



Rochester Institute of Technology

Published by
Communications Services

Institute
Publications

NEWS
AND
EVENTS
R.I.T.
COLLECTION

May 26—June 1, 1975

Gastronomes gather in Lomb



Bruce Cook/photographer

RIT connoisseurs of fine food know of a delightful eating place where the food is always delicious, the service excellent, and the prices extremely reasonable. And it's right on campus.

Alas, this place serves its delicacies only every once in a while. In between luncheons its patrons try to reproduce the menus in their own kitchens--but not always with great success.

The proprietors of this establishment are students in the quantity food production classes of the Department of Food Administration and Tourists Industries Management.

Again this quarter the students are serving Luncheons in the Henry Lomb Room in the administration building.

There's still time to reserve a space for the May 27 luncheon by calling 464-2351. The cost is \$1.75 per luncheon.

Here's what some of those attending the first two luncheons had to say:

"I spent a ridiculously small amount of money for a gastronomically delightful, satisfying, but not stuffing, luncheon of hot chicken salad; fruit salad with poppy seed dressing; warm pumpkin muffins (yes, more than one); all topped off with light strawberry bavarian cream. All the coffee I wanted, too. This is not cafeteria style. There are tablecloths on the tastefully decorated tables and you are served by very polite, well-groomed waiters. So delightful I made reservations for the whole quarter." - Jean Ingham, Communications Services

"The students give fantastic service, make sure everyone is satisfied and pleased.

Terrific job. Plan to attend all I can."-- Marilyn Christopoulos, College of Business

"It is always a pleasure to be served a surprise lunch in the Henry Lomb Room by the pleasant Food Administration people. Whenever possible, I use these lunches as occasions to gather friends together for a

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Lomb luncheons cont. from p. 1

relaxing lunch. Today, Marge Sexton and I invited foreign students to join us and had a wonderful time broadening our horizons--and, perhaps, theirs. Another plus of the luncheons is the new ideas one gets for entertaining at home. The dessert--a flower pot baked alaska--is easy to do at home, and makes quite a conversation piece, especially when done with fresh flowers in each pot. I picked up this idea a couple of years ago at one of the luncheons and have had occasion to use it at home several times, to the delight of guests. The Food Administration class deserves a loud hurrah for their contribution to our feeling of community."--Betty Saunders, Institute College.

"The atmosphere was a pleasant change from the cafeteria. It's nice to be able to reserve a table for your group. I liked the decorations. The food was delicious and different. We were served promptly and there was no hassle about being able to get back to work in an hour."--Elsie McSweeney, Program Services, Public Affairs.

"Some thought the portions were small, but I thought the students did an excellent job. They were very attentive and polite and did everything very nicely."--Betty Coyne Coyne, CCE

"Excellent service and preparation. Unique idea serving dessert in a flower pot. Terrific."--Jack and Carole Smith, Marion Klem, Nicole Bruening, Monika Nocca.
by Mariann Teuber

Professor remembered

A brass plaque with a specially designed typeface and a background of an enlarged cell will be unveiled in Room 1250 of the RIT College of Science at 11 a.m. Monday, June 2, in honor of the late Professor David M. Baldwin.

"In Memory of David M. Baldwin, 1910-1975, Professor of Biology" is handcut against the cellular background on the plaque created by Professor Hans Christensen of RIT's School for American Craftsmen.

Professor Baldwin was murdered in his home in Chili in January. He had taught biology, chemistry and physics courses at RIT for 21 years, and was chosen the Institute's Outstanding Teacher in 1968. He willed his entire estate to RIT.

Dr. Thomas P. Wallace, dean of the College of Science, will unveil the 16 x 19 inch plaque. Its permanent location will be in the biology corridor on the ground floor of the college near the main entrance.

Dr. Wallace will introduce Professor Christensen, describe the plaque and say a few words about Professor Baldwin.

One of Professor Baldwin's students, who initiated the idea of a memorial, will speak.

Professor Christensen spent 74 hours on the plaque and is donating it. "Professor Baldwin had been here so many years and was such a well-liked person I wanted to do this," Christensen said.

The design was agreed upon by Christensen and the students who came to him to ask about his creating a memorial to their late professor.

"I asked them what a biologist does," Christensen relates. "One of the things they said was look through a microscope. I asked what he saw in the microscope. That's how we arrived at the design."

Christensen also created an original typeface for the lettering because "You can't buy letters like that."

Everyone is invited to the ceremony.

Aide to Ford here



Students at Rochester Institute of Technology's College of Graphic Arts and Photography had a rare peek behind the scenes at the White House recently when President Ford's personal photographer,, David Kennerly, spent an afternoon on campus.

Kennerly, Ford's first presidential appointment, showed 180 slides taken during the Ford administration. Most of them have never been released to the press.

Sometimes comic, sometimes poignant, the pictures provided an intimate glimpse of the private side of the presidency.

How do you get a White House staff member who works 12-to-16-hour days, seven days a week, to the RIT campus? "I called the White House and asked him," reports Marlene Ledbetter of the Office of Development. Kennerly was in Rochester for the Rochester Photo Conference.

Kennerly was impressed with the photo school, the annual student show, and especially the photo students. "They asked good questions," he said, "better than the press photographers."

Softball organized

The week after Commencement, begins another season of the RIT faculty-staff slow pitch softball league. Last year six teams were organized with Applied Science's Mechanics succeeding as team champions. This year ten teams are expected with Ken Reasoner and Joe Germonto, both of Campus Services, acting as co-commissioners. They are asking all department personnel interested in playing softball or entering another team to contact them or any of the team coaches.

The League's second meeting of coaches will be held Friday, May 30 at 12 noon in the College Union, Conference Room A. Playing days, game times, league rules, and league raffle will be discussed.

Coaches will be:

RIT Food Services: Ed Killings, 464-2860; NTID Food Services: Charlie Marcera, 464-6360; East Campus Services: Ken Reasoner, 464-2842; NTID: Rocco Russo, 464-6323; Accounting: Bill Bianchi, 464-6188; Business: Gene Wilson, 464-2371; College of Science: Terry Morrill, 464-2544; College of Applied Science: Bert Garrell, 464-6185; General Duplicating: Steve Hall, 464-2117.

Services consolidated

Campus services concerned with safety, security, insurance, physical plant, stores and traffic, and grounds will be coordinated under a new Department of Campus Services.

Headed by L. Thomas Hussey, the new arrangement will shift the Department of Protective Services and the Office of Property and Risk Management to the Department of Campus Services.

"The change will result in better campus services provided in a more efficient manner," explains Hussey. He expects less duplication of office work and systems and a strengthened effort to deliver services to people on campus.

C. Douglas Burns, director of the Office of Property and Risk Management, and William A. Allen, new director of Protective Services, will report to Hussey.

The Office of Property and Risk Management formerly reported to James Buchholz, vice president for business and finance.

Protective Services, under past director, James Riley, worked under both the vice president for business and finance and the vice president for student affairs. Close ties with Student Affairs will continue.

"The role that Protective Services plays in student life is important, says Fred Smith, vice president for student affairs. "I'm confident that a relationship with Student Affairs will be maintained."

The Department of Campus Services came into being May 1.

Recognition hour

The Bosses Recognition Hour will be held this year on Wednesday, May 28 from 3:30 to 4:30 p.m. in the College Union Student Lounge. Punch and snacks will be served and there will be a cash bar with cocktails available.

Tickets for this event will be on sale in the College Union May 23, 27 and 28 from 11:30 a.m. to 1 p.m. and at the NTID building through June Gonyea, Ext. 6250. They will also be available from 3:30 to 4 p.m. at the door. One \$.50 ticket will admit you and your boss (es).

Placement moves

"The best part of moving is the sunshine," says Judy Vollmer, associate director of Central Placement Services, about her office's move to the second floor of the Administration Building, B wing.

Formerly, located on the mezzanine in the College-Alumni Union, Central Placement is now housed where Personnel used to be. Along with gaining windows that let in the sun, Central Placement enlarged its space to accommodate the 4,500 interviews held on campus yearly. They have eight new interview rooms for meetings between prospective employers and students.

People wishing to contact Central Placement should call 464-2301. All Placement counselors can be reached through the same number.

Return insurance cards

All full time permanent employees eligible for RIT's new Group Life Insurance plan have by now received information through interoffice mail in their respective departments.

The pink enrollment card should be completed and returned to Personnel as soon as possible for beneficiary designation!

This is important and if not returned by Friday May 30th State Insurance laws provide that survivor benefits, upon your death, would be payable to your estate only.

Biser named coordinator

Eileen Biser was recently named coordinator of Public Information for NTID.

Ms. Biser has overall responsibility for coordinating the activities of the Public Information Office, Alumni and Visitors' programs for NTID. She also serves as liaison with RIT as a member of the RIT Communications staff.

Since July, 1974 Ms. Biser has served as the coordinator of the Visitors' and Alumni programs. Prior to joining NTID in May, 1973 she was an instructor at Gallaudet College for the Deaf in Washington, D.C., and in the public school system in Lombard, Ill.

Ms. Biser is an alumnus of Manchester College, North Manchester, Ind., and has done graduate work at Michigan State University.

News and newsmakers

Robert Dunne has resigned his position as registrar, effective June 30, 1975, to continue studies for his doctorate, and has accepted a position as lecturer in the College of General Studies.

Miles Southworth, professor in the School of Printing, received the Elmer G. Voigt Award from the Technical Association of the Graphic Arts, April 22. The award is presented annually to persons who have made outstanding contributions to graphic arts education.

William J. Bianchi has recently been appointed to the position of Assistant Bursar, Bursar Richard B. Schonblom announced. "Bianchi has prior knowledge of the Institute having previously worked in both the Riverknoll Apartment Complex and the RIT Bookstore," Schonblom said. He will be located in the Bursar's Office on the first floor of the Administration building.

"The Dangers of Social Responsibility-Another Perspective," an article by **Hollister Spencer** of the College of Business has been included in the Hicks, Pride and Powell management readings book, "Dimensions of American Business," McGraw-Hill, 1975 which has just come off the press.

William E. Beatty, Associate Professor, College of Business, was elected President of the Western Maryland College-Western New York Alumni at the annual meeting on April 26, 1975.

Continuing events

RIT Permanent Photographic Display and Annual Photographic Competition. College Union (May 10-25)

College Union Display-Joe Benenate-Photo Professional-School of Photography (May 25-June 2)

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

Wallace Memorial Library Gallery-Pottery by Aaron and Viluna Jennings. (May 12-June 8 daily, 2nd floor gallery)

Quantity Foods Luncheon-Cream of Fresh Asparagus Soup, Fresh Fruit Place w/sherbert, Cheese Straws, Pecan Pie, Beverage. (May 27)

The Scholar Printer, an exhibition of books printed in each of the last centuries since the Fifteenth Century, will be featured through June in the Melbert B. Cary, Jr. Graphic Arts Collection, in the Frank E. Gannett Memorial Building.

The work of some of the most famous printers who have ever lived will be on display.

Positions available

Listed below are the current openings at RIT as of 5/9/75. For further information please check the current job list in your college or administrative department.

General & Hourly

Secretary-Biology Dept. Level 2
Secretary-Curriculum, Dev. & Eval. (P.T.)
NTID
Mfg. Processes Laboratory Technician-Engineering Tech./NTID
Art Assistant-NTID (P.T.)
Computer Terminal Operator & Typist-Wallace Memorial Library-Level 2

Administrative

Clinical College Reading Skills & Diagnostician-Learning Dev. Center
Asst. Director-Alumni Relations/Public Affairs.
Registrar-Records & Institutional Research
Coordinator of Adm. Serv.-Residence Halls/Food Serv.
Coordinator of Residential Life & Programming-Residence Halls/Food Serv.
Coordinator of Residential Life & Programming-Residence Halls/Food Serv.
Engineering CoOp Coordinator-Central Placement
Retrieval Analyst/Programmer-Program Analysis NTID
Applications Programmer/Analyst-Program Analysis-NTID

Instructors/Faculty

Instructor-Physical Education & Asst. Football Coach-Phys. Ed. & Ath.
Developmental Education Specialists-Tech. Ed./NTID
Media Specialists-Curriculum Dev. & Eval./NTID
Curriculum Development Specialists-Curriculum Dev. & Eval/NTID (2 positions)
Research Associate-Manual Language Service Section-Comm. Ctr./NTID
Instructor-Manual Language Service Section-Comm. Ctr./NTID
Coordinator of Audiology Service Section-Comm. Ctr./NTID
Clinical Audiologist-Comm. Ctr/NTID (P.T.)
Speech Pathologist-Comm. Ctr./NTID
Research Associate-Advanced Prog./NTID
2 openings
Instructor-Biology/Chemistry-Tech. Sci./NTID
Associate Educational Specialists-Fine & App. Arts/NTID
Instructor of Photo-Processing-Visual Comm./NTID
Associate Ed. Specialists for Pre-Professional Programs in Engineering and Computer Sci.
Department Chairperson-Computer Applications-Curriculum Dev. & Evaluation/NTID

"News and Events" is published every Monday during the academic year by Rochester Institute of Technology and distributed free of charge to the Institute community.

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America may lose free enterprise system by default: Douglass Harvey

Lack of understanding of the free enterprise system could cost Americans much of their enviable standard of living.

Douglass C. Harvey, an Eastman Kodak Company vice president and general manager of the Kodak Apparatus Division, recently spoke on that and related economic topics RIT faculty and students and business people from the Rochester community May 1 at RIT.

His talk was the last of three lectures in the College of Business' 1975 series.

Harvey said, "If we do lose what we have going for us, it will be by default--default in many quarters. And I might start the list with the people most familiar with the American economic system--those of us in business and industry. We have not done a very spectacular job of explaining how the system operates.

"The American economic system is characterized by the profit motive, competition, innovation and the market mechanism. It encourages choice, individual freedom excellence, and responsible change. And, in terms of goods and services, it thereby produces the highest standard of living in the world."

Profit, he said, is an example of one of the parts of the American economic system that is misunderstood.

"Profits provide incentive," Harvey said,

"for efficient performance; they stimulate new ideas, new products, new services; they pay taxes; they pay investors for use of their money; they help to increase productivity and raise wage levels; they allow a company to meet its social responsibilities; and they sustain jobs and make possible new ones."

"In spite of being the source of all these benefits, profits are thought of by many people as some kind of 'extra'. If profits could be minimized--better yet, entirely eliminated--the reasoning goes, we'd all be laying out less for what we buy," he said.

Just the reverse is so. The profit incentive has, overall, kept prices from rising even faster than they have. Why? Because the profit incentive motivates producers to find ways of producing more efficiently."

One way to produce more efficiently is with better tools, Harvey said. These tools are paid for with profits in the form of earnings retained in the company and through investments made by shareowners who expect a gain.

Where and how tools are used is determined through the market mechanism. "The consumer's freedom of choice is a key to the marketing mechanism," Harvey pointed out.

"If you and I have choices among goods and services, we let producers know collectively by our purchases what we value more and what we value less.

"The market mechanism, then, is not a one-shot, 'go or no-go' decision. Rather, it functions more like the human nervous system, giving automatic, positive feed-back to stimulate adjustment. It is continually sending

signals: 'Make more.' 'Make Less.' Give us some variety.' 'Time to turn to something new.'

"To stay competitive, we not only have to invest in improved tools...but we also have to come up with different products to satisfy increasingly sophisticated customer needs."

Harvey said the phrase, "competitive enterprise," itself recognizes the inevitability of differences in results. "Fairness is measured by equality of opportunity, not equality of results."

Harvey asked his audience to ponder seriously the question: "What's wrong with the American economic system?"

"Nothing," he answered. "It works if it is allowed to work. Not enough Americans find out how it works."