



Length of service



Alumni in RBJ's 40 Under 40



SAP expertise



NCAA Division III

ews & Events

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Cooper appointed student affairs VP

Mary-Beth Cooper has been named RIT's new vice president for student affairs, effective Jan. 2, according to a recent announcement from RIT President Albert



Mary-Beth Cooper

Simone. Cooper replaces Linda Kuk who resigned from the position in March, and Frank Lamas who most recently was interim vice president for student affairs.

to RIT from the University of

Rochester where she is associate provost for student services and dean of students. Prior to that, she was dean of students and chief student affairs officer at St. John Fisher College.

Cooper holds a Ph.D. in college and university administration from Michigan State University, an MBA from the University of Rochester, and a BS degree in criminal justice from the University of Delaware. She is a member of several professional organizations including the American College Personnel Association, the Association of College and University Housing Officers, the National Association of Student Personnel Administrators and the New York State Association of Women in Administration. She is also active in several community organizations including the Campus Ministry Strategic Planning Committee, Community Service Network and the Women's Health Partnership.

"I'm delighted to assume the role as vice president of student affairs at Rochester Institute of Technology," says Cooper. "During my visits on campus, I have been overwhelmed by the professionalism and warmth of the faculty, staff and students.

"I am looking forward to getting to know the students at RIT and serving as their

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Cooper comes

Lab have created a Web site for technology transfer, launched this month at www.alphaAve.com. A first-of-its-kind partnership between academe and industry, the Web site offers developers a way to test drive novel software technologies from both commercial and university laboratories. It offers a fast way to move research out of labs and into products.

accessing such technologies is often a

barrier for start-ups, as well as established

Taking on the challenge, Xerox Corp.

and RIT's Information Technology (IT)

companies, working to bring innovative

The site has launched with six technologies available for free trial use, a first step



Finding just the

right platform,

technology, can

make a product

successful. But

products to market.

just the right

connecting

or business

Jeffrey Lasky, director, IT Lab; visit the lab's Web site at http:// itlab.rit.edu

in what is planned to be a multi-partner site. The first technologies are from two Xerox laboratories, Xerox Palo Alto Research Center (PARC) and Xerox Research Centre Europe (XRCE).

ALPHA AVE

"Xerox and RIT expect alphaAve.com will be a compelling software sandbox where early adopters

can check out the latest technologies and experiment with them on a licensed trial basis," says Hervé Gallaire, president of the Xerox Innovation Group, which includes the company's research and technology laboratories. "We hope to see dozens of early-stage technologies posted here during the next year.'

At alphaAve.com, software developers can download the technologies, contribute feedback, or request support. They can also register to receive automatic notifications when new technologies are added to the site. Each posting includes a description

Innovative Web site presents venue for emerging technologies transfer and history of the technology, some specific scenarios where it might be

requirements. The Lab, funded by \$1.5 million

used, and system

from New York state, secured by Sen. Jim Alesi, works with sponsors to develop innovative applications of emerging IT technologies. A unit within the B. Thomas Golisano College of Computing and Information Sciences, the IT Lab is a

IT Lab launches alphaAve.com in joint project with Xerox

multidisciplinary center that conducts applied research and software development in collaboration with industry and government sponsors.

The first technologies posted at the site represent a range of software for use in a variety of situations, including creating community-edited Web pages, embedding digital data in printed documents, providing an interface to printers on the Internet and digitally compressing documents containing color, graphics and text for efficient transmission and storage.

Project site developed by talented IT students

For three energetic RIT students, a justcompleted project at the IT Lab meant a valuable collaborative experience. For the IT Lab, it meant completion of one of its software development launch projects, matching the Lab's goal of providing value to industry partners.

"Creating this Web site for tech transfer was an excellent example of how a corporation can realize leveraged benefits from an IT Lab-managed team of talented RIT students," says Jeffrey Lasky, IT Lab director.

Information technology students Chris Macera and Ramanjot Bhalla created the IT infrastructure for the public site, along with an internal version for Xerox. Callie Sorensen, new media design and imaging major, conceived the aesthetics of the site. The student team based their work on the design concept developed by Robert Campbell, manager, alphaAve.com at Xerox.

'Bob and I worked with the students

on a peer basis," recalls Lasky. "Everyone's design and technical ideas received equal consideration. Bob shared the internal Xerox project correspondence, so the students had an opportunity to see business dynamics at work in real-time. At times, things were a bit crazy, especially when we were deciding the look and feel of the design and the site name."



The alphaAve.com team stands in front of RIT's under-construction IT Lab building: Callie Sorensen, far left, Chris Macera with laptop, Bob Campbell, and Ramanjot Bhalla, far right.

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WAVE OF THE FUTURE ... A United Nations Flag was hoisted on a new flagpole at RIT's new "roundabout" for United Nations Day, Oct. 24. In attendance for the symbolic event were Howell Geib, director of the U.N. Association of Rochester, and Jennifer Brush, deputy chief of mission at the U.S. Embassy in the Marshall Islands. The event, initiated by civil engineering technology professor, William Larsen, was co-hosted by student leaders of the Global Union and the Caribbean Students Association, along with Stan McKenzie, provost and vice president for academic affairs.

Rochester's Human Flag Illuminated at Frontier Field on Nov.

Members of the RIT community are invited to play a major role in an exciting display of patriotism for Veterans Day.

Monday evening, Nov. 12, marks the debut of Rochester's "Human Flag." Coinciding with the observance of Veterans Day, thousands of area residents will gather at Frontier Field to become part of a memorable event photographed by RIT professors.

The Human Flag will take shape beginning at approximately 5:30 p.m. At the stadium, each person taking part in the Human Flag project will receive a cardboard square—colored either red, white or blue. About 2,000 participants will then be arranged on the field to form the image of an American flag. This display of camaraderie is designed to encourage everyone to share support for our country during this time of national crisis.

"It's always good to show our patriotism and pride in our country," says RIT President Albert Simone. "But at this

particular time, it's even more important because the enemy we face deals in symbols—they tried to crush our most important symbols that reflect freedom and the free-enterprise system. In the war of symbols we should show our flag in as big and dramatic a way as they are trying to tear it down.

"I hope that enough of the RIT community will respond and participate," he adds, stressing that 1,000 people are needed to light the Human Flag, bringing the total number of participants needed to 3,000.

The event will be similar to the School of Photographic Arts and Sciences' traditional Big Shot project. Bill DuBois, Michael Peres and Dawn Tower DuBois will reprise their roles as photo coordinators. "We hope that the RIT community will turn out by the hundreds to help light the scene with flashlights

or camera flashes," says Peres. Volunteers should bring their flashes and dress in dark clothing. "Flashers" should plan to arrive well before the 6:15 p.m. shoot, Peres advises. For more information, contact Donna Sterlace at 5-2863 or dms2334@rit.edu.)

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Moment of silence observed

At noon on Monday, Nov. 12, RIT will join more than 100 independent colleges and universities throughout New York state in observing a threeminute period of silence in honor of the victims of the Sept. 11 terrorist attacks on the United States.

Faculty, staff and students are encouraged to observe this period of reflection and remembrance at the beginning of noon classes or meetings to demonstrate our sense of unity as a campus community.

RIT salutes employee stability and length of service

A packed audience filled RIT's Fireside Lounge for the annual Length of Service ceremony, Oct. 23, honoring the dedication and longevity of Institute employees. RIT President Albert Simone addressed the crowd who came to salute and celebrate those employees heralded for five, 10, 15, 20, 25, 30 and 35 years of service to the Institute.

Following the length-of-service campus reception, the 25-, 30- and 35-year employees attended a lunch at Liberty Hill, the president's home. The 25-year employees received prints by artist and retired RIT professor Eric Bellman; the 30-year employees received plaques; and the 35-year employees received \$100 gift certificates to Gallery r, RIT's Park Avenue artstudents' venue.



RIT's 25-year employees

35 years

Ronald Stappenbeck, Andrew Davidhazy, Nabil Kaylani, Edward Killings Jr.

30 years

Richard Budynas, Kathleen Chen, Robert Cole, Karen Connor, Roy Czernikowski, James DeCaro, Charles Haines, Robert Heischman, Rose Marie Sepos, Bary Siegel, Albert Smith, Fred Smith, Bruce Sodervick, Edward Steffens, John Stratton, Wayne Walter, James Wilson

20 years

Ramona Akpo-Sani, Katherine Allen, Omobowale Ayorinde, Jeanie Bayer, Dianne Brooks, Warren Carithers, Robert Cassano, Susan Chan, Norene Chesterton, Charles Collins, Robert Conrow, Daniel Cosper, Donna Cullen, Vincent Daniele, Carol De Filippo, Soheil Dianat, Carla Dilella, Frank Fantauzzo, Paul Ferber, Lynette Finton, Candice Fischbach, James Fisher, Gail Gabriel, Timothy



RIT's 30-year employees

25 years

John Albertini, Margaret Anderson, Bruce Austin, Anthony Bailey, Robert Barrett, Lawrence Belle, Paul Brule, Dorothy Bush, Lynn Campbell, Wendell Castle, Kathy Davis, Joanne Everts, Katharine Gillies, Daniel Goodwin, Peter Haggerty, Judith Hale, Marlene Harris, Rosalind Hawkins, Neil Kromer, Larry Lomaglio, Gary Long, Edward Lord, Andrew Ludwick, Michael Lutz, Eugene Lylak, Kathleen Martin, Barbara McKee, John Peck, Carole Pepe, Thomas Policano, Jan Reich, Eleanor Rosenfield, Elliott Rubenstein, John Sanders, Marshall Smith, Joan Stone, James Thomas, James Ver Hague, Michael Vernarelli, Katherine Voelkl, Jerome Wagner, William Wallace, Robert Weeks Jr.

Gallagher, Marie Giardino, Jill Hayes, David Hazelwood, Joanne Helmick, Heinrich Klinkon, Arthur Kovacs, David Lawrence, Tina Lent, Carl Lundgren, Damisela Marquez, Joanne Mason, Shirley Masseth, Robert Menchel, Jeffrey Meredith, Lorna Mittelman, Gregory Moss, Rayno Niemi, Audrey O'Connell, Laura O'Donnell, Albert Paley, Mary Beth Parker, Daniel Pike, Thomas Pray, Susan Provenzano, Valarie Randleman, Syed Razvi, V.P. Reddy, Carol Reed, Margaret Reek, Christian Reinhardt, Patricia Renno, John Retallack, Mark Rosica, Patricia Russotti, John Schott, Frank Sciremammano Jr., James Shelton, Sandra Spoor, Donna Sterlace, Linda Street, Joanne Stuewe, Michael Taylor, Joan Tierney, Richard Van Duser, Karen Wagner Beck, Wayne Webster, Paul Wilson, Nancy Wixom, Steven Wunrow, Thomas Zigon

15 years

Charles Balkum, Anne Barker, Cynthia Barrett, Margaret Bartlett, Barbara Birkett, James Bondi, Shirley Bower, Marjorie Bricks, Rexene Brugnoni, Patricia Cangialosi, Susan Ciriello, Katherine Clark, Catherine Clark, Kathleen Cole, Karen Covert, Alice Cutaiar, Kathleen Darroch, Michael Dear, Richard Doolittle, Joni Dowling-Kell, Hilliary Dunn, Roger Easton Jr., Dean Engdahl, Mark Fairchild, Karen Finch, Kenneth Finton, Diane Freeman, Cynthia Gray, James Halavin, David Hathaway, Marvin Illingsworth, Sybil Ishman, Michael Jackson, Nancy Johnroe, Ruth Jones, Guey Kassay, Franci Kearns, Susan Kelly, Mark Kempski, Frank Lamas, Rose Ellen Larish, Robert Laros, Edith Lawson, Mark Lessard, Charles Lewis, Susan Lowe, James Marengo, Julie Means, Sheila Metzger, Linda Meyer, Edward Mineck, Madhu Nair, Douglas Nishimura, Elouise Oyzon, Robert Parker, Michael Peres, James Proctor, Gail Quartieri, Sannasi Ramanan, Deborah Resch, Barbara Shaffer, Frank Smith, Donald Smith, Ruben Soto, Garry Stellman, Vicki Struble, Carol Thayer, Brian Thorn, Josef Torok, Marcia Trauernicht, Kathy Tyson, Mark Wambach, Angela Watts, Michael Yacci

10 years

Abie Abrams, Kathleen Alhart, Polly Appleberry, Jonathan Arney, Christine Avila, Pearl Barnes, Martin Becker, Lisa Bennett, Mitchell Berger, Sabra Bodratti, Robert Brewer,

Joyce Brooks,
Johnnie Brown,
Petrina Brown,
Jane Bryan,
Walter Carl III,
Pamela Conley,
Eugene Defisher,
Barbara Dellavilla,
Diane Ellison,
Eileen Fishman,
Corinne Franklin,
William Garno,





Edward Killings Jr., left, and Ronald Stappenbeck were honored, along with two other employees, for 35 years of service at RIT.

Hemink, Corinne Heschke, Loa Johnston, Lyn Kelly, Kenneth Kindler, Kathleen Kirby, Donna Lange, Daniel Larkin, Thomas Locke, Nancy Marrer, Stephanie Maxwell, David McCloskey, Dawn Meza Soufleris, Sue Michel, Kristine Mook, John Morelli, Marian Nicoletti, Maria Ocasio, Aristotle Ogoke, John Olivier, Colleen Peterson, Stacey Pierce, Karey Pine, Matthew Powers, S. Manian Ramkumar, Rolando Raqueno, Billie Ridout, Michael Robertson, Karen Santoro, Karina Shumanski, Wayne Southerland, David Staehle, Charlotte Thoms, William Walence, Suzanne Winter, Hans Witt,

James Greanier, Charline Green,

Hailemariam, Sally Hanna, Lori

Nigisti Hailemariam, Siyoum

Harris, Verna Hazen, Valerie

5 years

Mellissa Youngman

Abieyuwa Aghayere, Ana Ambrosio, Bethany Batzel, James Bodie, Christopher Butler, Pamela Christopher, Jo Ellen Clark, Catherine Coppola, Barbara Cosgrove-Gasbarre, James Craig, Robert Davila, Stacy Derooy, Janet Dicaro, Marlene Elliott, Richard Fasse, Joyce Gambacurta, Daniel Gerew, Newton Green, Jean Griffin, Wendy Hagele, Joseph Hamilton, Therese Hannigan, Jeffrey Hering, Patricia Herkimer, Elliott Horch, Margaret Irwin, Lilli Jensen, Kevin Lamark, Debra Lancto, David Lawlor, Sharon Lindsay, Julie Lindsay, Julia Lisuzzo, Gayle Macias, Mary Lou Mason, Laverne McQuillor, Deborah McQuinn, Lisa Menard, Renee Minnich, Massoud Miri, Gregory Moon, Janet Ortolani, Janet Palmer, Robert Parmalee, Molly Peterson, Julie Pitcher, Mildred Portela, Kenneth Posman, Amedeo Qualich, Jeremy Reichman, Roy Rodenhiser, Elizabeth Salamone, Elizabeth Scholle, Shaunti Session, Rachel Shuman, Joann Simpson, Alexander Sleeman, Denise Speicher, Carol Stopka, Jacqueline Taylor, Lois Utell, Erika Vazquez, Idalia Vazquez-Roland, Brian Wlatz, Laura Watts, Fred White Jr., Nancy Woebkenberg, Scott Wolcott, James Worman, Gary Zinsmeister

Gleason lends SAP software expertise to College of Business

The College of Business (COB) is teaming up with a prominent local company to create a first-of-its-kind educational venture. Gleason Corp., a worldwide supplier of gear-production technology, has agreed to make its SAP expertise available to RIT faculty and students.

SAP provides computer applications that are designed to support business transactions. Competence in these types of enterprise systems is increasingly in demand, and COB faculty will now be able to incorporate hands-on access to SAP software into courses that nurture technology and process management capabilities.

"We're grateful to the people at Gleason Corp. for making this significant opportunity possible," says Thomas Hopkins, COB dean. "It allows us to help students better understand the nature, application and limitations of enterprise resource planning and related new forms of business processes."

Most business schools that incorporate SAP into their curriculum must bear the expense of both installing hardware on campus and maintaining the highly complex software. In this case, SAP

donated its complete software package to RIT. The software was installed and is being maintained pro bono by Gleason technicians on RIT-owned hardware located on the company's premises. The software then electronically moves from Gleason to COB computer labs for use by faculty and students.

Hopkins says this type of educational partnership may be unprecedented. Gleason's president, David Burns, calls it a logical extension to a century-old relationship between his company and RIT. He states that Gleason looks forward to employing graduates with SAP training.

"You have to go a long way and spend a lot of money to find knowledgeable personnel out there," Burns explains.



Leaders from the College of Business and Gleason Corp. celebrated their new partnership during a recent reception. Among those on hand were, from left to right, Dean Thomas Hopkins, Gleason President David Burns and associate professor Daniel Joseph.

"With that in mind, I think the community at large will benefit from this relationship."

COB faculty began incorporating SAP software into their curriculum this fall.

Human flag

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The resulting photograph will appear in the *Democrat and Chronicle*, and will be posted to the Big Shot Web site, http://photography.rit.edu. Organizers will also transform the photograph into a memento poster, with proceeds to go to a local charity.

RIT joins WHEC-TV (Channel 10), Infinity radio stations WARM, WZNE, WCMF and WPXY, and the *Democrat* and Chronicle in sponsoring Rochester's Human Flag.

Patriotic American flag wafers on campus

In the aftermath of the Sept. 11 terrorist attacks on the United States, students studying microelectronic engineering in RIT's Kate Gleason College of Engineering wanted to show their patriotism. So, they did it the only way they know how, in a high-tech way.

Led by fourth-year student Keith Tabakman, vice president of the microelectronic engineering student association, and advisor Santosh Kurinec, professor and department chair, the students etched color images of the American flag onto several silicon wafers.

In a painstaking process using the same technique used to make integrated circuits in silicon, the most common kind of semiconductor, images of the flag were patterned on oxidized silicon wafers.

When silicon is oxidized in the presence of oxygen or steam, it forms a high quality layer of silicon dioxide that, depending on its thickness, has a characteristic color when viewed under white light. Students calculated the required thickness that would result in the appearance of blue and red and developed a process to create that thickness.

Complicating matters, creating different oxide thickness on a single silicon substrate requires photolithography. So, the team first created silicon dioxide on the entire wafer. Then, after performing photolithography, oxide was retained in the blue region and removed elsewhere. Next, oxide was "regrown" to a specified thickness on the bare silicon. Finally, using photolithography, oxide was etched off creating white stripes and symbols of stars. The patriotic wafers also feature the phrase, "God Bless America," created through the same process.

"Developing the right oxidation 'recipes' for the right colors required a lot of time," Kurinec says, adding that the endeavor was not only educational and patriotic for students, it also brought them together. "We all felt united," she says.



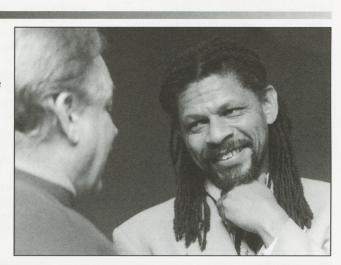
A HALLOWEEN SPOOKTACULAR... RIT's Division of Student Affairs was in good "spirits" at their annual monster bash on Oct. 31. Faculty, staff and students shared tricks and treats and dressed in Halloween costumes. Shown here, Cindy Gilchrist, an interpreter at NTID, won second prize and also won a prize for "scariest costume" at Campus Connections.



Silicon wafer designed by engineering students.

ENCOURAGING TALK

ABOUT DIVERSITY... Victor Lee Lewis, founder and director of the Center for Diversity Leadership, a human relations training and consulting firm, was the keynote speaker for RIT's Campus Week of Dialogue conference in October. Lewis spoke to the audience about the urgency for diversity awareness, and the meaning and challenges of diversity. He also ran a workshop in which he shared his personal thoughts about diversity and offered advice to emerging leaders.



Health Career Days offer job market advice

Medical technologists don't grow on trees. In fact, national statistics indicate that in seven years there will be 93,000 job openings and only 5,000 new medical technologists to fill them.

Area high school students will learn about medical technology and other allied health professions at RIT's 21st annual Allied Health Career Days on Nov. 26 and 27. Students will learn about the expanding work force needs and professional training programs offered at RIT for health care delivery. Approximately 500 to

700 students are expected to attend the two-day workshop, which will be held in the Gosnell Building.

"Allied health professionals serve to provide both primary and supportive roles to the delivery of health care," says Richard Doolittle, chair of RIT's allied health department. "There is a real need for people in health care, and there is great demand for our graduates."

For more information about Allied Health Career Days, contact the department of allied health sciences at 5-2978.



OUTSTANDING HONOREES... Rochester Business Journal's seventh annual 40 Under 40 awards on Nov. 2, featured six members of the RIT family. From left, Jare Alloco Allen, director of financial operations for RIT's Center for Integrated Manufacturing Studies; and RIT alumni Joseph Nardone, '84, CAST, worldwide director of advertising for Entertainment Imaging, Eastman Kodak Co.; Kathryn Cleary, '86, Science, director of marketing at City Blue Imaging Services; Annette Gantt, '99, liberal arts, executive director of Hillside Work Scholarship Connection; and Matthew MacKinnon, '01, CAST, senior contract representative for Preferred Care. Missing from the photo is Rev. Fredrick Johnson, Sr., '94, business, worldwide supply manager for Eastman Kodak Co.

New student affairs VP

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advocate. The future for both RIT and myself looks bright and full of potential."

According to a statement from Simone, "Dr. Cooper brings a passion, vitality, commitment, and focus to her job. While all of us are student advocates and work for the success of our students, she will be RIT's primary student advocate.

"I know that student spirit, loyalty, appreciation of, and commitment to RIT

will increase significantly as a result of her leadership. The other vice presidents and I welcome her to the administrative team, as together we work for the further enhancement of RIT in all of its aspects."

Cooper will be on campus in December to meet with students, other RIT vice presidents, faculty and Student Affairs staff members.

School of Design lecture

Jeffry Corbin, an expert on environmental graphic design, will share his expertise during a presentation on campus. The event begins at 2 p.m. on Friday, Nov. 9 in the Chester F. Carlson Center for Imaging Science auditorium.

Corbin is working with the City of Rochester to update the area's signage system. His lecture is sponsored by the School of Design. ■

MS holiday ball fund-raiser

The National Multiple Sclerosis Society is sponsoring its annual Holiday Ball fundraiser, Dec. 1, at the Rochester Riverside Convention Center. This year's honorees are Barry Culhane, executive assistant to the president, who will receive the 2001 Angel Award, and Lois Goodman, an RIT retiree, who will be presented with the Lifetime Achievement Award.

Tickets are \$100 each for the general reception and \$250 each for the VIP reception, which includes an appearance by David Lander, best known as "Squiggy" from *Laverne and Shirley*, and national ambassador for the Multiple Sclerosis Society.

For more information, or to purchase tickets, contact Katie Arnold at 271-0801, ext. 5332. ■

585 area code debuts

Starting Nov. 15, many parts of Western New York, including the Rochester area, will be affected by the change in area code from 716 to 585. In order to make this transition easier for the RIT community, Information and Technology Services has provided useful information about the process.

Users are encouraged to log onto the following Web pages for details about the timetable of the area-code switch process and a checklist for users: http://www.rit.edu/~750www/Publications/ISC_Newsletter/Newslet ters/October2001/20011004.shtml and http://www.rit.edu/~750www/Publications/ISC_Newsletter/Newslet ters/October2001/20011005.shtml. ■



MAKING A DIFFERENCE... More than 150 faculty, staff and student volunteers spent the afternoon of Oct. 27 cleaning up trails and decorating Liberty Hill Farm for Halloween. The farm was being prepped for Hillside Children's Center residents who annually participate in haunted hayrides. The event was coordinated by RIT's Student Volunteer Center in the Center for Campus Life.

RIT wins 'out of Africa' challenge

"Survivor Africa" it wasn't. It was better, at least for six students, members of RIT's mini-Baja team, which did better than survive the South African Mini Baja. RIT took first place in its first-ever participation in the event, Oct. 26–27 outside of Pretoria.

RIT was the only team from the United States in the contest. In capturing first place overall in its division, the team took first place in the performance category, including top finishes in braking, skid pull and maneuverability competitions. RIT tied for first place in the obstacle course, earned second place in a hill-climbing challenge and took third place in a four-hour "rough terrain" endurance race after completing 84 course runs.

RIT also earned first place overall in the static-competition category, including top finishes in mechanical design, safety, structural integrity, feasibility of mass production, operator comfort, appearance and design report.

More than a dozen schools and 25 cars competed in the event, which was hosted by the University of Pretoria. It was the RIT team's fifth mini-Baja competition this year.

The 25-member team is already busy designing a new dune buggy-like car that it will build from scratch for competitions next spring.



Josh Quick, fifth-year industrial and systems engineering major, races RIT's car in the South African Mini Baja on Oct. 27.

alphaAve.com

(from page 1)

"We went through about 300 names before we decided on alphaAve.com," says Macera, noting that alpha denotes leadership and innovation. The team feels the street-sign approach suggests a public address accessible to everyone.

"The site's platform is all open source: Linux, Apache, PHP, and MySQL," explains Macera, who enjoyed advancing his PHP skills through the process. "To reduce costs and proprietary lock-in, we purposely avoided any proprietary platforms." Bhalla adds another benefit, "Programmers can get so into their own platform biases that they miss other approaches that can be more practical or simpler—and get the job done faster."

Fueling innovation while offering Xerox technologies for licensing satisfies Campbell's work and student goals. An RIT alumnus, he's pursuing a second master's degree, this one in IT. "The site itself was an interesting challenge. But meshing Xerox goals with RIT collaboration was the bigger excitement," he explains.

From the design point of view,
Sorensen applied audience-definition
skills to get a feel for who would use the
site and for what purpose. "Before I could
even start designing, Bob, Jeff, Chris,
Raman and I sat down to brainstorm
ideas on what alphaAve was, the goals, the
target audience and other guidelines that
would give us a direction. We decided it
would be best to keep with an elegant,
clean, corporate feel." In charge of finding
the right visual for the main page, she

decided to shoot her own images, at last finding "the perfect blue sky and blue street sign," with a little help from Photoshop.

Each of the team members noted the value of collaboration, and the pleasure of completing a project that could channel some exciting intellectual property.

"If I was a business owner with the right technologies, I would see alphaAve as a great outlet for sharing software development," states Macera. "It's meaningful that market leaders like Xerox realize how alphaAve.com offers neutral ground for many industry and academic partners," says Bhalla. ■

Choice One.

CHOICE ONE CO-FOUNDER CHOOSES RIT FOR PRESENTA-TION...RIT graduate students in public policy, Tisha Smith, left, and Chris Delaney, far right, chat with Choice One Communications cofounder and vice president Philip Yawman after his presentation to the class, Introduction to Telecommunications Policy and Issues, on Oct. 23. Yawman discussed the history and future of his firm, a Rochester-based provider of integrated telecommunications services such as voice and data, and the state of the telecommunications industry. The course is part of the undergraduate program in telecommunications engineering technology in the College of Applied Science and Technology.

Tigers seek third NCAA Division III title

There is no greater motivator for a team eyeing another run at the NCAA Division III championship than a team that nearly clenched its gloves around the title trophy. This is the feeling the Tigers carry into this season after falling in the championship finals to Plattsburgh State last year.

Wayne Wilson, who earned American Hockey Coaches Association and ECAC West Coach of the Year honors, is excited about his team despite losing three of its top-five scorers from last year's squad. "The team as a whole has a good blend

"The team as a whole has a good blend of veterans and youth and at RIT like other programs, we not only want to win, but we are expected to win," Wilson added.

The expectations to win are warranted for the Tigers, which have captured two NCAA Division III titles, eight ECAC West titles (including three straight) and have made 12 NCAA Tournament appearances (including eight straight).

Goaltending will be one of biggest strengths for the Tigers this season and one of the most important areas in the quest for an NCAA Championship.

Posting a 25-1-0 record, 2.19 goals against average, .920 save percentage and two shutouts, junior goaltender Tyler Euverman was recognized last season with first team All-America and ECAC West Goalie of the Year honors. He ranked in the top five in save percentage and goals against average in NCAA Division III.

Anchoring the defensive unit is senior co-captain and first team

All-America selection Jerry Galway. The ECAC West Player of the Year finished last season as the Tigers' fourth leading scorer with 13 goals and 45 assists for 58 points.

One of the question marks this season is the play up front for the Tigers. The losses of Peter Bournazakis (32-35-67), Derek Hahn (24-37-61) and John Day (13-13-26) were significant as the trio accounted for a third of the goal production last season. Juniors Mike Bournazakis and Sam Hill, and sophomore Mike Tarantino, are expected to lead the offensive efforts up front for the Tigers this year.

"The three players we lost were very important to our program, but I feel comfortable that we have a good blend of speed, physical play and scoring to be contending for a national championship once again," Wilson said.



RIT junior goaltender Tyler Euverman prepares to make one of the 42 saves he made this weekend earning All-Rochester Cup honors. He allowed one goal as the Tigers captured their third straight Chase Rochester Cup.

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News & Events

Obituarie

Mary Halagan

Longtime RIT employee Mary Halagan, 66, passed away in September after a battle with cancer. Halagan, who had joined RIT in 1982, was the former assistant of academic advising in the College of Liberal Arts, where she had worked for 12 years. Prior to that, she had worked as an administrative assistant in the school of engineering technology in the College of Applied Science and Technology.

"Mary was an extraordinary person, full of warmth and devoted to the well being of our students," says Andrew Moore, dean of the CLA. "She was a meticulous staff assistant who carried out her many responsibilities with care and great attention to detail. We shall greatly miss her."

Halagan is survived by her husband, Donald, and daughter, Maria.