

***Commitments Total More Than \$5 Million*****Holidays Provide Boost to Major Projects**

No matter how good your holidays were, they couldn't have been more appreciated than those experienced by RIT's Development Division. More than \$5 million was committed to RIT in December from individuals, corporations and foundations.

"The gifts represent confidence in RIT and reflect wonderful cooperation of many units within the university," said Philip G. Mazzara, vice president for Development and Government Relations.

The James E. Gleason Foundation contributed \$2 million to update facilities for the College of Engineering and the School of Engineering Technology and more than matched a National Science Foundation grant of \$922,000. The funding is an example of close cooperation between the new Office of Corporate and Foundation Relations and the Office of Grants and Contracts.

The Gleason Building, which houses the College of Engineering, was constructed in 1967-68 when the university moved to its new campus. A total of \$7.5 million is being sought to renovate the facility to keep RIT's engineering programs competitive, provide new classroom and laboratory equipment, enhance research, and insure adequate facilities to meet the needs of women and individuals with disabilities.

"This project will enable the colleges of Engineering and Applied Science and Technology to continue a mission of educating students in leading-edge engineering/technology disciplines over a lifetime and to meet the future needs of industry," said Paul E. Petersen, dean of the College of Engineering.

According to Wiley R. McKinzie, dean of the College of Applied Science and Technology, "the grant also will foster an entrepreneurial spirit and a work ethic that serves as a living memorial to the values of James E. Gleason."

The Davenport-Hatch Foundation and the family of the late Earl Brinkman provided a pledge of \$1.5 million for the Center for Integrated Manufacturing Studies and a distinguished professorship in the College of Engineering.

"The pledge from Rochester businessman Bob Brinkman and the Davenport-Hatch Foundation is particularly meaningful because RIT is currently constructing the CIMS facility to advance manufacturing systems and processes in the state and nation," said Mazzara. "Three hundred thousand dollars of the gift will be used for a research lab in the new CIMS facility. The remaining \$1.2 million will establish a distinguished professorship in screw machine technology at RIT."

Bob Brinkman's father, the late Earl Brinkman, was a leader with the Davenport-Hatch Company and developed the processes and equipment modification that are now used worldwide in the screw machine industry.

Heidelberg USA will donate more than \$1 million in six-color printing technology

as a result of a joint proposal by the School of Printing Management and Sciences and the Technical and Education Center. The gift will enable these units to expand academic and industry service programming, along with research and testing activity.

William F. Loftus, executive vice president of Turner and Partners of Boston, Mass., who serves as chairman of the National Technical Institute for the Deaf Foundation and has a son at NTID, pledged to make a leadership gift for an NTID capital campaign. He also agreed to chair the campaign.

"These much-appreciated contributions are essential to the vitality of the university," said President Simone. "The funding reflects continuing confidence in RIT's career emphasis."

Other gifts and pledges made in December raise the total to more than \$5 million.



**PHONING FOR FUNDS** . . . First-year biotechnology major Christie Brazel makes one of many calls during this year's Telefund, working toward a fund goal of \$600,000. A total of 60 student employees call alumni and their parents Sunday through Thursday evenings every week.

**RIT Embraces New Prospective Donor Plan**

RIT is enhancing fund-raising objectives, thanks in part to a recently adopted Institute-wide Prospective Donor Coordination Program.

"I'm pleased that units within RIT have embraced the plan," said Philip Mazzara, vice president for Development and Government Relations. "Prospective donors of major gifts are an institutional resource, and this program enables a more systematic means of both cultivation and specific fund-raising requests. In the final analysis, it will help RIT and all of its colleges to raise more funds."

According to Mazzara, the plan also encourages fund raising simultaneously rather than sequentially, promotes university-wide communication regarding donors and prospective donors of major gifts, and protects the integrity of relationships with donors and prospects.

"The recent contributions in December are an indication of how RIT can maximize giving," Mazzara said.

Under the plan, duplication of effort is avoided, appropriate cultivation is assured, and stewardship of donors is coordinated to ensure the largest possible gift.

Responsibility of individual, corporate and foundation prospects is shared by the Development Office and all colleges and divisions. The Development Office has implemented a prospect coordination process and has defined a process to resolve competing claims for a prospect. At the same time, prospective donors may have multiple points of contact within the university.

"It is the responsibility of every person involved in cultivation to assure that

prospective donors are treated in a manner that addresses both the interests of the donor and the needs of the university," Mazzara said. The plan is modeled after similar programs at other universities.

**RIT Celebrates Martin Luther King**

Dr. James A. Forbes Jr.

Carrying a message of hope, the campus commemorates Martin Luther King Jr.'s birthday on Fri., Jan. 13, with featured speakers and vocalists. All are invited to join the 13th annual memorial gathering at 4 p.m. in Ingle Auditorium.

Featured keynote speaker James Alexander Forbes Jr., senior minister at Riverside Church in New York City, will present "The Restoration of Hope in America." Designated as one of America's greatest black preachers by *Ebony* magazine in 1984, Forbes is the first African American to serve as pastor of one of the largest multicultural congregations in the country. With 2,400 members, the Riverside Church is an interracial, interdenominational and international church built by John D. Rockefeller in 1927.

Sponsored by RIT's Commission for Promoting Pluralism, this year's musical celebration includes performances by RIT's Gospel Ensemble and soloist Keith Jenkins, RIT faculty-in-residence and assistant professor of communication in the College of Liberal Arts. The audience will be invited to participate in some of the singing.

Interpreted for all audiences and wheelchair accessible, the event will be followed by a reception in Fireside Lounge. For more information, call Joan Beale at -6885.

**Printing Excels With Imaging Donations**

As electronic and desktop color imaging have exploded throughout the printing and publishing industry, so too have equipment donations to the School of Printing Management and Sciences. Over the past few months, more than \$500,000 worth of equipment has been given to the electronic color imaging and desktop color scanning labs.

"With electronic imaging, a business of any size can produce high-quality color documents more economically," says Eric Neumann, electronic prepress systems manager of the school. "Our labs are unique because they give students hands-on experience with the most current technology, as well as teaching the concepts of color that never change."

The most recent electronic color imaging donations are the Linotype-Hell Chromagraph 3010 scanner and 3020 recorder, used for high-end electronic color scanning. Other equipment grants since last spring include a Crosfield MagnaScan Plus, which utilizes the input of a high-end scanner with the output of a desktop system; a Screen DTS1030AI mid-range color scanner; and a hardware and software upgrade from the Optronics ColorGetter 2 Pro to ColorGetter 3 Pro, a mid-range color scanner.

"These recent additions, along with equipment donated over the past few years, make our labs the single largest collection of electronic color imaging equipment at any university and most companies," Neumann says. "With the ongoing evolution of our facilities, the School of Printing continues to offer students training and education of the most current techniques using the most current technology."

In addition to classes, the electronic color imaging labs are used for professional seminars presented by the Technical and Education Center.

**Inside**

See page 3 for story on Arlette Miller Smith speaking at city's Martin Luther King Celebration.

**Give Back Through Blood Drive**

Roll up your sleeves—the American Red Cross is coming back to campus. Sponsored by the Community Service Clubhouse, the blood drive will run from 10 a.m. to 4 p.m. on Tues., Jan. 17, and Wed., Jan. 18. "We spend a lot of time in

the Rochester community," says Adam Currier, one of 15 CSC members running the drive. "This is a great opportunity to get more involved on campus and serve the community." To sign up for the drive, call Linda Bourque, CSC project coordinator, at -3349.



## Spring Quarter Registration

Telephone (-6717) and VAX Student Information System Registration Dates

Early Registration Dates	Year Level
Jan. 16–Feb. 3	6
Jan. 17–Feb. 3	5, 4
Jan. 20–Feb. 3	3
Jan. 24–Feb. 3	2
Jan. 30–Feb. 3	1, 0

Telephone Registration

Jan. 16–Feb. 3 AND Feb. 27–March 13  
Student Information System

Jan. 16–March 13  
Mail-in Through Feb. 24  
Walk-in or Fax (-7005) Through March 3  
Last Day to Register March 3

There will be **no open registration** in the gymnasium.

Saturday Classes Begin March 4  
Day and Evening Classes Begin March 6  
Drop/Add March 6–10, 13

## Galleries Offer Photo, Art Shows

The School of Photographic Arts and Sciences presents a free show of black-and-white tableaux photographs by Boaz Tal, Israeli artist photographer and head of the photography department of the Hamidrasha Art Institute in Jaffa, Israel. Running from Jan. 20 to Feb. 20, the exhibit "Boaz Tal—Photographs" begins with a gallery talk and public reception at 4 p.m. on Fri., Jan. 20. Tal's works have been shown worldwide and are held in collections including those of the George Eastman House, the Tel Aviv Museum of Fine Art, and the Jewish Museum in New York City. The SPAS Gallery, in room 3030 of the Gannett Building, is open 10 a.m. to 8 p.m., Monday through Thursday, and 10 a.m. to 5 p.m., Friday and Saturday.

From Jan. 27 to March 8, the Bevier Gallery offers a unique show, "Contemporary Taiwanese Ceramics; Uncharted Territory," a traveling exhibit of 33 mostly sculptural works by nine young Taiwanese ceramic artists. Arranged by Rick Hirsch, associate professor in the School for American Crafts, the exhibit reflects both Eastern and Western cultural influences on the artists, who studied in Taiwan and the U.S. The show opens with a public reception at 7 p.m., Fri., Jan. 27, in the Booth Building gallery.

## New Salary Study Under Way

The Personnel Office has hired the human-resource consulting firm of William M. Mercer to assist RIT in revising the staff compensation structure. The project will last five to seven months and will include updating position descriptions, evaluating positions for appropriate compensation level, career ladders, analysis of market salaries and redesigning the performance-appraisal program. Information on the specifics of the program will be sent to all managers and staff.

## Sunshine Too Plans Auditions

Sunshine Too, an NTID-sponsored professional national touring theater company made up of three deaf and three hearing actors and one stage/road manager, will hold auditions Friday and Saturday, Jan. 27 and 28, for its 1995–96 touring season.

Sunshine Too presents cultural and social issues, as well as accessible entertainment, through performances and workshops to audiences of all ages. Now entering its 16th season, Sunshine Too appears annually before more than 70,000 people in 30 states.

For more information or to schedule an audition time, call -6251 (V/TTY).



The Higher Education Opportunity Program Office celebrated the sweet success of its 25th anniversary with a "Just Desserts" reception last month. Shown above, Arlette Miller Smith, assistant director of HEOP, clears away the empties at the well-attended event.

# 'I Can Do It': Success Defines HEOP's 25 Years

By Laura Mikols

When Rohan Palma came to RIT in 1985 through the Higher Education Opportunity Program, some people might have thought, "No way will this guy make it through." His high school record and SAT scores just didn't look promising.

But when Arlette Miller Smith, assistant director of HEOP, recruits students, she reads between the lines of their school records, knowing grades never really tell the whole story.

In 1995, RIT's HEOP office celebrates its 25th year of giving students like Palma, who financially and academically qualify, a chance to go to college. "The program is strictly for students who are capable of earning college degrees, but come up against socioeconomic barriers that prevent them from continuing their education," says director Linda Meyer. "This program really helps these students prove that they have the potential to succeed. Over the past eight years, we have achieved a 77.9 percent retention rate and graduated more than 229 students."

RIT's HEOP office functions like a micro-university. It provides a summer preparatory program, tutoring, and counseling and advocacy in the areas of admissions, financial-aid management, career exploration and personal development.

"It is difficult to get across that we are not looking for 'bottom of the bucket' students, because we know they won't survive at a competitive university like RIT," says Smith, who spends hours working closely with prospective students before inviting them to RIT. "We look for highly motivated students with a strong sense of commitment. I look for the spark that will energize them when things aren't going well. And we have so many success stories to tell."

Among them is Palma, who had stumbles and pitfalls along his path at RIT, almost losing his eligibility, but persisted and completed his BS degree from the College of Business in the allotted five years. "I didn't let any negative setbacks impede my success," he says. Palma, who will receive an MS in finance this May, now works as a HEOP counselor, helping other students through.

"We really work hard to put a message out to the community that not only are we hard workers, we are graduating students," says Smith. "They are coming back to visit us to share their good news with our current students. They say, 'I can do it, and so can you,' and that is the kind of baton passing we love to see."

## Hotel Acts on Students' Advice

By Neil Fagenbaum

*This is the second part of a story about a one-of-a-kind project in the lodging industry being conducted by students in the School of Food, Hotel and Travel Management Executive Leader Program, as well as "traditional" graduate students and some alumni.*

*The project, conducted at The Lodge at Woodcliff resort and conference center, is "a true educational-hotel partnership" and is aimed at increasing customer satisfaction.*

"This is a great opportunity for our students," says Richard Marecki, chair of graduate studies in the School of Food, Hotel and Travel Management. "We are able to use a hotel as a learning laboratory and allow our students to understand its quality demands. There has been a high level of involvement from Woodcliff, and they've been willing to spend money based on our recommendations."

According to Marecki, the project has three goals: to enable students to gain real, practical knowledge of TQM and Malcolm Baldrige Award criteria; to serve as a base of research for master's degrees (two students have already written theses based on the experience—one on employee motivation and the other on internal communication); and to increase the hotel's service quality.

Dr. Nicholas Horney, adjunct faculty in the school's Executive Leader Program and a managing associate at Coopers &

Lybrand, emphasizes that the project provides a win-win situation for RIT and the hotel. "We're bringing to the hotel 10 years of experience with our executive leaders. These are professionals in the field and they don't want to learn by the books—they want real experience."

Peter McCrossen, general manager of The Lodge at Woodcliff, says the hotel wanted to know "how we're doing with our customers," and they have been getting good feedback from all the RIT work. "Our employees are aware of and really excited with this project. With Fortune 500 companies and past Malcolm Baldrige Award winners such as Xerox and IBM in Rochester, this is a good way to show them we also have a quality system in place," he says.

The students have already established a benchmark for Woodcliff, based on a benchmarking of a sample of hotels and how they handled customer complaints. This information was recently presented by Marecki and Horney to the American Hotel Quality Conference in Nashville.

In August, in partnership with Gordon S. Black Company, project members conducted focus groups. Black supplied the moderators, while RIT students wrote the questions and were observers, along with Woodcliff representatives.

During the Fall Quarter nine graduate students, as part of their class work, acted as outside consultants with Woodcliff on applying for the New York State Excelsior Award in November.

## DONATIONS & GRANTS

## Fund Raising Keeps Team In the Race

By Laura Mikols

Winning an international race car competition takes more than engineering design. It takes successful fund raising. Gearing up for their third race, RIT engineering students on the Formula SAE team took a hiatus from the machine shop to pitch their projects to corporations.

Their marketing efforts paid off. So far, IBM, Parametric Technology Corporation and Rasna Corporation have donated more than \$210,000 in computer hardware and software. GM Public Affairs of Rochester donated \$2,700 in cash.

"We depend on corporate sponsors for our survival," says Kris Houghton, project manager of RIT's Formula SAE team and senior-year mechanical engineering student, who spends most of his time outside of classes in the machine shop. "In order to build a competitive car during an academic year we use every tool available to us, and we always need more."

Parametric Technology Center donated a \$154,000 Pro/ENGINEER software program. The three-dimensional modeling package can quickly and accurately lay out sub-system designs. "The package allows us to draw solid car parts on the computer, instead of line drawings," says Joe Kiefer, chief engineer of RIT's Formula team and fifth-year mechanical engineering student. "Changes that used to take hours to process are now as simple as clicking the mouse."

Rasna donated a \$38,000 finite element analysis software package for stress analysis and optimization of car parts. The team runs both software packages on the \$20,000 IBM RISC/6000 workstation IBM just donated. "Our process design analysis and stress analysis models run 10 times faster on the IBM than on our previous system," Kiefer says.

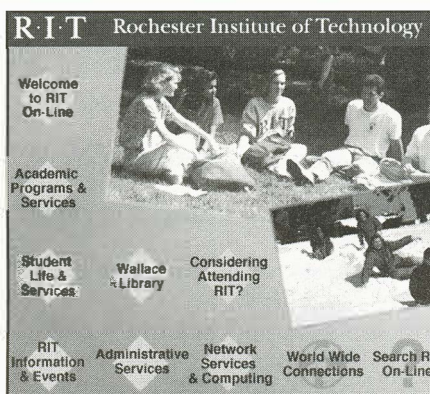
"The contributions we just received have multiplied our design, analysis and manufacturing capabilities," says Houghton. "Our car design will be complete two months ahead of schedule, leaving more time for testing and fine-tuning. I think we will race our most competitive car yet."

The Society of Automotive Engineers—an international engineering organization with more than 60,000 members dedicated to advancing land, sea, air and space vehicles—sponsors Formula SAE, the largest of several SAE student design competitions. The three-day event consists of several events testing acceleration, handling and reliability. They evaluate vehicles on ingenuity, quality, safety, manufacturability and maintainability.

RIT entered its first car two years ago, taking eighth place overall out of 65 colleges and universities, and won many awards, including Best First-Year Entry and the Ford Value Engineering Award. Last year, RIT took second place overall, beating out premier engineering universities like Cornell, and once again won the Ford Value Engineering Award.

This May, RIT aims for one step up—winning the 1995 competition hosted by General Motors Corporation, Ford Motor Company and the Chrysler Corporation, at the Pontiac Silverdome in Michigan.





## How to Access RIT On-Line

**From an already-networked Macintosh:** Obtain a Web browser such as Mosaic, Netscape, or comparable software from ISC, install it onto your system, and double-click on the icon. This will provide a full-color graphics package that includes all photographs loaded on the system.

If you are already using a Web browser from another source and it does not include the RIT On-Line icon, use the URL address <http://www.rit.edu>

**From a PC-based computer or any VT100-type terminal:** Log into the VMSCluster and at the \$ prompt, type the command **LYNX**. This will provide a text package only, with no graphics. For PCs, an interface to provide graphics is under development.

# RIT Enhances Global Image Through Internet

With a few computer keystrokes, individuals from around the globe can reach RIT through the new RIT On-Line system. Developed over the last six months under the leadership of a task force appointed by Reno Antonietti, associate vice president for Academic Services and Computing, RIT On-Line provides electronic access to departments, colleges and information.

Through Internet access, remote users can open the RIT home page using the World Wide Web server. The system offers color images of the RIT campus and classrooms and will eventually include full sound and video capabilities.

The RIT On-Line home page now offers clickable buttons that will take users to:

- Welcome to RIT On-Line
- Considering Attending RIT?
- Academic Programs and Services
- Student Life and Services
- Wallace Library
- RIT Information and Events
- Administrative Services
- Network Services and Computing
- World Wide Connections
- Search RIT On-Line

RIT On-Line is still under development and not all services are fully operational. "Wallace Library" offers a complete array of electronic services, as does the "Considering Attending RIT?" section,

which includes interactive electronic application capabilities.

Antonietti has charged the current On-Line Oversight Committee to develop a set of guidelines for preparing material for the system and for providing assistance to departments throughout campus to develop electronic information to be tied into RIT On-Line.

The On-Line Oversight Committee is chaired by Thomas J. Policano, NTID Photo/Media Technology, who urges interested campus computer users to log onto RIT On-Line and offer observations and suggestions to the On-Line Oversight Committee: from ALL-IN-1: @OOC; from VMSmail: OOC; or from anywhere on the Internet: OOC@rit.edu.

## Arlette Miller Smith To Keynote City's King Celebration

Arlette Miller Smith, assistant director of the Higher Education Opportunity Program, will present the keynote address at the City of Rochester's 1995 Martin Luther King Community Celebration: "The Essential Work of Healing." She will present her address at 9 a.m., Mon., Jan. 16, at the Eastman Theatre. The presentation will be televised the same day on WXXI-TV.

Smith took the theme of her keynote address, "Ripples on the Pond: 'Starting a Fire That Water Can't Put Out,'" from a Martin Luther King quote about the civil rights movement. "Each piece of the movement, beginning with Rosa Parks, contributed to something much larger, like a ripple in the water," says Smith.

"In the past we typically have chosen preachers as our speaker," says James H. Evans Jr., cochair of the Martin Luther King Jr. Greater Rochester Commission. "This year we felt that the different forms of creativity Arlette brings to her presentations will more readily engage the younger generations. We are looking forward to her different approach."

## Group to Improve Access by Deaf

Provost Stanley McKenzie in December established a nine-member subcommittee of the Deafness Access Committee to address cross-registration issues of deaf and hard-of-hearing students.

"In a seamless university, facilitating appropriate support for deaf students' access to the entire spectrum of educational opportunities provided at RIT has to be a top priority," says McKenzie. "The importance of this committee will be in assessing and determining the optimum use of finite resources to provide this support."

The group, which convenes this month, will identify and recommend specific strategies for maximizing access services, including interpreting and notetaking, for deaf students cross-registered in one of RIT's seven other colleges. Currently, 37 percent of NTID students are cross-registered.

Dr. Peter Lalley, director of NTID's Center for Baccalaureate and Graduate Studies, will be chairperson of the subcommittee, which includes faculty and staff members Greg Connor, Tom Dingman, Pam Linza, Liza Marshall, Bill Nowlin, Carole Sack, Dean Santos and Dan Vilenski. The subcommittee's recommendations are expected to be adopted during this academic year.

In other recent action, McKenzie has made available \$10,000 of the provost's capital funds to provide TTYs to ensure that all departments at RIT are accessible to deaf students by telephone. When it reconvenes, the Provost's Deafness Access Committee will develop a mechanism for disbursing these funds for purchase of appropriate equipment.

## Topics Announced For Breakfast Series

Liberty Hill Breakfast Series 1995 topics coming up are:

- "Presbycusis: Age-Related Hearing Loss," by Robert Frisina, director, International Center for Hearing & Speech Center at National Technical Institute for the Deaf, Jan. 19.
- "Public Art and Urban Planning," by Shirley Dawson, president, Coalition for Downtown, Feb. 2
- "Corporate Taxes: Who Needs Them?," by Thomas D. Hopkins, Gosnell Professor of Economics, College of Liberal Arts, Feb. 9
- "In the Matter of Color: American Law and the Influence of Color on the Concept of Justice for All," by the Hon. Leon Higginbotham Jr., chief judge emeritus, United States Court of Appeals for the Third Circuit, Feb. 17
- "Bloody Wednesday: Human Rights Violations in the University of Swaziland," by Dr. Michael Prosser, Kern Professor in Communications, College of Liberal Arts, March 9
- "The Impact of GATT on Rochester," by Thomas Mooney, president, Greater Rochester Chamber of Commerce, and Charles Goodwin, vice president, International Trade and Transportation, March 23

Presentations are by invitation only.

Express your interest by calling Barbara Stalker or Barry Culhane at -7200. The Liberty Hill Breakfast Series 1995 receives support from the Army and Air Force ROTC, Campus Safety, Catering and the staff of the President's Office.

## Vets' Photos Sought For Vietnam Exhibit

Dennis Grange is hoping to make Veterans' Day especially memorable at RIT this year with a Vietnam vets photo exhibit. "I am hoping there are enough of us who still have photographs of Vietnam that we could dust off, frame and exhibit here on the RIT campus the week of Veterans' Day 1995," says Grange, who works in the National Technical Institute for the Deaf's Center on Employment. If there is interest, Grange will try to get one of the campus galleries or the exhibit cabinets in the Student Alumni Union, "where all of us can present to the RIT community a little of what it was like to have been in Vietnam 25 to 30 years ago." He's starting early because galleries and the cabinets require a lengthy lead time to reserve.

There is no "right" photo for this exhibit, Grange says. "Your photo or photos can be of anything in-country—the land, people, kids, water buffalo, jungle, living conditions, the war itself, Saigon, etc. Anything is appropriate."

To participate or for more information, contact Grange by Feb. 15 in room 2779 of the Johnson Building, by phone at -6211 or by e-mail at DJGNBT.

## Barenaked Ladies Concert Set for Jan. 22

The Barenaked Ladies make their RIT debut at 8 p.m., Sun., Jan. 22, in the Student Alumni Union cafeteria. Those of you not familiar with the group may be surprised to find they are all men who have quickly scaled the popularity charts. Sponsored by RIT's College Activities Board, the concert is open exclusively to the RIT community. Tickets—\$6 for students, \$12 for faculty and staff—go on sale at 9 a.m., Mon., Jan. 16, in the Student Alumni Union (not the Candy Counter—a special table will be set up).



(Above) The winning design—a CD camcorder that sees like the human eye using soft bionic lenses—designed by graduate students Alex Nah (left) and Mine Ertan.



(Left) PhotoCD product array, designed by industrial design student teams

## Student CD Designs Impress Kodak

By Laurie Maynard

Fifty-two students in RIT's Industrial Design Program spent Fall Quarter dreaming up future products for CD technology under the guidance of Eastman Kodak Company senior designers. The products fit three categories of PhotoCD applications: hand-held products, tabletop products and floor-standing products. Seven of the 25 different product designs made it to Kodak recognition, with possible follow-up.

The winning design, a CD camcorder named Mirim, described as an "environment-capture device," employs technology that "is here today, but will be production-ready in about five years," say its creators, graduate students Alex Nah and Mine Ertan. The device can see like the human eye, using soft bionic lenses.

The student teams designed electronic still cameras with 80mm CD, voice capture devices for portfolio Photo CD, camcorders that record onto 120mm writable CD, multifunction players with dockable accessories and image-delivery kiosks.

"We consider this a long-term investment in a new generation of designers from RIT who will soon graduate and be in the market," says Dan Harel, senior

industrial designer at Kodak's Design Resource Center.

In this exercise, coordinated by RIT professors Bob Kahute and Jim Sias, student teams had to arrive at "image goals" (a set of appearance objectives) that they felt Kodak customers would like, and then communicate those goals through product form. "Industrial designers have the unique charge to convince folks that there's something special inside a product, to convey feelings through the design," explains Sias.

Kodak's appearance goals include portraying products as "robust, fun, sensuous and engaging, or easy to use," says Harel. "This means adopting a more humanistic approach to design in which metaphor and association become tools for communicating corporate values and ultimately help please the customer"—making technology nonthreatening and simpler. "Students must learn how companies wish their products to be perceived, to make the product understood in certain ways," adds Harel. Based on final presentations at Kodak, Harel says the students outdid themselves.

"The results were beyond my expectations," he says. "Much of their work took my premises very seriously, with very creative ideas."



## NEWSMAKERS

• **Stanley D. McKenzie**, interim provost and vice president for academic affairs, presented the professional paper "'I To My Selfe Am Strange': The Competing Voices of Drayton's 'Mistres Shore,'" at Expanding the Canon: New Dimensions in English Renaissance Studies, held at McMaster University, Hamilton, Ontario, Canada, Nov. 18. McKenzie also presented "Mark Twain's Dualisms: A Study of *Pudd'nhead Wilson*" to the RIT Athenaeum Dec. 6.

• **Hal Gaffin**, director, School of Printing Management and Sciences, College of Imaging Arts and Sciences, spoke at the fall meeting of the Rochester Club of Printing House Craftsmen. Gaffin's talk on "Managing in a Changing Environment" outlined eight key actions to help managers to be more successful in today's dynamic business environment.

• **Bill Keyser**, **Max Lenderman**, **Doug Sigler**, and **Bruce Sodervick**, faculty members in the schools for American Crafts or Art and Design, had art work in the juried Craft Art 1994 Western New York Art Show at Birchfield Penney, SUNY Buffalo art center, in November. Sigler won the Sylvia Rosen Purchase Award from the biannual show.

• **Christine Monikowski**, assistant professor, Center for Sign Language and Interpreting Education, National Technical Institute for the Deaf, was awarded a Ph.D. in educational linguistics from the University of New Mexico in July. Her dissertation was titled "American Sign Language Proficiency in Interpreters: Assessing L2 with a Videotaped Cloze Test."

• **Bob Morgan**, professor, School of Art and Design, College of Imaging Arts and Sciences, had his new book, *Conceptual Art: An American Perspective*, published by McFarland in early 1994. It followed *After the Deluge: Essays on Art in the Nineties*, published by Red Bass Publications in November 1993.

• **Jackie Paterson**, operations supervisor, Office of Distance Learning, published the article "Hunting with England's Oldest Hunt on New Year's Day" in the Sept. 16 issue of *The Chronicle of the Horse*, the premier international equine sporting journal.

• **R. Roger Remington**, professor, Graphic Design, College of Imaging Arts and Sciences, was guest curator for the exhibition "The Enduring Legacy of Alexey Brodovitch" in October at Cooper Union's Lubalin Center for Design and Typography. Works collected for the exhibit will return to RIT to become part of the Brodovitch Special College in the Graphic Design Archive at Wallace Library.

• **Susan M. Rogers**, director, Educational Technology Center, made a presentation on "Issues Relating to the Privacy of E-Mail" at the Technology 2000 conference in Norfolk, Va., in July. Rogers and **Christine Geith**, associate director, Educational Technology Center, attended the Annenberg/CPB Foundation "New Pathways" annual meeting, which Rogers coordinated, in Portland, Maine.

• **Frank Romano**, Melbert B. Cary Distinguished Professor, School of Printing Management and Sciences, College of Imaging Arts and Sciences, delivered a luncheon keynote speech on "The Market with No Name" at the recent Seybold San Francisco Conference, a major computer publishing industry show.

• **Nan C. Schaller**, associate professor, School of Computer Science and Information Technology, College of Applied Science and Technology, has had a teaching module, "The Odd-Even Transposition Sort: An Example of Program Development" published in the book *Laboratories for Parallel Computing* (Jones and Bartlett Publisher, Inc., edited by Nevison, et al.). She also has given a presentation, "Parallel Computing: What's It All About?," at Insights 1994, a two-year college faculty workshop held at RIT in March; has reviewed a book, *User Interface Design*, for the March 1994 issue of *IEEE Software*; and is a member of the two ACM SIGGRAPH committees: the Courses Committee for the 1994 conference and the Computer Science Curriculum Committee, a subcommittee of the ACM SIGGRAPH Education Committee. Schaller has been nominated for treasurer of ACM/SIGGRAPH and is also on the Courses Committee for the 1995 SIGGRAPH conference. In April 1994, she was proposer and member of a panel at IPPS '94, "Parallel Computing, The Right Stuff?" In May, Schaller taught a three-day course, "Parallel Computing Using Transputer Computational Structures," at the University of Puerto Rico, Mayaguez. In June, she helped organize a Conference on Parallel Computing for Undergraduates at Colgate University. Schaller has also arranged speakers for the Computer Science Colloquia Series from the Czech Republic, Hungary, the United Kingdom and South Africa.

• **Doug Sigler**, professor, School for American Crafts, won one of 10 annual government-sponsored awards from the Korean Institute of Design and Packaging to make a table and chair for a small Korean company while he was in Korea this past summer. He was scheduled to return to Korea at Thanksgiving for 10 days to lecture on wood varieties, on a sponsorship from the American Hardwood Export Council.

• **Miles Southworth**, Roger K. Fawcett professor, School of Printing Management and Sciences, College of Imaging Arts and Sciences, presented talks and seminars in Rio de Janeiro, Buenos Aires, Brazilia, Bogota and Mexico City. The topics included "Producing Good Color on the Desktop" and "Color Control." In Bogota and Mexico City, he judged a printing quality contest. While in Venezuela, Colombia and Mexico, he met with representatives of the Associations of Graphic Arts, SPMS alumni and potential students and their parents.

• **Sonny Stowe**, coordinator, Office of Distance Learning, was a panelist for the "Increasing Telecourse Enrollments" session at the Technology 2000 Conference in Norfolk, Va., last July.

## Phone Book Corrections

Clip and save these changes to the RIT directory. Changes are in bold type. Send any additional changes to Karen Beadling, Communications, at KMBCMP (VAX).

Davis, Vern -6397 V/TTY\*  
NTID Sci./Eng. Counseling  
VWDNSE (RITVAX)  
2777 Johnson

DeMarco, James -6613 V/TTY  
NTID Printing Prod.  
JMD6168  
2200 Carey

Madhu, Swaminathan -5799  
Electrical Eng.  
SNMEEE1  
3011 Gleason

Means, Julie -6657  
Information Systems & Computing  
JAMDCO (RITVAX)  
A367 Ross

Wellin, Denise Powers -5495  
HEOP  
Counselor  
DPWHEO  
Eastman

Yarzinsky, Marianne -4940  
Training & Prof. Dev.  
2467 City Center

\*Vern Davis's former TTY number now belongs to Judyth Swingen, College of Business, and is voice only.

## PROMOTIONS &amp; TRANSFERS

**Promotions:** **Robert Brewer**, chief TV engineer, National Technical Institute for the Deaf; **Janice Clark**, assistant to the dean/academic-operations support, Applied Science and Technology; **Dave Edborg**, officer-in-charge, Campus Safety; **Lydia Gabor**, associate interpreter, Interpreting Services; **Kim Greene**, staff assistant, Engineering; **James Hauck**, field supervisor, Campus Safety; **Cheryl Herbert**, secretary IV, Imaging Arts and Sciences; **Marilyn Houck**, staff assistant, Engineering; **Jennifer Jess**, interpreter, Interpreting Services; **John Nanavati**, associate interpreter, Interpreting Services; **Christina Nelson**, associate interpreter, Interpreting Services; **David Quinto**, associate interpreter, Interpreting Services; **Wendy Sumner**, interpreter, Interpreting Services; **John Urban**, staff auditor, Audit Services; **Sara Widlund**, staff assistant, Engineering; **Gina Williams**, auditor, Audit Services

**Transfers:** **Barbara Allston**, secretary III, Applied Science and Technology

## CALENDAR

**Through Jan. 27**—exhibit: "Imaginations," multimedia work by NTID Applied Art and Computer Graphics faculty; weekdays 8:30 a.m.-4:30 p.m., NTID Switzer Gallery, Johnson; free, call -6855 (V/TTY)

**Jan. 13**—Transfer Day Open House for prospective transfer students: campus and housing tours, financial aid seminars, department meetings and tours; 8:30 a.m.-4 p.m.

**Jan. 13**—lecture: "Don't Be Spooked in Making Investment Decisions," by Theresa Kiernan, Associate Financial Planner; part of Health and Wellness Series; noon, 1829 Room, Union

**Jan. 13**—Martin Luther King Celebration with guest speaker Dr. James Alexander Forbes Jr.; 4 p.m., Ingle

**Jan. 13**—religious service: Tu Bishvat Seder; sponsored by Hillel; 5 p.m., Schmitt

**Jan. 13**—sports: men's hockey vs. Plattsburgh; 7:30 p.m., Ritter

**Jan. 13**—movie: *True Lies*; 7 and 10 p.m., Ingle

**Jan. 14**—sports: women's hockey vs. Middlebury; 12:15 p.m., Ritter

**Jan. 14**—sports: men's hockey vs. Potsdam; 7:30 p.m., Ritter

**Jan. 15**—sports: women's hockey vs. Bowdoin; 12:15 p.m., Ritter

**Jan. 16**—lecture: "Running Can Be Fun When You're a Nun on the Run," by Sr. Rosemary Sherman of Sisters of Mercy; part of Health and Wellness Series; noon, 1829 Room, Union

**Jan. 17**—sports: men's basketball vs. Hobart; 8 p.m., Clark

**Jan. 17**—sports: men's swimming vs. Nazareth; 6 p.m.

**Jan. 17**—sports: women's swimming vs. Nazareth; 7 p.m.

**Jan. 17**—sports: women's basketball vs. William Smith; 6 p.m., Clark

**Jan. 18**—lecture: "Angry? Me Angry? I'm NEVER Angry!," by professor Jamie Campbell; part of Health and Wellness Series; noon, 1829 Room, Union

**Jan. 20**—sports: women's basketball vs. Ithaca; 6 p.m., Clark

**Jan. 20**—movie: *The River Wild*; 7 and 9:30 p.m., Ingle

**Jan. 20**—sports: men's hockey vs. Cortland; 7:30 p.m., Ritter

**Jan. 20**—sports: men's basketball vs. Ithaca; 8 p.m., Clark

**Jan. 21**—sports: women's basketball vs. Alfred; 2 p.m., Clark

**Jan. 21**—sports: men's basketball vs. Alfred; 4 p.m., Clark

**Jan. 22**—sports: women's hockey team vs. Hamilton; 12:15 p.m., Ritter

**Jan. 23**—lecture: "The Impact of Christmas Is Now Becoming Reality," by Ken Kathan; part of Health and Wellness Series; noon, 1829 Room, Union

**Jan. 26**—lecture: "Race and Poverty Segregation in Education: Will the Connecticut Case Pave the Road to a New Brown Solution?," by Prof. John Brittain, University of Connecticut School of Law; part of Gannett Lecture Series; 7:30-10 p.m., Webb

**Jan. 26**—Mardi Gras "Blizzard of Bucks"; Watson lobby; free to students

**Jan. 26**—meeting: Staff Council; 2 p.m., 1829 Room, Union

*News & Events* is produced biweekly by RIT Communications; Jack F. Smith, vice president. Please send comments to *News & Events*, Communications, Eastman Building. **Editor:** Sarah Breithaupt **Copy Editor:** Trudi Marrapodi **Designer:** Pam King **Contributing writers:** Roger Dykes, Neil Fagenbaum, Laurie Maynard, Bill McKee, Laura J. Mikols, Brad Rye, Bonnie Travaglini, NTID Marketing and Communications **Typesetter:** Sarah Southgate



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# NEWS & EVENTS