

NEWS & EVENTS

Rochester Institute of Technology

Vol. 11, No. 21 – May 24, 1979

Convocation - Commencement

Sidney P. Marland, Jr., former United States Commissioner of Education, will deliver the principal address at RIT's 150th Anniversary Convocation on Friday, May 25th.

The Convocation ceremony marks the beginning of the Institute's year-long Anniversary Celebration, and will include the installation of Dr. M. Richard Rose as its seventh president.

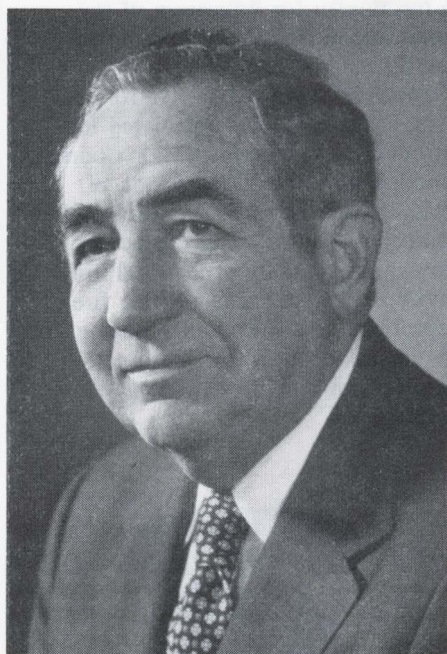
Dr. Marland's education took place, primarily, at the University of Connecticut where he received his bachelor's and master's degrees. He later attended New York University and completed his Ph.D. in education administration in 1955.

He was teaching high school in West Hartford, Conn. when World War II interrupted his career. Dr. Marland entered the United States Army, rising to the rank of Infantry colonel, and was awarded the Distinguished Service Cross, the Bronze Star, and the Legion of Merit for his service.

In 1948 he returned to Connecticut and the field of education, holding the position of superintendent of schools in Darien for eight years; then in Pittsburgh, Pa. for seven years; and, finally, in Winnetka, Ill. for five more years. From 1968 to 1970, he was president of the Institute for Educational Development, a nonprofit educational research corporation in New York City.

In 1970, he was appointed to the post of United States Commissioner of Education, serving in that capacity until 1972 when he became the nation's first statutory assistant secretary of education in the Department of Health, Education, and Welfare. He served in that capacity from 1972 to 1973.

During Dr. Marland's relatively brief tenure in Washington, the federal education budget nearly doubled, demonstrating greater governmental concern for racial isolation, the education of the



SIDNEY P. MARLAND, Jr.

handicapped, the gifted and the talented; and increased efficiency and simplification of educational funding procedures. Dr. Marland provided valuable leadership in the development and implementation of landmark higher education legislation, including the National Institute of Education, and the Fund for the Improvement of Postsecondary Education.

He was also influential in the establishment of the Basic Educational Opportunity Grants Program designed to provide assistance to students in need of financial aid for postsecondary education.

Dr. Marland is currently president emeritus of the College Entrance Examination Board, a national nonprofit membership association of some 2,400 colleges and universities, schools and school

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This year's 94th annual commencement—*Beginnings '79*—will see a record 3,533 graduates receiving diplomas on Saturday, May 26, on RIT's Henrietta campus.

Trumpets and trombones will herald the start of activities, and pennants, balloons and medieval-style banners will decorate the contemporary red brick campus. This is being done to evoke the spirit of medieval ceremonies from which most traditional college and university graduation ceremonies evolved.

Candidates for degrees will be honored in six separate ceremonies, beginning at 9 a.m., in the Frank Ritter Memorial Ice Arena and the George H. Clark Memorial Gymnasium. The ceremonies will run continuously according to the following schedule:

The College of Graphic Arts & Photography (blue color coded) will be held at 9 a.m. in the Ice Arena, with Richard H. Eisenhart, chairman of the Board of Trustees, presiding and Provost Todd H. Bullard offering the welcome.

The College of General Studies and Institute College (yellow color coded) will be held at 9 a.m. in the Gymnasium, with Trustee John Hostutler presiding and Institute President M. Richard Rose offering the welcome.

The College of Business (red color coded) will be held at 11:30 a.m. in the Ice Arena, with Mr. Eisenhart presiding and Dr. Bullard offering the welcome.

The College of Engineering and the

(continued on page 4)

The next edition of *News and Events* will be published and distributed on June 7 and will contain photographic coverage of this weekend's Convocation and Commencement activities. There will be no edition on May 31.

NEWS & NEWSMAKERS

John O. Ballard, director of the Criminal Justice Department, has accepted the endorsement of the Brighton Democratic Committee to be a candidate in the November elections for a seat on the Brighton Town Board.

College of Business Professor **Herbert Mossien** spoke on "Personal Motivation" at the New York State Circulation Management Association's annual meeting on May 8 in Niagara Falls.

Richard McAllen, director of Graphic Arts Research Center's Web Research, has returned from a visit to Australia, New Zealand and Japan where he spoke on GARC's research, testing and development work in offset color reproduction.

Photography Professors **Nile Root** and **Richard Zakia** recently held a two-day workshop on "The Principles and Application of the Zone System" at the Baldwin Street Gallery in Toronto. The Zone System is a method of precise exposure and de-

velopment which was codified by the photographer Ansel Adams in the early 1940s and has come into widespread use.

Professor Root has used the system in his own work since 1952 and Professor Zakia has co-authored two books on the system.

Dr. Barry Culhane, chairperson for NTID's Academic Department for General Education, was selected to review research proposals submitted to the Bureau for Education of the Handicapped May 7-11 in Washington, D.C.

Barry S. LaCombe, Protective Services, has successfully completed the Introduction to Fire Inspection Course conducted by the Department of State, Division of Fire Prevention and Control on May 11. This course improves the capability of the local fire service officer to make routine fire inspections as a means of reducing fire losses through fire prevention practice and fire prevention code enforcement.

PROMOTIONS

The following promotions were made during the months of March and April.

Roy Dementint, Campus Services, to director of operations; **Joan Dammeyer**, Records, to administrative assistant; **Carol Kephardt**, Records, to supervisor; **Mark Hillengas**, Bookstore, to manager of textbooks; **Dr. Robert Clark**, CCE, to acting dean; **Keith Delano**, Student Health, to emergency medical technician; **Dr. John Paliouras**, College of Science, to dean; **Clair Wolcott**, CCE, to full-time receptionist; **Peggy Guhl**, Computer Science, to secretary; **Jan Reich**, Campus Services, to superintendent of maintenance; **Susan DeLong**, Library, to financial assistant to the director; and **Betty Kober**, NTID, to secretary.



PHONE BOOK

Additions:

Augustin, Mark	
NTID Communication Support. . .	6348
Bale, George, Campus Serv., 01. . .	2466
Barber, Lynne, NTID Sys. Dev. . .	6233
Benjamin, Mark, Media Prod. . . .	6817
Biser, Eileen, NTID Gen. Ed. . . .	6844
Buffington, Connie, HEOP.	2221
Carter, Howard, Campus Serv. . .	2931
Daane, Brenda, Support Serv. . . .	6313
Demarest, Nancy, Support Serv. . .	6433
Feuerstein, Steve, Bldg. 99	2844
Floeser, Michael, Comp. Serv. . . .	2095
Gattalaro, Cheryl, CCE Pub.	2022
Goldberg, Philip, Campus Serv. . .	2612
Gwara, Dennis C., NTID, 09	6163
Hetzel, Charles, HEOP, 01	2221
Ingwers, Pat, Orientation	2508
Noland, Millie, Inst. Dev.	6613
Schell, Catherine, Library	2554
Seager, Cliff, Campus Serv.	2858
Stein, Gary, Photo Mgmt.	2630
True, Edward, Comp. Serv.	2989
Whitehead, Wendy Jo, Library. . .	2550



DATEBOOK

to June 1—"In Celebration of Our Marriage." Photographs by Judy Sanchez and Tom Weber Galleries 1½ & 2, Wallace Library.

to June 3—"Bobbin Lace and Relief Stitchery: Recent Textile Works," by Marian Haley Beil. Library Gallery.

May 25—Convocation. Installation of President Rose and address, Ice Arena, 7:30 p.m.

May 26—Commencement Gym & Ice Arena 9 a.m. - 4:30 p.m.

May 26—Summer—Bevier Gallery Student Honors Show. Hours 9 a.m. - 4 p.m., Mon.-Fri.

May 31—Novels at Noon *The Bostonians*, Henry James, 12:10-12:50 p.m., Rm. 203, 50 W. Main.

Summer Rec Hours

Athletic Facilities hours for the Spring/Summer Break from May 25 to June 3 are as follows:

Gym:

May 25 - May 28 Closed
 May 29 - June 1 8 a.m.--3 p.m.
 June 2 - June 3 Closed
 June 4 will begin summer hours

Pool:

May 25 - 11 a.m. to 1:30 p.m.
 May 26 - May 28 Closed
 May 29 - June 1 Noon-1:30 p.m.
 June 2 - June 3 Closed
 June 4 will begin summer hours

Weight Room:

May 25 8 a.m. --4 p.m.
 May 26 - May 28 Closed
 May 29 - June 1 8 a.m.--3 p.m.
 June 2 - June 3 Closed
 June 4 will begin summer hours

Tennis Courts

Open dawn to dusk throughout the break.

MOVING?

Be sure to give your new address to the Personnel Office as soon as possible so they can change your records at Blue Cross/Blue Shield. Failure to provide timely notification of an address change could result in delayed claims payment.

PROFILE

'What Are White House Photographers For?'

WASHINGTON—It's amazing how history can turn on so many little events. According to an excerpt in Gerald Ford's book, Henry Kissinger, his secretary of state, James Schlesinger, his secretary of defense, and the president were in a heated debate over how to react to the Cambodian seizure of the Mayaguez, and whether the United States should retaliate with massive air strikes. . . .

White House photographer David Kennerly was taking photos of the debate when he interjected himself into the conversation and said, "Has anyone considered that this might be the act of a local Cambodian commander who has taken it into his own hands to stop any ship that comes by?"

Apparently the three great men hadn't and Kennerly's view prevailed. Instead of massive air strikes, Ford writes, he ordered only limited air strikes against a few Cambodian military targets.

I wasn't there, of course, but when I read the excerpt I began imagining the scene.

KISSINGER: "The American people are crying for some sort of action after our ignominious withdrawal from Vietnam. A good massive bombing will make everyone feel better."

KENNERLY: "That was terrific. Let's try one more. How about the president in a football crouch as if he's going to center the ball? Henry, you be the quarterback, and Mr. Schlesinger, you look as if Henry's going to give the ball to you."

PRESIDENT: "I think before we go ahead we should ask someone else's opinion. David, what do you think about bombing Cambodia into the Stone Age?"

KENNERLY: "The way I see it, probably some hotshot local commander decided to grab the Mayaguez without checking with Phnom Penh."

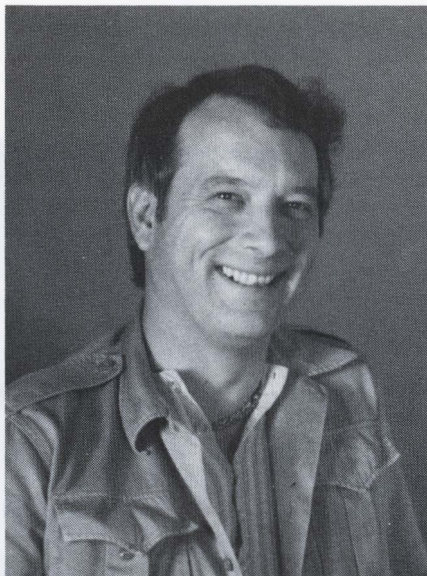
KISSINGER: "Why didn't we think of that?"

SCHLESINGER: "I thought of it. I just didn't mention it."

PRESIDENT: "Good work, David."

KENNERLY: "It's nothing, Mr. President, that's what White House photographers are for!"

—Art Buchwald "Only in U.S. could a photographer influence the course of history."



MICHAEL GEISSINGER

"I wouldn't say I influenced any major decisions," jokes photography Professor Mike Geissinger, who spent nearly three years as a White House photographer for the late President Lyndon B. Johnson.

A '64 photo illustration graduate, Geissinger was almost finished with his tour of duty in the Air Force when a "temporary assignment" in Washington came along.

"I jumped at the chance to go to Washington," says Geissinger, "even though I was only supposed to work in the White House photo lab." However, being a seasoned news photographer, he was soon switched to the "shooting" staff.

"Our basic role was to document every official aspect of the presidency for history," he says. "I was one of five staff photographers who covered everything from top secret meetings to Linda and Lucy Johnson's weddings and Lucy's first baby."

"I always felt like I was six inches off the ground every time I walked into Johnson's office," Geissinger adds, "a feeling that came from being around men of great power."

His job was made even more interesting by the fact that some assignments handed out were never explained, simply requested.

"Once I was called to photograph a surprise visit made by the Russian Ambassador Anatoly Dobrynin and Dean Rusk, secretary of state," Geissinger says. "When Johnson indicated, with his customary flick of the eyes, that it was time to leave the room, I shot secretly through the windows from the rose garden. I didn't find out until three years later that I was witnessing a secret Russian peace proposal for Vietnam which was subsequently rejected."

Geissinger estimates he shot roughly 100,000 photographs during his "White House" years, many of them appearing in national magazines or used by news and wire services throughout the country.

One of his favorite shots was taken on the first day of the Arab Israeli War, another was taken after Nixon's nomination when he and Johnson sat in rocking chairs, recapping the day's events.

The change in Presidents brought a job change for Geissinger, too. He left the White House to become director of photography at Virginia Polytechnical and State University, Blacksburg, Virginia, where he supervised a 4 person staff that turned out 2,000 prints a month. While there he also shot a promotional story that netted the college a four-page spread in *LIFE*.

Geissinger came to Rochester in 1971 to teach photojournalism II, a course for fourth year students geared toward magazine photography and design. Once back he also immersed himself in *Rochester Magazine* (now defunct because of what he terms "a lack of knowledge of the business ends"). Still enamored with magazine publishing, however, he's now in the midst of publishing a national backgammon magazine which he expects to market next Christmas. He's also editor of the New York State Region II News Photographers Newsletter and advisor to the *Geneseean* published by his journalism class.

Does he miss the glamour and excitement of the White House life? "Now and then," he admits, but the only real twinge of regret comes at Christmas—the family still gets a Christmas card from Lady Bird.



Convocation . . .

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systems, and other educational associations, and is chairman of the Editorial Board of Scholastic Magazines.

The Academic Procession of RIT trustees, Rochester area college presidents, and RIT faculty will begin promptly at 7:30 p.m. at the Frank Ritter Memorial Ice Arena on the Henrietta campus.

Dr. Todd H. Bullard, RIT provost and vice president for Academic Affairs, will be master of ceremonies for the program starting at 8 p.m.

Music will be provided by Theodore Hollenbach, organist, and the Rochester Philharmonic Brass Quintet.

Richard H. Eisenhart, chairman of the RIT Board of Trustees, will preside at the installation of Dr. Rose.

Students, faculty and staff members, friends of the Institute and their families are invited to the Convocation, Inauguration, and the reception following the ceremonies at 9:15 p.m. The reception will take place out-of-doors, weather permitting, in the Academic Circle. In case of inclement weather, it will be moved into the College-Alumni Union cafeteria.

Music at the reception will be by the Keith Foley Group, a quintet of young musicians whose interests range from classical to jazz.

The band was formed by keyboardist Keith Foley as an outlet for his interest in "jazz fusion" composing. While borrowing from the sounds of rock, disco, rhythm and blues, and even country music, the intimacy of small group jazz is at the center of the group's identity.

Members of the band all have strong associations with the Jazz program at Eastman School of Music. They are Paul McGinley, saxophones and flute; Bob Palmieri, guitar; Mike Boone, acoustic and electric basses, and Dave Rataczack, drums. The leader adds the colors of acoustic and electric piano, and synthesizer.



HILTON OFFICIAL VISITS RIT

Ms. Nita Loyld (left), CHSE, vice president of HSMA International and director of sales, Corporate Accounts, for the Hilton Hotels Corp., spoke recently to a group of students from the Department of Food Administration, Hotel/Tourist Industries Management. Chatting with Ms. Loyld at a reception following her talk are George Alley, director of the RIT food administration program and a student in the program.

Commencement . . .

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College of Science (green color coded) will be held at 11:30 a.m. in the Gymnasium, with Mr. Hostutler presiding and Dr. Rose offering the welcome.

The College of Continuing Education (orange color coded) will be held at 2:30 p.m. in the Ice Arena, with Mr. Eisenhart presiding and Dr. Bullard offering the welcome.

The College of Fine and Applied Arts, and the National Technical Institute for the Deaf (brown color coded) will be held at 2:30 p.m. in the Gymnasium, with Mr. Hostutler presiding and Dr. Rose offering the welcome.

ROTC graduates will receive their commissions in the U.S. Army at a 1 p.m. ceremony presided over by Lt. Col. Victor Keefe in Ingle Auditorium.

In preparation for these ceremonies, there will be a meeting of all graduation hosts and hostesses on Friday, May 25, at 2 p.m. in the George H. Clark Memorial Gymnasium.

NEWS & EVENTS

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