



March 31-April 6, 1975

## Business students manage simulated company via computer, "bring it all together in reality"

Three College of Business students at RIT have picked up managerial skills by managing a simulated company via a computer.

Participating in the tenth annual Intercollegiate Business Game through Emory University in Atlanta, Ga., Ray Kuchman, Ron LeBlanc and Jo Soss managed "SIM-TEC, Ltd.," a minicalculator and digital clock manufacturer. Competing in that industry against teams from five other colleges, they programmed their managerial decision into a computer.

They fed into the computer twice a week. Each two-week period represented a year, so in the course of six weeks of game playing, the trio covered three years in their company's history.

In the beginning they were given a one-year history of their company. Each of the six teams started out at comparable positions.

They were able to manipulate variables such as quality control expenditures, advertising, price of production, sales compensation and commission, loans, investments, engineering studies to reduce costs, size of the sales force, plant expansion, and marketing areas.

Following each input into the computer, the team received a printout telling how its decisions had affected the company in the marketplace. They also received limited information on their competitors' standing—about the same amount of information they'd know in a real-world situation.

From Feb. 27 to March 1, the



Ray Kuchman, Ron LeBlanc and Jo Soss (left to right)

students were in Atlanta to defend their strategies before a panel of judges assembled by Emory University. Final judging was based 60 per cent on their game playing, 30 per cent on their presentation, and 10 per cent on the annual report they wrote. They have not yet been informed where they placed.

Each individual of the team has been able to practice his or her major interest through the simulation game: Kuchman's in general managing, LeBlanc's in financing and accounting, and Ms. Soss' in marketing. But all three have picked up knowledge in all facets of business, and in working with other people.

"The game provided a chance to wrap up our education and bring it all together in reality,"

said Kuchman.

"We really got a feel for what actions bring in what results, and how actions influence each other," said Ms. Soss. "Something like this impresses on you the subtleties of decision making. You're never going to know enough to make a perfect decision."

The students were selected for the game by Dr. David Fritzsche, assistant professor, and other RIT business faculty.

Ms. Soss and Kuchman are fourth-year business administration students. She lives at 85 Shore Vista, Greece. He lives at 74 Westwood Drive, Greece. LeBlanc, of 500 South Ave., Rochester, is a third-year accounting major.

## David Cassidy not Science dean

You're right. That was David Cassidy and not Tom Wallace on WHEC-TV at the time **News & Events** told you to tune in.

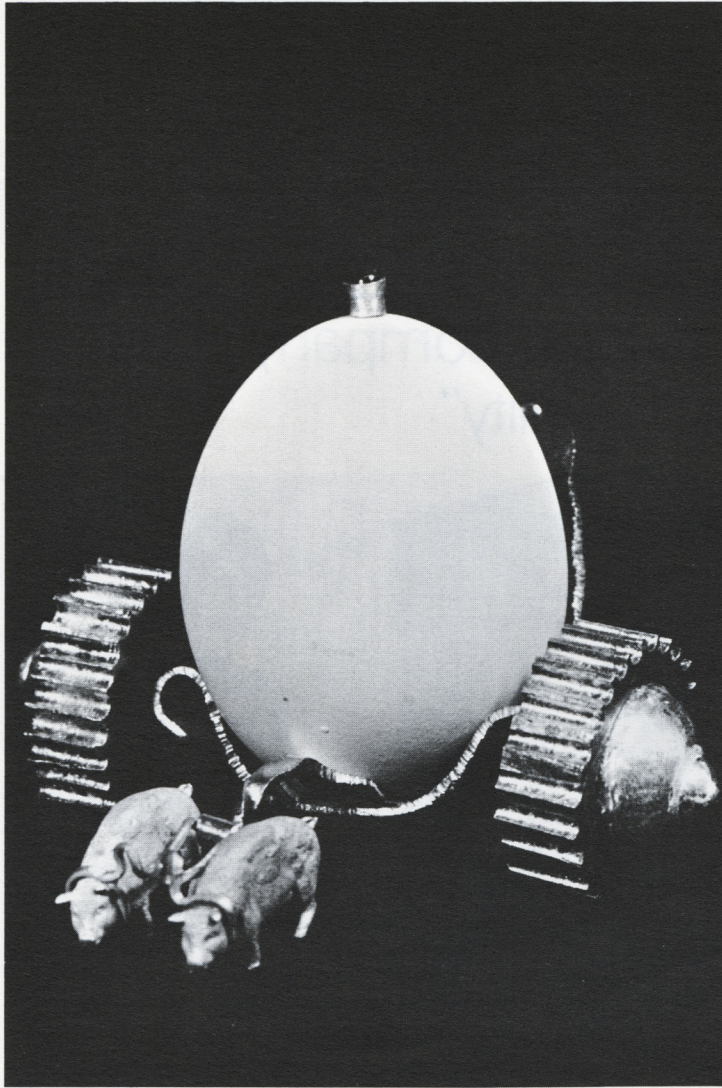
Due to a scheduling change, the first "Science Today" program with Dr. Wallace, dean of the College of Science, was aired at 8 p.m. Friday, March 28. Three more half-hour shows will be telecast at 8 p.m. Friday evenings April 4, 11 and 18 on Channel 10.

Dr. Wallace is host and writer for the series on energy.

Aimed for a general audience from junior high students on up,

# Found objects became art in special class

## Art donated to Landmark Society



Object created in metalcrafts class.

Gary Griffin, assistant professor of metalcrafts and jewelry, thinks metalsmiths tend to overwork their materials. So, he found a way to show his students what could be done in a single work day.

A few weekends ago, his class of 30 was invited to a non-credit "strictly for fun" Saturday work session. The entry ticket to class was a "found object" and the students complied with a wrinkled potato, feathers, pipes, an egg, gears, batteries, sugar and plastic spools. The objects were used as bases for pieces of jewelry and other metal objects.

"Students learned they could react very quickly and spontaneously to a problem," explains Griffin. Most students finished their project within a two to six hour span.

Griffin plans to continue work sessions of this sort for future classes.

## Science programs

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"Science Today" attempts to show the usefulness of science and technology to ordinary people, and to present some of the basic science research going on in the Rochester area.

Long gone alleys, unique, Victorian houses, the back of Main Street as it used to be--these are some of the aspects of Rochester preserved in an unusual watercolor collection given recently to The Landmark Society by Rochester Institute of Technology.

The collection of 32 works derives from the RIT Wiltsie Watercolor Competition, an annual campus event from the early 1920's until just a few years ago.

Students took advantage of spring weather to sketch and complete their watercolors, remembers Stanley Witmeyer, an RIT student who is now a professor in the School of Art and Design. Witmeyer was the impetus behind the gift to The Landmark Society and selected the works included in the collection.

Most of the art works show scenes from the City's Third Ward where RIT's old campus was located.

Among the artists represented are local people: Ralph Avery, well-known watercolorist; Jack Wolsky, artist and professor at SUNY at Brockport; Bernard Gerstner, artist, teacher, and owner of Gerstner Gallery, 1385 Chili Ave.; and Stanley Witmeyer.

# Business prof named consultant for Communications Symposium of World Health Organization

Salvatore J. Parlato, adjunct professor of Instructional Methods in the department of Food Administration, College of Business, has been appointed a consultant by the World Health Organization. As such, he will participate in WHO's International Non-Verbal Communications Symposium, to be convened in Geneva, Switzerland in April. The purpose of the seminar is to design a series of films to encourage early inoculation against the "big three"

preventable diseases among the world's developing nations: diphtheria, pertussis ("whooping cough"), and tetanus.

"This series, still in its pre-production stages, is presently conceived as non-verbal in order to neutralize the diversity of languages within the cultures to be reached and motivated," Parlato said. Although the spoken word will be substantially eliminated, these films will incorporate the most sophisticated audio techniques in the form of

special music and sound effects."

He said familiar models of this type of film on our campus are such RIT-owned films as Solo, "Cosmic Zoom," "American Time Capsule," "Omega," "Pas de Deux," and the classic "Occurrence at Owl Creek Bridge."

Parlato is the author of "Films...Too Good For Words," and has written several other media reference books and articles. He is also a consultant to the U.S. Office of Education

for the evaluation of materials for the handicapped. From 1969-73, he was assistant professor and the first coordinator of Instructional Media at NTID.

His arrival in Switzerland will be especially timely, since it will coincide with World Health Day on April 7, the 30th anniversary of this world-wide agency. WHO consists of 138 member nations. It is affiliated with but independent of the United Nations.

# Grant Deadlines

The Office of Grant & Contract Administration reminds all faculty, staff and students that the following are deadlines for proposal application. Since Institute review and approval must be accomplished prior to mailing a proposal, applicants are requested to forward their proposals to Grants Administration one week before the listed deadline.

Guidelines and application forms for listed program are either on hand in, or on order by Grant & Contract Administration Office. For additional information and/or assistance, please call Dan Cashman Ext. 2388.

## DEPARTMENT OF HEALTH EDUCATION & WELFARE

Office of Assistant Secretary for Planning & Evaluation:

April 15, 1975-FY-1975. Research and Demonstration Grants (4 major areas to be funded):

- 1) income maintenance & employment
- 2) health
- 3) other human services
- 4) basic research & statistical data

## NATIONAL ENDOWMENT FOR THE HUMANITIES

April 1, 1975 - Youthgrants. Projects beginning after Sept. 1, 1975 (Student Directed Research).

June 2, 1975 - Fellowships for Independent Study & Research 1976-77. (Intended for scholars, teachers writers who have completed their formal academic training by date of application.)

## NATIONAL ENDOWMENT FOR THE ARTS

May 30, 1975 - Photographers Fellowships FY76.

## DEPARTMENT OF TRANSPORTATION

April 1, 1975 - University Research Program - to solve transportation problems at normal state or local levels.

Alternative Roles for the Automobile.

New Prospects on Urban Transportation.

Major innovations in Intercity Transportation:

- Passenger
- Freight
- Scenarios for Alternate Roles of the Federal Government in Transportation
- System Safety-An Interdisciplinary Approach to Transportation Safety.

## DEPTHEW

### PUBLIC HEALTH SERVICE

June 1, 1975 - Research proposals on Alcoholism & Alcohol Abuse including behavioral, sociological & medical studies.

July 1, 1975 - New Nursing Special Project Grant (Start-up-grants for New Nursing Training Programs).

## NATIONAL SCIENCE FOUNDATION

April 22, 1975 - Research on Productivity Measurement Systems for Administrative Services.

## HEW OFFICE OF SECRETARY

April 30, 1975 - Child Developments' Child Welfare Research & Demonstration Grant.

## GENERAL ANNOUNCEMENT

Effective Jan. 19, 1975 the Energy Research and Development Administration (ERDA) became operational and is now responsible for solar and geothermal energy research programs formerly under NSF Research Applied to National Needs (RANN).

# P.L. Gittings will deliver annual Brehm Lecture

Paul Linwood Gittings, M. Photog. Cr., founder and former owner of Gittings Portrait Studios, Houston, Texas, will deliver RIT's annual Frederick W. Brehm Memorial Lecture in Photography, April 20.

His topic will be the promotion and merchandising of portraiture, "Fifty Years of Paul Linwood Gittings."

Gittings, who is credited with changing color portraiture from a craft to a new industry, began his work in photography at the Bachrach Studio in Baltimore in 1919. In 1932 he purchased Bachrach's Texas interests and established the Gittings Studios which have become internationally known for their excellence.

Gittings has received wide recognition from other photographers, including the first Honorary Master of Photography Fellowship from the American Society of Photographers.

Internationally, his credentials include Fellow, Royal Photographic Society of Great Britain; Honorary Fellow, Institute of British Photographers; and the Master of Photography award from Europhot.

# Independent study project brings graphic arts awards

An independent study project by an RIT printing student is winning awards in graphic arts competitions.

Jerry Lester (PR74) designed and produced a brochure which received the first place Award for Distinguished Technical Communication from the Rochester Chapter of the Society for Technical Communication.

The brochure placed second in graphic arts competition in Cleveland, and was one of the top 14 entries in the annual Rochester printing exhibition. Competition in Rochester included outstanding printed

samples from the many corporations headquartered here.

Advisor for the study project was Professor James Horton, School of Printing. "The result," said Horton, "has been an inspiring educational experience for the student, from the initial thinking in application of design and materials, through production of a printed piece."

The brochure, produced for the Rochester Theater Organ Society, included photographs supplied by several graduates of the School of Photographic Arts and Sciences. Printing student Duncan Tyrrel assisted with layout production, artwork and preparation of camera copy.

# Children's art show planned

The Married Student Organization will sponsor a children's art show April 13-26. The show is open to all children, aged 12 and under, of married students, faculty, and staff. All entries submitted will be displayed in the College-Alumni Union from April 13-26.

A special "Kiddie Opening" will be held on Sunday, April 13, from 2-4 p.m. for all artists and their parents. Refreshments will be served. Prizes will be awarded for the best works in age categories: 1-5, 6-8, and 9-12. A grand prize of a \$25 savings bond will be awarded for the best overall work in the show.

# News and Newsmakers

Mariann Teuber of Communications Services has an article in the March 14 edition of Harper's Weekly on how "professionals" use and abuse secretaries....Len Gravitz director of the Social Work Department, participated on the site evaluation team of the Cornell University Social Work Department at the request of the Council on Social Work Education's Committee on Accreditation....Mrs. Beverly Markus of the College of Business attended a workshop for coordinators of cooperative education at Northeastern University in Boston the week of March 17....Prof. John S. Zdanowicz assistant professor of Finance in the College of Business, was guest speaker at the meeting of The Rochester chapter of the Bank Administration Institute. His topic was "Branch Bank Location: A Portfolio Approach"....

## RIT women present "Toward Understanding" Saturday April 19

"The Tactics of Threat: Uses and Abuses of Power," "Men and Women: Is Equality the Main Thing?" and "Staleated Marriages" are among the workshops that will be presented by the Rochester Professional Chapter of Women in Communications, Inc. (WICI) on Saturday, April 19, at RIT.

The workshops are part of a program with the theme, "Toward Understanding," scheduled for 10:30 a.m. to 2 p.m.

Men and women are invited to attend. Registration is not limited to professional communicators.

Among the workshop leaders will be Dr. Francena Miller, professor in the College of General Studies, who will conduct the session on "Women, Work, Family." Alfred F. Horton, Alexander S. Lawson, Robert S. Tompkins and Walter Horne of the College of Graphic Arts and Photography will lead the workshop on "Printing Technology Today."

Varied in format with some involving audience participation other workshops will explore "Black Communicators: Different Strokes For Different Folks" (moderated by Times-Union sportswriter Ronald Thomas and involving Harriet Bell of the City School District, Wyoma Best of WHEC-TV, Maurice Thompson of the Democrat & Chronicle, Mary Walker of WCMF-FM, and Frank Willis of Communicate; "The Writer as Skilled Laborer" (led by Charles Flowers, assistant professor of English at the University of Rochester); "The

Death of Fiction and Other Disasters" (discussed by L.J. David, novelist, critic, television scriptwriter, and program director for the University of Rochester Annual Writers Workshop); "Advertising's Assault: How Powerful Is It?" (led by Brian Ratchford, assistant professor of marketing at the School of Management, SUNY at Buffalo); and the use of time in working toward life goals.

The workshop on the tactics of threat will be led by Dr. Murray S. Miron, professor and

division director of psycholinguistics at Syracuse University; that on men and women by Douglas Gates, a young Rochester lawyer; and that on staleated marriages by two professional marriage counselors.

Brunch will be served at 10:30 a.m. The workshops will begin at noon and run concurrently.

WICI/Rochester will announce the recipient of the organization's 1975 Matrix Award at brunch.



Political activist Julian Bond will speak in Ingle Auditorium in the College-Alumni Union Thursday, April 10 at 8 p.m. Tickets are available at the College Union information desk.

## Continuing Events

MFA Gallery - Works by John Wood, Bob Keough, Ed Stan. 3rd floor, photo bldg. (March 30-April 12)

Women's Week sponsored by FORIT. Any help, contributions or suggestions will be appreciated. (April 13-16)

Memorial Art Gallery - A Scene of Adornment: Decoration in the Victorian Home. Call 275-3081. (Through April 13)

International Museum of Photography - An exhibition of 40 early photographs by Alfred Stieglitz from the Collection of Wade Newlin Mack. Brackett Clark Gallery. (Through May 30)

Color Seminar for Pressmen - Gannett Building, All Day. Contact Judy Torkington at 2757. (April 1-4)

Christian Science Organization - Regular Meetings, 7:30 p.m., Col. Union, Rm. M-2. Counselling from 1-2 p.m., Conf. Rm B, C/U. Contact Ron Clarke at 4359. (Every Tuesday)

Outing Club - NRH South Lounge. Trips every weekend, movies, speakers. 7:30 (Every Wednesday)

Country Cooking Concert - Dance, 8:30 p.m. C/U Cafeteria. Admission \$1. Country Cooking is a Bluegrass Band with lively rhythm, down home lyrics and the fun of Bluegrass. Cash bar and refreshments available. Sponsored and subsidized by College Union Board/Social Division. (Friday, April 4)

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