



RIT and Monroe Community College officials signed a 2 Plus 2 agreement July 23. Signing the agreement were: Dr. Thomas Plough, RIT provost and vice president for Academic Affairs (seated left); R. Thomas Flynn, MCC's vice president for Student Affairs; and standing left to right, Dr. Frank Milligan, MCC vice president of Academic Affairs; Richard Fuller, director of RIT Admissions; James G. Miller, associate vice president for RIT Enrollment Management and Placement; and Dr. G. Jeremiah Ryan, MCC vice president for Institutional Advancement.

## '2 Plus 2' Agreement Enhances RIT, MCC Transfer Program

Guaranteeing Monroe Community College students admission to RIT is an integral part of a new "2 Plus 2" cooperative degree program between the institutions, signed July 23.

"MCC and RIT have had a good relationship for a long time, and we look forward to its continuation, with the primary beneficiaries being the students we serve," said Dr. Thomas Plough, provost and vice president for Academic Affairs.

The agreement formalizes an existing student transfer relationship between MCC and RIT, said Richard Fuller, director of RIT Admissions. RIT is one of the leading institutions to which MCC students transfer, with more than 150 full- and part-time students choosing the Institute's academic programs each year.

Within the scope of the 2 Plus 2 program, the student who is admitted to MCC is simultaneously accepted to RIT, said Richard Degus, MCC's director of

transfer and placement. The student pays only one application fee, has one set of academic records and may seek advice from the staff at either college.

If students take a prescribed program of study leading to an associate degree at MCC, they are guaranteed admission to complete their bachelor's degree in a parallel program at RIT's College of Applied Science and Technology, College of Business or College of Liberal Arts.

Nearly 30 degree programs, such as computer science, accounting and criminal justice, are included in the agreement. Ongoing transfer opportunities also are available to MCC students with other academic programs at RIT.

MCC has signed 2 Plus 2 agreements with six other colleges: Nazareth College of Rochester; the State University of New York at Brockport, Fredonia, Geneseo, and Oswego; and the University of Rochester.

## Psychology Master's Degree Offered in Liberal Arts

To fill the need for psychologists in educational settings nationally and regionally, RIT will begin offering a master's degree program in school psychology this fall.

Educational professionals in Monroe County have voiced concern about the shortage of school psychologists in the area, said Barbara Hodik, assistant dean for degree programs in the College of Liberal Arts.

Demand for such professionals has increased because of recent state and federal laws mandating services to handicapped students. School psychologists work with hearing and speech disorders, physical and mental handicaps, learning disabilities and emotional problems. They help children with special needs overcome their learning disabilities and adjust to school.

RIT's school psychology program will fill the gap for preparing such professionals in the greater Rochester area, Hodik said, since the nearest colleges with similar programs are in Buffalo, Syracuse and Oswego.

Dr. Margery Reading-Brown has been appointed director of the new program. Before joining RIT's faculty in 1985, she served as a faculty member, head of the psychology department and psychologist at the counseling center of Siena College, Loudonville, N.Y.

Students who earn a master's in school psychology receive a provisional certificate, making them eligible to begin work immediately. School psychologists also are employed in hospitals and mental health, industrial and community settings.

## News & Events Returns To Regular Schedule

News & Events will resume its regular biweekly publication schedule beginning with the September 11 issue. Items for inclusion in that issue should be sent to RIT Communications by September 2.

## Four Leading Executives Named RIT Trustees

Four prominent business executives have been named to RIT's Board of Trustees at the board's quarterly meeting on July 11.

They are: Paul L. Smith, senior vice president and director of Finance and Administration at Eastman Kodak Company; Thomas C. McDermott, executive vice president and president, U.S. Operations, Bausch & Lomb Inc.; John M. Lacagnina, president and chief executive officer of Aplan Holding Company, a subsidiary of Rochester Community Savings Bank; and Michael J. Attardo, director of development at IBM in Purchase, N.Y.

Smith began his Kodak career in 1958 in the finished goods accounting section of the Kodak Park Division's Distribution Center, working in the area of finance and administration. He was named a director of Kodak and elected a senior vice president in 1983.

Smith is a director of Rochester General Hospital, the George Eastman House, and the Rochester Division of Chase Lincoln First Bank. He serves on the finance committee of the Rochester Area Hospitals Corporation, and is a member of the Nathaniel Rochester Society, RIT's prestigious fund-raising organization.

McDermott became a senior vice president of Bausch & Lomb in 1981. In 1983 he was named senior vice president and president of the Company's Instruments Group. In January 1985 he was named senior vice president and group vice president, Consumer and Scientific Products. He became executive vice president and president of U.S. Operations in August 1985. He serves on the Board of Directors of Highland Hospital, and PRISM, a Program for Rochester to Interest Students in Science and Math, a joint project of the City of Rochester and the Industrial Management Council.

Lacagnina is a 1969 graduate of RIT's College of Engineering and is the current president of RIT's National Alumni Council. He is a former partner of Quality Measurement Systems, Inc., and served as president of Exele Information Systems, Inc., and chairman of Aplan Corporation. Lacagnina has served on RIT's National Alumni Council since 1983, and is a member of the Nathaniel Rochester Society.

Attardo joined IBM in 1967 and has held several development and manufacturing engineering positions in semiconductor packaging technology. As director of Development since 1984, he is responsible for corporate perspectives on all activities in the development laboratories worldwide. Previously at IBM, he has been division vice president of manufacturing and development staffs at the General Technology Division in Harrison, N.Y.; secretary to the Corporate Management Committee in Armonk, N.Y.; and general manager of IBM's Manassas Technology facility in Virginia.

## State of the Institute

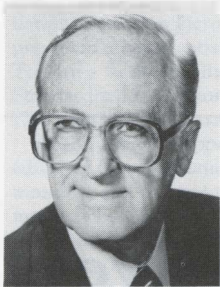
President Rose will present his annual State of the Institute address on Tuesday, September 2. He will address faculty at 8:30 a.m. and general staff at 3 p.m. Both sessions will be held in Ingle Auditorium, College-Alumni Union.



PAVING THE WAY...A work crew from DiFiore Construction Co. applies coating to RIT track. The quarter-mile track recently underwent a face lift and will be ready for general RIT use in mid-August.



# Acclaimed Management Consultant Joins RIT



Oliver L. Niehouse

Nationally known management consultant Oliver L. Niehouse has been named head of Management Development Programs at RIT's College of Business.

"We are pleased to have someone with the depth and breadth of experience of 'Ollie' Niehouse," said Walter F. McCanna, dean of the college. "Management Development Programs are of vital interest to Rochester area corporations and their managers. It is important that the person who sets the direction for these programs be experienced in management consulting. He must also understand the new type of demands placed on managers and operations by the current, highly competitive business climate.

"Finally, the demands of Rochester-area businesses for management training have in turn placed heavy demands on RIT's College of Business. Enrollment in our Management Development Programs has more than tripled over the past five years. The college requires a strong manager to oversee the anticipated growth of this component of our operation. Ollie Niehouse brings all of these skills to the job."

Management Development Programs, conducted by RIT faculty and by consultants from across the country, are designed to hone the skills of new managers and update the skills of experienced executives. The college conducts both ongoing sessions and sessions specifically designed for individual operations. Ongoing programs, such as the popular Executive Development Program, are offered one day a week for 10 or 20 weeks; other programs, designed to meet the needs of specific companies, may be offered on site and may be as short as one or two days.

Niehouse, along with Niehouse and Associates, Inc., Forest Hills, N.Y., has trained over 25,000 managers during his career as first-line foreman to chief executive officers. He has worked as consultant and trainer for companies including General Motors Corp., the Dupont Company, and W.R. Grace Company. He has spent 30 years in industry in product research and development, marketing, in general management and international divisions and he has headed companies in the United States and abroad. "I'm excited about the opportunity to guide the

Management Development Programs at RIT's College of Business during this time of expansion," Niehouse said.

"International competition has forced many companies to streamline their operations, while seeking maximum productivity. Many have had to reduce their in-house training programs at a time when they need the most highly trained managers they can muster.

"This situation has created an excellent opportunity for RIT to replace and improve on those former in-house programs."

Niehouse holds a BS Degree from Sir George Williams University (Montreal), an MBA from the University of Chicago and an MS from California American University.

Niehouse is listed in *Who's Who in the East*, 1986, and is a member of the editorial board of *Management Decisions*, a publication of the American Management Association.

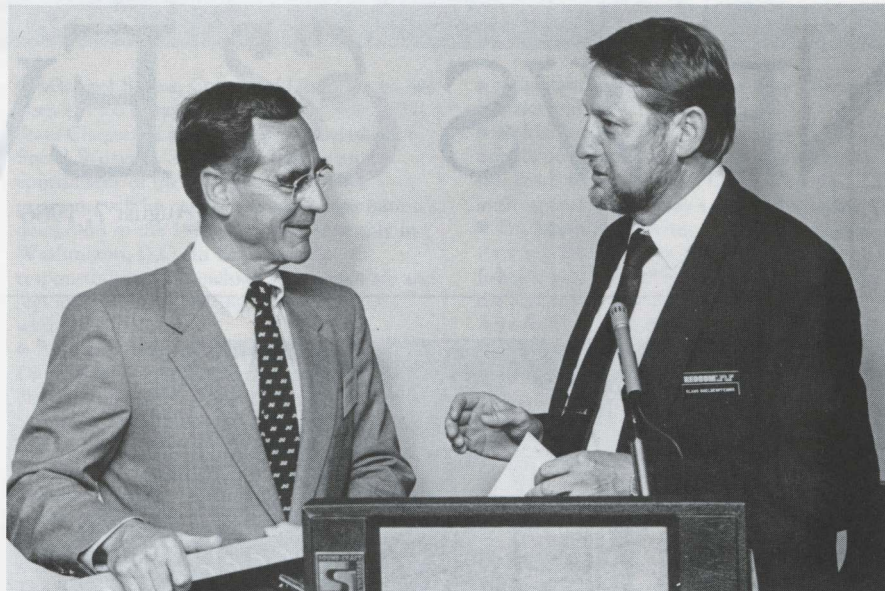
His writings appear regularly in such publications as *Management Review*, *Business Horizons*, *Personnel* and *Industry Week*.

## New Major Highlighted At Polymer Symposium

More than 100 professionals attended a Polymer Symposium recently on campus held by the Department of Chemistry. The symposium highlighted the academic/industrial interface in polymers and publicized the department's new BS degree program in polymer chemistry starting in the fall of 1986.

Among the speakers were Professor Charles Overberger, vice president for research at the University of Michigan and director of their Macromolecular Institute; professors Herbert Morawetz and T.H. Kwei of the Polytechnic Institute of New York; Dr. James Economy of IBM, San Jose, Ca.; and Dr. L.H. Lee of Xerox in Webster.

The symposium was cosponsored by the College of Science, RIT's Center for Materials Science and Engineering, and the Rochester Section of the American Chemical Society. The program was chaired by Dr. Terence Morrill, professor of chemistry in the College of Science.



ROSE AND GUELDPFENNIG AT REDCOM UNVEILING...President Rose and Klaus Gueldenpfennig, an alumnus and president of Redcom Laboratories, Inc., at the recent dedication of Redcom's new \$7 million facility in Fishers, N.Y. Redcom is a design, consulting and manufacturing company that specializes in telecommunications and information-handling systems. The new facility will include the company's corporate section, as well as its manufacturing area. Rose gave the dedication speech on entrepreneurship and the growth of Redcom.

## Chance, Not Luck, Will Play Role in National Pageant

Celeste Chance won't rely on luck and looks alone when she competes in the Miss Black America pageant in Philadelphia set for early September.

Chance, a third-year student at RIT, believes planning, hard work and enthusiasm are important factors in the success of a pageant hopeful.

The 20 year old was a finalist in the 1982 Miss Black Teenage Pageant in Pittsburgh, Penn., and a contestant in the 1985 Miss Erie County East Scholarship pageant in New York State.

One lure of pageant competition is the scholarship money, which Chance will use toward her college tuition. Competing in pageants also is an extension of her modeling experience, which began when she was 14 years old.

Chance, a biomedical computing major in the College of Science, feels pageant competition has helped her learn more about herself and others.

"I think I've learned a lot more about people, and how to interact with them. I'm competing with all those lovely girls, and I wonder 'when are they going to make a mistake?'...You have to be perfect."



Celeste Chance

Chance, who is a contestant-at-large in the Miss Black America contest, will perform a gymnastics and modern dance routine to a song from the soundtrack "Purple Rain" in the talent competition. Contestants also are judged on poise and appearance, a swimsuit competition, and their impromptu response to a judge's question.

Before transferring to RIT, Chance attended West Virginia University for a year, majoring in medical technology. She is a member of the Alpha Kappa Alpha Sorority, the National Society of Black Engineers and will be a resident advisor this year.

## Science Hosts DNA Workshop

Retrieving cloned genes, sequencing of DNA, and bacterial and viral cloning strategies were some of the topics covered during a week-long workshop on campus on recombinant DNA techniques attended by individuals from California to Canada. Participants received in-depth laboratory exercises plus short lectures.

Individuals attending the workshop were from Eastman Kodak Company; Pathology Institute, Berkeley, Calif.; Molecular Genetics Resources, Inc., Tampa, Fla.; Lawrence Livermore National Laboratory, Livermore, Calif.; Ortho Pharmaceuticals of Canada, Ltd.; Serological Services, Ltd., Canada; and Novo Labs, Inc., Wilton, Conn.

Dr. Robert Rothman, assistant professor in the Department of Biology, was the workshop instructor; he was assisted by Karen Rozanski, a biotechnology student. The workshop was sponsored by the biotechnology program in the College of Science.



EXCELLENCE AWARD...Dr. John D. Hromi (left), director of the Center for Quality and Applied Statistics, received the Institute of Industrial Engineer's Award for Excellence in Quality and Reliability. Dr. Donald Baker, dean of the College of Continuing Education, presented the certificate. The division recognizes one of its members each year for the award, based on his contribution in quality control and reliability engineering service.

## RIT's Rivington Signs Pro-Hockey Contract

Dale Rivington, defenseman on last year's RIT hockey team, has signed a three-year professional contract with the Calgary Flames of the National Hockey League. The Tigers placed third in the NCAA championships this spring, where Rivington was named to the All-Tournament Team.

As a provision of his contract, Calgary will finance the balance of his education at RIT. A food management major, Rivington plans to return to RIT during the off-season next summer.

Rivington will report to pre-season camp in Calgary Sept. 18. This year the Flames advanced to the Stanley Cup finals, losing to the Montreal Canadiens.

## William Ridley, Former CCE Instructor, Dies

William Ridley Jr., a former math instructor who taught in the College of Continuing Education for more than 26 years, died June 21, of an apparent heart attack.

A former high school teacher, counselor and Rochester City School District administrator, Ridley began teaching evening algebra, trigonometry and other technical math classes at RIT in 1955. He retired in 1981.



# Investment Experience Pays Double Dividends for Business Students

Last year, RIT made a high-risk investment. The Institute gave \$10,000 to a group of undergraduates to invest. *The New York Times*, in a story on the RIT Finance Club, noted that such financial trust in undergraduates is rare. A year later the student-managed fund is strong, and its performance is crowding popular investment indexes. Meanwhile, the students are breaking new ground in financial education.

For the nine months, which ended May 31, the student portfolio showed gains of 23.58 percent. That's compared to 24.4 percent tallied by Standard & Poor's index and 39.5 percent tallied by the Dow Jones industrials.

It's important to note that the RIT performance includes a six-month start-up period when only half of the fund was invested. For that period, while the cash earned only 6.5 percent, the stock investments earned well in excess of 30 percent. That's compared to a six-month gain of 26.9 percent shown by the Dow Jones industrials index—a very respectable performance, says Jim Moore, a College of Business finance student and president of the club.

The student analysts have moved from a speculative posture in managing their portfolio to a conservative position marked by largely blue chip investments, says Moore, who is also the club's analyst for aerospace, defense and transportation sectors.

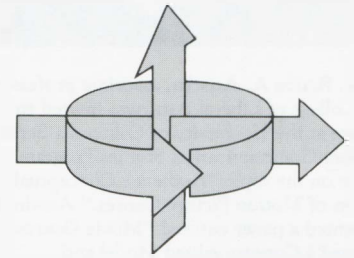
Whatever the financial strategy, turning over control of the fund is an important educational tool, says John Zdanowicz, chairman of the Department of Finance and Economics. "Sometimes I'm asked what happens if the students lose the money on bad investments," he says. "That would be just like a chemistry student pouring chemicals down the drain. Every area has its resources... Students need that real world experience."

The club requires hard work from its members. Student analysts, who are divided among three rival investment houses, prove themselves by managing a fictitious \$6 million fund before making recommendations on the real fund. And each analyst must research investments thoroughly and submit written proposals to the club's investment committee before a stock is purchased.

The club is now among the more popular on campus, and Monday-morning-quarterbacking of stock picks, publicized in the club's popular newsletter, has become a new sport. The club now counts about 40 active members, including many students outside the College of Business who are interested in learning the mechanics of investment, Moore says. To accommodate these students, meetings often include short talks by club members who describe basic market terms and transactions.

Club members are also actively building their own network of job contacts. That

network is increased every spring and fall when the students visit investment analysts and well-respected department heads at top Wall Street investment houses, including Solomon Brothers, Merrill Lynch and Prudential-Bache. During a May field trip Moore turned over a copy of his performance analysis of The Boeing Co. to Ruth Hennefeld, vice president and manager of the investment support group for Merrill Lynch. Hennefeld recently returned the courtesy with her own package of information on the company.



## Xerox Donates Computer

Xerox Corp. has donated a Xerox 6065 personal computer, valued at approximately \$6,000, and a check for \$3,000 to the Munsell Color Science Laboratory.

"We want to thank Xerox for this donation," said Dr. Roy Berns, director of the Munsell Lab. "It clearly shows industry's continuing support for our activities. We are trying to do the kind of research that is important to industry, and it is gratifying to have received this kind of support."

The money will be used to support research in color science being conducted by graduate student Ricardo Motta, a native of Brazil, who is examining how an appearance displayed on a computer display screen is transferred to paper and how the visual system works when looking at emitted colors. The Xerox computer will be used as a control computer for Motta's experiments.

Motta, a student in the Center for Imaging Science, is doing his thesis work on color science in the Munsell Lab.



CONFERENCE PLANNERS...Four from the Office of Cooperative Education and Placement participated in the planning of the recent Northeast Region Spring conference of College Placement Counselors of the Eastern College Personnel Officers organization. Suella Habberset, seated, was chairperson of the conference, June 16-18, at the University of Rochester. Other RIT participants were, from left, Ted Brainard, Charles Dispenza and Manny Contomanolis.

## Exchange Program Sends RIT Abroad

The first foreign student exchange program in the history of RIT will link the Institute with the External University of Colombia, allowing students from both schools to pursue part of their studies in another country.

The exchange agreement was authorized by Dr. Thomas R. Plough, provost and vice president of academic affairs, and signed in Bogota, Colombia by Dr. Paul Grebinger, RIT coordinator of international co-op and study abroad programs, and Fernando Hinestrosa, president of External University.

Plough said the exchange is a significant stage in the growing stature of RIT. "As we create increased international opportunities for students, we expand the academic scope of the Institute and add worldwide dimension to student life," he said.

Representing External University, Dr. Azriel Bibliowicz, chief advisor to Hinestrosa for communications, noted Colombian journalist and one of the country's leading television critics, recently visited RIT to finalize the agreement. He said he believes that RIT and External University will derive academic and cultural benefits from the exchange.

"We were attracted by the strength of RIT's professional and technical programs, especially in the areas of tourism, photography, graphic arts, printing and business, which relate to existing programs at External University," he explained. "But the exchange also will help tear down stereotypes such as the American image of Juan Valdez and rural Colombia and the Colombian perception of the aggressive American."

Grebinger said the exchange will begin with students from the School of Food, Hotel and Tourism Management. "It makes sense to begin with hospitality students who understand the business of tourism and who can gain immediate professional benefits from the cross-cultural exchange," he noted.

The next exchange will likely include students in photography, printing and other fields which are technical and professional complements to External University's communication program.

Located in Colombia's capital city of Bogota, External University is an independent university of about 7,000 full- and part-time students.

## Retail Students Get Big Apple View of Career Possibilities



Junior and senior retail management majors gathered at Calvin Klein offices in New York for a presentation.

Fashion isn't just the right cut on a jacket or trousers. It isn't the right shoes and contrasting bag. It's also contrasting lighting and art. It's the look that a sportsman wants in his living room, that a professional wants in her office or that an airline wants in its executive section.

"We're trying to get students to see that fashion today is integrated," says Terry Butwid, director of retail management for the College of Business. "People wouldn't think of buying a shower curtain that isn't coordinated with the bathroom. Everything today is an extension of your self image."

To demonstrate this fashionable trend, in May, Butwid shuffled retail management students through sumptuous showrooms and back offices of major New York designers. They toured the digs of the likes of Alexander Julian, designer of fashion and home fashion, Calvin Klein, and Brunschwing & Fils, a major supplier of decorative textiles.

"The textile industry is on a binge," says Butwid. "It's understood that people use clothing to make statements. Now, we see that home furnishings also make statements about a person's image. You're not likely to see a Laura Ashley customer pick high-tech furniture."

Butwid points to Laura Ashley as a designer who developed an apparel fashion look into a line of old fashioned looking home accessories—from delicate wall paper prints to soft, tiny boxes. "She saw clothing as a statement of a lifestyle, then extended that statement to home furnishings," says Butwid.

Retail management students who spent a week traveling from Soho to Broadway discovered a range of career options available in the textile industry. Career options include the marketing of products for a textile manufacturer, perhaps to airlines or medical groups. Other options include brokering products to designers.

## More Honors for RIT Woodworker Castle

A master woodworker's work is never done, and Wendell Castle, artist-in-residence in the School for American Craftsmen, is no exception.

Recently elected a trustee of the American Crafts Council, Castle joins a national board that governs the Contemporary Crafts Museum in New York City, as well as *American Crafts* magazine. Castle was also named a fellow of the council for his distinguished woodworking career and was awarded the fellows' medal in San Francisco on June 6. Approximately 12 craftsmen in the United States who have completed over 25 years of work in their fields have received this honor.

The Milliken Gallery in New York City presented a one-man show of Castle's work, featuring his tables, from June 14 through July 18, and another one-man show, featuring his cabinets, will open on September 19 at the Fendrick Gallery in Washington, D.C.

In addition, the Memorial Art Gallery is exhibiting "Time and Defiance of Gravity," a one-man show of Castle's work, including six tall case clocks and six new works, from July 12 through September 22. Castle, who was recently elected to the gallery's Board of Trustees, is also planning a major retrospective of his work within the next three years, to be cosponsored by the Memorial Art Gallery and the Detroit Institute of Art. The exhibit will travel to approximately seven major museums in the United States.



## NEWSMAKERS

● **Dr. Bruce A. Austin**, associate professor in the College of Liberal Arts, was invited to lecture at the University of California-Santa Barbara Communication Studies Program. He spoke on the topic "Audience Conceptualization of Motion Picture Genres." Austin also presented a paper entitled "Movie Genres: Toward a Conceptualized Model and Standardized Definitions" at the International Communication Association.

Austin has been appointed a contributing editor of *Communication Booknotes*, published monthly, and will prepare reviews of research methods books.

Austin's article, "Research on the Film Audience: An Annotated Bibliography, 1982-1985," was published in the Spring 1986 issue of the *Journal of Popular Film and Television*. It reports on research studies published since Austin's 1983 book, *The Film Audience* (Scarecrow Press).

● **Dr. Morton Isaacs**, professor of psychology in the College of Liberal Arts, has recently had a software social-psychological simulation program accepted for entry in the catalog of Albion Software, which distributes in England and the U.S. A second program on values and choices, also a simulation, has been favorably reviewed and is expected to be in the Fall 1986 catalog. Both programs are written in Basic.

● **Chris Pruszyński**, manager of ITV & Media Services at NTID, made a presentation on "Educational Access to Cable TV" at the annual conference of the New York Association for Continuing/Community Education in May.

● **Dr. John A. White**, College of Liberal Arts, has had an article appear in *Community College Humanist*, entitled, "Are Sciences and Technology Okay Now the Hippies Have Gone Away?"

● **Gordon Goodman**, assistant professor, applied computer studies in the School of Computer Science and Technology, has received a \$50,000 grant from the U.S. Department of Education for instructional applications of general purpose software. This is the third year Goodman has received funding for the Improvement of Post-Secondary Education.

● **Venkitaswamy Raju**, assistant professor and program coordinator of manufacturing engineering technology in the College of Applied Science and Technology, has published a paper, "Undesirable Environments: A Basis for Automation," in the *Robotics Engineering Journal*. The article will appear in the July 1986 issue of the journal.

● **Beverly J. Price**, associate professor, NTID, and education coordinator for the Medical

Laboratory Technology Program, was presented with the Mary B. Cooper Service Award from the Empire State Association for Medical Technology during the Annual Meeting at St. John's University, Jamaica, Long Island.

● **Dr. Robert Panara**, NTID professor of English and drama, recently spent four days in St. John's, Newfoundland, at both the School for the Deaf and the Battery Hotel on famed "Signal Hill," where he worked with students and conducted all-day workshops at the Conference of Newfoundland and Labrador Council of Educators of the Deaf.

● **Nancy Neville**, Career Research, took a very active role in the recent meeting of the International Association for Institutional Research in Orlando. She was a panel participant, chaired the meeting of a special interest group, facilitated a paper presentation session and served on the papers selection committee. She is also active in the regional association (NEAIR), currently serving as immediate past present and chair of the Nominating Committee, as well as "Proceeding" editor.

● **Marilyn G. Fowler**, associate professor and director of the Medical Record Technology Program at NTID, received the Distinguished Member Award for 1986 from the Medical Record Association of New York State at its annual meeting in June.

● **William Larsen**, associate professor in civil engineering technology, presented a workshop in June on "Environmental Health and Engineering Management in Disasters and Emergencies" in Antigua. The workshop was sponsored by Partners of the Americas, Washington, D.C.

● **James D. Forman**, director of the School of Applied Industrial Studies in the College of Continuing Education, recently accepted a plaque in the name of the Institute from the Finger Lakes Regional Education Center for Economic Development. The plaque says, "Rochester Institute of Technology, in recognition of your significant contribution to the development of the work force in the Finger Lakes Region through training...394 workers upgraded, 1984-1986."

● **Dr. John D. Hromi**, director of the Center for Quality and Applied Statistics in the College of Continuing Education, was keynote speaker for the Syracuse section of The American Society for Quality Control's annual technical quality seminar held for central New York in Syracuse. His talk was "A Management Commitment to Excellence in the Work Place."

● **Michael Stone**, College of Liberal Arts, has been elected a state delegate of the New York State Chapter of the National Association of Social Workers. Stone, field placement coordinator of the college's social work program, will be part of the state organization's delegation to the 1987 National Assembly in Washington, D.C., in October. His responsibilities also include attending state and regional planning meetings in the fall and winter.

● An instant photography project by **Andrew Davidhazy**, professor in the Imaging and Photographic Technology Department in the School of Photographic Arts and Sciences, is one of 37 projects in a new book published by the Polaroid Corporation. The book, "Instant Projects," is a handbook of demonstrations and assignments for photography classes. The project that Davidhazy contributed deals with an introduction to linear strip photography. The process is similar to that used at race tracks for the "photofinish."

Davidhazy also was a judge at the final competition of the Camera Rochester Photography Club on May 15.

● An article by **Dr. John A. Helmuth**, assistant professor of economics in the College of Business, is scheduled for publication in the spring issue of *Akron Business and Economic Review*. The article is titled "Dealership Automobile Demand: Advertising Elasticity and Optimality."

● Three alumni from the MFA program in photography, two candidates for MFA degrees and a staff member in the College of Graphic Arts and Photography won awards in the Rochester Finger Lakes Exhibition for photography and art. The alumni were **Jill Gussow** (1979), **Marilyn Bridges** (1981), and **Bill McDowell**. The MFA candidates were **Edward Kinney** and **John Worden**, who are expected to graduate after the spring quarter. The staff member was **Margaret Evans**, a scheduling officer in GAP's Department of Academic Support Services.

● A textbook written by four faculty members from the School of Photographic Arts and Sciences was named "Book of the Month" for May by *Petersen's Photographic* magazine. The book, "Photographic Materials and Processes," was written by **Les Stroebel**, **John Compton**, **Ira Current** and **Richard Zakia**. The magazine said the book "just may be the ultimate reference book on photography" and called the four faculty members "among the foremost authorities on the science, technology and aesthetics of photography."

● **Dr. John Ciampa**, director of the American Video Institute, recently participated in a Scandinavian specialist photographers' symposium in Pori, Finland. His trip also included sailing the Baltic Sea and a visit to Leningrad.

● **Mark Colline**, a 1983 graduate of the School of Photographic Arts and Sciences, has been hired by the American Video Institute as a project coordinator. He previously worked as

a consultant for the Rochester City School District and for Landisc Systems.

● **Bekir Arpag**, associate professor in the School of Printing, was honored as "Teacher of the Year" by members of Gamma Epsilon Tau at the printing fraternity's spring banquet.

● **Dr. Mark F. Guldin**, College of Graphic Arts and Photography, and **Professor Herbert Johnson**, School of Printing, were judges for the Printing Industries of America Graphic Arts Awards competition in High Point, N.C.

● **Werner Rebsamen**, associate professor in the School of Printing, was referred to recently as one of RIT's "leading lights" by Elizabeth G. Berglund, editor of *American Printer* magazine, in her monthly column. Rebsamen is quoted about available technology for "on-demand book binding."

● **Tom Muir Wilson**, associate professor in the School of Photographic Arts and Sciences (SPAS), has been appointed director of the SPAS photo gallery on the third floor of the Gannett Building.

● **Howard LeVant**, associate professor in the School of Photographic Arts and Sciences, recently shared in a *Food Marketing Institute-Women's Day* advertising merit award announced in Chicago. The first place winner in the direct-mail flyers category was Wegman's Food Markets of Rochester, for whom LeVant is director of photography.

● Several faculty and staff from the College of Graphic Arts and Photography traveled to Dusseldorf, W. Germany, in May to attend DRUPA, the world's largest international exhibition of printing and packaging equipment. Making the trip from the School of Printing were: **Robert Chung**, **Robert Hacker**, **Harry Rab**, **Miles Southworth**, **Werner Rebsamen**, **Bill Siegfried**, **Jack Kronenberg** and **Warren Daum**. Also attending were **Norman Miles**, development officer for the School of Printing, and **Frank Cicha**, director of Alumni Relations. Forty-five alumni representing 12 countries also attended DRUPA this year. Printing graduates **Marty Shane** and **Rico Buchler** coordinated an alumni reception at the Dusseldorf Hilton.

● Leading scientists from the fields of lighting engineering, national standardizing laboratories, textiles, graphic arts and imaging were on campus recently to attend a color conference sponsored by the Munsell Color Science Laboratory. The conference was coordinated by **Dr. Roy Berns**, director of the Munsell Lab.

● **Mark Dupre** has joined the T&E Center staff as editor of the new publication *Image World*. A graduate of Holy Cross with a master's degree in film from Columbia University, Dupre was on the staff of the magazines *Millimeter* and *VideoPro* and has done free-lance ad writing. The first issue of *Image World*, which will invite young people to consider high-tech careers in the graphic arts, is due in September.

● **Owen Butler**, associate professor in the School of Photographic Arts and Sciences, is co-author of a book, "Advanced Black-and-White Photography," which was published recently by Eastman Kodak Company for its Workshop Series.



**XEROX HONORS ENGINEERING PROFESSOR...** Dr. Raman Unnikrishnan, associate department head for electrical engineering in the College of Engineering (center), was honored for his work with Xerox Corp. in planning an educational program to help Xerox technicians earn bachelor's degrees in engineering. Richard Morano, Xerox manager of the Reprographics Business Group's Technical Education and Human Resources Research (left), and Richard Kenyon, dean of the College of Engineering, presented a plaque to Unnikrishnan during a special lunch held July 1 at the Strathallan.

## Ruby Davis Dies

Ruby Davis, wife of former RIT Vice President Al Davis and a founder of the RIT Women's Council, passed away in July.

Born in West Virginia, Ruby Davis graduated from Salem College, earned a master's degree from New York University and taught commercial and business courses on the high school level for five years.

She married Al Davis in 1938 and moved that year to RIT. Ruth Clark, Marsha Ellingson and Ruby Davis were responsible for founding the RIT Women's Council. Mrs. Davis also was active in the RIT Women's Club until

recent years when illness curtailed her activities.

Brackett and Ruth Clark were responsible for the establishment of a scholarship fund to recognize the outstanding contributions of Al and Ruby Davis at RIT. The scholarships assist both student leaders and students enrolled in evening programs.

# NEWS & EVENTS

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