

NEWS & EVENTS

Rochester Institute of Technology

Vol. 12, No. 14, April 10, 1980

Employer of the Year

RIT: 'Dedicated to the Principle of Dignity'

The President's Committee on Employment of the Handicapped has selected RIT as Employer of the Year.

The award, the first ever given by the Committee to an institution of higher learning, recognizes RIT for its outstanding efforts in hiring handicapped individuals.

In announcing the award, Harold Russell, chairman of the Committee, said the fact that RIT "hires, trains and promotes people based solely on their abilities and not on their disabilities is an asset that will help assure our country's continued healthy growth."

Dr. M. Richard Rose, RIT president, will accept the award May 1 at an evening banquet in the Washington, D.C., Hilton Hotel ballroom. The award will be presented during the Committee's annual meeting, which is expected to attract 4,000 people from the U.S. and abroad, including disabled consumers and representatives of government, business, industry, private agencies and advocacy groups.

The Committee will also honor S.C. Keypunch Service Inc. of Raleigh, N.C., as its Small Employer of the Year.

RIT has 2,053 employees, and 175, or 8.5 percent, have disabilities. Last year the Institute hired 205 employees, including 26 handicapped persons.

"As we have a 150 year tradition of commitment to providing quality career education, RIT is also dedicated to the principle of dignity and full participation for handicapped individuals," said President Rose.

The Institute is not required to set goals for hiring handicapped individuals but has an affirmative action program that is sensitive to the needs of persons who are mentally or physically disabled. For the past three years the personnel



office has actively worked to recruit and employ disabled persons on the RIT campus.

The personnel office interviews all handicapped applicants. The office also works with agencies representing the handicapped from approximately seven counties in the Greater Rochester area.

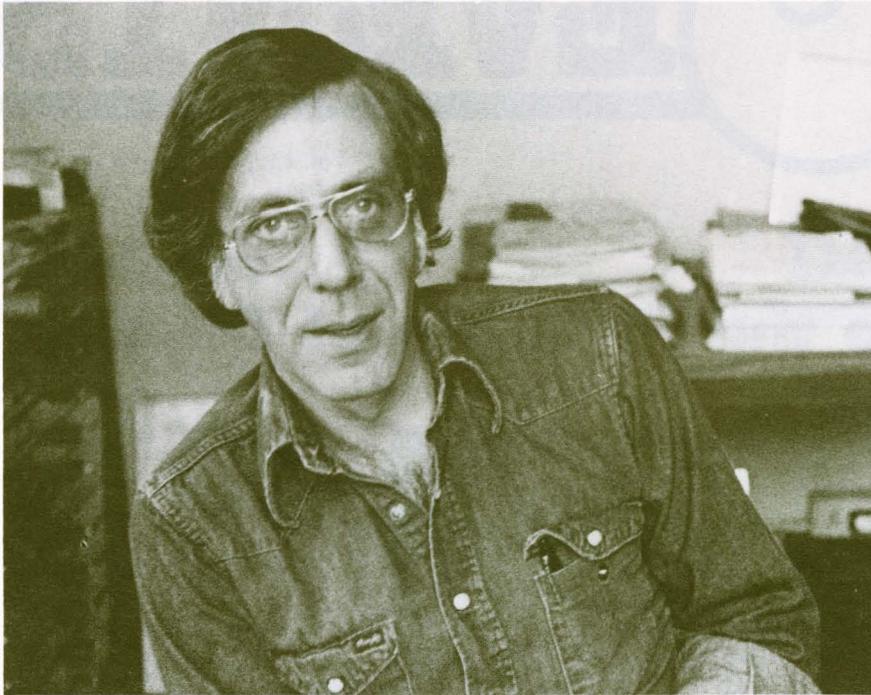
Personnel staff meet periodically with several placement representatives from various agencies to keep in touch regarding new applicants and the progress of those already employed, as well as to discuss the development of new projects to train the handicapped.

Numerous agencies receive RIT's weekly Job Mart listing.

For the past three years RIT has had a cooperative work experience training program with the Association for Retarded Citizens (ARC) and the local Comprehensive Employment Training Act (CETA) program. There are 10 work sites on campus where retarded adults can gain skills that make them more employable. Each person in the program works 25 hours per week under super-

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Impact of Excellence



NATHAN LYONS

(Third in a series)

Nathan Lyons founded the Visual Studies Workshop in Rochester, an innovative and untraditional educational institution of photography, in an old woodworking shop on the city's east side in 1939.

His students helped Lyons build the free-form workshop that now offers a master's degree program in fine arts and other non-degree courses in visual studies through the State University of New York at Buffalo. The emphasis at the Visual Studies Workshop is contemporary, often combining the aesthetic with the traditional concerns of photography.

In addition to directing the Visual Studies Workshop, Lyons is a professor



SIDNEY RAPOPORT

in the Art Department and director of the Photographic Studies Program at the State University of New York at Buffalo. Some of his current professional activities include: member of the Visual Arts Policy Committee of the National Endowment for the Arts; Board of Trustees chairman of the New York Foundation for the Arts; member of Media, Gallery and Development Subcommittees of the University Wide Committee on the Arts; member of the National Board of the Sun Valley Center for the Arts and Humanities; and consultant to the Visible Language Laboratory at MIT.

From 1958 to 1969, Lyons was curator of the George Eastman House. He lectures and exhibits widely and his work appears in permanent collections throughout the world.

Sidney Rapoport is the world's leader in the field of photographic reproduction. Out of a basement workshop grew his famous Rapoport Printing Corporation.

Rapoport's invention of the "Stone-tone" printing process has pushed the traditional offset process into the leading method of reproducing photography. The process, applicable to both color and black and white images, figuratively enables the photograph to jump out from the page.

Rapoport's wide, diversified background in the graphic arts began in the early thirties and is still going strong. Beginning at the age of 14, he has learned the many phases of the printing industry, working as a compositor, designer, stonehand, die maker and pressman— both in offset and letterpress.

Rapoport now works closely with clients such as Minor White, Paul Strand, Paul Caponigro, Gene Smith, Ansel Adams, Irving Penn, Robert Frank, Cornell Capa and David Plowden, to name just a few.

Rapoport has made his achievements as a master pressman and master photographer those of his shop, which is evident in his photographic books. "My favorite books are David Plowden's *Bridges* and Bob Adelman's *Down Home*, along with a splendid Callahan which I marvel at for my best printing achievement. Avedon on fashion, Irving Penn's *Worlds in a Small Room*. There are countless others, and what I've gained is the ability to look at photographs and see them both objectively and as a photographer. I've spent the last fifteen years in looking at and delving into prints," Rapoport comments.

NEWS & EVENTS

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NEWS & NEWSMAKERS

John O. Ballard, director of the Criminal Justice Department, recently attended a week-long school in Atlanta, Ga. on assets protection. The school was sponsored by the American Society of Industrial Security (ASIS).

George T. Alley, director of the Dept. of Food Administration, Hotel, Tourist Industries Management, has been appointed to the Long Range Planning Committee for the Council on Hotel, Restaurant and Institutional Education (CHRIE). The council is a non-profit professional association representing schools, educators, firms and professional executives of the Hospitality Industry nationwide. Professor Alley also serves as the membership chairperson for the State of New York and is a former member of the board of directors of the council. He also has been recently appointed to the Community College Advisory Committee on Hotel Technology.

Clyde Beck, a first-year photography student, has been awarded a \$1,500 scholarship from Vivitar Corp. of Santa Monica, Calif. The scholarship was awarded for Beck's outstanding scholarship record. He achieved a 3.56 grade point average during the first and second quarters of his freshman year.

The new office of **Jo Dudley**, assistant director of development, will be in the Lowenthal Building, room A 1190, as of April 14. Her telephone extension will be 6164.

Jimmie Joan Wilson, coordinator of NTID's Tutor/Notetaker Training Program, will have an article in the upcoming issue of *Volta Review*, published by the Alexander Graham Bell Association

for the Deaf, Inc. The article is entitled "Effective Notetaking for Hearing-Impaired Students."

Norm Wright, director of publications for Communications, has been named outpatient treatment director for Park Ridge Chemical Dependency, Inc., effective April 7. He will continue as editor of the Institute's *Official Bulletin* on a part-time basis through the completion of the current series in August, however, and may be reached by telephone at 225-3210 daytimes, and 475-9792 evenings.

Dr. John Hickman, chairman of Management Studies, CCE, addressed the MBS students at the University of Rochester recently. His topic was "Entrepreneurialism and the Professional Manager."

Cheryl Gattalaro, promotion and publications associate, CCE; **Betty Glasenapp**, summer session coordinator; and **William McKee**, communications coordinator, RIT Communications, spoke before the Annual Meeting of the Association for Continuing Higher Education regions 1, 2 & 3, on March 24 and 25 in Springfield, Mass. Their presentation was entitled, "Promoting Continuing Education Programs: A Coordinated Promotional Process."

Ellie Hayes, former annual fund coordinator, has been promoted to director of campaign operations for Eisenhower College. Her new office is at 50 W. Main St.; phone 262-2719.

Jo Ann Thompson, former communications coordinator, has been promoted to staff director of communications for Eisenhower College. Her new office is at 50 W. Main St.; phone 262-2719.

Telephone Hints

With paper, printing and mailing costs rising rapidly, this may be an ideal time to begin making the telephone a more effective communications tool in your office.

Below are some tips from the Bell System that you may find useful.

- Know what you want to accomplish before you make a call.
- Know what questions you want to ask.
- Prepare physically; have any records or materials you may need for reference at your fingertips.
- Remember that if you're trying to reach a busy business person the best time to call is between 9 a.m. and 11:30 a.m. or between 2 p.m. and 4 p.m.
- When you make the call identify yourself immediately.
- Slow down if you talk too fast. Speed up if your delivery invites impatience and interruption.
- Take time to listen.

The major advantage of the telephone over mail is the opportunity for instant two-way communication. When you use the telephone you can: interact with the person you are calling; answer questions; uncover real problems; and take immediate correct action.

The telephone, when used effectively, produces fast results. Before you write your next memo or letter, decide whether a telephone call might produce the results you desire faster. Remember, the telephone is an instrument that encourages people to make decisions.

The telephone company also reminds its business customers that from the moment they answer the telephone, they are the representative of their employer.

Marketing Nutrition Seminar

You can show people nutritious food but you can't make them eat it, or can you? That's the question that will be answered by a seminar Tuesday, April 15, on marketing nutrition, sponsored by the College of Business and the Epsilon Lambda chapter of Delta Sigma Pi, the professional business fraternity.

Dean Siewers, director of the College of Business graduate program, is coordinating the seminar and says, "This workshop is aimed at marketers, food service

managers, grocers, health professionals and others interested in promoting healthy eating habits."

The keynote speakers will be Dr. Steven M. Zifferblatt, assistant to the director, Office of Prevention, Education and Control, National Heart, Lung and Blood Institute, Bethesda, Md., and Mary Ellen Burris, director of consumer affairs, Wegmans Supermarkets.

The panel discussion following will be led by Hugh Hill, executive vice presi-

dent, Curtis-Burns, Inc.; Stanley Widrick, assistant professor of marketing in RIT's College of Business, and Janet White, an adjunct professor in the Department of Food Administration and Hotel, Tourist Industries Management.

The seminar will be held from 3-5:40 p.m. in Webb Auditorium with a social hour to follow. There is a \$3.00 registration fee; students will be admitted free.

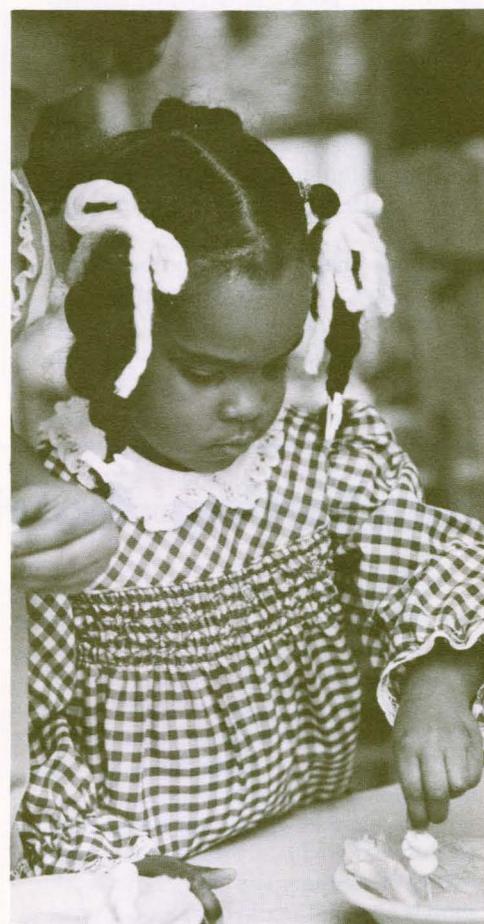
Is It Today?!...



When children are enthusiastic about an event, they're *very* enthusiastic about an event. Such was the mood at RIT's Horton Day Care Center last week. To cap off their study of U.S. presidents, the children decided to ask "their very own president" to lunch.



Dr. Rose might have expected peanut butter sandwiches and chocolate pudding, but the Horton kids have studied nutrition with Jody Schoeffel, a food administration student at RIT, and they can handle more complicated dishes. Their menu for Dr. Rose was Swedish meatballs, rice, "Bunny" salad and carrot cake.





Just like all the other kids, Dr. Rose washed his hands before lunch and then was led to the mini smorgasbord in his honor.

As in every school in the world, the oldest ones get the most responsibility, so the Center's kindergarteners took over the major tasks in food preparation. Everybody else joined in the fun, though, making placemats and a "Welcome to Lunch President Rose" sign covered with construction paper roses.



"They asked us every day for two weeks whether that was the day he was coming to lunch," said Lita Boudakian, who teaches at the Center with John Perriello and Center Director Gerda Dymsha. "The children were very excited," Ms. Boudakian added.



Articulation Council Chairman Richard Rinehart checks on test preparations for the annual Kodak Scholarship competition, Friday, April 4. With him are David Klaus, a Monroe Community College student, and test administrator JoAnne Sandler of the Learning Development Center. The Kodak Scholars Program is sponsored by Eastman Kodak Company to recognize outstanding achievement among transfer students. Ten of the 123 competitors will be awarded three-quarter tuition scholarships worth approximately \$5,000 each.

'Mild' Winter Not Cheap

Many persons on the RIT campus would describe winter in Rochester this year as mild and assume that the Institute's energy usage was down significantly from a year ago.

But sift through the extensive records kept by Lodewyk Boyon, assistant director of Physical Plant for energy, and you'll find, as Boyon puts it, "We're within 1 percent of a normal winter."

The Institute's consumption of natural gas, 93 percent of which is used for heating and cooling purposes, is down about 8 percent from this time a year ago, but the decrease is not chiefly attributable to the winter weather. Boyon says energy conservation efforts throughout the campus and particularly at NTID are primarily responsible for the drop in natural gas consumption.

Boyon's figures show "it's a myth that this was a warm winter." For him the key figure is 6719. That's the number energy experts use to describe a "normal" winter in Rochester. That number is the total of heating degree days, which is how the experts measure one winter against another.

To determine the heating degree days of a given day you merely average the

day's high and low temperatures and subtract the average from 65. For example, if the day's high is 20 degrees and the low is 10 degrees, the day's average is 15 degrees and the heating degree days are 50. Add up this final figure each day for the entire heating season and you'll come up with 6719 heating degree days in a normal year.

Boyon says Rochester winters "are so reliable" we're hardly ever very far from the 6719 figure. To date this year "our heating degree days are close to what they were a year ago, and we're now only 1 percent away from normal."

What is really affecting energy usage at the Institute, Boyon says, are energy conservation efforts.

RIT, the Rochester Gas & Electric Corp.'s fourth largest natural gas customer, has made "an enormous accomplishment" in natural gas conservation on its Rochester campus in recent years.

Boyon says if RIT were using natural gas at the rate it did in 1971 it would have used over 4 million ccf (hundreds of cubic feet) of natural gas in its last fiscal year. The Institute actually used 3.4 million ccf. Boyon says his figures reflect the fact that the Rochester

campus has grown approximately 26 percent since 1971.

RIT, which ranks twelfth among RG&E electrical customers, has also made a significant cutback in its use of electricity, Boyon says. If the Institute were using electricity at its 1971 rate, and considering its campus expansion, it would have used 42 million kilowatt hours of electricity in the last fiscal year. Because of conservation efforts it actually used less than 38 million kilowatt hours. Some 45 percent of RIT's electricity is used for energy purposes, primarily heating, ventilating and air conditioning. (The remaining 55 percent is for lighting and process equipment, including presses and typewriters.)

In the past, energy conservation efforts at RIT have involved weatherstripping, removal of excess lighting, the institution of an air conditioning system, and strict control of operating hours. But the current 8 percent drop in natural gas consumption, Boyon said, is largely attributable to two steps taken recently at NTID.

NTID has strictly controlled temperatures in its buildings, limiting them to a maximum of 65 degrees. The college has also adhered strictly to its regular operating schedule.

Boyon noted that a recently awarded federal grant will further improve energy conservation efforts on the main campus. The \$483,089 federal grant, when matched with an equal share of RIT dollars, will be used to install a computerized energy management and control system throughout the campus and to modify the ventilation systems in the Frank E. Gannett and James E. Gleason Memorial buildings. All the projects are expected to be complete by August 1981.

Boyon estimates that by fiscal year 1981-82 these projects will have reduced RIT's consumption of natural gas by 17 percent and its consumption of electricity by 12 percent from existing levels. These figures, he says, take into account an anticipated 2 percent growth at the Institute.

Audience needed! A public service announcement on hiring the handicapped will be produced in the NTID Theatre, Monday, April 14. If you would like a role as part of the audience necessary, be at the Theatre by 11:45 a.m. and plan to stay until 1 p.m.

IEEE Meeting

More than 50 electrical engineers attended a special joint section for Rochester area members of the Institute of Electrical and Electronics Engineers (IEEE) held on Tuesday, April 8, at the College-Alumni Union.

After-dinner speaker President M. Richard Rose talked to the group about "The Human Resource—Our Most Precious Resource."

"The IEEE has a worldwide membership of approximately 250,000," said Dr. Roger Heintz, who is publicity chairman for the Rochester section. Rochester and the surrounding area is divided into six different interest groups, or societies, which total 1,000 members. The societies include communications, engineering management, power engineering/industrial applications, and computer and electron device.

RIT's Electrical Engineering faculty are all members of IEEE.

Thesis Show 1 Opens

The first of two shows featuring the work of RIT graduate art students will be held at Bevier Gallery beginning April 12.

For graduate students in the College of Fine and Applied Arts, the exhibitions are the culmination of two years of study leading to a master of fine arts degree. The exhibits include only student thesis work and are an annual event. "Graduate Thesis Show I," featuring the work of 11 students, will run through April 24. "Graduate Thesis Show II," May 3-15, will include the work of 12 additional students.

Each show will encompass a variety of styles, techniques and media, including glass, textiles, metal, painting, printmaking and ceramics.

A preview reception for Show I will be held April 11 from 8-10 p.m. A similar reception for Show II will be held May 2 from 8-10 p.m.

Bevier Gallery is open daily, 9 a.m. to 4 p.m.; Monday to Thursday, 7-9 p.m.; Saturday, 1-5 p.m.; Sunday 2-5 p.m.

Eye-Opener in London

RIT's Career Education Division will be taking a number of students to study international business in the major industrial and business offices in London. The on-location workshop will host guest speakers discussing the British perspective on international technology and business.

According to Ralph Stearns, director of experiential learning for engineering and related technology for the division, students will leave June 27 and return to RIT on July 12.

"Just as experiential learning gives RIT graduates a competitive edge in the job market, a trip like this will provide that entry into the international business field," says Stearns.

The initial idea for the seminar evolved from the four-day fashion market seminars in New York City coordinated by Mary Dean Gridley, also of the Career Education Division. "In the four years we've been running the program, the student reaction has been overwhelmingly

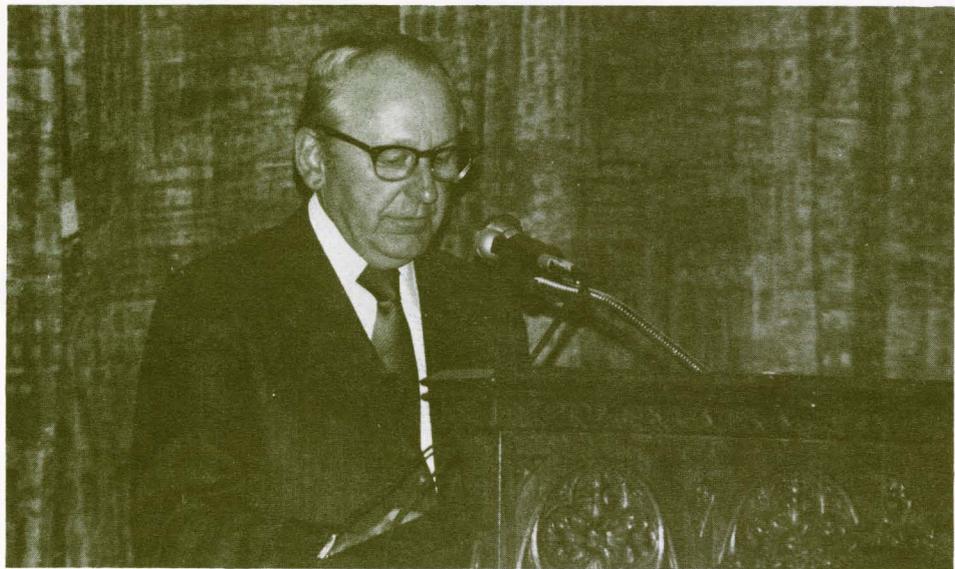
positive," she explains.

The one-credit fashion market seminar involved a role-playing theme, which required students to work in the marketplace and to represent a particular Rochester store and its buying requirements. Gridley says, "The New York trip at least exposed the students to the environment and helped develop a comfort level that will become very useful when they are in the marketplace for real."

The International Career Seminar in London will include visits to major retailing outlets, publishing centers and industrial operations, many with American connections. Stearns says, "Often our graduates are thrust into international business levels without the proper experience or even exposure. I think this seminar will be a real eye-opener."

The London trip will carry a price tag of \$1,495, which covers transportation, rooms and meals, tuition and some sightseeing.

Kodak President Addresses Convocation



It was RIT's turn to fill the Great Hall of the Chamber of Commerce last Wednesday evening when CCE presented its 54th Management Convocation. Dr. M. Richard Rose presided, and CCE Dean Robert A. Clark presented this year's class.

Speaker for the evening was Eastman Kodak President Colby Chandler. In his address, Chandler cited the many years of association between Kodak and RIT,

including Kodak's involvement in the beginnings of the School of Graphic Arts and Photography and George Eastman's contribution to the former downtown home of RIT.

Eastman Kodak was chosen to receive the Distinguished Service Citation, awarded each year to a Rochester-area company that has played an important role in the local community and is celebrating a major anniversary.



Rochester Institute of Technology

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Rochester, NY 14623

FIRST CLASS

Employer...

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vision, spending up to one year in training. In addition, participants in the program spend up to five hours per week in special reading and math tutorial sessions in RIT's Learning Development Center. Funding is provided by the CETA program. RIT has received numerous awards from the local, state, and national associations of ARC for its participation in the cooperative program.

Since the program started, 40 handicapped persons have been trained and 22 have been hired by RIT. The cooperative venture is considered one of the most successful programs in the state for the training and placement of the handicapped.

RIT consistently attempts to make staff, faculty and students aware of the needs of the handicapped. Over 200 administrators and supervisors, including the president and provost, have participated in special awareness workshops on the disabled. Last fall the Student Affairs Office held a day-long handicapped simulation program. Approximately 50 nonhandicapped staff, faculty and students simulated various handicaps and reported on their experiences.

For Vets

An informational seminar for veterans is scheduled for Wednesday evening, April 16 from 7 to 10 p.m. The three-hour workshop will cover veterans' educational benefits, discharge problems, housing and loans.

The seminar is open to all vets and will be held in the Clark Dining Room in the College-Alumni Union.

DATEBOOK

April 10—Thursday Noon at RIT, "Rembrandt," a lecture by Douglas R. Coffey, Rochester campus, College-Alumni Union, Alumni Room, 12:10-12:50 p.m.

April 11—CAB's "Open Mike Night" coffee house from 8-11 p.m. in the College Union Fireside Lounge.

The Deer Hunter, 6:00 & 9:10 p.m. & 12:15 a.m., +(I)

"Requiem," drawings/paintings by Gale Brown, Gallery 1½, Wallace Memorial Library*

April 12 thru April 24—Bevier Gallery presents the "Graduate Thesis Show I," the works of graduate students in the College of Fine and Applied Arts. Gallery hours: daily, 9 a.m.-4 p.m.; Monday to Thursday 7-9 p.m.; Saturday 1-5 p.m.; Sunday, 2-5 p.m.

April 12—*IF*, 7:30 & 10:00 p.m., +(W)

April 13—*Perceval*, 7:30 p.m., +(I)

April 15—IEEE presents technical seminar, speaker Dr. Gary Reynolds, Moore Research Center, on "Electronic Controls In Ink Jet Printing Systems."

Billy Jack, 7:30 p.m., +(I)

"Marketing Nutrition" a symposium sponsored by RIT's College of Business and Delta Sigma Pi, 3-5:30 p.m. in Webb Auditorium.

April 16—"Join the Professors": *Henry IV*, part II, lecture-discussion, Professor Stanley McKenzie, RIT, College of General Studies; lecture at Nazareth College, tickets at the door for \$2.50.

The Golden Age of Animated Cartoons, 7:30 p.m., free showing (W)

April 17—George A. Steiner, The Harry and Elsa Kunin Professor of Business and Society at UCLA, will present the 1980 William D. Gasser Distinguished Lectureship in Business, Room No. 2000, Administration Building, Rochester campus, open to the public.

Stagecoach, 7:30 p.m., +(W)

April 18—*Voyage to Grand Tartarie*, 7:30 and 10:00 p.m., +(W)

April 19—*Watership Down*, 7:30 and 10:00 p.m., +(W)

April 20—*The 400 Blows*, 7:30 p.m., +(W)

*-Library hours: Monday-Thursday, 8 a.m.-11 p.m.; Friday, 8 a.m.-6 p.m.; Saturday, 9 a.m.-6 p.m.; Sunday, noon-9 p.m.

+Talisman Film Festival: (I)=Ingle Auditorium; (W)=Webb Auditorium; \$1.50 unless otherwise indicated.

NTID Answers New Needs

The National Technical Institute for the Deaf at RIT is sponsoring a nationally based project to collect, evaluate and record signs used for technical communication.

Videotapes that contain more than 800 technical words and their corresponding technical signs have been developed in eight subject areas, including math, English, business, engineering and fine and applied arts. Each word is signed, spoken and captioned with spellings and diacritical markings to aid pronunciation. The videotapes are being used for instruction by RIT faculty, staff and students.

Instruction manuals that describe the

signs and their appropriate positions and movements also are being developed. The videotapes and instruction manuals, which are independent of each other, will soon become available for dissemination to deaf education programs throughout the country and to other nations.

"Communications research at NTID is an integral part of the total research effort at RIT," says President M. Richard Rose. "NTID's presence at RIT gives our communications research people a unique opportunity to apply their research in a test market situation—our deaf and hearing faculty, staff and students help us refine the products of our research and make them more marketable for others."