



June 30—July 27, 1975

Student Consultants

"... I already know it's going to work."

A dozen small businesses in the Rochester area have received numerous hours of free business consulting from students at RIT.

Bernard Rick, president of SecuritySafe, Inc., at 1000 E. Main St., is one of the recipients of the consulting who's extremely pleased with the results. "I haven't had a chance to put into practice everything they recommended," he said, "but I already know it's going to work."

Through an experimental program sponsored by the Small Business Administration, RIT College of Business students work in teams as consultants to small businesses on their problems.

Businesses which request the service are referred to Francis Pallischek, professor of business at RIT, who screens the requests and assigns the student teams. A team of two to four people consists of at least one graduate student and one or more seniors.

During Fall Quarter 1974, graduate student Bruno Galivich, and seniors Robert Albach, Robert Matteson and Patricia Lucas tackled what Rick identified as Security Safe's biggest problem--inventory control.

"They gave me practically a book on inventory control," Rick said. "I was presented with three basic plans within one inventory control system. It's really a slick system."

This quarter another team (Ronald LeBlanc, Arthur Moore, and Alan Robins) is attacking Rick's second most pressing problem--the profitability of the alarm division. Needs identified in that area included improving internal paperwork, marketing and the purchase order system, and determining the competitiveness of leasing products versus selling them.

A small businessman is unwise if he



doesn't take advantage of this consulting opportunity, Rick believes.

The students' youth and lack of experience did nothing to reduce Rick's confidence in them.

"They asked the right questions. That inspired confidence," he commented. "They seemed to be applying what they knew, not learning at my expense."

Security Safe is in its 19th year in business. The company sells and installs safes, vault doors, burglar alarms and high security locks, and offers locksmith services. It has fewer than 20 employees.

The 12 businesses to which RIT students have consulted so far range from a three-man operation with \$80,000 in sales annually to a small manufacturing firm with 80 employees and annual sales of \$200,000. They have

included an auto collision shop, a dental laboratory, a printing shop, an electronics supply company, and a kitchen cabinet designer and manufacturer.

Most small businesses share common problems, according to Pallischek. He identified these as inadequate record keeping; a poor job of market research; lack of planning; and undercapitalization.

During a 10-week quarter, a consulting team writes three reports--two progress reports and a final report with findings, analyses, recommendations and implementation. Pallischek visits every business to evaluate the students' contribution.

"In every case we've made a substantial contribution to the business," he's concluded. "And this is exceedingly valuable for the students. A senior has

Consultants

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three years of business theory behind him; this gives him a chance to use it. This is not an academic exercise. The objective is to expose students to what goes on daily in small businesses. The problems are real."

—by Mariann Teuber

Public Affairs awards

The postman delivered four good news letters to RIT's Public Affairs Division this month.

The group was notified of three awards from the Council for Advancement and Support of Education (CASE) and a \$2,000 grant from the New York State American Revolution Bicentennial Commission.

The film the Alumni Association produced about the Institute with the cooperation of Chris Belle-Isle's Alumni Programs Office received an exceptional achievement award in CASE's electronic media category. Since there was no grand award given in this category, the film received one of the highest awards.

For the third straight year, *rit*, the alumni publication edited by Mariann Teuber, was recognized. This year's honor was an award of merit in the newspaper/tabloids division.

"Engineering RIT," a recruitment brochure produced by John Massey and Mariann Teuber, received an award of merit in the individual publications category.

Mariann Teuber and David Barringer were informed that they'd received a \$2,000 matching grant from the New York State American Revolution Bicentennial Commission to produce an exhibit on the history and future of the non-MD health practitioner in this country. The exhibit will support RIT's health professions programs.

Engineers in society

Can the Monroe County Department of Social Services decrease the waiting time for its clients, and how?

Can the department keep better records?

How can Delta Laboratories inform the public of its activities?

For the past several weeks those questions have been studied at RIT—not by social scientists or accountants or public relations experts, but by engineers.

Nine graduating industrial engineering students recently reported their findings from those three projects.

They demonstrated the contribution industrial engineering, a profession that is

concerned with the interaction of the person and the machine, and industrial engineering students have to make to social concerns.

The student projects were conducted for a course, "Project Design," offered by the Industrial Engineering Department for the first time this spring.

The official descriptions of the projects are:

"Project Wait" for the Monroe County Department of Social Services--statistical studies of waiting times for clients and recommendations for system improvements.

"Project Farewell" for the Department of Social Services--a development of an information record-keeping system.

"Project Delta" for Delta Laboratories--public information of the laboratories' functions through an exhibit at the St. John Fisher College Science Fair this month, including development of an interactive computer program used with the "Eco-Box" at the fair.

The purpose of the course is to involve senior engineering students in community activities by applying their engineering skills to actual situations.

"It was good practice in learning how to define a problem and tackle it," said Joe Reisdorf, one of the students. "It put to use a lot that we'd learned. It helped in learning how to deal with people. The course has a lot of potential."

Jules Schwartz and James Widmaier of Eastman Kodak Company, members of the Institute of Industrial Engineers, advised the students as project coordinators.

Outstanding teachers

Four professors at RIT have been named outstanding teachers for the 1974-75 academic year, Dr. Todd H. Bullard, Provost, announced.

Professors Robert F. Panara, National Technical Institute for the Deaf; Julian Salisnjak, College of General Studies; Hobart E. Cowles, College of Fine and Applied Arts; and Bhalchandra V. Karlekar, College of Engineering, are the Recipients.

Selection of awards for outstanding teaching were made, Dr. Bullard said, under the new policy initiated by the Institute's Policy Council earlier this year.

Awards are considered by four groups of colleges and other institute groups at RIT and are reviewed by two committees. Each winner has a choice of: A cash grant of \$1,000; a research grant of \$1,000, which may be used for any expenses involved in a research or development project, such as travel, materials, etc.; or release from Teaching assignments for one quarter with a stipend equal to full salary to improve

professional competence or perform research or development.

A decision of the award winners choice must be made within the next month. And an awards ceremony will be conducted this fall, Dr. Bullard added.

Prof to RAC

Dr. Hugh B. Hammett, chairman of History and Political Science at RIT's College of Continuing Education's General Education Division, has been appointed to a one-year Internship in Administration sponsored by Rochester Area Colleges, Inc. (RAC).

In this position, Dr. Hammett will assist RAC executive director Dr. Alexander R. Cameron in general academic administration and long-range planning. Dr. Hammett also will be working on general academic administration, employment of instructional technology, faculty and curriculum development, and continuing education.

RAC is a consortium of 15 Rochester-area colleges and universities. It was incorporated in 1970 and since that time has helped its members solve problems of common interest, establish better lines of communications among each other, and focus public attention on higher education in the Rochester area.

Each year the trustees of RAC elect a faculty member from one of its member institutions to serve a one-year internship.

Dr. Hammett's appointment is effective Sept. 1.

Steering group named

At the May 28th meeting, the Policy Council approved the Steering Committee for 1975-76. This Committee is formed at this time each year in order that it may get a head start on its main responsibilities: To submit a plan of work to the Policy Council in September, and to set the agenda for Policy Council meetings.

The members for 1975-76 are Paul Miller, Todd Bullard, William Castle, Ivan Rosenberg, Hiram Bell, Nina Sandberg and Ronald Padgham.

All faculty and staff are invited to submit their Institute wide concerns to these people for possible consideration by the Policy Council.

SAC profs named

Gary S. Griffin and William Keyser, faculty in the School for American Craftsmen, have been selected for inclusion in "Contemporary Crafts of the Americas: 1975."

Funded through a grant from the National Endowment for the Arts, the show is sponsored by Colorado State University. Exhibition jurors chose only 343 works from over 10,000 entries. Craftsmen from North, South, and Central America are represented.

After the initial show at Colorado State University, some of the works will tour the Americas.

Gary Griffin, who lives at 246 Culver Rd., Rochester, NY, has three metal works in the show, one of which was awarded the additional honor of Honorable Mention.

Griffin, a graduate of California State University and Tyler School of Art at Temple University, joined RIT in 1974. He has participated in over 25 group shows and a one-man show at Tyler Galleries, Philadelphia, PA.

William Keyser, 6543 Rush-Lima Rd., Rush, NY, is represented by his "Triptych Cabinets" of lamin wood and his "Box with 2 Compartments," a combination of five woods.

A graduate of RIT and member of the faculty since 1962, Keyser's work can be seen locally in the interfaith chapels of RIT, University of Rochester, and SUNY at Geneseo. His work has been commissioned by several banks and businesses. In 1969 he was represented in the "Objects U.S.A.," Johnson Wax Collection and has participated in many other exhibitions.

MS approved

The Department of Computer Science and Technology at RIT has received approval by the New York State Education Department to offer a Master of Science degree in computer science.

This joins the already existing M.S. degree program in computer system management begun last fall.

Currently, there are over 100 students registered in the M.S. degree program in computer system management as part-time or full-time students.

Both programs offer day and evening courses.

News and newsmakers

Professor John S. Zdanowicz, Assistant Professor of Finance in the College of Business has been appointed to the Board of Directors of the Rochester Committee for Scientific Information Inc. **William E. Beatty**, associate professor in the College of Business, was elected Executive Vice President of the Rochester Chapter of the Administrative Management Society, at the annual meeting in April. **GROUP LIFE INSURANCE "PINK" ENROLLMENT CARDS** must be returned to payroll for accurate enrollment immediately.

Continuing Events

Bevier Gallery, RIT, "Student Honors Show," outstanding work by students in the College of Fine and Applied Arts, through Sept. 15.

"Artists on the Corner" - Rochester Area Artists and Craftspeople. Five artists will exhibit and sell on each of the 3 days (July 12, July 26, Aug. 9). Corner of West Henrietta and Erie Station Roads, on the lawn of the West Henrietta Baptist Church. Starts at 1:00 p.m. and continues until after supper. Call E. Lee Anglin, 359-2460 for more info.

NYS Press Assoc Seminar-Conf. Rm. A, 1:30 p.m.-4:30 p.m. Contact Gene Deprez at 2331. July 2.

Genesee Valley Kennel Club Dog Show-Picnic Grounds behind Grace Watson. Contact Gene Harding at 458-1000 X84841. July 5

NYS Press Assoc. Seminar - Conf. Rm. A-1:30-4:30 p.m. Contact Gene DePrez at 2331. July 9

Rochester Society of Communicating Arts-1829 Rm. 5-11 p.m. Contact David Spadafora at 271-2150. July 9

CPA's - Accounting Services for Small Business Clients-M-2, Alumni Rm. 9-5 p.m. Contact Bill Gasser at 2312. July 18.

Corn Hill Arts Festival-July 12 and 13. 10-6 p.m. Atkinson, Adams, Eagle, S. Washington, Troup Streets, 3rd Ward. Sponsored by Cornhill Neighbors. Concurrent with Landmark Society House and Garden Tour. Call 325-3769 or 546-6754 for info.

Art in the Park - Harry Allen Park, Honeoye Falls. Sponsored by Honeoye Falls, Town of Mendon Historical Society. Contact Dorothy Maloney, 533-1589. July 13.

Curbside Art Festival - July 24, 25, 26. Concurrent with Downtown Bargain Days. Downtown Rochester, Central Business District. Call 454-2220 X 33 or X47.

Finger Lakes Craftsmen Summer Arts and Crafts Show and Sale - August 2, 10-8 p.m. Monroe County Fairgrounds, Calkins and E. Henrietta Rds. Call 315-9439 for more info.

Positions available

Listed below are the current openings at RIT as of 6/23/75. For further information please check the current job list in your college or administrative department.

General & Hourly

Vocational Rehabilitation Student Coordinator-
Student-Financial Aid
Secretary-Special Campaign
Receptionist-Program Services Dept.
Secretary-Campus Services
Secretary-Records & Institutional Research
Records Specialists I (5) Records & Institutional Research
Senior Secretary-College of Continuing Ed.
Secretary/Recep.-College of Engineering
Clerk Typist-College of Business
Recep./Proofreader-NTID Admin. Services (PT)
Secretary-College of Science
Secretary-Office of Prof. Dev. (PT)
Secretary/Recep-Reporter Mag. (PT)
Bindery Operator-General Duplicating

Administrative/Professional

Audio Visual Tech.-Audio Visual Services
Curriculum Materials Spec.-CD&E, NTID
Coordinator of Residential Life & Programming-
Residence Halls
Applications Programmer/Analyst-Program
Analysis NTID
Professional Interpreter-Div. of Integrated Ed.-
Interpreting Serv.
Administrative Services-Div. of Integrated Ed.
Programs
Engineering Co-Op Coordinator-Central Placement
Admin. Asst.-Office of Prof. Dev. NTID

Faculty

Photo.-NTID
Tech. Assoc. School of Photo. Arts & Sci.
English Spec.-English Dept. NTID
English Spec.-English Dept. NTID (PT)
Instructor-Industrial Drafting Prog.
Dept. Chairperson, Computer App.-CD&E, NTID
Manual Comm. Instructor (2)
Dev. Ed. Spec.-Tech. Ed.-NTID
Curr. Dev. Spec.-CD&E-NTID
Instructor-Arch. Tech AAS & Diploma Prog.-NTID
Instructor-Environmental & Construction-Arch
Tech. NTID
Coordinator of Training in Teacher Supervision-
NTID
Coordinator of Audiology Serv. Section-Comm.
CTR. NTID
Instructor-School of Printing
Assoc. Ed. Spec. for Pre-Professional Programs
in Engineering and computer sci.
Assoc. Ed. Spec.-Fine & Applied Arts-NTID
Chairperson-College of Business
Coordinator of Career Dev.-NTID
Speech Path.-Comm. Ctr.-NTID

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Editor: Rick Kase;
Editorial Assistant: John Alibrandi;
Designer: John Massey
Phone-464-2330

Rochester Institute of Technology

One Lomb Memorial Drive
Rochester, NY 14623

Bob Panara tells a story as well as Mark Twain, teaches his classes using the pantomime finesse of a Marcel Marceau, and displays his love for humanity by the warmth of his handshake and the radiance on his face.

A professor of English and drama at NTID, Bob has won more recognition for his talents as a scholar, teacher, and personality than most people receive in a life-time.

At age ten, Bob contracted spinal meningitis which left him deaf. And since that time he has developed into one of the best ambassadors for the deaf anywhere in the world.

It took him six months to recover from the meningitis attack and during that time he read "hundreds of books." In fact, after he returned to school, he spent much of his adolescence "reading his way through school." He believes that this is what enabled him to graduate and feels emphatically that "deaf people must read twice as much as hearing people do, in order to be fully integrated within the hearing world. It is not enough to interact with people, you must also be aware of what's happening in the world on a local and national scale."

After graduation from high school, he took a part-time job in a textile mill in Massachusetts where his father was the general manager. "Part of the time I worked in the mill, but the rest of the day I went to the library where I read and wrote poetry. And then of course, I went fishing." He still continues these part-time activities today.

He attributes his success at Gallaudet College (Washington, D.C.), where he enrolled one year after high school, to Dr. Powrie Doctor, a former teacher of English and history at Gallaudet. "I believe your niche in life is to be a teacher of the deaf," is how Bob remembers his friend saying it.

Bob agrees "it was the best advice I ever got--it developed into a most satisfying and rewarding career. I try to pass the same philosophy on to my students--I give them something to aim for."

Both hearing and deaf alike have

**Bob
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recognized Bob's talents. He is one of four professors at RIT who was awarded the outstanding teaching award for the 1975-76 academic year. This award allows a choice of a cash grant of \$1,000; or a research grant of \$1,000; or release from teaching assignments for one quarter to work on a research project.

Prior to winning the award, Panara was granted a year's leave of absence as a visiting professor to the California State University, Northridge (CSUN) for the 1975-76 academic year. Therefore, Bob has opted for the \$1,000 cash award for the simple reason that it will help to meet costly expenses and "there's no more gold to be found in California other than the kind which promotes a sun tan," he grins.

At CSUN, he will be covering such disciplines as Language and Literature, Dramatics, Teacher Training, and Deaf Studies. He feels that "this opportunity should provide new insights into the teaching-learning process involving integrated classes

of deaf and hearing students at SUN, as well as to enhance my capability to serve the special needs of NTID and the Institute when I return."

Panara has already been instrumental in integrating deaf and hearing at RIT; first by encouraging the establishment of NTID and the Institute when I return."

Panara has already been instrumental in integrating deaf and hearing at RIT; first by encouraging the establishment of NTID at RIT, and second by creating a unique course titled "Deaf Studies" which parallels the lives of deaf characters in literature with that of living deaf people. The course is offered to both hearing and deaf students on campus.

He has lectured on "History of the Theatre" at the summer school program of the National Theatre of the Deaf which usually makes an annual appearance on the RIT campus. He has also written special sign language translations of several of the plays taken on tour by the deaf professional troupe.

—by Barbara Wagner