will stay connected with the Saunders College. "I am truly proud to be an alumna," she says. "I like helping to develop people, and I am a strong advocate for education." - Peter Rosenthal



Karen Davis and Saunders College third-year student Eli Rodgers, center, chat with ESL Senior Vice President and Marketplace Director Faheem Masood at a company end-of-summer sendoff for student workers.

Robert Rice '94, '97 MBA

Navigating the Waters of Entrepreneurship

As president and managing Partner of BayFirst Solutions, LLC, in Washington, D.C., Robert Rice has the same enthusiasm for people and technology he had as an undergrad in the Saunders College of Business, only now his enthusiasm has a name: entrepreneurship.

Originally from Philadelphia, PA, Rice came to RIT because of the availability of interpreting services and support from the National Technical Institute for the Deaf (NTID). An accounting class with Dr. Dan Tesson sparked a strong interest in business and he earned a B.S. in Management and Leadership and an MBA with concentrations in management and information technology.

Rice remembers still trying to figure out exactly what he wanted to do on the eve of graduation when an online job posting caught his eye. The opportunity combined people and software, two of the things he was most interested in, but the position required two to four years work experience that he didn't have. Not one to back down, Rice taught himself the software and took his expertise on job interviews, proving to potential employers that he had the knowledge and initiative to succeed.

"Aside from the very good fundamental education, what the RIT experience gave me is the [confidence] to make big decisions, to take risks."

Rice started BayFirst, a management and technology consulting firm specializing in risk management and software engineering, in 2002. Prior to BayFirst, Rice worked at Booz Allen Hamilton and Coopers & Lybrand as an information technology consultant, and it was at Booz Allen that he learned the complex landscape of federal contracting. One day, a client told him they would like to work with him, and only him, when an existing contract with his team ended. "I never dreamed I would be an entrepreneur until that day. It just didn't cross my mind. I liked the nine-to-five mentality, but of course there are some advantages to being a business owner. I thought about it: was I willing to take that risk? And I decided yes."

You can't mistake the sense of awe in Rice's voice when he talks about BayFirst. It has grown from a one-man shop with one client, to a *Washington Technology* Fast 50 company with more than 50 employees. *Washington Technology* magazine, considered the leading government contractor publication in the United States, recently ranked BayFirst, a company with approximately \$13M of annual revenue, among the fastest growing small-business government contractors, based on its compounded revenue growth, which for the last five years has averaged 66.7% per year. It is a highly recognized and coveted list, and Rice credits "the recognition that you can't do it your-



self. You need to surround yourself with those people who can help you. And that's exactly what I did."

Rice has also maintained close ties with RIT and NTID. "I am a strong believer in the need to give back. I've been fortunate to be able to make time in my life to come back to Rochester and do various things for the Institute on a volunteer basis. It feels good. It's inspirational. And it's nice to be able to come back to a place I consider a second home."

A member of the President's Roundtable, a group of business owners and senior business executives who provide advice and counsel to RIT's executive leadership and the president, and as Chairman of the NTID Foundation Board of Directors, Rice is active in helping to articulate the global direction RIT needs to move in as it continues to grow.

Rice admits that the responsibilities of owning your own business can sometimes be overwhelming. "The entrepreneurial seas will always be dynamically changing and one needs to be able to adjust as appropriate. Some days, they may be smooth and on others, they will be rocky. You just need to know how to instinctively respond to those moments." Rice keeps his balance by continuing to foster his interest in people and technology. "Doing what is required of you is one thing, but doing what is required of you passionately is another thing." - *Fredyne Yust*

Alumni Events



Saunders alumni, faculty and staff get into the swing of things at the annual Saunders Golf Tournament held in June 2010 to support the SCB Alumni Endowed Scholarship Fund. Top left (l to r): Joel Yates '99, Russ Schwartzbeck '97, Dan Goebert '96 and Mike Heuer '00. Top middle left (l to r): Saunders College faculty members Steven Gold, Robert Boehner and John Ettl. Bottom middle left (left to right): Mark Forte '91, Joe Burwick '04, Adrian Dayton and Andrew Hastings. Bottom left (l to r): Brian Mayeu, Roger Zaccour '93, Bill Prentice '99 and Ben Smith '05. Above: Jody Allison '91 (middle) with her father Dick Shoemaker and Patrick Talty '92, '02 EMBA.



Alumnae Kimberly Bunce '06 EMBA and Candice Lucas '96, '06 EMBA reconnect at Power Your Potential: The 2nd Annual Women's Leadership Conference at RIT held in June 2010.



Area alumni gathered at dean's receptions in Buffalo and Albany in the fall. Above (l to r): Mark Boylan, Craig Aichinger '87 and J. Rollin Shoemaker '60. Below (l to r): Jon Roll '10, Melissa Miranda, Lauren Hittinger '09, '10 MBA and Jason Gum '10.



Alumni Advisory Board members at the board's welcome reception in September. Top (l to r): Miguel Llano '09 MBA, Sally Haigh, Brandyn Jacob '02, Noah Cherry '09 MBA and Melissa Miranda. Above (l to r): Kat Springate '09, '10 MBA, Rachel Richards '08, '09 MBA and Dr. John Angelis.

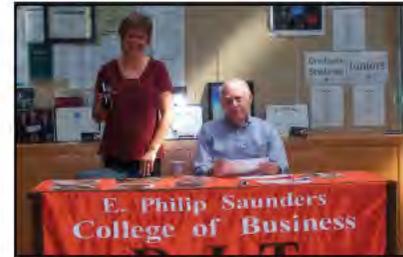


These RIT grads and Saunders faculty and staff had a great time at the Syracuse Dean's Reception in October (l to r): Edward McCord '78, James Connell '88, Mark Boylan, Dean Ash Rao, Erik Siewert '06, Hal Brown '84, Antonio Del Brocco '05, David Huhtala '91 MBA and Dan Lum '02.

Alumni Events



Steve Quinn '00 EMBA (left) shows his Tiger Pride at the Chase Corporate Challenge in Rochester on June 3, 2010. Top right: Donna Scheid '86, '05 EMBA, Assistant Director of the Executive MBA and Executive Education programs and Dr. Don Wilson, Associate Dean for Teaching & Curriculum and Director of the EMBA Program, staff the EMBA program table in the lobby of Lowenthal Hall. Bottom right (l to r): Dr. John Angelis, Dr. Don Wilson, Melissa Miranda and Dr. Vic Perotti scoop ice cream for graduating students, and soon to be alumni, at the annual Ice Cream Social held in May 2010.



THE SAUNDERS NETWORK

GET CONNECTED...

Join the Saunders Alumni LinkedIn Group (The Official RIT E. Philip Saunders College of Business Alumni)

Become a fan of the Saunders College of Business Facebook page (find us at facebook.com/saunderscollege)

Get short, timely messages from the Saunders College on Twitter (follow @saunderscollege)

... AND STAY CONNECTED!

Engage with your fellow alumni and your alma mater. We want to hear from you!

Are you interested in attending upcoming Saunders College events or helping coordinate from your area?

Call Melissa Miranda, associate director of alumni relations, at 585-475-2354 or email mmiranda@saunders.rit.edu

Events can always be found on our website at rit.edu/alumni/events.

Alumni Advisory Board gaining momentum

On Sept. 21, 2010, the Saunders College of Business Alumni Advisory Board kicked off the new academic year with a reception hosted by Dean Ash Rao at Monroe Golf Club in Rochester. Founded in the 1980s as the College of Business Alumni Association, the board has worked toward the mission of providing support to the Saunders College of Business on alumni-focused initiatives. This year, the board has developed and attached quantitative metrics to its goals of increasing Saunders College alumni brand awareness, engagement, and participation.

Currently, 21 alumni serve on the board (see list below). Board Chair Russ Schwartzbeck '97 states, "I am absolutely thrilled to be working with so many of my fellow Saunders College graduates on enhancing the Saunders alumni experience; I encourage any alumnus/alumna, near or far, that has been considering getting involved to get in touch with us. Your talents will be put to good use!"

If you would like to learn more about the board and its committees, please email alumni@saunders.rit.edu.

BOARD OFFICERS

- Russ Schwartzbeck '97**
Board Chair
Northwestern Mutual Financial Network
- Mark Forte '91**
Golf Tournament Chair
Freed Maxick & Battaglia
- Brandyn Jacob '02**
Professional Development Chair
Remedy Intelligent Staffing
- Bill Prentice '99**
Development Chair
Prentice Wealth Management
- Kate Turner '09 EMBA**
Networking Chair
Genesee Regional Bank

BOARD MEMBERS

- Jody Allison '91**
Paychex
- Vlad Boulatnikov '01**
Merrill Lynch
- Lomax Campbell '07, '09**
EMBA
Third Eye Network, LLC
- Noah Cherry '09 MBA**
Economy Paper Company
- Rachel Cornell '87 MBA**
Premier Executive Search
- Jeffrey Fasoldt '01 MBA**
Toshiba Business Solutions
- Heather Krakehl '07 MBA**
Rochester Institute of Technology
- Miguel Llano '09 MBA**
Verizon Wireless

- Mark Lucas '80**
Entre Computer Services
- Kevin Maroney '84**
Fairport Savings Bank
- Brian Matthews '03**
Lenel Systems
- Rachel Richards '08, '09 MBA**
Zeller Corporation
- Thierry Schlagdenhauffen '09**
EMBA
B.A.S. LLC
- Kat Springate '09, '10 MBA**
PricewaterhouseCoopers
- Will Ueland '03 MBA**
PricewaterhouseCoopers
- David Williams '07 EMBA**
Xerox Corporation

1950s

Frances Long Ratcliffe '53 and her husband, John Ratcliffe '53 (GAP), still showing their RIT Spirit!



1960s

Peter Browne '64, co-founder of Price Raffel and Browne, won the American College's Samuel H. Weese Award. The award recognizes his long-term generosity and voluntary service to the college and its advancement efforts as an alum.

Boyd Clausen '67 is enjoying retirement with his family and friends. He recently purchased a lake front home on Lake Ontario in Kent, N.Y. where he plans to relocate.

James Brown '69 of Oneida, N.Y. was inducted (July 2010) into the Hall of Fame for the New York Association for Pupil Transportation (NYAPT) at their annual conference held in Saratoga Springs, N.Y. This award was commissioned by NYAPT to recognize Brown's innovative efforts to coordinate the first Operation Safe Stop Program in 1993. Today, Operation Safe Stop has become synonymous with state and local efforts to reduce the incidence of illegal passing of school buses. In 2008, he was recognized by the N.Y. School Bus Contractors Association for his years of service with the Heart of the Industry Award, an award equivalent to the Hall of Fame recognition.

1970s

Edward Cain '71 MBA is starting a new practice as a certified divorce financial analyst in Rochester, helping people with the financial issues of divorce. He and business partner Mark Scuderi were featured in a front-page article in the Rochester Business Journal in early September.

Lonette Danitz Cutlip '71 and Garry Cutlip '69 are proud to announce the birth of their first granddaughter, MacKenzie Alisa Cutlip. She was born on January 21, 2010 in Lewisville, Texas, and weighed 6 lb., 0 oz. The Cutlips welcomed Kenzie into their lives with much joy. Kenzie's mom, Erin, and dad, Jeremy, are rejoicing over the first girl in the Cutlip family tree.

William Ernisse '71 recently retired as vice president of Xerox Corporation in Santa Ana, Calif. "Thanks to RIT's education and cooperative education program, I just retired after 39 great years with Xerox. I am now a member of City of Mission Viejo Environmental Association and an active member of Patriot Guard Riders. I now have an opportunity to give back to my community with the education and experience I gathered from RIT and Xerox!"

Stephen Schultz '72 is a retired executive director of Self Actualization Institute for the Deaf, Inc. He has been married 27 years, living in Studio City and Palm Springs, Calif. He has two grandchildren, a 3 year old boy and a 4 month old girl. Stephen is a founding board member of Deaf Seniors Foundation of Palm Springs, Calif. (dsf-ps.org). He currently serves as the board director of the Greater Los Angeles Agency on Deafness (gladinc.org). He is also a member of the Jaguar Owners Club of Los Angeles, and owns a Cotswold blue 1959 XK150 FHC.

Chingho Lu '77 MBA became a director in August 2010 with TriVita, headquartered in Scottsdale, Ariz. TriVita is a nutraceutical company in the direct sales industry with a cooperative marketing business model. Chingho's mission is "To inspire people to experience wellness and build wealth to reach their life purposes."

Gregory Morden '77 is the proud father of alumna Tynelle Stewart, '00 (CAST), '04 (CLA) who is currently director of Study Abroad & Fellowships Academic Enhancement Programs within the Department of Academic Affairs at RIT.

Patrice Simone Galbraith '79 recently formed a consulting company: Workplace Wisdom Consulting, LLC. "After several years of employment with large corporations such as Citibank, American Express, Saks Fifth Avenue and McDonald's Corporation, I discovered my natural ability and passions are in the areas of talent management and leadership development. I decided to get out there and do what I do best. Additionally, I am certified to administer the Myers-Briggs(R) Assessment Tool. Wish me luck!"

1980s

Garrett Traver '82 has been promoted from retail account sales manager to eastern canned vegetable specialist at Allens, Inc., the largest privately held vegetable company in the nation. Before joining the Allens team, Traver worked as the Northeast region sales manager for Dole Food Company, Inc. In that position, Traver managed Dole Fresh-Cut Salads sales in the Northeast region. In Traver's new position he will be responsible for managing canned vegetable sales for the Eastern U.S.

Don Twietmeyer '83 MBA was named a partner in the firm of Hiscock & Barclay, LLP. Twietmeyer is a resident of Fairport, N.Y. and practices out of the firm's Rochester office. Twietmeyer is a graduate of Albany Law School of Union University and the State University of New York at Buffalo and University of Miami School of Law (LLM). Twietmeyer joined the firm in February 1998 and previously worked in other law firms as well as in the tax department of a certified public accounting firm.



Irene Sawall Barber '84 is excited about her new business venture, Trinity Lane Vacation Rental. Please visit vacationrentals.com and look for the picture of the Red Carriage House on the Cayuga Lake listing.

Carol Brezinski Hankin '84 MBA accepted a position at Carol Hankin Skin Care located in Pittsford, N.Y. as esthetician. "I am proud to announce opening my own skin care practice for facials and waxing at SeriouSkin. Visit us on the web at SeriouSkin.net."

Doreen Djavaheri Keville '88 is assistant vice president of merchandise operations for T.J. Maxx and Marshalls, at corporate headquarters in Framingham, Mass. T.J.X. operates T.J. Maxx, Marshalls, HomeGoods, and A.J. Wright in the U.S., as well as other divisions in Canada and worldwide.

1990s



Peter Nielsen '76 (CAST), '90 MBA has been named a practice leader for Stantec's Environmental Management Practice in the Tr-State region, which includes New York, New Jersey, and Connecticut.

Sharon Coates '86, '91, a recipient of the 2009 Rochester Business Journal Environmental Leadership Award and vice president/co-owner of Zaretsky and Associates, Inc., a landscape design and installation firm located in Penfield, NY, is proud to announce Zaretsky and Associates, Inc. is the recipient of the Upstate New York Better Business Bureau's 2010 Torch Award.

Jim Goff '91 MBA won the Dr. Albert J. Simone Distinguished Service Award. The award honors a person that made a positive impact on the RIT Hockey program. Goff, the President of Landsman Development in Rochester is a major supporter of both the men's and women's hockey programs. His company installed the stalls for the hockey locker rooms in 2006.

Michael Naud '92 was recently promoted to vice president of information systems from director of information systems at Spyglass Entertainment Holdings located in Los Angeles, California.

Donald Urmston '92 is a full time instructor of business management at Jefferson Community College, Watertown, N.Y. Previously, Donald was an instructor at Ridley-Lowell Business & Technical Institute.

Patricia Synakowski Lanter '94 and Jared Lanter '94 are proud to announce the birth of a baby boy, Evan Michael. He was born on September 11, 2009 in St. Luke's Hospital, Kansas City, Mo., and

weighed 7 lb., 7 oz. Evan's big brothers Alex (age 7) and Nathaniel (age 3) love playing with him and will teach him to play XBOX as soon as he can hold the controller. Mom and Dad are so happy that Evan is here.

Darven Peterson '98 accepted a position at Siemens AG located in New York, N.Y. as a staff software engineer. Darven's previous position was with Xerox as a technical program manager. "A new chapter



in the tri-state and the Big Apple to engineer a clean sheet, common controller supporting several new health care diagnostic instruments that will be sold in 160 countries."

Angelo Santabarbara '97 (COS), '98 MBA and Melissa Reagan Santabarbara '98 (KGC OE) are proud to announce the birth of a baby girl, Bella Antonia. She was born on December 31, 2009 in Niskyuna, N.Y. and weighed 7 lbs., 11 oz. "Bella joins our RIT cub pack of Luca, Olivia, and Dina," says Angelo.

Edgard Graterol '99 writes that after RIT he went on to earn an MBA at the University of Miami. He has been working in logistics for the past 10 years, initially in marketing and business development for Latin America and more recently in the field of continuous improvement. He is currently employed by DHL Global Forwarding based in Bonn, Germany. As First Choice Vice President, he oversees the continuous improvement program for this division of DHL (focused mainly on heavy cargo as opposed to parcels). He and his wife have two boys (5 years and 7 months old) and are living in Bonn.

2000s

Jamie Marciniak Waller '00 and Brandon Waller '99 (CAST) are proud to announce the birth of their twin baby boys, Marshall Owen and Eli James. They were born on July 8, 2010 in Syracuse, N.Y. They join sister, Rachel, age two.

Erin Landers '02 and Aaron Landers '02 (COLA) were married June 14, 2008 and are proud to announce the birth of a baby boy, Seamus Keegan Skuce. He was born on August 16, 2009 in Syracuse, N.Y. at St. Joseph's Hospital.

Shipra Chaturvedi '03 MBA and Atul Bansal '03 MBA are proud to announce the birth of a baby boy,

Soham. He was born on March 14, 2010 in Gangaram Hospital, New Delhi. Big sister Shreya is super excited with the new addition to the family.

Richard Gary '03 EMBA recently accepted a position at McKesson Provider Technologies located in Parsippany, N.J. as executive director of cardiology support. Richard previously was employed at Carestream Health Inc. as director of world-wide operations and business systems.

Mark Higgins '97, '03 MBA accepted a position at Higgins Henderson, LLC located in Fairport, NY as a financial advisor. Mark recently was employed at BCC Software as vice president of customer service. "I am excited to make a move that I've been thinking about making for years. Working with my dad, to help people plan for their futures financially, makes it all the better!"

Michael Simmons '02 (KGC OE) '03 (MBA) and Leslie Simmons '03 (CIAS) are proud to announce the birth of a baby girl, Taylor Olivia. She was born on November 2, 2009 in West Islip, N.Y. and weighed 6 lb., 6 oz.

Amber Szymanski '03 and Kevin Powell are proud to announce the birth of a baby girl, Hannah Isabella. She was born on March 19, 2010 in Dunkirk, N.Y. at Brooks Memorial Hospital, and weighed 5 lb., 2 oz.

Ashima Agarwal '04 writes, "I am currently managing my own company, Cosmos Biosciences Pvt Ltd. and have been elected as a youth leader for the committee on women entrepreneurs in the Associated Chamber of Commerce and Industry of India. This is an apex chamber of the country."



Michelle Blondin '05, a Marketing Manager of New Business Initiatives for IDC, a major international technology research firm outside of Boston, sends an update. She and **Dan Hershey '03 (KGC OE)** were married on Sept. 27, 2009 and honeymooned in Bali, Indonesia & Hong Kong, China. They completed their first full marathon, the Mount Desert Island Marathon,



in Acadia National Park this October. "We live in Pepperell, MA and can often be found hiking the White Mountains in NH."

Dawn Pepin Greenway '05 graduated from the Kellogg School of Management at Northwestern University with an MBA in June 2010.

Michael Savage '05 MBA and Paige Foster Savage '05 MBA are proud to announce the birth of a baby boy, Kieran Everett Savage. He was born on April 29, 2010 at Highland Hospital in Rochester and weighed 7 lbs., 11 oz. Kieran joins big sister Sienna Jane, age two.

Omar Woodham '05 MBA is an adjunct professor of Marketing at



North Carolina A&T State University for the 2010-2011 academic year. He earned a PhD in Marketing from Syracuse University in May 2010. He and his wife, Ani, live in Greensboro, North Carolina.

Candice Lucas '96 (CLA), '06 EMBA has been selected as one of Rochester's Outstanding Community Leaders by the Rochester SANKOFA Festival of the Arts Committee for her contributions to the growth and well being of not only the African American community, but to all of Rochester's citizens, making it a better place to live and work. She was recognized for her outstanding service to the community on Aug. 28, 2010 at the SANKOFA Festival in Rochester.



Matthew De Persis '07 MBA is now partner marketing coordinator for MTV Networks located in New York, N.Y. "I support Logo and EPIX; Viacom's newest movie channel, a joint venture between Paramount, Lionsgate and MGM."

Richard Lines '07 received an MBA in management/marketing from Seton Hall University on May 14, 2010. "I also just finished firefighter training for my local volunteer Fire Department in Sussex, NJ."

Dennis Jamrose '04 MBA, '08 MS (KGC OE) is pursuing a PhD in Operations/Strategy at UB's School of Management.

Amardeep Sekhri '09 is employed by Yahoo as a network operation center engineer in Silicon Valley, Calif.

Congratulations to **Kate Turner '09 EMBA**, who was honored with a Forty Under 40 Award in November. The award, given by the *Rochester Business Journal*, recognizes men and women under the age of 40 "who have achieved professional success and made significant contributions to the Rochester community."

The following SCB grads were 2010 inductees into the RIT Sports Hall of Fame: **Jennifer Gorczynski '05, Jennifer (Heisner) Stanton '02 (KGC OE), '04 MBA, Michael Hryzak '78, '86 MBA, Adam Platzer '01, '02 MBA and Brandon Redmond '03.**

2010s

Michael Kane '88, '10 MS (NTID) and wife Erin announce the adoption of their second daughter, Julia Fu Zi Josephine, from China, on Feb. 22, 2010. She joins older sister Emma Ya Qin Marianne, 6 years old. Mike is a faculty member in the Business Studies Department at NTID. He earned a second graduate degree from NTID, a master of science of secondary education of students who are deaf or hard of hearing, in May, 2010. Erin is an assistant director for NTID Enrollment Management.

Bradley Sheremeta '10 writes, "I started my own business! CollegeZag is something I believe in very strongly. It's the only place on the Web where college students and graduates can easily tube their video resumes and share them with thousands of potential employers."

STUDENT SPOTLIGHT



At top right (front row, l to r), MFA students and faculty/staff at the gallery opening: Seulgi Cho (2nd yr.), Marchelo Vera (1st yr.); second row (l to r): John Paul Remo (2nd yr.), Zerbe Sodervick, CIAS Director of Extended Studies/Gallery r Coordinator, Francesca Lalanne (1st yr.), Shirley Wright, SCB Sr. Staff Assistant, Sara Basher (1st yr.), Massa Nishimura (1st yr.); back row (l to r): Henrik Soderstrom (2nd yr.), Jose Portas (2nd yr.), Bradley Butler '10 MFA (CIAS), CIAS adjunct faculty member, Kevin Glaquilinto (2nd yr.), Steve Caswell (1st yr.). Bottom left, artist Francesca Lalanne talks with (l to r) Christine Licata, Senior Associate Provost, Dean Rao and Zerbe Sodervick.

Saunders 3rd Floor Gallery Showcases Student Talent

This inaugural exhibition of artwork at the Saunders 3rd Floor Gallery marks the beginning of a partnership between the Saunders College of Business and the College of Imaging Arts and Sciences at RIT. Graduate directors of Gallery r, RIT's student-run metro gallery, manage the rotating six week exhibitions of artwork by students, faculty, alumni and Rochester community artists. The current exhibit features the artwork of graduate students in the MFA Fine Art Studio Program.

Seulgi Cho's acrylic on canvas series (top left) is titled *Transformed Man (1-8)*. As evidenced on the cover of this issue of *Dividends*, Cho states, "I aim to combine, twist and manipulate aspects of technology and organisms, two things we have, for so long, regarded as distinct and isolated." Jose Portas (middle) stands with his self-reflective oils on canvas: *Inertia*, *Summertime* and *Opening My Eyes, for Those Who Want to See* (titles are listed from left to right). Francesca Lalanne (bottom right), alongside two of her featured works: *Exodus of Egos 3* and *Exodus of Egos 1* (titles are listed from left to right; *Exodus of Egos 2* not pictured), crafted her works by applying a stain on wood and aluminum.

Senior Staff Assistant Shirley Wright, the program lead on the Saunders end, says the joint venture between the Saunders College and CIAS, "is a great collaboration that nicely mixes creativity and business."

Other locations in the Saunders College have artwork on display on a rotating basis. Contact Shirley Wright in the Dean's Office at swright@saunders.rit.edu or 585-475-6037 for information regarding purchasing works of art from the gallery.

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E. Philip Saunders College of Business
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Winter descends on the Saunders College. (Photo taken by cell phone)

