



RIT TIGERS TEACH "LOVE DAY" SKATING . . . Shawn Randall, junior center, and Steve Toll, freshman center, on RIT's varsity hockey team, taught Love Day visitors how to skate on Feb. 14. More than 200 RIT students collaborated to plan "Share Your Heart" Love Day; they invited 150 fifth and sixth graders from Fyle Elementary School in Henrietta and Rochester City elementary schools 4 and 37.

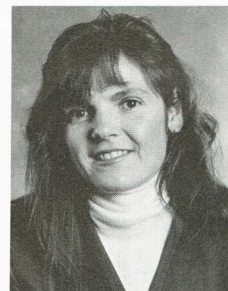
Provost Honor

Excellence in Teaching Goes to Business Prof

By Laura Mikols

A few weeks ago, Marca Bear, assistant professor of international business, trudged into her office from the snowy parking lot. Slushy boots and all, she stumbled across an envelope stuffed under her door. Dusting the snow off, she opened the letter announcing she had won the 1994-95 Provost's Excellence in Teaching Award.

Some people just have a knack for stumbling across the important things in life.



Marca Bear

"My feet haven't touched earth yet," says Bear. "I feel like I am still walking on air."

This wasn't the first time she stumbled into something monumental. "I wasn't planning to become a professor," she says. "I kind of stumbled into teaching—and I loved it. I absolutely loved working with students."

Stan McKenzie, interim executive vice president and provost, and William Nowlin, associate dean in the College of Business, presented the award to Bear at Henry's Restaurant Feb. 9.

"Dr. Bear fosters an environment that encourages the exchange of ideas about current internatlonalevents," says McKenzie. "She believes students learn better when they can see a connection between the information being discussed and their own experiences. To find these connections, she is very involved with outside student activities. She is truly a role model for our faculty, staff and students."

Bear began teaching at RIT in 1993, but approaches every class as though she is teaching it for the first time. "I want kids to enjoy coming to my class," she says. "I've always believed learning is a way for students to express themselves."

"We are very proud of her accomplishment," says Nowlin. "Our students say that she is vibrant and full of energy and that she really stimulates their thinking and interest. Her receiving this honor is an honor for the entire College of Business."

The provost's award stems from RIT's participation in Sears-Roebuck Foundation's Teaching Excellence and Campus Leadership Award program in 1989. Two years later, when Sears discontinued the program, the Provost's Office decided to fund the award each year and rename it the Provost's Excellence in Teaching Award.

The provost's award recognizes the fundamental importance of quality instruction, nurtures an academic climate in which quality instruction can thrive, supports faculty who have taught three years or less in their pursuit of excellence in teaching and leadership in the campus community, and enhances teaching as a profession.

"This gives me the energy and the drive to do even more," says Bear. "I've always believed that we can't lose sight of why we're here—for the students."

HEOP Rallies against Proposed Cut

Rohan Palma, an RIT Higher Education Opportunity Program counselor, returned from an emergency meeting in Albany with bad news. He found out that if the proposed state budget passes, RIT could lose its HEOP office; the 140 RIT students the program serves would then be out of an education.

HEOP staff met with more than 90 RIT students on Feb. 13 to strategize a plan of attack to save the program from being cut. Quickly funneling their plans into action, they set up a "Save HEOP" table in the Student Alumni Union lobby, and are gathering signatures to petition for continued funding.

HEOP staff have opened their office to students so they can phone or fax their legislative members. Under the guidance of

HEOP staff, students are launching a letter-writing campaign to lobby for HEOP. Other efforts include organizing a forum on campus to garner local politicians' support and scheduling parent and student visits to Albany.

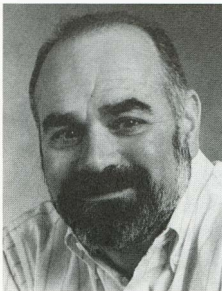
RIT's HEOP office, established on campus in 1970, effectively recruits and graduates students from low-income and academically disadvantaged backgrounds. Without HEOP, they would not be able to pursue an RIT degree. Over a 10-year period, the program graduated more than 225 students and achieved an overall 61 percent graduation rate, exceeding the national graduation rate for all students.

On Feb. 27, about 35,000 people supporting Equal Opportunity Programs statewide will gather in Albany for a rally

against proposed cuts. RIT's HEOP office will close on March 14 so staff can join students in Albany for HEOP Lobby Day, a statewide rally.

For more information on supporting the "Save HEOP" campaign, call -2221.

Sciremammano Tapped for Lake Board



Frank Sciremammano

Since writing his doctoral thesis on forecasting Lake Ontario water levels in the mid-seventies, Frank Sciremammano, RIT associate professor of mechanical engineering, has become an expert at it. On Feb. 13, Rep. Louise Slaughter announced Frank Sciremammano's appointment to the St. Lawrence River Board of Controls, which oversees Lake Ontario's water level. Sciremammano is the first Rochester-area resident to serve on the board.

The International Joint Commission, a Canadian-American group that monitors boundary waters, oversees the board and appoints its new members. IJC's American members are appointed by President Clinton.

"After months of advocacy and hard work, and near-constant contact with the International Joint Commission and the White House, we have finally won representation," says Slaughter, who nominated Sciremammano for the position back in April. About a year ago, Slaughter advocated greater participation on the board from residents living along the lake and St. Lawrence. She launched a nonpartisan selection committee of lakeshore residents, who unanimously recommended Sciremammano.

"My goal is to bring fresh technical talent to the board," says Sciremammano. "By forecasting lake levels further into the future, the board can better anticipate and control lake levels to meet the needs of all the various interests."

Student Volunteers Save Life Serving on RIT Ambulance

By Laura Mikols

A few weeks ago, a Burlington Coat Factory manager suffered a severe heart attack at Southtown Plaza. Three RIT students who volunteer on RIT's Ambulance Corps helped save his life.

RIT emergency medical technicians Shayne Keddy and Scott Whittemore received the 911 call because the Henrietta Ambulance Corps didn't have a crew available. Under a new RIT-Henrietta Mutual Aid Agreement, RIT's ambulance is the second in line to respond to 911 calls from certain parts of Henrietta.

The third RIT student, Erik Rohde, a fourth-year student in RIT's Criminal Justice Department, volunteers as a critical care technician at both RIT and Henrietta Ambulance. He was in Henrietta's "fly car"—a Ford Explorer equipped with advanced life support—returning from a 911 call in Pittsford when his pager alerted him of the cardiac arrest victim.

"When I got there, a Henrietta firefighter had started basic life support," says Rohde. "He had regained the man's pulse but then lost it."

Rohde began advanced life support, shocking the patient with a cardiac monitor defibrillator, a technique that reset the electrical impulses in the man's heart. He inserted a tube into the trachea through the

vocal cords to provide a guaranteed airway, medicated the patient to increase the rate and pressure of heart contractions, and started an IV.

Again, he lost the pulse; the monitor showed a flat line. But when Rohde started up CPR again, the victim's heart began beating and regained a normal rhythm. By the time the RIT students got the man into the ambulance, he began breathing voluntarily. Ketty, Whittemore and Rohde successfully transported the victim to Strong Memorial Hospital, where he was sent to the medical intensive care unit.

"It is incredibly gratifying to see it actually work," Rohde says. "It really gives me an extra boost. Sometimes you can do everything right, and it still doesn't work."

Jim Sheehan, RIT's Emergency Medical Service consultant, says it is very rare to make that kind of save with a cardiac arrest. "Over my eight years as an EMT, I have seen very few," he says. "These RIT students are trained and experienced in what they are doing, and they are doing it well."

More than 80 RIT students work as EMTs and drivers on the corps; six of those students became certified as paramedics after 1,000 hours of training in emergency medical care.

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Design Students Rehab Libraries

In less than three years, the Rochester City Schools project Library Power has drawn 37 RIT interior design seniors and graduate students into rehab design proposals for more than a dozen school libraries. "We've done between 15 and 20 libraries, all in Rochester elementary or middle schools," says Nancy Chwiecko, assistant professor in RIT's industrial/interior design program in the School of Art and Design and advisory board member for Library Power.

Depending on funds per school—awarded as "mini-grants" by the Center for Educational Development and national Library Power—and each principal's interest, the students propose changes ranging from wall colors to new tabletop laminates to more efficient space layout. "We'll continue working on libraries until they run out of money," says Chwiecko.

Film/Video Offers Sci-Fi Marathon

Continuing its celebration of the 100th year of cinema, RIT's Film/Video Department offers a Sci-Fi Marathon of "some of the best and worst science fiction flicks" in history. Free and open to all, the Sunday Series will run Georges Méliès' *Trip to the Moon* (1902), based loosely on the Jules Verne story and the first of its genre; *Rocketship* (1936), with Buster Crabbe as the dashing Flash Gordon; *Plan 9 From Outer Space* (1956), by "legendary schlock king" Ed Wood, with aliens and an army of undead; and *Fantastic Planet* (1973), an animated fantasy directed by Rene Laloux. The four short films begin at 2 p.m., Sun., Feb. 26, in the auditorium of the Carlson Center for Imaging Science.

Minority Alumni Present Scholarships

The Minority Alumni Advisory Committee presented 10 RIT students with merit and need-based scholarships at its third annual Recognition Award Ceremony in December. MAAC, founded in 1984, raises funds to offer scholarships and services that provide professional, educational and intellectual growth. This year's program received strong support from Xerox Corp. and Wegmans.

Recipients are Rhoshawndra Carnes, Leslie Hinds, Ruby Nunez and James Sims, College of Applied Science and Technology; Delores Forest, Business; David Sanchez, Engineering; Mecca Brooks and Sofia del Castillo, Imaging Arts and Sciences; Christopher Redwood, Liberal Arts; and LaSonya Roberts, Science.

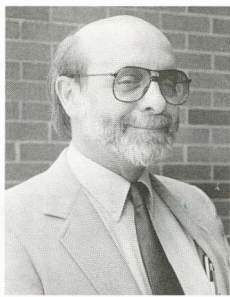
Sunshine Too To Present Free Performances

Sunshine Too, NTID's acclaimed touring company of three deaf and three hearing actors, will present free performances at 8 p.m., Sat., March 11, and 2:30 p.m., Sun., March 12, in Panara Theatre.

The performances are open to the public and are appropriate for both children and adults. Sunshine Too this year celebrates its 15th year of educating and entertaining audiences throughout the country. The performances are accessible to deaf and hearing audience members.

For more information, call -6250 (VTTY).

Perspectives: Choices and Responsibilities: Shaping RIT's Future One Faculty Member's View



The following is the third in a series of "Perspectives" columns from faculty, staff and administrators. Anyone is welcome to reply to any of the ideas presented. Responses to: News & Events Editor, Communications Department, Eastman Building.

By Bruce Oliver
Chair of Faculty Council

RIT, with a history dating back to 1829, is actually quite a youthful university. Since moving to the Henrietta campus, it has significantly expanded the number and range of degrees offered. It recently grew rapidly, like an early adolescent. Now RIT needs to address the future as a young adult. This will mean making some difficult choices and accepting new responsibilities.

With the leadership of President Simone and the guidance of strategic planning, RIT is continuing its growth into a significant, internationally recognized university. While exactly what will constitute our RIT by the end of the century is uncertain, what is certain is that it will not be what it was. The past RIT needs to be where it belongs—in the history books.

Embracing real change is not easy. Change usually has relatively few strong

advocates and many strong critics. Many who oppose change know what they have and suspect that they might not be as well off after the change. So, they have a strong incentive to protect what they currently have and know. Many who support change do not know whether they will be better or worse off after the change, so it is more likely that their support will not be as strong as those in opposition. Hence, it will often initially appear as though change is undesirable, as well as disruptive. Offering a clear path to the future helps gather support. So does a "safety net" for those most adversely affected through no fault of their own.

Our future is going to be highly competitive and rapidly changing. The RIT community, particularly the faculty, is responsible for a vigorous response to the challenges ahead. What are some of these challenges?

First and foremost is the maintenance of a relevant curriculum. This means a general education that produces a lifelong sense of intellectual inquiry which (1) creates the involved citizen so essential to a democratic society; (2) enhances each student's cognitive skills and ability to reason and solve problems; and (3) enables effective communication in an increasingly interdependent world. It also means providing technical skills that will serve graduates in securing meaningful employment in their chosen careers.

Second, and substantially related, is the community's responsibility to insist upon a physical and intellectual climate that actively supports student and faculty scholarly activity. Only through scholarship can RIT provide the environment necessary for a relevant curriculum. RIT will have great difficulty in preventing

significant erosion of its intellectual capital if it fails to not only encourage, but actually demand, scholarly faculty. Research and publication of new theoretical ideas, and of new and synthesized practical applications across a wide spectrum of outlets, should be expected of faculty and encouraged by the entire RIT community. While solid teaching skills, sound advising and a healthy learning environment are important, intellectual inquiry and the dissemination of its outcomes is the best insurance that future generations of RIT graduates will be well prepared for life's many and diverse personal and career challenges.

Third, any intended or unintended practices of exclusion based upon a mistrust or misunderstanding of the motives of others must be avoided. Faculty, staff and administrators questioning the plans and actions of each other should be interpreted as a mutual interest in enhancing the quality of the RIT experience. As a community we all have responsibilities in assuring RIT's future.

Fourth, we are a community with a wide variety of interests and responsibilities. Recommendations on academic matters, such as curriculum changes, promotion and tenure criteria, academic performance standards, and faculty compensation advice are primarily the faculty's responsibility. The proposal to create an Academic Senate currently being discussed by Faculty Council recognizes this reality. Policy Council (perhaps renamed) will still make recommendations on numerous important non-academic issues, such as the alcohol and drug and harassment and discrimination policies.

If we can work together, accept change, respect and trust one another and internalize RIT as a good place to work, learn and grow intellectually, RIT has an excellent opportunity to enter the 21st century within reach of its vision.

Dinosaurs and Carousels: RIT Grad Finds Fun in Work

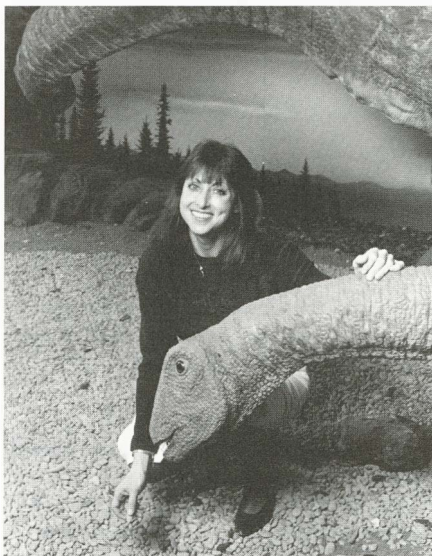
By Bill McKee

Maybe cavorting with the creatures from the Jurassic period was not exactly what Lois Shaffer had in mind when she graduated from RIT in 1976, but it has been fun, she says. A printmaking and communications design student in Fine and Applied Arts, Shaffer continued her studies at RIT for her graduate degree and found time to render the restoration of the famous Seabreeze roller coaster front and to redesign or restore most of the other ride fronts at Rochester's Seabreeze Park. Following several years of work involved in carousel restoration and free-lance design, in 1986 Shaffer became senior exhibits designer for the Rochester Museum and Science Center.

Eight years later, she is deputy director of design for the museum and supervises all facets of exhibit making and design of both permanent and traveling exhibits. She and her staff of five provide all design, fabrication, carpentry, audio-visual needs and lighting for as many as 15 shows per year. In addition, she is involved in exhibit selection, renovations and upkeep for the museum.

She modestly admits that the displays she produces are more ambitious productions than most other museums venture. "In developing the exhibit, you're telling a story. You have to keep in mind your audience, the space available for the exhibit, the budget, and, of course, what it is exactly that you are trying to say," she says.

Shaffer has enjoyed the variety of projects she's had the opportunity to work on and says among the most enjoyable have



Lois Shaffer, BFA, '76, MFA '78 and her pet Triceratops pose among the Apatosaurus in a display of dinosaurs she designed for the Rochester Museum and Science Center.

been the carousel and cowboy exhibits. However, she adds "bigger is not necessarily better. I am very proud of a small exhibit I've created about the Vietnam Veterans Memorial of Greater Rochester.

"RIT opened my horizons and allowed me to look at the world in a more creative way. I apply that vision today when I work on my exhibits and believe I can make my little world even better," says Shaffer.

Printing Gathers Photos by Satellite

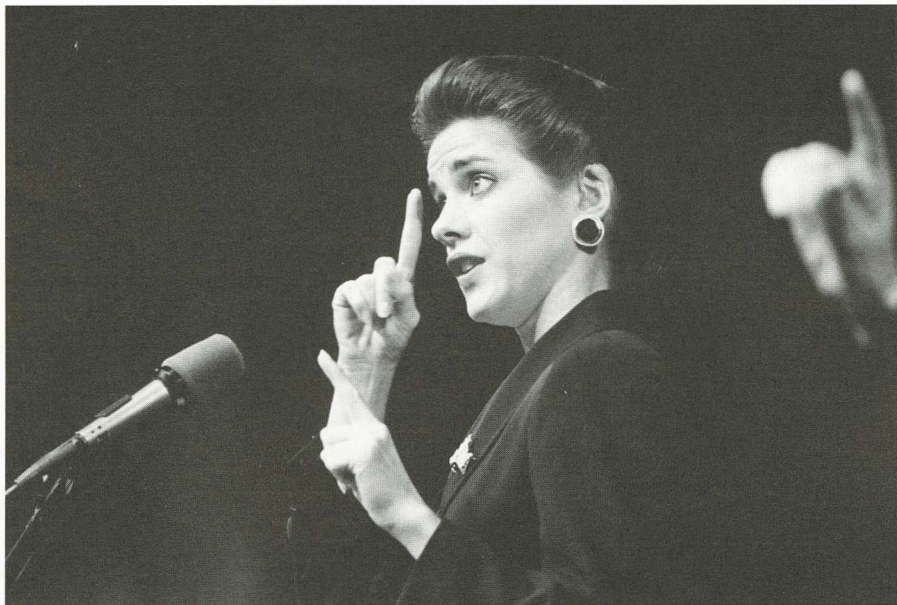
A new satellite dish installed at the School of Printing Management and Sciences helps teach students newspaper photo production using technology primarily available only at newspapers. The Associated Press satellite provides color and black-and-white photographs from around the world for use with stories from RIT's existing AP Newswire.

"This state-of-the-art system gives students hands-on experience with the same manufacturing processes found in any newspaper production facility," said Dr. Robert G. Hacker, professor of newspaper operations management in SPMS. "We are proud to be one of a small number of universities in the country that has this technology and believe it will give our students a competitive edge in their careers."

Photos received from the satellite will be used in *The Journalist*, a newspaper published several times each quarter by newspaper operations management students. As part of the satellite dish installation package, SPMS also obtained AP Leafdesk, a monitor and file server that receives pictures and allows students to tone, crop and rotate photos on-screen to fit the newspaper's layout. Prior to getting photos directly from the satellite, students received prints of photos, a method that has become obsolete at most newspapers.

Next Issue

An update on managed attrition will appear in the March 9 *News & Events*.



REACHING FOR THE 'STARS' . . . During her Feb. 9 presentation at the National Technical Institute for the Deaf, Heather Whitestone, Miss America 1995, highlighted her STARS program (Success Through Action and Realization of your DreamS), which emphasizes positive attitude, belief in a dream and hard work. More than 500 students, faculty and staff members attended Whitestone's presentation, sponsored by the NTID Special Speaker Series.

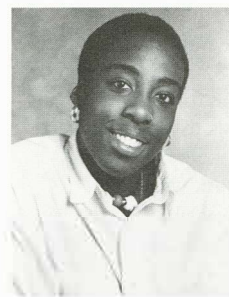
Rochester a Change of Pace For Student Gov't Senator

By Laura Mikols

Tracy Jarvis, a Student Government senator representing the Black Awareness Coordinating Committee, likes Rochester, but says it's not made for pedestrian types from Brooklyn, like her. "I love the pace and energy of the neighborhoods in Brooklyn," Jarvis says. "I miss the street fairs, the parades and most of all the window shopping. In Rochester, shopping means getting into a car and driving out to The Marketplace mall. In Brooklyn, it is taking a walk down the block."

Jarvis, a fourth-year communication major in the College of Liberal Arts, tells her other friends from New York City who are homesick to take a stroll down Monroe Avenue; she calls it "the Greenwich Village of Rochester."

While RIT's printing program enticed Jarvis to Rochester four years ago, it was



Tracy Jarvis

the Professional and Technical Communication Department that made her stay. "After hearing about RIT's reputable printing program from my high school teacher, I chose the practical, lucrative major," she says. "But as I progressed in the program, I discovered it was just too technical for me. I was learning how to run a printing press and studying half-tones. What I really wanted was to express my creativity."

She switched in her second year to communication, and discovered her flair for the softer sciences. "I love my major now," Jarvis says. "I'm so enamored. The classes are smaller and so interactive. I am learning things I can immediately apply to my life." Jarvis plans to be a social worker, working with children and families in a clinical setting.

Jarvis will examine the representation of African Americans in children's literature for her senior-year research project. "People are always pushing reading on children," she says. "I think it's important to take a close look at what we are asking them to read. Children's books are a powerful socializing agent in forming perceptions."

Jarvis enjoys serving on Student Government because she can actually do something to improve student life on campus. As a senator, she represents fellow BACC members to the university on issues like Commencement speakers and library hours.

In addition to serving on Student Government, Jarvis sings in RIT's Gospel Ensemble. In her remaining free time, she cherishes naps, visits to local art galleries and museums, and shopping—even at Rochester's suburban malls.

Film Students Broadcast Work Over Cable TV

RIT film/video students have gone public in 12 half-hour cable TV programs—called "RIOT TV"—a weekly showing of their works, including animated, documentary, fiction and experimental film and video. "RIOT TV" airs at 10 p.m. on Wednesdays and again at 8:30 p.m. on Fridays, through March 27, on Rochester Community TV Channel 15.

The program also airs on Finger Lakes Public Access Cable on Channel 12 and on cable stations in Buffalo, Syracuse and Ithaca. In total, "RIOT TV" will reach 300,000 households, says Cat Ashworth, visiting instructor in the School of Photographic Arts and Sciences.

"This is a great opportunity for students to get exposure for their work," says Ashworth, even in terms of graphics and marketing the show. For example, a new logo for "RIOT TV" will soon appear on the show, designed by a computer animation student.

Types of works shown (many "shorts" make up a program) include an award-winning animation about "a hungry girl's desire for a bagel that leads her to the cafeteria of the bizarre"; an atmospheric documentary of Java Joe's, a local coffeehouse; a "fake" documentary in the style of the popular TV series "COPS"; a story about a dream date "gone bizarre"; an animation about a little cube that wants to be a circle; and a senior thesis project documenting a trip to an ancestral home in Ukraine.

CIAS Comes Together for Cross-Curricular Courses

By Laurie Maynard

The Foundations class in the College of Imaging Arts and Sciences teaches beginning students just what its name implies: the building blocks, the underpinnings of art in the '90s. And like much of CIAS—the largest RIT college—the department has begun to work seamlessness and cluster philosophy into its goals. Some of its basic classes, formerly designed as requirements for art students only, have expanded this year to include photography freshmen.

"Of course, we felt a little trepidation. We were concerned about watering down art content that would negatively affect the art and design students, and, on the other hand, not make the class pertinent enough for photo students," says Joyce Hertzson, chair of the Foundation Department. Faculty decided not to alter the art content, but to use more photography for design analysis. "School of Photographic Arts and Sciences faculty had told us they wanted it to remain an art design 2-D class, with no amendments for photo students," adds Hertzson.

Noting that professional artists, art directors and photographers must often work in teams, faculty from both areas agree that photography students need to understand basics of two-dimensional design. "We need more common prerequisites to ease curricular crossovers," adds Hertzson.

Some faculty in the School of Photographic Arts and Sciences suggest their freshmen should even learn to draw before composing photographs, says Judy Levy, a 2-D instructor who comes from a photography and art background. "The photo students are good at seeing issues—conceptually very bright. But when it comes to hands-on design, they fare better when merged with art students. Half of these photo students have never drawn before, whereas all the art students have," she says, noting art applicants must submit portfolios to attend RIT.

"I see this broadening everyone's experience," says Stephanie Cole, 2-D instructor. "All artists must learn how to isolate a composition, to create a frame of reference. In a foundation class we can break down photographs as well as art images to understand good composition." She tells her students to "look at images as if looking through a camera." Students who leave her yearlong classes will have created a book that "manipulates space



and imagery." That takes computers and software like SuperPaint and Photoshop.

Computer access has surfaced as one problem with the larger enrollment—a direct result of adding 140 photo students to the approximately 200 art, design and crafts students in foundation courses. Faculty and 3-D classes must use the Witmeyer Lab as well, putting a tremendous strain on the facility.

"This is one of few labs on campus that has 3-D software. We've built a very hefty population who need it, and that's growing geometrically," says Hertzson, who hopes other CIAS labs can open for foundation students. (CIAS houses SPAS, the School of Art and Design, the School for American Crafts, and the School of Printing Management and Sciences.)

Curricular clustering should work well in beginning classes like these, believes Hertzson. "It's time for this—even with the juggling and compromising that's needed to get the courses to schedule all right for everyone. We started thinking about the merging of curricula with the merger of the two previous colleges. Now we're taking an important step toward implementing the Strategic Plan."



(Top photo) Foundation instructor Zerbe Sodervick (left) works with art and photography students on 3-D cut-paper collages, discussing the importance of color choice and mix. (Bottom photo) Examining a student's progress with a self-image project—digitizing his face on computer, then painting the enlarged, printed version—Foundation instructor Stephanie Cole aims her 2-D class toward making individual art books.

DONATIONS & GRANTS

Disabled Students Get Boost from NSF

The National Science Foundation has awarded a two-year, \$200,000 grant to the American Association for Higher Education to create materials to help disabled students study math, science and engineering. The grant work will be carried out by EASI—Equal Access to Software and Information, an AAHE program that uses information technology to help people with disabilities achieve full participation in education programs, both as students and faculty.

The materials will be based on EASI's ongoing work, led by chair Norman Coombs, a professor in the College of Liberal Arts, on "adaptive" computing technology and access to electronic information for people with disabilities. EASI will emphasize using the Internet to distribute the project's work to the largest possible audience.

"We're thrilled with the award," says Coombs, director of the project. "We've spent the last six years creating and distributing materials that have helped thousands of people with disabilities use computer technology to go through school and move into the work place. This grant allows us to specifically teach how people with disabilities can use information technology for careers in science and math. It's especially difficult to provide access to these fields, and it's well past time that people with disabilities get the tools to gain access."

For this project, EASI has put together a group of national consultants with expertise in science, math and disabilities. As well as using presentations, videos and publications to distribute materials, EASI will also send materials electronically, including an interactive on-line workshop and an accessible information database

with all materials available on a Gopher server.

EASI, which has conducted hundreds of presentations, produced and distributed thousands of brochures and pamphlets, and created a complete book on computer access, operates three electronic discussion lists used by more than 2,000 people from 40 countries. For more information, contact Coombs at -2462 or nrcgsh@rit.edu.

Science Receives Research Grant

The College of Science has been selected as a national site for an undergraduate research program sponsored by the National Science Foundation. The Department of Chemistry received a \$150,000 NSF grant to host 10 students for the 10-week program each summer for the next three years.

With a special emphasis on women and minorities, the NSF program provides outstanding undergraduates with an opportunity to take part in "hands-on" chemical research under the direction of a faculty member. The research program at RIT, "Investigations of the Chemical and Physical Properties of Macromolecules," will be led by professors from the colleges of Science and Engineering.

"We are proud to be a part of this outstanding program in motivating students to achieve scientific excellence," says Thomas Gennett, a professor in the Department of Chemistry. "We plan to offer students a unique total research experience, including on-site seminars at the scientific research centers of leading Rochester corporations."

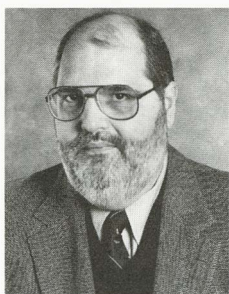
This NSF grant for undergraduate research is the second received by the College of Science in recent years.

Romano Honored for Leadership

Frank Romano, the Melbert B. Cary Distinguished Professor of Graphic Arts, is the 1995 recipient of the National Association of Printers and Lithographers Technical Leadership Award.

Presented during NAPL's Top Management Conference in Tucson, Ariz., in March, the award goes to an individual who represents excellence in the principles of craftsmanship and technical leadership in the graphic arts industry. Romano—who joined the School of Printing Management and Sciences in 1993—is only the second educator to win the NAPL award. Last year's recipient was professor Werner Rebsamen.

"We are honored that two RIT faculty have been consecutively recognized by NAPL for their outstanding contributions to the graphic arts industry," says Hal Gaffin, director of SPMS. "This award is further testimony to our faculty and their leadership roles as educators, personified



Frank Romano

by this year's very deserving recipient."

Romano, an internationally renowned expert in graphic communications, teaches courses in electronic publishing and multimedia. He has founded several publications, written seven books and thousands of articles, presented at hundreds of seminars, consulted on more than 850 projects, served on the boards of numerous trade associations and received nearly 40 awards and certificates.

Ambulance . . .

Continued from page 1

"We have worked really hard to shape a new image in college emergency medical service," says Caleb Barlow, president of the corps and fifth-year electrical engineering student. "When I started volunteering five years ago, people viewed us as just a bunch of kids. We changed that perception by personally dedicating ourselves to quality management and never messing up."

Their efforts earned the corps New York State certification at the defibrillation level. "RIT's capacity to offer rapid defibrillation really sets us apart as a college corps," says Barlow. "That is what saves people's lives, as Erik demonstrated."

RIT students echoed that their time volunteering for the corps has been their best

learning experience on campus. "One of the things my co-op employers said they liked best about me is my ability to assess a situation and deal with it immediately—on the fly," says Barlow. "If I make a mistake, I redo it on the spot. I got that from RIT Ambulance because there is absolutely no room for indecisiveness."

"The students on the corps have their personal reason for making such a tremendous commitment of their time," says Barlow. "Initially, curiosity and excitement gets them in. Then they find out how good it feels to help people during the most critical points in their lives, and they get hooked."

The corps, primarily staffed by student volunteers, operates as a self-governed division of RIT's Student Health Center.



Area high school students ardently discussed a simulated world crisis during RIT's first Global Awareness Day, held on Feb. 10. The event drew 16 schools and 180 teens.

Teens Take World View At Global Awareness Day

By Laurie Maynard

Ecuador and Peru, Bosnia and the Serbs, Israel and the Palestinians—the list of nations and peoples in conflict, historically and today, points to the constant need for organizations like the United Nations as it turns 50. Sixteen area high schools, from Byron-Bergen to Edison Tech to Pittsford-Mendon, recognize the need: they sent 180 students to RIT on Feb. 10 for the Rochester area's first Global Awareness Day.

The teens, including some foreign exchange students, assumed the roles of delegates in Security Council enactments, engaging in crisis planning and problem solving for the countries assigned to them. The "secret" crisis faced by the students involved Africa, says Michael Prosser, former Fulbright professor in Swaziland, international communications professor and originator of GAD.

Prosser drew more than 2,200 youths to eight annual GADs at the University of Virginia. His GAD model has been duplicated across the U.S.

Sponsored by the William A. Kern Professor in Communications endowed chair, held by Prosser, the daylong event ended with heady speeches and awards to successful delegations.

"This really got some students thinking and getting right into crisis discussions," said Prosser after the closing session. A pleased teacher from Henrietta schools said, "You just made my UN Club reality. This was great."

The students, many involved with model UN activities in their schools and towns, worked with packets containing actual UN publications, maps, country backgrounds, the day's agenda and—most importantly—the "Security Council Crisis Simulation." RIT students from Prosser's class "Civic Discourse in the United Nations" facilitated the 15 delegations, says W. John Carl III, a fourth-year professional and technical communication student and GAD student coordinator.

Five RIT students and Prosser attended a larger version of GAD—the 10th annual North American Model United Nations conference—Feb. 15 through 19 in Toronto. Prosser has taught courses on communication in the UN since 1969, and served as editor of the two-volume *Sow the Wind: Reap the Whirlwind: Heads of State Address the United Nations*, published for the 25th UN anniversary. He has the second 25-year multivolume edition under way for the UN's 50th.



JAMMING THE NIGHT AWAY . . . RIT's Mardi Gras celebration brought the Duke Ellington Band to campus this month on a blizzard Sunday evening. Conductor Mercer Ellington heated Ingle Auditorium up with brassy big-band jazz, featuring a number of hot saxophone, trumpet and trombone duets and soloists.

Campus United Way Campaign Features RIT 'Success Stories'

By Laura Mikols

No matter where your travels take you on campus, you'll be seeing a lot of Janet Nystrom, scheduling officer/instructor in RIT's Learning Development Center, and her daughter Lori, and of Elizabeth Pirotta, consultant at RIT Research Corporation. They eagerly shared their personal stories on posters supporting the RIT/United Way "Help Write a Success Story" Pacesetter campaign, Feb. 10 to March 17.

Pirotta and Nystrom said they volunteered because they wanted the RIT community to know how much United Way-supported agencies help people right here on campus.

Nystrom panicked when her daughter Lori, who has Down's syndrome, finished school. "The job Lori held for several summers did not become a permanent position due to cutbacks," says Nystrom. "She had no means of transportation. Would she sit alone at home day after day? Would her family be her only connection for entertainment, conversation?"

ARC of Monroe County's Jobpath program helped Lori find her place in the real world. A Jobpath counselor canvassed neighborhood businesses and found a match for Lori at Crest Manor Nursing Home, where she works as a dietary aide.

"Lori lives at home, but has the independence any young adult would want in her life," says Jan. "She gets to work on her own, eats lunch there, and takes pride in the friends she has made among her co-workers. Thanks to the ARC, Lori feels good about herself and has a bright future."

Just a few months shy from graduating with a master's degree in color science, Pirotta, then an RIT student, found out she had Hodgkin's disease. Biweekly chemotherapy treatments abruptly placed her education and plans for the future indefinitely on hold.

"I started feeling removed from life and really lost," she says. "My husband, family and friends were supportive, but they didn't know how to help me. Through Cancer Action, I found out how to help myself." Pirotta joined Cancer Action's Hodgkin's Survivors Network. Best of all, Elizabeth says, she found out about its Rotary Sunshine Camp for adults coping with cancer.

"Cancer Action gave me a vacation from my disease," she says. "I met a lot of great people with cancer and they were all so alive. They helped me see I could start living life again." Pirotta said the break saw her through her last few months of chemotherapy. She finished her master's degree last May.

RIT's United Way Steering Committee enlisted students to create the United Way posters. Christie Huelskamp and Khari Balogun, both third-year applied art and



computer graphics students in the National Technical Institute for the Deaf, designed the layout and prepared camera-ready mechanicals. They collaborated with Mark Anderson and Eileen Henry, both fourth-year advertising photography students in the School of Photographic Arts and Sciences, who shot the photos.

Top photo: Janet Nystrom and her daughter Lori.
Bottom photo: Elizabeth Pirotta.

RIT in the News

RIT maintains a high profile in the media, gaining valuable visibility in major national, trade, local and regional media. Following is a sampling of recent placements:

- Associated Press—Lists most promising careers in technology as rated by RIT
- Associated Press—Medical career article mentions RIT's physician assistant program
- Associated Press (papers include *St. Louis Post-Dispatch* and *Los Angeles Times*)—RIT is part of a story on what colleges are doing digitally
- Associated Press—Reports on RIT's PREP program (tuition discount for laid-off workers)
- *The New York Times* and *Forbes*—Andrew DuBrin, College of Business, quoted on office holiday party morale
- *The Washington Post News Service*—Jasper Shealy, College of Engineering, is part of a story on ski injuries
- *The Washington Post*—Thomas Hopkins, College of Liberal Arts, is included in story on regulations in government
- *Bloomberg Personal Sunday Magazine* (papers include *Dallas Morning News*, *Chicago Tribune*, *Denver Post*, *Boston Herald* and *New York Daily News*)—Kyle Mattson, College of Business, quoted on teaching fiscal responsibility to children
- *The Boston Globe*—Frank Romano, School of Printing Management and Sciences, is part of a story on the decline of weekly papers
- *The San Francisco Examiner-Chronicle*—A'isha Ajayi, Information Technology, is quoted in story on IBM and Apple corporate culture comparisons
- Carl Rowan syndicated column—RIT mentioned in list of scholarships awarded to black students
- *Management Review*—article by Eugene Fram, College of Business, on career contingency plans
- *Online Access*—Frank Romano, School of Printing Management and Sciences, quoted about on-line advertising
- *Mobile Office*—A'isha Ajayi, Information Technology, is part of a story on working at home
- *Popular Communications*—Student Mehmet Ergelen is the first-place winner in a national paper contest

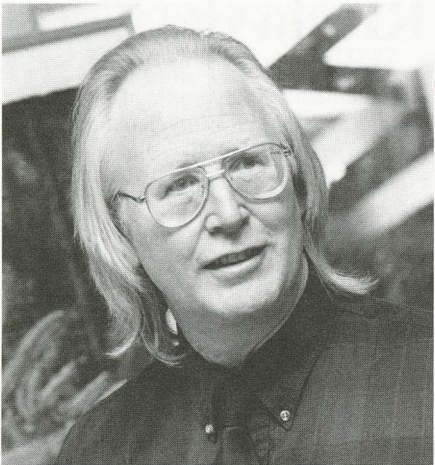
Continued on page 8



TECHNOLOGY CAN MAKE WACKY PICTURES . . . These photography teachers from high schools and community colleges around the U.S. came to a first-of-its-kind photolicensing workshop Jan. 26–29 at RIT. Inspired, taught and largely financed by the imaging and photographic technology faculty in the School of Photographic Arts and Sciences, the workshop drew 36 applicants for only 20 slots. Session topics covered in 40 hours of instruction and hands-on work included electronic imaging, high-speed

photography, holography and color theory. Visitors also toured campus and George Eastman House, and are shown here in front of the Gannett Building in this photo taken with a panoramic camera. "We wanted to let educators know how much we can offer here," said faculty, noting that each of the 20 teachers could reach 50 to 100 potential RIT students a year. Interestingly, the teachers heard about the session mostly via Internet.

Do You Know This Face?



As one who gathers and uses creative energy from all he experiences, Tom Lightfoot finds art and teaching equally important in his life. Lightfoot describes himself as "a child of the '60s" actively "being a person in the world," evident in his work with RIT committees and in the greater Rochester community.

"My life experiences feed my art, which feeds my teaching, which then inspires and feeds the art," explains Lightfoot, assistant professor in the Foundation Department in the School of Art and Design. He says he

found art "late," as a college sophomore on his way to a biology degree. "I finished that degree, though, and got a BFA in painting at the same time," he says, noting he discovered his penchant for teaching while in graduate school.

With his MFA in painting, the native New Englander taught junior high for eight years in Hartford, Conn., then earned a master's degree in art education and an Ed.D. in college-level teaching of studio art (from Columbia University) before entering university employ.

RIT brought him in nearly seven years ago to teach creativity classes to first-year and transfer art students, in which he uses methods like free association to "open up students to natural, childlike behaviors." Creativity can be very hard for students, many of whom feel insecure about cutting loose, he notes.

"For me, staying creative means facing my fears, overcoming inhibition, and doing something useful and helpful," says Lightfoot, who has assisted AIDS support groups and explores Native American beliefs and practices like Vision Quests and sweat lodges to release creative thought.

"Everything is absolutely connected," he says. "Creativity and art work come out of my life and inform my life."



STUDENTS TEACHING STUDENTS . . . Nadia Dunker (center), an allied health major and College of Science AAHANA student, demonstrates blood-pressure screening during a recent open house for high school students. The event, designed to create interest in college and career opportunities in science, brought approximately 100 students from Rochester City School District high schools to campus. African American, Hispanic American and Native American students in the College of Science organized and coordinated the activities.

NRS Kicks off '95 With New Initiatives

By Brad Rye

January saw a flurry of activities for the Nathaniel Rochester Society, a support organization that helps develop friends and ambassadors for RIT.

The NRS Executive Committee approved the organization's officers for 1995, including several new officers, committee chairs and Executive Committee members. Appointed for two-year terms at the Jan. 24 meeting were Barbara Lane, NRS chairperson; Mike and Jean Morley, NRS vice chairpersons; and Mary and Bob Gulick, Nominating Committee chairpersons. New Executive Committee members approved for three-year terms were Pete and Sally Merrill, Roger O'Brien, and John and Mary Parke.

Earlier in the month, the President's Circle met at Liberty Hill for a presentation by President Simone, "What Is Strategic About RIT's Strategic Plan?" The event was the first in a series designed by the President's Circle Committee, chaired by Alan and Nancy Cameros, to help members gain a deeper insight into issues facing RIT and higher education. The President's Circle offers NRS members an opportunity to provide support beyond the Society level and to become more closely engaged in the life of the university. The President's Circle has 117 members who annually contribute \$1,000 or more to NRS.

Also in January, NRS welcomed four new members, Ronald E. and Sharon Salluzzo of Pittsford and Gary B. and



(Left to right) Jean Morley, new NRS vice chairperson (along with her husband, Mike, not pictured); Barbara Lane, new NRS chairperson; and Bob and Mary Gulick, past NRS chairpersons and new Nominating Committee chairpersons.

Kathleen S. Smith of Rochester. Ronald Salluzzo is area partner-in-charge for higher education, research organizations and other not-for-profits at KPMG Peat Marwick. Gary Smith is director of RIT Purchasing, and his wife, Kathleen, is senior editor in NTID Marketing and Communications.

The group concluded the busy month with the NRS/Alumni Family Hockey Night Jan. 27. More than 180 people

attended the event, which included a reception at the Hale-Andrews Student Life Center, a tour of the facilities, and an RIT vs. Hobart hockey game. Speaking at the pre-game reception were President Simone; Barbara Lane, NRS chair; and John Sturge, president of the RIT Alumni Network board of directors.

For more information about the Nathaniel Rochester Society, call Marisa Psaila, NRS coordinator, at -4932.

Policy Council

A proposal for a master's degree in information technology was approved by Policy Council, but two other program proposals were tabled in action by the Policy Council on Feb. 8.

A special meeting was called for Feb. 15, at which a master of science degree in manufacturing management and leadership was approved, along with a curriculum revision in the College of Business's MBA program.

In other action on Feb. 8, there was extensive discussion concerning the Code of Conduct for Computer Use. That topic was tabled until March's meeting in order to modify and clarify several points in the document.

President Simone announced that Bill Stratton will leave his post as director of the School of Computer Science and Information Technology in the College of Applied Science and Technology to become chairperson of an Ad Hoc Study Group on Institutional Information. The group is charged to determine the information, data and systems required by RIT in the future. He is expected to return to full-time teaching when the 16-month assignment is completed.

Simone also pointed out that a paper will be distributed to begin discussions to clarify the status of educational development faculty.

The report from the Calendar Committee is expected shortly.

Mark Calendars For Faculty Series

Continuing in the Faculty Colloquium Series 1994-95 are the following upcoming presentations:

- "The Ethics of Non-Violence," by James L. Campbell, professor, Department of Philosophy, College of Liberal Arts, March 21
- "Trends in Printing and Publishing," by C. Harold Gaffin, director, School of Printing Management and Sciences, April 11

Both presentations will be held from 3 to 4:30 p.m. in the Carlson Center auditorium, room 1125, with a reception following.

NTID Selects Distinguished Alum as Lecturer

The National Technical Institute for the Deaf has selected Raymond Conrad, a 1981 RIT alumnus, as the 1994-95 Edmund Lyon Memorial Lecturer.

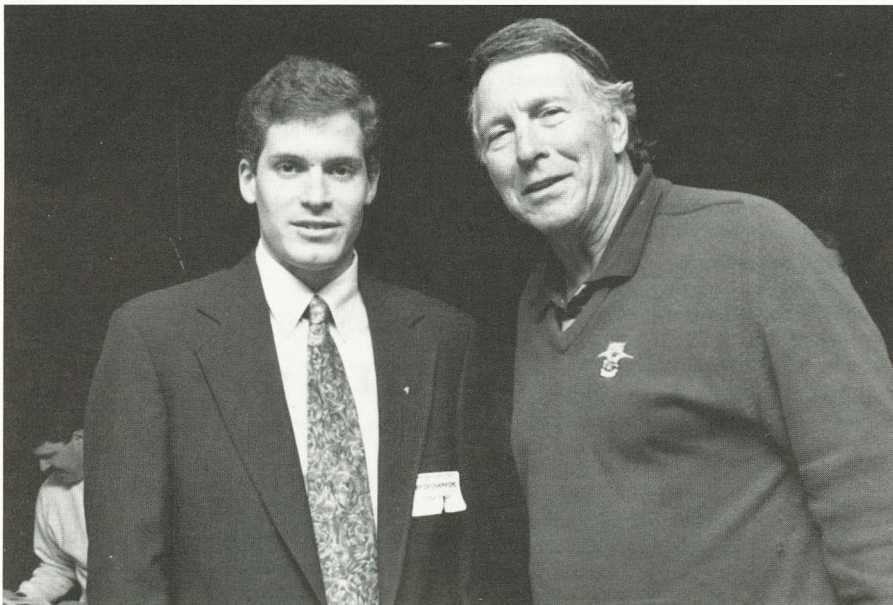
Conrad, an office technology consultant for the Hewlett-Packard Company in Rockville, Md., will make a presentation to NTID students, faculty and staff members at noon, Tues., March 28, in Clark Meeting Room. Conrad also will meet with students in NTID's business occupations program and students at Rochester School for the Deaf during his visit.

Chairperson of Hewlett-Packard's deaf and hard-of-hearing employee network, Conrad is a strong advocate for a barrier-free work place environment. He has participated on several panels focusing on the work place environment and its implications for the future. In the spring of 1994 he was the keynote speaker at Hewlett-Packard's third Deaf, Hard of Hearing and Hearing Impaired Forum in Santa Clara, Calif.

In addition to earning a bachelor's degree in business administration from

RIT, Conrad obtained a master's degree in business administration from the University of Maryland in 1991.

The Edmund Lyon Memorial Lectureship was established in memory of Edmund Lyon, a trustee of RSD from 1911 to 1920 and a trustee of RIT's predecessor, Mechanics Institute, from 1905 to 1920. Each year, the lectureship brings to campus for several days deaf people who have distinguished themselves in careers in science, technology, business, industry, the arts or public service, and serve as role models to deaf students as well as professional staff members.



AWARD WINNER . . . Tony Fraij (left), RIT cross country and track All-American, is shown with baseball Hall of Famer Brooks Robinson at recent Rochester Press-Radio Club press conference. Fraij was named WHEC-TV 10 Local College Athlete of the Year. Presentation was made at the annual Press-Radio Club dinner, where Robinson was a featured speaker. (Photo by James Cheng)

Students to Photograph NASA Shuttle Launch

By Laurie Maynard

A technical photographer's dream will become reality for RIT students on March 2. About a dozen Imaging and Photographic Technology students will set up cameras at NASA's John F. Kennedy Space Center to photograph the next space shuttle launch.

"They'll have the same privileges as the news photographers," says Andrew Davidhazy, professor and chair of the imaging/technology program in the School of Photographic Arts and Sciences. About three miles from the launch—as close as humans can be—students will set up cameras to photograph the moment of shuttle launch.

"It's not the sort of thing you can just point your camera at and shoot," he says. It takes special equipment and knowledge of imaging technology. Four RIT imaging/technology alumni work at NASA now, notes Davidhazy, who had a NASA photographer speak to his class on Feb. 18.

On another note, NASA has taken advantage of the newest technology to

make its millions of photographs available to Internet users. "They have 500,000 pictures available at NASA Johnson Space Center [in Houston] alone," says Davidhazy.

Realizing the future of images on the World Wide Web, Davidhazy and fellow professor Rus Kraus have begun to design a home page (an on-line descriptive "cover outline") for their department. This adds to PhotoForum, an on-line service Davidhazy designed last year to answer technical photography questions and connect photographers everywhere.

"We're the biggest list server 'living' at RIT; we have 700 members, including people in Hungary, South Africa, Singapore and Japan," he says. PhotoForum lists imaging classes and seminars around the world, as well as data on a number of photo groups.

The imaging/technology students will also soon begin an unusual homework assignment: to each design an interactive home page with a portfolio of photographic work and résumé data.

Liberty Hill Breakfast Series

Upcoming topics in the Liberty Hill Breakfast Series 1995 are:

- "Bloody Wednesday: Human Rights Violations at the University of Swaziland," by Michael Prosser, Kern Professor, Department of Communication, College of Liberal Arts, March 9
- "Is the News Reported or Interpreted?," by Andy Wolfe, president, editor and publisher of Wolfe Publications, Inc., March 14
- "The Impact of GATT on Rochester," by Thomas Mooney, president of the Greater Rochester Chamber of Commerce, and Charles Goodwin, vice president of International Trade and Transportation, March 23
- "Ethics and Engineering Education," by Fred Wilson, professor, Department of Science, Technology and Society, College of Liberal Arts, March 30
- "The Renaissance of the Wine Industry," by Willie Frank, chairman of the board of Dr. Frank's Vinifera Wine Cellars and president of Chateau Frank Champagne Cellars, April 6

Presentations are by invitation only. To attend, call Barbara Stalker or Barry Culhane at -7200. The Liberty Hill Breakfast Series receives support from the Army and Air Force ROTC, Campus Safety, Catering and the staff of the President's Office.

Deaf Actors Sought For HIV/AIDS Video

Deaf actors are needed for an HIV/AIDS prevention video. NTID's Department of Human Development seeks five deaf males and five deaf females to portray high school and college-age students for a videotape that will focus on prevention of HIV and AIDS. Auditions will take place from 6:30 to 9 p.m., Mon., March 13, and Wed., March 15, in Studio B on the second floor of the Johnson Building. No prepared monologues are necessary.

The educational video, "Zeroing In on HIV/AIDS: A Prevention Video for Deaf Students," will be produced by NTID in association with Finger Lakes Health Systems Agency, The AIDS Institute and the State of New York. Rehearsals begin March 20 and filming continues through early April. For more information, call Sherlea Dony at -6200 (V/TTY) from 8:30 a.m. to 4:30 p.m. weekdays.

Dodge Grants Support Research

A grant of up to \$1,000 is offered annually to RIT faculty members for financial assistance in supporting research and development efforts conducted during the academic year.

Projects must have as their purpose improving the effectiveness of faculty engaged in educating deaf and hard-of-hearing students at RIT. Grant recipients must be faculty who have been employed by RIT for a period of at least three academic years prior to being considered for a grant.

Potential grant recipients are expected to file appropriate documentation to establish the potential impact of the work upon deaf students at RIT. Applications for the Dodge Memorial Fund Faculty Grant must be submitted by March 15.

For further information and grant application forms, contact Mort Nace, NTID Office of Faculty and Staff Development, 2256 Johnson Building, -6860, MON2149(VAX) or on All-in-1.

Phone Book Changes

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

Beck, Nita Continuing Education Coordinator, Tech. Communication & PR Communication City Center	-4936
Dettman, Donna Continuing Education Coordinator, General Communication City Center	-4936
Kern, James Physics JRKSPS 1332 Annex	-5135
Lampley, Valerie Manufacturing Eng. Tech. VOLMET 2167 Gleason	-2270 V/TTY

PROMOTIONS/TRANSFERS

Promotions: **Sharon DiFelice**, secretary III, National Technical Institute for the Deaf; **Keely Murphy**, senior counselor, Financial Aid; **Steven Saunders**, chief engineer, Physical Plant

RIT On-Line Popular Destination on Info Highway

By Bill McKee

Pick up any magazine these days and you're bound to find an article on the Internet or World Wide Web. That type of coverage is a reflection of the astounding jump in access and interest in traversing the "information superhighway."

Interest can also be measured through the number of times RIT On-Line has been accessed by computer users. According to figures provided by Information Systems and Computing, 3,060 different machines have looked at RIT Web pages; 2,502 have been outside of RIT's domain.

International access has come from the following: Australia—17 different sites; Canada—51; Germany—43; France—18; Japan—26; Netherlands—26; Sweden—34; United Kingdom—63 different sites.

RIT has yet to actively publicize its new material on the Web, yet already 43 information cards have been submitted; five undergraduate applications have been submitted and 178 different sites have retrieved a total of 1,194 Prospectus documents.

Many departments on campus have moved ahead with creating their own home pages available through the World Wide Web, among them Computer Science, Computer Science House, Imaging

Science, and Computer Engineering; NTID High Technology Center for Electronic Publishing and Imaging; School of Photographic Arts and Sciences; School of Printing and Photo House.

However, according to Tom Policanno, chairman of the RIT On-Line Oversight Committee, the committee is in the process of developing a structure that will provide near- and long-term ability to provide access to all RIT departments and organizations. As soon as the structure is determined, the committee plans to work with interested departments in linking them to RIT On-Line.

As part of the development process, the on-line committee has established the following criteria for RIT On-Line Participation:

- According to the Vision Statement of the RIT Strategic Plan: Learning and Careers 2004, "Rochester Institute of Technology will lead higher education in preparing students for successful career development over their lifetimes. The successful implementation of this vision will guarantee the vitality of our university and the continued student-centeredness of our programs."
- RIT On-Line is the key near-term technology platform that will make this

vision a reality. It will evolve into an extensible, home-based, interactive communications platform that will make possible our virtual university.

- RIT is investing significant resources to allow all areas of the Institute to participate in electronic communication available through the Internet. It is important that all material that RIT staff prepare for RIT On-Line is of a professional and high-quality nature, as it reflects RIT to the world.

These guidelines will continually be updated as is the nature of on-line communications.

- 1) All RIT On-Line projects must enhance the RIT mission and adhere to all RIT policies and procedures.
 - This includes RIT's Computing Code of Conduct
 - Precedence elsewhere on the Internet does not constitute approval for RIT On-Line use.
- 2) All officially sanctioned RIT departments and student or faculty organizations are eligible to develop RIT On-Line home pages.
- 3) All RIT Information Providers (IPs) must receive project approval for connection.

Continued on page 8

DEATHS

Alice H. Stratton, a longtime supporter of various RIT organizations, died Feb. 2. The widow of Burton E. Stratton, named dean emeritus of the Evening College in 1962 following a 28-year career at RIT, and mother of John A. Stratton, acting director of the School of Engineering Technology, Mrs. Stratton was 92.

She was actively involved with the RIT Alumni Association, serving as one of its first volunteers and helping to produce one of the organization's earliest publications. She also participated in the Women's Club and was instrumental in acquiring the first tea service for RIT.

Memorials can be made to the American Cancer Society or the Camp Fowler Ministries of the Brighton Reformed Church.

NEWSMAKERS

- **George Cook**, adjunct professor of marketing and marketing program coordinator, College of Continuing Education, spoke at the National Association of Realtors Conference in Anaheim, Calif., on “Putting the Customer First.” The conference was attended by 14,000 realtors. Cook was also recently appointed to the SUNY-Geneseo John Wiley Jones School of Business–Business Advisory Council.
- **Andrew Davidhazy**, Chairman of the Imaging and Photographic Technology, School of Photographic Arts and Sciences, College of Imaging Arts and Sciences, gave two presentations at the Association of Texas Photography Instructors annual convention in Houston, Texas, in November. He presented his lectures, “Flashes, Splashes and Pops” and “Scanning and Panning with Slit Cameras,” to an audience of high school photography teachers, counselors and students. He also published the article “Scanning with a Polaroid Camera” in the official journal of the association.
- **Andrew DuBrin**, professor of management, College of Business, gave a talk on “Coping with Work Place Adversity” to the Rochester chapter of Women’s Financial International in October. He also published the book *Leadership: Research Findings, Skills and Practice*.
- International students studying business communications at the **English Language Institute** organized a raffle to collect money for C.U.R.E. Childhood Cancer Association in Rochester. “It is exciting to see how well a team of students have pulled together to work for a good cause,” said Donna Pritchard, executive administrator of C.U.R.E., at the presentation of the donation.
- **Paul Ferber**, chair of social science, College of Liberal Arts, joined 35 professors from across the country for C-SPAN’s Winter 1995 Seminar for Professors in Washington, D.C., in January. The professors represented disciplines as diverse as political science, journalism, speech, communications and public policy. The seminar focused on creative ways to use C-SPAN’s public affairs programming in the college classroom and in research. Ferber was selected through a competitive application process.
- **Eugene Fram**, J. Warren McClure Research Professor of Marketing, College of Business, spoke to the Henrietta Area Council in October on “Tightening Marketing Channels: A Global Perspective of American Consumers and Their Jobs.” Fram also published an article in *Management Review*, a publication of the American Management Association, on “Today’s Mercurial Career Path.”
- **Cindee Gray**, community relations coordinator, Government and Community Affairs, and **Bonnie Travaglini**, senior communications coordinator, Communications, have been appointed vice chairs of the Commencement Planning Committee.
- **John Helmuth**, associate professor, College of Business, received the Outstanding Paper

- Award for his “Total Quality Management and Firm Performance: A Market Evaluation” at the annual conference of the American Society for Competitiveness in October in Boston. The paper also was published in *Global Competitiveness*. Helmuth also presented “Quality Management Strategies and Market Results,” written with **Ashok Robin**, assistant professor, College of Business, and John Zdanowicz and Don Chambers, formerly of the college. Helmuth published “The Adjustment of Stock Prices to Wall Street Journal Corrections” in the *Review of Financial Economics* with coauthors Robin and Zdanowicz. Helmuth also published the study guide *Modern Corporate Finance* with Harper Collins publishers.
- **Mark Hopkins**, assistant professor, electrical engineering, College of Engineering, was granted United States Patent Number 5,355,197 in October. The patent, “Method and Apparatus for Predicting the Cycle-Down Behavior of a Photoreceptor,” details a new on-line algorithm for predicting charge retention by photoreceptors used in xerographic copiers and printers. The patent resulted from work Hopkins performed at Xerox Corp.’s Webster Research Center.
 - **Thomas D. Hopkins**, Arthur J. Gosnell Professor of Economics, College of Liberal Arts, testified on tax compliance burdens at a hearing of the U.S. House of Representatives Ways and Means Committee in December at the invitation of its Oversight Subcommittee.
 - **Kenneth Hsu**, associate professor, and **George Brown**, professor, both of Computer Engineering, College of Engineering, presented the ASIC and VLSI Design Workshop, receiving top rating—tying with another program—at the Seventh Annual International IEEE Application Specific Integrated Circuits Conference held at RIT and the Rochester Riverside Convention Center in September. Hsu also organized the DSP Synthesis to Silicon Workshop and was the founding Technical Program chairman of the conference. Both Hsu and Brown have served on the ASIC Conference Technical Program Committee since its inception.

On-Line . . .

Continued from page 7

- tion to RIT On-Line from the On-Line Oversight Committee and adhere to the IP Guidelines.
- a) The college, department or division must approve all material.
 - b) For student groups, the group’s adviser or coach must approve the material.
 - c) As part of the responsibility of presenting RIT to the entire Internet community, IPs must maintain a consistent quality. Instructions for developing on-line content and an HTML style guide will be available to help you develop your RIT home page.
 - d) Use of RIT’s logos or logotype must meet Institute graphic design standards as approved by RIT Communications.
 - e) In developing your home page, central RIT information will be provided and your home page can point to it.
 - f) It is the IP’s responsibility to periodically review material to maintain content accuracy and timeliness.
 - g) The IP must supply OOC with background detail such as contact person(s) and telephone numbers, e-mail address, and technical resource information.
 - g) A completed on-line request form must be on file with the On-Line Oversight Committee.
- A complete guide to the Web and On-Line services was recently published in the *ISC Newsletter*. Copies are available by contacting ISC.

- **Balwant Karlekar**, chair of Mechanical Engineering, College of Engineering, has been named a fellow of the American Society of Mechanical Engineers. The fellow grade is conferred upon a member with at least 10 years’ active engineering practice who has made significant contributions to the field.
- **Bill Keyser**, professor, School for American Crafts, College of Imaging Arts and Sciences, sculpted the award that was given to the top three winners in the Rochester Top 100 by the Chamber of Commerce in October.
- **Bill Mack**, assistant director, Financial Aid, volunteered as a member of the panel of experts for the Council of Advancement and Support of Education/*USA Today* College Admissions and Financial Aid Hotline in October. The hotline was available nationwide. The panel answered questions called in by students and their families and was accompanied by a series of articles in *USA Today* on admissions and financial aid.
- **Albert Paley**, artist in residence and Charlotte Fredericks Mowris Chair in Contemporary Craft, School for American Crafts, College of Imaging Arts and Sciences, addressed the international iron symposium “From Foundry and Forge” at the Victoria and Albert Museum in London, England, and lectured at the University of Brighton in October. Also that month, Paley delivered the keynote lecture at the New York State Art Teachers Association annual conference held in Rochester. In November, Paley addressed a symposium at the Spencer Museum of Art in Lawrence, Kan., on “Craft in Transition”; served as a panelist at a public art symposium in Philadelphia; and lectured at the Harbourfront Centre for Crafts in Toronto.
- **Patricia Pitkin**, director of Wallace Library, was a panelist at the the New York Library Association annual conference in Syracuse in October. The program focused on financial constraints affecting library collections and services and creative ways to meet faculty and students’ instructional and research needs. She described successful strategies used at Wallace Library.
- **Judd Prozeller** and **Kitren VanStrander**, senior program directors, Training and Professional Development, College of Continuing Education, have again been appointed to the New York State Excelsior Board of Examiners. This is VanStrander’s

third and Prozeller’s fourth appointment to the board, a select group of professionals who review applications from organizations in the private, public and education sectors vying for the Governor’s 1995 Excelsior Award. The award recognizes organizations that have demonstrated a commitment to quality products, services and work force.

RIT in the News . . .

Continued from page 5

- **Gannett Rochester**—PREP program; positive editorial on PREP program; feature on Doug Rea, School of Photographic Arts and Sciences, and *1994 CD esprit* magazine; story with photo on the one millionth visitor to the Student Life Center; photo of Formula SAE team; “Big Shot” photo; profile of basketball’s Craig Jones
- Tribune Media Services—John Helmuth, College of Business, quoted on one-paycheck families
- The Discovery Channel—Bob Johnston, Center for Imaging Science, and his Dead Sea Scrolls project featured
- Reuters—Andrew DuBrin, College of Business, is part of a story on how to tell the boss you’re looking for another job
- **American Careers**—Frank Romano, School of Printing Management and Sciences; Steve Kurtz, School of Computer Science and Information Technology; and Jim Ver Hague, School of Art and Design, featured in a story on multimedia careers
- **Editor & Publisher**—A major story on RIT and the effect of Gannett phasing out of its production coordinators program; includes comments, and photo, of Robert Hacker, School of Printing Management and Sciences
- **Editor & Publisher**—Story on RIT/Freedom Forum program expanding in central Europe

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CALENDAR

- Feb. 25**—Spring Break in Panama City, Fla.; package includes round-trip transportation and seven nights’ hotel accommodations; call CAB, -2509
- Feb. 26**—films: Sunday Screening Series Sci-Fi Marathon, presented by Film/Video Department; *Trip to the Moon*, 2 p.m.; *Rocket-ship*, 2:15 p.m.; *Plan 9 From Outer Space*, 3:20 p.m.; and *Fantastic Planet*, 4:40 p.m.; all in Carlson auditorium
- March 2**—videoconference: “Models of Off-Campus Programs”; distance learning practitioners discuss external degrees, contract training and programs for present and potential providers; 2 p.m., 3635 Johnson and second location TBA; captioned. Space limited; register at -6746 (V/TTY)
- March 6–24**—exhibit: recent work of Deaf Artists of America; 8:30 a.m.–4:30 p.m. weekdays, Switzer; call -6855 (V/TTY)
- March 8**—meeting: Policy Council; 3–5 p.m., 1320 Hale-Andrews
- March 9**—meeting: Staff Council; 2–4 p.m., 1829 Room, Union
- March 9**—videoconference: “Applying Principles of the Learning Organization: Program #2—Conversation: Mental Models, Team Learning and Systems Thinking,” hosted by Peter Senge and Rick Ross; sponsored by PBS ALSS, AED Foundation and NTID Center-based Professional Development; 2–4:30 p.m., 3635 Johnson; interpreted. Space limited; to register, call -5326 (V), -2053 (TTY)



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